

**Print**

**Tourism Sponsorship application - Submission #454**

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**Date Submitted: 3/28/2019**

**Title of Project\***

CVIP: Two Rivers Art Gallery

**Grant Cycle\***

Spring 2019: Mar 1, 2019 - May 14, 2019

**Funds Requested\***

\$2,500.00

**Organization Applying\***

Two Rivers Art Gallery

**Contact Person\***

Judy Pate

**Phone Number\***

5417833326

**Email address\***

2riversart@gmail.com

**Website (if applicable)**

**Address**

140 S 1st St, P O Box 382

**City**

Chiloquin

**State**

OR

**Zip Code**

97624

Are you or is anyone in your organization an employee of Klamath County Government or a relative or an employee of Klamath County Government?

**yes/no\***

no ▼

If yes, please enter name

**Name**

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no\*

no ▼

If yes, please enter name

Name

[Empty text box for name entry]

**Description of project including activities, date, time and location\***

April-May:

- Re-designing new gallery rack cards
  - o Designer: \$200
  - o Printing: \$ 314 for 5,000 cards
  - o Distribution through Certified Distributers: \$524.60 for 45 sites and 3 rest stops for 6 months (May-October)

TOTAL: \$1,038.60

- Developing a gallery Instagram which includes vital connecting hashtags and research into reaching more artists and art enthusiasts through Instagram.
  - o Social Media Marketing Contractor: \$100
- Increasing our already developed tourism Instagram, "Enjoy Chiloquin," by researching the most applicable connections, interviewing and photographing specialties found in our local businesses, putting them on Instagram. We will be helping our local Chiloquin Community Tourism ACTION Team, another CVIP Project, until they are able to fund themselves.
  - o Social Media Marketing Contractor: \$100
- Assembling a Front-liner's Workshop which includes all area businesses/organizations, educating them in the area of tourist interactive skills
  - o Contractor for Instructional Cost: \$1,000
  - Through Travel Southern Oregon
  - Sleep Inn (Ellsworth Lang) and Two River Art Gallery (Judy Pate) will team together with the Tribes, the City Council, Crater Lake Realty, and local businesses and organizations

June-August:

- Expanding our "Visitor's Information" page on our website to include photos, links and more write-ups to add to our already existing tourist listings
  - o Social Media Marketing Contractor: \$100

August-September:

- Help pay for marketing our up-coming October "Mask Mania" event through printed materials to bring many artists and art enthusiasts into our Gallery from all over Southwest Oregon. Other costs of this event will be sought after from Fall grants, partnering with "Ink People" who are graphic artists in Eureka, Oregon who developed into an art association, consulting us in this event which they have had in the past successfully.
  - o Designer: \$100
  - o Printing: \$200
  - o Distributing: \$200

**Goals\***

GOALS: To:

- Up-date, re-stock, and distribute gallery rack cards into an even larger marketing area that will span outside of our county
- Connect to more Artists and Art Enthusiasts from all over the world through social media and this year and years to follow, using these connections for future region-wide art events
- Our partner, Collier Park, has asked us to have our artists participate in their new event “Art in The Park” in 2019
- Draw in more tourists into our area through expansion and modifications of our gallery website to include tourism information such as events, culinary experiences, lodging, activities, and more.
- Research and development the best avenues and words to connect to tourists, artists, art enthusiasts, and art businesses and organizations using best hashtags, using Instagram’s statistics and tracking tools
- Begin our publishing of “Mask Mania” to market this event. Using this event, we want to connect to more artists and art enthusiasts, expanding our area of marketing into out-of-- area locations and bringing them into our area for our Open House and Awards Banquet. All of these goals strengthen our attributes and are directly or indirectly increasing reasons for tourists to lengthen their stay in our area. You can see this by our Mission Statement which includes tourism. Our Mission Statement: “For The Love of Art And Artists” Two Rivers Art Gallery, member of CVIP non-profit corporation, is fully committed through partnering and networking, to creating art appreciation, showing and selling artwork from local artists, teaching art in a variety of different ways, grouping specific kinds of artists together through clubs, and being a vital part of our community. Partnering Goal: We are also dedicated to increasing tourism and the stay of tourists by developing and expanding our marketing into many areas; developing our community economy, infrastructure, and branding through participation in the opportunities Chiloquin Community Tourism ACTION Team brings to our community. We will educate ourselves and apply our education to help them as they capitalize on networking and partnering opportunities to “create a better tomorrow for Chiloquin.”

How many out of county visitors do you expect to attract? How will you track the number of out of county visitors versus the number of locals? Our goal is to attract three times as many visitors as we are experiencing to this date and continually expanding our brochures, rack cards, and social media to give them every reason possible to stay even longer in our area. We track the number of visitors through a sign-in book in our gallery where people outside our county are asked to sign and write their state or country where they live. We will be able to see the increase of seekers looking at our various medias who are learning what they can before they venture into our county. Instagram and other social media are used and their system of tracking those who visit our sites is observed daily. We have a strong evaluation method using our volunteers. They are instructed to keep track, using our daily journal, of how many visitors, information seekers, buying customers, and artists come in our gallery every day. They write the letters across the page; V I S A and tally which type of people came into the gallery that day; visitors from our area, those tourists seeking information, customers buying our items, and artists and/or art enthusiasts. They also write significant notes evaluating any added needs they see which are not fulfilled and suggestions of ways we can improve our system and available resources. For example, in the Winter travelers want to know how the roads are at Crater Lake. We now have a direct link on our main computer which connects to road cams where regularly up-dated road conditions are photographed. Our objective is to measure our efficiency as a Visitor’s Information Center. They observations are put into our journal and overseen by our Director. She then brings up any concerns to our Advisory Team where solutions are found and administered. Stocking our Visitor’s Information display gives us a good idea of which attractions are sought after the most as well as learning about what they are looking for in particular. We then research more representation in any lacking areas of interest, and add more organizations who are able to send us their rack cards/brochures to better complete our display and who become yet another partner as we send our rack cards to them.

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

**Team\*****TEAM:**

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

CVIP is a 501c3 organization which operated the Chiloquin Community Center and supports projects which fosters community health and well-being in the greater Chiloquin area. The Gallery is a project of and resides in the Center. We are co-dependent physically and financially to CVIP. Our all-volunteer team works "for the love of Art and Artists," creating, selling, and promoting the artwork for 80+ local artist members. We bring social and educational opportunities into Chiloquin and surrounding areas through clubs, classes, gala parties, dinners, family events, showroom open houses, contests. We support our local Chiloquin Community Tourism ACTION Team (CCT ACTION Team) using our office facilities and volunteers by participating in their projects.

**Our Team Qualifications:**

CVIP Board of Directors

President: John Rademaker MBA

Retired HS Principal and Instructor

Smart reading program Coordinator

Active community resident

Secretary: Faith Wilkins

USFS Survey Botanist and Herbologist

Treasurer: Larry Dugger MBA

Retired Corporation Controller

Analyst

Computer Specialist

**Two Rivers Art Gallery**

Director: Judy Pate MBA

Retired Art and Spanish Instructor

Experienced Business Administrator

Grant Writer

Marketer

Volunteer Advisor

Assistant Director: Christy Dugger

Retired Environmental Designer and Planner

Gallery Sales & Floor Manager

Volunteer Manager

Grant Writer

**CCT ACTION Team**

Director: Judy Pate MBA [Business Organizational Mgmt.]

Public Relations Administrator

Gallery Manager

Grant Writer

**Our Gallery Advisory Team's attributes and responsibilities:**

Judy Pate

Judy leads up her team as a team player and visionary with high aptitudes in recruiting, public relations, working with artists, volunteers, screening artwork, marketing, promoting, community outreaching, organizing, and grant researching and writing.

Christy Dugger

In collaboration with the Director Christy is highly rated in gallery floor managing, recruiting, training, and scheduling our volunteers. She is a team player and also a visionary.

Larry Dugger

Larry has designs, develops, and maintains our Gallery's computerized process, creates financial reports as our bookkeeper, and Gallery maintenance

Heather Honeywell

Heather, as our Graphic Artist and Webmaster, designs our rack cards, business cards, marketing ads, and all printed materials.

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

**Experience\*****EXPERIENCES:**

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

Our gallery team's experiences include:

- Designing, printing and distributing rack cards.
- Taking the gallery from almost closing to expanding and establishing enough cash flow to operate the Gallery as well as organizing and funding some community events.
- Increasing partners relating to art, marketing and tourism.
- Increasing customer flow from close to nothing to a steady flow of people into the gallery, especially during tourist season. We are becoming a destination in itself.
- Developing a new professional system of buying and selling artworks, creating and maintaining a website and using social media.
- Increasing public awareness of the Two Rivers Art Gallery and Visitor's Information Center within our community and expanding throughout our county, continuing into areas outside our county.
- Increasing volunteers and training our volunteers not only about the workings of our gallery but as "Front-liners" who are able to embrace the significance of the beauty, events, and outdoor activities in and around our area and share it with our customers, tourists, and travelers in a positive, informative, and excited manner. We would like to hire an instructor to come to Chiloquin to teach front-liners of all our businesses.
- o We are partnering with Ellsworth Lang, Manager of our new Sleep Inn.
- A lot of organizing of our gallery processes and procedures to be able to function as a professional gallery in spite of being an all-volunteer organization.
- Jurying artworks that come into our gallery using an educated background in art in order to bring professional looking artwork into our gallery yet supporting beginners and hobbyists.
- Expanding our artists from 25 to 85 artists within 3 years through a system of going to art events where artists share and sell their work and looking for friendly, talented, and local artists presenting at many different levels but showing their artwork in a clean and finished fashion.
- Contributing to our community by adding artwork and tourism to community events, creating new annual events such as "Harvest Art Festival" in order to "keep children safe and off the streets.
- Contributing to our community by helping, as a partner to our City Council, Tribal Council, schools, churches, and other tourism minded organizations, establish community events, adding a flavor or art and tourism by having floats in our annual 4th of July Parade and adding a side-walk sale with artists and businesses during their "dead time" between events having 3 days of activities.
- Continually connecting, communicating, and adding with the businesses and organizations, making them partners and working well together to create a better Chiloquin.
- Increasing art appreciation in the schools, having after school art classes and now expanding into having Saturday art classes in the summer for our youth as well as displaying our artwork in our local restaurant for customers to see and enjoy.
- Having artists participate in Art in The Park for children during the summer and Artist in Residence where our artists travel to surrounding resorts, parks, campgrounds, and cabin style lodging to demonstrate with hands-on activities.
- Educating ourselves by going to workshops, symposiums, classes, and webinars, as well as seeking advice from Discover Klamath, Travel Southern Oregon, 30 Mile Club, Crouch Consulting, Answer People, The Ford Family Foundation, and Travel Oregon.
- Being the main first connection to La Pine Chamber of Commerce which started a way for our city to become a sister city to La Pine
- Organizing annual and daily events such as gala parties, classes (which worked into clubs), showroom and open houses.
- Organizing our annual Valentine's Dinner & Entertainment Fundraisers, having 80-100 people attend and donate to our local Fire & Rescue Team and to tourism.
- Taking tourism to a new level by beginning a tourism group, Chiloquin Community Tourism ACTION Team, which has grown to 70 supporters and has finished projects such as revising a beautiful mural which shows the history of our Native American Indians and designing and putting up two large tourism signs in our city's Rodeo Grounds to attract tourists and travelers into Chiloquin through icons showing what is available for them in our city and a logo of a fly fisherman saying "Enjoy Chiloquin."
- Having a Gallery Advisory Team ,which advises our Director in all situations and directs different areas of our organizations projects, advice using their individual expertise.
- Doing all we can through social media, networking, partnering, to get the word out that Chiloquin is valuable to tourism, has attributes little known to the public, and making those attributes known through sending photos to Discover Klamath, Travel Southern Oregon, Travel Oregon, and other social media and by creating a nice gallery that helps to bring the name of Chiloquin to a better place.

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

**County credit\*****COUNTY CREDIT:**

How will you give credit to Klamath County for it's support in your event or project?

We will continue our support as seen in our past:

We are always giving credit where credit is due. We are good about putting the county logo on all our printed materials. We have put the county logo on printed materials which have not been funded by our county believing that the education we gain from workshops and other teaching events and the mentoring we receive from county organizations such as Discover Klamath is valued and should always be recognized appreciated and others should know how much our county is working at tourism in our area to develop a better economy and being a part of creating a better tomorrow for struggling small communities through infrastructure and so much more.

When traveling to different events we display our gallery poster which has the county logo on it as well as giving out our rack cards and business cards everywhere we travel.

How will you give credit to Klamath County for it's support in your event or project?

**Timeline\*****TIMELINE:**

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

- March:
  - o Up-dating our gallery rack card
  - o Reaching higher goals of finding more connections to artists and art enthusiasts
- April:
  - o Printing our 2019 gallery rack card and getting them distributed through Certified Distributors and through our own mailings list
- May:
  - o Developing a gallery Instagram using careful research into reaching marketing areas that include artists and art enthusiasts through Instagram.
  - o Note: Taking a quick look, we found there to be millions or "art enthusiasts" who are using Instagram
  - o Increasing our Tourism Instagram through research, connecting with the variety of "instagrammers" who are looking for vacation filled activities which we have in Chiloquin
- June:
  - o Expanding our Visitor's Information page on our gallery website by interviewing our local business owners, taking pictures of their products and the friendly people and putting them on Instagram daily and our website
- September:
  - o Out of county marketing will be done through social medias and printed materials. We are planning a "Mask Mania" which will bring artists into our area from all over and during off seasons.

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

**Target Market\*****TARGET MARKET:**

Describe your target market/audience

We are targeting tourists from Crater Lake, Diamond Lake (through a Cycle Oregon fundraiser where our artists will demonstrate, show and sell their artwork to cyclers), travelers who use Kiosks and pick up rack cards from Certified Distributor display racks as they travel, local and surrounding residents, instagramers, and social media readers.

These areas include:

- Travelers from all over the world
- Cyclers
- Bird Watchers
- o Our high season for bird watching is from March-May (shoulder season)
- Residents in Chiloquin
- Residents around Chiloquin
- Artists
- Art Enthusiasts
- 20-40 years old travelers
- o This is the generation who use social media as their foundation for travel
- Outdoor Fans
- Cultural minded travelers
- Wandering Tourists
- o Tourists who desire to see tourist attractions and the areas around those attractions

Describe your target market/audience

**Measurability\*****MEASURABILITY:**

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

- By using our process of having customers/visitors signing up in our book.
- By contacting Discover Klamath to find out their hotel rate code report.
- By using our "Marketing Artist Sales Comparison" charted report (added file)

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

**Sponsors\*****SPONSORS:**

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

Mask Mania: This will be our first year trying this art event where tourism plays a large role. Hopefully, if this is a success, we can apply for a larger event grant through Klamath County Tourism Grant 2020 as well as other Art themed grants.

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

**Flexibility\***

**FLEXIBILITY:**

If your organization is not awarded full funding, how would you modify your plans?

- Print less rack cards
- Distribute our rack card without expanding into more outside regions
- Not pay for administrative type work our volunteers are doing beyond their normal volunteering
- Seek more funding through other granters, donations, and fundraisers

If your organization is not awarded full funding, how would you modify your plans?

**Required supporting documents\***

Tourism Grant Statement of no employess Letter 2019.docx

\*\*\*Proof of federal tax id (if one is issued, do not upload docs for SSN)

\*\*\*Entity's W-9 form (omit SSN) \*\*\*Grant Budget - Use the grant budget template provided \*\*\*Support letters - All entities are required to obtain support from 3 businesses/organizations \*\*\*If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant \*\*\*Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs \*\*\*If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

**Insurance Requirements**

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

**Electronic Signature Agreement\***

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

**Electronic Signature\***

Judy Pate