

Klamath County Tourism Grant
Final Report

Please provide the following information and submit with your final Drawdown request. 10% of the grant is withheld until we receive this final report.

Ross Ragland Theater
Name of Organization

218 N. 7th Street
Address

Klamath Falls, OR 97601
City, State Zip

Mark R. McCrary
Contact Person

(541) 884-0651 ext. 16
Phone Number

Winter at the Ragland
Title of Project

September 2012- February 2013
Date of Event/Project

Submit Report to: Amanda Blevins, Tourism Grant Coordinator Klamath County Finance 305 Main Street, Room 120 Klamath Falls, OR 97601 541-883-4202

1. Detail the matching funds received and provide proof of their receipt. *See attached*
2. Please provide your actual income and expenses using the attached Tourism Grant Budget Form.
3. Where did you spend advertising dollars and did they provide the desired results? Provide a detailed list of advertising expenditures.
Winter at the Ragland funds were spent in Television (SOPTV), Print, and targeted email promotions.
4. Looking back at your application, how did you say you would measure the success of your project? (For instance, did you plan to measure success by the number of people who attended the event or did you plan to use another measure of success?)
We planned to measure based on tickets sold (new purchasers) from out-of-county zip codes and website click-throughs. New purchasers were 2,102 and website click-throughs from the 1859 ad were 3,242 visits with 2,709 of those being unique visitors.
5. What were the results? (For instance, if you said you'd measure how many people attended the event, how many did in fact attend?)
The number of out-of-county ticket buyers was 2,102 and three full packages were sold.
6. How many people from out-of-county attended? How did you determine how many people from out-of-county attended?
491 people came to the Ross Ragland from outside of the County. We were able to measure this through our ticketing program. We were also able to capture information about visitors purchasing full packages (hotel, restaurants, tickets)
7. Do you plan on sponsoring this event again?
Yes, but with improvements to the promotional aspects. We have shifted our marketing focus to higher quality publications and e-targeting solutions. Our partners are still on board with continuing the project.

By signing this you are agreeing that you have paid all bills accrued through this process; as well as agreeing that the Logo Usage Agreement is now terminated.


Signature

Mark R. McCrary, Executive Director
Printed Name and Title

4/8/13
Date

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		8,550	8,550	6,000	
Cash Match -					
Source: RRT Budget	5,000		5,000	2,348	
Source:					
Source:					
Total Cash Match	5,000		13,550	8,348	
Other Funding Sources:					
Source: Sponsorships		4,250	4,250	0	
Source:					
Source:					
Total Other Funding Sources					
Total Projected Revenue	5,000	12,800	17,800	9,148	
EXPENSES					
Advertising					
Print:		3,000	3,000	4,303	
Web:					
Other Internet					
Other (broadcast)		4,500	4,500	3,845	
Total Advertising		7,500	7,500	8,148	
Printing	4,000	1,000	5,000		
Postage	1,000	1,300	2,300		
Misc/Other (Explanation Req'd)					
Other: Design		3,000	3,000	1,000	
Other:					
Other:					
Other:					
Total Miscellaneous/Other	0	3,000	3,000	200	
Total Projected Expenses	5,000	12,800	19,550	8,348	
Net Projected Income <Expense>	0	0	0	0	