

Print

Tourism Sponsorship application - Submission #450

Date Submitted: 3/27/2019

Title of Project*

Lost River Bluegrass Festival

Grant Cycle*

Spring 2019

Funds Requested*

\$2,500

Organization Applying*

Lost River Arts and Cultural Alliance

Contact Person*

Joyce Furlong

Phone Number*

775-722-9877

Email address*

joycefurlong@ymail.com

Website (if applicable)

lostriverfestival.com

Address

PO Box 595

City

Keno

State

OR

Zip Code

97627

Are you or is anyone in your organization an employee of Klamath County Government or a relative or an employee of Klamath County Government?

yes/no*

no

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no*

no

If yes, please enter name

Name

[Empty text box for name entry]

Description of project including activities, date, time and location*

The Second Annual Lost River Bluegrass Festival will occur Friday, July 12-Sunday July 14, 2019 at the Merrill Park Civic Center. The event is organized and produced by the Lost River Arts and Cultural Alliance, a non-profit charitable organization dedicated to the betterment of the Merrill community, with support from the City of Merrill and the Merrill Park District. All proceeds from the event will support art, culture, heritage and community beautification in Merrill. Camping will be available at the Merrill Civic Center beginning Monday, July 8 through Sunday July 14 allowing 5 days before the festival for visitors to enjoy the local attractions. Camping and ticket packages will be available in advance online as well as at the gate. This family friendly event will offer a variety of activities for visitors. New this year will be the addition of a 60-booth vendor fair located on the lawn of the Merrill Civic Center and fronting State Highway 39. The vendor fair will be set up Friday July 12-Sunday July 14 and will be outside the festival gates, allowing free access to non-festival goers. Inside the festival gates the bands will play from 1:00-8:00pm Friday, 10:00am-8pm Saturday and 10:00am-2pm Sunday. Other festivities include a pie and ice cream social on Saturday afternoon, a beer garden, food vendors and a food court, a quilters' room hosted Wednesday-Sunday by the Bluegrass Quilters Club, an instrument petting zoo for all ages, hands-on archery for the kids provided by the US Forestry Dept, information booths and the Merrill History and Modoc War Museum.

Goals*

The Lost River Bluegrass Festival will attract many out of county visitors to Merrill and the surrounding region. In 2018 the festival met its estimated attendance goal of 1,000 attendees with 47% attending from outside Klamath County. The date of the festival was on the 3rd weekend of July in 2018, the same weekend as the festival in Derrington, WA, and created a conflict for traveling bluegrass festival fans, so we have moved the festival to the 2nd week of July. This strategic change will allow us to capture bluegrass festival "circuit riders" who will now include our festival in their travel plans. Allowing them to camp starting Monday before the festival will encourage them to arrive early and enjoy the local attractions. In 2018 we had approximately 50 campers. This year we expect to double that number of festival campers. With the addition of the vendor craft fair we will also add approximately 40-50 out-of-area vendors who will camp or stay in local hotels. The estimate for 2019 is 2000 festival attendees and 1000 non-festival attendees for the craft fair. This event will again bring an influx of income and energy to the local economy. We will track out-of-county attendees through a variety of means. The event is offering online ticket sales for the festival and camping beginning in April. These sales will require the purchasers to provide their address. We will also track campers when they register at the gate. During the festival, Friday-Sunday, we will have a high-value raffle item and offer attendees a free raffle ticket in exchange for completion of a survey. In 2018 we had an 18% participation rate for this survey. We will also provide a guest sign-in book at the Merrill Museum asking where they are from. We will also work with the local hotel to track where their visitors are from.

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

Team*

The Lost River Bluegrass Festival is sponsored and organized by the Lost River Arts and Cultural Alliance, a 501c3 non-profit corporation. The festival is also supported by the City of Merrill, the Merrill Public Works Department and the Merrill Park District. The festival directors are Greg Matthews and Joyce Furlong who are also board members of the non-profit. Greg Matthews is the President of the Lost River Arts and Cultural Alliance. For the past eighteen years he has directed the Merrill Public Works Department and annually helps to plan and coordinate the Klamath Basin Potato Festival drawing thousands of people to Merrill in October. The Lost River Bluegrass Festival also benefits from the expertise of Joyce Furlong, a community volunteer from Keno, Oregon who is helping to lead the event. Joyce is the Vice President of the Oregon Old Time Fiddlers Association and has also served as President of the Northern Nevada Bluegrass Association from 2005-2009 and has experience as festival director of the Bowers Mansion Bluegrass Festival for many years. The Bowers Festival was a similar 3-day event with camping and vendors. Joyce is volunteering her time and expertise for the love of bluegrass music and bluegrass festivals and has been working closely with the Merrill Public Works Director, Greg Matthews. Joyce and Greg are both musicians.

During the event, the festival utilizes a team of experienced festival volunteers from both the local community and the regional bluegrass and quilting community. The entire festival, with the exception of bands and the sound company, is produced with volunteer staff.

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

Experience*

Members of the Lost River Bluegrass Festival team and the City of Merrill have collaborated on a variety of community projects. As members of Project Merrill, a community improvement group, Greg Matthews assisted in partnering with the City and a local nursery to provide hanging baskets for the downtown business corridor. The project was fully funded through local donations. The team also sponsored two clean up days along with drafting an ordinance for use of solar community funds for downtown beautification. That team also completed a new wildlife viewing area on Lost River to encourage more visitors to stop in Merrill. That project received immense support from the City of Merrill, Fish and Wildlife Service and Klamath County. The festival planning has benefited from the expertise of Joyce Furlong, a community volunteer from Keno, Oregon who is helping to lead the event. Joyce has experience both as a festival director and as a musician performing at the Bowers Mansion Festival and the Susanville Bluegrass Festival. She has also participated in the Grass Valley Fathers' Day Bluegrass Festival and the Lake Havasu Bluegrass Festival. Joyce is volunteering her time and expertise for the love of bluegrass music and bluegrass festivals and has been working closely with the Merrill Public Works Director, Greg Matthews. Greg Matthews, the Merrill Public Works Director, is also a musician and lover of bluegrass music, offering lessons to local youth and providing the Merrill Christmas program to the community each year. He annually helps to coordinate the Klamath Basin Potato Festival drawing thousands of people to Merrill in October, along with curating the Merrill History Museum.

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

County credit*

We will credit Klamath County's support for the festival through the Lost River Bluegrass Festival website by including the County logo on the dedicated sponsor page. We will also credit Klamath County support by posting the information to the Lost River Bluegrass Festival Facebook page. We will publicize Klamath County support in our outreach efforts including print materials, newspaper and newsletter articles, interviews with TV and radio, and other community website and Facebook pages. The festival program will also include the County logo and show Klamath County support for the event. Klamath County would also be announced as a sponsor by the Emcee during the festival.

Space will be available for Klamath County to have a logo or banner near the event stage. The County could also have an information booth at the festival. We plan to provide an on-site promotional booth at other bluegrass festivals leading up to the event and will make County information available at the booth just as we did last year.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

Ongoing: Website and Facebook have been established for over a year and are kept updated and current.

March 1-3: On site promotion at Lake Havasu bluegrass festival.

March 13: Planning meeting with Discover Klamath marketing director, Tonia Ulbricht.

March 15: Ads placed in Oregon Bluegrass Association newsletter and Southwestern Bluegrass Association newsletter. These ads will run through the July issues.

April 10-14: On site promotion at Oregon State Fiddlers Convention.

April 15: Ad to be placed in the California Bluegrass Association newsletter, to run in June and July issues. Poster and flyers out for design

May 15: Posters and flyers placed at local and regional businesses and bluegrass events throughout Oregon, California, Nevada and Idaho.

June 1: On site promotion at Roxy Ann Bluegrass Festival in Medford, OR.

June 13-16: On site promotion at California Bluegrass Assn Fathers' Day Bluegrass Festival in Grass Valley, CA.

June 20-23: On site promotion at Susanville Bluegrass Festival.

June 14: Banner placed over State Highway 39 in Merrill, OR.

June 28: Begin media coverage as we can afford; interviews with newspaper, TV and radio.

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

Target Market*

The target market for Lost River Bluegrass Festival are bluegrass music fans, musicians, music lovers, couples, young families and retirees. Marketing efforts are focused on Oregon, California, Arizona, Nevada and Idaho.

The festival will also attract quilters because of the hosted quilting room. In addition, tourists passing through town, as well as locals, will be attracted by the highly visible 60-booth vendor fair set up outside the festival fence and facing State Highway 39. By offering camping for 5 days prior to the festival, attendees will be encouraged to arrive early and take advantage of local attractions. The website will include a link to the Discover Klamath website and online brochure as well as links to other local attractions and tourism resources.

The Lost River Bluegrass Festival dates fit in nicely with other festivals and events in the area so as to not compete with those events and to encourage our festival as part of travelers' summer tours or vacations.

A large boost to our Facebook campaign was promotion by our hired bands which doubled our page likes and quadrupled our reach. We have made an effort to include a mix of out-of-area bands as well as Oregon bands, all of which bring their own fan base.

The 2018 Lost River Bluegrass Festival performed as expected, attracting just over 1,000 attendees. 47% were from outside Klamath County (survey results are attached to this application). We received many accolades from musicians, the sound company, seasoned bluegrass festival goers and those who are new to bluegrass festivals and are confident that we made an excellent first impression in order to attract return attendees as well as newcomers who are hearing about us by word-of-mouth.

We are expecting to double attendance to 2,000-2,500 in 2019 and are preparing to handle a crowd of at least that size.

Describe your target market/audience

Measurability*

We measure attendance through a variety of means: 1). Via online sales which begin in April, 2019. 2). At the gate with campers buying the festival package (camping, tickets and t-shirts) when we will require their address. 3). Our survey, held during the event, where we offer a high-value raffle item and offer a free raffle ticket in exchange for completing a survey. In 2018 we had an 18% participation rate. 4). We will provide a guest sign-in book at the Merrill Historical Museum asking where guests are from.

A copy of last year's survey results are included in the support documents with this application.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

Sponsors*

The City of Merrill is contributing start-up funds again this year. Those funds are to be used towards bands, sound company, facilities, portable toilets and security. A portion of these funds will be repaid to the City from profits made from the festival. The Merrill Park District is donating use of the Merrill Park grounds and Civic Center, which is a significant contribution to the event. Joyce Furlong is donating her time and expertise as a festival director, grant writer, website design and upkeep and Facebook management as well as printing the event flyers and programs in-kind. Greg Matthews is donating his time and expertise as a festival planner, and facilities and logistics management. Lee Harris is donating her time to manage the Vendor/Craft Fair. Ronnell Matthews is donating her time for grant writing and financial planning/budgeting. Ribbon-N-Print is donating design time and some printing in-kind. Indian Camp Golf Course is donating the use of golf carts. Basin Fertilizer is providing labor for set-up and tear-down. Wild Goode Lodge is donating 3 hotel rooms for use by bands.

We are soliciting local sponsorships and have already secured several large contributors including the Merrill Lions Club, Basin Fertilizer, Three Rivers Mosquito Control, Gillman & Co, Sherm's Thunderbird Markets Stateline Auto Parts, Basin Immediate Care, Merrill Clinic. We expect to double this number of sponsors.

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

Flexibility*

We are requesting \$2,500 through the Klamath County Tourism Sponsorship Grant to support marketing design and materials for the festival. Should we received the grant, we will utilize the expertise of the Discover Klamath marketing team to guide our campaign. If Lost River Bluegrass Festival does not receive full funding through the Klamath County Tourism Grant it will restrict the ability for us to fully reach the larger audience in Oregon and northern California. If funding is denied we will continue to pursue funding through solicitation of sponsorships and donations from local businesses and community members in an attempt to fund mass media marketing. We have incredible local support for the Second Annual Lost River Bluegrass Festival as many community members and business owners feel it will be a great way to continue to draw travelers to downtown Merrill and the Lower Klamath Basin.

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

Required supporting documents*

Lost River Program 2018.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget

template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature*

Joyce Furlong