

TOURISM GRANT APPLICATION

Organization Applying: wrinkledog, inc - on behalf of the Klamath Exchange Club

Contact Person: E. Werner Reschke

Phone Number: 541.891.0799

Email Address: werner@wrinkledog.com

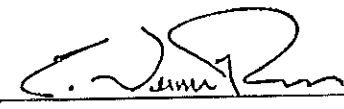
Mailing Address: 404 Main Street, Ste. 6 Klamath Falls, OR 97601

Web Site Address: wrinkledog.com

Title of Project: Sagebrush Rendezvous Art Event

Brief Description of Project: The goal of this project is to give the Klamath Exchange Club an online presence with their Annual Sagebrush Rendezvous Event. This is a great cultural event in the Basin. The new website will promote this year's event (January 2015) and in addition be available to post photos and build an online history for years to come. The project also allocates dollars to be spent in online advertising to entice those outside the county to come enjoy this great cultural event.

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 22 Sep. 2014

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.

TOURISM GRANT BUDGET FORMS

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

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?

There are two aspects to this proposal: one is to build a sustainable website and Facebook page to promote the event online to viewers outside Klamath County. The second is to run online advertising in out-of-county communities to encourage people to attend this weekend art event.

2. What are the project activities?

- Build website that is desktop, tablet and smartphone friendly
- Create a Facebook page for the event
- Build online ad campaign to create awareness of the event and drive people to the website for more info.

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

The website, Facebook page and online ad campaign will be built and ready for launch by November 15, 2014.

4. Who is the target market for attending the project?

The Sagebrush Rendezvous is a fantastic event to attract people from Jackson county. It is close, an easy drive and is held at a gem in Klamath County — The Running Y Ranch. This event has capacity for growth to draw multiple generations from outside the county. It also attracts people with money, who have discretionary income to spend. This event has never had a professional website or advertising campaign, so it is hard for people to know it exists beyond Klamath County or "word of mouth". I personally have attended several years and enjoy the atmosphere and fabulous art. Promoting the event outside the county has the potential to double the event's size and income. Current figures show only 2-3% of attendees are from outside the county.

Project Goals:

5. How many out of county visitors do you expect to attract to the project? How will you count the number of out of county visitors versus the number of locals?

Our modest goal is to attract at least 300 new visitors to the festival. Registration is usually paid by credit card with signature required. This will show where attendees live and provide data on how many attend from outside county.

6. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you count the number of extra days?

The website will cross market to point to DiscoverKlamath.com, Klamath Community.com and RRTheater.org. The website will list local restaurants and hotel options in Klamath Falls as well as possible shows at the Ragland that weekend if applicable.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

wrinkledog, Inc is an online marketing agency. For over 14 years wrinkledog has built innovated websites and web applications, run several sophisticated email marketing campaigns and consulted for companies on how best to market their business and brand online.

Some website examples include: City of Klamath Falls, Klamath County Chamber of Commerce, Ross Ragland Theater, City of Dunsmuir and Crater Lake - Klamath Regional Airport.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How is your organization uniquely qualified to carry out this project?

wrinkledog built the Chemult Sled Dog Races website and Facebook page through the tourism grant project in 2011. That website address is SledDogChemult.org. The folks in Chemult have returned asking for wrinkledog's help every year since — including this year's 2015 race.

wrinkledog also produced the Klamath Community video series — eight video vinegettes that promote Klamath County tourism, industry and livability.

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.

wrinkledog will use online advertising to primarily target (60% of ad budget) people in Jackson County (Ashland, Medford, Jackson — high income areas). Secondary targeting will be aimed at people in Deschutes County (30%) and Lakeview and Northern California (10%) — Yreka, Tulelake, Alturas, Mt. Shasta.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

The Klamath Exchange Club has been the main sponsor and organizer of this event for several years. Since this is a paid-to-attend event, tracking credit cards will be the main way of knowing how many out-of-county visitors attend. Also a sign-in sheet is required which will ask where people live.

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

The Klamath Exchange Club is eager for wrinkledog to build them a website. We are working to secure graphics and photos from previous events. The award of grant money will ensure the site is completed in a timely manner and the weeks leading up to the event with online advertising can kick in to generate awareness.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

wrinkledog is "kicking in" 8 hours of free labor to get this project started. wrinkledog's hourly rate is \$100/hour. The time is being used to meet with the Klamath Exchange Club, to work on a specific ad strategy (building list of keywords and demographic), collect graphics and take photos of the Klamath County/Running Y Ranch, Oregon.

wrinkledog is working with Tracy Ronningen, of the Klamath Exchange Club.

wrinkledog is asking for a tourism grant of \$2,000 for this project. \$1,500 will go towards an online ad campaign. Ad costs are \$295 for setup and \$11/1,000 ad impressions. The remaining \$1,300 is for the website and two years of hosting of which wrinkledog is donating 8 hours of its time (or \$800) towards the project. Total cost: \$2,800.

**Klamath County Tourism Grant Application
Project Budget**

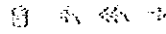
	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	2000				
Cash Revenues -					
Source:					
Source:					
Source:					
Total Cash Revenues	-	-	-	-	
In-Kind Revenues:					
Source:	\$800				wrinkledog in-kind
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	2800	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	1500				Online Ads
Rentals					
Supplies					
Other:	1300	-	-	-	Website / Facebook
Other:					
Other:					
Other:					
Total Cash Expenses	-	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	2800	-	-	-	

NOTES

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
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

From: Sharon Rajnus <sharon@rajnus.com>
To: E. Werner Reschke <werner@wrinkledog.com>
Re: Letter of Recommendation

October 17, 2014 at 10:10 AM



SHARON RAJNUS
ARTIST
30485 Transformer Road
Malln, OR 97632

October 17, 2014

Re: Sagebrush Rendezvous

WRINKLEDOG INC. is uniquely qualified to create a website for the Sagebrush Rendezvous because of experience, artistic expertise, and related web services. A Wrinkledog Site is not only handsome, but intuitive and fast. Having a good-looking web face for the Sagebrush Rendezvous benefits all those involved, working seamlessly for all, and a truly go-to site for the community.

Sharon Rajnus
Rajnus@RajnusArt.com



October 17, 2014

Klamath County
305 Main St.
Klamath Falls, OR 97601

Re: Tourism Grant Application – wrinkledog, inc.

To Whom It May Concern:

I am pleased to submit this letter of recommendation for wrinkledog, inc. and their tourism grant application to build a website for the Sagebrush Rendezvous.

The Crater Lake – Klamath Regional Airport has utilized wrinkledog for the airport's website for many years and recently worked with them on a complete rebuild of the site. I have found them to at all times to be attentive to the customer's needs while providing professional guidance to achieve an end product that is both functional and visually appealing.

In today's world we expect instant access to information via the internet. Having a website is critical to any event's ability to achieve success and grow. The Sagebrush Rendezvous is an excellent annual event that would benefit greatly from a new website to further promote it and take it to the next level.

Sincerely,

Linda Tepper, AAE
Business Manager

Diane Linthicum



541-892-6512 BurningDaylightFoods@gmail.com 36590 Highway 140 Beatty, OR 97621

October 20, 2014

Tourism Grant Board
305 Main Street
Klamath Falls, OR 97601

To Whom this may concern,

My husband and I have worked with Wrinkledog, Inc. on several different enterprise-wide web and internet marketing campaigns. Wrinkledog has performed well across a wide variety of projects from retail to informational and other fund-raising and charitable events.

Wrinkledog's technological prowess has always delivered fantastic results to these various projects. Additionally, their support and design staff always listen, responds and shows great creativity in developing strategic solutions.

I whole heartedly recommend Wrinkledog, Inc. as a partner for this years Sagebrush Rendezvous.

Sincerely yours,

A handwritten signature in black ink that reads 'Diane Linthicum'. The signature is written in a cursive style with a long horizontal flourish extending to the right.

Diane Linthicum