

SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: _____
Title of Project: Klamath County Tourism Grant
Funds Requested: \$2,500-
Organization Applying: Two Rivers Art Gallery
Contact Person: Judy Pate
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Mailing Address: Po Box 382 1405 1st St.
Chiloquin, OR 97624
Web Site Address: www.2riversart.com

Brief Description of Project including date, time and location: Our project is about increasing our ability to market not only our gallery's activities and artwork but to expand our marketing to contain information about the events and attractions our county has to offer to increase tourism from outside our county into our county. This has actually already begun and will continue with specifics relating to this grant completed within 9 m
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 Judy Pate Date 10.26.16

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization _____ Date _____

SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS:

We now have a new Director, Judy Pate, who is actively using all areas within our gallery. Her and her team are promoting our artist's artworks, our gallery, our gift shop, and our information center. We are developing art programs for families and youths in our schools, building a better network with other businesses and organizations as a supportive team, and bringing in tourists with varying interests from outside of our county. This is to help our gallery and the economy in our area and show outsiders all we have to offer as a gallery who is interested not only in displaying artwork but helping our community and our county to prosper in a variety of different ways. With this in mind, you can see the heart behind the project and better understand our intent as we describe our project.

PROJECT DESCRIPTION

Provide a detailed description of the project and activities.

The details of our project includes continued work developing many avenues that include tourist information to help bring tourists into Klamath County. Our project will help to expand these avenues to produce enough brochures, rack cards, Internet sites, and increased networking to accomplish this.

Through the avenue of building a bigger and better Internet site we will be able to reach out nationally and internationally to attract buyers who will spend their time and money in our county to help our businesses and organizations. We can do this by including links to businesses in our county.

These links to organizations, businesses, and Klamath County divisions of tourism will attract tourists who will want to vacation in our area. Our viewers will find the added information they need to help them develop a vacation plan in our area. By having links to our local Chiloquin News, Discover Klamath, Klamath's Backdoor, and more like-minded organizations we learn about, we will have the needed pictures, write-ups, a calendar of events, and advertisements that will support those we partner with throughout our county.

Expanding what we have on our Internet site to include a OregonVisitor's Information Center section will help us to attract tourists who are art and cultural enthusiasts as well. This area of our Internet site will capitalize on the many unique aspects found in our county. We will accomplish this by including information highlighting the cultures and the many traditions found in our area. We will do this through news releases, our event's calendar, and our list of attractions with pictures and write-ups. We will concentrate on local galleries and art museums as well as cultural entities found in our county.

Professional pictures from our professional photographer will show our viewers the beautiful countryside found in our county as well as pictures that capture the outdoor activities we offer. Pictures are worth a thousand words and we want to be able to pay our professional photographer the wages he deserves. This will educate and attract tourists making them fully aware of all we have to offer. We will photograph events in our communities that are listed on our Event's Calendar. We will include pictures of different conferences, gala parties, featured artist shows, quilting shows, Christmas bazaars, 4th of July parades and fireworks, and so many more events we have in our county. We can capitalize on Klamath Falls events such as their Snow Flake Festival Parade, Veteran's Park family song fests, Veteran's Day Parade, car shows, Sailboat Regalia, and so much more.

Because of the information needed, we will need to spend time researching so we can make sure we list information accurately and properly. This takes funds as well. Time is money. We want viewers and

readers to know we are professional in every way. We will spend time going to other events and touring lodging facilities and other facilities to make sure these are more than adequate facilities.

The project will help us to give our tourists another way to easily find what they are looking for in our area through better signage. We are finding, through interacting with travelers as they come into our gallery seeking information, that customers want to learn the culture and dynamics of outlying areas by straying from the normal tourist attractions to smaller towns around them. They feel our attributes are hidden treasures having so much to offer in the way of culture, art, and traditions. This last summer we had tourists stop in from many different states in the United States as well as overseas countries such as Switzerland, Sweden, U.K, Canada, British Columbia, Paris, France, Angers, France, Holland, and the Netherlands. We keep track of this through having our guests sign our guest book. Signage will be increased by putting larger signs on Hwy 97. This will increase even more outside travelers coming into our town and gallery. Our city has property on Hwy 97 and they may approve a large sign on their property if we add other businesses found in Chiloquin. Travelers who find our Oregon Visitor's Information Center will pick up brochures from other organizations and businesses in our area as well as our brochure and rack cards which will have our website on them.

All these avenues created and enhanced by this project lead to a better influx of people coming into our county. The detailed descriptions are what we consider important and necessary ways of using these different avenues to increase tourism into our county.

PROJECT GOALS:

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

We already keep track by having visitors sign our Guest Book. About ½ our foot traffic are visitors and ½ are customers. We are starting to see an increase of tourism come through Chiloquin. They desire to venture beyond the key tourist attractions and experience the culture of the areas outside the norm. We aren't able to determine how many but we can determine there will be an increase if we continue to wisely and widely capitalize on this new way of thinking. We believe our project will be a great help in this area. Our rack cards will include areas that talk about this new way of thinking so that others will read it and may change their thinking to include these thoughts.

Our Two Rivers Art Gallery goal is to print a number of brochures for distribution using Discover Klamath, which is the official tourism Agency for Klamath County, and our own means. We have had a couple of meetings with Jim Chadderon and Klamath's Backyard, as well as inviting Mike and Julie Black to see and experience our Gallery and enjoy our Gala Party. We wanted them to be familiar with our events so that they can publicize them and bring others in to participate in our events from inside our county and out-side our county.

Our website will increase outside visitors by developing advertisements for other tourist attractions in our area. We want to have a website where we can expand beyond being a beautiful gallery in Chiloquin to being a part of an array of opportunities and adventures for tourists to enjoy throughout our country. We have so much to offer as a county and we want to be a part of helping those outside our areas to desire to come into the area. This will be key to informing our specific marketing areas of art and culture, tourism, and those interested in out-door sports, bird watching, and camping in our in our beautiful campsites near rivers, streams, and lakes. We want to be a part of increasing foot traffic in support of all the businesses who are seeking customers and overnight visitors who will enjoy our many cabins or campsites as well through our many avenues in this project. This will be possible because of our website and other websites with the same heart for our county.

Our projects are motivated by desires to see tourists expanding their thinking from only viewing Crater Lake and then going home to wanting to venture off the beaten path of I-5 to Hwy 97 and see what the towns on Hwy 97 have to offer. We want them also to see this on our website we are developing; www.2riversartgallery.com, and our brochures placed all over out-of-the country in brochure racks, so we can create more of an awareness of what our county has to offer. We believe by using these methods smaller towns within our county will start to be recognized and searched after. This is our goal. This project can afford us to increase our signage to obtain our goals.

QUALIFICATIONS OF APPLICANT:

Describe your organization/project management team. How are these individuals qualified to lead this project?

Our Director has Master's degrees in Art and Spanish Education and in Business Organizational Management. She is experienced in running two different businesses for a total of 40 years as well as a non-profit organization for 12 years. Her understanding of businesses through experience and her education gives her a solid foundation concerning organizing, marketing, knowing business strategies, and so much more. She has a background in tourism through Consolidated Tour Company out of Minneapolis, Minnesota. She was one of the key staff members who set up tours for motor coaches that traveled across the United States. She also was one of the tour guides for these tours. She learned much about how tour companies operate and what they are looking for as they map out tours and make decisions on which places to visit. She learned much about the diversity of people and geography throughout our United States. She has been an airline stewardess and traveled throughout country and overseas as well with Mercer Airlines, giving her an even broader understanding of the values of diversity in our country. As a retired Spanish Instructor, she has a strong interest, love, and appreciation concerning cultures and can transfer that love, interest, and appreciation into our brochures, rack cards, and website. Her international perspective, social media usage, public relations, partnering, and seeking sponsors is leading our gallery into a wide range of possibilities.

Judy has been Director since May of 2016 and she has already created a gallery that is drawing in more artists, volunteers, customers, and tourists. This grant is being pursued so that our gallery, gift shop, and visitors information center can expand Two Rivers Gallery beyond having our marketing vision limited to residents in our area. We can do this by building a marketing system that reaches beyond ourselves.

She now has a team of 9 people working with her that forms the gallery's Gallery Committee and 22 volunteers. She is smart enough to understand the need for teamwork and advisement benefits as well as finding volunteers who can help her in the areas where she may be less informed or educated. They are from a variety of different areas of experience which she can use for the benefit of the gallery.

Describe your team's experience in operating past or similar projects.

One of the members of the team is a retired photographer for the military who photographed his combat situations. He is valuable because of his experience and knowledge of taking photographs that are professional for our brochures and for our Internet site. He is also very experienced in setting up Internet sites. He has his own international site where he has sold products for people all over the world. He had a website, www.firstclassmall.com which he has sold. This site had items for sell internationally. He now has two other websites, www.davidcrockettphoto.com and www.trailoredsites.net. The items are sold on these sites are creative arts, photography, and editorial stock photography for magazines for resale. He is retired from that and wants to help us in our venture to reach out beyond Chiloquin and our county and reach others throughout our nation and internationally.

The rest of my team is experienced in volunteering to help our community and other communities as well as venturing beyond Klamath County. They have sales experience and public relation experiences that helps as we grow together and learn from each other.

Our volunteers who are a great asset in what they contribute to our Gallery and have the same desires to bring tourists into our gallery and our county from other areas of our country. It doesn't stop there, we are all loving the idea of bringing in those from other countries as well. They want to help in creating opportunities for our artists to sell their work on the Internet as well as help to create events for others from all over to attend.

We have a team of almost 60 artists who reflect, in their artworks, the beauty of our countryside as well as the culture in their western art and Native Indian art. Many have experience with other galleries and pass on the attributes of their brochures and websites to our committee. They are an important part of our teamwork.

PROJECT PLAN:

How will you give credit to Klamath County for their support in our event or project?

We are more than willingly give credit to Klamath County by stating, "Klamath County has been a great support to us through their tourism grant" in all areas of our advertising. We want to make sure we give Klamath County their deserved recognition. Because we will have Klamath County recognized for their help, readers will have positive thoughts about our county. We will word even more credits, given to Klamath County, in a statement like; "Most of our advertising has been supported by grants given to us through Klamath County Tourism Grants. We thank Klamath County for their support."

Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

Although the funding from the grant won't be awarded until the end of December, our time-line will reflect all we are doing now and for the next nine months. We want to do the best we can to bring forth advertising that will bring tourists outside of Klamath County into our county. Applying for this grant and gaining information from Jim at Discover Klamath has broadened our thinking in this area.

October 2016: Our webmaster is already at work getting a domain; www.2riversartgallery.com and beginning to add text and pictures showing our mission statement in words and pictures as well as events that have happened and are planned in the future. He has plans to set up a tourism area on our website under the heading of "Oregon Visitor's Information Center".

October 2016: Our Director is exploring all the avenues of places for our tourists and creating a network of businesses and organizations who the gallery can partner with by exchanging information and promoting one another's events. We want to make sure that the organizations and businesses we support on our website will be quality experiences for our readers. Many are already known because she has lived in Chiloquin for over 25 years and her husband has lived in Chiloquin for almost 40 years. They have lots of personal connections to the businesses and organizations in our area.

November 2016: Photo shoots are scheduled to give the artists opportunity to have their artwork professionally photographed for their personal use and for our website. We have one scheduled November 5th and 6th of this year. These pictures will also be on brochures to advertise Featured Artist Shows in the near future. Our Internet Site will advertise these events as well. We have one show scheduled for November 12, 2016.

November 2016: Photos from our photo shoots and from our artists will be put on our sales marketing area of our site. This new sales system, having the artists sell their work on our site and then ship it themselves to their buyers, will be put into place. These photo shoots will continue as we continue receiving art from new artists. Paying for the work being done, by this webmaster and professional photographer, is the desire of our Gallery. He is willing to do this for us, free gratis, but our gallery believes when someone puts in this much time and work they should be paid if at all possible,

December 2016: Brochures will be made to advertise our gallery by generating the help of Discover Klamath so we can have our brochures and rack cards in many brochure stands out-side of Klamath County. We will begin to buy ads in their magazine as well as the other organizations that partner with Discover Klamath. We want to be more able to give them support in their ventures and add to their Internet Site www.meetmeinklamath.com as well as have links on our website so viewers can easily go to their website.

December 2016: We will be advertising for our Christmas Gallery Gala Party on December 3rd. We are teaming with our City Hall concerning their Christmas Bazaar so we can be a help to each other in drawing more people to our events. Our past Gala Parties; one last spring and one last fall, attracted 60-80 people.

January 2017: We will be checking into the possibility of teaming up with our local and reasonably close resorts. There is an unbelievable Christmas display at the Eagle Crest Resort in Redmond, Oregon. Although it is not in Klamath County it is close enough to bring tourists who go to this resort to our county to enjoy what we have to offer as they spend time at the Resort. They display in their site "Popular Attractions" which lists Smith Rock State Park, Mt Bachelor, and The High Desert Museum. They also list events in the area of the Resort. They list annual festivals in their area such as Sisters Rodeo, Sisters Quilt Show, Cascade Festival of Music, and much more. We, the Director being a member of Worldmark which this resort is connected to, will be looking into having our gallery on their list with our events as well and a link to our Information Visitors Center found within our new website. We also are networked with quilters who have events in our community building where our gallery is located. Our Christmas Bazaar coupled with our Christmas Gallery Gala Party will be advertised in their brochure rack as well as possibly being on their Internet site. They have a link to the Chamber of Commerce in Redmond, Oregon which tells of events and key attractions as well and we will be checking to see if they will also list our Information Visitors Center events and attractions as well or at least a link to our website.

Running Y is another resort under Worldmark. We are going to contact them and see about leaving our brochures in their brochure rack as well. We will be trying to network with them and see if they will consider putting more information about Chiloquin in their section of events and popular attractions. They have a list and pictures of Klamath Falls attractions. We will encourage them to add the city of Chiloquin as well as other attractions and event in our county. If we can get them to have our web link in their web advertisements, then many of Klamath County's events and attractions will be found on our website.

January 2017: We will be applying for another County Tourism Grant for an event we are having in May of 2017. We want to put on a Gala Art Festival Conference which will be a three day event. The first evening will be a "Welcoming Dinner" after the participants check into their lodging. The next day will be filled with speakers and art workshops. These workshops will help artists and art gallery administrators in many ways through educating them more in marketing, administration, public relations, organizational skills, and to expand their way of thinking to reach out beyond their own

galleries and art businesses to become a vital part of partnerships so they can team up with others in their area and be a help to their communities. We want to impress upon them that by being more than a gallery or artists in business for themselves they can be a valuable asset to their community and county. We want to educate them on how to make this possible and the ways they will benefit from this type of perspective. The following day will be an open day giving the participants opportunity to see the sites in our county and participate in the events happening during the conference. They will be given a large list of possibilities which they will not be able to do in one day. This is with the intention to educate our participants about all the sites and events that are possible to go to in our county. It's purpose is to create re-visits to our county. We will end the conference with a fun Gala Party. Participants will stay overnight that night and leave in the morning or take in one more attraction before leaving our county.

January 2017: We are excited about an event we are having this month. We are gaining many students for our many art classes we offer. Our Oil Painting Class, instructed by our Director, is attracting families as well as individuals. Our gallery offers affordable classes so people can afford to enjoy art in different mediums. Some of our classes go beyond art to Spanish Survival Classes and Natural Health Classes. Because there are now four different families signing up for her classes, our gallery is having a special children's Featured Artist Show in January where they can display their paintings for the public to see. There will be special brochures and advertising done to bring in art enthusiasts who want to support up-coming artists and other families who are curious about what their own children may accomplish. She strongly advises one parent to be a part of the class so it may promote a center to help families to enjoy being together. Our gallery will be inviting other galleries inside and outside our county so they can see what is possible in their own galleries.

February 2017: Our gallery will continue to find more and more avenues of advertising. We will continue to visit different attractions and events to decide which ones we want to support on our website. We will also be looking for more places to put our brochures.

February 2017: We will be advertising as much as possible for our Gala Art Festival Conference. We will be emailing information about our conference and distributing brochures specific to this conference. If possible, we will send our Director, who is an experienced speaker, to different events inside of Klamath County as well as outside of Klamath County to inform people of this event and share her excitement with possible participants.

March & April 2017: We will be gearing up for the Gala Art Festival Conference. We will be sending out posters and flyers to other galleries inside and outside of our county. We will be attending events other galleries are having and spread the word about the conference by handing out more brochures and asking the gallery directors to put up the poster, advertising for us on their Internet Site, and connect with them to increase our network.

May 2017: We will be busy with taking care of last minute details for our Gala Art Festival Conference as well as our regular gallery duties. We will be continuing to gain followers from advertising and improving our website with new and progressive ideas as well as more and more advertising for our networking organizations and businesses.

May -June 2017: We will be able to put signage in place once the ground has thawed. Throughout the winter we will have done enough research to know what is possible and what is not possible.

Describe your target market/audience:

We are and will continue to target tourists, increasing their perspective so that it includes wanting to

visit attractions outside of the normal hot spots like Crater Lake. We want tourists to drive through our county on Hwy 97 with many stops in our towns and experience all we have to offer.

We are targeting art appreciates who will travel to come to our gallery to see the quality of local artworks found in our county. These targets rarely are just about art but also have other interests such as bird watching, outdoor activities, museums, more galleries, and enjoy the diversified cultures in the area and the events they have throughout the year.

We are targeting retired and semi-retired people who love to travel throughout our country and experience our many diversities. We want to show them our attributes so they may someday want to live in our area and settle down into the tranquility our county offers. We want to target tour groups because they tend to fill their motor coaches with retired and semi-retired travelers. We want to make our towns within our county key places they want to stop so their patrons can have great experiences throughout their trip.

We will always have it in our hearts to target young people and families. When we advertise our art classes we gain support because people are watching. They want to invest in an organization that truly cares about the people in our community. We are already offering our services to be a part of an after school program that wants to include art. Families in our community have connections to other family members and friends that do live outside the area. They may want to check out classes we offer while visiting people of our community so their families can take advantage of this type of opportunity. This will connect them to our website which is not limited to our Gallery's information and events but our county's attractions and calendar of events as well. This may cause them to want to stay longer as they visit their relations and friends.

How will you measure attendance in drawing out of county visitors to the project?

Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

We will be keeping track of the brochures and rack cards we put in brochure racks and those we send out to organizations for distribution within our county limits and outside our county. This will show us how many people are taking our brochures for information.

We keep track of everyone who walks through our doors daily using a tally system. We also have our customers sign our Guest Book if they are out of our area or out of the country writing the place they are from and their name.

Our Gallery Committee has monthly meetings. At these meetings we discuss many topics and report the number of people who came to various events. This is recorded in our minutes and well as in a report to the CVIP Board monthly.

We are researching a way to keep track of how many hits we have on our new website and well as the hits done on specific areas of our website such as items for sale and areas of information people are looking at. This would be a great way to keep track.

List your potential sponsors and partners and how they contribute to the event or project.

Our local newspaper "Herald and News" is great about printing our news releases partnering with us as a non-profit organization. Holly is a great Assistant Editor and works closely with us to get the word out. Our local radio station KLAD we are in the process of doing more advertising with them and getting to know them better. We are fully involved with our local Chiloquin News and advertise all our

events on their website, www.chiloquinnews.com. We are partnering with each other in this way and they are great partners

Our new website www.2riversartgallery.com will have a special section that includes our local partners who also promote tourism from outside our area as well as partners outside our county. Listed they are:

Through using Art Galleries **outside** of Klamath County whom we are partnering with or seeking to partner with them in the near future:

Rogue Gallery & Art Center – www.roguegallery.org.com – Kim
541-772-8118
40 S Bartlett St, Medford, OR 97501

Art du Jour Gallery - www.artdujourgallery.com
541-770-3190
213 E Main, Medford, OR

Valley Art Gallery – www.wow.com/Valley+Art+Center
541-770-3190
320 Middleford Aly, Medford, OR

Southern Oregon Artists Resource SOARS – soar@soartists.com
541-899-2012, P O Box 914, Jacksonville, OR

Through using Art Galleries **inside** of Klamath County who also advertise outside of our county to bring customers and tourists into their business or organization:

MJ Art Center – Myra Schelb 541-891-1504 gotops6032@gmail.com
6032 Washburn Dr, Klamath Falls, OR 97624

Klamath Art Gallery and Art Association
120 Riverside Dr, Klamath Falls, OR 97601 klamathartassoc@aol.com
Ken Simpson - President, Karen Simpson – Treasurer, Barbara Turner – Sec
Larry Dugger – Membership 541-883-1833

We have a great connection with some of these businesses who have the same heart to draw tourists into our county from outside it's boundaries. Pete Pate is our Director's husband and has lived here for almost 40 years. He knows many of them personally as well as his wife, Judy Pate, our Director.

These businesses are:

Capt. Randy Rigdon's Oregon Trophy Trout www.oregontrophytrout.com at 541-891-5939, fishrigdon@centfurytel.net,

Lonesome Duck, 541-783-2783, www.lonesomeduck.com

Yamsi Ranch (teamed up with Lonesome Duck), 541-783-3008, www.yamsiflyfishing.com
These two ranches have a home base for ultimate all-season experiences. These businesses are on the Williamson Rivers and specializes in fly fishing. Lodging is available at both ranches which have many cabins.

Roe Outfitters, 541- 884-3825, www.roeoutfitters.com near Klamath Falls. Steve Hilbert is the guide who takes you Kayaking, paddle boarding, hunting, and fly fishing.

Klamath Organizations designed to promote tourism into our area are listed here. We already have a working relationship with them and they have been a great support and partner in our endeavor to bring tourists into our county and particularly into our gallery and events.

Klamath County's Designated Marketing Organization's such as **Discover Klamath**, www.meetmeinklamath.com, Visit@MeetMeInKlamath.com which is the official tourism Agency for Klamath County. with Jim Chadderon has already been connected to as well as

Klamath's Backyard, klamath'sbackyard@klamathsbackyard.com with Mike and Julie Black, mikejulieb@gmail.com. They have a newspaper we use a lot for our Information Visitors Center called "Crater Lake's Backyard.

If your organization is not awarded full funding, how would you modify your plans?

We would have to size down on our big adventures and not make the impacts we would have otherwise made. We would continue seeking more grants through other resources which takes time.