

**KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATIONS**



Date Issued: September 1, 2013

Issued By: Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601

(541) 883-4202

Applications Due: 2:00 p.m., September 30, 2013

TOURISM GRANT APPLICATION

Organization Applying: Town of Bonanza _____

Contact Person: Karen Petersen _____

Phone Number: 541-545-6566 _____

Email Address: bonanza97623@gmail.com _____

Web Site Address: www.townofbonanza.com _____

Title of Project: Oregon State & Homemade Chili Cook-Off,
Homemade Hobby Festival, Big Springs Show &
Shine and Children's Art Festival _____

Brief Description of Project: With the help of the Klamath County Tourism Grant in 2013, the Oregon State & Homestyle Chili Cook-Off completed its 8th annual event in Bonanza. These Cook-Offs along with the Homemade Hobby Festival, Children's Art Festival and the Big Springs Car Show had a tremendous turn out of participants and out of town visitors. The Chili Cook-Off's allow participants to compete making People's Choice Chili, Red Chili, Chili Verde and Salsa. The winners take home cash prizes and advance to the national competition. The Homemade Hobby Festival brings in vendors from all over Oregon, Nevada and California this past year. The Big Springs Show & Shine has local cars as well as many from out of the area. Finally the Children's Art Festival is a wonderful addition that provides free activities throughout the day for children.

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 Karen Petersen Date 9-26-13

Signature of Board Chair _____ Date _____

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		7000			
Cash Revenues -					
Source: Vendors	1200				
Source: Sponsors	600				
Source:					
Total Cash Revenues	1800	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Revenue	1800	7000	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	1200	7000			Discover Klamath
Rentals	150				PA System
Supplies	200				For Signs & Banners
Other:	250	-	-	-	Porta Potties
Other:					
Other:					
Other:					
Total Cash Expenses	1800	7000	-	-	
In-Kind Expenses					
Labor	700				Volunteers-prior to event
Marketing costs	500	5000			Discover Klamath-in kind
Other:	700				Entertainment
Other:	1000				Volunteers-day of event
Other:					
Other:					
Total In-Kind Expenses	2900	5000	-	-	
Total Expenses	4700	12000	-	-	
Net Income<Expense>	<2900>	<5000>	-	-	

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

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.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To promote a nationally recognized competition and increase the number of out of town registrants which will be an economic benefit to the local community. This event showcases the Bonanza area, an outlying community of the Klamath Basin. The event is in its 9th year and has a goal of maintaining our regular attendees along with reaching out to a wider area with more advertising. Each year we have added something new to keep things interesting and attract new attendees.

We will look into promoting a commercial with Discover Klamath in a large area, reaching from the Portland and Northern Oregon area, South to Sacramento, California, to the West Coast both Oregon and Northern California and Eastern area, John Day, Lakeview and Alturas areas. Grant funds would also be used to pay for advertising the event on the web with a banner add through Discover Klamath. These adds would be placed on travel websites that are already working with Discover Klamath.

2. What are the project activities?

Our activities for the weekend highlight the Oregon State and Homestyle Chili Cook-Offs. Winners of these events advance to the national competition with the International Chili Society. Other activities for the weekend include the Homemade Hobby Festival with over 75 vendors in 2013, Big Springs Show & Shine with over 60 cars in attendance, Children's Art Festival that provided FREE activities for children. Event organizers had entertainment on stage for everyone's enjoyment.

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

Our event is scheduled for a Saturday August 23, 2014, with the Chili Cook-Offs being from 8:00 a.m. to 6:00 p.m., and the Homemade Hobby Festival, Children's Art Festival and Big Springs Show & Shine from 10:00 a.m. to 4:00 p.m. This is a one-day event and with the schedule as outline above most participants will arrive the Thursday or Friday prior to the event and stay through Sunday.

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

Our main target market is people interested in chili cook-offs or on a broader scope, cooking events. We will, of course, target the International Chili Society members and other followers of the Chili Cook-Off circuit. Additionally, we will target the people within a five hour driving distance of Bonanza who may be interested in attending the event. We have a mailing list of about 250 people who have attended in the past and we intend on letting them know as soon as possible of our dates for the 2014 event.

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?

With the 2013 event just finished we estimate we had 3350 people attend our event over both days. This estimate is based partly on how many tasting kits were sold over the weekend. That amount this year was 3400 kits sold.

This past year we maintained a guest book with people signing in from other states such as Arizona, California, Washington, Nevada, Idaho, Montana, Hawaii and even Philippines. Visitors signed in from other towns in Oregon such as Rogue River, Portland, Eugene, Lakeview, Salem, Eagle Point, Canyonville, Prineville, Glide and Harper. We are working on a raffle together that will take demographic information from people when they sign up to give us even more of an idea where people are coming from. Each year we try to gather more information.

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?

ICS members have two chances in one location to qualify and advance to the nationals. For early arrivals we allow them to set up on Friday night and we offer tours of local attractions as well as a barbeque that evening. Bonanza has an RV Park and we make arrangements with hotels in the Klamath area for event rates to encourage people to stay in the area. The event lasts through late Saturday afternoon with an end of the event barbeque on Sunday. In doing these things we hope to make it more convenient to arrive early and stay through the weekend.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Bonanza Volunteer Fire Department is made up of volunteers throughout the community. They sponsor the Chili Cook-Offs, and run the concessions both days, in order to raise funds for school scholarships, emergency assistance and other community events. The Town of Bonanza sponsors the Homemade Hobby Festival, Big Springs Show & Shine and Children's Art Festival to provide a free community event that also helps boost our local economy.

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

This will be the 10th annual Oregon State Chili Cook-Off, the 2nd annual Homestyle Chili Cook-Off, the 8th annual Homemade Hobby Festival, 4th annual Big Springs Show & Shine and 3rd annual Children's Art Festival. I have been organizing this weekend of events for the past 4 years. We have developed leaders in each area that I can rely on to pull their portion of the event. I feel this weekend has been a great success in bringing tourists to Klamath County and the beautiful area that exists within Klamath County, BONANZA. I can attest we have people from many states that attend the event yearly. Having been responsible for advertising this weekend the past 4 years with great success, I am confident we can successfully carry out this project.

MARKETING PLANS

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

The past three years we have partnered with Discover Klamath Visitor and Convention Bureau to help us market our event in various ways. We plan to continue this partnership. With Discover Klamath's help we have been able to produce a :30 TV spot that aired in Central Oregon, the Rogue Valley and Northern California airways. We intend to repeat this again next year as we have had positive feedback from out of town visitors on the commercial.

We will do calendaring/PSA's ourselves and also with Discover Klamath, using both of our contacts at Chamber Sites, radio stations, event sites, cooking magazines, chili Cook-off events, national chili cook-off newspaper and both local and national newspapers.

Social Media outlets will include advertising on Facebook, Twitter, Craigslist and YouTube.

Web advertising with Discover Klamath, Travel Oregon, Southern Oregon Visitors Association, International Chili Society and any others we can partner with.

We will place fliers in the local area and circulate them in our quarterly newsletter with the Town of Bonanza. We also send out fliers to local cities and participate in other local events to spread the word of our event. We have fliers placed in the Herald and News the Tuesday prior to the event to remind people what is happening the upcoming weekend. Along with this we keep in close contact with the Herald and News to give them as much information and keep a "bug in their ear" so we can receive as much publicity as possible.

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)

We will measure our success of the event on several different levels. One way we track attendance is by the sales of the tasting kits at the chili cook-off. This past year we sold about 3400 tasting kits over the weekend. With the Hobby Festival we measure by the number of vendors and this past year we had 75 plus vendors. For the Show & Shine, it is measured by participation with 60 entries this past year, several from out of the area. In the Children's Art Festival we kept tally on participants with over 400 children enrolled in the FREE activities over the two-day event. In addition to each part of our event having a barometer for attendance we also have a guest book and raffle that helps us gauge attendance.

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

Over the years our event has grown and we have found it necessary to start planning for the next years' event as soon as the last one has ended. With the help from the Tourism Grant we can start right away with our advertising strategy to get as much coverage as possible.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

The Chili Cook-Off has five volunteer organizers and approximately twenty-five event helpers that help from beginning to end. Setting up, cooking, selling raffle tickets and in general helping in any way necessary to make sure things run smoothly.

The Children's Art Festival is sponsored by the Bonanza Community Association, Bonanza Big Springs Park and St. Barnabas Episcopal Church provided FREE arts and crafts, games and entertainment to children. This past year the group was able to offer free dance lessons, face painting, 2 bounce houses 7 art booths and a sidewalk chalk art competition to children. The Bonanza Community Association was made up of about ten volunteers for the weekend.

The Homemade Hobby Festival has four volunteer organizers and about eight event helpers. These people design the layout of the vendor area and help them set up on arrival and tend to the vendors needs throughout the event.

We do not charge a vendor space fee for non-profit organizations to participate and encourage them to offer a service for a fee or selling homemade products in order to raise funds for their organization. This is our way of showing our appreciation to them for making a difference in our community

Volunteers, non-profit organizations and hobby groups provide all of our entertainment for the two-day event.

Our local businesses encourage us to continue the event as it helps bring commerce into our community and showcases the best of Bonanza.

***Bonanza RV Park
31531 Hwy. 70
Bonanza, OR 97623
541-545-1008***

September 25, 2013

Klamath Co. Commissioners

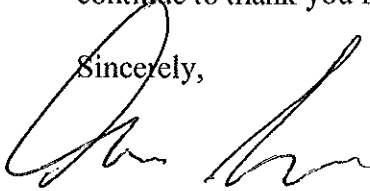
Dear Commissioners:

The Bonanza RV Park supports the Town of Bonanza's grant submittal for a tourism grant for the 2014 chili-cook-off, Hobby Festival and Children's Art Festival.

The Bonanza RV Park, along with other local and surrounding area businesses, benefits greatly from the yearly event and can attest to a variety of tourists and visitors we continue to have during the festival. We continue to have people from the West Coast as well as other states during the event, including California, Washington, Idaho, Nevada and so on.

Because this is a great event for the community and benefit to all involved, we hope that you will give the Town of Bonanza serious consideration for this proposal while we continue to thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Don Nelson', written over the word 'Sincerely,'.

Don Nelson

September 19, 2013

To Whom It May Concern:

My husband, Rod and I, are with the Rogues Kustom Car Club and host the Big Springs Show and Shine Car Show for the Bonanza Volunteer Fire Department.

Our first show a few years ago, brought in 36 cars including one from the state of Idaho. The year after, we had 20 repeated entries in addition to 26 new entries including cars from the Medford, Oregon area. This past show in August 2013, brought in 63 cars and is on track to continue expanding even more again next year.

We like our little spot in the sun and take pride in being a part of the event in Bonanza. As a business owner and part of the community, we enjoy seeing the new faces who come to enjoy Bonanza and its events.

Thank You,


Carolyn Craig

Old Glory Custom Detailing
Chiloquin, Oregon

BONANZA RURAL FIRE DEPARTMENT

VOLUNTEERS

PO Box 296, Bonanza, OR 97623

(541) 545-6400

9/15/13

KLAMATH COUNTY BOARD OF COMMISSIONERS

305 MAIN STREET

KLAMATH FALLS, OR 97601

RE: Klamath County Tourism Grant

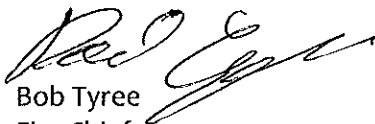
Dear Commissioners:

The local and out of town attendance at the yearly Oregon State Chili Cook-Off, Homemade Hobby Festival and Children's Art Festival continues to grow. We believe it is due to support from establishments like yours that help make it successful and help it to grow even more. The event draws many, many people to our town and is on schedule to get larger and larger each year. That being said, without your support, getting the word out about this event and notifying people near and far about it, would be difficult.

The proposal to partnership with Southern Oregon Visitors Association, Discover Klamath as well as Travel Oregon is a marketing campaign for 2014 that would aide in reaching a targeted audience and those who want to participate in the event. Businesses both in the Town of Bonanza and the surrounding areas will benefit from the additional tourism brought in by the event.

Thank you for your time.

Sincerely,



Bob Tyree

Fire Chief

Bonanza Volunteer Fire Dept.

**Bonanza Big Springs Park and Recreation District
P.O. Box 138
Bonanza, OR 97623**

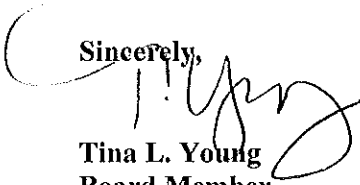
September 24, 2013

To Whom It May Concern:

As a board member, I am proud to help sponsor the Oregon State Chili Cook-Off, Homemade Hobby Festival and Children's Art Festival. Not only do we enjoy seeing people from near and far away attend and enjoy the event, but it is a big help financially to all local businesses.

This event is by far the largest in our community and anything we can do to keep it going, and growing, should be done. Thank you for your continued support.

Sincerely,



Tina L. Young
Board Member

Bonanza Community Association

3229 6th Ave., Bonanza, OR 97623
541-545-1008

September 22, 2013

Tourism Board

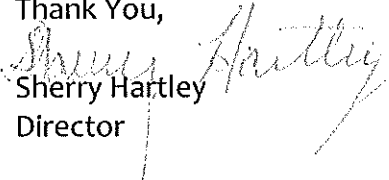
Dear Board,

I am again writing in support of the Town of Bonanza's quest for a tourism grant for the 2014 Chili Cook-Off, Hobby Festival and Children's Art Festival. It was our honor to again join the cook-off this year with the Children's Art Festival which we feel continues to be a success.

The Children's Art Festival had many activities free of charge for all attending children. This event sign in sheet shows approximately 500 children enrolled for the activities. The children came from all over with approximately 35% from Bonanza, 25% from the Klamath Falls area, and the remaining percentage coming from areas in Oregon such as Medford, Rogue Valley, Grants Pass, and more. Additionally, we had children from many states including California, Idaho, Hawaii, Missouri, Washington and Nevada.

We extend our gratitude for the past years support given to Bonanza for this worthwhile project and pray you to extend the same support for the current request. This event continues to a very important weekend for the community.

Thank You,


Sherry Hartley
Director

Town of Bonanza

A community committed to helping each other.

Incorporated in 1901

P. O. Box 297

2900 4th Avenue

Bonanza, OR 97623

Office (541) 545-6566

Fax (541) 545-1027

bonanza@firereserve.net

October 18, 2013

Klamath County Tourism Grant Committee Executive Team

305 Main Street

Klamath Falls, OR 97601

Attn: Jason Link

With regards to your letter of our Klamath County Tourism Grant Application and the questions you had.

Please see attached a revised Project Budget that we hope is clearer on our goals for our project.

Income:

The Committed Cash Revenues amounts are estimated amounts based on past years receipts from vendors and sponsors. The Other Funding Sources are in-kind amounts that we estimate from volunteers that have donated their talents and time to help support the event. In the Pending Cash Revenues this would be the Grant from Klamath County if received. The Pending Other Funding Sources would be the Discover Klamath in-kind that they contribute.

Expense:

The Committed Cash expenses are based on past expenses we know are going to be there. In-Kind Expenses are things we have asked for as donations such as entertainment that is not paid in cash. Pending Cash Expenses is where we would spend the Tourism Grant if awarded.

1. How is Discover Klamath spending their \$7,000?

We would allocate the majority of the \$7,000.00 to Discover Klamath for our advertising budget and meet with them to discuss how they feel we should spread out the money in the various markets to best cover all our bases. We would do some TV, web banner adds, etc. as discussed in our application. Discover Klamath has access to markets that we as an individual trying to purchase advertising does not. We would partner with Discover Klamath to go into the various markets and place ads where we could best benefit. In the past we have not had funds nor lead time to go into magazines and I think that would be very exciting to try.

2. Do you have a number for the out of town visitors and participants at the 2013 event? If so, how did you arrive at the number?

We do not have an exact number of out of town visitors that came to our 2013 event. We have a guest book for people to sign, raffle and tasting kits we sell that we take information from people at these areas to get demographics on attendance. We had people from Arizona, California, Washington, Nevada, Idaho, Montana, Hawaii and even the Philippines as well as cities all over Oregon.

3. What is your attendance goal? How will you measure success compared to that number?

Our attendance goal is to have a successful BUSY event with chili cooks happy to be in our beautiful town cooking in a competition that is recognized on the national circuit. To have hobby vendors selling their goods to people that are happy to be spending the day at a wonderful family event. There are free, fun things for children to do and the car show draws people to look and visit for a while. Our attendance goal is more to put on a successful event and the people WILL attend. Of course we always want more than the previous years.

I hope this helps to answers your questions and if you have any further please feel free to contact me again.

Sincerely,

A handwritten signature in cursive script that reads "Karen Petersen". The signature is fluid and written in black ink.

Karen Petersen
Event Coordinator

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		7000			
Cash Revenues -					
Source: Vendors	1200				
Source: Sponsors	600				
Source:					
Total Cash Revenues	1800	-	-	-	
Other Funding Sources:					
Source:		5000			Discover Klamath-in kind
Source:	1700				Volunteers-in kind
Source:	700				Entertainment-in kind
Total Other Funding Sources	-	-	-	-	
Total Revenue	4200	12000	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	1200	7000			Discover Klamath
Rentals	150				PA System
Supplies	200				For Signs & Banners
Other:	250	-	-	-	Porta Potties
Other:					
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Other:	700				Entertainment-in kind
Other:	1000				Volunteers-day of event
Other:					
Other:					
Total In-Kind Expenses	2900	5000	-	-	
Total Expenses	4700	12000	-	-	
Net Income<Expense>	0	0	-	-	

NOTES

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 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