

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.

Kruise of Klamath
Name of Organization
P.O. Box 7135
Address
Klamath Falls, OR 97602
City, State, Zip
Linda Tepper
Contact Person
(541) 331-6541
Phone Number
2014 Kruise of Klamath Marketing
Title of Project

June 26-29, 2014
Date of Event/Project

Submit Report to: Tourism Grant Coordinator Klamath County Finance 305 Main Street Klamath Falls, OR 97601 541-883-4202
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1. Detail the matching funds received and provide proof of their receipt.
The Kruise of Klamath provided \$17,557 in cash reserves plus received an additional \$5,657 in general sponsorships and \$6,040 in trophy sponsorships for the requisite matching funds as detailed in the attached Exhibit A - Balance Sheet dated July 8, 2014.
2. Complete the budget expense templates for both the project and the marketing plan.
See attached Exhibit B & C

3. Where did you spend advertising dollars and did they provide the desired results?
The majority of our advertising dollars were spent on a internet retargeting campaign through the Herald and News which exceeded expectations with a .10% click through rate, double the industry standard, see attached Exhibit D
4. Provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.)
 - * TV commercial
 - * Registration brochure
 - * Promotional Poster
 - * Retargeting ads
5. How many people from out-of-county attended?
Of the 481 registrants, 214 or 44.5% were from out of our area. This is the highest number of out of area participants in our 9 year history, a 4.6% increase over 2013. See attached Exhibit E.
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?
By addresses listed on registration forms - very accurate.

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

This year we added a Thursday evening kick-off party and a full day of mini shows on Friday to our event schedule and saw our average length of stay increase from 1 night to 2-3 nights.

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?

We conducted an in person survey of those out of area participants with about 50% of the survey being completed. Based on the survey responses plus attendance at the Thursday and Friday events by out of area participants we fill this is an accurate measurement.

9. Do you plan on sponsoring this event again?

Yes, plans are already underway for the 2015 Kruiise of Klamath which will be our 10th annual event.

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

No - the Kruiise of Klamath thanks you for your continued support of our event!

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.

Linda Tepper
Signature

7/29/14
Date

Linda Tepper, Secretary
Printed Name and Title

Kruus of Klamath

Balance Sheet
July 8, 2014

<u>Income</u>							
Donations & Grants				5657.00			Event Income
Trophies				6040.00			1st Sock Hop 1300.00
Registrations				19685.00			50'50' 735.00
Shirts, Sock Hop Menu Sales				9557.00		2nd 50'50'	644.00
Vendors & Swap Meet				34100.00		Poker Run	752.00
						Sales	2195.00
<u>Total Income</u>				44359.00			
<u>Expenses</u>							Event Expenses
Office							Up In Smoke 2407.20
Advertising							Stain Marva 1390.00
Donations							Poker Run 750.00
Trophies							576.63 H&R Bank 1250.00
Poker Run Sock Hop Kruus							2939.23 Stirkmyer 1350.00
Shirts + misc.							5926.39 Charity 2500.00
							2889.00 Randy Popkin 1800.00
							1553.50
							15437.90
							<u>7411.50</u>
<u>Total Expenses</u>							33268.52
Income				44359.00			
Expenses				<u>33268.52</u>			
Net Income				11090.48			
Carry over 2013				17557.81			
				<u>28648.29</u>			
Bank Balance 7-8-14				28648.29			
to be adjusted							

credit 1010.00
1111 400.00
red-o 444.00
registrations 275.00

35
36
37
38
39
40

**Klamath County Tourism Grant Application
Project Budget**

Exhibit B

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	5,000			5,000	
Cash Revenues -					
Source: Registration Fees	17,500			19,695	
Source: Vendor Fees	3,700			3,410	
Source: Kruse Reserves	4,200			17,557	
Total Cash Revenues	30,400	-	-	-	
Other Funding Sources:					
Source: General Sponsors				5,657	
Source: Trophy Sponsors				6,040	
Source: Merchandise Sales				9,557	
Total Other Funding Sources	-	-	-	-	
Total Revenue	30,400	-	-	66,916	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	6,500			8,289	
Rentals					
Supplies	3,800			577	
Other: Events	10,000	-	-	15,438	Block Party/Poker run
Other: Promotional Items	7,000			7,412	Hats/shirts/etc
Other: Trophies	3,100			1,554	
Other:					
Total Cash Expenses	30,400	-	-	33,269	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	30,400	-	-	33,269	
Net Income<Expense>	0	-	-	33,647	

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

**Klamath County Tourism Grant Application
Marketing Budget Form**

Exhibit C

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	5,000			5,000	
Other Sources: Kruse matching	1,500			4,651	
Total Revenue	6,500	-	-	9,651	
CASH EXPENSES					
Advertising					
Print	1,010			1,010	2 - 1/2 page ads in Cruzin' magazine
Web	250			250	Update of website
Other Internet				4,000	Herald & News Retargeting Campaign
Other	1,500			542	Posters & flyers
Total Advertising	2,760	-	-	-	
Printing	2,500			2,785	Registration packets
Postage				429	
Misc/Other (Explanation Req'd):					
Other:	740			141	Save the Date postcards
Other:	500			494	Local Radio
Other:					
Other:					
Total Miscellaneous/Other	1,240	-	-	-	
Total Expenses	6,500	-	-	9,651	
Net Income<Expense>	-	-	-	-	

NOTES

Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.
 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

Kruise of Klamath 2014

Retargeting Campaign

May 5 through May 11

	Impressions	Clicks	CTR%
Wk6	43473	41	0.09
CTD	255614	242	0.09

Kruise of Klamath 2014

Retargeting Campaign

May 11 through May 18

	Impressions	Clicks	CTR%
Wk7	43033	30	0.07
CTD	298647	272	0.09

Kruise of Klamath 2014

Retargeting Campaign

May 19 through May 25

	Impressions	Clicks	CTR%
Wk8	35697	26	0.07
CTD	334344	298	0.08

Kruise of Klamath 2014

Retargeting Campaign

May 25 through June 1

	Impressions	Clicks	CTR%
Wk9	43118	38	0.08
CTD	377462	336	0.09

Kruise of Klamath 2014

Retargeting Campaign

June 2 through June 8

	Impressions	Clicks	CTR%
Wk10	41585	42	0.1
CTD	419047	378	0.09

Kruise of Klamath 2014

Retargeting Campaign

June 9 through June 15

	Impressions	Clicks	CTR%
Wk11	40363	49	0.12
CTD	459410	427	0.09

Kruise of Klamath 2014

Retargeting Campaign

June 16 through June 22

	Impressions	Clicks	CTR%
Wk12	38361	63	0.16
CTD	497771	490	0.09

Kruise of Klamath 2014

Retargeting Campaign

June 23 through June 29

	Impressions	Clicks	CTR%
Wk13	32635	54	0.16
CTD	530406	544	0.10

Kruise of Klamath 2014

Retargeting Campaign

April 1 through April 6

	Impressions	Clicks	CTR%
Wk1	23541	36	0.15
CTD	23541	36	0.15

Kruise of Klamath 2014

Retargeting Campaign

April 7 through April 13

	Impressions	Clicks	CTR%
Wk2	50786	47	0.09
CTD	74327	83	0.11

Kruise of Klamath 2014

Retargeting Campaign

April 14 through April 20

	Impressions	Clicks	CTR%
Wk3	48540	29	0.06
CTD	122867	112	0.09

Kruise of Klamath 2014

Retargeting Campaign

April 21 through April 27

	Impressions	Clicks	CTR%
Wk4	45221	54	0.12
CTD	168088	166	0.10

Kruise of Klamath 2014

Retargeting Campaign

April 28 through May 4

	Impressions	Clicks	CTR%
Wk5	44053	35	0.07
CTD	212141	201	0.09

	2014	2013	2012	2011	2010	2009	2008	2007	2006
Total Participants	481	434	390	500	342	367	267	309	215
In town	267	261	259	304	246	260	218	229	155
Out of town	214	173	131	196	96	107	49	80	60
Percentage	44.5%	39.9%	33.6%	39.2%	28.1%	29.2%	18.4%	25.9%	27.9%
New Towns	28	14	20	29	28	21	10	30	
New Registrants	148	125	100	189	123	146			
Arizona	4	0	0	3	1	0	0	2	0
California	85	54	38	45	27	37	13	26	20
Idaho	1	0	3	1	0	0	0	0	0
Nevada	9	8	8	19	8	11	5	9	12
Oregon	374	371	335	420	303	315	247	268	181
Washington	8	1	4	12	3	4	2	4	2
Other	0	0	2	0	0	0	0	0	0