

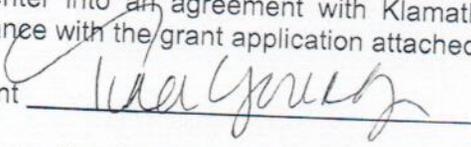
SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: 2016-207
Title of Project: Town of Bonanza BBQ Rib Cook-Off Extravaganza, Homeade Hobby Festival, Show & Shine Car Show, Children's Art Festival, Bonanza Lions Club Carnival & Parade, Evening Dinner & Concert in the Park, etc
Funds Requested: \$2500
Organization Applying: Town of Bonanza
Contact Person: Tina Young
Phone Number: 541.545.6566
Email Address: bonanza97623@gmail.com
Mailing Address: PO Box 297, Bonanza, OR 97623
Web Site Address: townofbonanza.com

Brief Description of Project including date, time and location: July 29, 2017, All day, Big Springs Park, Bonanza

With the continued help of the KC Sponsorship Grant, this event continues to grow and adapt as needed. The BBQ Rib Cook-Off, which replaced the chili cook-off, was a huge success and will be brought back for the next year's event. We will also continue with the Homemade Hobby Festival which last year brought in record vendors, the Show & Shine Car Show, which last year, brought in record cars, the Children's Art Festival, Bonanza Lions Club Carnival & Parade, the Evening Dinner & Concert in the Park and the second annual Quilt Show will be included. Having all of these individual event together gives us a family friendly, fun event that brings in people from miles away. We provide cash prizes to winning rib cooks and quilt makers. We provide free art and other activities for all children, we provide free entertainment for the entire day, provide free entry into the event and have huge crowds that continue to grow each year. We work hard all year to put on this event.

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 10/15/16

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization _____ Date _____

1. Provide a detailed description of the project and activities.

This year's event will again be the Town of Bonanza's BBQ Rib Cook-Off Extravaganza. The date has already been set for Saturday, July 29, 2017. We will bring back all the same events from last year for the Extravaganza including the BBQ Rib Cook-Off, Homemade Hobby Festival, Bonanza Lions Club Big Springs Carnival, Queen's Contest and parade, the Children's Art Festival, Big Spring Show & Shine Car Show and the Saturday Evening Dinner & Concert and a growing Quilt Show. There, as usual, be live free entertainment all day for the entire time of the event. The Bonanza Lions Club will again serve BBQ food to the public.

2. Project Goals.

Our goal is not only to have the annual big event, but to continue to grow it each year. We found that last year, replacing the chili cook-off (which the BVFD chose to go with an earlier date) with the BBQ Rib Cook-Off, we actually brought in more interest and had record crowds, record car entries, record hobby vendors and record parade entries. Our restaurants and stores open during last year's same event spoke of record sales and are excited about the next event already. We believe that all business in the area stand to gain financially from our event. We will continue to have a guest book available to keep track of where visitors are coming from as well as keeping track of rib tasting kits, vendors, car entries and cook applications and with the children participating in the Children's Art Festival. We also continue to discuss and will want to implement newer technology driven ways of also keeping track moving forward.

3. Describe your organization/project management team. How are these individuals qualified to lead this project?

The annual event continues to be by me along with many assistants. This will be my fifth year as event coordinator and the event continues to grow and evolve as needed. With working in conjunction with the Bonanza Big Springs Park and Rec District, The Bonanza Lions Club and local non-profits, we have numerous leaders in place that continue to work together to make the event successful. We also have additional volunteers who help with all aspects of the event who have been on board for years now. There is a great working relationship between all and we believe this helps make the event a positive experience for all. We have monthly meetings each month and work together on ideas and such.

4. Describe your team's experience in operating past or similar projects.

As the past event was my fifth year coordinating it and with such good positive feedback, we have proven that our event is one that not only is looked forward to by thousands each year, but continues to evolve and add things as well as adjust as needed. I feel that our team's experience is provably successful. We continue to have the dedicated leaders in place each year and have a great working relationship with each other with our goals that of doing an annual successful event.

5. How will you give credit to Klamath County for its support in our event or project?

We will continue to work closely with the County including their logo, upon their approval of our ads, in our television commercial as well as our flier marketing and social media advertisements. We also, mention how grateful we are to the County in every newsletter we send out to Town residents so they understand how valuable your assistance is. The assistance the County gives us towards this event is greatly appreciated and proven to be a huge benefit to the event.

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

We have already notified the public of the date of the event. We already have people wanting to turn in applications for vendors, car entries and cooks. We will begin dispersing fliers early in the year via social media, in town newsletters, etc. We also begin, at that time, putting on different on line calendars such as the Herald and News, BBQ cook-off sites and more. We begin the television commercials approximately 2 months before the event. We believe a continuous reminder and stream of update information being put out to the public and out of towners help build the enthusiasm and support for the event. All of this has proven very helpful in promoting the events.

7. Describe your target audience.

Our target audiences are the out of county visitors. We believe the television commercials which are targeted for out of towners work well in bringing in visitors from other areas of the Pacific Northwest and elsewhere. Although we do also bring in many locals, we continue to focus

on bringing in newcomers as well as repeat attendees from great distances. We also will and do heavily use social media to get the word out about our event in different states, counties and cities.

8. How will you measure attendance in drawing out of county visitors to the project? Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

We will continue to utilize our welcome center with guest book for visitors to sign which gives us a good idea of where visitors are coming from. We also will continue to keep track of rub tasting kit tickets and tickets for the children's art festival as well as monitor our vendor, car and parade applications. We are also looking at how we can electronically survey guests who are at the event.

9. List your potential sponsors and partners and how they contribute to the event.

We will continue to partner with the Bonanza Big Springs Park and Rec District, the Bonanza Booster Club, Bonanza Lions Club others to make sure the event is not only successful again, but continues to grow in attendance. These groups contribute their own monies for prize money, supplies, entertainment, and more. It is the group effort and contribution which makes this a great event!

10. If your organization is not awarded full funding, how would you modify your plans?

I believe it would hurt our event if we did not receive the grant requested. A large portion of the grant is used to advertise on tv which can be expensive. Although we work tirelessly to obtain sponsors to help with the cost of the event, said sponsors cover other costs that are incurred such as the purchase of tasting kits, awards, award monies, etc. If we do not receive the grant, it is very likely that the tv ads would have to cease or be greatly reduced. The television ads are extremely important in bringing out of town visitors to our event. If we were to be awarded the full amount requested, I believe we could easily double the tv commercials we did this past event and grab audiences from even more out of town locations.

Thank you for your consideration in advance!

Tina Young, Event Coordinator



BONANZA RURAL FIRE PROTECTION DISTRICT

P.O. Box 296, BONANZA, OR 97623

PHONE: 541.545.6400 EMAIL: BONANZAFD@GMAIL.COM

October 9, 2016

RE: Support of July 29, 2017 Event

Dear KC Commissioners:

Our community enjoys the yearly event the Town of Bonanza continues to put on each summer. This past year, I actually entered as a rib cook and enjoyed the experience a lot. The crowds were large, everyone was enjoying themselves and I felt this event brings a small town experience to visitors from all over.

I have seen this event vary over the years and believe that the one that was put on last year was the biggest so far. There is so much for everyone to participate in and enjoy. Therefore, I fully support any funding that is given to the Town to continue to put on what is a great event for the community, the county and all visitors.

Thank You,



Bob W. Tyree
Bonanza Fire Chief
541-591-9017

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

October 24, 2016

Klamath Co. Commissioners

Dear Commissioners:

This letter is to show support for the Town of Bonanza's tourism grant submittal for the 2017 Town of Bonanza BBQ Rib Cook-Off Extravaganza, which includes the rib cook-off, Homemade Hobby Festival, Big Springs Carnival and Children's Art Festival and more.

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 yearly event. We had people many places far away from Klamath County who either participated in or chose to attend and stay for the event.

I can't express enough the benefits this event 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
Owner



To Whom It May Concern:

As owner of a local restaurant in Bonanza, and being located adjacent from the yearly event, I not only see first hand the fun had by everyone who attends, but can state that hands down, that is the busiest weekend of the year for me business wise.

I fully support this event as it is good from our community, good for our residents and very good for businesses. Any assistance the Town of Bonanza is able to apply for and receive from outside sources is a money well spent in my opinion. The Town of Bonanza does not just sit back and hope others will pay for the event, they are actively seeking sponsors, volunteers and more to help put on the event. Every dime donated is well spent from what I observe.

I am looking forward to the next big event on July 29, 2017!

Cyndee Willis

Longhorn

10/16/16

A handwritten signature in blue ink that reads "Cyndee Willis".

541.545.6410
2857 Market Street, Bonanza, OR 97623