

*Klamath Country Squares*

Klamath County Finance  
Tourism Grant Program  
305 Main St.  
Klamath Falls, OR 97601

Attached is the Klamath Country Squares grant request.

The Klamath Country Squares is a not-for-profit corporation who raises revenue to cover operating expenses through membership fees, dance admission fees and an annual Festival the 3<sup>rd</sup> weekend of October.

This year is our 40<sup>th</sup> Annual Festival. We have engaged a caller from Southern California and a cuer from the Central Oregon area who we hope will be a bigger draw for dancers to our area.

We have been hosting the Potato Festival Square and Round Dance Festival for the past 39 years. Some years have been more profitable than others. Unfortunately, over the years with the number of dancers dwindling we have made less money to cover our expenses. With the dwindling funds we have less money to spend on marketing. We are applying for this grant money in order to boost our marketing budget with the hope that we can increase the number of dancers who come to our festival.

We hope that you will consider our Grant request favorably.

Thank You  
Members of the Klamath County Squares

*Sandy Marks*  
*Cece Glidewell*

**SPONSORSHIP TOURISM GRANT APPLICATION**

Title of Project: 2015 Potato Festival Square Dance Festival \_\_\_\_\_

Funds Requested: \$679.00 \_\_\_\_\_

Organization Applying: Klamath Country Squares \_\_\_\_\_

Contact Person: Sandra Marks & Cece Glidewell \_\_\_\_\_

Phone Number: 541-883-2903 or 541-892-2383 \_\_\_\_\_

Email Address: [slclamar@charter.net](mailto:slclamar@charter.net) or cvogelleid@hotmail.com \_

Mailing Address: PO Box 1968 Klamath Falls OR 97601 \_\_\_\_\_

Web Site Address: TBD/ Klamath County Squares is on Facebook \_\_\_\_

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

Potato Festival is an annual Square and Round dance hosted by the Klamath Country Square Dance Club. It is held the third weekend in October. This year that is the 16<sup>th</sup> and 17<sup>th</sup> of October. We invite a Caller and Cuer from out of town to call and cue the dance. We send Flyers to the other clubs in Oregon and California, inviting them to our Festival and telling them who will be calling and cueing the dance. The flyers include a pre-registration form and the times and date of the workshops and dances .The Festival will be held at Triad School, 2450 Summers Lane, Friday evening and various times on Saturday

Form # KCF 3035

Revised the 9<sup>th</sup> of April, 2015

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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 *Sandy Marks* Date 4/29/15

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

Signature of Organization KC Squares By *Coco Gidewell* Date 4/29/15

## **PROJECT DESCRIPTION**

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

**The project is a 2 day square and round dance festival with square and round dancing.**

The Friday night dance will be from 7:30 to 10:00 with per Rounds Starting at 7:30 and the Square dance at 8:00. Saturday afternoon there will be workshops and Saturday night more Dancing from 7:30 to 10:30..

## **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?

In the past few years we have attracted as many as 50-60 dancers from Oregon and California. We will have a sign-in sheet that will ask for the dancers name and which club he/she belong to. In that way we can tell where they are from..

## **QUALIFICATIONS OF APPLICANT**

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

The organization /project team is made up of square and round dancers who have been dancing for a number of years and who have been helping organize this Festival/Dance in the past.

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

The officers and members of the club have been organizing this festival for the past 39 years.

## **PROJECT PLAN**

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

We will add a byline on the Festival Flyer stating that the Klamath County Tourism grant program provided partial funding

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing. We will create and distribute event flyers to clubs in Oregon and Northern California. We will also make visitations to these clubs and personally invite dancers to our festival.

7. Describe your target market/audience.

Square and Round dancers. We also welcome spectators.

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)

Festival ribbons will be sold and for insurance purposes dancers will be required to sign in at the festival in which we ask for their home club information.

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

The Oregon Federation of Square and Round Dance Clubs provides an online publication in their website called the OFN (Oregon Federation News). They allow us to upload dance and festival flyers to the website. The flyers are accessible by any dancers who take time to read the OFN.

# *K.C. Squares 40<sup>th</sup> Annual Potato Festival*

October 16<sup>th</sup> & 17<sup>th</sup>, 2015



## *Friday Schedule*

**Friday Evening Dance: \$5.00 per person**

7:30-8:00 Pre-Rounds

8:00-10:00 Mainstream w/Plus tips

**Larry (Roxanne) Sprout Calling**

**Sarge(Cece) Glidewell Cueing**

Larry and Sarge are from Klamath Falls and call and cue for the KC Squares.



## *Saturday Schedule*

**Ray Holmes Calling**

**Dave Cooper Cueing**

Ray Holmes, a new face and voice to Potato Festival, comes to us from San Diego. In addition to calling and teaching in California and Arizona for many years, he has called in Hawaii, Mexico, Canada, and on cruise ships.

Dave Cooper, a Potato Festival favorite, travels down from Prineville.

11:00 a.m. Merrill Potato Festival Parade (in Merrill)

1:30-3:00 p.m. Round Workshop-donation-@ Triad School

3:15-4:45 p.m. APD Workshop-donation-@ Triad School

5:15 pm No-Host Dinner @ 2720 Washburn Way, Meeting Room,

Asia Buffet (Asian & American Food) [asiabuffetklamathfalls.com](http://asiabuffetklamathfalls.com)

**Saturday Evening Dance- \$7.00 per person**

7:30-8:00pm Pre-rounds @ Triad School

8:00-10:30pm Introductions & Mainstream Dance w/Plus tips

For more Information

Doty 541-273-2927 Helen 541-884-6042 Sue 541-798-5317 or [kcsquares@aol.com](mailto:kcsquares@aol.com)

KC Squares PO Box 1968 Klamath Falls, OR 97601

Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
<b>INCOME</b>					
Tourism Grant Request		679	679		
Cash Revenues -					
Source: registrations		1500	1500		\$30 registration fee x50 registrations
Source: KCs	250		250		club money set aside for marketing Potato Festival
Source:					
Total Cash Revenues	250	2179	2429	-	
In-Kind Revenues:					
Source:	1300		1300		from club members
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	1550	2179	3729	-	
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs-caller	500		500		
Persinel Costs-cuer	250		250		
Marketing costs		679	679		estimated marketing cost
Rentals-Triad School	175		175		
Other: refreshments	80	-	80	-	
Other:					
Other:					
Other:					
Total Cash Expenses	1005	679	1684	-	
In-Kind Expenses					
Labor	1300		1300		10 members/13 hrs ea@10 per hour
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	1300	-	1300	-	
Total Expenses	2305	679	2984	-	
Net Income<Expense>			745	-	

**NOTES**

	Committed	Pending	Total	Actual	Comments/Explanations
<b>CASH INCOME</b>					
Tourism Grant Request		679			
Other Sources		480			<a href="#">40@\$12 per person apx dancer registration receipts</a>
Total Revenue	-	1159	-	-	
<b>CASH EXPENSES</b>					
Advertising					
Print: Festival Flyer		196			700 @ 0.28 per page
Web		200			
Other Internet					
Other					
Total Advertising		\$396	-	-	
Printing					
Postage		82.5			66 clubs @ 1.25 per pkt bulk mail
Misc/Other (Explanation Req'd):					
Other: Ribons		200			200 ribbons @ 1.00-areused as admittance tickets for the festival
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses		\$679	-	-	
Net Income<Expense>	-	\$481	-	-	

**NOTES**



Klamath Country Squares  
PO Box 1968  
Klamath Falls, OR 97601

Attention: Potato Festival Committee

April 15, 2015

My husband and I have danced with the Klamath Country Squares for many years. We appreciate your efforts in continuing to host a festival in the local area. Increasing your marketing efforts for this 40th annual festival in conjunction with the Potato Festival in Merrill is a very good idea. The fact that you are recruiting talent from out of the area should provide an additional incentive for out of town visitors to attend the festival this year.

We travel to dance festivals over the five state western area, and can assure you that the people who attended these festivals (mostly aging baby boomers like ourselves) will not only spend money on gas, food and lodging, but will also patronize museums, galleries and specialty shops. We especially enjoy going to dance festivals that are scheduled same time as other local events, like the Potato Festival. Attending these local events, and exploring new areas is a big part of the fun of attending a dance festival, and I know dancers will find lots to do in the Klamath area over the Potato Festival weekend.

Sincerely,  
Adana Young

Klamath County Finance  
Community Grant Program  
305 Main St  
Klamath Falls, OR 97601

4-28-15

To Whom It May Concern:

When asked to write a letter promoting the art of square dance, my immediate reaction was to agree. Square Dance is one of the most overlooked forms of complete exercise in this day of fitness awareness. Two hours of square dancing is the equivalent of 2 miles of walking. The added benefit of this fun and educational hobby is always meeting new friends. The mental exercise and "practice makes perfect" aspect is beneficial to everyone, young and old. Dancing of this genre adapts itself to families, single people and couples. With several levels of difficulty in the dance, there is something for everyone depending on the involvement and commitment of the individual. It is highly organized from single clubs to state and national involvement. May the national dance of the United States of America stay alive and well!

Respectfully submitted,

Joan McClendon

**2015 Oregon State Summer Square and Round Dance Festival  
Klamath Country: Come Early~Stay Late**

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Tourism Grant Program  
305 Main St.  
Klamath Falls, OR 97601

To Whom It May Concern:

The 2015 Summer Festival supports the Klamath Country Squares 40<sup>th</sup> Annual Potato Festival. This event will bring dancers from other Oregon communities to Klamath Falls in October. We feel this event will boost the local economy in an otherwise slow shoulder season for tourism.

Klamath Country: Come Early~Stay Late  
Sincerely

Cece & Sarge Glidewell  
2015 Summer Festival Chair  
541-892-2383