

August 17, 2020

Kirby Garlitz
Financial Systems and Accounting Analyst
Klamath County Finance Department

Subject: Gambler 500 App Development Grant Final Report

Dear Kirby,

Per the tourism grant procedures, I am submitting the following "Final Report". Please review and let me know if you need any additional information or documentation. I appreciate all of your assistance during this process and how helpful and easy to work with you and your team have been.

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.*

Materials attached...

2. *Detail the matching funds expended and provide proof of their expenditure.*
See the attached updated budget and invoices.
3. *Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan.*
See the attached updated budget.
4. *Where did you spend your marketing dollars?*
 - 71% App development (Budget Item # 1)
 - 19% Waypoint and Partner Development (Budget Item #2)
 - 9% Supporting website (Budget Item #3)
5. *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?*

We received \$18,000 of the \$25,000 we requested in our grant application. We feel fortunate we were able to complete all of the items we committed too without having to spend significantly more out-of-pocket funds. Based on the attendance results and the significant growth in financial impact to the North Klamath County area, it would be hard to categorize any of our marketing efforts as less than successful.

Regards,



Tate Morgan
Owner/Principle Gambler 500 LLC

Kirby Garlitz

From: Tate Morgan <tate@gambler500.com>
Sent: Monday, August 17, 2020 2:19 PM
To: Kirby Garlitz; Vickie Noel
Subject: Gambler 500 final report
Attachments: KC Grant Spring-2019 Final Report copy.pdf; finalgrant2020.pdf; KCF-3005-Budget-Forms-Gambler2020.pdf; Invoice134.pdf; Invoice #20200603-0025.pdf; Invoice #20200515-0025.pdf

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Kirby,

Thank you again for yours and Klamath County's support, we somehow pulled off the impossible during these conditions and proved we can host a safe and socially distanced event while fulfilling our commitments to the Tourism Grant Program.

The Herald News did a great job at summarizing our efforts: https://www.heraldandnews.com/news/local_news/gambler-500-returns-to-north-klamath-county/article_ae80f3fd-99d7-520c-acae-b2aa0d8bffbc.html

In addition to the 3,000 visitors that stayed for over 3 days we cleaned up over 500 yards of trash from Klamath County's backcountry.

Here is the App in the App store: <https://apps.apple.com/us/app/gambler-unpaved/id1519052525>

Website: UNPVD.com

Another article that received a lot of traction: https://l.antigena.com/l/DiQLzYKVM9MafxuJJ_3xEgPI4n5b2dSmrayi5fUZ69e6EPRaeNSAhM-Ee0~uXndsve-KRUQgeSh_P1RT7w0TDyzCWMkKCJdHc_xxVgsmiPWZ_1sLCSU2VMbZzH~xXyE7oK7AYraWck

We are already marketing for 2021 and with newfound audiences are projecting 10,000 people from all over the world to participate and stretching the event to 5 full days.

Let me know what I may have missed, thank you!!!!

Tate Morgan
Principal; The Gambler 500
Portland, OR
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gambler500.com

https://www.heraldandnews.com/news/local_news/gambler-500-returns-to-north-klamath-county/article_ae80f3fd-99d7-520c-acae-b2aa0d8bffbc.html

FEATURED

TOP STORY

Gambler 500 returns to north Klamath County

By JOHN DRISCOLL For the Herald and News

Jul 1, 2020

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A car flies down the HootieX track during Klamath County's Gambler 500.

Photo by John Driscoll

Last weekend the Gambler 500 returned to north Klamath County. More than 2,850 attendees from throughout the United States, Canada and Europe brought more than 1,000 vehicles to Gilchrist for the event. The Gambler 500 is a rally style, mostly off-road, navigational adventure. Participants enter whimsical or inexpensive vehicles. While traveling from point to point, they pick up tons of trash and remove abandoned vehicles and boats from public lands.

The Gambler 500 has been described as Burning Man For Eccentric Mechanics. The community service dimension makes it more than that. Adapting to COVID-19 made this year's Gambler 500 unlike previous ones.

This year there was not the large encampment known as Gambler Town. Instead participants checked in at Gambler Central, which was located in front of the Gilchrist Mall, then made camp at sites located throughout the Deschutes and Fremont-Winema National Forests. The switch to dispersed camping proved a popular change. The HootieX Track, located a mile south of Crescent, was upgraded. Its popularity among Gambler participants continues to grow.

Jordan Foster and Carl Chapman Jr., both of Klamath Falls, are typical Gambler attendees. They entered their vehicle, USS Compensator, which began as a 2000 Lincoln Town Car that they modified. Chapman and Foster are working to qualify it for listing in the Guinness Book Of World Records. Said Chapman of the Gambler: "Love the Gambler Community. It is as creative as you can get."

Public lands stewardship is a primary aspect of the Gambler 500. The Gambler is billed as the world's largest public lands clean-up operation. This year a new record was set for trash collection. Three boats, more than 120 tires and approximately 500 cubic yards of trash were removed from the Gilchrist State Forest, Deschutes National Forest and the Fremont Winema National Forest. Sons Of Smokey is the Gambler's mechanism for these activities. Tate Morgan, one Gambler's principals, said regarding Sons Of Smokey, "It's a 501©(3) nonprofit ... 100% of the funds go directly to the collection and disposal of garbage from public lands. We concentrate on Oregon but are looking to expand nationally."

Gambler participants are welcomed because they are well behaved and respectful. Randy Swan, Klamath County Sheriff's Operations Lieutenant, stated, "On-scene officers reported it went well."

The economic impact of the Gambler 500 is significant. The Crescent Shell reported that because of the Gambler its sales for the weekend doubled. Area restaurants saw significant increases in business. Rick Ward, manager of the Gilchrist Grocery & Deli, reported that his sales during the Gambler visit were double the sales record set in 2017 during the Eclipse Weekend. He thanked his employees for their service throughout the weekend. Rick Ward said, "Awesome event for the community ... Great people, great organizers ... Came out really well. Looking forward to next year."

[ORGANIZATION] [PROJECT TITLE]					
INCOME					
		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>		\$18,000.00		\$18,000.00	
OTHER INCOME					
Gambler Income		\$15,000.00		\$15,000.00	
SUB TOTAL INCOME		\$33,000.00	\$0.00	\$33,000.00	\$0.00
TOTAL INCOME		\$33,000.00		\$33,000.00	
EXPENSES					
LINE		BUDGET		Actual	
ITEM		Cash	In-Kind	Cash	In-Kind
1	App Development	\$25,900.00		\$18,900.00	
2	Waypoint and Partner Development	\$10,000.00		\$5,500.00	
3	Supporting website	\$5,000.00		\$2,500.00	
4					
SUB TOTAL EXPENSES		\$40,900.00	\$0.00	\$26,900.00	\$0.00
TOTAL EXPENSES		\$40,900.00		\$26,900.00	

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