

TOURISM GRANT APPLICATION

Organization Applying: Town of Bonanza _____
Address: PO Box 297 _____
City, State, Zip: Bonanza, OR 97623 _____
Contact Person: Karen Petersen _____
Phone Number: 541-545-6566 _____
Tax ID # or SSN: 93-0599329 _____
Email Address: bonanza@fireserve.net _____
Web Site Address: N/A _____
Title of Project: Oregon State Chili Cook-Off, Southern Oregon Regional Chili Cookoff, Homemade Hobby Festival and Big Springs Show & Shine _____

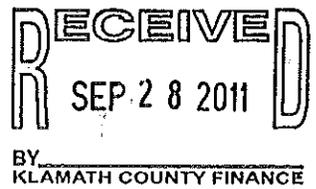
Brief Description of Project:

The Oregon State Chili Cook-Off and the Southern Oregon Regional Chili-Cook-Off are two nationally recognized competitions that bring in cooks and participants from all over the Western United States. Last year, 2011, was the first year the Town of Bonanza hosted **both** of these two Chili Cook-Offs. These were the only two Chili Cook-Offs held in the State of Oregon, with the winners advancing to the National Chili Cook-Off. The Homemade Hobby Festival allows hobbyists to share their passion for their hobby with others. The Homemade Hobby Festival provides space for over 65 vendors that, in the past, have attended from all over Oregon along with areas of Nevada and California. The Big Springs Show & Shine was a fun addition in 2011 and we plan to continue it in 2012 as we received a lot of interest.

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Karen Petersen Date 9-15-11

Signature of Board Chair N/A Date _____



Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	5500.00				
Cash Match -					
Source: Donations	300.00				
Source: Vendor Fees	700.00				
Source:					
Total Cash Match	1000.00	-	-	-	
Other Funding Sources:					
Source: Entry Fees & Sales	3000.00				
Source:					
Source:					
Total Other Funding Sources	3000.00	-	-	-	
Total Projected Revenue	9500.00	-	-	-	
EXPENSES					
Advertising					
Print	1200.00				
Web					
Other Internet					
Other – Discover Klamath	5000.00				
Total Advertising	6200.00	-	-	-	
Printing	100.00				
Postage	100.00				
Misc/Other (Explanation Req'd):					
Other: Prize Money	2500.00				
Other: Entertainment	100.00				
Other: ICS Event Fees	500.00				
Other:					
Total Miscellaneous/Other	3300.00	-	-	-	
Total Projected Expenses	9500.00	-	-	-	
Net Projected Income<Expense>	00.00	-	-	-	

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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To promote a nationally recognized competition in order to bring in visitors from the Western United States in hopes they will continue to return year after year. To give Klamath Basin non-profit organizations an opportunity to promote their community and surrounding area within Klamath County.

2. What are the project activities?

- 1) Oregon State Chili Cook-Off Competition
- 2) Southern Oregon Regional Chili Cook-Off Competition
- 3) Over 60 Vendors selling their homemade products
- 4) Exhibits from various hobby groups
- 5) Big Springs Show & Shine car show with over 65 cars
- 6) Entertainment provided by hobby groups
- 7) Children's crafts and activities
- 8) Non-profit group fundraisers
- 9) Concessions

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

Saturday & Sunday, August 18-19, 2012
8:00 a.m. – 5:00 p.m. – Chili Cook-Off
10:00 a.m. – 4:00 p.m. – Homemade Hobby Festival
10:00 a.m. – 4:00 p.m. – Show & Shine (Sunday Only)

4. Who is the target market? What is your strategy for reaching the target market?

Target Market:

Adults between the ages of 25-65 located within a four-hour drive in Oregon, Nevada and California. Adults between the ages of 30-65 who are International Chili Society members in Oregon, Washington, Nevada, Idaho, Utah and California. Hobbyists from all over Oregon and Northern California who would like to sell their products. Car show enthusiasts who would like to participate or view show quality cars.

Strategy:

Advertising through TV, newspaper, radio, local businesses and community calendars. Internet advertising through the International Chili Society (ICS) website, Discover Klamath, Travel Oregon, Facebook, Craigslist, Chamber of Commerce sites and several radio station calendars. Advertise in select cities and specific areas through Discover Klamath TV promotions and web page splash adds. Advertise in the chili cook-off newspaper that is circulated among ICS members.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

Last year, 2011, based on the amount of taste ticket/kits sold at both chili cook-offs, and concession sales, we estimated nearly 3500 people attended. This number has increased each year as people become familiar with this annual event. There were 20 cooks participating both days in the Chili Cook-Off events. There were 75 vendors at the Homemade Hobby Festival, including non-profit organizations that participated. We had about 45 cars in the show and shine and anticipate more next year. It is our goal to make this event one of the most successful in Klamath County.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

This past year we extended the event for the entire weekend making it a two-day event. ICS members have two chances in one location to advance to the ICS nationals. Making this event more attractive to the cooks. There are tours of local attractions provided by the local Bonanza Volunteer Fire Department that encourages early arrival to the event. The event allows participants to start setting up on Friday night and lasts through late afternoon on Sunday. Making it more *convenient* to arrive late in the week and stay through Monday.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Bonanza Volunteer Fire Department is made up of volunteers throughout the community. They sponsor the Oregon State Chili Cook-Off, and run the concessions both days, in order to raise funds for school scholarships and other community events. The Myrtle Creek Lions Club sponsors the Southern Oregon Regional Chili Cook-Off and raises funds for their community events. The Town of Bonanza sponsors the Homemade Hobby Festival and Big Springs Show & Shine 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 are you uniquely qualified to carry out this project?

This will be the 8th Annual Oregon State Chili Cook-Off, the 2nd Annual Southern Oregon Regional Chili Cook-Off, the 6th Annual Homemade Hobby Festival and 2nd Annual Big Springs Show & Shine. We have joined all these individual events together to combine our resources and make this a larger event. People from all over Oregon, as well as Nevada, Idaho, California, Washington, Utah, Colorado have come to enjoy the event. Having been responsible for advertising the event this past year with great success, I am confident we can successfully carry out this project.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

This past year we partnered up with Discover Klamath and they help us in various ways marketing our event. We plan to continue this partnership. With their help we were able to produced a :30 TV Spot that aired in the Eugene, Medford and Redding airways. Each of these cities was the center of the coverage area and reaching out approximately 150 miles surrounding each city. Our commercial aired from the Oregon and Northern California Coast to just below Portland, Eastern Oregon including Lakeview and South to Susanville and around Sacramento.

We will do Calendaring/PSA's ourselves and also with Discover Klamath using both of our contacts at Chamber Sites, radio stations, event sites, Cooking Magazines, Chili Cook-Off events, national chili cook-off newspaper and both local and national newspapers.

Social Media outlets will include Facebook, Twitter, Craigslist and YouTube.

Web Advertising with Discover Klamath, Travel Oregon, SOVA, International Chili Society and any others we can partner with.

We will place fliers in the local area and circulate them in our newsletter with the Town of Bonanza. We also send out fliers to local cities and participate in other local events to spread the word of our upcoming event. We have fliers placed in the Herald and News the Tuesday before the event to remind people what is happening the upcoming weekend. Along with being in close contact with the Herald and News to give them as much information and keeping a "bug in their ear" so we can receive as much publicity as possible.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

We measure our success of the event by the level of participation with the Chili Cooks, Vendor entries and how "full" the park is with people. We look for people staying and visiting, looking around and just in general enjoying themselves. We also look at how well the concessions and ticket sales did for the Chili portion of the event, and asking vendors how well their sales were and how successful they feel the event was. We have always gotten great feedback from the participants.

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

Over the years our event has grown and we have found it necessary to start planning earlier each year. We normally start around February, however with the help from the Tourism Grant we can start right away with our advertising plan to get as much coverage as possible.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

The Chili Cook-Off has five volunteer organizers and approximately twenty event helpers. The Homemade Hobby Festival has four volunteer organizers and 8 event helpers. The Show & Shine has 2 organizers and 5 event volunteers. All of these volunteers are dedicated to making this event a huge success.

Volunteers, non-profit organizations and hobby groups provide all of our entertainment, children's crafts and activities.

We encourage non-profit organizations to participate by offering a service for a fee or selling homemade products in order to raise funds for their organization. All fees are waived for non-profit groups. This is our way of showing our appreciation to them for making a difference in our community.

Our local businesses encourage us to continue the event as it helps bring commerce into our community and showcases the best of Bonanza.