Klamath County Tourism Grant

Traditional-Final Report

Please provide the following information and submit with your final drawdown request. 20% of the grant is withheld until we receive the final report.

Title of Project City of Malin’s 110 Celebration and Malin Park’s 75th
Funds Awarded $5,333
Date of Event/Project July 3-7, 2019
Name of Organization City of Malin
Contact Person Kay Neumeyer, City Recorder
Address PO Box 61
City, State, Zip Malin, OR 97632
Phone Number 541-723-2021

Where did you spend your marketing dollars?

Our marketing dollars were spent in part on producing approximately 800 brochures in-house, along with flyers and posters, which we mailed out to over 500 people, placed on message boards, information boards and inside of local and surrounding establishments. We estimate the time spent to produce and distribute these materials at 80 hours. However, the bulk of our marketing dollars were spent on Discover Klamath’s strategic marketing campaign at a cost of $4,530. We partnered with Discover Klamath to place ads in the Jefferson Backroads Magazine, Rogue Valley Messenger, Weed Press, Dunsmuir News, and Mt Shasta Herald newspapers, website advertisements, and on social media platforms. We also spent $200 partnering with Basin Life Magazine for a radio and digital marketing campaign. Basin Life customized one banner on the Malin page and three promotional floating banner ads, radio ads across six stations, along with live Facebook videos. This was the first time the City and Park partner in promoting our events and found it very successful. We truly appreciated the Tourism grant funds that helped us bring people into our area. The Malin Park was filled almost to capacity on the 4th of July for the car show and fireworks that night. Local people and those from far and wide enjoyed our parade, numerous musical entertainments, free swims, disc golf, kids activities, local foods, and all our activities over the five-day events. We also had great success with partnering with our non-profit groups especially those that worked with children and they successfully made extra monies for their causes. Our local businesses thrived and other communities around also reaped the benefits from our celebration.

What part of your marketing efforts were most successful and least successful?
Overall, we feel that the efforts by Discover Klamath reached more people than we were able to with our in-house marketing efforts. Primarily, the social media advertisement had exceptionally favorable results with 131,181 impressions served, with the highest responses from Sacramento, San Jose, Redding, Medford and Klamath Falls. We also felt Basin Life had a method of reaching local people and those out of our area that we had not be able to reach. The radio announcements were very successful since numerous people heard them and even invited their family and friends to attend. It’s hard to determine what was the least successful since it appeared all of it worked for us.

How many people from out-of-county attended?

This year we did see an exceptionally high turnout of people attending our events. We estimate approximately 5,000 people came to all or a portion of our 5-day events. It’s difficult to estimate the exact number of people who came from out of the county, but we feel at least 10% of attendees could have possibly traveled over 50 miles. People came from out of the area that follow car shows, Kurt VanMeter’s Band, those that wanted to celebrate Malin City and Park’s anniversaries, and of course people who attended the all school class reunion. We did see a 12.5% increase in out-of-area participants for our annual car show, and we saw a 50% increase in new out-of-area participants, as opposed to 2018.

How did you determine how many people from out-of-county attended? Explain why this is an accurate measurement of the out-of-county attendees.

We utilized the addresses that car show participants listed on their registration forms, guest book sign-in at the Malin Museum, attendees for the all-class-reunion, guest lists at the Malin RV Park and local area motels to determine out-of-area attendees.

How many extra days did your visitors stay in the area?

Since July 4th was on a Thursday people tended to stay through the weekend (3-4 days extra) to participate in the other planned events in the area.

How did you determine how many extra days your visitors stayed? Explain why this is an accurate measurement of the extra days.

We determined the numbers of extra days stayed by guest lists at the RV Park, local motels, and asking people that had family and friends from out of the area staying with them how long they stayed.
By signing this you are agreeing that you have paid all bills accrued through this process; as well as agreeing that the Logo Usage Agreement is now terminated.

\[\text{Signature}\]

\[\text{Kay Deuwner, City Recorder}\]

\[\text{Printed Name and Title}\]

\[\text{Date}\]

\[9-27-19\]
List of Materials

1) In House Marketing Flyers & Schedule of Events (copies on CD provided)


3) Creative Marketing Package by Discover Klamath: Commercial and Social Media (copies on CD provided)

4) Invoice for Design and Printing of Celebration Poster by Gabe Taylor (copies on CD provided)

5) Invoice for Custom Advertising Campaign by Basin Life Magazine/Wynne Broadcasting (copy on CD provided)

6) Invoices for Entertainment (Events, Fireworks, Bands, and Free Lunch) (copies on CD provided)

7) Malin Park Car Show Profit & Loss statement (copy on CD provided)

8) Budget document
SCHEDULE FOR MALIN’S 110th and MALIN PARK’S 75th CELEBRATION

JULY 3-7, 2019

July 3- 6pm Royal Firecrackers Pageant-Broadway Theater
Museum opened from 4pm-8pm

July 4- Merchant Breakfast- 8am-10am
Swap Meet- 8am-4pm
Parade- 11am
Car Show-Noon to 4pm
Night Fire- Band in Park-6:30-9:30pm
Fireworks at dusk in park

July 5- 9am-11am Historical/Ag tours
2PM-Matinee at Broadway Theater
4 PM- 8PM Museum opened
6 PM to 10PM Downtown Cruise Night and Street Dance featuring Kurt Van Meter Band

July 6- 9am-11am Historical/Ag tours
9am Disk golf tournament
Free Lunch at Noon- BBQ sandwich, baked beans, chips, watermelon, and drinks- Sponsored by City of Malin, Malin Park, and Malin Community Service Club
Afternoon activities includes: Talent Show, All Class Reunion visitations, Czech Dancing, beer garden, games (sack races, corn eating contest, water balloon toss, etc.) free swimming at Malin Pool
6 PM-8 PM Czech Lodge Dinner at Community Hall
8 PM- Movie at the Broadway Theater

July 7- Breakfast-8am-10am
10:30 am- Joint Church Service

Most activities will be held in the Malin Park or downtown. Breakfast on the 4th and BBQ on the 6th will be held at or by the Malin Community Hall. Breakfast on the 7th will be at the Malin Country Diner. Car Show/ Celebration T-Shirts will be available for purchase before and during the celebration.
SCHEDULE OF EVENTS

JULY 3
Royal Firecrackers Pageant at 6pm
Museum open from 4-8pm

JULY 4
Merchant Breakfast 8-10am
Swap Meet 8am-4pm
Parade 11am
Car Show 12-4pm
Night Fire Band 6:30-9:30pm
Fireworks at dusk

JULY 5
Historical/Ag Tours 9-11am
Matinee at Broadway Theater 2pm
Museum open from 4-8pm
Cruise Night and Concert/Street Dance in the Park 6-10pm

JULY 6
Historical/Ag Tours 9-11am
Disc Golf Tournament starts at 9am
Free Lunch at 12pm
Afternoon Games 1pm
Talent Show
Beer Garden
All-Class Reunion
Movie at Broadway Theater 8pm

JULY 7
Breakfast at Malin Country Diner 8-10am
Joint Church Service 10:30am
Community BBQ in the Park

Come and celebrate with us....

Enjoy food, music, fun family-friendly events and activities, arts and crafts, local vendors, dancing, annual car show, Downtown Cruise Night and Concert/Street Dance in the Park featuring the Kurt Van Meter Band, and much, much more...

Most activities will be held in the Malin Park or downtown. Breakfast on the 4th and BBQ on the 6th will be held at or by the Malin Community Hall. Car Show/Celebration T-Shirts will be available for purchase before and during the celebration.
26th Annual Car Show July 4th, 2019 12pm-4pm

Car Show Registration from 8am-12pm in Malin Community Park
$30 Registration Fee
Registration Number Assigned at the Gate
Awards Will Be Presented After the Raffle Drawing
One Free Raffle Ticket Per Entry
(Early entries earn a 2nd free raffle ticket)
Raffle Drawing is at 3:30pm
Raffle Tickets are $10 per ticket
Raffle Prize: Ram Jet 350 from Summit Racing and Chevrolet Performance

DOWNTOWN CRUISE NIGHT, STREET DANCE AND CONCERT

Friday July 5th, 2019 from 6pm-10pm
Whether you are a spectator or participant, this is sure to be a fun-filled event!

Street Dance and Concert in the Park featuring THE KURT VAN METER BAND

The Kurt Van Meter Band has performed with some of country music's biggest stars!

So...get ready to kick up your heels and dance the night away!

Saturday July 6th, 2019
First Annual Disc Golf Tournament
starts at 9am

Afternoon Activities will include:
- Free BBQ Lunch at Noon
- Talent Show
- All-Class Reunion
- Sack Races
- Corn Eating Contest
- Water Balloon Toss
- Beer Gardens

COME AND CELEBRATE WITH US!

For more information:
www.cityofmalin.org
541-723-2021
FOR IMMEDIATE RELEASE

MAY 9, 2019

THE CITY OF MALIN RECEIVES $5,333 GRANT APPROVAL
FOR MALIN DAYS CELEBRATION EVENT

City of Malin, OR. On April 24, 2019, the Klamath County Commissioners approved a tourism grant application submitted by the City of Malin in the amount of $5,333.

These grant funds will contribute to fulfilling budgetary needs for the “Malin Days” event that the City of Malin is helping to organize. This will ensure effective marketing and operational success for what is being described as a large, family-friendly event that brings together local and regional vendors, live music, entertainment, cultural groups and outdoor recreation activities.

Historically, this event has drawn thousands of people from Oregon, California, Washington and Idaho, and this year should prove to be no exception. As Malin celebrates its 110-year anniversary as a city and Malin Park celebrates its 75-year anniversary as Oregon’s first ever park district, there are a series of events scheduled for July 3-7. Events will commence July 3rd with the Malin Royal Firecrackers Pageant, hosted by the Malin Community Service Club. The Malin Royal Firecrackers is a program developed to instill within our elementary-aged youth, the idea to give back to the community through community service projects. This is their 2nd year of being celebrated as a group who serves the community. July 4th kicks off with a merchant breakfast, swap meet, parade, 26th Annual Show-n-Shine Car Show, raffle, live music in the park and a dynamic firework show at dusk. July 5th begins with Historical/Ag Tours, a matinee movie at the Broadway Theater, the museum will be open from 4-8pm, and Downtown Cruise Night and Street Dance/Concert in the Park with the Kurt Van Meter Band from 6-10pm. July 6th events start with the 1st Annual Disc-Golf Tournament, Historical/Ag Tours, Free Lunch at Noon, talent show, All-Class Reunion, Czech music, Beer Garden, and fun games for the kids. Celebration events will come to close July 7th with a community breakfast at Malin Country Diner and a joint-church service in the park.

The City of Malin has already begun preparations for the event, working with local vendors and securing entertainment acts. A collaborative effort between the City of Malin, Malin Park, Rural Klamath Connects and Discover Klamath for marketing is underway. Details regarding this event can be found on the City of Malin’s website at: www.cityofmalin.org or by calling 541-723-2021.
I. EXECUTIVE SUMMARY
This year’s media efforts focused on social media, print publications and web/digital marketing. The majority of dollars went to print targeting Northern California and Southern Oregon markets. This was augmented by web-based banner ads, social media, and event listings on multiple websites.

II. MARKETING OBJECTIVE
The objective of the marketing campaign for the City of Malin was to increase attendance to the Anniversary Celebration and the many activities that were encompassed by the event as a whole.

OVERVIEW
To achieve our objective, Discover Klamath and the City of Malin created a comprehensive marketing plan that included digital advertising, social media advertising, print advertising, print collateral and public relations outreach.

BUDGET
The total project budget Discover Klamath worked with was $4,530.00.

MEDIA MIX
We looked at how best to reach the target audience and concluded that a strong Digital and Print Mix would be best:

![Pie chart showing allocation of marketing budget: 61% Digital, 93% Print, and 6% Social.](image-url)
III. MARKETING TACTICS

DIGITAL

We developed creative assets to support the Anniversary Celebration event. We ran the creative highlighting the event on the website for Mt. Shasta Herald and the Discover Klamath website. Event listings were also placed on event calendars for Discover Klamath and Oregon Festivals and Events. In total we spent $225 for digital ads.

SOCIAL MEDIA

Discover Klamath built an event page to focus on the event. We found our results to be favorable because overall we performed higher than the industry average at 0.90%. The overall impressions served were 131,181.

We targeted the following areas:

- CA – Anderson, Dunsmuir, Etna, Fort Jones, Klamath, Red Bluff, Redding, Sacramento, San Jose, Shasta Lake, Weed, Yreka
- OR – Ashland, Bend, Brookings, Canyonville, Chiloquin, Grants Pass, Jacksonville, Klamath Falls, Lakeview, Madras, Medford, Redmond, Crater Lake Hwy, Shady Cove, Sunriver
- Counties – Deschutes, Siskiyou, Josephine, Douglas, Jackson, and Klamath

Of the areas targeted we saw the highest responses from Klamath Falls, Sacramento, San Jose, Redding, and Medford. We also saw that women responded higher than men in the age ranges of 25-34, 35-44, and 45-54.

We focused on reaching those interested in outdoors, acoustic music, vacations, RV camping, concerts, outdoor recreation, music, music festivals, outdoor enthusiasts, motorhome, swimming, celebration, swimming pool, old cars, cover band, acoustic guitar, adventure, camping, entertainment, travel adventures, independence day, RV park, RVs, BBQ Pit Boys, live music, auto show, outdoor life, summer vacation, country music, campervan, the Avett Brothers, and Travel or Sturgill Simpson.

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<th>Image</th>
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<th>Reach</th>
<th>Ad Responses</th>
<th>Cost Per Result</th>
<th>Result Rate</th>
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<td>TOTAL</td>
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<td>72,353</td>
<td>726</td>
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PRINT

We used a variety of print publications to attract visitors to Anniversary Celebration. We placed creative in Jefferson Backroads, Mt Shasta Herald, Weed Press, Dunsmuir News, and Rogue Valley Messenger. These publications targeted Southern Oregon and Northern California within an easy driving distance for the event. Each publications viewership is interested in outdoor recreation, sports, and family, community activities and travel for such activities.

<table>
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<tr>
<th>Tactic</th>
<th>Ad Size</th>
<th>Frequency</th>
<th>Cost</th>
<th>Impressions</th>
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<td>Full Page</td>
<td>1x June</td>
<td>$225</td>
<td>10,000</td>
<td>$22.50</td>
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<tr>
<td>Mt Shasta Herald</td>
<td>½ Page</td>
<td>5x May-June</td>
<td>$1500</td>
<td>20,000</td>
<td>$75.00</td>
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<tr>
<td>Weed Press</td>
<td>½ Page</td>
<td>5x May-June</td>
<td>$0</td>
<td>5,000</td>
<td>$0</td>
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<tr>
<td>Dunsmuir News</td>
<td>½ Page</td>
<td>5x May-June</td>
<td>$0</td>
<td>2,500</td>
<td>$0</td>
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<tr>
<td>Rogue Valley Messenger</td>
<td>Two Page Spread</td>
<td>June</td>
<td>$800</td>
<td>20,000</td>
<td>$40</td>
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COLLATERAL

The Malin Anniversary Celebration created an 11x17 poster that marketed the event and activities as well as brochure. The post was posted at many local and regional points providing good visibility and healthy foot traffic and the brochure was distributed in direct mail.

PUBLIC RELATIONS

Discover Klamath distributed a press release for the Ice Show provided by the Bill Collier Community Ice Arena to a list of 25+ media contacts. It is up to each of those organizations whether they will distribute the information to their customer base.
CITY OF MALIN

110th Anniversary

JULY 3-7 2019

CELEBRATE OUR HISTORY

Parade, Food, Music, Arts & Crafts,
Family-Friendly Activities, Vendors,
Dancing, Car Show, Movies, and More!

CityofMalin.org

This project was partially funded by the
Klamath County transient room tax program.
Anniversary Celebration
City of Malin’s 110th and Malin Park’s 75th

The City of Malin along with Malin Park will be celebrating their 110th year of the city and the 75th year of the park July 3-7, 2019. Historically, this event has drawn thousands of people from Oregon, California, Washington and Idaho, and this year should prove to be no exception.

As Malin celebrates its 110-year anniversary as a city and Malin Park celebrates its 75-year anniversary as Oregon’s first ever park district, there are a series of events scheduled for July 3-7.

Events will commence July 3rd with the Malin Royal Firecrackers Pageant, hosted by the Malin Community Service Club. The Malin Royal Firecrackers is a program developed to instill within our elementary-aged youth, the idea to give back to the community through community service projects. This is their 2nd year of being celebrated as a group who serves the community.

Celebrations continue on July 4th with a merchant breakfast, swap meet, parade, 25th Annual Show-n-Shine Car Show, raffle, live music in the park and a dynamic firework show at dusk.

July 5th begins with Historical and Agricultural Tours, a matinee movie at the Broadway Theater; the museum will be open from 4-8pm, and Downtown Cruise Night and Street Dance/Concert in the Park with the Kurt Van Meter Band from 5-10pm.

July 6th events start with the 1st Annual Disc-Golf Tournament, Historical and Agricultural Tours, Free Lunch at Noon, talent show, All-Class Reunion, Czech music, Beer Garden, and fun games for the kids.

Celebration events will come to close July 7th with a community breakfast at Malin Country Diner and a joint-church service in the park.

The City of Malin has already begun preparations for the event, working with local vendors and securing entertainment acts. A collaborative effort between the City of Malin, Malin Park, Rural Klamath Connects and Discover Klamath for marketing is underway. Details regarding this event can be found by calling 541-723-2021 or visit the City of Malin online at www.cityofmalin.org.
CITY OF MALIN

110th Anniversary

JULY 3-7 2019

Kurt Van Meter
Street Dance

The Kurt Van Meter Band is one of the hottest bands in country music. Having shared the stage with Blake Shelton, Eric Church, Montgomery Gentry, David Alan Goe, Justin Moore and many more. Kurt plays a mixture of cover songs and original songs all of which are promised to keep you dancing and having an amazing time. See you at the show on July 5th!

CELEBRATE OUR HISTORY


CityofMalin.org

This project was partially funded by the Klamath County translit court tax program.
Anniversary Celebration
City of Malin’s 110th and Malin Park’s 75th

Two boys enjoy the Parade in Downtown Malin on the 4th of July. Photo courtesy of larryturnerphotography.com

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Celebrations continue on July 4th with a merchant breakfast, swap meet, parade, 26th Annual Show-n-Shine Car Show, raffle, live music in the park and a dynamic fireworks show at dusk.

Enjoy the Annual Car Show July 4th at Malin Park. Photo courtesy of larryturnerphotography.com

July 5th begins with Historical and Agricultural Tours, a matinee movie at the Broadway Theater; the museum will be open from 4-9pm, and Downtown Cruise Night and Street Dance/Concert in the Park with the Kurt Van Meter Band from 6-10pm.

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CITY OF MALIN

110th Anniversary

JULY 3-7 2019

Kurt Van Meter Street Dance

The Kurt Van Meter Band is one of the hottest bands in country music. Having shared the stage with Blake Shelton, Eric Church, Montgomery Gentry, David Alan Coe, Justin Moore and many more, Kurt plays a mixture of cover songs and original songs all of which are promised to keep you dancing and having an amazing time. See you at the show on July 5th!

CELEBRATE OUR HISTORY


CityofMalin.org

This project was partially funded by the Klamath County transient room tax program.
CITY OF MALIN

110th Anniversary

JULY 3-7 2019

CELEBRATE OUR HISTORY

Kurt Van Meter Band, Parade, Food, Arts & Crafts,
Family-Friendly Activities, Vendors, Dancing, Car Show,
Live Music, Disc Golf Tournament, Movies, and More!

CityofMalin.org

This project was partially funded by the Klamath County transient room tax program.
CITY OF MALIN

110th Anniversary

CELEBRATION

Kurt Van Meter Band, Car Show, Parade,
Arts & Crafts, Vendors, Family-Friendly
Activities, Food, Movies and More!

JULY 3-7 2019
City of Malin 110th Anniversary Celebration

Kurt Van Meter Band, Car Show, Parade, Arts & Crafts, Vendors, Family-Friendly Activities, Food, Movies and More!

JULY 3-7 2019

City of Malin 110th & Malin Park 75th Anniversary Celebration

813 people interested

City of Malin 110th & Malin Park 75th Anniversary Celebration

813 people interested

City of Malin 110th & Malin Park 75th Anniversary Celebration

813 people interested

City of Malin 110th & Malin Park 75th Anniversary Celebration

813 people interested
**July 4th**

26th Annual Car Show

**12pm-4pm**
- 8am-12p: Car Show Registration in Malin Community Park
- 12p-3p: Car Show
- 3:30p: Raffle Drawing

Car Entry:
- $30 Registration Fee per Vehicle
- Registration Number Assigned at the Gate
- Awards will be presented after the raffle drawing.
- One free raffle ticket per vehicle entry. (Early entries receive 2nd raffle ticket free.)

Raffle Entry:
- $10 Raffle Tickets
- Raffle Prize is Ram Jet 350 from Summit Racing and Chevrolet Performance

**July 5th**

Downtown Cruise Night, Street Dance, and Concert
6pm-10pm

Whether you are a spectator or participant, this is sure to be a fun-filled event!

**Kurt Van Meter Band**

The Kurt Van Meter Band has performed with some of country music's biggest stars! So...get ready to kick up your heels and dance the night away!

**July 6th**

First Annual Disc Golf Tournament

Begins at 9am

Afternoon activities will include:
- Talent Show
- All-Class Reunion
- Beer Gardens
- Corn Eating Contest
- Free BBQ Lunch at noon
- Free Swimming at Malin Pool
- Free Family Friendly Activities

Celebrate With Us
Schedule of Events

July 3rd
4p-8p Museum Open
6p Royal Firecrackers Pageant at Broadway Theater

July 4th
8a-10a Merchant Breakfast
8a-4p Swap Meet
11a Parade
12p-4p Car Show
6:30p-9:30p Night Fire Band
DUSK Firework Show

July 5th
9a-11a Historical & Ag Tours
2p "Wonder Park" at Broadway Theater
4p-8p Museum Open
6p-8p Downtown Cruise Night
7p-9p Starts at Papa Tony's
6p-10p Street Dance featuring the Kurt Van Meter Band

July 6th
9a-11a Historical & Ag Tours
9am Disc Golf Tournament
12p Free lunch - BBQ sandwich, chips, watermelon, & drinks
1pm Kids Games
1:30p Talent Show
6p "Apollo 13" at Broadway Theater

Afternoon activities include: Talent Show, All Class Reunion, Beer Garden, Fish & Wildlife Presentations, Games, Free Swimming at the Malin Pool

July 7th
8a-10a Breakfast at Malin Diner
10:30a Joint Church Service
12p Community Barbeque

Most activities will be held in the Malin Park or Downtown.
Car Show and Celebration T-Shirts will be available for purchase before and during the celebration.

Celebrate With Us

Enjoy Food, Live Music, Fun Family-Friendly Activities, Arts & Crafts, Local Vendors, Dancing, Annual Car Show, Downtown Cruise Night and Concert - Street Dance in the Park featuring the Kurt Van Meter Band, and MORE! Look for discounts on local businesses online including lodging accommodations.

City of Malin 110th & Malin City Park's 75th Anniversary Celebration

July 3-7 2019
# Malin's Anniversary Celebration

**Malin’s 110TH & Malin Park’s 75TH**

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<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td><strong>Wednesday July 3</strong></td>
<td>6PM: Royal Firecrackers Pageant Broadway Theater</td>
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<tr>
<td></td>
<td>4PM-8PM: Museum Open Downtown Malin</td>
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<tr>
<td><strong>Thursday July 4</strong></td>
<td>8AM-10AM: Malin Merchant Breakfast 4th at the Malin Community Hall</td>
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<td>8AM-4PM: Swap Meet Malin Park</td>
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<tr>
<td></td>
<td>11AM: Parade: Downtown. Grand Marshals Jim &amp; Bonnie Hogue</td>
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<td>NOON-4PM: Car Show Malin Park</td>
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<td>6:30PM-9:30PM: Night Fire Band Malin Park</td>
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<td>DUSK: Fireworks Malin Park</td>
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<tr>
<td><strong>Friday July 5</strong></td>
<td>9AM-11AM: Historical/Ag Tours Starts at Malin Elementary School</td>
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<td></td>
<td>2PM: Matinee Movie: Wonder Park Broadway Theater</td>
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<tr>
<td></td>
<td>4PM-8PM: Museum Open Downtown Malin</td>
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<tr>
<td></td>
<td>6PM-8PM: Cruise Night Starts at Papa Tany’s</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>6:30PM-10PM: Concert &amp; Street Dance: Kurt VanMeter Band Malin Park</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Saturday July 6</strong></td>
<td>9AM-11AM: Historical/Ag Tours Starts at Malin Elementary School</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>9AM: Disc Golf Tournament Malin Park</td>
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<tr>
<td></td>
<td>NOON: Free Lunch Malin Park</td>
<td></td>
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<tr>
<td></td>
<td>1PM: All-Class Reunion Malin Park</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>1PM: Afternoon Games, Talent Show, Beer Garden, Czech Dancing Malin Park</td>
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<tr>
<td></td>
<td>6PM: Movie: Apollo 13 Broadway Theater</td>
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<tr>
<td><strong>Sunday July 7</strong></td>
<td>8AM-10AM: Breakfast at Malin Country Diner</td>
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<tr>
<td></td>
<td>10:30AM: Joint Church Service followed by a free community BBQ Malin Park</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## INCOME

<table>
<thead>
<tr>
<th>Line Item</th>
<th>BUDGET</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Klamath County</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Matching Grant</td>
<td>$10,000.00</td>
<td>$5,030.00</td>
</tr>
<tr>
<td><strong>Cities of Malin, Merrill, Tulelake, Malin Park</strong></td>
<td>$7,400.00</td>
<td>$9,000.00</td>
</tr>
<tr>
<td>Car show-registration, raffle, sponsorship, t-shirt sales</td>
<td>$15,000</td>
<td>$19,663.00</td>
</tr>
<tr>
<td>All-school reunion, Malin Merchants Assoc., Malin Community Service Club, Local individuals/businesses</td>
<td>$3,000</td>
<td>$13,257.00</td>
</tr>
<tr>
<td>Free Swim/10 volunteers @ $10 an hour, 30 hrs</td>
<td>$3,900.00</td>
<td>$7,490.00</td>
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<tr>
<td><strong>SUB TOTAL INCOME</strong></td>
<td>$35,400.00</td>
<td>$46,950.00</td>
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<tr>
<td><strong>TOTAL INCOME</strong></td>
<td>$39,300.00</td>
<td>$54,440.00</td>
</tr>
</tbody>
</table>

## EXPENSES

<table>
<thead>
<tr>
<th>Line Item</th>
<th>BUDGET</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Entertainment/events-fireworks, bands, free lunch</td>
<td>$18,800.00</td>
<td>$22,831.00</td>
</tr>
<tr>
<td>2 Car show-raffle, merchandise/T-shirts, trophies, adverterizing/posters/mailings</td>
<td>$14,000.00</td>
<td>$15,197.00</td>
</tr>
<tr>
<td>3 Prizes/ribbons-parade, disk golf, talent show</td>
<td>$1,500.00</td>
<td>$1,244.00</td>
</tr>
<tr>
<td>4 Marketing/banners/posters</td>
<td>$5,000.00</td>
<td>$5,030.00</td>
</tr>
<tr>
<td><strong>SUB TOTAL EXPENSES</strong></td>
<td>$39,300.00</td>
<td>$44,302.00</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$39,300.00</td>
<td>$51,792.00</td>
</tr>
</tbody>
</table>