

TOURISM GRANT APPLICATION

Organization Applying: TOWN OF BONANZA

Contact Person: TINA YOUNG

Phone Number: 541.545.6566

Email Address: BONANZA97623@GMAIL.COM

Mailing Address: P.O. BOX 297, BONANZA, OR 97623

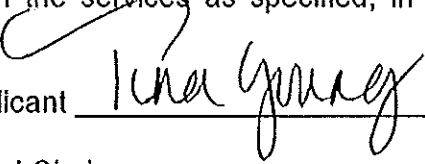
Web Site Address: TOWNOFBONANZA.COM

Title of Project: OREGON STATE CHILI COOK-OFF, HOMEMADE HOBBY FESTIVAL, SHOW & SHINE CAR SHOW, CHILDREN'S ART FESTIVAL AND BIG SPRINGS CARNIVAL AND PARADE

Brief Description of Project:

With the help of the Klamath County Tourism Grant in 2014, the Oregon State Chili Cook-Off completed it's 9th annual event in Bonanza. This cook-off along with the Homemade Hobby Festival, Children's Art Festival and the Show & Shine Car Show along with the evening Dinner & Concert in the Park had a tremendous turn out of participants and out of town visitors. The chili cook-off allows participants to complete making People's Choice Chili, Red Chili, Chili Verde and Salsa. The winners take home cash prizes and trophies while advancing to the national competition. The Homemade Hobby Festival brought in vendors from all over Oregon, Nevada and California again this past year as does the car show and Children's Art Festival bring in visitors from out-of-county and state areas. For this next year's event, we are teaming up with the Bonanza Lions Club and incorporating their Big Springs Carnival and Parade with our two day event. Incorporating that event with ours will surely add to the fun of the event and bring in even more participants and visitors.

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 

Date 9/28/14

Signature of Board Chair _____

Date _____

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. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of this proposal is to set forth our event information in the hopes that we will continue to get support from the tourism grant. We feel we have a great annual event, we continue to grow, learn, revise and respond to changes and in doing so, our event is getting larger each year. We are applying for larger monies as not only are we extending the duration of the event, we are also adding things to it via combining the annual Big Springs Carnival to it. We hope to expand our advertising with more commercial time and length.

2. What are the project activities?

Chili cook-offs, hobby vendors, many free activities for children, classic car show, live all day entertainment including an evening dinner and concert in the park, a parade, contests and raffles, lots of food, horse shoe tournament, booster club silent raffle and more. We also are looking at bed races, lawn mower races, basketball shooting contests and more.

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

We have recently set the dates of the weekend July 25th and 26th, 2015. The event will be from 10 a.m on Saturday through the evening dinner & concert in the park which commences at approximately 6 p.m. On Sunday, the event will run from 10 a.m. to 4 p.m. As participants arrive prior to the weekend, we will be allowing set up for vendors and cooks the day before the event begins (Friday, July 24th) and we foresee, as usual, some participants will come much earlier in that week and stay locally.

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

Our most obvious target is people interested in chili cook-offs and on expansion cooking events in general. The International Chili Society and its members and followers will be a main target. Also, we will target those in a range of five hours driving distance of Bonanza who may be interested in attending our event. We have a mailing list of about 300 people who have attended in the past and we intend on informing them within the next 60 days of our set weekend date for the 2015 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 2014 event just being wrapped up in late August, we estimated about 4000 people attended this past year's event and we believe it will continue to grow each year. For this past event, we condensed the weekend down to just one day so there was a very large crowd flowing through Bonanza in one day. We estimate that approximately 3500 chili tasting kits were sold and since not all actually participated in the chili tasting, we feel confident of the 4000 that we estimate came to the event. As there was an overwhelming request to bring the event back to two days, we are obliging. This will also help bring in more "heads in beds" and business to locals.

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?

In making this a 2 day event, extending Saturday's event into the evening hours offering a dinner and concert in the park and offering a bbq for chili cooks and early set up for all participants on the Friday before the event, we believe we can keep visitors and participants here for at the very least, Friday through Monday. We know from history each year that the Bonanza RV park fills up the week prior to the event and is not again with vacancies until usually the following Tuesday. We also know that allowing participants to set up (vendors and cooks) the day prior to the event is something that is very popular with participants and we will continue to encourage. Lastly, we are moving the event dates up to mid summer (July) as we hope more will be willing to travel during July as opposed to late August with the season winding down.

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. Doing so helps them raise funds for school scholarships, emergency assistances and other community events. The Bonanza Lions Club, who is sponsoring the parade, carnival games and will run the concessions both days, also raise funds for school scholarships, emergency assistance and for eye glasses and hearing aids for those in need. The Town of Bonanza sponsors the Homemade Hobby Festival, the Show & Shine Car Show and the Children's Art Festival along with the dinner and concert in the park in the evening so 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 is your organization uniquely qualified to carry out this project?

The 2015 event will be the 10th annual Oregon State Chili Cook-Off, the 9th annual Homemade Hobby Festival, the 5th annual Show & Shine Car Show, the 4th annual Children's Art Festival and the 2nd annual Dinner & Concert in the Park. The Big Springs Carnival has been around for decades. I have been organizing the event now into my third year and continue to watch and be involved with the event growth. We are constantly thinking of ways to better the project and always willing to revise as needed. The proof being that we seem to be adding events to the event almost yearly. We have community members from a variety of organizations in place who are already working together and have worked together for the yearly event. The event continues to bring in new and reoccurring participants and visitors. As the event coordinator, I am very involved with meeting and greeting as many participants and visitors as possible throughout the event. I can attest that this event draws from both near and far as it is increasingly becoming more known. As I am responsible for the advertising and marketing of this event over the last 2 plus years, and been successful doing so, I believe we can be confident that our success will continue.

MARKETING PLANS

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

Our partnering with Discover Klamath Visitor and Convention Bureau over the past 4 years continues to help us market our event in a variety of ways which we plan to continue. With their help, we have been able to run :30 second commercial ads that have aired in various areas in Oregon and the Northern California airways. We plan on repeating this again for the 2015 event as we again have had positive feedback from our of town visitors on the commercial.

We also will continue to do calendaring and PSA's in house and in conjunction with Discover Klamath using sites including but not limited to Chamber sites, radio stations, event sites, cooking magazines, chili cook-off events, national cook-off newspapers and both local and national newspapers. Additionally, each year, more and more we are heavily promoting on the social networks Facebook and Craigslist and any other available to promote the event.

Web advertising with Discover Klamath, Travel Oregon, Southern Oregon Visitor's Association, and the International Chili Society and any others we can partner with. We also are working on a website exclusive to the event for ease of access and information for all interested.

We will continue to place fliers in the local area and circulate them in our quarterly Town of Bonanza Newsletter as well as the local privately owned BONANZA LIVE! monthly newsletter and website. We plan on continuing to place full color fliers inserts into the Herald and News to remind all what is upcoming and what the event entails. Along with this, we will continue our relationship with the local newspaper to have them notify the public of the event updates throughout the season. As we are teaming up with the Bonanza Lions Clubs Big Springs Carnival, this will be a new addition with exciting new things being added to our event to draw even a larger crowd.

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 do so in several different ways as follows: sales of chili tasting kits, number of vendors at the hobby event and the car show, the Children's Art Festival will keep tally of how many kids are there, the annual guest book will be signed and we have decided for our 2015 event, to have a meet and greet type of scenrio where llasons are placed throughout the event to meet and welcome all as well as ask where visitors are from and how they heard of the event. We believe that added action will show our friendly nature while gathering important information.

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

~~success~~
Our event continues to evolve and grow. This next year we will be incorporating the Big Springs Carnvial with our event which, in addition to the normal event, brings in a parade, a queen's contest, horseshoe tournament, klds arcade games and more. Additionally, we are expanding the event back to the two days as opposed to one by poplular demand. This award is very key in getting commercials to advertise our event to out of towners. If enough funds are available, I'd like to see the commericals expanded to a full :60 seconds (not :30) as there so many things going on, I feel it important to advertise as much of the events within the event as possible which is harder to do in a shorter ad. We have already had our first meeting and set the date for the 2015 event as well as met with the Lions Club and are working with them

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

The Chill Cook-Off has five volunteer organizers and about twenty five event helpers that are there from set up to draw down. They help pass out fliers at other events, set up at our event, cook, sell raffle tickets and in general, hope in any way needed to make sure things run well.

The Children's Art Festival is sponsored by the Bonanza Community Association, Big Springs Park and St. Barnabes Episcopal Church providing free face painting, relay races, games, bounce house, art booths, watermelon and pie eating contests and more. For the 2014 event, they comprised of 15 volunteers.

The Homemade Hobby Festival has 4 volunteer organizers and about 8 event helpers. They design the layout of the vendor area and help the vendors get unloaded and tend to the vendor needs for the weekend. We do not charge non-profit vendors a fee for their booths We encourage them to participate and raise funds for their organization. This is our way of showing appreciation for them making a difference in the community.

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

This year, the Bonanza Lions Club volunteers will volunteer their time for concessions, the parade organization, the Queen's contest and the arcade games. We estimate about 15 members will volunteer their time for the event.

Our local businesses continue to support this event and are excited that we will be incorporating even more things into it in the coming year. This event helps bring commerce into our community and showcases the best of Bonanza.

**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	750				
Source:					
Total Cash Revenues	1950	-	-	-	
In-Kind Revenues:					
Source:		5000			Discover Klamath In Kind
Source:	1900				Volunteers In Kind
Source:	900				Entertainment In Kind
Total In-Kind Revenues	-	-	-	-	
Total Revenue	4750	12000	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	2000	7000			Discover Klamath
Rentals	165				PA System
Supplies	200				Signs and Banners
Other:	350	-	-	-	Porta Potties
Other:					
Other:					
Other:					
Total Cash Expenses	2715	7000	-	-	
In-Kind Expenses					
Labor	900				Volunteers prior to event
Marketing costs	500	5000			Discover Klamath In Kind
Other:	900				Entertainment In Kind
Other:	1000				Volunteers days of event
Other:					
Other:					
Total In-Kind Expenses	3300	5000	-	-	
Total Expenses	6015	12000	-	-	
Net Income<Expense>	0	0	-	-	

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.

DISCOVER
KLAMATH
OREGON UNEXPECTED

September 26, 2014

Ms. Tina Young
Town of Bonanza
2900 4th Avenue
Bonanza, Oregon 97623

Dear Tina,

With enthusiasm, *Discover Klamath Visitor and Convention Bureau* supports The Town of Bonanza's efforts towards receiving a Klamath County Tourism Grant, which will allow it to increase its marketing efforts and thereby bring more people to our area to enjoy the *Oregon State Chili Cookoffs*.

As Klamath County's official tourism agency, Discover Klamath's goal is to generate incremental tourism to our region. Our organization has been a key partner in your event for 3 or 4 years now, and this is an event I have personally attended annually – and look forward to attending. In each of the past few years, attendance and enthusiasm for this event has increased.

Of course, we can always bring more people to the area, including getting more locals to attend, more vendors, etc... But, you have a winning mix of events/activities and with time and promotion this event will continue to prosper.

As you know, our organization's tagline is: "*Oregon Unexpected*". We find travelers seek unexpected travel adventures – not predictable experiences most areas offer. The Oregon State Cookoffs weekend events completely deliver on the Oregon Unexpected promise with much much more than just a culinary event: there is an arts and crafts fair, kid's activities, an excellent car show, live music, civil war re-enactments, and more. Plus, it's a beautiful and relaxing drive to and from the wonderful community of Bonanza where there are cute shops and places to explore. What's not to like?

The many volunteers who work on this festival have done a wonderful job building it into a destination event. The keys are: (a) Keeping it fresh (e.g. have lots of stuff to do), (b) Providing something for everyone (kids, adults, etc...), and (c) Continue with both out of county and in county promotional efforts. One new/potential future opportunity I see is somehow connecting some of the local businesses into the event, which might keep people in town a little longer and result in more overnight stays.

If you are a Grant Recipient during this next cycle, we look forward to working with you and others to build on and strengthen the out-of-area promotional efforts we've worked on together the past few years.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director

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

September 26, 2014

Klamath Co. Commissioners

Dear Commissioners:

This letter is to show support for the Town of Bonanza's tourism grant submittal for the 2015 Chili Cook-Off, Homemade Hobby Festival, Big Springs Carnival and Children's Art Festival.

As a business that prospers from tourism, the Bonanza RV Park can attest to the large and wide range of visitors we've had during the festival's weekend. We had people from Idaho, California, Washington and Nevada attend and stay for the event.

I can't express enough the benefits the festival has for local businesses and our community and we hope that you will give the town of Bonanza the upmost consideration for their proposal. We, as all do, thank you for your support.

Sincerely,

Don Nelson

BONANZA RURAL FIRE PROTECTION DISTRICT

P.O. BOX 296, BONANZA, OR 97623

PHONE: 541.545.6400 EMAIL: FIRE97623@CENTURTEL.NET

September 29, 2014

Dear Board:

This is letter is my written support for the Town of Bonanza's application for a 2015 tourism grant. This annual event brings in thousands of people and continues to grow each year. It also is more unique than other events in that it has something for everyone with the variety of events within the event that allows an entire family to come and have something to enjoy. There are many, many out of towners that come to spend time in Bonanza as well as the county during this annual event.

I personally have seen how hard the Town works, along with various others, to put on this event. It is a community event and the community backs it 100%. The businesses also flourish during the event which is a benefit to them as well.

Sincerely,



Bob Tyree
Bonanza Fire Chief

TOURISM GRANT APPLICATION

Organization Applying: Town of Bonanza

Contact Person: Tina Young

Phone Number: 541.545.6566

Email Address: bonanza97623@gmail.com

Mailing Address: P.O. Box 297, Bonanza, OR 97623

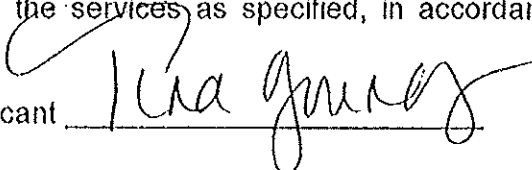
Web Site Address: townofbonanza.com

Title of Project: Oregon State Chili Cook-Off, Homemade Hobby Festival, Children's Art Festival, Show & Shine Car Show, Evening Dinner & Concert in the Park and Big Springs Parade and Carnival.

Brief Description of Project:

With the help of the Klamath County Tourism Grant in 2014, the Oregon State Chili Cook-Off completed its 9th annual event in Bonanza. This cook-off, along with the Homemade Hobby Festival, Children's Art Festival, Show & Shine Car Show and Evening Dinner & Concert in the Park, had a tremendous turn out of participants and local and out of county visitors. The chili cook-off allows participants to compete making People's Choice Chili, Red Chili, Chili Verde and Salsa. That winners take home cash prizes and trophies while advancing to the national competition. The Homemade Hobby Festival brought in vendors from all over Oregon, Nevada and California again this past year as does the car show and Children's Art Festival. For this next years event, we are teaming up with the Bonanza Lions Club and incorporating their annual Big Springs Carnival and Parade with our two day event. Incorporating that event with ours will surely add to the fun of the event as well as bring in even more participants and visitors.

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  Date 10/17/2014

Signature of Board Chair _____ Date _____

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.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of this proposal is to set forth our event information in the hopes that we will continue to get support from grants. We feel we have a great annual event, we continue to grow, learn, revise and respond to changes and in doing so, our event is getting larger each year. We are applying for monies to ensure advertising money is available for commercial times and other marketing ideas.

2. What are the project activities?

Over the two day event, there will be chili cook-offs, hobby vendors selling products, many free activities for children, classic car show, live all day entertainment including an evening dinner and concert in the park, morning parade, contests and raffles, lots of food, horse shoe tournament, booster club silent raffle and more. We also are looking at bed races, lawn mower races, basketball shooting contests and more.

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

Saturday and Sunday, July 25th & 26th, 2015 is the next event dates. The event will be from 10 a.m. on Saturday through the evening dinner and concert in the park. On Sunday, the event will run from 10 a.m. to 4 p.m. As participants arrive prior to the weekend, we will be allowing set up for vendors and cooks the day before the event begins. We foresee, as usual, soon participants will come much earlier in that week and stay locally.

QUALIFICATIONS OF APPLICANT

4. Describe your organization.

The Bonanza Volunteer Fire Department is made up of volunteers throughout the community. They sponsor the chili cook-off. Doing so helps them raise funds for scholarships, emergency assistance and other community events. The Bonanza Lions Club, who is sponsoring the parade, a queen's contest, carnival games and will run the concessions both days, also raise funds for school scholarships, emergency assistance as well as for eye glasses and hearing aids for those in need. The Town of Bonanza sponsors the Homemade Hobby Festival, the Show & Shine Car Show and the Children's Art Festival along with the dinner and concert in the park so to provide a free community event that also helps boost our local economy.

5. Describe your experience in operating past or similar projects. How is your organization uniquely qualified to carry out this project?

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6. Have these projects been successful in bringing tourists to Klamath County? How do you plan to measure the results of your project in bringing tourists to Klamath County?

Yes they have. We have many locals, of course, who look forward to and attend the event yearly. By networking, having guest signing books available, meeting and greeting visitors and participants and gathering as much information as we are able, we know that we have been successful in bringing tourists to the County. Our information tells us that we have visitors from all over including, California, Nevada, Idaho, Washington and more each year as well as other far away locations. Many Oregonians outside of Klamath County also are coming to our yearly event.

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Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director

Discover Klamath 205 Riverside Drive, Klamath Falls, OR 97601 541 882-1501 DiscoverKlamath.com

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

September 26, 2014

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Sincerely,

Don Nelson

BONANZA RURAL FIRE PROTECTION DISTRICT

P.O. Box 296, BONANZA, OR 97623

PHONE: 541.545.6400 EMAIL: FIRE97623@CENTURTEL.NET


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Sincerely,



Bob Tyree
Bonanza Fire Chief