

**TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE**

Title of Project: Arts on the Flyway

Funds Requested: \$5,000

Organization Applying: Klamath Community Leadership Foundation

Contact Person: Heather Tramp

Phone Number: (541) 884-5193

Email Address: Heathert@klamath.org

Mailing Address: 205 Riverside Drive #A; KI Falls, OR 97601

Web Site Address: www.klamath.org

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

Arts on the Flyway is a downtown Klamath Falls arts and music festival whose purpose is to engage families and children by promoting and presenting visual and performing artists the weekend of September 22-23, 2017. Arts on the Flyway is a collaboration of several organizations in Klamath Falls working together to successfully implement this festival now in its second year.

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 Heather Tramp Date 4/28/17

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 (AOTF) is a downtown Klamath Falls arts and music festival whose purpose is to engage families and children by promoting and presenting visual and performing artists the weekend of September 22-23, 2017. Arts on the Flyway is a collaboration of several organizations in Klamath Falls (Chamber of Commerce, Klamath Falls Downtown Association, Favell Museum, Klamath Art Association, Ross Ragland Theater, Linkville Players, Oregon Institute of Technology and Discover Klamath) working together to successfully implement this event, now in its second year.

## **PROJECT GOALS**

This project is the second year of a very successful festival in 2016. In 2017, the collaborators are seeking to build on the first year success.

Arts on the Flyway focuses on the visual and performing arts in a number of ways:

1. Provide visitors to Klamath Falls with a unique arts and cultural experience that highlights our local cultural community
2. Offer children's visual arts activities that engage kids in creating their own artistic pieces
3. Highlight area performing artists including Klamath Latin Dancers, Klamath Tribes and Czech dancers from Malin
4. Feature artists creating works that showcase the Klamath Basin's indigenous wildlife and natural resources
5. Create a sense of community connection through the arts
6. Facilitate community promotion through collaborative marketing strategies of the planning team
7. Offer an additional large event that encourages people participating in Ride the Rim to extend their stay in Klamath County properties
8. Promote the festival in the Rogue Valley and Northern California to bring visitors to Klamath County to enjoy our own unique flavor of artists and foods.

The festival opens on Friday evening with a performance at the Ross Ragland or Linkville Playhouse. On Saturday, artist booths (for both sales and activities) and stages will be set up on Main Street to create a festival atmosphere. Food booths and trucks will complement businesses with land-based food services and a beer garden will create a sense of festivity that supports arts and culture.

Intended outcomes include:

Bring at least 3,000 children and adults to downtown Klamath Falls to celebrate and honor the diversity of the Klamath Basin's cultural offerings. Of this group 15% will be from out of Klamath County determined by a paper survey conducted by Oregon Tech students and other volunteers  
Host at least 75 performing and visual artists/craftspeople to share, demonstrate and engage people that would not have otherwise experienced local artists  
Position the festival to encourage 150 people staying overnight in a local hotel. We will reach out to hotels to determine their occupancy rates based on the Friday and Saturday night stays.

## **QUALIFICATIONS OF APPLICANT**

Arts on the Flyway is planned and managed by an extremely qualified group of organizations. The Chamber is run by Heather Tramp, who has extensive experience in managing events and

operations; Discover Klamath has a very successful record over the past several years in marketing Klamath County; Downtown Association organizes and manages Third Thursdays, which is a multi-month series of downtown festivals; Ross Ragland Theater and Linkville Players books and/or presents hundreds of performing artists and events each year and understands the technical requirements for performances; Favell Museum and Klamath Art Association each have extensive experience in working with visual artists and helping with their needs.

## **PROJECT PLAN**

All sponsors, including Klamath County, will receive recognition in pre-event materials, broadcast marketing and publicity, day-of-event collaterals and logo placement in advertising.

The timeline for the project begins in February prior to the weekend of Arts on the Flyway. The timeline for planning and implementation is:

February	Review notes from prior year and put together targets
March	Create budget, marketing plans and sponsor materials
April	Begin application to Tourism and other funders
May	Design needs reviewed for marketing materials
June	Artist applications sent throughout Klamath County
July	Artists identified for booths and performance stages Logistics and maps to determine placement of artist booths, food booths and stages Marketing design and distribution finalized
August	Logistics finalized, artists finalized, marketing push begins for print ad placement Bi-weekly meetings begin
September	Weekly meetings continue Social ads purchased and survey developed Volunteer training Event
October	Event evaluation and de-brief

Arts on the Flyway targets 1) families with young children for engaging with visual artists and performances 2) Crater Lake visitors from Ride the Rim to provide alternative activities in Klamath Falls 3) Visitors to Klamath to enjoy opening night (Beach Boys Tribute) and Saturday (Beattles Tribute) to encourage extending stays and 4) visitors over 50 years of age who have the discretionary income to purchase art at artists booths and Favell Museum.

Expanding attendance to include Northern California and Rogue Valley will be supported by television advertising in those markets over 150 miles away, attendees at the Rim Run event up at Crater Lake and each participating Arts on the Flyway planning group actively promoting the event through their diverse networks.

Attendance will be measured through ticket sales for the two evening events using zip codes (Ross Ragland Theater), visitor counts at the Favell Museum, Website hits on the Arts on the Flyway website and attendance counts throughout the day of the festival (Oregon Tech).

Surveys will be distributed and collected at kiosks as well as through volunteers conducting them throughout the festival. With the support of the Tourism grant, AOTF will be promoted through paid ad placement on television, in newspaper and through social media purchases. Without the support of Tourism, AOTF would scale marketing back unless other funding could be garnered.

Several organizations have come together to plan and implement Arts on the Flyway. The Favell and Ross Ragland have pledged in-kind support through their respective organizations. The Downtown Association, Discover Klamath and Chamber of Commerce have also pledged support through volunteering extensive skills in planning and implementing the festival. Corporate sponsors and other foundation funders are being approached to also support the festival expenses to ensure that Arts on the Flyway is as successful as possible.

**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		5,000	5,000		
Cash Revenues -					
Source: Sponsorships		2,500	2,500		
Source: Earned Revenue		2,200	2,000		Merch sales and booth fees
Source: Grants		4,000	4,000		
Total Cash Revenues		13,700	13,700	-	
In-Kind Revenues:					
Source: Sponsorships		1,500	1,500		AOTF Team
Source: Admin/Volunteers	4,750		4,750		AOTF Team
Source:					
Total In-Kind Revenues	4,750	1,500	6,250	-	
Total Revenue	4,750	15,200	19,950	-	
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs					
Marketing costs		6,500	6,500		
Rentals					
Supplies		1,000	1,000		Artist Supplies for booths
Other: Artist Fees		2,000	2,000	-	Performances
Other: Logistics/site		350	350		
Other:					
Other:					
Total Cash Expenses	0	9,850	9,850	-	
In-Kind Expenses					
Labor (475x\$10)	4,750		4,750		AOTF Team
Marketing costs		500	500		AOTF Team
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	4,750	500	5,250	-	
Total Expenses	4,750	10,350	15,100	-	
Net Income<Expense>	0	4,850	4,850	-	

**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: Arts on the Flyway**

	Committed	Pending	Total	Actual	Comments/Explanations
<b>CASH INCOME</b>					
Tourism Grant Request		5,000	5,000		
Other Sources		1,500	1,500		AOTF Team and Sponsors
Total Revenue	-	6,500	6,500	-	
<b>CASH EXPENSES</b>					
Advertising					
Print		1,000	1,000		Herald and News
Web					
Other Internet		700	700		Social ad purchases
Other		3,000	3,000		Television + Radio
Total Advertising	-	-	-	-	
Printing		900	900		Brochures and posters
Postage		300	300		Direct mail
Misc/Other (Explanation Req'd):					
Other: Design		600	600		Graphic design contract
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	6,500	6,500	-	
Net Income<Expense>	-	0	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.**

**2016 Officers**

Nancy Warrington  
*Board Chair*

Kendall Bell  
*Vice-Chair*

Janine Henry  
*Secretary*

Ed Cunion  
*Treasurer*

Todd Christian  
*Past Chair*

**2016 Members**

Rhonda Frakes  
*Ragland Guild*

Susan Freschi  
*At-Large*

Bernice Hantzmon  
*At-Large*

Mary Hurley  
*At-Large*

Kate Marquez  
*Rife Endowment*

John Novak  
*At-Large*

Molly O'Keeffe  
*At-Large*

Pam Olsen  
*At-Large*

Jean Pinniger  
*Member Emerita*

George Rogers  
*At-Large*

Theresa Silver  
*At-Large*

Susie Spratt-Carlile  
*At-Large*

Joan Staunton  
*Member Emerita*

Theresa Tucker  
*At-Large*

**Executive Director**

Mark R. McCrary

April 24, 2017

Tourism Grant Review Committee  
305 Main Street  
Klamath Falls, OR 97601

Dear Review Committee:

I am writing a letter of support for the Klamath Community Leadership Foundation's application for funding of Arts on the Flyway. This downtown Klamath Falls festival features local and regional artisans, craftspeople and musicians for a full day of exhibits, performances and activities for young people and the young at heart. Facilitated by the leadership of the Klamath County Chamber of Commerce, the Leadership Foundation has stepped forward to be a key partner in planning this festival.

The Klamath Community Leadership Foundation will be assisted by a group of arts and cultural organizations as well as other groups to plan and implement Arts on the Flyway. Each collaborating organization has several years' experience in operating events and managing grant reports. There is no doubt that this event will be another tremendous opportunity for visitors and residents to enjoy what Klamath County has to offer.

I encourage full funding of the request and am happy to answer any questions that you might have.

Sincerely,



Mark R. McCrary  
Executive Director