

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.

Klamath Basin Stockdog Assn., Inc.
Name of Organization
3701 County Road 114
Address
Tulelake, CA 96134
City, State, Zip
Geri Byrne
Contact Person
541-891-7518
Phone Number
2012 National Sheepdog Finals
Title of Project

Sept. 25-30, 2012
Date of Event/Project

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

1. Detail the matching funds received and provide proof of their receipt.
We received \$10,907 from the USBCHA in sanctioning fees (see attached email), \$4730 from Z Designs in sponsorship/ad sales (see invoice from Z Designs), plus an additional almost \$70,000 from various other sources. Please see attached budget and bank statements.
2. Please provide your actual income and expenses using the attached Tourism Grant Budget Form.
Please see attached budget
3. Where did you spend advertising dollars and did they provide the desired results? Provide a detailed list of advertising expenditures.
Please see attached advertising expenses from Z Designs. The insert in the Medford paper and the ad in the American Sheep Industry Magazine along with the ad in Spot Magazine appeared to give us our best results as shown by surveys filled out and telephone calls received. We were disappointed in the out of town radio advertising and would cut back on that in the future. It is always disappointing to spend more in advertising than you get in return on the gate but hotels, motels and restaurants as well as retailers like Big R reap the benefits of the tourism grant dollars expended.
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?)
We measured our success through tickets at the gate which were slightly above the 2009 event but not as much as we hoped for, VIP dog sales which we were successful with, money spent at the event which was up considerably from our budget in souvenir sales and through motel/hotel room bookings (Microtel, the Cimarron and the local motels in Merrill and Tulelake were sold out). In addition, the people at the Wildlife Refuge and Lava Beds reported an increased number of visitors which they attributed to the Sheepdog Finals.
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?)
Although we do not have an actual head count, from ticket sales, VIP tickets sales and the number of participants and volunteers, we estimate that we had an attendance of approximately 3000 people. This is fairly close to the attendance in 2009 when we also had a tourism grant but above the numbers from the previous years where we did not have a tourism grant.

6. How many people from out-of-county attended? How did you determine how many people from out-of-county attended?

We do not have a precise way to determine this but from surveys, room bookings, out of town checks received for souvenir sales and out of town participants and volunteers, we would estimate that over half the people attending were from out of county.

7. Do you plan on sponsoring this event again?

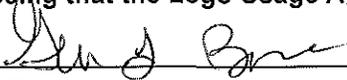
We plan to bid to host the event again in 2015. It rotates across the United States and is due to come back to the west that year.

8. Do you have any comments or suggestions for the Tourism Review Committee regarding the application, award or reimbursement process?

Not specifically pertaining to the process but more to the level of support received. Local businesses and residents were most supportive of this event and we could not do it without them. In other communities which host successful large sheepdog trials such as this, they receive a great deal of support from the chamber and local tourism organizations. Meeker, CO, a very small town, has a sheepdog trial each year where they have 10,000 attending. Soldier Hollow. UT has one where they have 30,000 attending. It is harder to build the audience when it is only every 3 years but it would also be more successful if we received more local support from the organizations who really should be helping – the Klamath Chamber of Commerce and Discover Klamath.

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.

Signature



10/24/12

Date

Geri Byrne, treasurer

Printed Name and Title

2012 USBCHA FINALS BUDGET

KBSDA	Budget	Actual
INCOME		
Advertising	5000	4800
Sponsorship	2000	1200
Resale Items	15000	19700
USBCHA sanction fees	9000	10907
USBCHA Reimburse sheep	13,200	13610
USBCHA Reimburse setout	2,500	2500
Tickets	7500	7900
VIP Passes	22000	19250
Painting and calcutta	2000	2315
Benefit Trials	2000	1500
Tourism Grant	10000	10000
Sat Dinner		2000
Trade Show Income	1800	1800
Misc	500	
Ore-Cal	5980	5980
	\$98,480.00	\$103,462.00
EXPENSES		
Advertising	6500	9538
Signs, Posters, Table Designs	2900	3320.5
Catalog Design/Layout	6800	6800
Online catlaog	2500	2500
Flyer Design, print insert	6340	6340
Banking	200	120
Cost Resale Items	11000	15219
Insurance		0
Tents	5000	5400
Food for Crew	1500	882
Sat Dinner		1500
Monday reception		900
Shirts for Crew	1000	841
Hospitality Tent food	1500	2000
Porta Potties	2000	1980
Bleachers, tables, etc	1000	1000
PA	2000	2175
Office Supplies	400	602
Sepout	6000	4025
Announcer		2000
Electrician/Generator/fuel		3177
Postage	400	
Fencing	1500	3023
Parking/Clean Up	850	800
Spray for mosquitoes		0
Water Truck	500	1495
Taxes	10	150
Field	3000	2000
Sheep expense	13200	13610
Hay	2500	2025
Fuel	600	300
Electricity _ see above	350	
Web page	200	200
Dumpster	550	1100
Water	390	360
Gate help	800	600
Photographer incl VIP photos	2500	1900
Badges	475	474
Bags	400	445
Sport bottles	325	324
Tarps		174
Glasses		245
Rick Mallouf	900	1200
Golf Carts		360
Misc	500	2142
	\$86,590.00	\$103,246.50
Net	\$11,890.00	\$215.50

7529 booth road
klamath falls, oregon 97603
541-850-1813 • fax: 541-850-9698
email: zdesigns@charter.net



INVOICE

No 12263

Sold to: Klamath Basin Stock Dog Assn. Attn: Geri Byrne Date: 10/8/12
Address: 3701 Country Road 114 Order No. _____
Tulelake, CA 96134 Ph: 530-664-2168

Quantity	Description	Amount
	2012 National Sheepdog Finals - ADVERTISING	
	MyBasin.com online web banner	\$250.00
	Basin Medlactive (KLAD)	\$2,500.00
	Sheep Industry News	\$632.50
	H&N online web banner	\$747.50
	Mail Tribune online web banner	\$776.25
	Radio Medford	\$900.00
	Bend Communications	\$1800.00
	Sisiklyou Country - SKYC	\$869.40
	SPOT Magazine	\$862.50
	Beyond 50 Radio	\$50.00

AMOUNT DUE: \$9,388.15

Media	Size	Amount	15% Agency Commission	Run Dates
MyBasin.com	Online Banner Ad	250		September
BasinMediactive	Radio Spots	2500		
Sheep Industry News	1/2 Page AD	550	82.5	Sept. Issue
H&N Web Banner	Online Banner Ad	650	97.5	September
Mail Tribune	Online Banner Ad	675	101.25	September
Radio Medford	:60 Spots	900		
Bend Communications	:60 Spots	1800		
Siskiyou Country - KSYC	:60 Spots	756	113.4	
SPOT Magazine	1/2 Pg/Full Color	750	112.5	
Beyond 50 Radio		50		
				TOTAL INVOICE
		8881	507.15	9388.15