

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.

CASA
Name of Organization
403 Pine Street, 3rd Floor
Address
Klamath Falls, OR 97601
City, State/Zip
Andrea Howell
Contact Person
541-885-6017
Phone Number
Ride Through Paradise
Title of Project

7-28-2012
Date of Event/Project

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

1. Detail the matching funds received and provide proof of their receipt.
Please see attached.
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.

Andrea D. Howell
Signature

9/20/2012
Date

Andrea D. Howell, Executive Director
Printed Name and Title

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Amount of Award: \$3,000

1. Sponsorships are attached.
2. Budget is attached.
3. The following is a list of advertising expenditures:
 - Discover Klamath. Radio, TV and Website Advertising. \$1,000.
 - Bicycle Paper. Print Ads, Website Banner, and Poster Distribution. \$350.
 - OR Bike. Bike Shop Distribution of Posters. \$550.
 - OR Bike. Newsletter Ad and Design. \$80.
 - Poster Printing and Design. \$232.18
 - Postage. \$253.33.
 - Southern Oregon Media. Newspaper Advertising in Jackson County. \$282.15.
 - Herald and News. \$292. CASA match. Advertising.
4. The goal of our project was to attract cyclists to Klamath County from around the State of Oregon and the Pacific Northwest. Our project was not as successful as hoped. Our overall numbers decreased as did the numbers of participants for other regular summer events in Klamath County. CASA's Cycling Event however did attract cyclists from Ashland, Medford, Portland, Prineville, Salem and Sisters, Oregon; Mt. Shasta, Redding and Tulelake, California; and Kelso and Vancouver, Washington.
5. 85 cyclists attended CASA's Cycling Event.
6. 15% of our cyclists traveled to Klamath County from out of the area.
7. Yes, CASA plans to hold this event again. For every \$600 we raise, we are able to advocate for one additional child who is in foster care.
8. Thank you for this opportunity! Your support is needed and appreciated.

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request					
Cash Match - Source: <i>Pacific Source</i>				1200	
Source:					
Source:					
Total Cash Match	-	-	-	1200	-
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	-
Total Projected Revenue	-	-	-	-	
EXPENSES					
Advertising					
Print				1574.15	Discover Klamath, Southern Oregon Media Corp. (Jackson Co.) CASA spent our match on Herald and News.
Web					
Other Internet					
Other				350.	Bicycle Paper
Total Advertising	-	-	-		
Printing				232.18	Posters for Bike Shops
Postage				263.33	To mail posters
Misc/Other (Explanation Req'd):					
Other:					
Other:				80.	OR Bike Newsletter Ad.
Other:				550.	OR Bike Dist. to Bike shops
Total Miscellaneous/Other	-	-	-		
Total Projected Expenses	-	-	-	3039.66	
Net Projected Income<Expense>	-	-	-		

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