

Print

Tourism Sponsorship application - Submission #452

Date Submitted: 3/28/2019

Title of Project*

Summer Movies on the Big Screen

Grant Cycle*

Spring, 2019

Funds Requested*

\$2,500

Organization Applying*

Ross Ragland Theater

Contact Person*

Theresa Silver

Phone Number*

541.884.0651 x116

Email address*

director@rrtheater.org

Website (if applicable)

rrtheater.org

Address

218 N. 7th Street

City

Klamath Falls

State

OR

Zip Code

97601

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

n/a

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

yes/no*

yes ▼

If yes, please enter name

Name

George Rogers and Kate Marquez on Ragland board

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

Description of project

The Ragland will show 4 Summer Movies to encourage visitors to spend extra days in Klamath. Beer, wine and food available at all events.

- Thursday, May 16: Ferris Bueller's Day Off. Comedy. A high school wise guy is determined to have day off from school.
- Thursday, June 27: American Graffiti shown at the Kruse Kick-off Party, hosted by the Ragland. Attendees will pick up registrations, visit classic cars at the secured parking lot across the street, and see a classic summer movie.
- Thursday, July 25: Antony & Cleopatra with Ralph Fiennes, National Theater of London. Politics, passion and power.
- Saturday, August 10: Amazing Grace, concert movie of Aretha Franklin performing songs from best-selling gospel album at New Temple Missionary Baptist Church in Los Angeles.

During summer, local motels are typically fully booked with families enjoying daytime outdoor activities like Crater Lake, the zipline, and Lava Beds. The Summer Movies series is designed to fill the evening entertainment gap. All movies will be promoted regionally, via geographically-targeted social media, print (Southern Oregon Magazine, Mt. Shasta Herald, Jefferson Journal, Discover Klamath Travel Magazine, Jefferson Public Radio), and an aggressive use of posters and flyers at local motels, hotels and air.bnb lodging.

Note: final dates and movie selection subject to availability. If we need to make changes, the number and quality of programs will not change.

Goals*

The goal for 3 of the 4 Summer Movies is to encourage visitors, who've likely come for daytime outdoor activities, to spend an extra night in Klamath and to enhance visitors' experiences when they are in here. For Klamath to become a thriving tourist-destination, we need to fill the evening entertainment gap. The 4th summer movie, American Graffiti is being shown in partnership with an already-successful summer event that brings 100's of car enthusiasts to Klamath. Kruse organizers anticipate attendance at 250 visitors, who will be coming a day early. The car show + movie will also be advertised to non-Kruse visitors and to the general public. Attendance expected: 450. Expected visitors: 250. Attendance goal for each of the other 3 (non-Kruse) movies is 350, with 1/4 of those from out-of-town. Attendance expected: 350 x 3 =1050 Expected visitors: 260 Total expected attendance: 1500 Total expected visitors: 510

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*

Executive Director: Theresa Silver
Tech staff: Steve Ayola, Phyllis Fairies

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

Experience*

The Ragland will soon celebrate its 30th year of providing arts and entertainment in the Klamath Basin. With the help of a tourism grant, in 2018, the Ragland installed a digital cinema system and huge screen, allowing it to offer movies on its big screen.

See letter from Linda Tepper of the Kruse, which states, "the Kruse of Klamath and the Ross Ragland Theater have a long history of working together... The staff are always professional and supportive of our activities, making it an easy choice to use the Ragland as a venue for some of our activities."

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

County credit*

Press releases, advertising and posters will give credit to Klamath County Tourism.

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

Timeline*

Early April: Secure bookings with movie distributors.

Mid April: Design and deliver promotional materials.

Mid April: Secure sponsorships w/local businesses, organizations.

Mid April: Secure enhancements: food trucks, concessions, lobby presence for Kruse.

May, June, July and August: Staffing and volunteer Guild for each event.

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

Target Market*

There are 2 target markets:

- Kruse participants who've been enticed to arrive a day early for the Thursday Kick-off Party, where they can pick up their registrations, see classic cars at the parking lot across the street, and see a beloved classic-car movie. The Kruse annually brings 100's of people to Klamath.
- The other 3 events are targeted toward movie-lovers brought by our aggressive regional marketing campaign, as well as visitors who've come to see Crater Lake or ride the zipline, and who will extend their stay for an evening of fun, unique entertainment.

Describe your target market/audience

Measurability*

For 3 of the events, the Ragland's ticketing software will allow easy tracking of home zip codes, a good indicator of visitor numbers.

Since American Graffiti is donation-at-door, not a ticketed event, we will count the number and zipcodes of Kruse check-ins to compute visitor numbers.

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 Ragland's season sponsors are: Forward Vision Media, Herald and News, NewsWatch 12, Wynne Broadcasting, Sky Lakes, and the Oregon Arts Commission. We will obtain additional sponsorships with businesses affiliated with the specific movie that is showing (Napa Auto Parts for Kruse, for example).

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

Flexibility*

With partial funding, we will pare back the number of Summer Movies. It's our hope and expectation that the series will be successful and that we can substantially increase the number of movies shown in future years.

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

Required supporting documents*

Binder3.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*

Theresa Silver