

TOURISM GRANT APPLICATION

Organization Applying: Rock and Arrowhead Club _____
Address: PO Box 1803 _____
City, State, Zip Klamath Falls, OR 97601 _____
Contact Person: Laura Limb _____
Phone Number: 541-892-8018 _____
Tax ID # or SSN: 930936821
Email Address: redlimb@charter.net _____
Web Site Address: www.klamathrockclub.org _____
Title of Project: 26th Annual Rock and Gem Show _____

Brief Description of Project:

The Rock and Gem Show is an opportunity for outdoor enthusiasts interested in a hands-on experience in the lapidary arts, geology, gold panning, rock collecting, jewelry making and mineral identification to come together and share knowledge and hobby experiences.

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant *Laura Limb* Date 9-28-11
Signature of Board Chair *Trise Spaldin* Date 9/28/11
member

RECEIVED
SEP 29 2011
BY
KLAMATH COUNTY FINANCE

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	0	3500	3500		
Cash Match -					
Source: Membership	350	0	350		
Source:	0	0	0		
Source:	0	0	0		
Total Cash Match	350	0	350		
Other Funding Sources:					
Source: Vendors	0	5000	5000		Vendor rental fees
Source: Silent auction	0	750	750		Silent auction revenue
Source:	0	0	0		
Total Other Funding Sources	0	5750	5750		
Total Projected Revenue	350	9250	9600		
EXPENSES					
Advertising					
Print	0	1500	1500		
Web	0	500	500		
Other Internet	0	200	200		
Other: Radio	0	500	500		JPR Spot
Total Advertising	0	2700	2700		
Printing	0	500	500		
Postage	0	100	100		
Misc/Other (Explanation Req'd):					
Other: Yard Signs	0	250	250		Re-usable "yard" signs for adverting
Other: Rental of Fairgrounds	0	1800	1800		Show location
Other	0	0	0		Display cases for rocks/art that meet NWF guidelines
Other: Meals for Vendors	0	500	500		Local catered meals for vendors who come to set up on Friday night
Total Miscellaneous/Other	0	2550	2550		
Total Projected Expenses	0	5850	5850		
Net Projected Income<Expense>			3750		

NOTES

Do not include any items listed on Page 3 of the application as not eligible

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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To assist in marketing the Rock and Gem Show in outside markets and multiple media sites. Print, website, and radio advertising are the desired methods for reaching our demographic population.

2. What are the project activities?

Activities included in this project are to implement a successful rock and gem show. At the show we will have multiple educational opportunities in lapidary arts, rock identification, gemology, and kids' activities to introduce rock collecting as a hobby and equipment used to promote the hobby of rock hounding, jewelry making and collecting.

3. When will the project occur? How long will it last?

The date for 2012 is March 11-12. This is a two day event for the public and a 3 day event for show vendors.

4. Who is the target market? What is your strategy for reaching the target market?

The target market is individuals who are interested in lapidary arts such as collecting, identifying, displaying and sharing knowledge of geology from throughout the West. The target audience is individuals from school age throughout the life span. We will reach this target audience through schools, printed ads, website development and outlying rock clubs within the Northwest Federation of Mineralogical Societies.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

We are expecting 2,000 visitors to the show. We will be performing random surveys at the door asking attendees where they came from and how they heard about the show.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

We ask the vendors to come a day early to set up.

This brings in dollars for an additional night to Klamath County. Our show ends at 4pm on Sunday and tear down takes from 3-4 hours. Vendors may choose to stay an additional night in Klamath.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

This club was established many years ago as a non-profit organization to promote interest, knowledge and understanding in the various earth sciences...in particular, the subjects of mineralogy, geology, archeology, paleontology and lapidary.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

This will be the 26th year for the Rock & Gem Show. We have been successful in the past through a group effort in preparing for the show. Advertising plays a crucial role in getting the information out to the various communities throughout our region. We have multiple talents within our group that assist in making this show a success. Talents such as past business owners, lifetime rock hounds, and artist make up club membership.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

Marketing will consist of multiple media opportunities. Print marketing materials will include outlying newspaper ads in Northern California, Oregon and the Rock and Gem Magazine which is distributed nationwide.

Radio spots will be added closer to the show time on public radio. Historically, we have been approved entry into Klamath Basin schools in Klamath and Modoc counties to encourage the youth to attend.

New this year we would like to add reusable yard signs in communities where our members are located throughout the Basin, Lake county and Northern California.

In addition, we will be utilizing the internet as a media. We have a new webmaster who is building a more robust site that will allow for more up to date revisions and easier navigation to current events and show information.

We will be inquiring with other Rock Clubs throughout the Pacific Northwest, California and Nevada for addition of our show information to their websites.

Investigation into how we can partner with local community members to assist in marketing for the hotel needs, catering, etc.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

Metrics of success for our show will be through random survey sampling and door attendance counts for both days of the show.

11. If your project is already underway explain how this grant will increase your likelihood of success.

Advertising to various media is a must for a successful show. Our show is put together by an all-volunteer staff or RAC members. This is our major fund raiser for the club. Our goal of educating individuals on the various lapidary arts and area geology is funded by our show proceeds. A successful show is crucial for the success of our club. Grant funding will assist in ensuring the continuation of club goals.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

All show preparation, marketing, implementation and evaluation is performed by volunteers. We have enjoyed the assistance of the geology club at KCC and expect this same support for the upcoming year.