

**KLAMATH COUNTY  
TRADITIONAL GRANTS PROGRAM  
APPLICATION QUESTIONS**

OVERVIEW

1. I have read the final Grant Guidelines posted on October 1, 2017 YES
2. I plan to apply for two Projects: Yes, or No. If Yes, please rank this project for level of priority – 1st or 2nd NO
3. Project Title: WORLD-CLASS ENTERTAINMENTS AT AFFORDABLE PRICE
4. Grant Cycle: FALL, 2017
5. Grant Amount Requested: \$10,000
6. Total Project Cost: \$80,000
7. Entity Name: ROSS RAGLAND THEATER
8. Entity Federal Tax Identification Number: 93-1006823
9. Entity Mailing Address: rrtexec@rrtheater.org
10. Entity Phone Number: 541.884.0651 ext. 16
11. Grant Application Contact Name: Mark McCrary
12. Grant Application Contact Email Address: rrtexec@rrtheater.org
13. Grant Application Contact Phone Number: 541.884.0651 ext. 16
14. Grant Project Contact Name: Mark McCrary

16. Grant Project Contact Email Address: rrtexec@rrtheater.org

17. Grant Project Contact Phone Number: 541.884.0651

18. Select which of Travel Oregon's Key Initiatives your project aligns with:

- **YES Maximize the economic return on public and private investments in Oregon**
- **YES Drive year-round destination-oriented travel from Oregon's key domestic and international markets by aligning and optimizing local opportunities**

### **VISITOR AMENITY OR INFRASTRUCTURE DEVELOPMENT**

#### **NARRATIVE QUESTIONS | Overview**

*There is a 250-word maximum for each question response. This can be provided on a separate word document.*

#### **PROJECT**

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project.

Technology now allows audiences to experience world-class artistic programs and high-production value entertainments at an affordable cost. The Ragland will continue to purchase and install the technology necessary to deliver high-definition digital events to its audience.

Our goals are to:

- Enhance tourism by providing visitors with exciting evening entertainment to round out the numerous outdoor activities available in our region.
- Provide a quality venue for the Klamath Film Festival and other events
- Offer programs not otherwise available in our rural community. In the past, geography and the cost of travel have been barriers to experience world-class arts and entertainment.
- We'll be the first venue on the eastern side of the Oregon Cascades to offer digital cinema.
- Ticket price will be \$15, with student tickets at \$10.
- Programs will include National Theater Live, Bolshoi Ballet and the Royal Opera of London. Big-name musicians with digital concerts include the Red Hot Chili Peppers, Rush, David Bowie, Kiss Rocks Vegas, Rolling Stones, Metallica, and the Grateful Dead.
- Youth and family programs will include quality animation, classics and live action family movies.

- Classic and independent films as well as sports, TED talks, self-help and educational events. We will partner with the Klamath County Public Library, City and County School Districts, Klamath Community College and OIT, Senior Center, Chamber of Commerce, local governments, and the Klamath Film Society to present programs of community interest.
- With the on-going success of digital cinema, we anticipate that even more events will become available.

1. Describe the need for your project.

To become a thriving tourist-destination, Klamath must fill the *evening entertainment gap*. While visitors have many options for wonderful daytime outdoor activities, Klamath lacks exciting evening entertainment— there are some bars and restaurants, bowling, some first-run movies available everywhere. Touring events at the Ragland offer intermittent entertainment. Digital cinema will hugely expand the number of exciting shows playing at the Ragland.

Digital cinema offers the opportunity to convince visitors to stay longer. For instance, a popular biking movie or documentary could draw Ride the Rim participants to Klamath Falls. Or a classic rock n' roll show could coincide with OIT's Homecoming, extending parents' stay.

While some visitors will come to Klamath to see special shows, the major benefit will be enhancing visitors' experience of Klamath as a fun place to visit and convincing them to stay longer. The life cycle for this infrastructure project is estimated at 10 years or more. It will generate many 100's of bed nights over its lifespan.

2. What is your long-term plan for your project?

This project will be complete in January, 2018 when the final equipment is installed by McCrae Theater Equipment of Seattle, Washington.

A prior tourism grant paid for a backdrop screen.

We plan for frequent digital cinema shows. The Ragland's program committee will select programs, often in partnership with tourism festivals and events, Klamath County Public Library, City and County School Districts, Klamath Community College and OIT, Senior Center, Chamber of Commerce and the Klamath Film Society.

3. How will you measure the success of your project, in the short-term and in the long-term?  
Be as specific as possible.

The Ragland's computerized ticketing system allows tracking of out-of-town visitors by zip code. Currently, 10% of Ragland patrons are from zip codes

outside Klamath County. We expect to increase that number by at least 10% the first year and another 10% in the following year, as the Ragland's digital cinema programming capacity expands and fruitful partnerships are developed.

#### PROJECT PREFERENCE

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness. *There is a 250-word maximum for each question response.*

1. Describe how this project complements and is consistent with your community and/or region's current local objectives.

Klamath will have difficulty growing tourism until we offer visitors a rich and exciting evening experience. Digital cinema will boost tourism by offering visitors fun, exciting and unusual evening entertainments.

2. Demonstrate how this project has the support and involvement of the community.
  - List any partners, sponsors, volunteers and their contributions and/or activities. (Support letters from these partners will also enhance your application.)

Letters of support from

- Running Y Ranch Resort
- Discover Klamath
- Klamath County Public Library
- Downtown Association.

3. In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

By identifying a need in our county for exciting evening entertainment and offering a solution (digital cinema) that goes a long way toward solving the problem.

4. In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?
5. Describe how this project showcases a public/private partnership with Oregon-based small businesses.

Downtown bars and restaurants report significant upticks in business when there's a show at the Ragland. With more shows, there'll be more business. Also, the Ragland purchases goods and services in this community.

6. Is the project/event in shoulder season

It is year-round and supports year-round events.

7. Does the project/event occur outside urban growth boundaries?

NO

#### REQUIRED SUPPORTING DOCUMENTS

*(Note: all support letters must be combined into a single document to upload)*

- Proof of Federal Tax ID
- Entity's Federal W-9 Form
- Grant Budget: Use the grant budget template provided
- Grant Timeline: Project timeline, including benchmark dates outlined in the Grants Guidelines and approximate grant project planning meeting dates, project benchmarks, etc.
- Support Letters: For-profit entities applying for sales-type grants are required to obtain support from local destination marketing organization or regional destination management organization. *(optional for all other grant applicants)*
- 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

## REQUIRED SUPPORTING DOCUMENTS

*Grant Timeline: Project timeline, including benchmark dates outlined in the Grants Guidelines and approximate grant project planning meeting dates, project benchmarks, etc.*

### **January, 2018:**

Final installation of the equipment needed to show digital cinema to Ragland audience. Installation will be done by Miles McCrae of McCrae Theater Equipment, based in Seattle, Washington.

Ragland Program Committee will schedule digital cinema programs to be shown to Ragland audiences for the next several months. Programs will include rock 'n roll concerts, live theater, family and youth programs, opera and ballet.

We will invite coverage of the digital cinema installation by local and regional newspapers. We will promote locally and regionally the exciting new type of Ragland programming using social and other media. Many programs have accompanying marketing materials (posters and hi-def video trailers) which the Ragland will include in its promotions.

### **On-going, 2018 and beyond:**

The Ragland will continue to promote digital cinema programs using digital and traditional marketing. We will also partner with many others (libraries, schools and colleges, Klamath Film Society, etc.) to select and promote programs.

We will monitor the number of out-of-area zip codes at our box office.

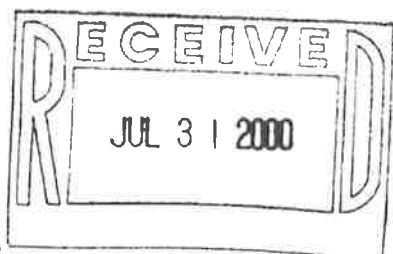
- *If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally.*

This infrastructure project does not require a building permit because it is simply adding equipment, not changing the building structure. Local structural engineer Scott Carter was present for the site visit by Miles McCrae of McCrae Theater Equipment. Mr. Carter confirmed that there are no structural requirements for this project.

**Internal Revenue Service**

**Department of the Treasury**

Date: July 25, 2000



Ross Ragland Theatre  
218 N. Seventh Street  
Klamath Falls, OR 97601-6017

**P. O. Box 2508  
Cincinnati, OH 45201**

**Person to Contact:**  
Mary Freudenberg #31-03512  
Customer Service Representative

**Toll Free Telephone Number:**

8:00 a.m. to 9:30 p.m. EST  
877-829-5500

**Fax Number:**  
513-263-3756

**Federal Identification Number:**  
93-1006823

Dear Sir or Madam:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in January 1994 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

## Request for Taxpayer Identification Number and Certification

**Give Form to the  
 requester. Do not  
 send to the IRS.**

**1** Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**Ross Ragland Theater**

**2** Business name/disregarded entity name, if different from above

**3** Check appropriate box for federal tax classification; check only **one** of the following seven boxes:  
 Individual/sole proprietor or single-member LLC  
 Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ \_\_\_\_\_  
 Other (see instructions) ▶ **Tax-Exempt Corporation**

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  
 Exempt payee code (if any) \_\_\_\_\_  
 Exemption from FATCA reporting code (if any) \_\_\_\_\_  
*(Applies to accounts maintained outside the U.S.)*

**5** Address (number, street, and apt. or suite no.)  
**218 N. 7th Street**

**6** City, state, and ZIP code  
**Klamath Falls, OR 97601**

**7** List account number(s) here (optional)

Requester's name and address (optional)

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

<b>Social security number</b>									
-				-					
<b>OR</b>									
<b>Employer identification number</b>									
9	3	-	1	0	0	6	8	2	3

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

**Sign Here**      Signature of U.S. person ▶ *Mark McCreary*      Date ▶ *4/28/2017*

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.



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

[ORGANIZATION] [PROJECT TITLE]		BUDGET				Actual	
		Cash	In-Kind	Cash	In-Kind	Cash	In-Kind
<b>INCOME</b>							
<i>Klamath County</i>							
<i>Matching Grant</i>		\$10,000.00					
<b>OTHER INCOME</b>							
Rod Bell memorial Fund		\$22,000.00					
Donations local individuals		48,000					
<b>SUB TOTAL INCOME</b>		\$80,000.00	\$0.00		\$0.00	\$0.00	
<b>TOTAL INCOME</b>		<b>\$80,000.00</b>		<b>\$0.00</b>		<b>\$0.00</b>	
<b>EXPENSES</b>							
LINE ITEM		BUDGET		Actual			
		Cash	In-Kind	Cash	In-Kind		
1	NEC D-cinema projector + installation	\$30,675.00					
2	Da-lite rolldown screen + installation	\$11,725.00					
3	Dolby surround sound system + installation	\$37,614.00					
4	Training on system operaton		included				
<b>SUB TOTAL EXPENSES</b>		\$80,014.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>TOTAL EXPENSES</b>		<b>\$80,014.00</b>		<b>\$0.00</b>		<b>\$0.00</b>	

DISCOVER  
KLAMATH

OREGON UNEXPECTED

October 30, 2017

Klamath County Tourism Grants Committee  
c/o Klamath County Finance Office  
305 Main Street  
Klamath Falls, Oregon 97601

RE: Letter of Support – Ross Ragland Theater's New Projection Technology

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports efforts of the Ross Ragland Theater to secure a **Klamath County Tourism Grant**, which (if granted) would support development and promotion of a new high-definition projection technology that will allow an even wider selection of performing arts (and other) programs to come to Klamath.

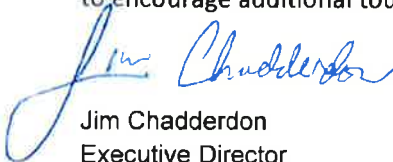
Last October, this office wrote a letter of support to this committee on this project. We still feel it is a great addition to the Theater to be able to live cast and broadcast via this new closed circuit system. Once in-place, Theater staff will have an increased selection of programming and talent to offer. This self-funding system will create another revenue source for the Theater.

The benefits will be for both the community and there is also a tourism connection here: With even more programming available (programs the Theater couldn't otherwise afford to host in-person), they will have the ability to market a broader range of shows to not only locals, but to out of area residents as well, drawing out of area visitors for a pay-per-view experience not likely available elsewhere.

Having this new system puts the Theater on a path to having a more steady and diversified path of revenues, which is a good thing. Also, grant dollars from this program – if awarded – constitute a small portion of the total investment. The Theater has a big stake (skin in the game), which is also a good thing and shows its commitment to the project's success.

We believe this is great opportunity to put lodging tax dollars into community infrastructure (and marketing) that will benefit the theater and community for years to come.

If awarded a tourism grant, our organization looks forward to supporting efforts of the proponent group to encourage additional tourism in 2018 and beyond.



Jim Chadderton  
Executive Director

## Support Letters

Dear Grant Review Board,

I am writing to express my enthusiastic support for the Ross Ragland's request of Tourism funds for the purchase and installation of closed-circuit technology for the theater. My husband and I have traveled to Medford multiple times to take advantage of performances provided through Tinseltown Theater's licensing contract with Fathom Events. I have been vocal and enthusiastic about Klamath having this same or a similar offering, and feel optimistic that it would be a successful and well-utilized investment.

As a public library director who oversees a lot of community-focused events, I see the offerings of a closed-circuit system as being able to satisfy some unmet needs in our region. The Ross Ragland Theater of course provides arts entertainment, and Fathom - or a comparable closed-circuit licensing company - would offer much of that. But both the Ragland and Library have something else in common: That is our shared goal for broadening experiences for all ages through high-quality arts and cultural programming. A closed-circuit system could create partnership opportunities between the theater, the library, and the schools to offer content that could feature authors, plays, and other literary-arts based programming. Such offerings would be prohibitively expensive if we tried to bring the productions or people here to Klamath, yet financially feasible through CC technology. Having such technology will open up experiences that have been heretofore unavailable to our region.

If you've ever been to a closed-circuit performance or a play or concert, you'll know that it is a far cry from just watching something like a movie on a big screen. It truly feels interactive. There's a hum of excitement in the audience and it is remarkably akin to actually being at a live performance. Shows that are simulcast really have a live feel and sometimes, such as when it is a play, the producers will choose the absolute best night of a play's performance as the one that goes to the closed-circuit licensing company. The viewer doesn't get an off night of the play, he or she get the BEST performance of the run. Clearly this adds to the value of the experience.

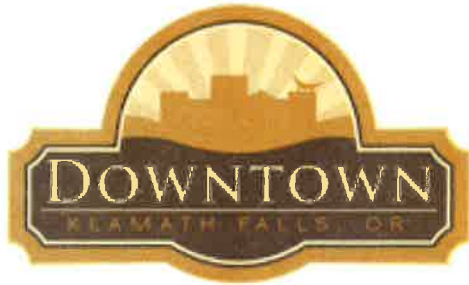
I mentioned before that I travel to Medford to participate in Fathom events. This means that I also spend money for food and lodging while there. (I should mention that every time I've gone to Medford for a Fathom event, I've seen other Klamath people in the audience as well.) Therefore, I believe that in addition to selling tickets to people who live here, Klamath would also get out-of-region visitors for concerts, sporting events, and other popular programs.

Closed circuit technology feels like a very good next step in expanding what the Ragland can offer for our community's cultural appeal, its tourism amenities, and its economic expansion. I wholeheartedly support the Ragland's proposal and hope the review board will agree to fund this worthy request.

Sincerely,

Christy Davis, Director

Klamath County Library Service District



October 24, 2017

Dear Tourism Grant Committee,

What a wonderful opportunity we have before us in the Digital Cinema Satellite Technology Project proposed by the Ross Ragland Theater. This unique and exciting project will provide visitors with a reason to come to Klamath Falls and memorable evening entertainment for those already here.

As a member of the Klamath Falls Downtown Association, I am acutely aware of the need for increased evening and weekend entertainment in downtown in order to further our revitalization efforts. This project can contribute greatly to these efforts by increasing the traffic to our downtown during those times.

Currently, Klamath County residents are traveling to programs like this in other communities. This is great opportunity to offer high-quality programming at a very affordable price to not only keep some of our entertainment dollars local, but also attract more visitor dollars to the area.

Please consider offering a Tourism Grant to this unique program!

Sincerely,

A handwritten signature in blue ink that reads "Kendall Bell". The signature is written in a cursive, flowing style.

Kendall Bell  
Klamath Falls Downtown Association



**RUNNING Y RANCH**  
RESORT

**To: Whom it may concern**

**From: George Rogers**

**Date: October 24, 2016**

**RE: Tourism Grant Application**

I am writing this letter in support of a closed-circuit satellite for the Ross Ragland Theater. In my opinion, this will bring overnight visitors to Klamath, hit all seasons of the year and have ancillary impacts for the entire community.

Promotion/Marketing will be focused on Bend, Rogue Valley and Eugene. This is another reason for making this project worthy of the tourism grant.

It is my hope that the county will consider this a worthy project. If I may answer any questions or provide any assistance, please let me know.

Sincerely,

**George Rogers**  
**General Manager**  
**Running Y Ranch Resort**