DRAWDOWN REQUEST FORM

KLAMATH COUNTY TOURISM GRANT PROGRAM

Please complete and submit this form to the Tourism Grant Coordinator at the address listed below to receive your grant funds. 20% of the grant is withheld until the final report is submitted.

TOWN OF BONANZA
Name of Organization
PO BOX 297
Address
BONANZA, OR 97623
City, State, Zip
TINA YOUNG
Contact Person
Phone Number
BBQ Rib Cook-Off Extravaganza
Title of Project

Balance of Award: $1750
Drawdown Requested: $(1750)
Remaining: $

I/We, the administrator(s) of this project, certify that the attached invoices are accurate and that our project did receive the services/supplies being billed in accordance with the provisions of the Tourism Grant program.

[Signature]
Town Recorder/Event Coordinator

Date: 8/10/17

Attach documentation of the expenses to justify your request: (documentation could include copies of bills, invoices, canceled checks, receipts, etc.) The amount requested must equal or exceed your documentation.

- All or a portion of the awarded grant funds may be drawn down, as necessary.
- Checks will be issued according to the County’s usual Accounts Payable schedule.
- Please contact the Klamath County Finance Office at 541-883-4202 with any questions.

Remit to:
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

Form #: KCF 3009
Revised the 8th of January, 2015
Klamath County Tourism Grant
Sponsorship - 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.

BBQ RIB COOK-OFF EXTRAVAGANZA (1750.00)

Title of Project / Funds Awarded
TOWN OF BONANZA

Name of Organization
TINA YOUNG

Contact Person
PO BOX 297

Address
BONANZA, OR 97623

City, State, Zip
541.281.7034

Phone Number

JULY 29, 2017

Date of Event/Project

Submit Report to:
Tourism Grant Coordinator
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601
541-883-4202

1. For an event, provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.) For an infrastructure project, provide photographic evidence of the project (before and after pictures), design and supportive materials on a CD.

2. Where did you spend marketing dollars?

3. What part of your marketing efforts were most successful and least successful? For infrastructure projects, what parts of your project were most successful and least successful?

Event Applicants Only:

4. How many people from out-of-county attended?

5. 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?

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.

Signature

Date

TINA YOUNG, TOWN RECORDER/EVENT COORDINATOR

Printed Name and Title
1. *For event, provide a detailed list of all marketing materials and an electronic version of the material on a CD.*

CD enclosed herein.

2. *Where did you spend marketing dollars?*

We spent $660 on fliers with the Herald and News which included a two sided “dinky” that went out in the total circulation areas as well as fliers handed out at other events such as car shows, cook-offs and festivals. We also placed fliers in travel centers, town and store message boards and more. As we have been doing in previous years, we produced and printed in house our own fliers which allowed us to vary fliers in size and content needed. Said fliers, were two sided on legal sized paper and in full color for maximum appeal.

We spent $2070 with Discover Klamath with a match from them. This included web banner ads place on their website and other travel sites that do business with Discover Klamath. A 30-second commercial that ran through-out Central Oregon and Southern Oregon in addition to Northern California was another marketing forum utilized through Discover Klamath along with various radio and television stations.

The advertising spent was $2730 which does not include the expense of in house preparing and printing and the distribution of hundreds and hundreds of our two page legal sized flier (included herein).

We also heavily utilized social media, including Facebook, in promoting our event. We posted our fliers along with continuous reminders of the event months in advance. Additionally, we utilized PSAs at radio stations and more.

3. *What part of your marketing efforts were most successful and least successful?*

We found the tv ads produced and promoted by Discover Klamath to be a very successful marketing effort and we received many compliments from those who saw the advertising on tv. We believe it was a positive tool in reaching out to out of towners. We also received positive feedback to the large two-page color ad we put in the Herald and News as well as our social media posts. Regarding the least successful, the radio ads were again, our opinion, not as successful mainly because there were not a lot of them and they did not hit an out of town audience which is a big goal.
4. How many people from out-of-county attended?

It is still proving challenging to get any exacts on out of town visitors. We do believe we had record setting crowds, hobby vendors, car entries and cooks this year for the event based on the food sold, tasting kits sold and simply the large foot traffic at the event. As the event coordinator, I welcomed personally as many as I was able to at the event and know there were visitors from all over the west in attendance. Also, we are seeing an increase in hobby vendors, car entries and quilt entries from other counties.

5. How did you determine how many people from out of county attended?

Our guest book was available for attendees to sign again this year and as stated above, shows attendees from all over the Western United States and further. The Children's Art Festival has records of people from all over those areas as well. Traveling the farthest was visitors from Wyoming per our knowledge. As stated above, we are now seeing more than just local participants such as vendors and car entries not only based on word of mouth but advertising as well.

The Town of Bonanza thanks Klamath County for their continued support of our event!

[Signature]
**HERALD AND NEWS**

% Payment Processing Center  
PO Box 1570  
Pocatello ID 83204  
(541) 885-4410  
Fax (541) 883-4007

Advertising Invoice

<table>
<thead>
<tr>
<th>Billed Account Name and Address</th>
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| TOWN OF BONANZA  
CHERI  
PO BOX 297  
BONANZA OR 97623 |

<table>
<thead>
<tr>
<th>Date</th>
<th>Reference</th>
<th>Description - Other Comments/Charges</th>
<th>SAU Size</th>
<th>Time Rate</th>
<th>Gross Amount</th>
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| 07/23/17 | 1646457 | DINKY PAGE - FRONT  
10HN/DINK HNWN/DINK | 8.0 x 20.00 | 1 | 330.00 |
| 07/23/17 | 1646458 | DINKY PAGE - BACK  
10HN/DINK HNWN/DINK | 8.0 x 20.00 | 1 | 330.00 |

**Statement of Account**  
- Aging of Past Due Amounts  

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<th>Over 90 Days</th>
<th>Unapplied Amount</th>
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**Due date:** 08/15/17

**UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE**
Hi Tina,

Our regular cost for a two sided Dinky on Sunday is $1,650.

Ian Kautzman
Marketing Consultant/Event Coordinator
Herald and News
2701 Foothills Blvd.
Klamath Falls, OR 97601
Phone 541-885-4438
Cell 541-887-0004
iKautzman@heraldandnews.com
**Invoice**

**Invoice Number:** 2017_128  
**Date:** 2017/08/08  
**Order Number:**  
**Terms:** Upon Receipt  
**Company:** Bonanza RIB Cook-Off  
**Address:**  
**State/Province:**  
**Zip/Postal code:**  
**Phone:**  
**Fax:**  
**Contact Name:** Tina Young

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<td>2</td>
<td>Video Creation: Basin Video</td>
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**Sub-total**  
$2,070.00

**Total**  
$2,070.00

Thank You.  
We appreciate your business.

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**Internal Use Only**

<table>
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<tr>
<th>Amount</th>
<th>Paid:</th>
<th>Date:</th>
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