

TOURISM GRANT APPLICATION

Organization Applying: Rock and Arrowhead Club
Contact Person: Laura Limb & Shawn Roetman _____
Phone Number: 574-398-0543/541-885-4444 _____
Email Address: sroetman@heraldandnews.com _____
Mailing Address: P.O. Box 1803 Klamath Falls, OR 97601 _____
Web Site Address: www.klamathrockclub.org _____
Title of Project: 8th Annual Fall Arts and Craft Fair _____
Brief Description of Project: A Fall Arts and Craft Fair that will showcase __
the handcrafted items made by local and non-local artists and crafters. Offering __
a chance for Klamath residents and non-residents to spend holiday buying ____
dollars locally. _____

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 9/30/14
Signature of Board Chair _____ Date _____

PAYMENT INFORMATION

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of this proposal is to secure grant funding to help in advertising the 8th Annual Fall Arts and Craft Fair. The Rock and Arrowhead Club (RAC) would like to expand the draw for this event and to do so would require more dollars for advertising. Since the event is now being held at the Klamath County Fairgrounds we are able to have a larger attendance. By marketing on Facebook through an organized effort the RAC can draw more attendees into Klamath Falls. Also the RAC has an advertising credit of \$500 with the Herald and News to help do local advertising as well.

2. What are the project activities?

The project activities include the display of several artists and crafter's handmade items that offer attendees an opportunity to purchase unique items with the holidays approaching. The vendors are both local and non-local. Another activity is that the RAC is having a concession stand that will offer meals to attendees for purchase.

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

The project will occur on November 1, 2014, Saturday, from 9 am to 5 pm and November 2, 2014, Sunday, from 10 am to 4 pm. November is a shoulder month for tourism and it is a month were people begin to shop for Christmas gifts. As a two day event any non-local vendor may secure lodging for the evening.

QUALIFICATIONS OF APPLICANT

4. Describe your organization.

This club was established 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, archaeology, paleontology and lapidary. To aid in furthering the knowledge of other related subjects, such as the art of cutting, grinding and polishing materials and the classification of minerals and rocks. In addition, as a club, to sponsor and provide means of coordinating the works and efforts of all interested in these fields

5. Describe your experience in operating past or similar projects. How is your organization uniquely qualified to carry out this project?

The RAC has put on two shows a year for the past 7 years. The Rock, Gem and Mineral show has been organized by the RAC for the past 26 years, while the Fall Art and Craft Fair for the past 7 years. The spring Rock, Gem and Mineral show has a very good draw from all over the state. As a newer show the Fall Arts and Craft show has the potential to become just as big of a draw as the spring show.

With this much experience in organizing and running shows the RAC has proven its ability to handle this event.

6. Have these projects been successful in bringing tourists to Klamath County? How do plan to measure the results of your projecting in bringing tourist to Klamath County?

We have multiple vendors from outside of Klamath County. The various vendors come from Lakeview, Plush, Coos Bay and surrounding areas to participate in the show. We will conduct a random survey to assess how the attendees heard of the show, where did they come from, did they spend the night, if so where and any other suggestions.

DISCOVER
KLAMATH
OREGON UNEXPECTED

September 30, 2013

Ms. Laura Limb & Ms. Shawn Roetman
Project Managers
Klamath Rock & Arrowhead Club
PO Box 1803
Klamath Falls, Oregon 97601

RE: Klamath Rock & Arrowhead Club Event

Dear Ms. Limb & Ms. Roetman,

Thank you for attending the Marketing 101 Class recently, and, for your organization's application for a fall tourism grant in the "Sponsorship" range (e.g. up to \$2500).

Discover Klamath Visitor and Convention Bureau is happy to endorse this project, which is the 8th Annual Arts & Crafts Fair this November 1 & 2 at the Klamath County Fairgrounds.

We look forward to seeing how you plan to promote this event. With Shawn's connections to the paper, along with her experience in internet advertising, retargeting campaigns, and more, we hope you'll be able to leverage these resources to generate awareness and pull from out of town people.

You mentioned vendors arriving from Coos Bay, Plush, Lakeview, etc. Perhaps, if these are markets where there are more people interested in geology etc... targeted ads in these markets makes sense?

If awarded this grant, let's plan to sit down and explore your marketing plan a bit more. I like that this is a shoulder season effort, and, that it's an established event, and, that you're planning a survey to learn where people found out about the event, etc... If Discover Klamath can assist with any of the marketing planning and/or implementation please let us know. In the meantime your event is on our website's event calendar, and, we can likely do more to support this event.

Good luck in the granting process and with your event.

Jim Chadderdon

Jim Chadderdon
Executive Director
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Herald and News

empowering the community

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www.heraldandnews.com

September 29, 2014

Dear Klamath County Tourism Grant Board,

I am writing to you today in support of the Rock and Arrowhead Club's 8th Annual Fall Arts and Craft Fair that occurs this November. This annual event bring many vendors from outside of the Klamath Falls area. This event is important to our community because local vendors are also there and we, as a community, are able to show the many talented people we have.

I have attended this event in the past and it is always a well organized and fun show. The Rock and Arrowhead Club do a great job of planning and promoting the event in order to draw not only quality vendors but a large amount of traffic. I feel that the Rock and Arrowhead Club do our community a service by putting on this entertaining event.

Again, I just want to restate my support for the Rock and Arrowhead Club and their 8th Annual Fall Arts and Craft Fair. Thank you.

Sincerely,

Susan Belden
Retail Sales Manager
Herald and News

September 25, 2014

To The Klamath County Tourism Grant Board,

The 2014 Arts and Craft Fair November 1st and 2nd at the Klamath County Fairgrounds is the 8th annual show of artisans and crafters sponsored by the Rock and Arrowhead Club of Klamath Falls.

This is the fourth 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, local honey, soaps and lotions, and much much more!

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



Rock and Arrowhead Club
P.O. Box 1803
Klamath Falls, OR 97601

October 15, 2014

Klamath County
Finance & Budget Office
305 Main Street
Klamath Falls, OR 97601

Dear Tourism Grant Committee,

I am writing to you today concerning your question about our grant application, specifically whether or not we will be working with Discover Klamath to promote our event. While Discover Klamath is an avenue that is available we are not going to commit to it until we have reviewed all of our options. We know that Discover Klamath can assist us with the event, as they do for many events in our county, but we feel that making a marketing plan that will give us the largest exposure for the most economical spend is the best course of action for us.

Once we have decided on a marketing plan we will then decide which organizations will best assist us in making this event a success. If one of those organizations is Discover Klamath then we will be happy to work with them. However, we are not going to commit to any one marketing avenue at this time.

I hope that this answers your question, and if you would like any further information then please feel free to contact me at 574-398-0543. Thank you.

Sincerely,

Shawn Roetman

Shawn Roetman
Rock and Arrowhead Club