

TOURISM GRANT APPLICATION

Organization Applying: The Oregon Gift Store, LLC

Contact Person: Dan or Melinda Wiard

Phone Number: 541-884-1600

Email Address: _____

Web Site Address: www.TheOregonGiftStore@yahoo.com

Title of Project: Oregon Book Expo

Brief Description of Project: Premier Northwest Book Festival
open to families and readers of all ages. This event will
feature approx 100 Oregon authors who will showcase
and talk about their writings, as well as make their books
available during the event.

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 Dan Wiard Date 4/30/14

Signature of Board Chair Melinda Wiard Date 4/30/14

PAYMENT INFORMATION

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

TOURISM GRANT BUDGET FORMS

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of this event is to highlight the many Oregon authors and their work, and bring them to the attention of the public. It will provide a venue for families with children and readers in general, as well as teachers to meet authors and talk with them. And allow authors to get exposure with their work.

2. What are the project activities?

*Friday Oct. 3, - Meet and greet for authors, event staff, and volunteers.
Sat. Oct. 4, - Open House, at Ross Ragland Theater. Open to the public to meet and talk with authors, and place orders with authors, listen to readings at several locations.
Sun. Oct 5, - Same*

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

The event is scheduled for October 3-5, 2014.

2 full days open to the public.

4 Who is the target market for attending the project?

The target for this event will be anyone who loves to read. However, we plan to put a lot of focus on getting as many childrens and family book authors as we can, to target from other out of town areas. We welcome readers of all ages. Another target market we will hit hard, will be those who love the regional, hiking, camping, and outdoor recreation activities, as our area is big on all of these.

Project Goals:

5. How many out of county visitors do you expect to attract to the project? How will you count the number of out of county visitors versus the number of locals?

- We hope to attract as many as 75 to 100 out of area authors, and 2000 - 2500 visitors.

- We will use a brief questionair form at the door for visitors, and registration forms for authors.

6 How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you count the number of extra days?

- We are holding the event on the weekend, and making it interesting so that people will come back for a second day. We also will be promoting some area attractions (Crater Lake, Collier, birding, hiking).

- We will do our best to count extra days, by working with local lodging facilities, in keeping track and offering a special for this event.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Oregon Gift Store, LLC and Shaw Stationery are located on Main St in Klamath Falls. Shaw has been in the same location for 90+ years, and was merged with The Oregon Gift store several years ago. Together they sell Oregon themed gifts, books, souvenirs, clothing, foods and wine, as well as a large selection of greeting cards, inspirational items and books, gifts for everyone, Childrens books, and more. We are locally and family operated and owned by - us - Dan & Melinda Ward. We have 2 employees.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How is your organization uniquely qualified to carry out this project? *We have not done an event like this in the past. However we have done reserch on similar events in other areas. We feel we are uniquely qualified because we have assembled an advisory committee, made up of persons with backgrounds in the areas we feel are very beneficial to this event, persons with backgrounds in large event planning, librariys, museums, theater, tourism, and reading programs for children.*

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.

We will market this event in many ways. First we will provide a website, and a link from our website. We will also work with Travel Klamath and the Chamber of Commerce to provide a link and promote the event on their websites. We will buy advertizing in newspapers in Medford, Bend, and Eugene areas. We plan to use television and radio in those areas, although mainly through public service anouncements as those media's are expensive. We will also contact other reader programs out of area, as well as libraries, and use a direct mail for event postersto schools, and several hiking / biking groups.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific) We will be able to use registration forms to track authors. We will also survey at the door for public attendees, use information from raffle stubs, and use Social media

11. If your project is already underway explain how this award will increase your likelihood of success. This award will be huge in being able to market out of area in purchasing advertizing in larger metro areas (Medford, Eugene, etc) through newspaper, sending posters and flyers to libraries, schools, and reader organizations. It will also enable us to use more of our own funding locally, which will lead to locals inviting out of area friends and family.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form. At this time we will only be using volunteer hours.

Klamath County Tourism Grant Application
Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	10,000 -				
Cash Revenues -					
Source:					
Source: <i>reg. fee</i>	10,000 -				
Source:					
Total Cash Revenues	20,000 -	-	-	-	
In-Kind Revenues:					
Source: <i>Volunteer</i>	1600 -				6@10 ⁰⁰ x 20 hrs
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	21600 -	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs	800 -				
Marketing costs	14250 -				News/web
Rentals	3250 -				Tables/Chair
Supplies					
Other: <i>Security</i>	300 -				
Other: <i>Social event</i>	900 -				Meet & Greet
Other:					
Other:					
Total Cash Expenses	19500 -	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	2100 -	-	-	-	

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	10,000 ⁻				
Other Sources					
Total Revenue	10,000 ⁻	-	-	-	
CASH EXPENSES					
Advertising					Newspaper, Posters, Mailers
Print	13750 ⁻				
Web	500 ⁻				
Other Internet					
Other					
Total Advertising	-	-	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd)					
Other					
Other					
Other					
Other					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	-	-	-	
Net income <Expense>	<4250>	-	-	-	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.

SELECTION CRITERIA SUMMARY

Below are the criteria that the Tourism Review Panel follows to score each application:

How well does/will this project increase tourism?
Will it encourage longer-term or repeat visits?
Does it fit with Tourism Marketing Plan?
What is the effect on Klamath County?
Does the applicant have the ability to complete the project?
Are the budget and marketing plan realistic?
What is the potential to succeed?
Is the management and administration capable?
Is there demonstrated community support?
Is there evidence of in-kind support?
Are there endorsements by community groups?
Is the presentation clear, concise and attractive?
Is there a strong evaluation method?
How will the applicant document the long-term impact?
Are the indicators measurable and objective?

Preference points will be added for projects that meet the following criteria:

Event occurs in the Shoulder Season – before June and after September.
Event is held outside of the Klamath Falls urban growth boundary.
Length of stay – event encourages early arrival and/or late departure.
Family Friendliness.

Points will be deducted for applicants with a history of not submitting reports on time or vague or rambling responses.

Reminder that applicants that are delinquent in meeting any of the requirements for their prior awards are not eligible for new awards until the prior award is brought current.

Bob Halvorsen's Rentals & Sales, Inc.

2120 Washburn Way
Klamath Falls, OR 97603

541-883-7751 phone
541-885-2111 fax

Status: Quote

Quote # q344
Quoted Date: Fri 10/3/2014 10:00AM
Operator: GWEN

Customer # 12759
OREGON GIFT STORE 729 Main Street Klamath Falls, OR 97601
541 884-1600 FAX 541 882-2587
Contract Info: OREGON BOOK EXPO

Qty	Key	Items Rented	Part#	Status	Quote Date	Price
30	590-0020	Table, 8 FT 1Day \$8.50 1Week \$25.50 4Wks \$76.50 PLEASE RETURN CLEAN TABLES MADE OF PLYWOOD DO NOT LEAVE OUT IN RAIN.		Quoted	10/4/2014 10:00AM	\$255.00
60	chairblack	Chair, Black 1Day \$1.10 1Week \$3.00 4Wks \$9.00		Quoted	10/4/2014 10:00AM	\$66.00
30	550-0150	Tablecloth 52x114 (6 - 8 FT) 1Day \$8.00 1Week \$24.00 4Wks \$48.00		Quoted	10/4/2014 10:00AM	\$240.00

Qty	Key	Items Sold	Part#	Status	Each	Price
1	11	Delivery / Pickup In Town		Delivery	\$36.00	\$36.00

DELIVERY AND PICKUP

Delivery Date: Fri 10/3/14 10:00 AM
Pickup Date: Mon 10/6/14 10:00 AM
Address: 729 Main Street ; Klamath Falls, OR 97601

Contact: ROSS RAGLAND
Phone: .

BURGUNDY LINEN

Quote valid for 30 days.

RENTAL CONTRACT

This is a contract. The back of this contract contains important terms and conditions including lessor's disclaimer from all liability for improper damage and details of customer's obligations. These terms and conditions are a part of this contract. **READ THEM!**

RENTAL PERIODS:

DAY: 24 hours with 8 hours of use
WEEK: 7 days with 10 hours of use
MONTH: 30 days with 10 hours of use

For more information on rental periods, please call us at 541-883-7751 or visit our website at www.bobhalvorsens.com

This contract is subject to the terms and conditions of the rental agreement. If you are a customer, you agree to these terms and conditions. If you are a lessor, you agree to these terms and conditions. If you are a lessor, you agree to these terms and conditions. If you are a lessor, you agree to these terms and conditions.

I hereby certify that I have read and agree to all terms of this contract.

SIGNATURE:

OREGON GIFT STORE

Rental:	\$561.00
Damage Waiver:	\$78.54
Sales:	\$0.00
Delivery Charge:	\$70.00
Misc. Charges:	\$0.00
Subtotal:	\$709.54
Default:	\$0.00
TOTAL:	\$709.54
PAID:	\$0.00
AMOUNT DUE:	\$709.54



BEACH'S JEWELERS

A name to trust since 1954

April 28, 2014

RE: The Oregon Book Expo

To Whom It May Concern:

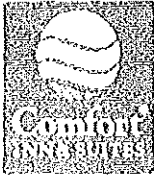
I am writing in support of the Oregon Book Expo that will be held on October 2, 3, 4 and 5th, 2014 at the Ross Ragland Theater.

The group will bring in 100 authors for the Oregon Book Expo. That, with the addition of the people attending from all of Southern Oregon, will tremendously impact the retail, lodging and restaurant businesses in Klamath Falls.

I fully support the efforts of The Oregon Book Expo committee and encourage you to consider the event for funding.

Sincerely,

Susan Beach



March 28th, 2014

Victoria Haley
Director of Marketing & Sales
2500 S. 6th St.
Klamath Falls, OR 97601
541-882-1111
ComfortInnAndSuitesKlamathFalls.com


To the Klamath County Tourism Grant Committee,

Our hotels value the events in the area that can bring people in to our community, and our hotels. We are always hopeful for new events to come to the area, and grow the market of tourism in our area. The Oregon Book Expo is the type of event that we would like to see flourish in Klamath Falls. This event will provided a reason for a new type of cliental to enjoy what our area has to offer.

The Oregon Book Expo is a perfect opportunity to offer a reason for the people in our drive market to visit Klamath Falls. With the proper opportunity for marketing this event will attract people from out of town that will use our local hotels, restaurants, and attractions.

Sincerely,

Victoria Haley
Director of Sale and Marketing

Mike Klein <mikek@smithbates.com> 
To: "oregongifts@yahoo.com Wiard" <Oregongifts@yahoo.com>
Book Signing

April 28, 2014 9:05 AM

1 Attachment (1 KB)

Melinda-

I just wanted to let you know how much I am looking forward to your Oregon Book Expo event this Fall. I think an event of this type would be of interest to folks throughout the Northern California, Central and Southern Oregon regions and would help Klamath Falls and greater Klamath County attract visitors and tourism dollars.

I have heard that your goal is to attract 100 authors and I have contacted my friends at CP Media to see if any of their authors would like to participate in the Expo.

I look forward to continuing my support for your event and doing anything I can to make it a success!

Regards,

Mike Klein Marcomm Team Lead **SmithBates Marcomm Solutions**
537 Northern Heights Blvd., Klamath Falls, OR 97601
P: 541-884-3214 (x102) F: 541-884-0592
smithbates.com mikek@smithbates.com

smith 

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Compose

Inbox (56)

Drafts (29)

Sent

Spam (17)

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Zoosk

Singles Discover a Better Way to Date Online

Reply | Reply All | Forward | Print | Delete | Move | Archive | Search

Proposed schedule for 100 Authors

Medford mailtribune

Parker, Mike

Wed, 28 Sep 2011 10:41 AM

To: oregongifts@yahoo.com

Hello Malinda,

I think the ad size that would work for you would be 3 75" X 4", which is an 8" ad. With this ad size we could run two full color ads for \$903.91 total. However what I recommend is running Sunday September 28th Full Color for both the Medford Mail Tribune and the Sunday edition into Ashland plus then picking that ad up as three black & white 8" ads Tues, Wed and Thurs September 30th, October 1st and 2nd. This would give you a total of four ads for \$990.91.

I'll follow up by phone to see if either of these options work for you

Thx much,

Mike

Mike Parker
Marketing Consultant
541-776-4431 Fax 541-776-4369
mparker@magmailtribune.com
PO Box 1108
111 N Fir Street
Medford, OR 97501

This message may contain confidential and/or privileged information. If you are not the intended recipient or authorized to receive this for the intended recipient, you must not use, copy, disclose or take any action based on this message or any information herein. If you have received this message in error, please advise the sender immediately by sending a reply e-mail and delete this message. Thank you for your cooperation.



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Compose

Navigation icons: back, forward, search, print, refresh, delete, etc.

Inbox (55)

Drafts (29)

Sent

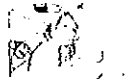
Spam (17)

Trash (2)

> Folders

> Recent

> Sponsored



Color

Why Switches Have Boxes Here color

Oregon Book Expo Event



Sandy Raney *Eugene Register*
oregongifts@yahoo.com *Guard*

Hi Melinda,
Good to talk to you. Like I said this event sounds "tailor-made" for our Eugene audience.

The best deal we have that you can discuss with your Board is our Buy -Two-Get-Two package. This consists of 4 ads in a 7 day period...Two of them are discounted at \$400 each and two of them are Free. The two sizes you can choose from are a nice size box that's 3colx5.25" ad (4.9792" across x 5.25" deep or a more vertical one that's a 2colx7.75" ad (3.2639"x7.75" deep) One of these just to give you a value if you just ran one time would be at the very least \$507.46. We have a Thursday Arts section, Friday Entertainment Section, Saturday Weekend section and Sunday Oregon Life section that includes Books and features. This would be very strong schedule wise and also hit the market I think you're going after.

If you just did one ad only on a Friday, Saturday or Sunday (Sunday Book page might be a good position) the ad would cost \$545.58. I think it's worth it to spend the \$300 more and get 3x's the amount of coverage.

Another idea which is kind of cool is on Page 2A, inside front cover of the newspaper we have our daily weather page. If you were to do a 6colx5.25" ad at the bottom of the page...(see flier attached) the ad would cost \$595 and is in full color.

You could also do a strip at the bottom of our Oregon Life front page cover in full color for \$695 (flier attached) but I think the Weather page is better, larger and is a special price for \$595. We'd have to reserve as early as possible to get the date we wanted for sure.

Let me know if any of these ideas seem to make sense and we can go from there. Talk soon,
SR

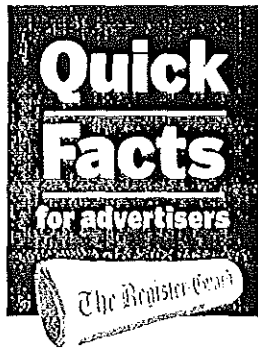
--
Sandy Raney
541 338-2246
fax: 541 683-7622

2 Attachments Download all

oregon_life_6x3_strip.pdf Download

weatherpage_flyer_.pdf Download





Location, location, location!

Section front impact with your advertising message on the cover of the Oregon Life section with an exclusive, full color 6 col. x 3 in. anchor ad.

Target your specific audience with each edition of Oregon Life: Monday-Health & Fitness, Tuesday-Outdoors, Wednesday-Food, Thursday-Arts, Friday-Entertainment and Sunday-Lifestyle
 Now available - Saturday - "Weekend"



HURRY! sign up for this exclusive ad position on the front of Oregon Life.

Qualifications:

- Ad size limited to 6 col. x 3 inches. Runs prominently at the bottom of section front.
- \$695 per ad per day
- Anchor ad must supplement (not replace) regular ROP or preprint schedule.
- Total investment for month must exceed same month in the prior year.
- Ad copy subject to review.

Important dates:

Oregon Life Front Page Ad	Space Reservation Deadline
Monday-Health & Fitness	4 p.m. Thurs. prior
Tuesday-Outdoors	4 p.m. Fri. prior
Wednesday-Food	4 p.m. Fri. prior
Thursday-Arts	4 p.m. Mon. prior
Friday-Entertainment	SOLD OUT
Saturday - Weekend	4 p.m. Tues. prior
Sunday--Lifestyle	4 p.m. Wed. prior

▶ To reserve your ad space contact your Register-Guard account representative or call 541-338-2421

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Compose

Reply | Reply All | Forward | Print | Delete | Move | Archive | Search

- Inbox (56)
- Drafts (29)
- Sent
- Spam (17)
- Trash (2)

Advertising with The Bulletin, Bend Oregon



- Folders
- Recent

Jenifer Johannesen *Bend Bulletin* 12/15/2011 10:12 AM
 oregongifts@yahoo.com

Sponsored



NewCars.com
 Are You Wondering What Your Current Car is Worth?

Hi Melinda

Thank you for your consideration of advertising with The Bulletin

We reach over 60,000 Central Oregon Adults EVERYDAY with our paper - The Bulletin is a great vehicle for reaching potential new and existing customers in all of Bend, Redmond, La Pine, Sunriver, Prineville, Sisters and many additional surrounding cities

Attached is a flyer which details the information on the Business Builder Advertising Program

\$354
 Six Full Color Ads
 3.458" wide X 5" tall
 \$59 per ad

Information needed to set up your account:

Business Name:	
Physical Address:	
Mailing Address:	
Phone:	
Main Contact:	
Contact Phone:	
Contact Email:	

BILLING:

We will need to collect payment for all ads prior to reserving the ad space, unless you would like to set the account up on a monthly billable invoice. If you would like us to invoice you each month, please complete the attached credit application. Make sure it is signed in all required places. Once complete, you can send it back to me. This will sometimes take a few days for our Billing Dept to process.

Please feel free to contact me when you are ready to discuss the design of your ad, and the dates in which you would like to run your ads.

Thank you and I look forward to working with you,
 Jenifer

Jenifer Johannesen
 Advertising Sales Executive
 The Bulletin,
 Office: 541-383-0313
 Fax: 541-385-5802
 jjohannesen@bendbulletin.com

