TOURISM GRANT APPLICATION

Organization Applying: The Oregon Gift Store, LLC
Contact Person: Dan or Melinda Wiard
Phone Number: 541-884-1600
Email Address: www.TheOregonGiftStore@yahoo.com
Web Site Address: www.TheOregonGiftStore@yahoo.com
Title of Project: Oregon Book Expo
Brief Description of Project: Premier Northwest Book Festival open to families and readers of all ages. This event will feature approx 100 Oregon authors who will showcase and talk about their writings, as well as make their books available during the event.

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 Dan Wiard Date 4/30/14
Signature of Board Chair Melinda Wiard Date 4/30/14
PAYMENT INFORMATION
Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

TOURISM GRANT BUDGET FORMS
Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions. Value all volunteer labor hours at the rate of $10.00 per hour as a non-cash (in-kind) contribution.

DEMONSTRATION OF COMMUNITY SUPPORT
Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION
Project Plan:
1. What is the main focus of this proposal?
   The main focus of this event is to highlight the many Oregon authors and their work, and bring them to the attention of the public. It will provide a venue for families with children and readers in general, as well as teachers to meet authors and talk with them. And allow authors to get exposure with their work.

2. What are the project activities?
   
   Friday Oct. 3, - Meet and greet for Authors, event staff, and Volunteers.
   Sat. Oct. 4, - Open House, at Ross Ragland Theater. Open to the public to meet and talk with authors, and place orders with authors, listen to readings at several locations.
   Sun. Oct 5, - Same

3. When will the project occur? How long will it last?
   The event is scheduled for October 3 - 5, 2014.
   2 full days open to the public.
4. Who is the target market for attending the project?

   The target for this event will be anyone who loves to read. However, we plan to put a lot of focus on getting as many Children and family book authors as we can, to target from other out of town areas. We welcome readers of all ages. Another target market we will hit hard, will be those who love the regional, hiking, camping, and outdoor recreation activities, as our area is big on all of these.

Project Goals:

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

   * We hope to attract as many as 75 to 100 out of area authors, and 200-2500 visitors.
   * We will use a brief questionnaire form at the door for visitors, and registration forms for authors.

6. How are you planning on extending the out of county visitor’s length of stay? How will you encourage early arrival and late departure? How will you count the number of extra days?

   * We are holding the event on the weekend, and making it interesting so that people will come back for a second day. We also will be promoting some area attractions (Crater Lake, Collier, birding, hiking).
   * We will do our best to count extra days, by working with local lodging facilities, in keeping track and offering a special for this event.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

   The Oregon Gift Store, LLC and Shaw Stationery are located on Main St. in Klamath Falls. Shaw has been in the same location for 90+ years, and was merged with The Oregon Gift Store several years ago. Together they sell Oregon themed gifts, books, souveniers, clothing, foods and wine, as well as a large selection of greeting cards, inspirational items and books, gifts for everyone, Childrens books, and more. We are locally and family operated and owned by - us - Dan & Melinda Wiard. We have 2 employees.
8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How is your organization uniquely qualified to carry out this project? We have not done an event like this in the past. However, we have done research on similar events in other areas. We feel we are uniquely qualified because we have assembled an advisory committee, made up of persons with backgrounds in the areas we feel are very beneficial to this event; persons with backgrounds in large event planning, libraries, museums, theater, tourism, and reading programs for children.

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.

We will market this event in many ways. First we will provide a website, and a link from our website. We will also work with Travel Klamath and the Chamber of Commerce to provide a link and promote the event on their websites. We will buy advertising in newspapers in Medford, Bend, and Eugene areas. We plan to use television and radio in these areas, although mainly through public service announcements as those media's are expensive. We will also contact other reader programs out of area, as well as libraries, and use a direct mail for event posters to schools, and several hiking/biking groups.
10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific) We will be able to use registration forms to track authors. We will also survey at the door for public attendees, use information from raffle stubs, and use Social media.

11. If your project is already underway explain how this award will increase your likelihood of success. This award will be huge in being able to market out of area in purchasing advertising in larger metro areas (Medford, Eugene, etc) through newspaper, sending posters and flyers to libraries, schools, and reader organizations. It will also enable us to use more of our own funding locally, which will lead to locals inviting out of area friends and family.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at $10.00 per hour for purposes of completing the budget form. At this time we will only be using volunteer hours.
## Klamath County Tourism Grant Application

### Project Budget

#### INCOME

<table>
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<tr>
<th>Description</th>
<th>Committed</th>
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<th>Total</th>
<th>Actual</th>
<th>Comments/Explanations</th>
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#### EXPENSES

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### NOTES

Be as specific as possible; provide explanation to help clarify budget items.
Use the "Actual" column when preparing your final report; submit this form with the final report.
Use additional space or lines if necessary to provide complete information.
Value all volunteer labor at $10.00 per hour for in-kind revenues and expenses.
### CASH INCOME

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### CASH EXPENSES

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**NOTES**

Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.

Be as specific as possible; provide explanation to help clarify budget items.

Use the "Actual" column when preparing your final report; submit this form with the final report.

Use additional space or lines if necessary to provide complete information.

Value all volunteer labor at $10.00 per hour for in-kind revenues and expenses.
SELECTION CRITERIA SUMMARY

Below are the criteria that the Tourism Review Panel follows to score each application:

- How well does/will this project increase tourism?
- Will it encourage longer-term or repeat visits?
- Does it fit with Tourism Marketing Plan?
- What is the effect on Klamath County?
- Does the applicant have the ability to complete the project?
- Are the budget and marketing plan realistic?
- What is the potential to succeed?
- Is the management and administration capable?
- Is there demonstrated community support?
- Is there evidence of in-kind support?
- Are there endorsements by community groups?
- Is the presentation clear, concise and attractive?
- Is there a strong evaluation method?
- How will the applicant document the long-term impact?
- Are the indicators measurable and objective?

Preference points will be added for projects that meet the following criteria:
- Event occurs in the Shoulder Season – before June and after September.
- Event is held outside of the Klamath Falls urban growth boundary.
- Length of stay – event encourages early arrival and/or late departure.
- Family Friendliness.

Points will be deducted for applicants with a history of not submitting reports on time or vague or rambling responses.

Reminder that applicants that are delinquent in meeting any of the requirements for their prior awards are not eligible for new awards until the prior award is brought current.
Bob Halvorsen's Rentals & Sales, Inc.
2120 Washburn Way
Klamath Falls, OR 97603
541-883-7751 phone
541-885-2111 fax

Customer: 12719
OREGON GIFT STORE
729 Main Street
Klamath Falls, OR 97601

Contract Info: OREGON BOOK EXPO

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<th>Item Code</th>
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<th>Part #</th>
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DELIVERY AND PICKUP

Delivery Date: Fri 10/3/14 10:00 AM
Contact: ROSS RAGLAND

Pickup Date: Mon 10/6/14 10:00 AM
Address: 729 Main Street; Klamath Falls, OR 97601

BURGUNDY LINEN

Quote valid for 30 days.

RENTAL CONTRACT

Quoted $375.00 for table, 8' FT. Please return clean tables made of plywood. Do not leave out in rain.

DELIVERY AND PICKUP

Delivery Date: Fri 10/3/14 10:00 AM
Contact: ROSS RAGLAND

Pickup Date: Mon 10/6/14 10:00 AM
Address: 729 Main Street; Klamath Falls, OR 97601

BURGUNDY LINEN

Quote valid for 30 days.

TOTAL:

$709.54

PAID:

$0.00

AMOUNT DUE:

$709.54

Printed on 10/04/2014 2:50:34 pm
Monday - Saturday 7:30am - 5:00pm. Closed Sundays

Signature: OREGON GIFT STORE
April 28, 2014

RE: The Oregon Book Expo

To Whom It May Concern:

I am writing in support of the Oregon Book Expo that will be held on October 2, 3, 4 and 5th, 2014 at the Ross Ragland Theater.

The group will bring in 100 authors for the Oregon Book Expo. That, with the addition of the people attending from all of Southern Oregon, will tremendously impact the retail, lodging and restaurant businesses in Klamath Falls.

I fully support the efforts of The Oregon Book Expo committee and encourage you to consider the event for funding.

Sincerely,

Susan Beach
March 28th, 2014

Victoria Haley  
Director of Marketing & Sales  
2500 S. 6th St.  
Klamath Falls, OR 97601  
541-882-1111  
ComfortInnAndSuitesKlamathFalls.com

To the Klamath County Tourism Grant Committee,

Our hotels value the events in the area that can bring people in to our community, and our hotels. We are always hopeful for new events to come to the area, and grow the market of tourism in our area. The Oregon Book Expo is the type of event that we would like to see flourish in Klamath Falls. This event will provided a reason for a new type of cliental to enjoy what our area has to offer.

The Oregon Book Expo is a perfect opportunity to offer a reason for the people in our drive market to visit Klamath Falls. With the proper opportunity for marketing this event will attract people from out of town that will use our local hotels, restaurants, and attractions.

Sincerely,

Victoria Haley  
Director of Sale and Marketing
I just wanted to let you know how much I am looking forward to your Oregon Book Expo event this Fall. I think an event of this type would be of interest to folks throughout the Northern California, Central and Southern Oregon regions and would help Klamath Falls and greater Klamath County attract visitors and tourism dollars.

I have heard that your goal is to attract 100 authors and I have contacted my friends at CP Media to see if any of their authors would like to participate in the Expo.

I look forward to continuing my support for your event and doing anything I can to make it a success.

Regards,

Mike Klein
Marcomm Team Lead
SmithBates Marcomm Solutions
553 Southern Heights, Blvd., Klamath Falls, OR 97601
T: 541-993-3754 x3021  F: 541-884-0592
www.smithbates.com  mikek@smithbates.com

smith
Proposed schedule for 100 Authors

Medford mailtribune

Parker, Mike
oregonmails@yahoo.com

Hello Malinda,

I think the ad size that would work for you would be 3.75' X 4', which is an 8' ad. With this ad size we could run two full color ads for $903.91 total. However what I recommend is running Sunday September 28th Full Color for both the Medford Mail Tribune and the Sunday edition into Ashland plus then picking that ad up as three black & white 8' ads Tues., Wed., and Thurs. September 30th, October 1st and 2nd. This would give you a total of four ads for $903.91.

I'll follow up by phone to see if either of those options work for you.

Thank you,

Mike

Mike Parker
Marketing Consultant
541-776-4431 Fax 541-776-4369
mike.parker@oregonmails.com
PO Box 1108
111 N Fir Street
Medford, OR 97501

This message may contain confidential and/or privileged information. If you are not the intended recipient, you are not authorized to read, distribute, or reproduce this message or any information contained herein. If you have received this message in error, please delete it immediately and send an e-mail to the sender. Thank you for your cooperation.
Hi Melinda,

Good to talk to you. Like I said this event sounds "tailor-made" for our Eugene audience.

The best deal we have that you can discuss with your Board is our Buy-Two-Get-Two package. This consists of 3 ads in a 7 day period. Two of them are discounted at $400 each and the third one is free. The two sizes you can choose from are a nice size box that’s 3colx5.25" ad (4.9792" across x 5.25" deep) or a more vertical one that’s a 2colx7.75” ad (3.2639” x 7.75” deep). One of these just to give you a value if you just ran one time would be at the very least $307.46. We have a Thursday Arts section, Friday Entertainment Section, Saturday Weekend section and Sunday Oregon Life section that includes Books and features. This would be very strong schedule wise and also hit the market I think you're going after.

If you just did one ad only on a Friday, Saturday or Sunday (Sunday Book page might be a good position) the ad would cost $455.89. I think it’s worth it to spend the $300 more and get 38’s amount of coverage.

Another idea which is kind of cool is on Page 2A, inside front cover of the newspaper we have our daily weather page. If you were to do a 6colx5.25” ad at the bottom of the page (see flyer attached) this ad would cost $595 and is in full color. You could also do a strip at the bottom of our Oregon Life front page cover in full color for $605 (flyer attached) but I think the Weather page is better, larger and is a special price for $595. We’d have to reserve as early as possible to get the date we wanted for sure.

Let me know if any of these ideas seem to make sense and we can go from there. Talk soon.

SR

--

Sandy Raney
541 338-2246
fax: 541 683-7622

***********************

2 Attachments  Download a. v

oregon_life_flyer.pdf

weatherpage_flyer.pdf

https://sandranya.multiserv.net/mails/oregonyllay.phtml 2-1-2011
Location, location, location!

Section front impact with your advertising message on the cover of the Oregon Life section with an exclusive, full color 6 col. x 3 in. anchor ad.

Target your specific audience with each edition of Oregon Life: Monday—Health & Fitness, Tuesday—Outdoors, Wednesday—Food, Thursday—Arts, Friday—Entertainment and Sunday—Lifestyle

Now available—Saturday—“Weekend”

HURRY! Sign up for this exclusive ad position on the front of Oregon Life.

Qualifications:

- Ad size limited to 6 col. x 3 inches. Runs prominently at the bottom of section front.
- $695 per ad per day
- Anchor ad must supplement (not replace) regular ROP or preprint schedule.
- Total investment for month must exceed same month in the prior year.
- Ad copy subject to review.

Important dates:

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<tr>
<th>Oregon Life</th>
<th>Space Reservation Deadline</th>
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<tbody>
<tr>
<td>Monday—Health &amp; Fitness</td>
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<tr>
<td>Tuesday—Outdoors</td>
<td>4 p.m. Fri. prior</td>
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<tr>
<td>Wednesday—Food</td>
<td>4 p.m. Fri. prior</td>
</tr>
<tr>
<td>Thursday—Arts</td>
<td>4 p.m. Mon. prior</td>
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<tr>
<td>Friday—Entertainment</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Saturday—Weekend</td>
<td>4 p.m. Tues. prior</td>
</tr>
<tr>
<td>Sunday—Lifestyle</td>
<td>4 p.m. Wed. prior</td>
</tr>
</tbody>
</table>

To reserve your ad space contact your Register-Guard account representative or call 541-338-2421
Advertising with The Bulletin, Bend Oregon

Jenifer Johannesen
Bend Bulletin
oregonbulletin@yahoo.com

Hi Melinda,

Thank you for your consideration of advertising with The Bulletin. We reach over 60,000 Central Oregon Adults EVERYDAY with our paper, The Bulletin is a great vehicle for reaching potential new and existing customers in all of Bend, Redmond, La Pine, Summer, Prineville, Sisters and many additional surrounding areas.

Attached is a flyer which details the information on the Business Builder Advertising Program.

$354
Six Full Color Ads
3.458" wide X 5" tall
$59 per ad

Information needed to set up your account:

- Business Name:
- Physical Address:
- Mailing Address:
- Phone:
- Main Contact:
- Contact Phone:
- Contact Email:

BILLING:

We will need to collect payment for all ads prior to reserving the ad space, unless you would like to set the account up on a monthly billable invoice. If you would like us to invoice you each month, please complete the attached credit application. Make sure it is signed in all required places. Once complete, you can send it back to us. This will sometimes take a few days for our Billing Dept to process.

Please feel free to contact me when you are ready to discuss the design of your ad and the dates in which you would like to run your ads.

Thank you and I look forward to working with you,

Jenifer Johannesen
Advertising Sales Executive
The Bulletin
Office: 541-383-0313
Fax: 541-385-5802
johannesen@oregonbulletin.com