



**Pelican Players,
Inc., dba
Linkville Players**

201 Main Street

**P.O. Box 716
Klamath Falls, OR 97601**

Phone: 541-884-6782

2010-2011 Board Officers

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- Co-President*

*Brett E. Landis
- Co-President*

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- Corporation Secretary*

*Barbara M. DiIaconi
- Business Manager*

RECEIVED
SEP 29 2011
BY _____
KLAMATH COUNTY FINANCE

TOURISM GRANT APPLICATION

Organization Applying: Pelican Players dba Linkville Players _____
Address: PO Box 716 _____
City, State, Zip: Klamath Falls, OR 97601 _____
Contact Person: Brett Landis _____
Phone Number: (541)517-6126 _____
Tax ID # or SSN: _____
Email Address: landisbrett@yahoo.com _____
Web Site Address: www.linkvilleplayers.org _____
Title of Project: Web advertising and ticket sales _____

Brief Description of Project: The Linkville Players will advertise to non-county residents to increase audiences for our shows and increase visitors to Klamath County. We will do this by facilitating our website to accept ticket sales and reservations which will allow out of county visitors to the theater to guarantee availability of tickets

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 9/27/11

Signature of Board Chair _____

Date _____

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		5,000.00			
Cash Match -					
Source:	500.00				
Source:					
Source:					
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source:	690.00				
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
 Total Projected Revenue	 1,190.00 -	 - -	 - -	 - -	
EXPENSES					
Advertising					
Print					
Web	5,000.00				
Other Internet					
Other					
Total Advertising	-	-	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	5,000.00-	-	-	-	
Net Projected Income<Expense>	690.000 -	-	-	-	

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?

The Linkville Players proposal will facilitate potential out-of-town visitors to purchase tickets for shows and visit Klamath County.

2. What are the project activities?

We will advertise through the internet and upgrade our website to include the option to purchase tickets online, so out-of-county residents may purchase or reserve tickets. Currently, all ticket purchases must be made at our ticket agent at the Oregon Gift Store. Unfortunately, out of county visitors to the theater have difficulty purchasing and reserving tickets in advance of a performance. By upgrading the website, we can encourage more out of county visitors to come to the theater and to Klamath Falls, and make sure their experience purchasing tickets is a positive one.

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

The Linkville Players season runs annually from September through June. We will be hosting special events next year in October to cap off our fiftieth anniversary. The website advertising and upgrade would occur as soon as possible. The advertising will be ongoing, and the upgrade will facilitate the theater to reach out of county patrons for years.

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

The target audience for the Linkville Players is theater lovers, typically middle-class, college-educated. By using our website, we hope to encourage theater-goers in their 20s and 30s, as well as, elderly theater-goers that have mobility issues. We intend to reach these targeted audiences by using our website and social networking media, as people in this demographic typically own a computer.

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?

We hope to increase our out-of-town ticket sales by 25%. The Ross Ragland Theater has had an online ticket sales system for over 10 years. They are able to sell approximately 25% of their tickets sold online to out-of-county patrons.

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

Two very high-end restaurants (Rooster's and Haniyori) are within one block of the theater. Additionally, the theater is very close to the restaurants downtown, and the Quality Inn is across the street. Visitors driving to the theater drive by Veteran's Park and very close to the county's Visitor Center. Furthermore, our house managers and ushers are local, approachable, and knowledgeable people, and they frequently assist patrons with suggestions of what to do in Klamath County.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Linkville Players produces plays in our theater, providing a venue for local directors, actors, technical designers, and writers. We typically produce five full-length productions a year, and we produce special events, such as this season's *It's Murder, Ya Know*, the children's theater specials *Little Linkville*, the summer special performance of *The Miss Firecracker Contest*, and our ninth annual Klammie awards. We allow other community organizations to use our building, sound, and lighting equipment for special events and productions. Recently, we shared our space for a Chamber of Commerce greeter's meeting where many tourism-oriented business owners attended. Attached please find a copy of this year's season brochure.

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?

As the oldest community theater in the Klamath Basin, we have been advertising locally for fifty years. We advertise on Jefferson Public Radio, local radio, and in the Herald and News. Additionally, we have a website and facebook pages that list upcoming events and shows to a world-wide audience. We are currently working on reaching more out-of-county visitors through a partnership with Discover Klamath to market in print media.

MARKETING PLANS

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

The proposed facilitation of online ticket sales is designed to make the experience of purchasing tickets and coming to Klamath County more "user friendly." In the past, we have had complaints from potential patrons about how difficult it is to purchase tickets if you do not live in Klamath Falls. By making the ticket purchase experience a pleasant and easy experience, we hope to attract more people to Klamath Falls and attract more repeat-visitors to our theater.

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

We will measure the success of this project by continuing to review our performance attendance statistics. Additionally, we will count the hits to our website and increases to our email lists. We will keep a guestbook in the lobby of the theater to track where our audience is visiting from. We will utilize our suggestion boxes to collect surveys which we will distribute in our programs.

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

Our current out-of-county advertising provides a foundation on which we can base this project. We currently have a professional website with season information and a coherent design. We also advertise on Jefferson Public Radio. The additional web advertising will allow us to increase the ease with which information about our theater and county reaches out of county residents

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 Linkville Players is a volunteer-run organization. All of our actors, directors, technical designers, and board members give their time to the organization. Additionally, we receive donations for individual shows from local businesses, such as Spring Street Antiques, People's Warehouse, and the Ledge. In the future, we hope to partner with Discover Klamath to help draw additional visitors to Klamath County. Attached please find letters of support from several local businesses.