

Klamath County Tourism Grant
Final Report

Please provide the following information and submit with your final Drawdown request. 10% of the grant is withheld until we received this final report.

BEATTY COMMUNITY ACTION TEAM

AUGUST 4, 5

Name of Organization

Date of Event/Project

P.O. BOX 146

Address

BEATTY OR 97621

City, State, Zip

TOM ROGERS

Contact Person

541-533-3129

Phone Number

BEATTY CULTURAL HERITAGE FESTIVAL

Title of Project

Submit Report to:
Amanda Blevins, Tourism Grant
Coordinator
Klamath County Finance
305 Main Street, Room 120
Klamath Falls, OR 97601
541-883-4202

SEE ATTACHED ADDENDUM

1. Detail the matching funds received and provide proof of their receipt.
2. Please provide your actual income and expenses using the attached Tourism Grant Budget Form.
3. Where did you spend advertising dollars and did they provide the desired results? Provide a detailed list of advertising expenditures.
4. Looking back at your application, how did you say you would measure the success of your project? (For instance, did you plan to measure success by the number of people who attended the event or did you plan to use another measure of success?)
5. What were the results? (For instance, if you said you'd measure how many people attended the event, how many did in fact attend?)
6. How many people from out-of-county attended? How did you determine how many people from out-of-county attended?
7. Do you plan on sponsoring this event again?
8. Do you have any comments or suggestions for the Tourism Review Committee regarding the application, award or reimbursement process?

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.

Thomas D. Rogers, Sr.
Signature

9/18/12
Date

THOMAS D. ROGERS, SR.
Printed Name and Title

VICE PRESIDENT,
BEATTY COMMUNITY ACTION TEAM

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		3000	3000	1000	
Cash Match -					
Source:	300	0	300	100	BEATY CAT
Source:	0	0	0	0	
Source:	0	0	0	0	
Total Cash Match	300 -	0 -	300 -	100 -	
Other Funding Sources:					
Source:	0	250	250	128	RAFFLE TICKET SALES (#26.50/50)
Source:	0	320	320	80	TOURNAMENT ENTRY FEE
Source:	0	400	400	74.50	BINGO/DINNER
Total Other Funding Sources	0 -	970 -	970 -	282.50	
Total Projected Revenue	-	3970 -	4270 -	1382.50	
EXPENSES					
Advertising		100	100	54.	COLOR POSTERS
Print	0	200	200	72.	NEWSPRINT ADS
Web	0	1500	1500		
Other Internet	0				
Other	0	1500	1500	1000	RADIO SPOTS
Total Advertising	0 -	3300 -	3300 -	1126 -	
Printing	0			155.50	BINGO PAYOUT
Postage	0			26.	50/50 PAYOUT
Misc/Other (Explanation Req'd):				225.	PRIZES - HORSESHOE TOURNAMENT
Other:	0	300	300	39.80	TROPHIES
Other:	0	100	100	55.	PORTA-POTTY
Other:	0	100	100	0	FOOD
Other:	0				
Total Miscellaneous/Other	0 -	450 -	450 -	0 -	
Total Projected Expenses	0 -	-	3750 -	1627.30	
Net Projected Income<Expense>	-	-	520.	-244.80	

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

Addendum to Klamath County Tourism Grant Final Report... Question by Question

1. An amount of **\$1,000.** was granted to us...we matched 10% with:
\$54.00 for 40 posters, and four printed Nickel ads @ \$18.00 each equaling **\$72.00.**
2. The income and expenses are laid out on the Budget form.
3. Due to some mix-up in the language of the application forms, and having to re-submit our application, we were faced with a short deadline to arrange our out-of-county advertising. For that reason, we went solely with radio spots...54 in the week prior to our event.
The spots cost us **\$1,000.** and only one person said they heard a radio ad.
4. We kept a logbook. We hand-stamped the attendees, had them sign a log stating how many in their party, where they were from, and how they heard about the festival. We gave each on a door prize ticket to entice them to sign the book, and gave away a prize every hour. Although we actually lost money, we were a success because our goal was to get the residents interested in community activities again. We received lots of thanks and Inquiries of when would our next event happen.
5. The total of people who attended according to the "number in party" column in the book was 144. Of course, there were some who didn't sign, and came for the evening Bingo, and Sunday's horseshoe tournament. We estimated full attendance to be around 175 on Saturday, August 4th.
6. Unfortunately only 4 people that we know of came from out of county, and that was for the horseshoe tournament. Also, we had scheduled our horseshoe tournament for the day after another larger one in Sprague River, and then we were blind-sided when they changed their date to coincide with ours.
7. We plan on having annual festivals and events, however the title of "Cultural / Heritage Festival" may or may not be used again.
8. We feel that because Klamath County is so large, we might have done better if we were able to use the grant money in a Klamath County-wide ad blitz, rather than just out-of-county. We were thankful for the chance to get a helping hand, but the restriction and time constraint due to having to re-submit the applications didn't help. Also the constraint of having to wait for every organization to file their application before any action was taken, is unfair to those who promptly turn theirs in.