

## Klamath County Tourism Grant Traditional - Final Report 2019-2020

Please provide the following information and submit with your final drawdown request. 20% of the grant is withheld until we receive the final report.

### Title of Project / Funds Awarded: Klamath County Tourism Grant

**Name of Organization:** Two Rivers Art Gallery & Gift Shop

**Contact Person:** Judy Pate

**Address :** 120 S 1<sup>st</sup> St, Box 382, Chiloquin, Or 97624

**Phone Number:** 541-783-2428

**Date of Event/Project:** May 14, 2019 – Jan 14, 2020

### Submit Report to:

Tourism Grant Coordinator Klamath County Finance 305 Main Street  
Klamath Falls, OR 97601 541-883-4202

- 1. For an event, provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.)**

Mask Mania: 50 masks submitted

Posters went out to 26 art agencies throughout California, Oregon and Washington

Participants:

11 out-of-county

14 out of state (one from Florida)

25 In-county

We gave out 19 sponsored awards from \$60 to \$150

We found many participants have a strong connection to Klamath county people

Open House attendee: approx. 200

Approx. 700 people came through and voted for masks

- 2. Detail the matching funds expended and provide proof of their expenditure.**

- \$950 funding from individuals as matching funds
- Gallery members raised funds through Cycle Oregon 2019 Cycle Oregon Classic bike ride at Diamond Lake.

- 3. Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan.**

Attached is the budget form plus a detailed account

- 4. Where did you spend your marketing dollars?**

- Rack cards (design, printing, distribution)
- On-line – Instagram, Facebook, gallery website
- Advertising – Discover Klamath, 30-Mile Club, La Pine Chamber of Commerce, Basin Life
- New Gallery Posters for Offsite Activities (Klamath Main Library, winter wings, Collier Park, Train Mountain)
- Mask Mania Event – Emailed announcements and mailed posters to 26 galleries in California, Oregon and Washington. Distributed additional posters throughout Klamath County.

## 5. What part of your marketing efforts were most successful and least successful?

In the past, these same marketing efforts have been very successful. We have added to last year's marketing strategy where our best marketing directly attributed to an increase in art classes, photography and needle craft clubs and amount of art enthusiasts coming into our Gallery.

The 30 Mile Club and Adventures Near Crater Lake web page

- 50,000 rack cards. 97% out of the county. Deschutes, Douglas, Lane, Josephine, and Jackson Counties and all Travel Oregon Welcome Centers. 27,000 visitor guide newspapers, 40% out of the county: Jackson, Josephine, Douglas, Deschutes counties, and Siskiyou County, CA.

Basin Life Magazine

- Advertisement: 599 wide x 525 Long and Facebook 400 x 400
- Internet Site: Just under 5 million hits a year
- Facebook: Just over 8 thousand likes
- Reach 10,000 people a week and videos 15,000 a month

Discover Klamath produces the following materials:

- Visitor Guide: 30,000 every two years
- Field Guide: 20,000 every year
- Adventure Guide: 15,000 every year
- Klamath County Maps: 50,000 every two/three years

We distribute these materials to the following places/locations:

- Certified Racks – Northern CA, all Oregon State Welcome Centers
- Local Lodging, Chamber of Commerce, Restaurants, Real Estate
- Chambers out of the Area that request them: Northern CA, Bend, Eugene, Beaverton, Ashland, Medford
- Most All Event Participants coming to Klamath County
- Employment Recruitment for OIT, Sky Lakes, County and City Schools, Kingsley
- Trade Shows: Sacramento, Santa Clara, Chico, Vancouver BC
- B2B Shows targeting Bus Tour Operators and Individual Travelers interested in the PNW

La Pine Magazine

- They place the guides in Visitor Centers all over the state of Oregon, also in Washington, Northern California, Idaho and Nevada.
- They distributed 15,000 Visitor Guides in 2018 and will go up to 20,000 for 2019

## Certified Folder Display Services

- We added to our Klamath Falls account Ashland Welcome Center, Mt Hood on Hwy 26, and Manzanita on I-5
- Klamath Falls (not paid for), Ashland Welcome Center, Mt Hood Hwy 26, Manzanita

### Rack Cards outreach:

- Helped increase our Artist sales by 40% this year.
- Out of County Record: Recorded 380 tourists (we consider that at about 2/3 count of all who came through the gallery)
- Printed 5,000 rack cards for distribution

**By signing this you are agreeing that you have paid all bills accrued through this process; as well as agreeing that the Logo Usage Agreement is now terminated.**

**Signature Date:** *Judy Pate, 03.09.20*

**Printed Name and Title:** Judy Pate, Director of Two Rivers Art Gallery

**[ORGANIZATION] CVIP: Two Rivers Art Gallery**  
**[PROJECT TITLE] 2019 Tourism Sponsorship Grant**

**INCOME**

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$2,500.00		\$2,500.00	
<b>OTHER INCOME</b>				
Larry & Christy Dugger			\$950.00	
Two River Art Gallery Fundraiser (Cycle Oregon)			\$737.28	
<b>SUB TOTAL INCOME</b>	\$2,500.00	\$0.00	\$4,187.28	\$0.00
<b>TOTAL INCOME</b>	<b>\$2,500.00</b>		<b>\$4,187.28</b>	

**EXPENSES**

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Designing	\$300.00		\$190.00	
2	Printing	\$514.00		\$378.57	
3	Distributing	\$724.60		\$1,131.38	
4	Contractors	\$1,300.00		\$300.00	
5	Advertising	\$0.00		\$1,237.33	
6	Mask Mania Awards			\$950.00	
	<b>SUB TOTAL EXPENSES</b>	\$2,838.60	\$0.00	\$4,187.28	\$0.00
	<b>TOTAL EXPENSES</b>	<b>\$2,838.60</b>		<b>\$4,187.28</b>	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" C

	Original Budget	Actually Spent	Paid by Tourism Grant	Covered by Gallery or Donations	Submittal Date	Grant total
<b><u>Redesign new gallery rack cards</u></b>						
- Designer	\$ 200.00 DE	\$ 90.00	\$ 90.00	\$ -	8/1/2019	6/17/2019 \$ 907.00
-Printing - 5000 cards	\$ 314.00 P	\$ 277.00	\$ 277.00	\$ -	6/17/2019	8/1/2019 \$ 90.00
-Distribution through certified folders	\$ 524.60 DI	\$ 1,029.60	\$ 630.00	\$ 399.60	6/17/2019	10/10/2019 \$ 310.34
<b>Total</b>	<b>\$ 1,038.60</b>	<b>\$ 1,396.60</b>	<b>\$ 997.00</b>	<b>\$ 399.60</b>		12/27/2019 \$ 1,192.66
<b><u>Develop a gallery instagram</u></b>						
-Social Media Contractor	\$ 100.00 C	\$ 100.00	\$ -	\$ 100.00		Grant Total \$ 2,500.00
<b>Total</b>	<b>\$ 100.00</b>	<b>\$ 100.00</b>	<b>\$ -</b>	<b>\$ 100.00</b>		Held Back \$ (500.00)
<b><u>Front Line Workshop</u></b>						
-Social Media Contractor	\$ 100.00 C	\$ 100.00	\$ -	\$ 100.00		Paid \$ 2,000.00
-Front Line training through Travel Oregon	\$ 1,000.00 C	\$ -	\$ -	\$ -		
<b>Total</b>	<b>\$ 1,100.00</b>	<b>\$ 100.00</b>	<b>\$ -</b>	<b>\$ 100.00</b>		
<b><u>Expand Visitor Information page on our website</u></b>						
-Social Media Contractor	\$ 100.00 C	\$ 100.00	\$ -	\$ 100.00		
<b>Total</b>	<b>\$ 100.00</b>	<b>\$ 100.00</b>	<b>\$ -</b>	<b>\$ 100.00</b>		
<b><u>Mask Mania Event</u></b>						
- Designer	\$ 100.00 DE	\$ 100.00	\$ 100.00	\$ -	10/10/2019	
-Printing	\$ 200.00 P	\$ 101.57	\$ 101.57	\$ -	10/10/2019	
-Distributing	\$ 200.00 DT	\$ 101.78	\$ 101.78	\$ -	10/10/2019	
-Awards	\$ -	\$ 950.00	\$ -	\$ 950.00		
<b>Total</b>	<b>\$ 500.00</b>	<b>\$ 1,253.35</b>	<b>\$ 303.35</b>	<b>\$ 950.00</b>		
<b><u>Not in Original Budget</u></b>						
-Two Rivers Art Gallery Offsite Advertising poster	\$ -	\$ 38.33	\$ 6.99	\$ 31.34	10/10/2019	
-Advertising on Adventures Near Crater Lake rackcard	\$ -	\$ 120.00	\$ 120.00	\$ -	12/27/2019	
-Advertising in 2020 Adventures Near Crater Lake Newspaper	\$ -	\$ 100.00	\$ 100.00	\$ -	12/27/2019	
-Advertising in 2020 Crater to Crater Guide	\$ -	\$ 350.00	\$ 350.00	\$ -	12/27/2019	
-Visitor Guide Ad: Discover Culture Square	\$ -	\$ 629.00	\$ 622.66	\$ 6.34	12/27/2019	
<b>Total</b>	<b>\$ -</b>	<b>\$ 1,237.33</b>	<b>\$ 1,199.65</b>	<b>\$ 37.68</b>		
<b>Total for Klamath County Tourism Program</b>	<b>\$ 2,838.60</b>	<b>\$ 4,187.28</b>	<b>\$ 2,500.00</b>	<b>\$ 1,687.28</b>		



ACCESS CHECKING

\*\*\*\*\*2548

LARRY E. DUGGER  
CHRISTENE S. DUGGER  
33705 GOLDEN MEADOW RD  
CHILOQUIN, OR 97624

1047

96-505/1232  
50306

*Oct 29, 2019*

Date

Pay to the Order of Two Rivers Art Gallery \$ 950<sup>00</sup>  
Nine hundred fifty and 00/100 Dollars

Photo Safe Deposit® Details on back

 UMPQUA BANK (866) 486-7782

For Donations for Mosh Mama Larry Dugger MP

⑆ 123205054⑆ 3969242548⑆ 1047

ELOCHEATS

16756001060450

Pay to the order of: Umpqua  
Klamath Falls, OR 97601  
123205054  
Two Rivers Art Gallery  
8070079984

Amount: -\$950.00  
Description: Check  
Check Number: 1047  
Posted Date: 11/1/2019  
Transaction Type: History

# Two Rivers Art Gallery and Gift Shop

140 S First Street,  
Chiloquin, Oregon  
**541-783-3326**

Website:  
2riversartgallery.com  
Email:  
2riversart@gmail.com



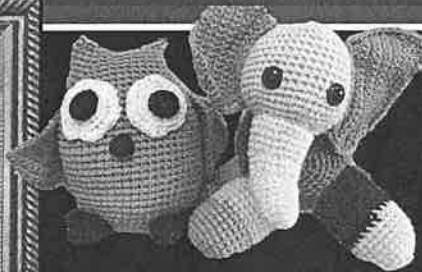
## Join us for the fun of it!

Two Rivers Art Gallery is located in the Community Center in downtown Chiloquin. We display over 80 local artists' work and support our community through outreach and events.

Volunteers are the heart of the Gallery. We are an all-volunteer run, non-profit gallery and gift shop. We welcome you to join the fun.

See our Calendar of Events and learn more about our artists on our website: [www.2riversartgallery.com](http://www.2riversartgallery.com)

We're open Tuesday through Saturday, 11 a.m. to 6 p.m. (Winter hours are 11 a.m. to 4 p.m.). Call 541-783-2428 to check for extended hours in the summer!



- Paintings
- Needlecraft
- Gourd Art



*Funded by a grant from Klamath Co. transient room tax program*



# Two Rivers Art Gallery

and Gift Shop

140 S First Street,  
Chiloquin, Oregon

541-783-3326

Website:

2riversartgallery.com

Email:

2riversart@gmail.com



- Photography
- Pottery
- Pinneedle  
Sculptures
- Painted  
Feathers
- Jewelry



Join us for  
the fun of it!



- Community Events  
& Fundraisers
  - Valentines Dinner
  - Harvest Art Festival
- Clubs
  - Chiloquilters
  - Needlecraft
  - Camera



Photo courtesy of Barbara  
Turner of Origami Designs



Photo courtesy of Christy  
Dugger, title - "Story Teller"



Photo courtesy of Barbara  
Turner of Origami Designs

Second Notice -  
More Details

# Call for Artists

## MASK MANIA

**A Northwestern Regional Mask Making Competition  
at Two Rivers Art Gallery in Chiloquin, Oregon  
(a nonprofit, volunteer-run rural arts organization)**

We will begin accepting submissions in August.

Submissions accepted up to September 24th, 2019.

**Show will open with a Gala Party on September 29th  
and close with an Awards Party on October 27th.**

*We would appreciate hearing from you with your intent to enter ASAP.*

Over \$1,000 in cash awards are pledged for various fun categories of masks based on what is received. Design possibilities include silly, scary, surprising, glamorous, dramatic, unique - or just be as creative as you can be!

Masks may be part face, whole face or whole head. An embellished commercial base may be used but not visible. Feel free to be wild and crazy for this fun event! Enter as many as you want, but a \$10 submission fee must accompany each mask along with name, address, phone number of artist and sale price. Masks can be listed NFS or may be sold by Two Rivers Art Gallery for the determined price, with Gallery commission of 25%.

**Please call Christy Dugger with questions  
at 707-499-1660 or email  
duggerdesign@yahoo.com**

*Special awards for out of state and out of county entrants. There will also be a special ethnic/indigenous peoples category that honors heritage. Masks may be mailed with enclosed prepaid return slip from the shipper.*

*If mask is sold we can't refund the return shipping. Your return shipping cost will be added to the sale price when sold.*

**We will have guest judges and  
public votes to determine winners.**

# Call for Artists

## MASK MANIA

*Photo courtesy of Barbara  
Turner of Origami Designs*

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*Come and vote  
for your favorite  
to win!*



*You're Invited!*

# MASK MANIA

*Northwestern Regional Mask Making Competition*

.....  
Show runs September 29th through October 27th

*at Two Rivers Art Gallery*  
*(a nonprofit, volunteer-run rural arts organization)*

.....  
Show opens  
with a Gala Party  
September 29th at 2pm

.....  
Closes with Awards  
Party on October 27th  
at 2pm

.....  
140 South 1st Street  
Chiloquin, Oregon  
541.783.3326

.....  
*Many masks will be available to purchase*