


SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Concert on the Green
Funds Requested: \$ 15,000
Organization Applying: Running Y Ranch Resort
Contact Person: Victoria Haley
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Brief Description of Project including date, time and location: "Concert on the green" an event held 4 times from June - September with a performer on the deck at the golf course at Running Y Ranch Resort. June 14th, July 19th, August 16th, September 13th.

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  Date 4/29/16

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization _____ Date _____



Running Y Ranch Resort Concert on the Green Tourism Grant Application Request

Project Description

Concert on the Green is a four date concert series featuring a different artist on four dates throughout the summer. On the deck of the golf shop overlooking the first hole the artist will play to a crowd of local and out of town guests and visitors excited about spending an evening outdoors enjoying music in the warm Klamath Basin.

The Running Y Ranch Resort has hired talented artist to perform ranging from local favorites to up in coming country headliners. These artist include Billy Lund and Whiskey Weekend (a country band), Gypsy Road (an acoustic mixed genre band), The Exchange (Christian rock band), and Jackson Michelson (Country Artist). This event will open to the public and offer free tickets to kids under 5 years old, and discounted tickets for children. The family fun event will also offer a food concessions and mini golf for children.

These events which take place on one Tuesday in June, July, August and September will help give both the local community a reason to come out to the Running Y but also give people a reason for people to come enjoy the Klamath Basin from surrounding cities on a Tuesday in the summer.

The Running Y Ranch Resort's event will be a great hit with the local Klamath Basin community. We are asking for marketing support so that we can offer this event to nearby markets as well. Running Y Ranch Resort is spending over \$10,000 to obtain the artist and operate the event. With an additional \$9,000 in marketing done by the Running Y Ranch Resort and \$15,000 from the Klamath County Tourism grant we can potentially reach 3,500,000 impressions in five markets.

Running Y Ranch Resort would market these fun dates and regular Klamath Basin adventure to the Medford/ Ashland, Grants Pass, Roseburg, Bend, and Eugene markets for \$25,000. This would be done through a variety of channels; paid posts through Facebook, TV, radio, and direct mail outs.

Project Goals

Out of County Visitor Goal

With 3,500,000 impressions through the various channels in all 5 markets we would be targeting to get 1% of those impressions to become actively interested in attending the event. That would be 35,000 people engaged in the event either on our Facebook or the website. If only 5% of these engaged targeted people were able to attend the event that would be 1,750 people.

With an average Klamath Falls hotel ADR of \$134 for June through September this marketing campaign could generate \$234,500 in hotel revenue. With four concert dates that would be only 437 attendees per show from out of the area that would be overnighing anywhere in the Klamath Basin.

Tracking

This event will be a ticketed event. People will need to register and purchase the tickets online prior to the event. Through that we will be able to see who is purchasing tickets and from what market they are coming from. We will also allow people to buy tickets at the door for this we will ask each one where they are from and keep a tally at the door to add to the online pre-ticket sale numbers.

Qualifications of Applicant

Running Y Marketing Team

The Running Y Ranch resort has long been known for their marketing tactics to get out of town guests to the Klamath Basin. Running Y Ranch resort relies year round on the traffic of out of town guests and does a fantastic job of maintaining a great hotel rate to drive revue and tourism tax contributions.

The team at Running Y Ranch includes a marketing department designated to creating compelling campaigns and advertisements to help generate traffic to the website, social media channels and ultimately the resort and the Klamath Basin.

Experience

In the past the Running Y has hosted smaller concert events on the driving ranging range of the golf course with great success. In the past year the Running Y has hosted many events including a Beer Pairing Dinner, Wine Paring Dinner, and large Halloween event for the community with over 1,000 attendees. These events were all a success because of the marketing tactics that were implemented to generate excitement for the events through social media and radio. With a bigger budget and great artists to draw from other markets the marketing campaign for the Concert on the Green events is sure to be a great success as well.

Project Plan

Credit to the Klamath County

Running Y Ranch Resort will feature Klamath County on all marketing that is applicable and acceptable for the purpose of giving Klamath County the credit for helping fund the out of county marketing for this event.

Marketing Plan

Included is a list of the detailed channels and markets that will be used to gain the 3,500,000 impressions. Also listed is the amount that will be spent on each of these channels. All of these will take place within the two months preceding the specific concert or the general event that is being marketed on the channel.

The Messaging

For each of the channels the messaging will be a little different depending on the market that is being targeted. These will all include directing people to the Running Y Ranch Resort website for the concert information and tickets purchases. Also in the marketing and on our website we promote Klamath County as whole and will encourage people to stay multiple nights when coming to the event by enjoying all the other great things that Klamath Basin has to offer.

