

# DRAWDOWN REQUEST FORM


## KLAMATH COUNTY TOURISM GRANT PROGRAM

Please complete and submit this form to the Tourism Grant Coordinator at the address listed below to receive your grant funds. 20% of the grant is withheld until the final report is submitted.

TOWN OF BONANZA Amount of Award: \$ 1750  
Name of Organization \_\_\_\_\_  
PO BOX 297 \_\_\_\_\_  
Address \_\_\_\_\_  
BONANZA, OR 97623 \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
TINA YOUNG \_\_\_\_\_  
Contact Person \_\_\_\_\_  
541.545.6566 \_\_\_\_\_  
Phone Number \_\_\_\_\_  
BBO Rib Cook-Off Extravaganza \_\_\_\_\_  
Title of Project \_\_\_\_\_

Balance of Award: \$ 1750 \_\_\_\_\_  
Drawdown Requested: \$ (1750) \_\_\_\_\_  
Remaining: \$ 0 \_\_\_\_\_

I/We, the administrator(s) of this project, certify that the attached invoices are accurate and that our project did receive the services/supplies being billed in accordance with the provisions of the Tourism Grant program.

 \_\_\_\_\_  
Signature Town Recorder/Event Coordinator  
8/10/17  
Date

Attach documentation of the expenses to justify your request: (documentation could include copies of bills, invoices, canceled checks, receipts, etc.) The amount requested must equal or exceed your documentation.

- ✓ All or a portion of the awarded grant funds may be drawn down, as necessary.
- ✓ Checks will be issued according to the County's usual Accounts Payable schedule.
- ✓ Please contact the Klamath County Finance Office at 541-883-4202 with any questions.

Remit to:  
Klamath County Finance  
305 Main Street  
Klamath Falls, OR 97601

Klamath County Tourism Grant  
Sponsorship - Final Report

Please provide the following information and submit with your final drawdown request. 20% of the grant is withheld until we receive the final report.

BBQ RIB COOK-OFF EXTRAVAGANZA (1750.00)

JULY 29, 2017

Title of Project / Funds Awarded  
TOWN OF BONANZA

Date of Event/Project

Name of Organization  
TINA YOUNG

Contact Person  
PO BOX 297

Address  
BONANZA, OR 97623  
City, State, Zip

541.281.7034

Phone Number

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

1. For an event, provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.) For an infrastructure project, provide photographic evidence of the project (before and after pictures), design and supportive materials on a CD.
  2. Where did you spend marketing dollars?
  3. What part of your marketing efforts were most successful and least successful? For infrastructure projects, what parts of your project were most successful and least successful?
- Event Applicants Only:
4. How many people from out-of-county attended?
  5. How did you determine how many people from out-of-county attended? Explain why this is an accurate measurement of the out-of-county attendees?

**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

8/10/17  
Date

TINA YOUNG, TOWN RECORDER/EVENT COORDINATOR  
Printed Name and Title

**1. For event, provide a detailed list of all marketing materials and an electronic version of the material on a CD.**

CD enclosed herein.

**2. Where did you spend marketing dollars?**

We spent \$660 on fliers with the Herald and News which included a two sided "dinky" that went out in the total circulation areas as well as fliers handed out at other events such as car shows, cook-offs and festivals. We also placed fliers in travel centers, town and store message boards and more. As we have been doing in previous years, we produced and printed in house our own fliers which allowed us to vary fliers in size and content needed. Said fliers, were two sided on legal sized paper and in full color for maximum appeal.

We spent \$2070 with Discover Klamath with a match from them. This included web banner ads place on their website and other travel sites that do business with Discover Klamath. A 30-second commercial that ran through-out Central Oregon and Southern Oregon in addition to Northern California was another marketing forum utilized through Discover Klamath along with various radio and television stations.

The advertising spent was \$2730 which does not include the expense of in house preparing and printing and the distribution of hundreds and hundreds of our two page legal sized flier (included herein).

We also heavily utilized social media, including Facebook, in promoting our event. We posted our fliers along with continuous reminders of the event months in advance. Additionally, we utilized PSAs at radio stations and more.

**3. What part of your marketing efforts were most successful and least successful?**

We found the tv ads produced and promoted by Discover Klamath to be a very successful marketing effort and we received many compliments from those who saw the advertising on tv. We believe it was a positive tool in reaching out to out of towners. We also received positive feedback to the large two-page color ad we put in the Herald and News as well as our social media posts. Regarding the least successful, the radio ads were again, our opinion, not as successful mainly because there were not a lot of them and they did not hit an out of town audience which is a big goal.

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

It is still proving challenging to get any exacts on out of town visitors. We do believe we had record setting crowds, hobby vendors, car entries and cooks this year for the event based on the food sold, tasting kits sold and simply the large foot traffic at the event. As the event coordinator, I welcomed personally as many as I was able to at the event and know there were visitors from all over the west in attendance. Also, we are seeing an increase in hobby vendors, car entries and quilt entries from other counties.

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

Our guest book was available for attendees to sign again this year and as stated above, shows attendees from all over the Western United States and further. The Children's Art Festival has records of people from all over those areas as well. Traveling the farthest was visitors from Wyoming per our knowledge. As stated above, we are now seeing more than just local participants such as vendors and car entries not only based on word of mouth but advertising as well.

The Town of Bonanza thanks Klamath County for their continued support of our event!

A handwritten signature in black ink that reads "Tina Young". The signature is written in a cursive, flowing style with a large initial "T" and a long, sweeping underline.

COPY

**HERALD AND NEWS**

%Payment Processing Center  
PO Box 1570  
Pocatello ID 83204  
(541) 885-4410

Fax(541) 883-4007

**Advertising Invoice**

11	Billing Period	07/2017	21	Advertiser/Client Name	TOWN OF BONANZA
23	Total Amount Due	660.00	3	Terms of Payment	
21	Current Net Amount Due	N/A	22	30 Days	N/A
			60 Days		N/A
4	Page Number	5	Billing Date	07/31/17	1061333
			6	Billed Account Number	67362
			7	Advertiser/Client No.	67362

8 Billed Account Name and Address

TOWN OF BONANZA  
CHERI  
PO BOX 297  
BONANZA OR 97623

**Amount Paid:**

**Comments:**

10	Date	11	Reference	12 13 14	Description-Other Comments/Charges	15	SAU Size	16	Billed Units	17	Times Run	18	Rate	19	Gross Amount	20	Net A
	07/23/17		1646457		DINKY PAGE - FRONT	8.0X	20.00		160.00		1		0.00		330.00		330
	07/23/17		1646458		10HN/DINK HNWN/DINK	8.0X	20.00		160.00		1		0.00		330.00		330
					DINKY PAGE - BACK												
					10HN/DINK HNWN/DINK												

Please Return Upper Portion With Payment

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

24	Current Net Amount Due	22	30 Days	60 Days	Over 90 Days	*Unapplied Amount	23	Total Amount Due
	N/A		N/A	N/A	N/A			660.00

Due date: 08/15/17

**HERALD AND NEWS**

(541) 885-4410

25	Invoice Number	1	Billing Period	07/2017	6	Billed Account Number	7	Advertiser/Client Number	2	Advertiser/Client Name
	1061333					67362				TOWN OF BONANZA

\* UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

8/10/2017

Gmail - Thank you!



Town of Bonanza <[bonanza97623@gmail.com](mailto:bonanza97623@gmail.com)>

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**Thank you!**

**Ian Kautzman** <[ikautzman@heraldandnews.com](mailto:ikautzman@heraldandnews.com)>  
To: Town of Bonanza <[bonanza97623@gmail.com](mailto:bonanza97623@gmail.com)>

Thu, Aug 10, 2017 at 9:13 AM

Hi Tina,

Our regular cost for a two sided Dinky on Sunday is \$1,650.

**Ian Kautzman**

*Marketing Consultant/Event Coordinator*

**Herald and News**

2701 Foothills Blvd.

Klamath Falls, OR 97601

Phone 541-885-4438

Cell 541-887-0004

**[IKautzman@heraldandnews.com](mailto:IKautzman@heraldandnews.com)**

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**From:** Town of Bonanza <[bonanza97623@gmail.com](mailto:bonanza97623@gmail.com)>

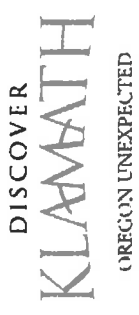
**Sent:** Tuesday, August 8, 2017 12:12:03 PM

**To:** Ian Kautzman

**Subject:** Thank you!

[Quoted text hidden]

# Invoice



**Invoice Number:** 2017\_128  
**Date:** 2017/08/08  
**Order Number:**  
**Terms:** Upon Receipt

**Company:** Bonanza Rib Cook-Off  
**Address:**  
**State/Province:**  
**Zip/Postal code:**

**Phone:**  
**Fax:**  
**Contact Name:** Tina Young

Discover Klamath Visitor & Convention Bureau  
205 Riverside Dr, Ste B  
Klamath Falls, OR

97601  
Phone: 541-882-1501  
Fax: 541-273-0217  
www.DiscoverKlamath.com

Item	Description	Quantity	Unit Price	Amount
1	KOBI Television	1	\$2,025.00	\$2,025.00
2	Video Creation: Basin Video	1	\$45.00	\$45.00
			<b>Sub-total</b>	<b>\$2,070.00</b>
			<b>Grand Total</b>	<b>\$2,070.00</b>

**Comments:**

**Thank You.**  
**We appreciate your business.**

### Internal Use Only

Amount Paid:	
Date:	

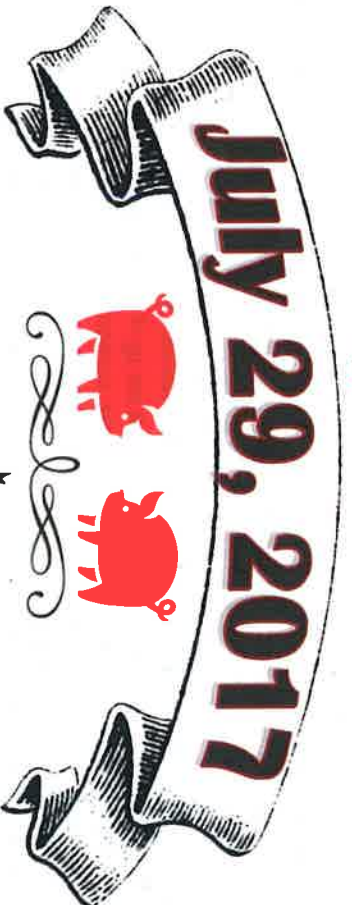
THE TOWN OF BONANZA & THE BONANZA LIONS CLUB PRESENTS

**B B B**

**RIB COOK-OFF**

**EXTRA WAGANZAI!**

**July 29, 2017**



HOMEMADE HOBBY FESTIVAL ★ SHOW & SHINE CAR SHOW

BONANZA LIONS CLUB PARADE & CARNIVAL

CHILDREN'S ART FESTIVAL ★ QUILT SHOW

EVENING TRI-TIP DINNER & TALENT SHOW



LIVE ENTERTAINMENT ★ TOWN WIDE YARD SALES

CASCADE CIVIL WAR SOCIETY ★ GREAT FOOD

ROBOTICS DISPLAY ★ AND MUCH MORE!

**WANTED!**

RIB COOKS HOBBY VENDORS QUILT MAKERS  
CAR ENTRIES PARADE ENTRIES SPONSORS

FOR MORE INFO CONTACT TINA YOUNG

541.545.6566 OR [BONANZA97623@GMAIL.COM](mailto:BONANZA97623@GMAIL.COM)

