

Print

Tourism Traditional Application - Submission #737

Date Submitted: 9/30/2019

I have read the Grant Guidelines posted on September 1, 2019

yes/no*

yes ▼

I plan to apply for two projects

yes/no

no ▼

If yes please rank this project for level of priority

priority

N/A ▼

Project Title*

Professional Development Big Screen

Grant Cycle*

Fall, 2019

Amount Requested*

2152

Total Project Cost*

3052

Entity Federal Tax ID Number

93-1006823

Do not enter if putting in SSN

Entity Name*

Ross Ragland Theater

Grant Contact Name*

Theresa Silver

Email Address*

director@rrtheater.org

Address*

218 N. 7th Street

City*

Silver

State*

OR

Zip Code*

97601

Phone Number*

5418840651

Fax Number

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

Kate Marquez

reply email

katmax@charter.net

reply email

katmax@charter.net

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

yes ▼

If yes, please enter name

Name

Kate Marquez

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Provide strategic indus ▼



Project (250 words or less)*

After the 2018 installation of a state-of-the-art digital cinema system (Big Screen), the Ragland almost doubled the number of its ticketed events from 24 to 44 -- a major step forward in filling Klamath's evening entertainment gap. Five-thousand residents and visitors attended Big Screen events in its first year—which both extended visitors' stays and enhanced their Klamath experience. Klamath is a more appealing location to residents, potential-residents, and visitors because of the Ragland's greatly expanded lineup of arts and entertainment of a quality not typically available in a remote rural community. To effectively utilize its significantly increased capacity, the Ragland has hired a Big Screen Coordinator with the technical skills to operate the newly-installed technology. We request support for the newly-hired Big Screen Coordinator and the Marketing Director to attend Convergence, the largest national conference for small to medium sized cinema and festival professionals, January 20-23, 2020, in Park City, Utah. The Convergence is one-of-a-kind opportunity to gain very specific professional expertise in highly relevant topics such as: Programming, Development, Film Education, Marketing and Operations. The conference also offers the opportunity to meet movie distributors, other movie-showing professionals, and to find out about newly-available technology and programs.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

Now a hybrid theater, the Ragland offers both live and Big Screen events in approximately equal numbers. While the newly hired Big Screen Coordinator has the technical skills to operate the equipment, there is much to know about operations at a movie house that is new and different from operating a live-event venue. The Marketing Director has educated herself about Programming, Development and Marketing for movies, but local knowledge only goes so far. The topics covered at the Convergence are well-aligned with what the Big Screen Coordinator and Marketing Director need to know as the Ragland ventures into a brand new type of programming. Attendance at the Convergence is a timely, cost-effective way to increase the Big Screen Coordinator's and Marketing Director's professional skills and knowledge in order to maximize the contribution Big Screen can make to the Klamath community and to our efforts to increase tourism.

Describe the need for your project

Long-Term (250 words or less)*

By hiring a Big Screen Coordinator, the Ragland has shown its full commitment to Big Screen (and the Ragland will continue showing live events as well). A 15-member Big Screen committee, made up of community members and Ragland board members, helps plan and promote programming.

4-Year Big Screen Revenue Projections

	Tix sales	Sponsorships	Grants	Totals
Year 1	\$28,000	14,050	10,000	52,050
Year 2	32,000	18,000	12,000	62,000
Year 3	35,000	20,000	12,000	67,000
Year 4	37,000	22,000	12,000	71,000

What is the long-term plan for your project

Measurability (250 words or less)*

Ticket sales and profit/loss are the primary measures of impact for individual shows and for the season as a whole. Patron, sponsor, board and Guild member comments regarding program quality are another measure. Regarding visitor impact, the Ragland can track visitor ticket sales via their zip codes. Consistently, 10% of Ragland ticket sales are to out-of-area zip codes. With almost double the number of shows, double the number of visitors are seeing shows at the Ragland. The impact of attending Convergence by 2 Ragland staff members will be their satisfaction with the event. How highly do they value what they learn there? Did it enhance their skills? Their knowledge? We expect that the staff members will learn much that improves their ability to do their jobs well. Their ability to do their jobs translates to patron satisfaction with quality of picture and sound, program selection, as well as to effective marketing, and ability to solve problems as they arise.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

Established Ragland partnerships have been enhanced via Big Screen. For example, the upcoming Science on Screen Series showcases Klamath Community College, Klamath Emergency Management, and Sky Lakes, each doing Q&A for a STEM-themed movie. The Klamath Falls school district initiated and promotes the 5-event Spring Break Matinees for Kidz—where Klamath County Public Library awards books. Tribal partnership enhanced w/showing Klamath-themed movies. Klamath Independent Film Festival uses the Ragland equipment and venue.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season (October through May)?

yes/no*

yes ▼

Does the project/event occur outside urban growth boundaries?

yes/no*

no ▼

Required supporting documents*

tourism grant materials fall 2019.pdf

***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 ***These documents must be uploaded

as ONE complete PDF file.***

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.

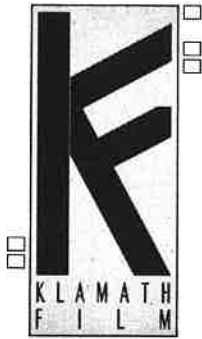
Electronic Signature

Theresa Silver

Date/Time*

9/30/2019

2:30 PM



KLAMATH FILM

P.O. Box 1511, Klamath Falls, OR 97601

a non-profit 501(c)(3), tax ID 45-5455983

September 30, 2019

To whom it may concern,

I am writing in support of the Ross Ragland Theater's application requesting tourism grant funds to send representatives from the theater to Convergence in Park City, Utah in order to gain knowledge and insights to further their new Big Screen programs.

With there being one commercial movie theater in town and which shows only the most widely commercial appeal films, the Ragland has been reaching out to provide our community with additional programming not carried by our commercial theater. Broadening Klamath's film programming adds to Klamath's arts & entertainment appeal to locals and visitors by providing a greater assortment of film entertainment to varied audience tastes.

Sending representatives to the Convergence conference would enable them to better select, target, and market their programming to more effectively engage their audiences and draw people out for evening entertainment in Klamath.

We encourage you to consider their application for this purpose.

Many thanks,

Jesse Widener

Klamath Film - Executive Director



September 30, 2019

Klamath County Tourism Grants Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support – Ross Ragland Seeks Professional Development Opportunities – Q1 2020

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau supports the Ross Ragland Team, as they seek to secure a Tourism Grant during the current fall 2019 cycle.

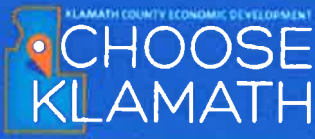
In 2018, when the Klamath County Tourism Grant Committee overhauled grant program requirements, it sought to align with Travel Oregon's Grant Program. This opened the door to a broader range of programs and projects eligible for funding, including (i) "**Sales**", and, (ii) "**Industry Services**" *.

At this time, they've identified an industry / Professional Development Training opportunity. The "**Convergence**" Convention in January 2020 provides an opportunity to obtain exposure and industry training on how to take the Theater's RDX CINEMA to a higher level. It's not about technical aspects of operating the equipment as much as it's about how to leverage the investment in the equipment in the marketplace with strong content and strong marketing. Networking opportunities exist to meet with movie producers and distributors.

To this end, because this Conference aligns with the recently acquired RDX Cinema system, we support grant dollars being used to help fund / offset approved costs so the Ross Ragland Team can identify new and innovative approaches to leverage their equipment and thus expose and attract more visitors to our region.


Jim Chadderdon
Executive Director

***Industry Services** are eligible grant expenses, and include things like: Profession Development, conference Registration Fees, Grant Writer Support, and Visitor Center Improvements (non-structural)
Sales are eligible expenses, and include things like: Event and Tradeshow participation, Tradeshow related production, FAM Tour Support, Tour Operator Support, Sponsorship/Bid Fees, and more.



It's Just Better Here.

To: Klamath County Tourism Grant Panel
RE: Ross Ragland Tourism Grant Request

Dear Panel Representatives,

I am writing on behalf of the Klamath County Economic Development Association (KCEDA) to endorse a tourism grant for the Ross Ragland Theater. As you are aware, they are seeking support for their newly-hired Big Screen Coordinator and Marketing Director to attend the "Convergence" conference this upcoming January. KCEDA's primary mission is to lead economic development and diversification of Klamath County through targeted recruitment & attraction, business retention & expansion, and stimulate growth in small business and entrepreneurial ventures. Essentially, our goal is to be a proactive force in generating a flourishing economic climate, where organizations within the area have the best opportunities to be successful. We ultimately believe that the efforts and beliefs of our organization align with the objectives contained in this Ross Ragland grant request.

Convergence is the largest national conference for small to medium sized cinema and festival professionals, representing a one-of-a-kind opportunity for the Ross Ragland to gain very specific professional expertise in highly relevant topics, such as: programming, development, film education, marketing and operations. The conference additionally presents opportunities for Ross Ragland's new coordinator to meet with movie distributors, other movie-showing professionals, and find out about newly-available technologies and programs of which could be valuable to their operations locally. Although the new coordinator at the Ross Ragland possesses the technical skills needed to operate the Big Screen equipment, local knowledge can only go so far, and the information introduced at the Convergence conference will allow for the theater to ensure its strongest experience when entering this new type of programming.

As we seek to diversify and enhance the components of our area's economy, it is critical that we as a community invest in art entities such as the Ross Ragland, for it offers us numerous opportunities to help achieve a better Klamath. It assists in creating a centerpiece for downtown redevelopment, resulting in improved urban quality of life, expanded business and tax revenue base, as well as helps establish a positive and confident community image. In addition, it also contributes to our area's desire to create an "innovation habitat", by making our community more attractive to knowledge-based employees, therefore permitting new forms of knowledge-intensive production to grow in our area – this is important to incorporating new forms of expertise and industry to exist within Klamath County. Every day, across the nation, more than 100,000 arts and culture organizations act as economic drivers. These entities independently and collectively create an industry that supports jobs, generates government revenue, and help serve a healthy tourism industry. It is together our responsibility as community leaders to make Klamath County a stronger economy. This is done by design, not default, and requires engagement, enthusiasm, and investments like the Klamath County Tourism Grant to work. We need to encourage and utilize art's potential to add economic value to Klamath County.

The Ross Ragland is in a position with this new hire to elevate their program offerings to new heights, and we want to be a strong supporter of their work. We ask that you please thoroughly consider supporting this Ross Ragland grant request.

Sincerely,

Randy Cox

Klamath County Economic Development Association

Choose Klamath ~ It's just better here!

[ORGANIZATION]
[PROJECT TITLE]

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$2,635.00			
OTHER INCOME				
Ragland contribution	\$1,115.00			
Ragland salary 2 people x 4 days		\$850.00		
SUB TOTAL INCOME	\$3,750.00	\$850.00	\$0.00	\$0.00
TOTAL INCOME	\$4,600.00		\$0.00	

EXPENSES

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	r/t airfare Medford/Salt Lake City 2 x 320	\$640.00			
2	conference registration \$675 x 2	\$1,350.00			
3	hotel 2 rooms x 4 nights x 180	\$1,440.00			
4	Per diem 4 days/2 person/\$40	\$320.00			
	Salary 2 people x 4 days		850		
	SUB TOTAL EXPENSES	\$3,750.00	\$850.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$4,600.00		\$0.00	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL