

Print

**Tourism Traditional Application - Submission #127**

---

**Date Submitted: 3/23/2018**

I have read the Grant Guidelines posted on March 1, 2018

yes/no\*

I plan to apply for two projects

yes/no

If yes please rank this project for level of priority

priority

**Project Title\***

**Grant Cycle\***

**Amount Requested\***

**Total Project Cost\***

**Entity Federal Tax ID Number**

Do not enter if putting in SSN

**Entity Name\***

**Grant Contact Name\***

**Email Address\***

**Address\***

218 N. 7th Street

**City\***

Klamath Falls

**State\***

OR

**Zip Code\***

97601

**Phone Number\***

(541) 884-0651

**Fax Number**

(541) 884-8547

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)**

Mark McCrary (grant), Michael Miles (project)

**reply email**

director@rrtheater.org

**reply email**

associate@rrtheater.org

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**

no

If yes, please enter name

**Name**

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

**choose one\***

Drive year-round desti

**Project (250 words or less)\***

The Ross Ragland Theater (RRT) will promote both its live and Ragland Digital Xperience (RDX) shows (approximately 30) regionally. With its new RDX programming, the RRT will begin hosting twice as many events as it has in the past, primarily in the evening featuring world-class entertainers and other themes.

To increase its value as a key piece of Klamath's tourism infrastructure, the RRT will:

- 1) Enact a comprehensive marketing program for the fall-winter season aimed at target audiences within two hours' drive time from Klamath Falls (Northern California, Rogue Valley and Lake County).
- 2) RRT will partner with new and established events to provide entertainment to draw overnight visitors and encourage longer stays. For example, the RRT will join with Downtown Association, Discover Klamath (DK) and Ride the Rim to promote RDX music concerts to Ride the Rim participants. Other such partnerships may include OIT Homecoming/Parent's Weekend, Kruiise of Klamath and the Klamath Film Festival.
- 3) Install RRT lobby/offices kiosk with DK materials. This will help expand cross-promotion of other tourist activities in Klamath County.
- 4) Enhance RRT website with links to DK website and local attractions.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). 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)\***

Klamath County is home to Crater Lake, the number one tourist attraction in Oregon, which enjoyed 740,000 visitors last year. Our area also boasts an outstanding zipline, a growing number of biking trails and races, and many other outdoor attractions. Despite these assets only a small portion of visitors who visit our county remain for overnight stays.

The evening entertainment gap holds back Klamath tourism. Klamath offers some bars and restaurants, bowling and first-run movies that are available everywhere. The RRT, however, provides over 25 special events a year (plus many local events) that are distinct from other areas of the state. With the addition of the new RDX programs the number of events shown at the RRT will double. The increase in available world-class and highly name-recognizable events, from sports and rock to ballet and opera, at an affordable price, the RRT is ready to become a more effective tourist draw that will allow Klamath to demonstrate that it has both great daytime activities and evening entertainment that is worth staying overnight to see.

The RRT will market its fall to winter season of live and RDX events to an expanded geographic region (Northern California, Rogue Valley and a two-hour drive time radius) and will cross-market with events that already bring visitors who will be encouraged to extend their stay.

Describe the need for your project

**Long-Term (250 words or less)\***

The RRT, which serves over 40,000 people annually, recently installed a high-definition digital projector, screen and dedicated Surround Sound system. With this new type of entertainment, coupled with its live performances, the RRT is primed to expand its visitor and local audience numbers.

In coming years, The RRT will continue to show live and digital events. It will also continue to expand its partnerships with Discover Klamath and other area organizations to enhance its role as a key part of Klamath's tourism infrastructure.

The RRT and Discover Klamath look forward to developing a "Day and Night, You are the One" marketing plan specifically to draw Crater Lake visitors and those in the target geographic market.

What is the long-term plan for your project

**Measurability (250 words or less)\***

Ticket sales to out-of-area zip codes are the measure of success. The RRT's computerized ticketing system allows tracking of visitors by zip code. Currently, 8% of RRT patrons are from zip codes outside Klamath County. The RRT expects to double that number the first year and add another 5-8% the following year. As the RDX programming capacity expands, audiences will have greater options for a variety of experiences. We will also track website hits to identify trends in origination of website visitations.

Additionally, as the only cinema program of its type east of the Cascade Mountains, the Theater's capacity will grow to serve a greater regional area and number of partners beyond Klamath County.

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)**

Our strategies are in-line with those of our regional and local tourism promotion organizations including Klamath Downtown Association, Discover Klamath and Southern Oregon Visitors Association (see attached letters).

Travel Southern Oregon states that "Our primary visitor market is definitely Northern California." In fact, "maximize PR impact with travel and destination marketing media (Goal 3) and "to broaden destination development outreach" (Goal 4) and is in their current plan. The "Day and Night" promotion addresses both. With these in mind, the target market for this project is focused on Northern California, the Rogue Valley and Lake County. Although we are not on the I-5 corridor, Highway 97 provides perfect access to get away from the more active traffic patterns and larger population base to experience something unique.

In keeping with Discover Klamath's goal of increasing visitor stays during the shoulder season, we will be promoting events from September 2018 through January 2019.

The RRT looks forward to helping Klamath County fulfill its tourism potential by closing a major tourism gap (e.g. appealing evening entertainment). This project will also complement other tourist activities and projects that promote Klamath County. For example, we will be able to provide a high-definition film about bicycling for Ride the Rim participants.

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

**Support & Involvement (250 words or less)**

The RRT will partner with Discover Klamath to develop and enact a comprehensive marketing program. This partnership is further strengthened by linking our organization's websites and installing a Discover Klamath kiosk in the RRT lobby/offices once they are completed.

The RRT will also partner with new and established events. Those partnerships include Ride the Rim, OIT Parent Visitation events, Kruse of Klamath, and the Klamath Film Festival. We fully expect to expand on these partnerships, and others, in coming years.

The RRT maintains regular on-going partnerships with local schools, businesses, the Chamber of Commerce, Klamath Public Library and many other local organizations. The RRT enjoys a strong partnership with the Downtown Association, which notes that local restaurants experience a significant uptick in business when there are events at the RRT.

The RRT is strongly supported by 1) local businesses that sponsor its shows 2) patrons who buy tickets 3) donors who generously give and 4) its all-volunteer 80-member Guild that take tickets, sell concessions, and give over 3,000 hours of volunteer time each year. Local individuals and foundations gave financial contributions that made the RDX project possible.

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?

As mentioned previously, this project addresses a significant gap in Klamath's tourism infrastructure by providing and promoting exciting and affordable evening entertainment. To complement its live performance and make full use of its new equipment and tremendous possibilities, the RRT will show 100% more programs. We expect that the extensive use of this new type of programming will have a strong impact on our community's ability to bring and keep overnight visitors. We will also be able to coordinate targeted evening showings with other day-focused activities.

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)**

The new RDX programs offer an opportunity to have greater community engagement at all socio-economic levels with arts and culture. We will increase our audience numbers and reach a broader demographic, including younger and more diverse groups, by offering exciting programs by well-known artists at affordable prices. RDX will also allow us to present programs that address ethnic and social diversity without the financial risk of live shows. In many cases, cost is a barrier for community members to engage in activities throughout the area. This program is accessible, affordable and provides a unique experience not currently available to residents and visitors in Klamath County.

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)**

The RRT enjoys on-going partnerships with local schools, small businesses and nonprofits. The RRT is a cornerstone of downtown Klamath Falls' revival and a venue for hundreds of public and private events each year. Downtown restaurants' sales jump when there are events at the Theater. The RRT regularly supports local businesses such as catering services, wine and beer, security, food, construction and cleaning services. Further, Oregon Tech and Sky Lakes Medical Center often conduct tours of the Theater while recruiting professionals to relocate to Klamath County.

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

Is this project/event in  
shoulder season?

yes/no\*

yes

Does the project/event  
occur outside urban  
growth boundaries?

yes/no\*

no

#### Required supporting documents\*

Day and Night grant materials.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

#### Submission Instructions

After submission of this application, please print 8 copies, and attach all your supporting documentation (8 copies) and turn in to Klamath County Finance office, 305 Main St., Room 230, Klamath Falls, OR 97601. If mailing, must be postmarked by 2:00 PM March 31, 2018.

#### 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

Mark R. McCrary

#### Date/Time\*

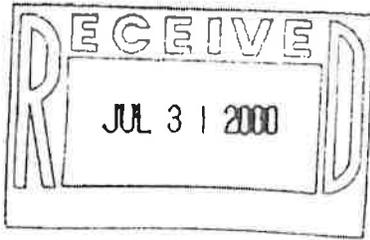
3/23/2018

10:15 AM

Internal Revenue Service

Department of the Treasury

Date: July 25, 2000



Ross Ragland Theatre  
218 N. Seventh Street  
Klamath Falls, OR 97601-6017

P. O. Box 2508  
Cincinnati, OH 45201

**Person to Contact:**

Mary Freudenberg #31-03512  
Customer Service Representative

**Toll Free Telephone Number:**

8:00 a.m. to 9:30 p.m. EST  
877-829-5500

**Fax Number:**

513-263-3756

**Federal Identification Number:**

93-1006823

Dear Sir or Madam:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in January 1994 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Ross Ragland Theatre  
93-1006823

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

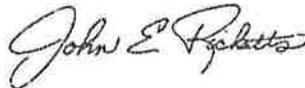
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,



John E. Ricketts, Director, TE/GE  
Customer Account Services

# Request for Taxpayer Identification Number and Certification

**Give Form to the  
requester. Do not  
send to the IRS.**

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Ross Ragland Theater</b>	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>Tax-Exempt Corporation</b>	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from FATCA reporting code (if any) _____  <i>(Applies to accounts maintained outside the U.S.)</i>
5 Address (number, street, and apt. or suite no.) See instructions. <b>218 N. 7th Street</b>	Requester's name and address (optional)
6 City, state, and ZIP code <b>Klamath Falls, OR 97601</b>	
7 List account number(s) here (optional)	

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

<b>Social security number</b>									
or									
<b>Employer identification number</b>									
9	3	-	1	0	0	6	8	2	3

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

### Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification Instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶ <i>Mark McCrary</i>	Date ▶ <i>3/22/2018</i>
------------------	------------------------------------------------	-------------------------

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

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

<b>Ross Ragland Theater</b>					
<b>Day and Night, You are the One!</b>					
<b>INCOME</b>					
	<b>BUDGET</b>		<b>Actual</b>		
	Cash	In-Kind	Cash	In-Kind	
<i>Klamath County</i>					
<i>Matching Grant</i>	<b>\$20,650.00</b>				
<b>OTHER INCOME</b>					
Grants (Travel Oregon, other Foundations)	\$8,850.00				
Print media sponsors		\$6,000.00			
Broadcast media sponsors		\$10,000.00			
<b>SUB TOTAL INCOME</b>	<b>\$29,500.00</b>		<b>\$16,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TOTAL INCOME</b>	<b>\$45,500.00</b>				<b>\$0.00</b>
<b>EXPENSES</b>					
LINE ITEM	<b>BUDGET</b>		<b>Actual</b>		
	Cash	In-Kind	Cash	In-Kind	
1	\$3,000.00	\$6,000.00			
2	\$10,000.00				
3	\$4,000.00				
4	\$5,000.00				
	\$7,500.00	10,000			
<b>SUB TOTAL EXPENSES</b>	<b>\$29,500.00</b>	<b>\$16,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TOTAL EXPENSES</b>	<b>\$45,500.00</b>				<b>\$0.00</b>



March 7, 2018

Kate Marqez  
Ross Ragland Theater  
218 N. 7<sup>th</sup> St.  
Klamath Falls, Oregon 97601

RE: Letter of Support- Ross Ragland Theater

Dear Kate,

As the regional tourism office for Southern Oregon, we appreciate all the support that the Ross Ragland Theater does for the Klamath County tourism economy. We fully support your efforts to acquire a Klamath County Tourism Grant.

We understand these funds will be used to support your ongoing marketing efforts and specifically off-season promotions. We really appreciate that you recognize the seasonality of tourism and the fact that you want to support Fall and Winter promotions which all of Oregon needs to support.

We look forward to your grant award and know that you are providing a great product for our visitors.

All the best,

*Brad Niva*

Brad Niva  
Executive Director

DISCOVER  
KLAMATH

OREGON UNEXPECTED

March 15, 2018

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

RE: Letter of Support – Ross Ragland Theater & Digital Cinema Marketing

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports efforts of the Ross Ragland Theater to secure a ***Klamath County Tourism Grant***, which (if granted) would support promotion of its new high-definition projection (aka Digital Cinema) technology that allows an even wider selection of performing arts (and other) programs to come to Klamath.

We've written in support of this project before and with the system recently installed, we are more excited than ever to see this technology put into action. From conception, we've recognized the potential benefits of this capability to bring incremental visitors to Klamath by offering programming not available elsewhere, e.g. the Rogue Valley, Bend, Redding, etc...

During this Grant cycle (Spring 2018), the Theater seeks funds to begin marketing its new capability outside the Klamath area. Our organization looks forward to supporting those efforts. Additionally, the Theater's Leadership sees opportunities to leverage its new system by partnering with local event managers to promote digital cinema event(s) geared towards extending the visitor's stay. An example is this September's Ride-The-Rim cycling event at Crater Lake. Nearly 5,000 cyclists will arrive in Klamath over two consecutive Saturdays. The RRT and Ride The Rim Managers will partner to offer targeted programming that will, hopefully, cause some of these riders to remain in the area an additional day.

We believe this is great opportunity to put a small amount of lodging tax dollars into marketing that will benefit the theater and community.

If awarded a tourism grant, our organization looks forward to supporting efforts of the RRT Staff to encourage additional visitation in 2018 and beyond.

  
Jim Chadderdon  
Executive Director



KLAMATH FALLS DOWNTOWN ASSOCIATION  
425 Walnut Ave.  
Klamath Falls, OR 97601

---

March 16, 2018

Ross Ragland Theater  
218 N. 7th Street  
Klamath Falls, OR 97601

Dear Ross Ragland Theater:

On behalf of the Klamath Falls Downtown Association Board of Directors, I am writing in support of your application for the Klamath County Tourism Grant.

We are always grateful for the immense efforts made by Ross Ragland Theater on behalf of our community. We are excited about the new RDXperience and hope that this grant can assist in promotion and execution. Creating a venue that draws from the entire region could have a tremendous effect on the economic vitality of our downtown and impact many other businesses in a positive way. We look forward to working with you on the new opportunities this will present.

Thank you.

Sincerely,

A handwritten signature in black ink that reads "Nicolas R. Phair". The signature is written in a cursive, slightly slanted style.

Nicolas R. Phair  
President, Klamath Falls Downtown Association

### **Marketing events and tasks**

The RRT will leverage its marketing assets to successfully implement marketing strategies for this program. Such assets include using Facebook promotions. Our FB following is one of the largest in the region with over 4,000. Our electronic communications through vehicles such as our e-newsletter has over 3,000 participants and our website receives over 9,000 hits per month. We also have connections with print and broadcast media that reach audiences in the Rogue Valley (as far away as Eugene), Northern California (to Redding) and Lake County.

Our plan is to maximize our resources and leverage those with support from Klamath County Tourism:

#### Print Advertising

Southern Oregon Magazine Fall and Winter issues  
Southern Oregon Magazine and other regional events calendar  
Oregon Shakespeare Festival Playbill  
Advertising in Discover Klamath's planning guide  
Distribute major program release to regional target market areas  
Ad content to Travel Oregon's e-newsletter

#### Broadcast Media

Weekly 30-second radio spots on KLAD, KKRB and Jefferson Public Radio  
Regular television promotion on KOB-TV and Newswatch-TV Channel 12  
Promote programs on 5 at 5 on KOB-TV

#### Direct Mail and Print Distribution

Bi-weekly/Monthly direct mail postcards to target areas  
Every Door Direct Mail (EDDM) to target specific demographics  
Weekly poster distribution  
Distribute rack cards to hotels and sites frequented by out of town visitors  
Plan table and rack cards  
Onsite audience questionnaires

#### Social and Electronic Media

Place paid ads on Facebook  
On-line audience questionnaires regarding performances and RDXperience  
Link Ross Ragland Theater website to Discover Klamath and Chamber of Commerce  
Regular updates and promotions on our Facebook page  
Identify and place listings on free event host sites  
Social media campaigns and contests  
Email/site re-targeting