Klamath County Tourism Grant
Final Report

Please provide the following information and submit with your final Drawdown request. 10% of the grant is withheld until we received this final report.

Town of Bonanza
Name of Organization
PO Box 247
Address
Bonanza, OR 97623
City, State, Zip

Date of Event/Project
Aug. 23, 2014

Contact Person
Tina Young
Phone Number
541-545-6854

Title of Project
Homemade Hobo Festival

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

1. Detail the matching funds received and provide proof of their receipt.

See attached

2. Complete the budget expense templates for both the project and the marketing plan.

See attached

3. Where did you spend advertising dollars and did they provide the desired results?

See attached

4. Provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.)

See attached

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

See attached

6. How did you determine how many people from out-of-county attended? Why do you feel this is an accurate measurement of the out-of-county attendees?

See attached

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

See attached
8. How did you determine how many extra days your visitors stayed? Why do you feel this is an accurate measurement of the extra days?

See attached

9. Do you plan on sponsoring this event again?

See attached

10. Do you have any comments or suggestions for the Tourism Review Committee regarding the application, award or reimbursement process?

See attached

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: Tina Young  
Date: 10/9/14

Printed Name and Title: Tina Young, Event Coordinator
1. **Detail the matching funds received and provide proof of their receipt.**

Please see attached payment from vendors and donations from sponsors by month received
Total: $1275.00

2. **Complete the budget expense templates for both the project and the marketing plan.**

See Attached

3. **Where did you spend advertising dollars and did they provide the desired results?**

We spent $1174.00 on fliers with the Herald and News which included full color fliers that went out in the total circulation areas as well as fliers handed out at other events such as car shows, chili cook-offs, town and store message boards, travel centers and more. We placed an ad in the Nickel costing $80.00 advertising the event. As we did last year, we produced and printed in house our own fliers which allowed us to vary fliers in size and content as needed. We also spent $210.00 on a new large billboard sign advertising the event as visitors passed through the town during the previous months prior to the event.

We spent $1650.00 with Discover Klamath with a match from them. This included web banner ads placed on Discover Klamath’s website and other travel sites that do business with Discover Klamath. A 30-second commercial that ran throughout Central Oregon, Southern Oregon and Northern California was another marketing forum utilized through Discover Klamath along with various radio and television stations.

The total advertising spent was $3114.00. I believe we received the desired results for advertising dollars. We had a wonderful response and turnout with lots of positive feedback from our fliers and commercial that was ran. With the calendaring we received publication from the Herald and News and they ran several articles about our event as it was approaching. We received announcements with the radio stations covering our event.

We also heavily utilized social media (Facebook) in promoting our event. We posted our fliers along with reminders of the event months in advance. Additionally, we utilized a radio interview with KLOVE to promote the event.

4. **Provide a detailed list of all marketing materials and an electronic version of the material on CD. (Including audio or video recordings.)**

See Attached DVD provided by Discover Klamath.

5. **How many people from out-of-county attended?**

It’s hard to say exactly how many people attended from out-of-county. Considering the large crowds, it is likely that there were volumes of out-of-county attendees. As I welcomed many to the event myself, I spoke with those from other Oregon counties as well as the states of Nevada, California, Idaho and
Washington. In Oregon, people attended from such cities as Coos Bay, Prineville, Lakeview, Medford, Portland, Glide, Creswell and more.

6. How did you determine how many people from out-of-county attended? Why do you feel this is an accurate measurement of the out-of-county attendees?

Our guest book available for attendees to sign at this year’s event showed attendees from Alaska, Washington, California, Idaho, Nevada and London, England. In state, we had visitors from Coos Bay, Prineville, Glide, Lakeview, Rocky Point, Creswell, Portland and more!

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

Our event was on Saturday, August 23rd. We offered vendors and cooks the option to set up their booths and cooking stations the day before, August 22nd, many of whom did in fact arrive in the area the day prior to the event. We had activities and a BBQ on Friday evening for the chili cooks prior to the next day’s event and did have a small chili-cook off on Sunday, the 24th keeping some in the area for the entire weekend. New to this year, we included a Saturday evening Dinner and Concert in the Park which went well into the evening keeping visitors here. The Bonanza RV Park was filled to capacity the week prior to and through the Monday of the event. Local businesses also vocalized how busy they were during the days surrounding and the day of the event. Local businesses continue to state that the event is good for all in the town, including business owners.

8. How did you determine how many extra days your visitors stayed? Why do you feel this is an accurate measurement of the extra days?

As stated in #7 above, The Bonanza RV Park was filled to capacity the week prior to and through the Monday of the event. Local businesses also vocalized how busy they were during the days surrounding and the day of the event. Also, in having a liaison talking with the vendors, cooks and visitors, it was widely stated that staying the weekend was a preference.

9. Do you plan on sponsoring this event again?

Absolutely! We have already set the date of our 2015 which is July 25-26, 2015. We are teaming up with the Bonanza Lions Club to incorporate their July Bonanza Carnival in with our two day event. This means that in addition to all of the normal activities of our event, we will add a parade, a fun 5k/10k fun run, a Chili Queen contest and more. We believe this will bring even more to our event as we will be offering even more and having more assistance with adding more to the event. We also believe that moving the event date from August to late July will allow more out of county visitors to come stay as children will not be in school, yet going to college and the date will be in the prime of vacation season. We believe this will all add more to the event.

10. Do you have any comments or suggestions for the Tourism Review Committee regarding the application, award or reimbursement process?
I would just like to give our sincere thanks for the grants that have been previously available to us. With said grants, we are able to do much more advertising than we otherwise would. This is especially true regarding TV advertising. We hope that you will again consider the Town of Bonanza for the 2015 grant request.
**Klamath County Tourism Grant Application**

**Project Budget**

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**Net Income<Expense>**

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**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.
# Invoice

**Invoice Number:** 2014_172  
**Date:** 2014/09/15  
**Order Number:**  
**Terms:** Upon Receipt  
**Company:** Town of Bonanza  
**Address:** PO Box 297  
**State/Province:** Bonanza, OR  
**Zip/Postal code:** 97623  
**Phone:** 1-541-545-6566  
**Fax:**  
**Contact Name:** Tina Young

### Description

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| 1    | Cooperative Advertising for 2013 Southern Oregon State Chill Cook-off, Children's Art Festival and Homemade Hobby Festival  
- Television Commercial Production  
- Television Commercial airing in  
  -- Rogue Valley-KOBI  
  -- Redding/Chico - KNVN  
  -- Redding/Chico - KRCR/NRCR  
  -- Chico - KCVU  
- Facebook/Twitter  
- DK Website Event Calendar Listing  
- DK Banner Ad for Website  
- DK Summer Quarterly Magazine Event Page Listing  
- Trip Advisor Event Listing  
- Public Relations - 6+ hours | 1 | $1,650.00 | $1,650.00 |

**Sub-total** $1,650.00  
**Grand Total** $1,650.00

**Internal Use Only**

| Amount Paid: |  |
| Date: |  |

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Thank You.  
We appreciate your business.
KLAMATH NICKEL  
%ISJ PAYMENT PROCESSING CENTER  
PO BOX 1570  
POCATELLO ID 83264  
(541) 883-2292  
Fax(541) 882-7716

Advertising Statement

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Please Return Upper Portion With Payment

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Statement of Account - Aging of Past Due Amounts

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Due date: 09/15/14

KLAMATH NICKEL  
(541) 883-2292

UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE
### Heral and News

**Payment Processing Center**

PO Box 1570
Pocatello ID 83204
(541) 885-4410

Fax (541) 883-4007

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**Advertising Statement**

**Billed Account Name and Address**

TOWN OF BONANZA  
PO BOX 297  
BONANZA OR 97623

---

We appreciate your business!

---

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

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**Herald and News**

(541) 885-4410

*UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE*
Saturday, August 23rd
Join The Town of Bonanza, OR for the 9th Annual
OREGON STATE
2014 CHILI COOK OFF
ICS Red, Green, Salsa & Homestyle Cook-Off
Free RV Spots for Cooks  Cash Prizes in Each Division
Winner Advances to the World Championship in Palm Springs, CA
PLUS
HOMEMADE HOBBY FESTIVAL SHOW & SHINE CAR SHOW
CHILDREN'S ART FESTIVAL
LIVE MUSIC  CASCADE CIVIL WAR SOCIETY ENCAMPMENT  AND MORE!
IT'LL BE HOT HOT HOT!

For more info or to register as a cook, hobby vendor or car show contestant, contact Tina Young @ 541.545.6566 or bonanza97623@gmail.com