

SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Spring 2017

Title of Project: Ross Ragland history documentary

Funds Requested: \$2500

Organization Applying: Klamath Film Makers Group

Contact Person: Jesse Widener

Phone Number: 541-892-5571

Email Address: info@klamathfilm.org

Mailing Address: PO Box 1511, Klamath Falls OR 97601

Web Site Address: www.klamathfilm.org

Brief Description of Project including date, time and location:

A documentary film on the history of the Ross Ragland Theater, including a basic history of Klamath and the movie theater scene in Klamath's movie theater heyday, with focus on the Ragland, presented in an entertaining way which consolidates and preserves that history. This film in it's entirety can be used to promote Klamath and the Ragland as an entertainment center, and will also be repurposed in 1-2 minute chunks to be used in perpetuity by the Chamber, Discover Klamath, and any other organization for the purpose of promoting Klamath to viewers accustomed to brief engagement consistent with the current state of online media/advertising today.

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 _____

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

Signature of Organization _____ Date _____

SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

This Ragland documentary will include photos, video, news articles, and other media to briefly discuss Klamath's economic history which encompassed the rise and fall of it's bustling movie theater scene (pre- and post- Interstate 5 effects), then focus in on the Esquire/Ragland in particular. We have extensive access to old archives stuffed away within the Ragland itself, the Klamath County Museum, and have reached out to connect with a wide range of people both in and outside Klamath with knowledge and/or having been part of Ragland history. The film will also include interviews with some of these people and current staff, which will involve traveling outside Klamath to interview, such as Ross Ragland's widow who currently resides in Portland, OR.

We estimate the project to total 300+ hours between Paul Harris and Jesse Widener for research, prep, and production, with production to include several days of film shooting, 1-2 days digitizing still media (photos, articles, etc.), at least 5 days of editing plus additional post-production. Normal market rates for shooting are around \$600/day for filming and \$500/day for edit/post-production. We also estimate \$100+ for travel gas, \$150 for photocopies, \$500 in miscellaneous costs for access to additional crew and services, and also budgeting \$1000 for additional equipment rental as needed for production.

PROJECT GOALS

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

The impact of this project and number of visitors it can draw is limited only by the degree to which the County wishes to use it in promotion. This project is intended to educate and entertain the public, and promote the Ragland and Klamath to the public in a way which can be repurposed in perpetuity, for multiple mediums (especially web/social media) for the ongoing attraction of tourism through the Chamber, Discover Klamath, the Ragland, and any other party who wishes to promote the area. The film will also be submitted to the film festival circuit in multiple cities. Submissions will continue to the degree the film is successful.

QUALIFICATIONS OF APPLICANT

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

Paul Harris and Jesse Widener are partnering to see this project through. Paul has extensive experience working on feature films, episodic television, and all types of theatrical events. As a member of IATSE, Paul has worked for Industrial Light and Magic, on the Matrix films, and many other filmed and live productions. Jesse has been an active local independent filmmaker with the Klamath Film Makers Group and is the Festival Coordinator for the Klamath Independent Film Festival. His films have screened in multiple cities around the state, including the Portland International Film Festival. Additional crew and other parties will be enlisted as needed.

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

Paul Harris is accustomed to the high-level professionalism, fast-paced deadlines, and budget realities of Hollywood feature films. Jesse Widener's short films have had success with limited budgets, and he has successfully helped produce the Klamath Independent Film Festival, now in its 5th year, which also works with a limited budget, has many moving parts, and has continued to grow and entertain while coming in on-budget and on-time, year after year.

PROJECT PLAN

5. How will you give credit to Klamath County for its support in our event or project?

The County's logo and Tourism Grant will be prominently displayed during the film's credits and on any promotional material, and of course the film itself is about, and a credit to, Klamath.

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

The film itself is a marketing tool to be utilized in the County's promotion via the Chamber, Discover Klamath, etc. It will also be pushed onto the festival scene, which Jesse Widener has had success with. The film will continue to be pushed to the degree it is successful. Film festivals generate large audiences from around the state, country, and world. For instance, Ashland's film festival brings in 6000 attendees from around the country, Portland's International Film Festival is the biggest in the state; both festival's Jesse has had previous films screened at.

7. Describe your target market/audience.

This film is intended for general audiences. Although a documentary, it will be produced with engaging content, and a pace anyone can enjoy. It will then be repurposed in 1-2 minute quick films for online media.

8. How will you measure attendance in drawing out of county visitors to the project?
Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

The nature of this project is part of building a wealth of material to be used in conjunction with other County marketing endeavors and therefore the attendance it will draw over time is part of a larger aggregate marketing effort, rather than a singular event.

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

The Ross Ragland Theater is giving us full access to the facility as well as an extensive archive of material which had been boxed up in the spire. The Klamath County Museum has also granted access to their records. We have an open dialogue with Discover Klamath and the Chamber of Commerce on how best to focus the film to help suit their needs/use, and we have a direct line to the head of the Governor's Office of Film and Television to point us to sources/resources as needed, as well as their support to help promote the finished film.

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

Paul Harris intends to see this project through to the full extent of his vision, and hopes to cover the balance out-of-pocket, but seeks to obtain funding to minimize his personal expense, and to keep the project timeline moving for the earliest possible completion date.

2016 Officers

Nancy Warrington
Board Chair

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Past Chair

April 17, 2017

Klamath County Tourism Grants
Klamath County Department of Finance
305 Main Street
Klamath Falls, OR 97601

Dear Review Committee:

2016 Members

Rhonda Frakes
Ragland Guild

Susan Freschi
At-Large

Bernice Hantzmon
At-Large

Mary Hurley
At-Large

Kate Marquez
Rife Endowment

John Novak
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Joan Staunton
Member Emerita

Theresa Tucker
At-Large

Executive Director
Mark R. McCrary

I am thrilled to be writing a letter of support for the Klamath Falls theater film project. The historical perspective of theaters in this community is easily forgotten and to have a project of this type to showcase the history of theaters and highlighting the Ross Ragland Theater is especially important given that the Ross Ragland is the only remaining historic theater in Klamath Falls.

Paul has been a tremendous asset on our technical crew and we know him to have extensive experience working on major motion pictures in Hollywood. We are certainly eager to see the final product and are hopeful that the distribution of information will promote Klamath County in very positive ways.

This type of project provides Klamath County with another opportunity to showcase its history and sense of community that travelers seek when they visit. We are in full support of the project and encourage the Committee to fully fund the request.

Please call on me if you have any questions.

Kind Regards,

Mark R. McCrary
Executive Director

April 17, 2017

RE: Ross Ragland Theatre Documentary - Letter of Support

To Whom it May Concern,

I am writing in support of a proposed documentary about the history of Klamath's early movie theater scene, and the Ross Ragland Theater specifically.

Our office has worked closely with the statewide effort (headed by Restore Oregon, University of Oregon and Travel Oregon) to not only identify the numerous historic theaters that still exist within the state, but also uncover specific ways that our agencies and groups can help those institutions grow.

A documentary like the one that is proposed would help us with that effort as well as become a historical piece of content that we would help promote in order to draw attention to Oregon's long history with filmmaking and filmgoing and supporting the communities that surround these creative centers.

Places like the Ross Ragland are at the heart of these communities and a documentary like this one will help highlight that special place in our statewide history and draw people to the area and to the Ragland in particular.

I would very much like to see that happen.

Best,

A handwritten signature in black ink, appearing to read "Tim Williams".

Tim Williams
Executive Director



DISCOVER
KLAMATH
OREGON UNEXPECTED

April 20, 2017

Mr. Jesse Widener
Klamath Film Makers Group
PO Box 1511
Klamath Falls, Oregon 97601
RE: Letter of Support – Grant Request for Ross Ragland Docu-History Project

Dear Jesse,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports the efforts of your group and its partners to secure a **Klamath County Tourism Grant**, which (if granted) would help facilitate development of a film documentary about the Ross Ragland Theater.

While in and of itself this project is unlikely to drive immediate tourism, I can say that having such a documentary piece available can be helpful to the marketing of the Theater by Theater Staff as well as the KF Downtown Association and our Tourism Office as well. For this reason we support the project.

In speaking with Mr. Paul Harris, who is eminently qualified to produce this project, Mr. Harris indicated he will create a variety of versions of the end product, in order to accommodate the various applications and needs of marketers such as Discover Klamath in their various promotions of the Theater.

From our discussions, the team involved in producing this documentary envision it costing very little to produce. Consequently, I understand you are likely seeking a Sponsorship – type grant to cover some of the incidental costs associated with the project.

Good luck on your grant application.

Jim Chadderdon

Jim Chadderdon
Executive Director