

Print**Tourism Sponsorship application - Submission #144**

Date Submitted: 3/30/2018**Title of Project***

Lost River Bluegrass Festival

Grant Cycle*

Spring 2018

Funds Requested*

\$2,500

Organization Applying*

City of Merrill

Contact Person*

Rayna Hernandez

Phone Number*

541-798-5808

Email address*

recorder@cityofmerrill.org

Website (if applicable)

www.cityofmerrill.org

Address

301. E Second Street

City

Merrill

State

OR

Zip Code

97633

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

Description of project including activities, date, time and location*

The First Annual Lost River Bluegrass Festival will occur Friday, July 20 - Sunday, July 22 at the Merrill Park Civic Center. The event is being organized by Project Merrill, a local civic group dedicated to the betterment of the Merrill community, with support from the City of Merrill and the Merrill Park District. All proceeds from the event will support civic projects in Merrill. Camping will be available at the Merrill Park Civic Center beginning Wednesday, July 18 – Sunday, July 22, with 5-day camping and festival packages.

This family friendly event will offer a variety of activities for visitors. The festival begins Thursday evening with Band Scrambles and a Potluck dinner and continues Friday with Open Mic and Local Bands. A musician jam tent will be set up Wednesday through Sunday, with Main bands playing 10:00am – 8:00pm on Saturday and 10:00am – 2:00pm on Sunday. Other festival activities include a Quilters' Room hosted by Tater Patch Quilts, a Horseshoe Contest, a Saturday morning pancake breakfast, a pie and ice cream social, a beer garden, a Saturday evening Tri Tip BBQ, an instrument petting zoo, information booths, and the Merrill History & Modoc Was Museum will be open daily during the event. The Department of Forestry is also hosting a kids' activity at the festival.

In conjunction with the Bluegrass Festival, County Cork Collectibles will host their Annual Farm Fair July 20-21, one mile from the Festival site, featuring local craft vendors, food, music, activities for kids, and the gift store.

Goals*

The Lost River Bluegrass Festival will attract many out of county visitors to Merrill and the surrounding region. The festival has the potential to attract 1,000 people and bring an influx of income and energy to the local economy. At the first festival we are expecting 500 of those attendees to be from out of county. Based on schedules of bluegrass and country music festivals in Oregon, northern California, and Washington, the Lost River Bluegrass Festival dates fit in nicely without competition from other festivals. The Project Merrill Team is committed to holding the festival annually on the third weekend of July. We will track out of county attendees to the festival through a variety of means. The event is offering online ticket sales for the festival and camping beginning April 15, which will enable the tracking of out county tickets sales purchased through the website. Attendees will be required to provide address information when purchasing tickets online. We will also be able to track out of county visitors who register for camping at the event. During the event we will distribute a questionnaire/survey to festival attendees in exchange for a raffle ticket, which will request information on where festival goers are from. As an additional tracking mechanism, we will provide a guest book at the Merrill Museum for festival goers asking them to register where they are from. We will work with local lodging establishments and campgrounds to better track out of county visitors and reasons for staying.

How many out of county visitors do you expect to attract? How will you track the number of out of county visitors versus the number of locals?

Team*

The Project Merrill Team is organizing the event and is comprised of local business owners, community members, local government, and members of local organizations. The festival is also supported by the City of Merrill, the Merrill Public Works Department, and the Merrill Park District. The Public Works Director has been with the City for eighteen years and annually helps to coordinate the Klamath Basin Potato Festival drawing thousands of people to Merrill in October, along with curating the Merrill Museum.

The Team is supported by a full-time Community Builder who has been working with the southern Basin communities since September 2016. The Community Builder works closely with the South Central Oregon Economic Development District (SCOEDD) and Executive Director, Betty Riley. Betty has worked in economic development in northern California and southern Oregon for nearly thirty years.

The festival has also benefited from the expertise of Joyce Furlong, a community volunteer from Keno who is helping to lead the event. Joyce served as President of the Northern Nevada Bluegrass Association from 2005 – 2009 and has experience as both a musician and coordinator for the Bowers Mansion Bluegrass Festival in Reno, NV for many years. This was a similar 3-day festival with camping. Joyce is volunteering her time and expertise for the love of bluegrass music and bluegrass festivals and has been working closely with the Merrill Public Works Director, Greg Matthews, who is also a musician and lover of bluegrass.

Describe your organization/project management team. How are these individuals qualified to lead this project?

Experience*

Project Merrill and the City of Merrill have collaborated on a variety of community projects. The Team partnered with the City and a local nursery to provide hanging baskets for the downtown business corridor. The project was fully funded through local donations. The Team also sponsored two clean up days, along with drafting an Ordinance for use of solar community funds for downtown beautification. The Team is completing a new wildlife viewing area on Lost River to encourage more visitors to stop in Merrill. This project has received immense local support from the City of Merrill, Fish and Wildlife Service, and Klamath County.

The festival planning has benefited from the expertise of Joyce Furlong, a community volunteer from Keno who is helping to lead the event. Joyce has experience as both a musician and coordinator for the Bowers Mansion Bluegrass Festival in Reno, NV for many years. She has participated as a musician with the Susanville, Grass Valley, Lake Havasu, and Parkfield Bluegrass Festivals. Joyce is volunteering her time and expertise for the love of bluegrass music and bluegrass festivals and has been working closely with the Merrill Public Works Director on coordinating the event.

Greg Matthews, the Merrill Public Works Director, is also a musician and lover of bluegrass, offering lessons to local youth and providing the Merrill Christmas program to the community each year. He annually helps to coordinate the Klamath Basin Potato Festival drawing thousands of people to Merrill in October, along with curating the Merrill Museum.

Describe your team's experience in operating past or similar projects

County credit*

We will credit Klamath County's support for the festival through the Lost River Bluegrass Festival website by including the County logo on the dedicated sponsor page. We will also credit Klamath County support by posting the information to the Lost River Bluegrass Festival Facebook page. We will publicize Klamath County support in our outreach efforts including print materials, newspaper and newsletter articles, interviews with TV and radio, and other community website and Facebook pages. The festival program will also include the County logo and show Klamath County support for the event. Klamath County would also be announced as a sponsor by the Emcee during the festival.

Space will be available for Klamath County to have a logo or banner on the event stage. The County could also have an information booth at the festival. We plan to provide an on-site promotional booth at other bluegrass festivals leading up to the Lost River event and could make County information available at the booth.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

Feb 23, 2018: Website and Facebook pages go live. Artwork design for posters and logo initiated.

March 1-4: On site promotion at Lake Havasu bluegrass festival.

March 15: Ad placed in Oregon Bluegrass Association newsletter x 2 issues which will cover the 2nd and 3rd quarters of the year (through our festival date of 7/20-22). This ad is provided at no charge, a value of \$160. They are also running a 700 word article about the festival on the facing page. Ad placed in Southwest Bluegrass Association newsletter x 2 issues which will cover through the festival dates, also at no charge, a value of \$90.

March 17, 2018: On site promotion at the Oregon State Fiddlers state competition.

April 6-8: On site promotion at Oregon State Fiddlers annual meeting.

April 15: Ad placed in the California Bluegrass Assn newsletter x 3 months, ½ page vertical: \$161.00.

May 15: Posters and flyers placed at local and regional businesses and locations throughout Oregon, northern California, Nevada and Idaho.

June 14-17: On site promotion at California Bluegrass Association festival

June 21-24: On site promotion at Susanville Bluegrass Festival

June 22: Banner placed over Highway 139 in Merrill, OR.

July 1: Begin media coverage as we can afford: newspaper and TV. Interviews for radio and TV spots as well as with newspapers for articles of interest.

Provide a timeline of your marketing efforts leading up to the event or project including out of county marketing.

Target Market*

The target audiences for the Lost River Bluegrass Festival are bluegrass music fans, musicians, music lovers, couples, young families, and retirees. The festival website also contains information on visitor attractions in the surrounding area. Marketing efforts are currently focused in Oregon, California, Arizona, Nevada, and Idaho. Based on schedules of bluegrass and country music festivals in Oregon, northern California, and Washington, the Lost River Bluegrass Festival dates fit in nicely without competition from other festivals. Unfortunately, the northern California region has lost two local bluegrass festivals in recent years, including the Siskiyou String and Threads event last held in 2014 and the Scott Valley Bluegrass Festival in Etna last held in 2013.

The Scott Valley Bluegrass Festival was held from 2003 – 2013 with approximately 1,000 attendees each year, most staying the entire weekend and returning each year for the event. The event ended because the volunteers were aging and unable to continue and there were none who wanted to take it over. The Scott Valley Bluegrass Festival is still talked about in bluegrass circles among both attendees and bands that participated. It is a festival that is sorely missed and when Joyce Furlong talked to others about recreating a similar festival in Merrill she received many offers of help and support. If done well, the Lost River Bluegrass Festival will be an instant hit, filling a void left by the Scott Valley Festival in Etna. Merrill is also similar in size to the population of Etna.

Describe your target market/audience

Measurability*

We will measure attendance of out of county attendees to the festival through a variety of means. The event is offering online ticket sales for the festival and camping beginning April 15, which will enable the tracking of out county tickets sales purchased through the website. Attendees will be required to provide address information when purchasing tickets online. We will also be able to measure out of county visitors who register for camping or purchase festival tickets at the event. During the event we will distribute a questionnaire/survey to festival attendees in exchange for a raffle ticket, which will request information on where festival goers are from. The questionnaire will also provide helpful information to the Project Merrill Team in planning for next year's event. As an additional tracking measure, we will provide a guest book at the Merrill Museum for festival goers asking them to register where they are from. We will work with local lodging establishments and campgrounds to better track out of county visitors and reasons for staying.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

Sponsors*

The City of Merrill is contributing event start-up funds towards bands, sound systems, facilities, portable toilets, marketing, while also providing security for the festival. A portion of these funds will be paid back to the City with profits made from the festival. The Merrill Park District is donating use of the Merrill Park grounds and Civic Center, which is a significant contribution to the event. Ribbon-N-Print is donating some design time towards creating promotional posters for the event. The Oregon Bluegrass Association and the SW Bluegrass Association are providing free advertising to promote the event through their newsletters and websites. The National Guard and a private citizen have offered to donate fold out stages, which is a considerable savings. Joyce Furlong designed and created the festival website and designed and printed the event flyers in-kind. The Project Merrill Team and the Merrill Public Works Department are donating significant time and energy towards coordinating the event.

We are soliciting local sponsorships and have already secured several. Sponsorship support will defray the expense of the bands and sound systems. Scheduled bands offered lower fees to help the festival get started. The bands are also promoting the event through their websites and Facebook. Many local groups will be participating in the festival, including Tater Patch Quilts, the Department of Forestry, Mia and Pia's, Tulelake FFA, Lost River FBLA, and Lava Beds National Monument. Local churches are donating homemade pies to be sold on Saturday, served by the Lost River FBLA.

List your potential sponsors and partners and how they contribute to the event or project.

Flexibility*

We are requesting \$2,500 through the Klamath County Tourism Sponsorship Grant to support mass media marketing and marketing materials for the festival. If Project Merrill does not receive full funding through the Klamath County Tourism Grant it will restrict the ability for the Team to market through TV and newspaper and reach a larger audience in Oregon and northern California. TV and digital newspapers offer the potential to reach many people that will not be reached with our other marketing materials. If denied full funding Project Merrill will continue to pursue additional funding sources through solicitation of sponsorships and donations from local businesses and community members in an attempt to fund mass media marketing. We have received incredible local support for the First Annual Lost River Bluegrass Festival, as many community members and business owners feel it will be a great way to draw travelers to downtown Merrill and the Lower Klamath Basin.

If your organization is not awarded full funding, how would you modify your plans?

Required supporting documents*

Supporting Grant docs Lost River Bluegrass Festival.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

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*

Katie L. Jameson

Request for Taxpayer Identification Number and Certification

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

▶ Go to 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. CITY OF MERRILL	
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"/> 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) ▶ MUNICIPALITY	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. 301 E. SECOND ST. PO BOX 487 (MAIL ONLY)	Requester's name and address (optional)
6 City, state, and ZIP code MERRILL, OR 97633	
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.

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.

Social security number									
or									
Employer identification number									
9	3	-	6	0	0	2	2	0	9

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.

Sign Here	Signature of U.S. person ▶ Rayna Hernandez	Date ▶ 3/28/2018
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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.

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" COI

City of Merrill						
Lost River Bluegrass Festival Marketing Budget						
INCOME						
	BUDGET		Actual			
	Cash	In-Kind	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Tourism Sponsorship Grant</i>	\$2,500.00					
OTHER INCOME						
City of Merrill solar community fund donation contribution to marketing	\$500.00					
Volunteer labor \$10 per hour x 85 hours		\$850.00				
Sponsorships for Event	\$861.00					
SUB TOTAL INCOME	\$3,861.00	\$850.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME	\$4,711.00					
EXPENSES						
LINE ITEM	BUDGET		Actual			
	Cash	In-Kind	Cash	In-Kind	Cash	In-Kind
1	\$1,250.00					
2	\$1,250.00					
3	\$1,000.00					
		\$200.00				
		\$300.00				
	\$200.00	\$100.00				

LUMNS (F & G) BL

4	Bluegrass Associates of SW, CA, OR Newsletter advertising x 3 months	\$161.00	\$250.00		
	SUB TOTAL EXPENSES	\$3,861.00	\$850.00	\$0.00	\$0.00
	TOTAL EXPENSES		\$4,711.00		\$0.00

March 14, 2018

TO WHOM IT MAY CONCERN:

I, Rodney Green, am on the Merrill Park District Board of Directors, Merrill Fire Department Board of Directors and also own my own business, R&J Auto Repair in Merrill, Oregon.

I am certainly pleased about the Blue Grass Festival taking place in Merrill July 19-22, 2018. It will be a great activity in our town and the surrounding areas.

Rodney Green

Regarding Klamath County Tourism Grant

Lost River Blue Grass Festival- July 21-22

This letter is in support of the Lost River Blue Grass Festival. As a small business in Merrill, Tater Patch Quilts, we are so excited that this new event is happening. We are fortunate to have leadership in Joyce Furlong as she has had experience in the organization and implementation of blue grass events before. This event will totally align with one of the goals of Discover Klamath in bringing more outside interest and visitors to the Klamath Basin. Already there is considerable interest and with the help of marketing from Discover Klamath the event should have folks from all over especially Northern California, Nevada and Oregon. This event has been scheduled to piggy back with another growing and popular "Farm Fair" that is sponsored by County Cork Collectibles. There is City wide support for the Blue Grass Festival and local businesses have already stepped up with resources and endorsements.

The businesses in Merrill are working very hard to improve our downtown appeal so they are ready to take it to the next level and invite the world to see all of our country charm. Lost River Blue Grass Festival is going to be great and we anticipate will only grow as the years pass.

Sincerely

Robin King

Diane McKoen

Tater Patch Quilts

PO Box 298

109 E Front St

Merrill, OR 97633

541-798-5955

To whom it may concern;

(Umpqua Bank) fully supports the upcoming Lost River Bluegrass Festival, in Merrill Oregon. We feel it would be a shot in the arm to the area by bringing in people from all over to share in a family friendly celebration. It would bring tourism dollars to our region and would be a wonderful way to show what our basin has to offer.



City of Merrill Recorder's Office

P.O. Box 487
301 East Second St
Merrill, Oregon 97633
Phone: 541-798-5808
Fax: (541) 798-0145
cityofmerrill@centurytel.net

Subject: Lost River Bluegrass Festival

To Whom It May Concern;

The City of Merrill is extremely excited about the possibility of hosting the proposed Lost River Bluegrass Festival this summer. We understand that events of this type attract participants from across the region who will visit our City, stay several days, and patronize our local vendors.

From the early feedback, we anticipate that the initiative will be not only a success financially for the City and our residents, but will help develop the character of the City of Merrill in a positive manner.

Please feel free to call me on my cell phone 541-274-1902 if you'd like to further discuss what we think are the strong merits of this project.

Respectfully;

Bill Carlson, Mayor

Marketing Distribution Plan – Lost River Bluegrass Festival

- Artwork design for posters and logo initiated and website and Facebook pages went live in February.
- Advertising placed in Oregon Bluegrass Association and SW Bluegrass Association newsletters in March.
- Advertising placed in the California Bluegrass Association newsletter for 3 months beginning April 15.
- Posters and flyers will be placed at local and regional businesses and locations throughout Oregon, northern California, Nevada and Idaho in May.
- Collateral will be distributed to venues where people congregate to play or listen to music: pubs, restaurants, coffee shops, grange halls, music venues, music campouts, fiddle and similar contests. Also music stores in those same locations. Also at sponsors businesses.
- Posters and flyers will be distributed through on-site promotion at the Oregon State Fiddlers Annual meeting in April, the California Bluegrass Association Festival in June, and the Susanville Bluegrass Festival in June. Small banner will be used at information booth for promotion at other Bluegrass events.
- Members of the Oregon Bluegrass Association and Oregon Old Time Fiddlers Association will promote festival at other events in California, Arizona and throughout Oregon.
- Large banner will placed over Highway 39 in Merrill beginning June 22. According to ODOT, between 4,000-6,000 vehicles travel Highway 39 through Merrill each day.
- We will begin media coverage as we can afford beginning July 1.