

TOURISM GRANT APPLICATION

Organization Applying: Ore-Cal Resource Conservation & Development Area Council

Contact Person: Allison Wells-Leal, Executive Director

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Title of Project: The Art of Survival Exhibit: Voices from the Past

Brief Description of Project:

The applicant seeks to expand the audience for the Art of Survival Exhibit to a national level through targeted marketing activities and expanded advertising of the exhibit. The Art of Survival Exhibit examines the political, sociological and cultural influences which resulted in the incarceration of more than 24,000 men, women and children of Japanese descent at the Tule Lake Confinement Site, in Malin, Oregon. The exhibit gives a long overdue voice to the detainees through photographic, oral and video-graphic presentations. Funded primarily through the National Park Service/Japanese American Confinement Site grant, the exhibit also enjoys the support of local and regional organizations and is distinguished by broad-based community support. The Art of Survival Exhibit will debut at the Favall Gallery in Klamath Falls, OR during April 2014 – July 2014.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant  Date 9-30-2013

Signature of Board Chair  Date 9-30-2013

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The focus of the proposal is to utilize innovative marketing and advertising strategies to bring tourists who are interested in historical events to the region. It is envisioned that the Art of Survival Exhibit will have specific appeal to those with a specific interest in WWII, to those of Japanese descent, to alumni tour associations and to those who embark on educational travel through organizations such as Elder Hostel. The advertising copy will direct the reader to the Art of Survival website, www.artofsurvival.org (website development funded, in part, by prior Klamath County Tourism grant) to identify links other activities (cultural, historical, recreational, environmental, etc.) along with lodging, dining and shopping options.

2. What are the project activities?

The exhibition in and of itself will be compelling. Beautiful and rare artifacts, poignant oral histories, stunning photography along with enough information to give the visitor a real insight into the lives of the Japanese Americans unjustly confined during WWII are the framework for this top quality museum display. This is an exhibition that can be viewed more than once.

In addition to the exhibit, we have community projects to engage the visitor.

- a.) A Century Bike Ride is being planned around the Camp (Tule Lake) site with a special "kids camp" ride that will include a ranger led tour of both the CCC Camp and the refuge. This allows the parents to comfortably go off on the big ride. A dinner at the Favell will be part of the package.
- b.) The Ross Ragland is putting on a mixed media performance piece, which will include dance, drama, koto music, and art.
- c.) Roxanne Stout will be teaching a hand made book workshop at the Library.
- d.) The Shaw Historical library will be hosting lectures with prominent speakers who are experts in various related subjects.
- e.) Tours with guides to the Tule Lake National Monument.
- f.) A Legacy Trail: a self-guided tour to buildings from Tule Lake that have been moved to new places in the county.

We have a vibrant website, creating not only an online presence, but also facilitating web-based marketing.

3. When will the project occur? How long will it last?

The exhibit will be open to the public from April 4, 2014 through July 27, 2014.

We trust that we will create such an interest that the Tule Lake Unit of WWII Valor in the Pacific National Monument will become a place of interest...and that people seeing the exhibition will return to the Basin to further explore, not only the Japanese Segregation Site, but other Basin features, such as Lava Beds, Fort Klamath, or the Baldwin Museum.

The marketing project will commence on November 1, 2014 utilizing funding already procured from the National Park Services/Japanese American Confinement Sites (NPS/JACS). The funding sought from the Klamath County Tourism Grant will support expanded advertising of the

exhibit with an emphasis on multiple-day stays in the region. The Art of Survival Exhibit will take place from April 2014 through July 2014.

4. Who is the target market for attending the project?

The Art of Survival Exhibit (AOS) is being developed to appeal to large and varied audiences as follows:

- Those directly affected by the internment (e.g. surviving internees, families, relatives, friends)
- Those interested in World War II history
- Those interested in World War II art
- Those interested in art, generally
- People local to both Oregon and California (those with awareness of the Segregation Center)
- One target market is educated middle class adults and their families. Even though the topic is difficult, there are many wonderful visuals to delight all ages, and we will provide a "find the object" game book for children. It will be a terrific outing for families, who can travel to the exhibit and go to Crater Lake or Lava Beds, too.
- The Asian community, especially people of Japanese ancestry will be compelled to see the exhibition. Tule Lake initially was the home for thousands of people from San Jose, San Francisco, Sacramento, and Seattle, but it ultimately housed people from all of the Camps once it was segregated. Thus, Japanese Americans from Los Angeles to Chicago, and everywhere else have a vested interest.
- Another market will be those interested in art and photography. A talent as great as Hiroshi Watanabe, a fine art photographer who is represented in galleries in Zurich, Munich, New York, Santa Fe, San Francisco, Boston, Tokyo, Kobe and more, will be significant if publicized correctly.
- It will be of particular interest to high school students, who are studying civil liberty issues.

Additionally, we will target our marketing both regionally, and to an extent nationally, in order to reach the above audiences. We expect our marketing efforts to focus on key markets along the I-5 corridor from Seattle and Portland down to the Bay Area, with additional efforts in Southern California and other markets. The other markets we have identified include: Bend, Oregon and Lake County, Oregon (because of close proximity), and, Lodi/Stockton, California (because research shows these markets contain target-rich audiences).

Project Goals:

5. How many out of county visitors do you expect to attract to the project? How will you count the number of out of county visitors versus the number of locals?

We expect 10,000 out of town visitors to attend this Exhibit over the course of the four months.

We will track the number of out of town visitors several ways:

- They will sign a Guest Book / Visitor Log

- We will be doing intercepts (e.g. talking with visitors), which will give us a good proportional estimate of in-county versus out-of-county visitors
6. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you count the number of extra days?

The Art of Survival Leadership (AOS) Team is all about extending visitor stay. We aim to bring visitors in early and provide them with a menu of other activities which will encourage extended visitation and hence additional lodging nights in Klamath Falls.

Specifically, because the event runs April 4, 2014 through July 27, 2014 we have a long window for visitation. We will bundle visiting the AOS Exhibit with other activities in and around Klamath based on what may be listed on the Discover Klamath Events webpage. Additionally, as part of the AOS program, there will be complimentary events such as tours, a charity bike ride, and more. In short, we will draw people with the AOS Exhibit, but keep them longer by exposing them to the many additional recreational and/or cultural activities occurring.

As an example, we have already reached out to Amtrak to become the official transportation sponsor for the AOS Exhibit. Amtrak will develop packages for our inbound travelers. We will also have key lodging partners. Those attending the AOS Exhibit will find their ticket stubs are good for other activities, and/or discounts on other attractions (e.g. Food discounts, Discounted admission to Lava Beds National Monument, Crater Lake National Park, Klamath County Museums, etc...). We are looking to design and implement a "Summer 2014 Cultural Pass" program that would provide AOS Exhibit attendees with a pass good for free or deeply discounted admission to other cultural destinations or events. These could include the Klamath County Museum, Baldwin Hotel Museum, Ft. Klamath Museum, The Favell Museum, Kla-Mo-Ya Casino, Special showings/events at the Ross Ragland and Linkville Theaters, and much more.

In terms of tracking, we will be doing "Intercepts" of people visiting the AOS Exhibit, to collect some basic information, such as where people are coming from, how they heard about the Exhibit, how long they plan to stay, what else they are doing on their visit, etc.... We will also have a Guestbook at the AOS Exhibit and will be encouraging (via an 'Enter-To-Win' Contest) people to sign our guest log in order to capture some basic information such as who they are, where they are from, if they would like to be added to our Newsletter Email List, etc...

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Ore-Cal Resource Conservation and Development Area Council is a regional 501(c)3 membership-based organization operating in Klamath, Lake, Siskiyou, Western Modoc, and Northeastern Shasta Counties. The mission of the organization is to encourage diversity and community prosperity through education, conservation, promotion, development and continued sustainable stewardship of natural resources. We work in rural, resource-based areas in support of projects and programs which reflect the economic, social and cultural aspirations of communities. Activities include but are not limited to: organizational development, strategic planning, project/program development, identification of funding and community resources, grant writing and grant management, community stakeholder partnership development, and provision of educational seminars, community-forums and conferences. Successful collaborative and individual projects have included construction of the Butte Valley Community Center, partnering in the development of the Volcanic Legacy Scenic Byway, assisting with the acquisition of the Bill Scholtes Klamath Sportsman Park, and production of the "Klamath Watershed-An American Success Story" video to name just a few.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

This project represents a relatively new avenue of endeavor for Ore-Cal RC&D and, as such, we are pleased to partner with *Discover Klamath*, a non-profit tourism organization which has significant success in developing regional tourism in the Klamath Basin. Additionally, Ore-Cal RC&D and their partner, the Art of Survival Exhibit Committee have established relationships with many stakeholder groups and organizations throughout the region including the National Park Service; Tule Lake National Monument; The Tule Lake Unit, WWII Valor in the Pacific National Monument; the Butte Valley Chamber of Commerce, the Klamath Arts Council; U.S. Fish and Wildlife Service; the Shaw Museum and many others who will continue to lend their expertise and support in generating support and attendance for the exhibit.

Support, planning and implementation of the Art of Survival has required a five-year commitment for a majority of the stakeholders; they are equally committed to ensuring that the exhibit enjoys the greatest success possible and that those who attend the exhibit are also made aware of additional opportunities to explore the region. Our partnership with Discover Klamath ensures that contemporary marketing and advertising practices are used to the best advantage possible. Finally, Ore-Cal's more than 20 years' experience in successful program planning, development, implementation and management ensures, to the greatest extent possible that all project implementation and funding criteria are met in a timely and accurate manner.

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.

Marketing Objectives:

- With a marketing budget of approximately \$15,000 (\$10,000 from Grant, \$3,000 from c-pay, and, \$2,000 from Sponsors), we seek to generate one million gross media impressions, or greater during the period March 2014 to July 2014.

Marketing Strategies:

- Use a variety of marketing approaches (mediums) in order to maximize the reach and frequency of our messaging ("Come to the Art of Survival Exhibit")
- Work with / tie into marketing efforts of Discover Klamath to leverage our funding.

Marketing Tactics:

- Printed Materials: We will spend approximately 10% of our budget to design, develop, and distribute via Certified Folder Company an AOS Exhibit Rack Card. It will go to Welcome Centers, Hotels/Motels, and other venues throughout our target geographies,
- Print Advertising: We will strategically place half-page to full-page sized print ads in key publications. To offset costs, we will coop these ads with lodging and/or other partners such as Discover Klamath. We expect to apply 25% of our marketing budget to this activity, and to evaluate such publications as VIA Magazine, American Road Magazine, Southern Oregon Magazine, 1859 Magazine, Portland Magazine, and Oregon Festivals and Events Magazine, just to name a few,
- Public Relations: Allocating 15% of our budget to PR activities will get the AOS Exhibit listed on many many media websites and calendars. It will also generate "Earned Media" which is stories about the Exhibit in widely read magazines, newspapers, websites, and electronic media outlets. Our PR efforts will also address traditional PR activities such as drafting and issuing Press Releases to a broad list of media outlets, local and regional media interviews, and more,
- Television/Radio: With the support (financially and developmentally) of Discover Klamath, we will create and air a :30 second TV spot about the Exhibit and run it in key markets,
- Web/Interactive: With the support of Discover Klamath we will engage in several digital efforts including: (a) being part of their quarterly Digital Magazine, (b) Having a web banner ad on DKs website, (c) engaging in a 'retargeting' campaign that puts banner ads in front of most likely to attend prospects
- Outside Organizations: The AOS Project Team will also market the Exhibit to a wide variety of for-profit and not-for-profit organizations, charities, schools, Chambers, Lava Beds National Monument, etc... both to attract their patrons, members, etc... to the Exhibit but also to learn if these organizations can provide volunteer support and/or other resources.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

We have a number of ways to track the impact of our out-of-county marketing efforts:

- Lodging Reports: Both anecdotally and numerically we will track lodging visits from at least our key lodging partners, if not a greater sample size of lodging establishments. We hope to favorably impact the County's Lodging Stats (as reported by Smith Travel Research) during the period of the Exhibit,
- Attendance Figures: We will track visitors to the event on a daily, weekly, monthly basis,
- Media Impressions: We will track our marketing effectiveness by working with Discover Klamath to measure how many gross media impressions (by marketing tactic / by medium) generated. We seek comparable media efficiencies that Discover Klamath might expect to receive on larger media buys, whether this be on a CPP (Cost Per Click), CPM (Cost Per Thousand), or CPI (Cost Per Impression) basis.

11. If your project is already underway explain how this award will increase your likelihood of success.

In May 2013, Ore-Cal received \$120,000 in federal funding from NPS/JACS to create the Art of Survival Exhibit; however, due to the cost of exhibit development, fabrication and display, very little remains for marketing and advertising. An award from Klamath County Tourism of \$10,000, or a portion thereof, will significantly increase the reach of the advertising for this unique and historically valuable event and, at the same time, leverage the federal funding to increase tourism throughout the Klamath Basin and beyond. By providing web-based links to other sites, and targeting specific interest groups as describe in the foregoing responses, the reach of the KCT award will be further compounded.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

The Art of Survival Exhibit required at least 1:3 matching funds; Ore-Cal and the AOS Committee were able to procure more than \$63,000 in cash and in-kind match including professional services, community support, and volunteer activities. In-kind activities for this proposal will include administrative services, professional services (website maintenance, advertising/marketing services) and utilization of other websites to provide linkages to the AOS website.

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10000.00	10000.00		
Cash Revenues -					
Source:					
Other Funding Sources:					
Source: National Park Service	5000.00		5000.00		3000.00= Match requirement
Total Cash Revenues	-	-	-		
Other Funding Sources:					
Source: Ore-Cal RCD	1000.00		1000.00		
Source: Discover Klamath	1500.00		1500.00		
Source: Sponsors		2000.00	2000.00		
Total Other Funding Sources	-	-	-		
Total Revenue	7500.00	12000.00	19500.00		0.00
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	19500.00		19500.00		see Marketing Budget Form
Rentals					
Supplies					
Other:	-	-	-		
Other:					
Other:					
Other:					
Total Cash Expenses	19500.00	-	19500.00		
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-		
Total Expenses	-	-	-		
Net Income<Expense>	0.00	0.00	0.00		

NOTES

Be as specific as possible; provide explanation to help clarify budget items
 Use the "Actual" column when preparing your final report; submit this form with the final report
 Use additional space or lines if necessary to provide complete information

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		10000	10000		
Other Sources: National Park Servic	2000		2000		
Other Sources: Match	3000		3000		
Other Sources: Discover Klamath	1500		1500		
Other Sources: OR-CAL	1000		1000		
Other Sources: Sponsorships		2000	2000		
Total Revenue	7500	12000	19500	-	
CASH EXPENSES					
Advertising					
Print: Magazine ads		5000	5000		
Web: Banner ads		500	500		
Other Internet: Retargeting		5000	5000		
Other: TV/Radio		5000	5000		
Total Advertising	-	15500	15500	-	
Printing: Rack card/Distribution		2000	2000		
Postage					
Misc/Other (Explanation Req'd):					
Other: Public relations		2000	2000		
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	4000	4000	-	
Total Expenses	-	19500	19500	-	
Net Income<Expense>	-	0	0	-	

NOTES

**Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.
Be as specific as possible; provide explanation to help clarify budget items
Use the "Actual" column when preparing your final report; submit this form with the final report
Use additional space or lines if necessary to provide complete information**



Ore-Cal Resource Conservation &
Development Area Council
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“Ore-Cal’s mission is to increase the vitality of our natural resource-based communities.”

October 21, 2013

Mr. Jason Link, CPA
County of Klamath
Finance & Budget Office
305 Main Street
Klamath Falls, OR 97601

Dear Mr. Link:

Thank you for your consideration of the Klamath County Tourism Proposal submitted by Ore-Cal RC&D. Our organization is honored to partner with the Art of Survival Project to bring a fresh and unique perspective on a little known and less understood period in our nation’s history.

I will endeavor to respond to your questions as concisely as is possible at this point in time with respect to the marketing efforts and anticipated partnerships related to the project.

Question 1: *“Do you plan to partner with ElderHostel? Have you made contact with them?”*

It is envisioned that the connection to ElderHostel will be through the development of a specialized Amtrak Tour. We have connected with Colleen Richter, Marketing Director of Amtrak, and Mari Hirabayashi, Marketing Manager, to initiate discussion regarding a specially-advertised Art of Survival Exhibit travel package (lodging, transportation [rail and ground], exhibit, Internment site trip, with additional offerings of Crater Lake National Park, Lava Beds National Monument, WWII Valor in the Pacific Monument and other area historic landmarks. The travel package will be offered to other groups, particularly to those who promote educational travel opportunities such as ElderHostel and University Alumni Travel Associations.

Question 2: *“Will Hiroshi Watanabe do any promotion via his contacts (website/ mailing list)? What is his role?”*

Mr. Watanabe, due his international recognition as a fine art photographer, is somewhat removed from the promotion of his own work. The task of promoting the showing of his work falls primarily to the galleries in which he exhibits. Online promotional advertisement will be provided to Mr. Watanabe which he may then forward to his mailing list and galleries. It is reasonable to expect that on-line promotion of the exhibit through the Art of Survival website will be linked to galleries throughout the West Coast with significant promotion coming from galleries where Mr. Watanabe has exhibited his work. Also, there exists a noteworthy network within the Japanese-American community of persons and organizations who are familiar with the

expressive nature of Mr. Watanabe's work and his commitment to accurately portraying not just the circumstances of the internee's but also their struggle to create beauty amidst the harshness of their day-to-day reality.

Mr. Watanabe is essentially "freezing" his collection to loan it to the AOS project; he will not be showing in galleries prior to the opening of the Favell AOS exhibit so that his entire body of work with respect to internment camps will be available. He is not charging for the loan of his photographs and will be present at the opening of the AOS exhibit. The opportunity to meet Mr. Watanabe and observe, through the medium of photography, his unique artistic perspective, will be a central theme of all advertising for the event opening. Prior reviews of Mr. Watanabe's work will be also be used extensively in the advertising/marketing of the Art of Survival exhibit.

Question 3: *"What key publications will you advertise in? Any magazines that cater to Japanese Americans? Have you done any magazine ad pricing?"*

The Art of Survival will utilize key magazines as a component in its larger integrated marketing campaign. Our group expects to use magazines to both build awareness for the art exhibit, as well as to drive attendance.

At a strategic level, we will use print publications in two ways. First, we will select and use broad based magazines which offer larger distribution numbers and hence lower costs on a per thousand basis. And secondly, we will use S.I.P.s (Special Interest Publications) which are highly targeted publications that will reach both the art loving community as well as the Japanese-American community.

We have already had initial discussions with Discover Klamath, who will be our key marketing partner. Upon receiving grant, we will work with them to identify specific publications in both categories that meet selected criterias of (a) Reach/distribution, (b) Target audiences, (c) Cost per thousand, and (d) Regionality.

Question #4: *"Who are your lodging partners?"*

The Art of Survival will have several lodging partners. These have been selected based on criteria as follows:

- a) Price Point: We want to be able to offer lodging options for all budgets
- b) Convenience / Location: Good freeway access, good in/out egress, ample parking, near stores
- c) Amenities: Offers free breakfasts, free internet, other services
- d) Ratings: Has consistently high customer satisfaction ratings on Trip Advisor

With these criteria in mind, we have selected several lodging partners:

- High End: Running Y Ranch
- Mid-Range: Cimarron Inn and Best Western Olympic
- Value: Maverick Hotel

These establishments will honor discounts for AAA, Seniors, and others, while providing competitive rates and reliable service. In return, we will highlight / call out these establishments as partners to the Art of Survival.

In addition, there are a couple smaller Bed and Breakfast type operations in Dorris and Malin we may partner with also, since we anticipate some people will wish to stay in the southern portion of the county.

Question #5: "*Do you have sponsorships yet?*"

Sponsorships are an important element to funding an event such as Art of Survival. While we do have a couple of sponsors already lined up, we are planning to become a bit more organized in our approach to securing additional sponsors.

We anticipate establishing a tiered sponsorship offering (e.g. Gold/Silver/Bronze) with various (advertising/promotional) benefits accruing to each level based upon a sponsor's cash contribution (e.g. \$5000, \$2500, \$1000). We are in the process of identifying a list of prospective sponsor organizations.

As mentioned, we have already secured two key sponsors: The US Fish & Wildlife Department has pledged \$5000 plus additional in-kind services; and, the Ross Ragland Theater has pledged \$1500 of in-kind services. Additionally, we do have more/additional (smaller) "Partners" who are providing in-kind services, etc...

Per your letter, we will contact your office to schedule a time to meet with the committee on October 28th between 1:00 pm and 5:00 pm in room 214 of the Government Center in Klamath Falls.

Thank you for your consideration and support,

Rennie Cleland

Rennie Cleland //s//
Board President