

**SPONSORSHIP TOURISM GRANT APPLICATION**

Title of Project: Christmas in Klamath  
Funds Requested: \$2500  
Organization Applying: The Ross Ragland Theater  
Contact Person: Mark McCrary  
Phone Number: 541-884-0651  
Email Address: director@rrtheater.org  
Mailing Address: 218 N. 7<sup>th</sup> St., Klamath Falls, OR 97601  
Web Site Address: www.rrtheater.org

Brief Description of Project including date, time and location: Package of four holiday oriented shows to encourage attendance by out-of-area visitors: Esquire Jazz Orchestra Dec. 6<sup>th</sup> at 2:00 pm; Klamath Chorale's *Klamath County Christmas*, Dec. 13<sup>th</sup> at 2:00 pm; Jason Farnham's Holiday Show, Dec. 17<sup>th</sup> at 7:30 pm and concluding with *The Nutcracker* by the Eugene Ballet Dec. 22<sup>nd</sup> at 2:00 & 7:30 pm. "Christmas in Klamath" will feature discounts for local hotels and special pre-show events at the Oregon Gift Store & Basin Martini Bar.

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 Mark McCrary Date April 30, 2015

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

Signature of Organization \_\_\_\_\_ Date \_\_\_\_\_

## **PROJECT DESCRIPTION**

The Ross Ragland Theater has traditionally had several holiday shows for residents and visitors to enjoy. In 2015, there is a concentrated effort to package four holiday oriented shows to encourage attendance by out-of-area visitors: Esquire Jazz Orchestra featuring both local and Rogue Valley performers, Klamath Chorale's *Klamath County Christmas* with over 80 accomplished singers performing on the Ragland stage; Jason Farnham's Holiday Show providing a clever and upbeat Christmas concert and concluding with the family traditional *The Nutcracker* by the Eugene Ballet. "Christmas in Klamath" will feature discount promotions for patrons staying at hotels (Running Y and Comfort Inn) and special pre-concert events at the Oregon Gift Store and Basin Martini Bar.

---

## **PROJECT GOALS**

Two things we are very sure of: up to 10% of our ticket sales are purchased from out of area visitors and we can guarantee approximately 200 room nights during our regular season. For the "Christmas in Klamath" promotion, we will collaborate with our hotel and retail partners to cross-promote through their social media channels. For example, Running Y will encourage visitors in its regular promotion but will add a special marketing component specifically for "Christmas in Klamath."

We understand the limited funding of the sponsorship grants but we believe that an additional 100 people in the month of December (above our regular visitor rate) is a reasonable and feasible goal for this particular promotion. Our ticketing database easily tracks where visitors reside by zip code, as well as if they are new ticket purchasers through historical data. Tracking specifically for hotel stays will be based on discount vouchers presented at the box office.

## **QUALIFICATIONS OF APPLICANT**

The organization/project management team consists of Mark McCrary, Executive Director (30 years arts management), Crystal Munro, Marketing and Communications Director (Degree in Marketing and Communications) and Jerri Ann Holdaway, Box Office Manager (over 15 years in management and performing arts). McCrary will oversee the project to fit it into the strategic goals of the organization, Munro will coordinate graphics and marketing channels with properties and promotional outlets and Holdaway will create a specific tracking element for each of the shows to allow clear reporting for the promotion.

The Ross Ragland Theater has had several years' experience operating a wide variety of grants from both local and statewide funders. We have also enjoyed several years of tourism grants from Klamath County.

### **Project Plan**

Klamath County will receive credit for its support in print, broadcast and social media. Print and social media will include logo usage and broadcast channels will include audio mentions where appropriate.

The marketing timeline begins rather early due to the fact that the shows will be part of the Ragland's regular season. "Christmas in Klamath" will be a special promotion within the season but planning will begin in summer:

---

July 2015	Season Brochures are distributed at season launch; direct mail promotions begin
August 2015	Individual tickets go on sale
October 2015	Graphic design elements for social media retargeting and direct mail pieces will be finished
November 10, 2015	Direct mail pieces will be sent to out-of-area past ticket purchasers
November 2015	Public service announcements will be distributed to Rogue Valley and Northern California broadcast markets; Search retargeting initiative begins for Rogue Valley and Northern California
January, 2016	Reports generated for final report to Klamath County

The package promotion will also be included in marketing for the Snowflake Festival, which begins in early December.

The audience/target market for this promotion is primarily over 50, dual-income/retiree homes that have flexibility of time and resources. Specifically with Comfort Inn, as one of the nicer and newly-renovated properties, we will attract a slightly older and better resourced market.

Attendance will be measured through ticket sales, database tracking, discount vouchers and website-based ticket discount codes. Web-site discount codes will be available to out-of-area visitors based on zip-code data.

Our potential partners include: Running Y Resorts, Comfort Inn and Suites, Oregon Gift Store and Basin Martini Bar. Each partner will promote "Christmas in Klamath" through their marketing channels, which will include a internet presence, social media distribution through

channels such as Facebook and Instagram and direct mail as appropriate. Partners will receive an electronic image that identifies a promotion as an official "Christmas in Klamath" event.

---

# The Oregon Gift Store

729 Main Street Klamath Falls Or 97601  
541-884-1600 [oregongifts@yahoo.com](mailto:oregongifts@yahoo.com)

April 20, 2015

Sponsorship Tourism Grant Committee  
Klamath County Finance  
305 Main Street  
Klamath Falls Or 97601

---

Dear Committee:

We are excited about the possibility of partnering with The Ross Ragland Theater as part of its Christmas in Klamath project! The Oregon Gift Store is committed to actively participating in helping make Klamath a visitor destination.

We believe this promotion will benefit the community in two ways: First, because it captures the spirit of the holiday season in a package and secondly, because it will encourage visitors to come to shop and stay in Klamath. We are planning to organize pre-concert wine and beer tastings to encourage a feel of community and add value to the overall holiday experience.

We highly support the Ross Ragland Theater's efforts to impact the community through the arts and encourage you to provide the \$2,500 for tourism sponsorship support!

Sincerely,



Dan and Melinda Wiard

owners



# Klamath County CHAMBER OF COMMERCE

*Lead. Connect. Advocate.*

## Board of Directors

Dan Keppen  
Dan Keppen & Associates, Inc

Kathie Philp  
Pacific Crest FCU

Willie Riggs  
OSU Extension Office

Rachael Spoon  
KBHBA

Randy Shaw  
Coldwell Banker/Holman Premier Realty

Ellsworth Lang  
Kla-Mo-Ya Casino

Mike Angeli  
The Ledge

Jason Chapman  
Chapman Ranch

Jennifer McKoen  
County Cork Collectables

George Ormsbee  
Cal-Ore Communications

Werner Reschke  
Wrinkledog, Inc

Maggie Polson  
Cascade Comprehensive Care

Col. Wes French  
173d Fighter Wing, Kingsley Field

Tessa Gutierrez  
Court Appointed Special Advocates (CASA)

Todd Andres  
PacificCorp

Harry Mauch  
Party Time/Power Pac Rentals

Sergio Cisneros  
Sergio's Restaurant

Bridgitte Griffin  
AG-SENSE

## Ex Officio Members

City of Klamath Falls  
Klamath County  
KCEDA  
Oregon Institute of Technology  
Klamath Community College  
KUHS DECA

## Staff

Charles Massie  
Executive Director

Heather Tramp  
Programs & Marketing Coordinator

205 Riverside Drive, Suite  
A  
Klamath Falls, OR 97601  
Phone: (541) 884-5193  
Fax: (541) 884-5195

April 29, 2015

Klamath County Finance  
305 Main Street  
Klamath Falls, OR 97601

RE: Ross Ragland Theater Tourism Grant Application

The Klamath County Chamber of Commerce whole-heartedly supports the Ross Ragland Theater's application through the tourism sponsorship grant program.

There is a real opportunity in creating holiday focused visitor friendly events, and doing so in partnership with multiple organizations. The Ragland has a broad base of support and many willing partners in bringing this idea to life.

The Chamber will provide marketing support for *Christmas in Klamath* and help engage our membership in partner opportunities.

Please support this application.

Thank you for your consideration.

Charles "Chip" Massie  
Executive Director, Klamath County Chamber of Commerce  
541-884-5193  
[cmassie@klamath.org](mailto:cmassie@klamath.org)

*"The Klamath County Chamber of Commerce is committed to Klamath County by advancing its economic vitality and quality of life through the education, promotion and networking of our members"*



4-30-15

Klamath County Tourism Grant

**RE: Letter of Support for of Ross Ragland Theaters "Christmas is Klamath"**

Dear Klamath County Grant Committee,

I am writing on behalf of Klamath Falls Hotel Group in support of the Klamath County Tourism grant application requesting sponsorship funds for their efforts to market the *Christmas in Klamath* series of performances.

The Klamath Falls Hotel Group is a year round supporter of the Ross Ragland Theater, and think that this is an amazing resource to the community with untold potential. Having this as an attraction to market to incoming guests is a major asset.

We are in support of any efforts that are targeted to promote guest to come to Klamath and stay overnight. What we think makes this grant proposal even more beneficial is the timing of the shows, and therefore the potential guest stays. Winter is slow time for the hotels, yes, even Christmas. Having a set of performances marketing to out of county guests during this time period is sure to draw in some business to the lodging industry that we would not have seen otherwise.

We hope that you will also see the value in the Ross Ragland Theater's efforts to market this promotion, and thank you kindly for your support of Klamath Falls Tourism.

Kind Regards,

*Victoria Haley*

Victoria Haley  
Director of Sales & Marketing  
Klamath Falls Hotel Group