

SPONSORSHIP TOURISM GRANT APPLICATION

Title of Project: __Rock and Arrowhead Club Fall Arts and Craft Fair__

Funds Requested: ____\$800.00_____

Organization Applying: ____Rock and Arrowhead Club_____

Contact Person: _____Marvin Stump and Doris Newnham_____

Phone Number: _____541-882-8341 541-850-0325_____

Email Address: mrslas@ccountry.net _____

Mailing Address: ____PO Box 1803, Klamath Falls, OR 97601_____

Web Site Address: ____klamathrockclub.org_____

Brief Description of Project including date, time and location: _____

____Annual Fall Arts & Craft Fair held at the Klamath County Fairgrounds_____

____November 7th and 8th, Saturday from 9 am to 5 pm_____

____Sunday from 10 am to 4 pm_____

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_____ Date_____

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

Signature of Organization_____ Date_____

Revised the 9th of April, 2015

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PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

The Annual Fall Arts & Craft Fair is an annual event which showcases handmade items from artisans from around the region. With over 60 vendors the fair gives attendees a chance to view the artistic talents of these artisans but an opportunity to purchase items. A concession stand is also available for those that wish to eat lunch while at the fair. The fair also offers several demonstrations, for example at last year's fair we had a glass blowing demonstration and a gold panning demonstration. We will be having the same demonstrators at this year's fair and are working on some others.

PROJECT GOALS

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

For our 2014 event we had an attendance of about 1200 people compared to only 300 plus the previous year due to all of the advertising you helped us with. We had about 73 people who committed to the show and 67 vendors who attended. On top of that we had a waiting list of several people. For vendor attendance we had 1 couple from Redding, and 4 from Lakeview.

For the 2015 event we expect to attract 10 out of area vendors. We did not track out of area attendance but for 2015 a survey will be used for attendees that will allow us to track that much needed data.

QUALIFICATIONS OF APPLICANT

3. Describe your organization/project management team. How are these individuals qualified to lead this project?

The Rock and Arrowhead Club organizes and holds two shows years for the past 8 years. This will be the 9th Annual Fall Arts and Craft Fair and given that we have successfully put on this show in past years without any funding but what we have provided says that we are fully capable of planning and organizing this event.

Club members Doris Newnham and Laura Limb are the fair coordinators. Doris handles the event location planning, oversees the concession stand and vendor applications and coordinates the vendors for arrival time and set up. Laura oversees marketing and handles the event announcements during the event. With several years as club members and part of event planning this team has the ability to plan and organize this event.

4. Describe your team's experience in operating past or similar projects.

As stated the Rock and Arrowhead Club puts on two events a year. The spring event is the Rock, Gem, and Mineral Show and the fall event is the Arts and Craft Fair. The spring event has become very popular in this region amongst rockhounds, children, and people who just enjoy the natural beauty of rocks. The spring show has been held for the past 25 plus years and will continue yearly. The Fall Arts & Craft Fair has been happening for 8 years now and is at the point of growing into a mainstay much like the spring show.

The experience the club has in putting on these shows is extensive. All aspects of planning are done by club members from marketing to site planning. The core team handles the top level arrangements but all club members support these events and not only assist in planning but support it by attending as well.

PROJECT PLAN

5. How will you give credit to Klamath County for its support in our event or project?

Our marketing material will have "This event was partially funded by the Klamath County Tourism Board" along with the logo. Also as announcements are made during the event for door prizes and demonstrations we will also announce that the event was partially funded by the Klamath County Tourism Board.

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

One month before the event we place ads on Facebook within vendor groups to attract out of county vendors. A classified ad is also placed in the Herald and News to attract local vendors (the classified ad is free to the club because a member is an employee). Three weeks prior to the event we begin a Facebook ad campaign that targets several areas; Medford, a 50 mile radius, Alturas, a 50 mile radius, and Lakeview, a 50 mile radius. Two weeks before the fair we run an ad in the Medford Nickel and the Lakeview Examiner. We also place flyers around the community prior to the event to inform the community.

This is the same plan that was used last year and proved effective. We had over 1200 in attendance and attracted 68 vendors, some from out of county.

7. Describe your target market/audience.

Our target market is predominantly women ages 35 to 65 but we have families in attendance and men as well. The Facebook ad campaign will target the main demographics of women, 35 to 65, with children.

8. How will you measure attendance in drawing out of county visitors to the project?

Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

A survey is done of all vendors in order to know their thoughts on the show for improvements. A question will be added that asks if they stayed in a hotel in Klamath Falls, or an area campground. The vendor application also gives us their address so we will know if they are out of county as well.

For attendees we will offer a free raffle ticket for completing a short survey of 3 questions. First question will be "What county do you reside?", 2nd question "How did you hear about the Fair?", final question "Did you spend the night in Klamath Falls to attend the fair?". We feel that these questions will give us the important data we need to report back to the board on the performance of the fair and how it attracted out of area people.

9. List your potential sponsors and partners and how they contribute to the event or project.

The Rock and Arrowhead Club usually is the main sponsor of the Fair and has been for the past 8 years. We have never approached an area business to be a named sponsor. Unofficially the Herald and News is considered to be a partner by club members because of the great coverage they give the event every year and for the trade we had last year that allowed us to hold our event at the Fairgrounds which led to us doubling the attendance from previous years and doubling the amount of vendors too. Unfortunately this same trade is not able to be performed this year due to the fishing derby not being held by the Herald and News were club members volunteered at the weigh teams.

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		800	800		Grant Request
Cash Revenues -					
Source:	1500		1500		Club Treasury
Source:		3000	3000		Vendor fees
Source:					
Total Cash Revenues	1500	3800	5300	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	1500	800	5300	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs		1400	1400		Marketing both in and out of area
Rentals		100	100		PA system
Supplies		350	350		Concession stand
Other:	-	2000	2000	-	Fairground fee
Other:		1200	1200		Show insurance
Other:		250	250		Door Prizes, Raffle Prizes
Other:					
Total Cash Expenses	-	5300	5300	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	5300	5300	-	
Net Income<Expense>	-	0	0	-	

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.**

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		800			Grant for out of area ads
Other Sources	600				Club Treasury
Total Revenue	600	800	1400	-	
CASH EXPENSES					
Advertising					
Print		1200			Medford, Lakeview Ads, Klamath Ads
Web		50			Facebook Campaign
Other Internet					
Other					
Total Advertising	-	-	-	-	
Printing		100			Flyer Printing
Postage					
Misc/Other (Explanation Req'd):					
Other:		50			Graphic Artist for flyer design
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	1400	1400	-	
Net Income<Expense>	-	0	0	-	

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.



To: Tourism Grant review committee
Re: Grant request for Rock & Arrowhead Club

April 27, 2015

The Herald and News fully supports the efforts of the Rock and Arrowhead Club's grant request.

The club's 9th annual Fall Arts and Craft show is a big draw to the community. It inspires young and old rock hounds and those with a passing interest in geology as well.

We understand that the club holds two events a year and, last year, the fall show brought in 1,200 people and had 68 vendors. Those are some real numbers that include people staying more than one day in town.

The H&N regularly covers the club's events and we believe the diversity of visitors and vendors is a big draw to the community.

Gerry O'Brien, Editor

April 21, 2015

To The Klamath County Tourism Grant Board,

The 2015 Arts and Craft Fair November 7th and 8th at the Klamath County Fairgrounds is the 9th annual show of artisans and crafters sponsored by the Rock and Arrowhead Club of Klamath Falls.

This is the fifth year our business Desert Rose Gems and Art has participated. We have a family history of the lapidary arts, and fine jewelry that began in the early 1960's handcrafted from materials mined in Oregon, California, and the Southwest, much of which is no longer available except in collections.

This is a great show to begin the holiday season featuring quality crafters and artisans from all over Southern Oregon and Northern California. The show features excellent wood crafters, metalworkers, potters, painters, photographers, lapidary arts, glass blowing, local honey, soaps and lotions, and much much more!

This last year we had nearly 70 artisans in addition to a waiting list. We had nearly 1200 shoppers last year compared to a little over 300 the year before which had a positive impact on all the local business community.

We encourage the Klamath Falls and Southern Oregon community to come out and enjoy a great way to begin their holiday shopping.

Sincerely,

Tom and Cheryl Endicott
Desert Rose Gems and Art

RESUME



TAMRA THOMPSON

tami@tamidesign.net 541-530-5669 tamidesign.net 5414 Blue Heron Dr. Bonanza, OR 97623

To: Tourism Grant review committee

April 29, 2015

Re: Grant request for Rock & Arrowhead Club

As a small business in Klamath County I am always aware of and engaged in encouraging and supporting events and businesses within our region.

The Rock and Arrowhead Club is a diverse group of individuals that connect both educational and entertainment aspects with the social life of the county. It is a joy to see young minds exploring the physical world through the science of geology. A cross section of ages that are served and engaged with the club incorporate a strong community building dimension to their activities.

The Rock and Arrowhead Club events draw a wide variety of individuals and families to our area and that is always a benefit to our community both in the revenue it brings in and as well as the opportunity to meet visitors from other parts of the state and country.

We heartily encourage any and all opportunity to widen our sphere of growth as a way to better enrich our community, county, and state both economically and educationally. Thank you for the opportunity to reach out and help a worthy cause through the Rock and Arrowhead Club.

Sincerely,

Tamra Thompson
Owner Totalis Design & Print.