

TOURISM GRANT APPLICATION

Organization Applying: Ross Ragland Theater
Address: 218 N. 7th Street
City, State, Zip: Klamath Falls, OR 97601
Contact Person: Mark R. McCrary
Phone Number: (541) 884-0651 ext. 16
Tax ID # or SSN: 93-1006823
Email Address: rrtexec@rrtheater.org
Web Site Address: www.rrtheater.org
Title of Project: Live at 25! Ross Ragland Theater's Silver Anniversary

Brief Description of Project: Promote the Ross Ragland's Silver Anniversary (25th) season to increase overnight stays from residents in Northern California and Rogue Valley between October 2013 through May 2014 (Shoulder Season). The promotion will include print advertising, limited television, website marketing and retargeting systems for emails, search engines, and targeted households. direct mail, television and website marketing.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packets 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 Mark McCrary Date 3/28/13

Signature of Board Chair Jennifer Salmeron by DMR Date 3/28/13

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10,000	10,000		
Cash Match -					
Source: Oregon Arts Comm.	8,000		8,000		Grant
Source: Ross Ragland	12,000		12,000		Organization Budget
Source:					
Total Cash Match	20,000	10,000	30,000	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	20,000	10,000	30,000	-	
EXPENSES					
Advertising					
Print	2,500		2,500		Newspaper/Publications
Web	2,500		2,500		Website promotion
Other Internet	4,000		4,000		Retargeting emails and sites
Other (broadcast media)		3,000	3,000		TV and Radio buys
Total Advertising	9,000	3,000	12,000		
Printing	10,000	2,000	12,000		Direct mail (brochures & postcards)
Postage	1,000	0	1,000		Direct mail postage to out-of-area markets (Direct to Door)
Misc/Other (Explanation Req'd):					
Other: Design		1,000	1,000		For advertising and direct mail pieces
Other: Social Media Mgmt		4,000	4,000		Contract for social media oversight
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	20,000	10,000	30,000	-	
Net Projected Income<Expense>	0	0	0	-	

NOTES

Do not include any items listed on Page 3 of the application as not eligible
 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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The Ross Ragland Theater, celebrating its 25th Anniversary season in 2013-2014, would use Klamath Tourism funds to reach a wider audience using new media and technology. We plan targeted email, digital media, online, TV and print campaign with a Silver Anniversary theme to attract visitors from Northern California and Southern Oregon to our historic theater in Klamath Falls. We will also promote *Eat. Play. Stay. (EPS)* as a cultural tourism partnership with Discover Klamath (local CVB), hotels and restaurants.

2. What are the project activities?

May - Meet with *Eat. Play. Stay* partners to renegotiate/develop packages for visitors

June - Marketing Campaign creative strategy preparation

July - Season launch, digital/social media begin

August - Klamath Life, digital/social media feature season packages, fall events

September - Silver Anniversary edition, Season opens with country blockbuster

November - Klamath Life, digital/social media feature next 3 months events

February - Klamath Life, digital/social media feature next 3 months events

April - Klamath Life, digital/social media feature next 3 months events

June - Klamath Life, digital/social media feature next 3 months events

August - Campaign evaluated

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

The project will launch in October 2013 for the first mailing, email retargeting, and advertising on television and in publications. Quarterly/bi-monthly promotions will continue through April 2014.

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

Our target market is households with income greater than \$70,000. This market is typically more educated and inclined to travel for new experiences for their family, especially if they have children. Cross promoting daytime activities, such as the Children's Museum or snowshoeing at Crater Lake, allows Klamath County to be a "staycation" destination for this market.

We will also drive viewers to our website through advertising on SOPTV and high-quality publications such as *1859*, one of Oregon's premier full-color life-style magazines with over 30,000 subscribers.

We will promote our Silver Season in conjunction with the collaborative *Eat. Play. Stay.* hotel/restaurant package we planned and initiated in 2012. We propose to expand digital, online and social media marketing of *Eat. Play. Stay.* to a broader, deeper audience from Northern California and Southern Oregon. Our new promotional partnership with the Herald and News, the region's newspaper of record will add digital, social and more cost-effective print services to drive online views to the *Eat. Play Stay.* website where patrons can purchase packages which include hotels, restaurants and other geo-tourism sites.

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?

We expect to attract approximately 200 new visitors to Klamath County and the Ross Ragland Theater. We will monitor this through unique website hits from the day the promotion begins in October to the last day in April; tickets purchased from non-Klamath County residents based on zip code; bounce/stay rates from targeted household through email address retargeting; and IP address advertising to reinforce the viewers' interest and considering of visiting Klamath County.

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

Providing visitors with a menu of choices within the frame of a "package" will remove obstacles and encourage better informed decisions for visitors to want to come and stay. Ragland events are typically in the evenings. Cooperating and packaging daytime activities with Ragland events will encourage visitors to spend the day and come enjoy world-class entertainment in the evening. Providing discounts to partner hotels and cross-promoting these activities will be the crucial aspect of extending visitors stays. We have established cross-promotional conversations and opportunities with other attractions in Klamath County (Crater Lake, Children's Museum, Klamath County Museum, Linkville Players) to create a cultural attraction link that will further encourage longer stays.

Built-in incentives, such as discounts to events, coupons at local restaurants, and packages at hotels will also encourage early arrival and late departure. For example, offering a discount for tickets to a show if they reserve a hotel early or reserve brunch at a local restaurant as part of the package will encourage desired arrival and departure times. Microtel, a property partner, shows approximately 10-15% increase in occupancy during Theater show weekends.

QUALIFICATIONS OF APPLICANT

7. Describe your organization

The Ross Ragland Theater is the Klamath Basin's premiere arts and entertainment organization. Every year, we bring over 25 productions to Klamath that meet a variety of interests such as Country, Broadway, Comedy, New World, Ballet/opera, Classical music, Soft Rock/Top 40 and other genres. We also have monthly visual arts exhibits to enhance the experience of attending a performance. The Ross Ragland Theater is a reconstructed movie theater from 1940's and was opened as a performance arts center in 1989. We serve over 40,000 patrons, both local and out of area, each year through our performances and other activities.

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?

The Ross Ragland Theater has extensive experience in operating similar projects. Past grants have included promotions for the Taste of Klamath and our performance season. We have been successful in bringing visitors to Klamath County. Over the past 23 years, we have put together a variety of packages working with local businesses.

We are uniquely qualified for four reasons. We have: 1) a history of successful implementation and management of past grants, 2) a track record of offering high quality professional performances and exhibits that can attract visitors, 3) developed significant partnerships with

local area businesses and 4) exceptional high quality promotional standards for both print and media venues.

MARKETING PLANS

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

We will partner with Discover Klamath to identify specific advertising venues for print and broadcast media to coincide with its advertising to ensure a coordinated effort to market Klamath County events at the Ragland. Partnering with Discover Klamath will benefit our promotions by maximizing the ad buys and extending our reach deeper into our shared target markets.

We will also be able to add targeted email, online search and site retargeting, and digital/social media management to complement our regional television, radio, newspaper and tourism magazine advertising:

- Targeted Email Marketing – Our message is delivered to an opt-in list of consumers in the Rogue and Umpqua Valleys and Northern California, targetable by 15+ demographic options including zip code, education and income.
- Search Retargeting – Our advertising will be served to geo-targeted consumers who actively, recently searched on relevant keywords including brand names and competitors. Dynamic ads can include video and link to our home page, specific performances, special offers like *Eat. Play. Stay.* and more.
- Site Retargeting – Targeted consumers who have reached our site without taking action are served our advertising as they browse further with a counter offer to bring them back.
- Online/Social Media Management – The Herald & News will optimize our search engine listing and geo-targeted video while our own staff will continuously monitor and update posts on Facebook, Twitter and Google+.

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

Our ticketing software and website statistics will provide the framework to measure our success with the promotion. We will track ticket sales from new purchasers based on zip code and a unique identifier for website ticket purchases, monitor website hits for each of the quarters that the bi-weekly/quarterly promotions hit based on click-throughs, origination addresses, and bounce rates. Using these, we will be able to measure effectiveness of our promotional strategies. Our hotel partners will also track package sales and occupancy rates during the weekends of Ragland shows to determine the overall impact of the arts.

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

The Ross Ragland Theater is an ongoing "project" with year-round activities. With our current saturation and top-of-mind awareness by local residents, our critical opportunity is to build on our quality programs and promote to new markets. By partnering with local businesses (hotels and restaurants) and linking with other attractions (Crater Lake, Children's Museum, Klamath County Museums, and Linkville Players), we can create a greater opportunity for ourselves and for the local community to enjoy increased business from non-Klamath County residents.

While the infrastructure for EPS is in place, the site and packages need to be promoted and drive visitors to appropriate websites such as Discover Klamath, Chamber of Commerce, and our cultural partners to take advantage of the packages and encourage overnight stays.

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 Ross Ragland Theater is grateful for the in-kind media sponsors and promotional partners that support us. These sponsors and partners include:

- Microtel Inns and Suites
- Basin Martini Bar
- SOP-TV
- The Daily Bagel
- Oregon Wine Cellar
- Herald and News
- Oregon Arts Commission
- Tobiko
- Maverick Motel (pending)
- Running Y (pending)

Other volunteer efforts include the 100-member Ragland Guild that will assist with gathering materials and processing them for mailings and other support efforts.