

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

August 18 + 19, 2012  
Date of Event/Project

PO Box 297  
Address

Bonanza, OR 97623  
City, State, Zip

Karen Petersen  
Contact Person

541-545-6566  
Phone Number

Oregon State Chili Cook-Off Southern  
Title of Project

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

Oregon Regional Chit. Cook-Off

1. Detail the matching funds received and provide proof of their receipt.  
*See attached*
2. Please provide your actual income and expenses using the attached Tourism Grant Budget Form.  
*See attached*
3. Where did you spend advertising dollars and did they provide the desired results? Provide a detailed list of advertising expenditures.  
*See attached*
4. Looking back at your application, how did you say you would measure the success of your project? (For instance, did you plan to measure success by the number of people who attended the event or did you plan to use another measure of success?)  
*See attached*
5. What were the results? (For instance, if you said you'd measure how many people attended the event, how many did in fact attend?)  
*See attached*
6. How many people from out-of-county attended? How did you determine how many people from out-of-county attended?  
*See attached*
7. Do you plan on sponsoring this event again?  
*See attached*
8. 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.

Karen Petersen  
Signature

10-22-12  
Date

Karen Petersen Event Organizer  
Printed Name and Title

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

Please see attached payment from vendors and donations by month received.  
Total \$1665.00

**2. Please provide your actual income and expenses using the attached Tourism Grant Budget Form.**

See Attached

**3. Where did you spend advertising dollars and did they provide the desired results? Provide a detailed list of advertising expenditures.**

We spent \$1,329.77 on fliers. These included fliers with the Herald and News that went out in the total circulation areas, and fliers that we handed out at other events, travel centers etc.

We spent \$2,500.00 with Discover Klamath. This included a web banner add placed on Discover Klamath's website and other travel sites that do business with Discover Klamath. A :30 commercial that ran throughout Central Oregon, Southern Oregon and Northern California. Calendaring with various radio and television stations.

Our total advertising spent was \$3,829.77. I believe we received the desired results for our advertising dollars. We had great response and turnout with lots of positive feedback from our fliers and commercial. 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.

**4. Looking back at your application, how did you say you would measure the success of your project? (For instance, did you plan to measure success by the number of people who attended the event or did you plan to use another measure of success?)**

We measure our success on many different levels. Number of participants in both of the Chili Cook-Offs, the Homemade Hobby Festival, Big Springs Show & Shine, Childrens' Art Festival. How well the concessions did, vendors sales and tasting kits sold over the weekend.

**5. What were the results? (For instance, if you said you'd measure how many people attended the event, how many did in fact attend?)**

The amount of tasting kits sold over the weekend was approximately 3000 kits. We ask local businesses if they are busy, and if the weekend helped them with sales. We have always gotten a positive response from our businesses. The Bonanza RV Park was filled to capacity. We look at how well the concessions did over the weekend for the Bonanza Rural Fire Department. We talked with our vendors at the Homemade Hobby Festival

and get a gage on how their sales were. Vendors were positive this year with good sales for the weekend. With the Childrens Art Festival we talk with the organizers to see how the turn out was. This was their first year and they had over 500 kids participate over the weekend. With the Big Springs Show and Shine our number of participants was up this year over last year.

**6. How many people from out-of-county attended? How did you determine how many people from out-of-county attended?**

It is hard to say exactly how many out-of-county people attended our event. We have a guest book for people to sign in if they choose. This past year we had people sign from the following states Arizona, California, Washington, Nevada, Idaho and Florida. People also signed from Oregon cities such as Eugene, Elkton, Canyonville and Trail. We had vendors in the Homemade Hobby Festival from Prineville, Terrebonne, Lakeview, Harper, Canyonville all Oregon and even someone from Cascade, Idaho. We had Chili Cooks from Idaho, Nevada, California and Washington as well as all over Oregon. Additionally we had spectators from areas outside of Klamath County.

**7. Do you plan on sponsoring this event again?**

Yes. We are already planning the event for August 24 & 25, 2013

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

## Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request				2900.00	Tourism Grant
Cash Match -					
Source: Vendors				1140.00	Booth Fees
Source: donations				325.00	Sponsors
Source:					
Total Cash Match	-	-	-	1165.00	See Attached Detail
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	4565.00	
Total Projected Revenue	-	-	-	-	
<b>EXPENSES</b>					
Advertising					
Print Fliers				1329.77	
Web					Discover Klamath
Other Internet					Discover Klamath
Other - TV Commercial				2500.00	Discover Klamath
Total Advertising	-	-	-	3829.77	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other: Sound System				130.00	Denham Music
Other: Porta Potties				227.50	American Sanitation
Other: Security				325.00	Malin Police
Other:					
Total Miscellaneous/Other	-	-	-	682.50	
Total Projected Expenses	-	-	-	4512.27	See Attached Detail
Net Projected Income<Expense>	-	-	-	52.73 -	

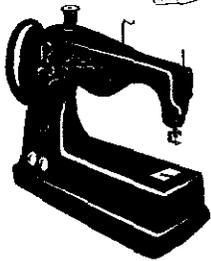
### NOTES

Do not include any items listed on Page 3 of the application as not eligible  
 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

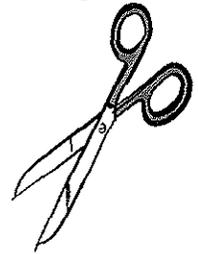
The Town of Bonanza Welcomes The

# Oregon State Chili Cook-Off & Southern Oregon Regional Chili Cook-Off

Compete In Chili Verde, Red Chili and Salsa  
Cash Prizes In Each Division

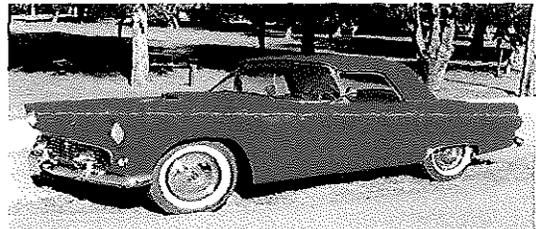


## Homemade Hobby Festival

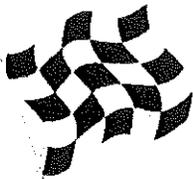


Two Days Of Homemade Crafts, Jewelry, Sewing, Wood  
Working, etc. With Large Variety For Shoppers

## Big Springs Show & Shine



Mayor's Choice 2011



Trophy's Awarded In 9 Different Categories  
(Sunday Only)

## Children's Art Festival

Football Toss, Fish Pond, Tye-Dye, Painting,  
Music, Three Legged Race, Water Balloon Toss,  
Face Painting, Pie Eating Contest, Duct Tape  
Art and much much more

civil **Bonanza Big Springs Park**

Herald & News  
Flier

City of Bonanza Welcomes The

**STATE CHILI COOK-OFF**

&

**NON-REGIONAL CHILI COOK-OFF**

## Bonanza Big Springs Park

**SAT. August 18th & SUN. August 19th, 10am - 4pm**

### Compete in Chili Verde, Red Chile & Salsa

Cash Prizes in each division.



### Homemade Hobby Festival

Two Days of Homemade Crafts,  
Jewelry, Sewing, Wood Working, etc.  
With Large Variety for Shoppers.



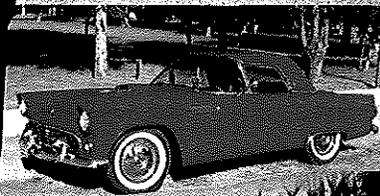
### Children's Art Festival

Football Toss, Fish Pond, Tye-Dye, Painting  
Three-Legged Race, Water Balloon Toss,  
Music, Face Painting, Pie Eating Contest  
Duct Tape Art and MUCH more!

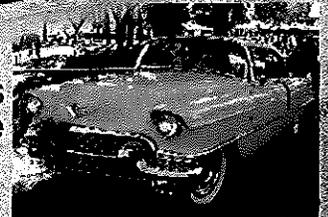
### Big Springs Show and Shine

Trophies Awarded in  
9 Different Categories  
(Sunday only)

Info: (541) 545-6423



Mayor's  
Choice  
2011



People's  
Choice  
2011

Show & Shine Sponsors:  
Rogue Federal Credit Union  
Lithia Automotive Group  
NAPA Auto Parts

### Info Contact:

[hobbyfestival@aol.com](mailto:hobbyfestival@aol.com)

(541) 545-6566

### Cascade Civil War Society Encampment