

TOURISM GRANT APPLICATION

Organization Applying: Ohana Mommas
Contact Person: Cynthia Eddy
Phone Number: ST 281.7057 or 850.8255
Email Address: ohanamommas@gmail.com
Mailing Address: 1116 Main St. 97601
Web Site Address: shop page ^{MAIN} www.ohanamommas.com

Title of Project: 3 facebook ^{SP} ohana mommas ^{WEST COAST HAWAIIAN}
Brief Description of Project: (main facebook page) Ohana Mommas Snowflake Festival Mele Kalikimaka ^{Shop}

a fun filled event that brings Luau
"A Touch of Aloha" to Klamath Falls - annually held
for 11 years we would like to expand our guests by
double or more. We offer authentic meal, entertainment,
prizes, Christmas shop & more all with a tropical twist,
including Santa! County Princesses are in attendance as

The undersigned, as proposer, declares that he/she has carefully examined the well,
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 Cynthia Eddy Date 9/20/14
Signature of Board Chair _____ Date _____

(title of project = project facebook page is:
" Ohana Mommas Snowflake Festival
Mele Kalikimaka Luau "

American Legion Post 8 are supporters of this event
as well as many ^{BUSINESS OWNERS} in
Klamath Falls ;

PAYMENT INFORMATION

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

to expand our advertising base to nearby communities who may choose to come to the Snowflake Festival if they were aware of the Luau, since it is in the evening they would likely sleep over.

2. What are the project activities?

Luau includes meal, entertainment, photos, shopping area, audience participation, ect. for tweens to adults. We have a great reputation as a wonderful event for 11 years.

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

November 30, 2014

6-9 pm app.

QUALIFICATIONS OF APPLICANT

4. Describe your organization.

Ohana Mommas is a sole proprietorship owned by Cynthia Eddy who has been a business owner over 20 years and worked in Klamath Falls & MEDFORD over 40 years as a Business manager, owner and Bookkeeper.

5. Describe your experience in operating past or similar projects. How is your organization uniquely qualified to carry out this project?

As a unique draw for a surprisingly large population in Southern Oregon, Ohana Mommas is an All-Hands-on-Deck shop covering everything from Hula lessons to Aloha shirts since 2005. We have a wide variety of contacts & services for LUAV's.

6. Have these projects been successful in bringing tourists to Klamath County? How do plan to measure the results of your projecting in bringing tourist to Klamath County?

We feel with 11 previous successful LUAV's that the key to growing is bringing in the nearby towns clientele through advertising.

We always pre-sell our tickets so we know exactly who will be there and their information.

We also have a guest book at the LUAV that is filled out when people enter.

I strongly feel we would bring in guests from Medford predominantly

Klamath County Tourism Grant Application
Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		8000 ⁰⁰			
Cash Revenues -					
Source: ticket sales		3800 ⁰⁰			
Source: sales at duan		500 ⁰⁰			
Source:					
Total Cash Revenues	-	4300 ⁰⁰	-	-	
In-Kind Revenues:					
Source: labor & talent		500 ⁰⁰			
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	-	6800 ⁰⁰	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs local		150 ⁰⁰			
Rentals venue		350 ⁰⁰			
Supplies					
Other: talent	-	900 ⁰⁰	-	-	
Other:					
Other: mktg - out of town					
Other: catering		1200 ⁰⁰			
Total Cash Expenses	-	2100 ⁰⁰	-	-	
In-Kind Expenses					
Labor					
Marketing costs		2070 ⁰⁰			
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	2070 ⁰⁰	-	-	
Net Income <Expense>	-	-	-	-	

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
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

To the Klamath Tourism Association of Klamath Falls

I am writing this letter in support of Cynthia Eddy and Ohana Momma's Aloha festival and concert.

Ohana Momma's is a local business that brings a part of the Islands to those that can't get there. Ms. Eddy brings a sense of culture and wonder to those of us that are land-locked here in the Klamath Basin. This festival is a key component in building our cultural knowledge, especially given our cold environment.

This festival is a family-oriented event that brings a fun-filled opportunity to those who attend. We don't get many chances to step outside the small farming culture that is Klamath Falls, so it's a way to broaden the experience for all involved.

I encourage the group to strongly consider funding for this worthwhile event. If you have any further questions regarding my endorsement, please don't hesitate to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Rod Comer".

Rod Comer

Great Basin Insurance

To whom it may concern,

I am writing this letter in support of the Southern Oregon Aloha Festival. Many people over the years in my experience as manager of Ohana Mommas have expressed deep desire to have an Aloha festival here in the beautiful area of southern Oregon. Countless numbers of out of town tourists have come into the shop and expressed how much they loved our shop. They also expressed interest in coming to the area again and again for any concerts, luaus, or special events that we may plan in the future with great enthusiasm!

It would be an absolutely wonderful addition to the tourism already in place here in Klamath Falls. People from Northern California, San Francisco, Central, even Southern California all the way up the West Coast up through Portland, Seattle people from all of these areas have come into Ohana Mommas and were absolutely delighted in what they found there and they all expressed huge interest in coming to any concerts or special events or festivals that we would host in the future.

It would be a wonderful addition to the summer time events that are hosted in Klamath County and I'm sure it would bring numerous people from out of the area to our beautiful county and staying in the hotels and eating at the restaurants and all that we have to offer in tourism!

Please feel free to contact me with any further questions that you may have about Ohana Mommas plans to put together the Southern Oregon Aloha festival and how I can assist in ways to make this happen!

Aloha

from Suzanne McCoy

Former Manager of

Ohana Mommas

541-331-3557

mccoyfamilyranch@gmail.com gmail.com

To whom it may concern,

For the past 25 years we have raised our children and now our grandchildren here in the Klamath Basin. We have been blessed to enjoy all that it has to offer. However; being in such a small community, we are not granted the music and art privileges that are offered in larger cities such as Portland and Eugene. I have brought my children and grandchildren to plays and concerts when available here in our community.

The arts are enriched with the stuff kids need to succeed. Just like kids need to have good nutrition on a daily basis, kids need to have their daily serving of the arts. Studies have shown that involvement in the arts helps kids increase test scores and promotes academic achievement. This pertains to all forms of arts.

"Art does not solve problems, but makes us aware of their existence," sculptor Magdalena Abakanowicz has said. Arts education in all forms, on the other hand, does solve problems. Years of research show that it's closely linked to almost everything that we as a nation say we want for our children and demand from our schools: academic achievement, social and emotional development, civic engagement, and equitable opportunity.

We, the Hartsfield family, have been enjoying all the cultural arts, crafts and music that Ohana Mommas and Southern Oregon Aloha Festival has and is offering us and believe strongly that the combination of cultural differences, music and art play an amazing part of not only our children's lives but those of our three grandchildren as well.

It is important that we not only are allowed to enjoy the Melo Kalkimaka Luau put on by Ohana Mommas, but such wonderful music and events such as Nathan Aweau's concert coming to our area put on by Southern Oregon Aloha Festival. Such festive occasions need to be shared with the areas that surround us. This can only enrich the businesses and families of the Klamath Basin.

A Hui Hou and best regards,

Patti Hartsfield

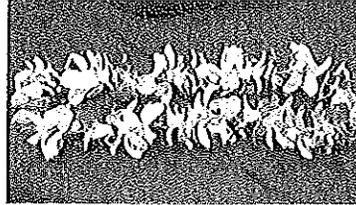
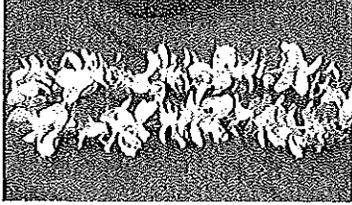
To whom It May Concern

My name is Dorothy (Kahalewal) Thomason. Originally from the island of Molokai now resides in LaPine, Or. I've attended events that's being presented by Ohana Mama and what a blessing that the Islands tradition is still being carried on. I'll travel far distance to attend any Hawaiian entertainment or Luau. We just attended the Napa California Aloha Festival It's my 6th year. I've always enjoyed the music from different artist. This event in Klamath will so bring the closeness and Aloha to everyone that attends. We do need to spread the love, joy and happiness thru the songs, music and hula dancers of the Islands.

Mahalo
Dorothy Thomason

OHANA MOMMA'S

"THE PLACE TO GO FOR HAWAIIAN SOUL"



(541) 850-8255 www.OHANAMOMMA'S.com

Dear Klamath County Tourism Committee;

Ohana Momma's has been producing Mele Kalikimaka Snowflake Festival Luau events for over a decade now and they are always sold out !!!

I have produced these events as non profit for Ohana Momma's in order to keep the ticket prices down for our community during the Holiday Season. Many attendees comment that they have a better time at our Luaus than at Luaus in Hawaii !

We generally have these events at the 9th Street Venue, on Klamath Avenue, as we try to keep downtown the center of activity to bring more business and awareness to beautiful downtown Klamath Falls. This venue has a maximum capacity of 175.

The reason for requesting funds to go outside of Klamath Falls for this event is to give tourists more excitement about the Snowflake Festival and the options for a variety of events that they may be able to enjoy. This will help the Festival as a whole and help us to produce 2 LUAUS rather than 1, which will make this a profitable event for Ohana Momma's by decreasing costs per Luau.

Our MELE KALIKIMAKA LUAU is all encompassing and attendees are given a full Hawaiian Experience.

I believe we can easily sell out for 2 Luaus beginning 2015, and possibly 2014 if we start advertising soon enough as the 2014 Luau is scheduled for November 15, 2014.

The advertising funds will be used 30% radio, 15% print and 55% Television advertising.

Respectfully Submitted,

THANK YOU FOR CONSIDERING THIS OPPORTUNITY TO SERVE
OUR COMMUNITY TOGETHER !

ALOHA KE AKUA