

**TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE**

Title of Project: Arts on the Flyway

Funds Requested: \$10,000

Organization Applying: Klamath Falls Downtown Association

Contact Person: Kendall Bell

Phone Number: (541) 884-9444

Email Address: downtownklamath@gmail.com

Mailing Address: P.O. Box 372; Klamath Falls, OR 97601

Web Site Address: www.klamathfallsdowntown.org

Brief Description of Project including date, time and location: \_\_\_\_\_

Arts on the Flyway, a new three-day festival featuring visual and performing arts and artists in the Klamath Basin. Arts on the Flyway is a collaboration of nine arts and cultural organizations in Klamath Falls whose purpose is to engage families and children by promoting and presenting visual and performing artists the weekend of September 23-25, 2016

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 Kendall Bell Date 4/29/16

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

Signature of Organization \_\_\_\_\_ Date \_\_\_\_\_



## **PROJECT DESCRIPTION**

Arts on the Flyway, a new three-day festival featuring visual and performing arts and artists in the Klamath Basin. Arts on the Flyway is a collaboration of nine arts and cultural organizations in Klamath Falls whose purpose is to engage families and children by promoting and presenting visual and performing artists the weekend of September 23-25, 2016. The planning group includes Klamath Falls Downtown Association, Favell Art Museum, Klamath County Museums, Klamath Arts Association, Klamath Folk Music Society, Klamath Arts Council, Klamath County Library System, Linkville Players, Discover Klamath and Ross Ragland Theater.

## **PROJECT GOALS**

This project is significant in the Klamath Basin because it represents the first time that all primary arts and cultural organizations have worked together toward one specific event to make culture and the arts broadly available to Klamath Basin residents. The event will also coincide with the centennial of the National Park Service, specifically Crater Lake.

Arts on the Flyway will focus on the visual and performing arts in a number of ways: 1) provide children's visual arts activities that engage kids in creating their own artistic pieces 2) highlight area performing artists including the Klamath Latin Dancers, Klamath Tribes, Czech Dance Ensemble, individual folk artists and other additional music, dance and theater artists 3) engage community residents and visitors with plein air artists and art exhibits in downtown Klamath Falls 4) highlight the art (and real animals) of indigenous wildlife and 4) develop a sense of community cohesion through the arts.

The opening on Friday evening will be at the Ross Ragland Theater; During the day Saturday, families and children will walk from booth to booth and block to block in downtown Klamath Falls to see performers, artists and craftspeople demonstrating their skills, kid's areas to encourage hands-on creations of young "artists," the opening of Sugarman's Corner Pocket Park and local food booths that promote area food products. Sunday morning and early afternoon will feature additional but more low-key events as the weekend comes to a conclusion for visitors to return home.

The intended outcomes include:

- Increase visibility of Klamath Falls to visitors enjoying Crater Lake during National Lands Day, reaching approximately 50,000 through messaging during that weekend resulting in approximately 200 visitors staying overnight
- Bring at least 5,000 children and their families to downtown Klamath Falls to celebrate and honor the diversity of the Klamath Basin's cultural communities as identified by the participating cultural groups
- Host at least 50 performing and visual artists and craftspeople to share, demonstrate and engage people that would not have otherwise experienced area artists. This will be identified through hourly counts at individual booths and during performances.
- Promote Klamath Falls as an "art and culture family friendly community" to out of area visitors

One primary intent of the event is to align the festival with National Parks Day and the second weekend of Ride the Rim. With support of Discover Klamath, the project will encourage out of area visitors to come to events Friday and Saturday evenings and to stay until Sunday, when the event wraps up.

Tracking extra days of stay will be through occupancy numbers at hotels, surveys at anchor events (Friday night at the Ragland and during the site-specific activities at The Favell and Baldwin Museum).

#### **QUALIFICATIONS OF APPLICANT**

Arts on the Flyway will be managed by a three-member "executive committee" comprised of Ron Crete, Mark McCrary and Kendall Bell. Mr. Crete is a community activist and retired businessman with over 40 years serving on arts and cultural boards; Mr. McCrary is a nationally-certified nonprofit manager and Executive Director of the Ross Ragland Theater with thirty years of managing projects similar to Arts on the Flyway; Ms. Bell is a downtown business owner and President of the Klamath Falls Downtown Association, which has organized Third Thursdays for the past several years. This group is supported by a committee structure of five committees, each led by a participating organization. Collectively the group has over 150 years of project and organization management experience.

#### **PROJECT PLAN**

Credit to Klamath County will be through logo identification on all marketing and publicity materials including direct mail, posters, brochures and maps.

The timeline for the project began in May of 2015 when a core group of cultural leaders convened at the Theater to discuss the potential event. From that initial meeting, other groups were brought in and developed the following timeline:

April 19, 2016	Meeting to finalize structures and committees Marketing presents plan (for budget)
April 22, 2016	Oregon Cultural Trust Grant due
April 30, 2016	Klamath County Tourism Grant due
May 3, 2016	Volunteer infrastructure plan finalized
May 15, 2016	Design needs identified (brochure, map, etc.) Press Release sent regarding artists Committee chairs finalized
June 7, 2016	Committee meeting with updates
June 21, 2016	Committee meeting with updates
July 12, 2016	Artists chosen Logistics to present draft design of Festival brochures Programming to present draft activities Volunteer committee to report on recruitment Officially announce Arts on the Flyway Marketing elements finalized and distributed
July 26, 2016	Update meeting with all committee chairs
August 9, 2016	Committee meeting with updates
August 23, 2016	Committee meeting with updates
September 6, 2016	Committee meeting with updates

September 13, 2016 Committee meeting with updates

September 20, 2016 Committee meeting with updates

September 23, 2016 Festival Begins

The target market for this event is broad and marketing strategies will reflect the breadth. The Festival will bring 1) families with young children for children's activities and events 2) Crater Lake visitors from the Rim Run the day prior and into the evening (after the Run) to come downtown 3) visitors of over 50 that recognize Pablo Cruise (the opening act) and who have discretionary income to purchase art (at The Favell's exhibition).

Encouraging visitors from out of the area will be the responsibility of the network of cultural groups. The Favell and Ragland each have their respective direct mail and email lists to promote the event, Discover Klamath will assist promotion through its website and marketing materials for the Rim Run and other groups will contact their out of area networks such as craftspeople and music lists through both direct mail and electronic means. The focus of visitors will be those living in about a 200 mile radius in Northern California, Rogue Valley and Willamette Valley. Well-placed advertising in magazines, such as 1859 and Southern Oregon, will round out the efforts this group of cultural leaders.

Attendance will be measured through ticket sales (Ross Ragland Theater) to the opening event, attendance at The Favell's exhibit and hotel codes for the weekend. Each of these have electronic means to capture data regarding out of area visitors.

This will be the first year for Arts on the Flyway with a commitment made by the groups to conduct it every year for three years. With support from the Tourism grant, Arts on the Flyway will be able to be promoted through print, broadcast and electronic media to out of area visitors. Without support, marketing will be scaled back and the opportunity to encourage extra stays for the weekend will be squandered.

Nine organizations have come together to plan this event. The Favell and Ross Ragland have pledged in-kind support through organization resources and others are offer in-kind in planning, volunteering, signage, logistics and marketing services. The number of volunteer hours has already exceeded 100 and final volunteer hours will likely be in the 6-700 range.

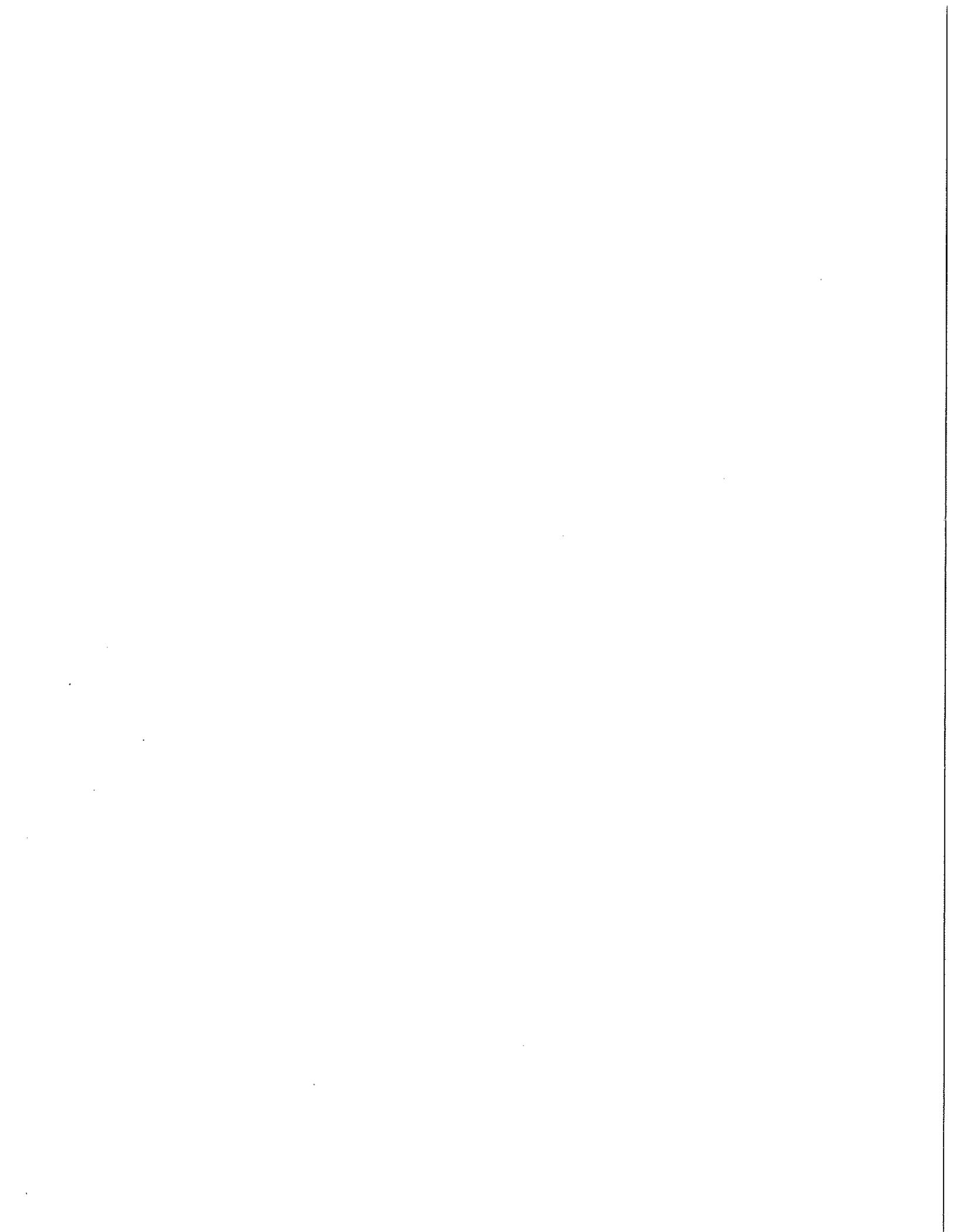
Sponsors and partners, both potential and planned, include Discover Klamath, Favell Museum, Ross Ragland Theater, Klamath Folk Music Society, Klamath Arts Council, Klamath Arts Association, Klamath County Museums, Klamath Arts Council, Klamath County Library System and Linkville Players. Grants to Oregon Cultural Trust (submitted) and Audubon Society (to be submitted) are being planned. Corporate sponsors are also being approached to support logistics and other "hard" aspects of the project.

**Arts on the Flyway  
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
<b>CASH INCOME</b>		10,000			
Tourism Grant Request					
Other Sources: Sponsors		11,150			Includes printing and advertising from Leadership Team budgets
Total Revenue	-	21,150	-	-	
<b>CASH EXPENSES</b>					
Advertising					
Print (magazines)		5,000			1859 and Southern Oregon
Web					
Other Internet: FB ads and Search re-targeting		4,000			For Crater Lake visitors searching; this will link ads to their searches
Other:					
Total Advertising	-	9000	-	-	
Printing and Design		2,500			Direct mail pieces
Postage		400			Pay for direct mail
Misc/Other (Explanation Req'd):					
Other: Television ad placement		2600			Rogue Valley stations
Other: In-kind		8,850			Sponsorships for Leadership Team groups
Other:					
Other:					
Total Miscellaneous/Other	-	9250	-	-	
Total Expenses	-	21,150	-	-	
Net Income<Expense>	-	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  
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.



**Klamath County Tourism Grant Application  
Project Budget: Arts on the Flyway**

<b>INCOME</b>	<b>Committed</b>	<b>Pending</b>	<b>Total</b>	<b>Actual</b>	<b>Comments/Explanations</b>
Tourism Grant Request		10,000	10000		
Cash Revenues -					
Source: Sponsorships		15,000	15000		Corporate and Other sponsorships
Source: Earned Income		4,150	4150		Merch sales and booth fees
Source: Grants		20,000	20000		OR Cultural Trust and others
Total Cash Revenues	0	49150	49150	-	
In-Kind Revenues:					
Source: Sponsorships	15,000		15000		Leadership Team
Source: Administration/Vols	1,000		1000		Leadership Team
Source:			0		
Total In-Kind Revenues	16,000	0	16000	-	
Total Revenue	16000	49150	65150	-	
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs					
Marketing costs		21150	21150		Design, printing, direct mail and ad placement
Rentals		1500	1500		Sound equipment, tents, tables, etc.
Supplies		2000	2000		Children's Activities
Other: Artist Fees	15,000	3000	18000	-	Performing Artists for three days
Other: Logistics/Site		1,500	1500		Telephone, restrooms, Equipment
Other:					
Other:					
Total Cash Expenses	15000	29150	44150	-	
In-Kind Expenses					
Labor (600@ \$10)		6,000	6000		Volunteer hours for event
Marketing costs		15000	15000		
Other:					
Total In-Kind Expenses	0	21,000	21,000	-	
Total Expenses	15,000	50,150	65,150	-	
Net Income<Expense>	1,000	-1,000	0	-	

**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.

April 29, 2016

Tourism Committee  
305 Main St.  
Klamath Falls, OR 97601

Re: "Arts on the Flyway Festival 2016" - Klamath Falls Tourism Grant Application

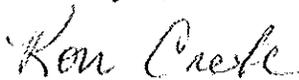
To Whom This May Concern:

It is with great pleasure that I write in support of the cooperative endeavor presented to you in the Arts on the Flyway grant application you are reviewing. The \$10,000.00 request is hugely needed to produce and execute this exciting community learning and participatory event during our beautiful fall season. Why not produce an outdoor festival when the colors of fall warm us and bring us delight. Celebrating who we are as a community by showing off our culture in it's many facets and arrays is a fine way to represent who we are as a people in this place, the Klamath Basin and specifically in our Town, Klamath Falls.

What an honor to serve as a co-chair on the Executive Committee planning for the Arts on the Flyway Festival to be held on September 23-25, 2016. This collaborative effort brings together all the cultural experience and organizational history I have come to know as a recent immigrant to the Klamath Falls and the Basin. I am now a homeowner in this wonderful city, county and basin. Since coming into the basin in 2014, I have engaged in the arts with artists of this place and have grown to love and respect my fellow community members as well as understand our strengths and weaknesses as a place to live, grow and become the Klamath Fallsians of our hopes and dreams.

I ask that you give this application your seal of approval and join us with your families for a festive weekend September 23-25, 2016. And yes, please bring your friends to celebrate with us this year and in the years ahead. We are all here to stay, why not play together and celebrate life in Klamath Falls.

Thank you,



Ron Crete,  
Co-Executive Chairman,  
Arts on the Flyway Festival 2016  
1412 Crescent Avenue  
Klamath Falls, Oregon 97601

# FAVELL Museum

*The Favell Museum is a non-profit organizations dedicated to the enhancement and the understanding of the history of the West, preservation of Native American artifacts and culture, and exhibits of notable contemporary Western art.*

125 West Main Street  
Klamath Falls, OR 97601  
541-882-9996  
www.favellmuseum.org

April 29, 2016

Klamath County Commissioners  
Klamath County Finance  
305 Main Street  
Klamath Falls, OR 97601

#### Trustees & Staff

Nancy Wendt,  
President

Dr. Jim Calvert,  
Vice President

Judy Phearson,  
Secretary

Laura Pulley  
Treasurer

Madeleine Blake,  
Director

Ann Favell Silvestri,  
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Winifred Favell Hood,  
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Mel Ferguson,  
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Director

Wayne Snoozy,  
Director

Mark Wendt,  
Director

Janice Woodhouse,  
Director

Walter Woodhouse,  
Director

Janann Loetscher,  
Executive Director

Pat McMillan,  
Museum Curator

Christie Riggins,  
Director, Community  
Art Program

Dear Commissioners,

The Favell has long been of arts and cultural initiatives in the Basin as evidenced by our now annual art show and sale. This recognized exhibit will provide a great anchor for *Arts on the Flyway*, scheduled for September 23-25. We have been at the table discussing this event for some time and make a commitment to help promote the three-day event through electronic and print media promotions as a leadership team sponsor.

*Arts on the Flyway* is a fantastic opportunity to encourage collaboration with other arts and cultural groups to leverage limited sources from each participating organization. The Favell Museum is eager to be part of the festival, which is also designed to tap into the *Ride the Rim* participants at Crater Lake that same weekend. We hope to see increased audiences for our own events, especially from out of area visitors.

The Favell Museum endorses and supports *Arts on the Flyway* and encourages the Tourism Committee to do so as well. If I can answer any questions, please contact me to at your leisure.

Sincerely,



Janann Loetscher  
Executive Director

DISCOVER  
KLAMATH  
OREGON UNEXPECTED

April 29, 2016

Mr. Mark McCrary  
Representing: Arts on the Flyway  
c/o 218 N. 7<sup>th</sup> Street  
Klamath Falls, Oregon 97601

Dear Mark,

*Discover Klamath Visitor and Convention Bureau* supports efforts towards receiving a Klamath County Tourism Grant in the current grant cycle for the **Arts on the Flyway** series of events.

This program seeks to dovetail with September tourism events at Crater Lake National Park (e.g. Ride the Rim) by providing visitors (who are already at Crater Lake) multiple reasons and opportunities to remain in Klamath and to overnight and recreate in Klamath.

This series of events supports the Klamath Falls Downtown Association's efforts to draw more visitorship.

If awarded a Tourism Grant by Klamath County, we look forward to working in partnership with you and others to encourage additional tourism this September.

Best Wishes,

*Jim Chadderdon*

Jim Chadderdon  
Executive Director

April 29, 2016

Klamath County Tourism Grant Committee  
C/o Klamath County Finance  
305 Main Street  
Klamath Falls, OR 97601

Dear Grants Committee:

The Ross Ragland Theater has been actively participating on the committee to help plan Arts on the Flyway, a three-day festival slate for the weekend of September 23-25. This event is a significant collaboration between several local groups and we are thrilled to be part of it!

The Theater has made a commitment of artistic and personnel resources to ensure that Arts on the Flyway is a success. With the partnerships of other arts and cultural groups, not to mention Discover Klamath, we believe that this event could be an excellent showcase of local and national talent that will entice visitors from out of the area.

The event coincides with National Parks Day that same weekend, which celebrates National Parks Services 100<sup>th</sup> anniversary. It is also the weekend of the Ride the Rim event and Arts on the Flyway hopes to tap into that event to extend the stays of visitors from around the country.

The Ross Ragland Theater and Cultural Center endorses and supports Arts on the Flyway. We encourage you to do the same to support this major downtown event.

Kind Regards,

Mark R. McCrary  
Executive Director

