

TOURISM GRANT APPLICATION


Organization Applying: The Creativity Collective
Address: 635 N. 9th
City, State, Zip: Klamath Falls, OR 97601
Contact Person: Christy Soto
Phone Number: 504-957-5820
Tax ID # or SSN: 80-0414633
Email Address: Christy@optliuxdesign.com
Web Site Address: www.creativitycollective.com
Title of Project: Artventure



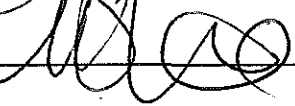
Brief Description of Project:

Artventure is a free monthly art walk and treasure hunt that occurs every second Saturday from 11:00 am to 3:00 pm. The route begins at 711 East Main - The Children's Museum and curls down East Main Street past the Klamath County Museum, through downtown Klamath Falls past Artizen, Masterworks Piano, The Farmer's Market, Ross Ragland, Klamath County Museum, Linkville Playhouse and the Baldwin Hotel and ends at Veterans Park. At each stop along the route, vendors provide free art-centered activities or performances.

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 

Date 9/30/2011

Signature of Board Chair 

Date 9/30/2011

Tourism Grant Budget Form

INCOME	Committed (For 6 mo's)	Pending (For 6 mo's)	Total (For 6 mo's)	Actual	Comments/Explanations (Amt. total for 6 months)
Tourism Grant Request		10,000	10,000		If awarded by the KCTG
Cash Match - Source: Vendor Fees	1,500	3,000	4,500		Vendors sign up for \$25 per mo. There are currently 10 paid vendors. Nonprofit vendors are free and account for 15 stops on the route. We anticipate another 20 paid vendors.
Total Cash Match	1,500	13,000	14,500		
Other Funding Sources:					
Source: In-kind DJ	900		900		150 for DJ donated
Source: In-kind Live Band	1,500		1,500		250 for band donated
Source: In-kind Activities	1,500	2,000	3,500		100 per activity (avg)
Source: In-kind Advertising/Design by Collective	6,240		6,240		Print Design (16 hrs)
	1,170		1,170		Web Design (3 hrs)
	1,560		1,560		Facebook/You tube (4 hrs)
	3,120		3,120		P/R and Marketing (8 hrs)
	7,800		7,800		Photo/Video (20 hrs)
Source: Underwriting discount: JPR		420	420		
Source: Sponsor –City Parks	750		750		Costs of parks for 6 mos.
Source: Sponsor – 1 st Choice	700		700		Toward printing for 6 mos.
Source: Sponsor -- Cakery	1,000		1,000		Printed banners & posters
Source: Other sponsors: TBD	-	3,000	3,000		Estimated sponsorships
Total Other Funding Sources	26,240	5,420	31,660		
Total Projected Revenue	27,740	18,420	46,160		
EXPENSES					
Advertising					
Print:	In-kind	In-kind	In-kind		
Web	In-kind	In-kind	In-kind		
Other Internet	In-kind	In-kind	In-kind		
Other: So. OR Magazine Ad		1,500	1,500		Quarterly travel magazine
Travel OR Magazine Ad		2,000	2,000		Yearly travel magazine
Total Advertising	-	3,500	3,500		
Printing (1000 Rack Cards)		180	180		Placed in welcome centers
Postage (to send rack cards)		100	100		To welcome centers
Misc/Other (Explanation Req'd):					

Other: Charter TV ABC Family Nickelodeon Cartoon Network Travel Channel National Geographic FX		3,000	3,000		This marketing will cover So. Oregon coast and Crescent City, Redding CA, S. Tahoe and Reno NV (123,500 viewers)
Other: Jeff. Public Radio		2,500	2,500		No. CA & Oregon Coast
Other: Rack card placement Brookings (700,000 visitors/year) Manzanita (1,022,000 visitors/ year) Gettings Creek (1,124,000 per/year)		240 240 240	240 240 240		Placed in Northern welcome centers within a 3-4 hr. radius – total reach: 2,846,000 visitors per year.
Total Miscellaneous/Other	-	6,500	6,500	-	
Total Projected Expenses	-	10,000	10,000	-	
Net Projected Income<Expense>	-	-	-	-	

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?

Artventure is a vehicle to promote "art-specific" tourism and highlight the art organizations and artistic talent in the pre-existing Klamath Falls Arts District area and to help increase awareness of local art in all disciplines. The purpose of this proposal is to apply for the tourism grant for the monthly *Artventure* street-fairs that are occurring November 12th, December 10th, January 14th, February 11th, March 10th and April 14th. The funds will be used to bring outside visitors to Klamath Falls to experience *Artventure* and to encourage them to stay an additional night to spend more time at local art organizations and other Arts District businesses.

2. What are the project activities?

Artventure is a street fair with live music, food vendors, clothing vendors and activities. What makes this festival unique is that it has a treasure hunt built into it. Families pick up their *Artvoucher* treasure maps at the Children's Museum at 11 a.m. and visit each of the participating locations for their stamp/sticker. Businesses are open with free art activities and entertainment. Two parks: Stukel Park (across from Mills School) and Veterans Park will be areas with a high concentration of activities and live music. Past *Artventures* have had art exhibits and performance art demonstrations such as Poi spinning, tribal drumming, Hawaiian hula, belly dancing and hoola-hooping. Most activities are interactive and for all ages. There is also face painting, rock painting, marble art, cupcake decorating, cookie painting and pie for kids who try their hand at poetry reading. Stukel Park houses a *Beauty Bazaar* with mini facials, mini-manicures and clothing vendors. Area schools are encouraged to take advantage of the free performance and exhibit opportunities for their student artists. Summer months include a park-wide water balloon and Super-soaker soak-down as well as the Klamath Falls Farmer's Market with many more food and craft vendors. After the families complete the *Artvoucher* treasure maps, the maps are put into a drawing for a treasure chest at the end of the day when it is raffled off to a winner. Each basket has free passes to the museums, coupons and treats from the businesses in the Arts District.

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

The project occurs year-round on the second Saturday of the month. The hours are 11-3 p.m. Since it is year round, it covers every month within the shoulder season. Below are the dates and themes associated with the events.

- November 12th: Western Escapades (Our Western heritage)
- December 10th: Christmas Adventures (Snowflake Festival sanctioned event)
- January 14th: Asian Excursions (part of Chinese New Year)
- February 11th: Valentines Tea Party (Park-wide tea party, Mad Hatter style)
- March 10th: St. Baldrick's (Health/fashion event to raise cancer awareness)
- April 14th: Easter Hop (Sock hop and Easter-egg hunt)

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

Target market 1: Families are most likely to see the initial value because of the free children's activities. Currently, our event is bringing in families with children between the ages of 2 and 14.

Target market 2: Local artists who are looking for an opportunity to exhibit their art will be another market, as well as arts instructors who are trying to generate interest for their art classes.

Target market 3: Tourists are a target market due to a high concentration of interactive arts and regional cuisine available at this event. There are between 25-35 local and individual arts presentations during *Artventure*.

Target market 4: College students are attending *Artventure* because of the live music and dance in the two locations, as well as the interactivity of the treasure hunt. Also, many of the Creativity Collective vendors are college students, so their friends come out to support them in droves.

The Creativity Collective's strategy for reaching our target market is through specific advertising forums. Currently *Artventure* is advertising with their Facebook (www.facebook.com/kfallsartventure) and their webpage (www.creativitycollective.com/artventure). Press releases are distributed monthly to local TV, radio, and print media as well as to regional magazines. The event is submitted to Discover Klamath, The Chamber of Commerce, and Herald and News to be included on their calendars. There are posters, coloring sheets, and fliers distributed throughout town and at OIT, KCC and the public schools. We also promote *Artventure* at networking groups and vendor booths. A commercial promoting *Artventure* was created for cable TV, You Tube and Facebook. Vinyl banners are in the works. With this grant, we would promote outside of the area within a 3-4 hour radius, utilizing specific radio, cable and magazine advertising, as well as rack card placement in 3 visitor centers. We would drive media traffic to our social networking, website and newsletter forums that will populate a mailing list that we would be able to re-engage every months.

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?

The most like-minded event that there has been in Klamath Falls is the *Children's Learning Fair* and the Downtown Association's *Scarecrow Row*. Both events brought over 800 attendees. We feel that the event will build on itself and bring triple that within a year.

The Creativity Collective is tracking attendees with an *Artvoucher* treasure map that is handed out at the beginning of the event and collected at the end. We already ask for the email or phone number on these Artvouchers. This enables us to add attendees to our mailing list or text-bank. An additional line has been added to the *Artvoucher* that

will ask the zip code of the attendee. This will discriminate between locals and out-of-town visitors while still respecting their privacy.

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

Artventure is just a taste of the many arts non-profits, businesses, and activities that our Arts District has to offer. Many of our vendors are offering discount admission, tours, activities, and other promotions that would be nearly impossible to do on the same day of *Artventure*. For example, Jump N Jax and the Children's Museum offer discount admission. The Cakery, BK Sweets and Gino's have rotating inventory that will drive people back to their stores. There are many activities going on at Astral Games, as well as the Klamath County Library. *Artventure* also has an after-party at Gino's that encourages late departure. If awarded the grant, The Creativity Collective could integrate a Friday screening of the *Artventure* Promo video with tips and trivia – possibly at Old Town Pizza. This would get people excited about the following day's *Artventure*.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Creativity Collective is a workforce of multi-disciplinary thinkers. We operate committees devoted to growing creative and cultural arts forums and programming in our community. This includes multi-art productions, artist publications, multi-art events, art classrooms, artist retreats, art districts and art centers. Our committee members are from all ages and walks of life and enjoy creative networking, exposure, education, resources, travel opportunities, expression, experience, competition, community, and satisfaction while improving the artistic environment in Klamath Falls. The Creativity Collective is a public benefit nonprofit. It is our goal to:

- Develop projects that allow artists to gain experience and exposure
- Spark creative partnerships between artists and the community
- Incubate artistic growth through arts education and networking
- Increase arts awareness and opportunities for artists of all ages
- Promote artistic expression as a path towards mental and physical health
- Fill the gaps that exist as a result of arts education budget cuts in the public schools
- Bring creative solutions to regional issues such as supporting other artistic nonprofit efforts, cultural awareness efforts, and increasing arts tourism efforts
- Improve the reputation of the arts, artists, and artistic endeavors in the community
- Provide artists with the tools and education to enhance and protect their gifts

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?

At the Creativity Collective's inception, they wrote a grant for *A Legacy of Bravery Memorial Tours* – a tour that highlighted the area's memorials and military experience. The van tour included an audio track that showcased the stories of local veteran's and their families from significant wars such as WWII, Vietnam and Desert Storm. The tour received kudos from local agencies and was a stop for the families visiting Klamath Falls during their OIT students' orientation. Still, visitors' attendance was not substantial. We attributed this to the cost, which had to be between 10-15 dollars to support the renting of the van and purchasing of gas and insurance. The van tour is still available, but only moderately promoted. We did not use all of the grant money, since we were not seeing a substantial response from the local or out-of-town communities.

Artventure is free and for a much wider audience. This is why we feel that it will be successful in drawing people to Klamath Falls. Since the Creativity Collective is comprised of 30+ artists in many more artistic disciplines, we are capable of offering a variety of arts in the two parks with our staff alone. The remaining entertainment and activities are accomplished naturally within the walls of the participating businesses that are excited to have a boost in foot-traffic. Aside from advertising, our overhead is low.

Despite the moderate success of *Legacy of Bravery Memorial Tours*, our organization has been successful in bringing over 100 artists/tourists in many disciplines to Klamath Falls from states as far as Philadelphia, Texas, New Orleans, California, Maryland as well as Oregon towns such as Portland, Grants Pass, Roseburg, Florence, Salem and Eugene.

MARKETING PLANS

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

We have a 20 second commercial created that focuses on the family activities involved in *Artventure*. We intend to use this to advertise on Charter Television on the following stations: ABC Family, Nickelodeon and Cartoon Network in the Southern Oregon coast, Northern California and Western Nevada markets. Another 20 second commercial will be created for Charter's Travel Channel and National Geographic. This spot will focus more on the Arts District: *Artventure*, our theater organizations, downtown commerce, parks and museums. This will reach our tourist market, as well. We will advertise 45-second announcements on Jefferson Public Radio to interest the artists, arts instructors, college students and tourists. We will also target college radio and college specific publications with PSA advertising to reach these markets. The event is already on our website and 2 Facebooks. Keywords in our website already reach a regional artist audience with an average of 2400 hits a month and the combined Facebooks and Newsletters reach another 2000 in their homes. We will also be looking at purchasing an ad in Southern Oregon Magazine which is distributed in Northern California, SW Washington and all of Oregon in over 400 distribution points. We also intend to purchase an ad in the yearly Travel Oregon magazine that has a distribution of 300,000 and can be found in regional hotels, Chamber of Commerce, and is shipped on an as-needed basis to out-of-country markets. Rack cards will be placed at three high-traffic

welcome centers throughout the year, yielding a potential for pass-through families and tourists. The remaining rack cards will be sent to arts organizations within a 3-4 hour radius. We intend to advertise on FX to reach the college students and artists. All other forms of advertising that we were able to secure will continue.

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

The success of *Artventure* will be measured in many ways. First, we will count the amount of attendees with our *Artvoucher*. We will follow up with participating businesses and vendors to see if there was an increase in sales and we will do random surveys of attendees. We will also encourage people to leave comments on our Facebook and RSVP for the event from other towns. There will be a spread-sheet created to track attendance with columns to track these out-of-town markets: coastal visitors, California visitors, Reno/Lake Tahoe visitors and Northern Oregon visitors.

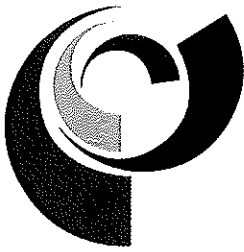
11. If your project is already underway explain how this grant will increase your likelihood of success.

Artventure is growing locally, drawing attention to the uniqueness of our local Arts District of Klamath Falls. Advertising out-of-area is expensive, but is a worthy investment when tourists leave with an awareness of what our Arts District has to offer in a multitude of art-forms that are accessible to children and adults alike. We expect the word-of-mouth to snowball about our event and our Arts District, making our endeavor self-supporting within a couple of years.

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.

The Creativity Collective is a work force of 30 imaginative individuals who are offering their talents at no charge and entirely for community benefit. The Collective is capable of creating their own web, print, radio and TV ads. In addition to the Collective, there are outside artists and musicians who are in support of the event that are also donating their time for free. Additional support is:

- City Parks – sponsorship of Stukel and Veteran’s Park for the year at no cost
- 1st Choice Property Management – print *Artvouchers* & coloring sheets monthly
- BTS – offering free space in 7 public buses for 11x17 advertisement boards
- Cakery – Sponsoring the printing of color banners, posters and ad boards
- Astral Games, BK Sweets, Cakery, Gino’s, Children’s Museum, Blue Dot Kids, Farmer’s Market and Full-Circle signed on to participate with free activities for the year (until June)



Klamath County Chamber of Commerce

205 Riverside Street Suite A • Klamath Falls, Oregon 97601

(541) 884-5193 Phone • (541) 884-5195 Fax

www.klamath.org - inquiry@klamath.org

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Charles Massie
Executive Director

Heather Tramp
Programs & Marketing Coordinator

September 30, 2011

RE: Tourism Grant Support

Christy Soto
Optilux Design

Dear Christy,

The Klamath County Chamber of Commerce supports the Artventure program and is excited about the potential growth of another downtown activity that could attract visitors to the community.

We look forward to helping promote the Artventure to local businesses as participants and potential attendees from across the region.

Please let me know how we can best help.

Best Regards,

Charles Massie
Executive Director



CITY OF KLAMATH FALLS

Parks Division

226 S. 5th St. - PO Box 237

Klamath Falls, OR 97601

Sister City - Rotorua, New Zealand

PHONE (541)883-5351 - TDD (541)883-5324

FAX (541)883-5390

September 29, 2011

Klamath County Finance
Tourism Grant Program
Room 230, 305 Main Street
Klamath Falls, OR 97601

Re: Letter of support for Creativity Collective's "Artventure"

Dear Grant Committee:

Klamath Falls City Parks, with consent from the Parks Advisory Board, has enthusiastically supported the Creativity Collective's "Artventure" project by providing several Park facilities at no cost.

We are eager to encourage family oriented events by non-profits, like the Creativity Collective, since we do not have a recreation budget for such activities. "Artventure" is providing this relevant recreation opportunity in our Parks for visitors, both inside and outside the UGB.

Our hope is that by encouraging and supporting events like "Artventure", our Parks will be an economic benefit for the tourism industry in Klamath County.

If you have any questions, please feel free to contact our office at 541-883-5351 or email "khay@ci.klamath-falls.or.us"

Respectfully,

Kenneth Hay
Park Superintendent



To Whom it May Concern:

The Children's Museum is excited to be a part of Artventure, a free and fun experience for kids and their families.

This isn't your ordinary event as our Artventurers will go home with the thrill of exploration in their hearts. The outcome will be three-fold:

1) Kids get to explore a variety for areas each month:

- *Experimentation Stations-science, illusions, and a phosphorescent shadow wall
- *World Travel- with an outstanding train display, Cessna cockpit to fly in and an air traffic control tower
- *Our Town- with medical, dental, fire station, post office, beauty shop and Saturday market
- *Multi Media- musical instruments, stage, and a live recording studio to record their own take home CD's.
- *Arts and Crafts- seasonal and cultural

2) High School Seniors, Key Clubs, Civic Groups etc. have a great opportunity to contribute as Artventure volunteers and help with the kids in our program while at the same time completing their requirements towards their school project and or organization.

3) Community Outreach offering free and educational opportunities to families of the Basin and beyond. We are not in competition with other organizations and feel that by helping each other we can achieve the common goal of making Klamath Falls a better, stronger community in which to raise our families.

Families and Tourists alike will enjoy Artventure as an opportunity to see what Klamath Falls has to offer. What a great Weekend getaway. This will be undoubtedly a fun adventure for all.

The Children's Museum of Klamath Falls is in complete support of this monthly event and has committed itself in staffing and activities to assure "Artventure" is the greatest new thing to hit Klamath Falls!

Christa Crone
Volunteer Board of Directors, President
Children's Museum of Klamath Falls
541-885-2995

ARTVOUCHER TREASURE MAP

Brought to you by

CD CREATIVITY COLLECTIVE



Cakery



FULL CIRCLE

Astral Games



Fun for the whole family, every second Saturday 11-3

Treasure Hunt & Art Festival

October 8th

Starting at the Children's Museum 11am



ARTS WALK AND TREASURE HUNT
KLAMATH FALLS ARTS DISTRICT

Follow the map. You have until 3pm to complete each activity and get your stickers!

.50

Saturdays

"On the go for you."



Children's Museum
711 Main St



Children's Museum
711 Main St



Children's Museum
711 Main St



Children's Museum
711 Main St



Stukel Park
Across from Mills



Stukel Park
Across from Mills



Stukel Park
Across from Mills



Stukel Park
Across from Mills



Stukel Park
Across from Mills



Stukel Park
Across from Mills



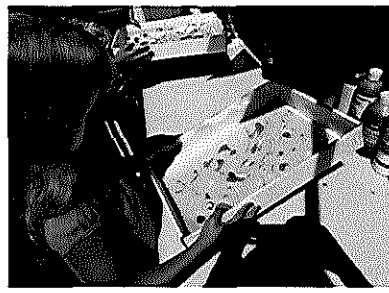
Stukel Park
Across from Mills



Stukel Park
Across from Mills



Coloring Sheets at Stukel Park



Marble Art at the Children's Museum



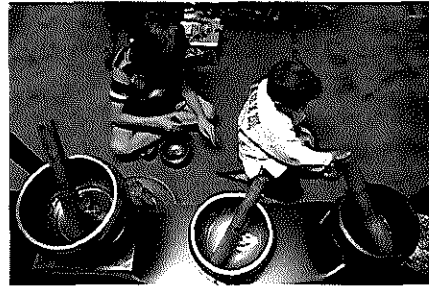
Bead Making at Stukel Park



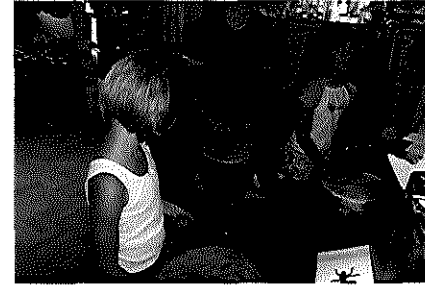
Poi Dance Instruction at Stukel Park



Rock Painting at Artizen



Tibetan Singing Bowls at Full Circle



Tribal Drumming at Full Circle



Fruit and Veggie Bingo at Farmer's Market



Cupcake Decorating at Cakery



Hula-Hoop Demo at Ohana Mommas



Cookie Decorating at BK Sweets



Celtic Music at Stukel Park



Chalk Art at Stukel Park



Mini Facials and Hand Wash at Stukel Park



Water Balloon Fight at Veteran's Park



Face Painting at Gino's

Brought to you by:

CD CREATIVITY COLLECTIVE



**Aloysius
the Aartvark**



EVERY SECOND SATURDAY 11-3

- August 13: Splash Voyage (Park-wide water balloon/super-soaker battle)
- September 10: Bubble Trek
- October 8: Monster Mobile
- November 12: Western Escapades
- December 10: Christmas Adventures (Snowflake Festival)
- January 14: Asian Excursions (Chinese New Year)
- February 11: Valentines Tea Party (Mad Hatter Style)
- March 10: St. Baldrick's (Cancer awareness)
- April 14: Easter Hop
- May 12: Latin Travels (Cinco de Mayo)
- June 9: Space Journey
- July 13: Jurassic Excursions



Astral Games



HERBALIFE
Independent Distributor
Kathy Skinner





Winner of Artventure - September 10th, 2011