

Klamath County Tourism Grant
Traditional -Final Report

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

92 Years Because of You \$5,744.00 October 4-6, 2019

Title of Project / Funds Awarded
Klamath Falls City Schools

Name of Organization
Gayle Yamasaki

Contact Person
1336 Avalon St

Address
Klamath Falls, OR 97603

City, State, Zip
541-883-4700 x 7128

Phone Number

Date of Event/Project

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.) For an infrastructure project, provide photographic evidence of the project (before and after pictures), design and supportive materials on a CD.
2. Detail the matching funds expended and provide proof of their expenditure.
3. Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan.
4. Where did you spend your marketing dollars?
5. What part of your marketing efforts were most successful and least successful? For infrastructure projects, what parts of your project were most successful and least successful?

Event Applicants Only:

6. How many people from out-of-county attended?
7. How did you determine how many people from out-of-county attended? Explain why this is an accurate measurement of the out-of-county attendees.
8. How many extra days did your visitors stay in the area?
9. How did you determine how many extra days your visitors stayed? Explain why this is an accurate measurement of the extra days.

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

Gayle Yamasaki: Program manager

Printed Name and Title

Klamath County Tourism grant final report
Klamath Falls City Schools: 92 Years Because of You

RESPONSE to QUESTIONS

1. *Marketing materials included:*

- Save the date postcard mailer
- Invitation, RSVP mailer
- Downtown banner
- Downtown flags
- Magazine article Home and Outdoor Fall issue
- Herald and News insert October 3, 2019
- Herald and News articles
- Video KU renovation
- KUHS Celebration dedicated email address and phone number
- Website
- Social media Facebook
- Herald and News KUHS celebration insert
- Radio ad spots
- KUHS celebration documentary video
- James Ivory video for the dedication of James Ivory Arts Center video

2. *\$7,743.59 Matching Cash Funds expended Include:*

1. Sign Dude printing and shipping and handling for flags Downtown \$581.34
2. Home and Outdoor Magazine, marketing pieces \$2,750.00
3. Amazon Family Tree, alumni display \$51.34 \$132.80
4. Amazon Artist easels, alumni and former art teachers and students art show \$387.80
5. Amazon ribbon, for ribbon cutting James Ivory Arts Center \$19.95
6. Amazon Scissors, for ribbon cutting \$29.99
7. JoAnn's ribbon, for ribbon cutting of KUHS \$15.57
8. Downtown banner city of Klamath Falls, cost for hanging banner downtown \$250.00
9. Downtown flags, costs for hanging flags to the Downtown Association \$176.00
10. Terra Veg, James Ivory Arts Center dedication and reception \$190.00
11. Green Blade, James Ivory Arts Center dedication and reception \$40.00
12. La Perla, James Ivory Arts Center dedication and reception \$40.00
13. N' Carry, James Ivory Arts Center dedication and reception \$200.00
14. Fred Meyer, KUHS celebration reception \$98.99
15. Klamath Falls City School Board breakfast, hosting breakfast for former school board members, superintendents, KUHS principal, staff, and current KUHS teachers and staff, 4th and 5th grade choir \$398.34
16. Pelican Pete Stickers, give-a-way for celebration activities \$404.50

17. Pelican Pete cut outs, photo opportunities for celebration activities \$299.98
18. Shasta Litho posters and programs, programs for grand opening, alumni tribute posters, and James Ivory Arts Center \$805.00
19. Shasta Litho save the date postcards, printing of the save the date postcards \$815.00
20. Amazon time capsule, for time capsule burial celebration activities \$56.99

Support narrative

In-Kind match \$7,250.00

\$5,000.00 of KUHS video documentary over 90 hours of staff time for organization and planning at \$25.00/hr. \$2,250.00

Please note that there were hundreds of volunteer hours contributed into this three-day event. The Klamath Falls City Schools also provided staff and resources that are not reflected above. This includes time from staff, teachers, and maintenance.

For example:

The Co-Chairs for the celebration *Mike Herron* and *Gayle Yamasaki* volunteered their time for this project from January-October 2019. *Dan Stearns* volunteered his time to create the KUHS celebration documentary video and radio spots. He and Gayle designed all of the 1928-2019 posters (10) and the celebration program and design. Gayle and Mike worked with the Herald and News for the insert. Dan and Gayle worked with the design of the Pelican logo stickers (4) and stand-up Pelican Pete's (2) for the celebration. Music teachers *Wendy Savage*, *Brett Aaker*, and *Kayla McPherson* had their students perform during the celebration, opening, receptions, and breakfast. Theatre teacher *Lindsay Stratton* had her students perform monologues during the celebration tours in the theatre. Maintenance crew picked and returned acoustic shells for the band and choir performances, and display cases from the Klamath County Museum.

Students and community members volunteered 100's of hours of their time for this celebration.

For example:

Klamath County Museum Director *Todd Kepple* presented the history of KUHS at the KFCS Board sponsored breakfast. *Jesse Wilder* from Klamath Film Festival worked with Pelican Cinema to show James Ivory's film *Room With a View*. Pelican Cinema donated the theatre for the Saturday night showing of James's movie. Chartwell's food services Director *David Bates* prepared the sponsored breakfast. *Running Y* and the *Cerulean* lodge and hotel provided discounted rooms for the celebration. Herald and News staff *Holly Owens*, *Jerry O'Brien*, *Holly Dillemath*, and *Lee Juillerat* created the H&N insert of KUHS. *Larry Turner* photographer provided/donated photos of James Ivory. Former KUHS art teacher *James Beene* worked with us on the former art teacher and alumni art show where over 50 pieces of original artwork were on display. *Dave Hamm* KUHS former choir director (1970) volunteered to direct and coordinate with over 46 former KUHS A cappella choir members from 1970-1980 who live all across the country. Dave and his wife, KUHS alum, traveling from Florida to perform and attend the celebration. *Ken White* former band director volunteered his time to work with the 24 alumni and current former KFCS band

teachers and community members to perform at this celebration. *KUHS culinary students* baked cupcakes for the celebration reception (200). And *KUHS media students'* set-up the photo display and took photos for attendees and video interviews during the day. Students hosted tables where 92 years of yearbooks were available free celebration posters, magazine and H&N publications and the purchase of commemorative bricks and theatre seats. The *Pelican Education Foundation* and their Board members distributed free KUHS keepsake bricks, stickers, and brochures about the Foundation. Former KFCS Board Chair *Bill Jennings* was the master of ceremonies for the Saturday event while *Allison York* and *Dick Ledgerwood* former co-chairs of the KFSC bond team was speaker's. Lastly the *Lake Euwana Wingwatcher's*, *Lake Euwana Row club*, and the *Klamath County Museum* provided Sunday morning activities for this event.

3. Up-dated budget form, see attached

4. *Our marketing dollars* from the Klamath County tourism grant funds were spent on the design and printing of materials which included, invitations and RSVP's, mailing/postage of invitations, downtown banner, downtown flags. The *matching funds dollars* for marketing went to save the date postcards and postage, Home and Outdoor Magazine, hanging of downtown banner and flags, and printing of celebration programs, and alumni and James Ivory Arts Center celebrations posters.

5. Marketing that was most successful included the direct mail of save the date postcards and invitations, dedicated celebration email address and Facebook page. These marketing pieces gave us contact with out of state alumni. The KUHS celebration documentary video gave the history of the school, profiling classes since 1930's as well as a preview of the new campus.

The least successful radio ads that were on air week of September 23-29, 2019 and the Heard and News insert, October 2, 2019. These pieces were not as timely to prompt out of town participation, as we would have liked.

6. We estimated at least 85 plus participants were from out of county.

7. This estimate was determined by the number of choir and band alumni from the classes of 1970-1980 who came and performed during the celebration program. In addition we have email documentation from out of county attendees. We also have anecdotal information from out of county attendees who stayed at the Running Y lodge and in downtown motels, Cerulean and Maverick.

8. The days of the celebration October 4-6, 2019. The main ribbon cutting and dedication occurred on Saturday, October 5th. We estimate that visitors stayed a minimum of one night and a maximum of three.

9. The extra days were determined by the number of attendees at the Homecoming football game the night of October 4th and the number of attendees for Sunday morning events October 6th.

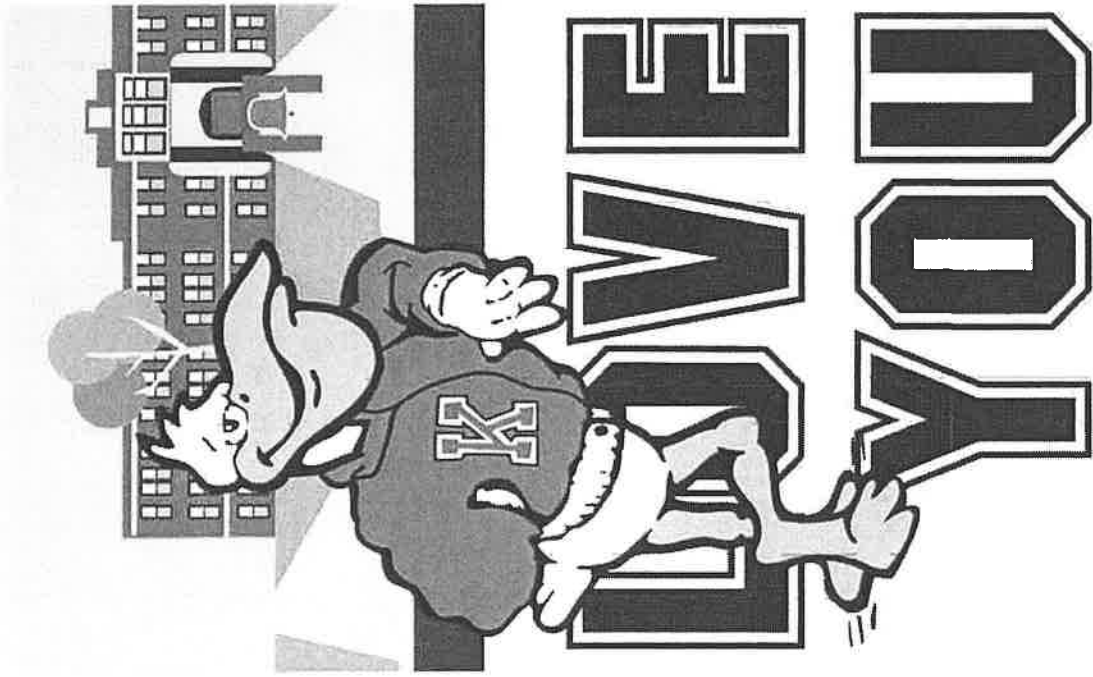
COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" CO

		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
[ORGANIZATION]Klamath Falls City Schools					
[PROJECT TITLE]92 Years Because of You					
INCOME					
<i>Klamath County Matching Grant</i>					
OTHER INCOME					
Documentary of KUHS building remodel project			\$5,000.00	\$5,000.00	
Staff time for planning and implementation			\$2,250.00	\$2,250.00	
Staff time for design of posters, H&N insert, programs design, illustrations, and content development \$42.00/hr. @40 hours \$1688.00 and program expenses materials and supplies and printing \$7,744.00		\$1,688.00		\$9,432.00	
<i>Klamath County Tourism traditional grant program</i>		\$8,676.00		\$5,477.00	
SUB TOTAL INCOME		\$10,364.00	\$7,250.00	\$14,909.00	\$7,250.00
TOTAL INCOME		\$17,614.00		\$22,159.00	
EXPENSES					
LINE ITEM		BUDGET	BUDGET	Actual	Actual
		Cash	In-Kind	Cash	In-Kind
1	Staff time for content and design for social media, press releases, program \$61.00/hr. @ 60 hours	\$3,660.00		\$3,660.00	
2	image-n design of postcards, banner, flags, invitations \$45.00/hr @ 48 hours	\$2,160.00		\$1,868.00	
3	Shasta Litho print postcards, invitations, RSVP cards, posters, program	\$2,310.00		\$2,351.00	
4	Sign Dude print downtown banner and flags	\$2,208.00		\$2,411.84	

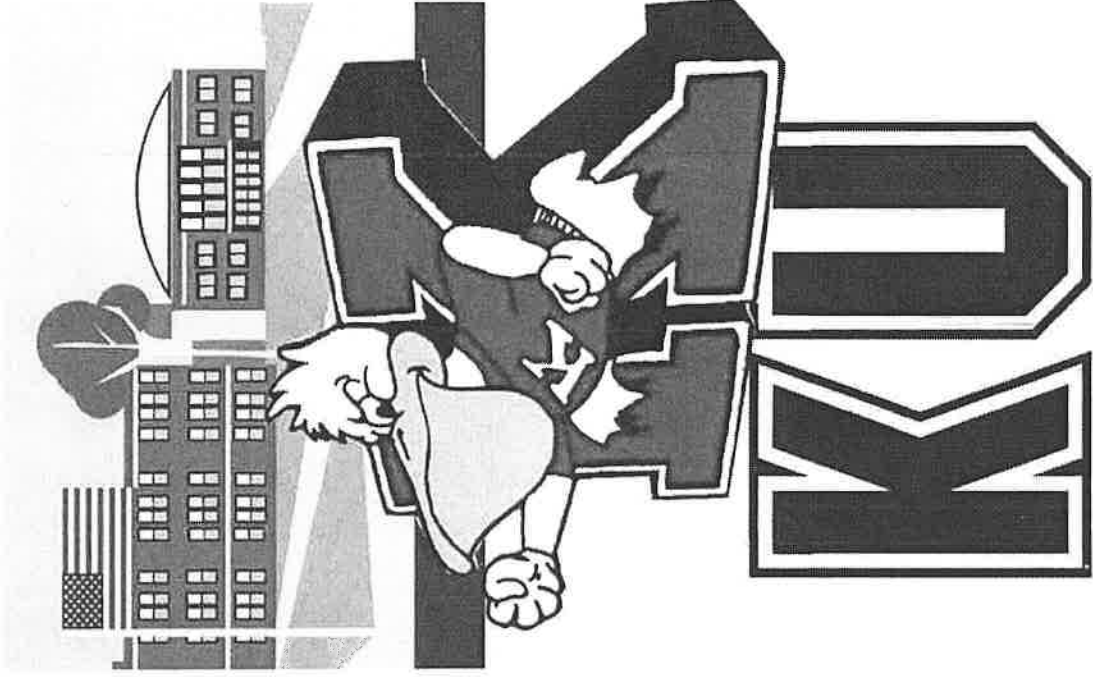
LUMNS (F & G) BLANK FOR GRANT APPLICATION (ONLY USE ONCE AW)

5	City of Klamath Falls installation of downtown banner and flags	\$426.00	\$426.00	\$426.00
6	Out Front media 1 billboard	\$1,000.00	\$1,000.00	\$0.00
7	Herald and News 1 dinky	\$900.00	\$900.00	\$0.00
8	US Postal Services mailing/stamps	\$2,850.00	\$2,850.00	\$1,350.00
9	Basin Best Trophy Pelican logos printing and mounting	\$2,100.00	\$2,100.00	\$0.00
10	Smith Bates Printing Home and Outdoor Magazine advertising/marketing			\$2,750.00
11	Materials and supplies from Amazon			\$621.88
12	Materials and supplies JoAnn's			\$15.57
13	City of Klamath Falls hanging downtown banner			\$250.00
14	Downtown Association flag hanging downtown			\$176.00
15	Food for James Ivory dedication and reception			\$470.00
16	Food for grand opening reception			\$98.99
17	Food for celebration breakfast			\$398.34
18	Pelican Pete stickers			\$404.50
19	Pelican Pete cutout displays			\$299.98
20	Time capsule			\$56.99
SUB TOTAL EXPENSES		\$17,614.00	\$17,614.00	\$0.00
TOTAL EXPENSES			\$17,614.00	\$17,609.09

image-n	invoice	invoice number 032	charges
date	3/25/2019		
client	Klamath Union Grand Opening Celebration	1336 Avalon St., Klamath Falls, OR 97603, 541-883-4700 x 7128	
service	Deliverable	Description	
	gather quotes for KU Grand Opening Celebration materials		315.00
	design for logo up to 3/25/19	Meet with city planning and smith bates printing for paper selection includes 3 designs and adjustments to illustration plus 1 meeting	472.50
	design for save the date postcards up to 3/25/19	includes 1 meeting w/ Dan, Mike and Gayle	225.00
Terms	net 30		
Total		hourly rate discounted for non-profit: \$45	\$1,012.50
image-n	Heidi Nowak, owner P.O. Box 216, Keno, OR 97627	541-810-1236 www.image-n.graphics	



This project was partially funded by the

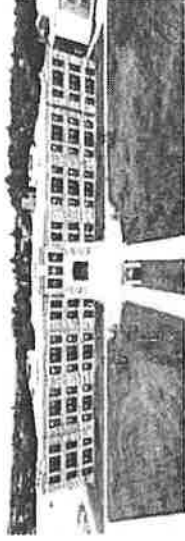


Klamath County transient room tax grant program.

THE NEW KLAMATH UNION HIGH SCHOOL

Because of YOU!
Celebrate October 4th - 6th, 2019

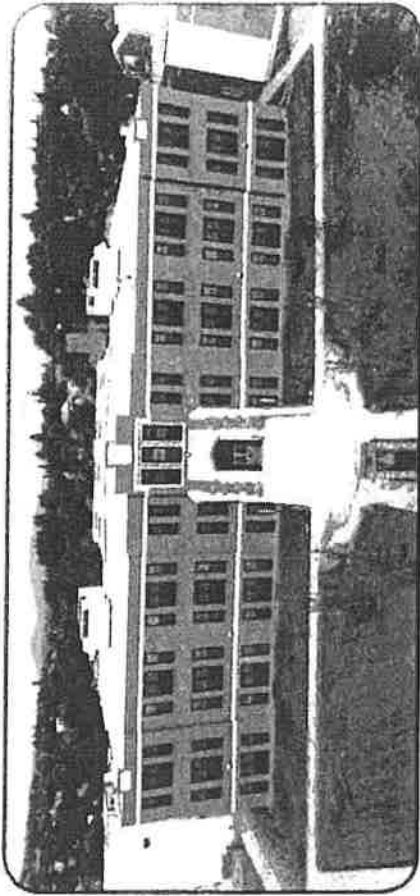
This project was partially funded by the Klamath County transient room tax grant program



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KU street banner w drone photo.indd 1



Klamath Union High School 2019

*You are invited
to celebrate the grand opening of
the new Klamath Union High School campus.*

Friday, October 4th, Homecoming parade and football game
Saturday, October 5th, Grand Opening Celebration 2 p.m.
James Ivory Arts Center dedication and reception 5:30 p.m.
Sunday, October 6th, more celebration activities!

Let us know you're coming:

R.S.V.P. card enclosed or
541-883-4700 ext. 7128 or email
KUcelebration@Kfcityschools.org

For more information visit www.kfalls.k12.or.us
Plan your class reunion! Discount rates are available at the
Running Y and Cerulean hotels.



I'll be there to celebrate the new KU with you!



Because of you!

October 4th through 6th, 2019

October 4th - 6th, 2019, Klamath Falls, Oregon

96 YEARS
Because of you!



*We couldn't have done it without you -
now we want to celebrate with you!*

I'LL BE THERE TO JOIN THE FUN!
October 4th - 6th, 2019

- Friday, October 4th** Homecoming parade and football game.
- Saturday, October 5th** Grand Opening Celebration 2 p.m. James Ivory Arts Center dedication and reception 5:30 p.m.
- Sunday, October 6th** more celebration activities - see all online and visit us on facebook!

You can also RSVP at:
541-883-4700 ext. 7128 or email:
KUcelebration@KFcityschoos.org

place
postage
here

Attn: KU Celebration
Klamath Falls City Schools
1336 Avalon Street
Klamath Falls, OR 97603

For more information visit
www.kfalls.k12.or.us



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