

**TOURISM GRANT APPLICATION**

Organization Applying: BEATTY COMMUNITY ACTION TEAM  
Address: P.O. BOX 146  
City, State, Zip: BEATTY, OR 97621  
Contact Person: TOM ROGERS or BOB DILLON  
Phone Number: ROGERS 541-533-3129 DILLON 541-591-8602  
Tax ID # or SSN: 097768-99  
Email Address: tom@tdrogers.com or dillonranchresort@yahoo.com  
Web Site Address: N / A  
Title of Project: BEATTY CULTURAL / HERITAGE FESTIVAL

## Brief Description of Project:

THE BEATTY COMMUNITY ACTION TEAM IS SPONSORING A CULTURAL / HERITAGE FESTIVAL ON AUGUST 4<sup>TH</sup> AND 5<sup>TH</sup>, 2012, FROM 9:00 A.M. TO 9:00 P.M.

IT WILL INVITE AND SHOWCASE ALL AREA CULTURES AND HERITAGES THROUGH LOCAL HISTORY AND CURRENT DISPLAYS, COSTUMES, EXHIBITIONS, SONG, AND DANCE.

THERE WILL BE A PARADE, FOOD, PRODUCE, AND CRAFT VENDORS, CHILDREN'S ACTIVITIES, MUSIC, AND A HORSESHOE TOURNAMENT WITH PRIZES AND TROPHIES.

THIS WILL BE AN EDUCATIONAL AS WELL AS A FUN 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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Tom RogersDate 3/29/12Signature of Board Chair Bob DillonDate 3/29/12

### Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		3000	3000		
Cash Match - BEATTY Source: C.A.T.	300	0	300		
Source:	0	0	0		
Source:	0	0	0		
Total Cash Match	300-	0-	300-	-	
Other Funding Sources:					
Source:	0	250	250		RAFFLE TICKET SALES
Source:	0	320	320		HORSESHOE ENTRY FEE
Source:	0	400	400		DINNER/BINGO
Total Other Funding Sources	0-	970-	970-	-	
Total Projected Revenue	300	3970	4270	-	
<b>EXPENSES</b>					
Advertising		100	100		LOCAL:
Print	0	200	200		COLOR POSTERS
Web	0	1500	1500		NEWS PAPER ADS
Other Internet	0				WEBSITE
Other	0	1500	1500		T.V.
Total Advertising	0-	3300-	3300-	-	
Printing	0	0	0		
Postage	0	0	0		
Misc/Other (Explanation Req'd):					
Other:	0	300	300		HORSESHOE TOURNAMENT PRIZES-TROPHIES
Other:	0	100	100		FOOD
Other:	0	50	50		PORTA-POTTY
Other:	0	0	0		
Total Miscellaneous/Other	0-	450-	450-	-	
Total Projected Expenses	0-	3750-	3750-	-	
Net Projected Income<Expense>	-	-	520-	-	

**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?

The main focus of this application is to gain funds to promote a 2-day Cultural / Heritage Festival in Beatty. The main event is planned to be held at the Weiser Building at the intersection of Rt. 140 and Godowa springs Rd. in Beatty. The Horseshoe Tournament will be held walking distance away at the fairgrounds.

2. What are the project activities?

A kick-off parade complete with color guard, and a senior citizen Grand Marshall.  
Invited Cultural and Heritage participation through displays, costumes, music, song, and dance.  
A premier Horseshoe Tournament event with prizes and trophies.  
Food and craft and produce vendors.  
Live country music or D-J music with event announcing.  
Children's games, contests, face painting, possibly pony rides  
Evening Bingo, possibly preceded by spaghetti dinners.

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

The Festival will be held from 9:00 A.M. to 9:00 P.M. on both days....August 4, 5.

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

The target market is anyone who is interested in seeing children and families enjoy themselves in a fair-like atmosphere of contests, events and displays, and participating in a festival that showcases Beatty inhabitant's ancestral and current cultures. Pitching horseshoes is a sometimes forgotten, very American pastime, and the horseshoe tournament, with ample advertisement and prizes, will draw contestants from afar.

### 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?

We anticipate the Festival happenings and Horseshoe tournament will draw several hundred people over a 2-day period. We can hand-stamp people for door prizes, counting as we do, and ask out-of-town people to sign a guest register. The tournament sign-up sheet will count contestants.

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

We are in the process of lining up areas for vendor overnight parking. We will have complete lists of hotels, motels, bed & breakfasts in and around our area and Klamath Falls.

## QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Beatty Community Action Team is a newly re-instated team with new officers, a renewed commitment to improving the well-being of the area, and strengthening resident involvement in Beatty's future. We are dusting ourselves off, rolling up our sleeves, and getting things going again. We realize things have remained dormant for too long, and are attempting to partner with the Klamath Tribal members of Beatty to share certain aspects of future events.

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?

Last September, the Beatty C.A.T. sponsored a Fall Festival on a much smaller scale than our proposed event this August. We put on a spaghetti dinner, bake sale, and horseshoe tournament. It was held at the Beatty Valley Gospel Mission.

We made several hundred dollars profit, with only a few local posters for advertising. Beatty has a diverse cultural make-up consisting of Native Americans, farmers, loggers, retirees, and other business people.

## MARKETING PLANS

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

We plan on advertising our event in local newspapers, Oregon horseshoe pitching newsletters, radio, and public T.V. spots, as well as posters.

With Discover Klamath's assistance, and Tourism Grant funding, many areas of media including websites, videos and Television can be utilized. A Cultural / Heritage event with a premier Horseshoe tournament would be a major draw to the area for that weekend.

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

Our attendance will be measured in an out-of-town guest register when getting hand-stamped for door prizes....ticket sales...and the contestant signup sheet for the Horseshoe Tournament.

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

A Tourism Grant would greatly increase the number of attendees from outer areas such as Medford, Lakeview, Bend, and possibly Northern California, due to the media saturation that we, as a small community organization, could just not afford.

We have contacted the Oregon Horseshoe Pitchers Association, and while a sanctioned event is not physically possible for us, we have been encouraged that contestants will indeed travel to, and through Klamath County to participate in a Horseshoe Tournament.

We hope to grow this event into a premier yearly draw to the area.

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.

We are a small organization, but have many residents who will volunteer their weekend, and are in talks with the Klamath Tribe establishing a Tribal Advisory Committee to partner with us on specific Beatty events.

Again...and I can't emphasize this enough!....We are just beginning to get the ball rolling out here. There was a period from 2009 to 2011, where the former CAT became inactive. As far as municipal buildings, we have none. Funds, we have little. We do own a small parcel that we call our "Fairgrounds". Our events are put on by pure sweat, pride, and adrenalin....but they get done, and successfully!