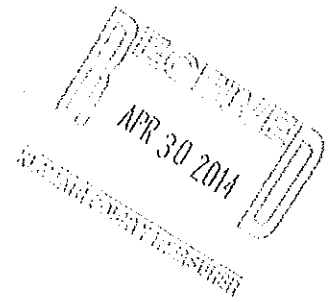


**KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATIONS**



Date Issued: September 1, 2013

Issued By: Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601
(541) 883-4202

Applications Due: 2:00 p.m., April 30, 2014

TOURISM GRANT APPLICATION

Organization Applying: Klamath Arts Council, Klamath Kinetic Challenge
Address: PO Box 392
City, State, Zip: Klamath Falls, OR 97601
Contact Person: Dawn Jennings, MD
Phone Number: (541) 281-9426
Tax ID # or SSN: 93-0675709
Email Address: dawnladybug@gmail.com
Web Site Address: www.klamathkinetic.org
Title of Project: Klamath Kinetic Challenge

Brief Description of Project:

The Klamath Kinetic Challenge (KKC) is a spectator race that creates a festival environment for the racers and spectators. The object is to design and build a human-powered vehicle and then use it to travel a course involving paved and gravel roads, sand, steep hills, mud, and water. Participants are scored on speed, engineering, and artistic qualities. The KKC is one of seven Kinetic Sculpture Races on the west coast which create a circuit that participants and spectators travel around during the summer. The largest and original race is held from Arcata to Ferndale, CA, over the Memorial Day weekend and is nearing its 50th anniversary as the largest tourist event in Humboldt County.

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant _____ Date _____

Signature of Board Chair _____ Date _____

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

Our committee is organizing the 10th Annual Klamath Kinetic Challenge (KKC), a fun regional event for participants mostly from Oregon and Northern California. We are seeking support from the Klamath County Tourism Grants to allow us to fund the regional advertising necessary to draw spectators and participants from outside of the county.

2. What are the project activities?

The Klamath Kinetic Challenge is a race of wondrous human-powered sculptures that compete by using artistic appeal, engineering skill, and physical endurance to entertain the spectators while traversing a challenging race course. The event kicks off with a parade through beautiful downtown Klamath Falls to showcase the sculptures. Race crews then navigate the course including obstacles such as KAGO hill, a sand pit, a mud pit, and both lakes. The weekend concludes with an awards dinner in Veterans' Memorial Park.

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

The 10th Klamath Kinetic Challenge will occur June 27th to 29th 2014, lasting 3 days.

4. Who is the target market? What is your strategy for reaching the target market?

This event is attractive to a diverse group of people as spectators, really anyone who is interested in having fun. In 2012 we documented an even distribution of spectators across the age spectrum from 10-70 with a slight peak in the 30-39 demographic. Anyone with an interest in art, engineering, sustainable living, or physical fitness will be able to connect with our racers and their sculptures and derive pleasure from cheering them on. Of course, a good sense of humor helps. The broad range of people in the target audience is evidenced by our broad range of sponsors, from Hutch's Bicycles to Adkins Consulting Engineers to the Klamath Sleep Medicine Center. We reach these people through posters, newspaper advertising, and regional marketing as directed by Discover Klamath.

We do need to recruit participants as well as spectators and we focus on doing this by contacting racers from previous years as well as participating as volunteers in the Kinetic Grand Championship in Humboldt County, CA. The cost of travelling to Arcata pays off mostly by bringing out-of-town sculptures to the race. During that trip we recruited four of our eight sculptures for last year, a significant number. These sculptures also tend to be big crowd-pleasers every year.

During the trip, we reach a specific set of spectators as well, those interested in Kinetic Sculpture Racing. Frequently we run into viewers who are actually closer to us and are thrilled to learn they have the option of staying closer to home to experience Kinetic Sculpture Racing. To take advantage of this, we distribute color flyers to the spectators at the race each year.

We are also going to advertise on the various race websites and we maintain a presence on the e-mail list serve. We support an active Facebook page which is linked to videos on YouTube. The Kinetic Sculpture world is very tech-savvy and a majority of the participants are easily reached through these efforts which are very cost-effective. We have developed a

reputation with previous racers as a well-run, amusing, gratifying event that values our racers and treats them well, giving them a real Klamath County warm welcome.

We have spent the last few years successfully extending the race course to make it a full weekend event. This year, we would like to focus on expanding our recruitment of participants through an e-mail campaign to university Engineering Departments in Oregon, Washington, Idaho, Montana, Wyoming, Utah, Colorado, Nevada, Arizona, New Mexico, and California. We have included money in the budget to collect these e-mail addresses and have retained the services of a programmer to create an email with html graphics. Many engineering departments have projects of this sort and we would like to introduce them to Kinetic Sculpture Racing and invite them to our event, since I am sure it would be more fun. This email could also be sent to high schools once it is created, but we feel it would be more onerous to collect these contacts and also have a much lower rate of return. Perhaps we could focus on high schools in a smaller geographic area. These schools are unlikely to be able to organize a team and build a sculpture for this year, so this would be more of an investment in next year's race.

We also would like to use Tourism Grant funds to attract out of county participants by providing scholarships this year to entrants who travel here. The prohibitive cost of travelling with a large sculpture is often given as the biggest obstacle when we discuss our event with teams at Arcata. We have had success with scholarships in the past and would like to expand this program using Tourism Grant funds. By attracting the best sculptures, we will be able to continue to grow the event and draw the best spectators. Those travelling for cultural events tend to spend \$800 more per trip than those travelling for other reasons. We would like to capitalize on this potential by attracting the most ingenious, aesthetic, and crowd-pleasing sculptures that exist each racing season and Tourism Grant money will help us to do that.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

Our most recent data is from the crowd survey in 2012. We estimate our crowd totaled 600 people (participants and spectators) over the weekend. Using data from our survey, we discovered that we attracted approximately 240 out of county visitors from a total of six states and a large geographical area of Oregon.

Consistent with our locating question, 63% of spectators said they were staying at home and another 15% stayed with people they knew. Hotel stays comprised 7%, KOA camping 10%, and other locations such as Rocky Point or Lake of the Woods made up the final 5%. Using our estimates of the total number of spectators and the percent from out of county, that gives a total of 240 nights for approximately \$11,861.56 of income on overnight stays alone based on an average per night stay of \$69.00 for hotel/other and \$26.00 for camping. Using an average recirculation factor of 7, that means we added \$83,030.92 to the local economy in 2012 just accounting for lodging costs. That does not include money spent on meals, gas, or other incidentals during their stay. That year we received a Tourism Grant of \$1000 to augment our fundraising. Based on lodging estimates, that is over a tenfold return on investment and the true impact is likely much higher.

For racing teams, we have their registration forms which allow us to know precisely whether they are locals or visitors. For spectators, we survey the crowd and we will again have a People's Choice award as discussed in Question #10.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

We will again have a welcome party Friday night which includes music, art judging for the sculptures, and refreshments provided by Mia and Pia's. Last year, we moved the venue from the KOA to Mia's and Pia's and successfully attracted a larger crowd by doing this. We have also instituted a Kween contest Friday night where candidates compete based on their costume, a talent, and a joke. We will be extending a special invitation to compete to the Ross Ragland and the Linkville Theater communities. The awards dinner finishes late on Sunday, so people who need to travel are likely to stay through Monday instead of leaving that night. Both of these events are free and open to the public to promote the full 3-night stay for participants and spectators alike.

We also emphasize the many attractions in our area, such as Crater Lake and the various wilderness areas, in our promotional materials to entice visitors to plan a longer stay to explore the area before and after the race. Our target audience includes people interested in physical fitness and sustainable living, just the right people to appreciate the varied outdoor recreational opportunities available here in the summer. Many of them are cyclists and interested in taking advantage of the great cycling opportunities we have here.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Klamath Arts Council is a non-profit organization promoting art and culture in the Klamath Basin. The Arts Council's mission is "To stimulate and encourage the practice, study, and appreciation of the Arts; to be a catalyst for the Arts, connecting creativity and arts disciplines with every facet of life and community." The Arts Council was the founding organization for Third Thursdays which have become such a successful tradition for our area. The Kinetic Challenge Board is comprised of 7 organizers, each with a specific focus.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

Members of our organization have been coordinating this event for ten years now, working with the City of Klamath Falls, Klamath County, and diverse partners throughout the community. All seven organizers this year are veterans of their positions. This will be my fifth year as the Supreme Organizer, providing me with several years of joining with area leaders in the private and public sector and building relationships to ensure our success.

The statistics collected at previous races have shown growth in our out-of-county attendance over the last few years. We have increased from about 150 spectators coming from out of county 4 years ago to 240 in 2012, coming from 6 states and a large geographical area of Oregon. (This number does fluctuate depending on whether or not we receive Tourism Grant funds to advertise outside of the county in a given year.) Previous Challenges have brought

people from Nevada, Idaho, Indiana, Illinois, North Carolina, Maryland, Pennsylvania, Ohio, Georgia, Kansas, Wisconsin, Washington, Arizona, and California and even as far as England and Chile. 100% (which is probably optimistic) of the out-of-town spectators surveyed said they wanted to return to Klamath Falls, demonstrating the positive experience our event is able to provide to visitors.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

We will once again come together with Discover Klamath for our regional advertising this year. This allows us to incorporate our venue-specific experience with his knowledge of effective marketing principles for the area.

We will also print posters to distribute to area businesses in several counties and maintain our website to make it easy to find and use. We will place ads in newspapers, on websites, and on television with the guidance of Discover Klamath. These are visual medias that help us tell our story within the confines of a typical message and draw people's interest in the unique spectacle we create. For kinetic sculptures, one picture is worth at least 1,000 words—if not more.

The KKC is most likely to draw people as a "one-tank" weekend trip, so we will focus on the I-5 corridor north and south within this driving range. Our website statistics show that we get the most out-of-county attention from along the I-5 corridor, specifically Eugene, Seattle, Corvallis, Medford, and Portland, in that order. This fits well with our survey results from previous years.

We again plan to pursue some no cost partnerships to supplement our advertising. Our coloring contest, distributed at several children's centers in town, has been well-received and successful in drawing children and their parents. We provide flyers to the South Portal site and to the Running Y hotel and World Mark as well as several other hotels in town.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

We have had good success in the past with surveying the crowd, finding ~75% of people willing to answer a few questions. We collect information on the size of party, hometown, where they heard about our event, as well as where they are staying. This data allows us to verify overall attendance as well as percentage of spectators from out-of-town and continue to target our future marketing efforts.

In 2013 we created a People's Choice Award. This got the spectators more involved, and we collected some information from them on their ballot that helped with judging marketing success and guiding our future efforts.

Since we are a free event and therefore do not sell tickets, our event does not lean towards tracking through ticket sales. Also, the venues we use are open to the public (such as Veterans' Memorial Park, Moore Park, and the Link River Trail) and spectators tend to wander in and out throughout the race, attending some parts and skipping others. It would be very difficult to contain any significant part of the route and track admission and this would not necessarily be a representative sample for the weekend.

11. If your project is already underway explain how this grant will increase your likelihood of success.

Without the funding provided by the Tourism Grants, we operate at the level of a great local event. We truly appreciate the wonderful community support that allows us to continue this tradition year after year, covering our operating expenses. The money provided by the Tourism Grant allows us to expand our advertising throughout the region, increasing spectators for us and increasing tourism for the local economy.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

The KKC is, at heart, a volunteer activity. None of the organizers are paid for our efforts. We strive to be wise stewards of the funds entrusted to us by our sponsors, using the money to promote local businesses. We also draw many more volunteers from throughout the community to help the day of the actual event. They help with everything from crowd control to serving meals to setting up and taking down the course. We would not be able to continue without our munificent sponsors or our wonderful volunteers. Our motto is "For the Fun." We hope everyone involved revels once again in the amusing spectacle of the Klamath Kinetic Challenge.

Klamath County Tourism Grant Application
Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		5,000.00	5,000.00		
Cash Revenues - Cultural Grant	600.00		600.00		
Source: Sponsors	2,900.00	600.00	3,500.00		
Source: Entry Fees + Members		1,090.00	1,090.00		
Source: T-shirt Sales		500.00	500.00		
Total Cash Revenues	3,500.00	7,190.00	10,690.00	-	
In-Kind Revenues:					
Source: Sponsors	1,100.00	1,000.00	2,100.00		
Source: Volunteer Hours	6,890.00	6,400.00	13,290.00		
Source:					
Total In-Kind Revenues	7,990.00	7,400.00	15,390.00	-	
Total Revenue	11,490.00	14,590.00	26,080.00	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	274.00	5,525.00	5,799.00		
Rentals		500.00	500.00		
Supplies		900.00	900.00		
Other: Food	1,800.00	-	1,800.00	-	
Other: Security	600.00		600.00		
Other: Course, Permits	120.00	150.00	270.00		
Other: KOA, Music, Misc	491.00	400.00	891.00		
Total Cash Expenses	3,285.00	7,475.00	10,760.00	-	
In-Kind Expenses					
Labor	6,890.00	6,400.00	13,290.00		
Marketing costs	600.00		600.00		
Other:	500.00	1,000.00	1,500.00		
Other:					
Other:					
Total In-Kind Expenses	7,990.00	7,400.00	15,390.00	-	
Total Expenses	11,275.00	14,875.00	26,150.00	-	
Net Income <Expense>	215.00	<2,885.00>	<70.00>	-	

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.

Klamath County Tourism Grant Application
Marketing Budget Form

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		5,000.00	5,000.00		
Other Sources	3,500.00	2,190.00	5,690.00		
Total Revenue	3,500.00	7,190.00	10,690.00	-	
CASH EXPENSES					
Advertising		4,000.00	4,000.00		Discover Klamath
Print		525.00	525.00		
Web	224.00		224.00		
Other Internet		100.00	100.00		E-mail Campaign
Other	25.00	900.00	925.00		3rd Thurs, Scholarships, Arcata Travel
Total Advertising	249.00	5,525.00	5,774.00	-	
Printing	25.00		25.00		
Postage					
Misc/Other (Explanation Req'd):					
Other: <i>Operating Costs</i>	3,011.00	1,950.00	4,961.00		
Other:					
Other:					
Other:					
Total Miscellaneous/Other	3,011.00	1,950.00	4,961.00	-	
Total Expenses	3,285.00	7,475.00	10,760.00	-	
Net Income <Expense>	215.00	<2,85.00>	<70.00>	-	

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.

10th Klamath Kinetic Challenge

Proposed Budget 2014

Advertising Breakdown

Discover Klamath	4000.00	TV, PR specialist, web, etc.
Travel Scholarships	600.00	For competitive out-of-town entrants
Travel to Arcata	300.00	Target West Coast Kinetic Sculpture Race community
E-mail Campaign	100.00	Target University Engineering Departments
Posters	25.00	Klamath, Lake, and Jackson counties
Herald and News	400.00	Klamath, Lake, Siskiyou counties
Nickel	125.00	Klamath, Lake, Siskiyou counties
Website	224.00	Worldwide (2-yr membership purchase)
Facebook presence	Free	Worldwide
Third Thursday	25.00	Klamath County
Public Service	Free	As many as possible
Announcements		
Media Interviews	Free	As many as possible on TV, radio, etc
Advertising Total	5,799.00	

Other Expenses

Food	1800.00	For racers and volunteers
Course	150.00	Signs, equipment, fill dirt for the mud pit, etc
Security	600.00	Klamath Police Reserves for traffic and crowd control
Permits	120.00	Park use permit
T-shirts	750.00	To encourage sponsorship and to sell for income
Portable Toilets	300.00	Required for use of the parks (4)
KoA camping	200.00	Camping for racers at KoA this year (30 people/3 nights)
Music	400.00	DJs, bands, and travel for the announcer
PA System, Stage	200.00	For the announcer and entertainment
Awards	Donated	Trophies, plaques, PEL awards
Insurance	291.00	
Misc	150.00	
Other Total	4,961.00	

Total Expenses 10,760.00

Cash Income

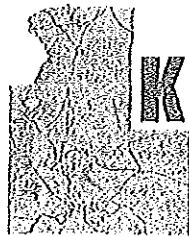
Sponsors	3500.00	
Entry Fees	1000.00	Projected, based on last two years
T-shirt sales	500.00	Projected, based on last two years
Memberships	90.00	Projected, based on last two years
Cultural Trust Grant	600.00	
Total Income	5,690.00	

Current Assets

Checking Account	4348.48
Total Assets	10,038.48

In-Kind Donations

Various Community Sources	1900.00
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Klamath County

CHAMBER OF COMMERCE

Lead, Connect, Advocate.

Board of Directors

Bridgitte Griffin

AG-SENSE

Dan Keppen

Dan Keppen & Associates, Inc

Kathie Philp

Pacific Crest FCU

Willie Riggs

OSU Extension Office

Stan Gilbert

Klamath Youth Development Center

Rachael Spoon

KBHDA

Randy Shaw

Coldwell Banker/Helman Premier

Realty

Ellsworth Lang

Wa-Mo-Ya Casino

Miko Angell

The Ledge

Jason Chapman

Chapman Ranch

Jennifer McKeon

County Cork Collectables

George Ormsbee

Cal.Ore Communications

Werner Reschke

Winkdog, Inc

Kelley Minty-Morris

Citizens for Safe Schools

Maggie Polson

Cascado Comprehensive Care

Col. Wes French

173rd Fighter Wing, Kingsley Field

Joe Hudon

Herald & News

Tessa Gutierrez

Court Appointed Special Advocates (CASA)

April 29, 2014

Letter of Support for Klamath Kinetic Challenge

To whom it may concern,

I am writing on behalf of the Klamath County Chamber of Commerce to support the Klamath Kinetic Challenge's tourism marketing grant application requesting funding for this year's Challenge.

The Klamath Kinetic Challenge is a unique event in our community and has the potential to draw both participants and spectators from outside the region if provided with funding support.

Thank you for your consideration and support of this vital project.

Kind Regards,

Charles Massie
Executive Director

Ex Officio Members

City of Klamath Falls

Klamath County

KCEDA

Oregon Institute of Technology

Klamath Community College

KUHS DECA

Staff

Charles Massie

Executive Director

Heather Tramp

Programs & Marketing Coordinator

"The Klamath County Chamber of Commerce is committed to Klamath County by advancing its economic vitality and quality of life through the education, promotion and networking of our members"

4-28-14

To whom it may concern

I strongly support granting funds to the Klamath Kinetic Challenge for the purpose of bringing tourists to the Klamath Basin. The Kinetic Challenge consistently brings dozens of campers from places as far away as Kansas, benefiting both our KOA and the surrounding community.

Sincerely,
Tammy McCoskey
~~President~~ Tammy McCoskey, President.
Klamath Falls Kampground Inc
3435 Shasta Way
Klamath Falls OR 97603
541-884-4644
Kfallskoa@Kfallskoa.com

First **1**st Choice
Property Management,

1415 Esplanade, Klamath Falls, OR 97601
Phone: (541) 884 4022, Fax (541) 882 1259
Information: www.1stcpm.com
Contact us: matt@1stcpm.com

April 28, 2014

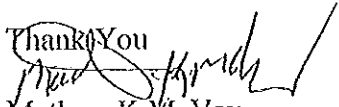
Klamath County Tourism

Re: Tourisn Grants

To Whom it May Concern

Please support the Kinetic Challenge we have watched and participated in the challenge for several years and have met a number of people from out of state that enjoy the event.

Thank You


Mathew K. McVay

Jason Link

From: Jason Link
Sent: Tuesday, May 13, 2014 8:49 AM
To: 'Dawn Jennings'; Lance Wentz; Jim Brown
Subject: RE: Tourism Grant Application

Ms. Jennings,

I don't believe there is any requirement to charge for events. The Committee requires a cash match for the grant. The grant requires a 30% cash match (i.e., if you want \$1,000 from the county you need to have \$300 in cash of your own). This could be raised from local vendors as sponsorships, etc. and not by charging admission fees. The county funds can be used to create a brochure to distribute at other events. That would be considered out of county marketing expenses.

The grant's focus is on marketing and encouraging more people to come and stay in Klamath County. The committee does want applicants to have a way of measuring success of the event from the standpoint of determining how many people from outside the county attended and/or stayed here. How organizations do that is quite varied.

I would encourage you to contemplate those overarching concepts and be creative in how you utilize funds for marketing your event. If I don't receive anything back from you I will assume you withdrew your application.

Thank you,

Jason Link, CPA

Klamath County, Oregon
Chief Financial Officer
305 Main Street
Klamath Falls, Oregon 97601
Tele: (541) 883-4202 Fax: (541) 850-5385
email: jlink@co.klamath.or.us

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From: Dawn Jennings (<mailto:dawnladybug@gmail.com>)
Sent: Monday, May 12, 2014 2:50 PM
To: Jason Link; Lance Wentz; Jim Brown
Subject: Re: Tourism Grant Application

Dear Mr. Link:

The Klamath Kinetic Challenge Board would like to thank you very much for the opportunity to apply for supportive grant funding. However, because we are an event that does not charge admission the Board has decided that we cannot invest \$1500 in regional advertising which is unlikely to increase our usable income whatsoever. We did not realize our cash match only included money spent on marketing.

As discussed in our application, due to the open nature of the course and various event venues over the three days, it is not feasible for us to cordon off an area and charge spectators admission. We also prefer to continue as a family-friendly, free to the public, community event. Were we to be awarded grant money by the committee, we would love to develop ads in partnership with Discover Klamath. We have a good track record of being able to draw out-of-county spectators when we are provided these funds. However, the increased income from the additional spectators would benefit the businesses in the community, not our event. As much as we like to support local business, we have to be cautious of our operating budget and cannot invest \$1500 on marketing that will not provide us with any income. Unfortunately, this means the additional income potential for local business to profit by providing our spectators with services such as food, lodging, and gas will not be realized.

Thank you for your interest in our event. If there are changes to the rules that make the grant program more accessible to events that do not charge admission, we will plan on applying again in the future. Hope to have you and the rest of the committee join us June 27th-29th for the spectacle!

Sincerely,
Dawn Jennings
Kween Vixen
Supreme Organizer
Klamath Kinetic Challenge

On Thu, May 8, 2014 at 9:39 AM, Jason Link <jlink@co.klamath.or.us> wrote:

The Tourism Grant Committee met on May 7, 2014 and developed the attached letter requesting additional information. Please contact my office to schedule a time for your organization's meeting with the Committee on May 28, 2014.

Thank you,

Jason Link, CPA

Klamath County, Oregon
Chief Financial Officer
305 Main Street
Klamath Falls, Oregon 97601
Tele: (541) 883-4202 Fax: (541) 850-5385
email: jlink@co.klamath.or.us

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Your message is ready to be sent with the following file or link attachments:

Add_ArtsCouncil

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.