

TRADITIONAL TOURISM GRANT APPLICATION

Title of Project: Infrastructure: Closed-circuit satellite technology for world-class art and entertainment programs

Funds Requested: \$25,000

Organization Applying: Ross Ragland Theater

Contact Person: Mark McCrary, Executive Director

Phone Number: 541.884.0651

Email Address: rrtexec@theater.org

Mailing Address: 218 N. 7th Street, Klamath Falls, OR 97601

Web Site Address: rrtheater.org

Brief Description of Project

Technology now enables audiences around the world to experience world-class artistic programs and high-production value entertainment at an affordable cost.

We will purchase and install closed-circuit (cc) technology and a larger, brighter projection screen at the Ross Ragland Theater. We will subscribe to a content provider – either ByExperience and/or Fathom. Tickets will be affordable because cc programs are relatively low-cost to screen and incur no travel cost. See below for detail on programs.

We will market cc programs in the Rogue Valley, Eugene, Bend and Lakeview (Rogue Valley and Eugene have some cc offerings, but we'll offer some programs they don't). These programs will provide visitors with both a reason to come to Klamath and a memorable evening entertainment for those already here. We will market using social media to bring visitors from out of town and, in order to reach visitors already here, we'll place table and rack cards in local lodging establishments. We'll partner with local events and venues; for example we'll provide rack cards describing current and upcoming programs for those participating in local events and festivals.

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 If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization. Signature of Organization Date Form # KCF 3005 Revised the 27th of September, 2016 Page 10 of 10

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS PROJECT DESCRIPTION

1. Provide detailed description of the project and activities.

We'll purchase cc equipment and a larger, brighter projection screen. Total cost for digital projector, lens, interface cards and larger, brighter screen: \$43,354.

We will contract with ByExperience and/or Fathom content providers to determine the specific programs to be screened at the Ragland. We expect to start out with 1 or 2 programs per month. Programs may be viewed live or taped for convenience of local audiences.

Once the hardware is installed, we will market upcoming programs using social media and printed materials. We will collaborate with other tourism/events in the area. See #9 for detail on marketing.

Programs will include much or all of the following:

- **National Theatre Live (NTL)**

"From the moment the curtain rose in the theatre...it all felt thrillingly live and alive. The excitement was in seeing the actors...in intense close-up." Wall Street Journal

NTL launched with a broadcast of the British National Theatre production of Phaedra with Helen Mirren. It has since broadcast productions live from the National Theatre, and other theatres in the UK and around the world. NTL broadcasts have been experienced by over 3.5 million people in more than 1,100 venues worldwide.

"The new series (NT Live) makes the stage accessible to the mainstream in a way that it hasn't been before, allowing theatre lovers to see elite performances much the same way sports fans flock to high definition broadcast of games they can't attend." Wall Street Journal

"The National Theatre made history last night...this is only the beginning of a revolution in making theatre available in ways of which we have never dreamed." Guardian (UK)

- **Metropolitan Opera.** The Met: Live is the Metropolitan Opera's award-winning and critically-acclaimed series of live high-definition transmissions in movie theaters, performing arts centers and other venues, in over 60 countries. The ninth season features 10 productions.

"The Met's experiment of merging film with live performance has created a new art form." Los Angeles Times

"The single most important development in the world of opera so far in the 21st century." Toronto Star (Canada)

- **Stratford Festival.** The Stratford Festival has been setting the standard for classical theatre in North America for more than 60 years. It has welcomed more than 26 million theatregoers from around the world -- people who flock to this small Canadian town for one reason: an unparalleled quality of performance. Now a select number of these Shakespearean masterpieces will be presented in cinema events.
- **The Bolshoi Ballet.** Live and recorded ballet productions direct from the grand Bolshoi Theatre in Moscow to cinemas and performing arts centers across the U.S. and Canada. The 2015-16 season features Giselle, followed by George Balanchine's Jewels, The Lady of the Camellias, The Nutcracker, The Taming of the Shrew, Spartacus, and Don Quixote. Audiences across the globe enjoy these outstanding performances with Bolshoi principals, soloists and corps de ballet.
- **Live Musical Events.** One-night-only musical events have included concerts by artists such as the Red Hot Chili Peppers, Rush, David Bowie, Kiss Rocks Vegas, Metallica, Slayer, Grateful Dead, Megadeth, Anthrax, Genesis and Westlife.

"It did not feel like a concert but it was very much an event: David Bowie's plan to broadcast a gig live to cinemas around the world worked brilliantly." BBC News (UK)

- **Sporting events.** Cc sports programs put viewers in the middle of the action with a crisp, digital picture and incredible sound. See boxing, cheerleading, soccer, mountain biking and more.

The Ragland may also screen locally available sporting events on the large screen. We may host Civil War (Ducks vs Beavers) football games, as well as annual events such as Super Bowl and Academy Awards.

- **Original content.** Events found nowhere else: A-list political commentators, TED talks, financial seminars, and self-help and motivational events.

NOTE: With the on-going success of cc programming, we expect even more cc events to become available.

2. 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?

World-class programs promoted in the Rogue Valley, Eugene, Bend and Lakeview will bring visitors. We estimate that 10 people will come 12 times a year, equaling 120 visitors. In coming years, we will continue showing and promoting cc programs, so the number of visitors will increase for years to come.

In addition to those who come for the programs, we will extend and enhance visitors' stays by offering exciting, attractive evening entertainment to those who've come to see Crater Lake, go zip-lining, bike-riding, and other activities.

The Ragland's computerized ticketing system allows us to track out-of-town visitors by zip code. Currently, 10% of our patrons are from zip codes outside Klamath County. We would like to increase that number to 15-20%.

3. 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 track the number of extra days?

Unique and exciting evening entertainment will fill a gap in what Klamath now offers to visitors. Providing high-quality cultural and entertainment events helps Klamath become a more desirable place to visit. The cultural and entertainment programs available will attract visitors and provide those already coming with evening entertainment after participating in a growing number of outdoor activities.

The Ragland's computerized ticketing system allows us to track out-of-town visitors by zip code.

QUALIFICATIONS OF APPLICANT

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

The Ragland technical director Steve Ayola has been in contact with ByExperience and Fathom, and has researched and selected the specific technology we will purchase. Executive Director Mark McCrary and Mr. Ayola will oversee hardware purchase and installation, as well as installation of the new, improved viewing screen.

The Ragland's Program Committee and Executive Director will determine what programs will be most successful in our community. They will consult with local schools, colleges, sporting groups, Senior Center, library and arts organizations regarding specific programs they may want to sponsor.

The Ragland's marketing director, Crystal Muno, will handle the social media campaign in out-of-area markets, the creation and distribution of table and rack cards. The Ragland currently works with local designers to create compelling marketing materials. ByExperience and Fathom provide high-quality marketing materials (posters and high-definition video trailers) which we will incorporate into the Ragland's promotions.

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

The Ragland has a 28-year history of providing high quality entertainment in a 780-seat downtown Art Deco venue. We have years of experience marketing our programs and have an excellent working relationship with local hotels and lodging operators. We have successfully marketed programs using rack and table cards and employ social media successfully. We have extensive experience collaborating, both formally and informally with other organizations. For example, the Ragland provides arts education in both city and county schools and at the theater – we expect that the schools would like to use the cc technology and we will extend our ongoing partnership with them to do that.

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

Written materials describing the project will give credit to Klamath County and our other funders. We will display the Klamath County logo using a power-point slide prior to show and mention Klamath County's support when calling out show sponsors from the stage.

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

We assume it will take the Ragland two months to purchase and install the cc technology and new screen. During that time, we will plan a schedule for upcoming cc programs.

Several weeks before each cc event, we will employ short, high-definition video trailers in a social media campaign in the Rogue Valley, Eugene, Bend and Lakeview areas. The video ads will link directly to the Ragland's website, online booking and e-newsletter signup. We will design, produce and provide local hotels with table and rack cards describing current and upcoming programs. We will partner with local events and provide them with rack cards for their participants and, in some cases, a link to the Ragland from their website.

We will use the 9-month grant period to determine the most effective marketing methods and to further build our patron list. After the 9-month grant period, the Ragland will continue to market the cc programs along with its live shows in its on-going marketing efforts, i.e. newspaper advertising, direct mail, e-blasts, social media and Playbill advertising.

8. Describe your target market/audience.

The Ragland's current patron demographic is over sixty, relatively well-off, more female than male. We also have a strong patronage by families. We expect the new programs will expand our demographic. Audiences vary with the specific program, i.e. rock concerts draw a different crowd than opera. The strength of cc programming is that it will appeal to a wide variety of people: youth, seniors, families, high culture devotees, and sports fans.

9. Describe specifically how you will market the project to out of county visitors. 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 use Facebook and other social media, targeting the Rogue Valley, Eugene, Bend and Lakeview audiences. Demographics for those targeted ads will vary depending on the audience for specific programs. Advertising will use the 15 and 30-second high-definition video previews available from Fathom and ByExperience and will link to the Ragland website and online booking. During the grant period, we will add new patrons interested in cc programs to our

contact list. After the grant is completed, the Ragland will continue marketing the programs, as we do our other programs. During our annual campaign, which occurs in the summer, we will line up sponsors for the cc programs. Sponsorship monies will be used to market our cc programs, to both residents and potential out of county visitors.

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

We have raised \$25,000 for the project. A tourism grant will complete funding and we will proceed with hardware purchase and installation. The marketing funds are critical to assure the success of the project, with both local and regional audiences.

11. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

Ragland personnel will purchase and install the equipment and staff every cc event. Ragland employees will do marketing – grant monies will be used for expenses such as printing and online advertising.

The 80-member Ragland Guild, who take tickets, sell concessions and help at every Ragland event, will be present at all cc programs.

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

We have received a donation from the Rod Bell Memorial Fund and from Marcella Bell in the amount of \$20,000. An anonymous donor has given \$5,000.

Almost all events at the Ragland have sponsors. During our annual campaign, which occurs in the summer, we will obtain sponsors for cc programs in the 2017-18 season. We expect that our donors, both individuals and businesses, will be excited by the quality of the programs and want to be part of them.

13. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

The Ragland employs many marketing avenues: weekly newspaper ads, social media, posters, direct mail, email blasts and Playbill. We will use all these means to advertise our cc programs on an on-going basis, both during and after the grant period. The Ragland maintains close associations and partnerships with numerous Klamath organizations, businesses and individuals in order to enhance their own and each other's success.

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

We'll continue to seek funding from local and regional funders.

October 24, 2016

Dear Tourism Grant Committee,

What a wonderful opportunity we have before us in the Closed Circuit Satellite Technology Project proposed by the Ross Ragland Theater. This unique and exciting project will provide visitors with a reason to come to Klamath Falls and memorable evening entertainment for those already here. As a member of the Klamath Falls Downtown Association, I am acutely aware of the need for increased evening and weekend entertainment in downtown in order to further our revitalization efforts.

This project can contribute greatly to these efforts by increasing the traffic to our downtown during those times. Currently, Klamath County residents are traveling to programs like this in other communities. This is great opportunity to offer high-quality programming at a very affordable price to not only keep some of our entertainment dollars local, but also attract more visitor dollars to the area. Please consider offering a Tourism Grant to this unique program!

Sincerely,

Kendall Bell Klamath Falls Downtown Association

Review Board for Transient Room Tax Grants

Klamath County Finance Department

305 Main Street,

Klamath Falls, OR 97601

RE: The Ross Ragland Theater's request for closed-circuit technology and related equipment

Dear Grant Review Board,

October 25, 2016

I am writing to express my enthusiastic support for the Ross Ragland's request of Tourism funds for the purchase and installation of closed-circuit technology for the theater. My husband and I have traveled to Medford multiple times to take advantage of performances provided through Tinseltown Theater's licensing contract with Fathom Events. I have been vocal and enthusiastic about Klamath having this same or a similar offering, and feel optimistic that it would be a successful and well-utilized investment.

As a public library director who oversees a lot of community-focused events, I see the offerings of a closed-circuit system as being able to satisfy some unmet needs in our region. The Ross Ragland Theater of course provides arts entertainment, and Fathom - or a comparable closed-circuit licensing company - would offer much of that. But both the Ragland and Library have something else in common: That is our shared goal for broadening experiences for all ages through high-quality arts and cultural programming. A closed-circuit system could create partnership opportunities between the theater, the library, and the schools to offer content that could feature authors, plays, and other literary-arts based programming. Such offerings would be prohibitively expensive if we tried to bring the productions or people here to Klamath, yet financially feasible through CC technology. Having such technology will open up experiences that have been heretofore unavailable to our region.

If you've ever been to a closed-circuit performance or a play or concert, you'll know that it is a far cry from just watching something like a movie on a big screen. It truly feels interactive. There's a hum of excitement in the audience and it is remarkably akin to actually being at a live performance. Shows that are simulcast really have a live feel and sometimes, such as when it is a play, the producers will choose the absolute best night of a play's performance as the one that goes to the closed-circuit licensing company. The viewer doesn't get an off night of the play, he or she get the BEST performance of the run. Clearly this adds to the value of the experience.

I mentioned before that I travel to Medford to participate in Fathom events. This means that I also spend money for food and lodging while there. (I should mention that every time I've gone to Medford for a Fathom event, I've seen other Klamath people in the audience as well.) Therefore, I believe that in addition to selling tickets to people who live here, Klamath would also get out-of-region visitors for concerts, sporting events, and other popular programs.

Closed circuit technology feels like a very good next step in expanding what the Ragland can offer for our community's cultural appeal, its tourism amenities, and its economic expansion. I wholeheartedly support the Ragland's proposal and hope the review board will agree to fund this worthy request.

Sincerely,

Christy Davis, Director

Klamath County Library Service District

RUNNING Y RANCH RESORT

To: Whom it may concern

From: George Rogers

Date: October 24, 2016

RE: Tourism Grant Application

I am writing this letter in support of a closed-circuit satellite for the Ross Ragland Theater. In my opinion, this will bring overnight visitors to Klamath, hit all seasons of the year and have ancillary impacts for the entire community.

Promotion/Marketing will be focused on Bend, Rogue Valley and Eugene. This is another reason for making this project worthy of the tourism grant.

It is my hope that the county will consider this a worthy project. If I may answer any questions or provide any assistance, please let me know.

Sincerely,



George Rogers

General Manager
Running Y Ranch Resort

October 26, 2016

Mr. Mark McCrary Executive Director Ross Ragland Theater
218 N. 7th Street Klamath Falls, Oregon 97601

Dear Mark,

Discover Klamath Visitor and Convention Bureau is happy to support you/your organization's efforts towards receiving a Klamath County Tourism Grant in the current (fall) grant cycle.

We understand your proposed project – acquisition of closed circuit technology - will allow the theater to step further into the 21st century with technology that allows bringing an even wider selection of performing arts (and other) programs to Klamath. With even more programming available, the theater has more to market to both locals and importantly to those visiting the area (getting visitors to extend their stay). And, depending upon the programming (e.g. act or troupe etc..), the theater will have an ability to market outside the immediate area and thus draw people to Klamath for a pay-per-view experience not available elsewhere.

We applaud this out of the box thinking and look forward to supporting your marketing efforts once this system has been installed. Your projections on out of area visitors are conservative we think (120). Depending on the show and out of area marketing efforts, we could see a couple hundred out of area visitors for a single show (e.g. a major sporting event, etc...).

Another thing we like about this proposal is that the theater is "all in" on this effort. Grant funds, if awarded, only cover about 55% of what's needed for this project. This means the theater is contributing \$20K (substantially beyond the match required for the grant) plus labor and effort.

Truly a partnership that will deliver benefits to the theater and community for years to come.

Best Wishes, Jim Chadderdon Jim Chadderdon Executive Director

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

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		6,646			
Other Sources					
Total Revenue	-	-	-	-	
CASH EXPENSES					
Facebook; Instagram		4,646			7 months FB ads to target audiences,
Other Internet					use hi-def video trailers, link to Ragland
Other					online box office.
Total Advertising	-		-	-	
#2500 rack cards, 500 table cards		2,000			Distribution to county motels, participants
Postage					at local bike races, other events.
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	6,646	-	-	
Net Income<Expense>	-	-	-	-	

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

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

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Klamath Falls Downtown Association
P.O. Box 372 • Klamath Falls, Oregon 97601

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Currently, Klamath County residents are traveling to programs like this in other communities. This is great opportunity to offer high-quality programming at a very affordable price to not only keep some of our entertainment dollars local, but also attract more visitor dollars to the area.

Please consider offering a Tourism Grant to this unique program!

Sincerely,

Kendall Bell
Klamath Falls Downtown Association

KLAMATH COUNTY LIBRARY SERVICE DISTRICT

126 SOUTH THIRD STREET
KLAMATH FALLS, OREGON 97601-6894
541-882-8895
541-882-6166 FAX

Review Board for Transient Room Tax Grants
Klamath County Finance Department
305 Main Street,
Klamath Falls, OR 97601

RE: The Ross Ragland Theater's request for closed-circuit technology and related equipment

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October 2016

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Sincerely,

A handwritten signature in black ink, appearing to read 'Christy Davis', with a long, sweeping horizontal line extending to the right.

Christy Davis, Director
Klamath County Library Service District

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