

Print

Tourism Sponsorship application - Submission #308

Date Submitted: 9/30/2018

Title of Project*

Town of Bonanza Cook-off Extravaganza

Grant Cycle*

2018-2019

Funds Requested*

3750.00

Organization Applying*

Town of Bonanza

Contact Person*

Cheri Stewart

Phone Number*

541-545-6566

Email address*

tobtreasurer@gmail.com

Website (if applicable)

Address

PO Box 297

City

Bonanza

State

OR

Zip Code

97623

Are you or is anyone in your organization an employee of Klamath County Government or a relative or an employee of Klamath County Government?

yes/no*

no

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no*

no

If yes, please enter name

Name

Description of project including activities, date, time and location*

On July 27, 2019 The Town of Bonanza will again host the annual Cook-off Extravaganza. The event is free for everyone which will be sure to encourage more participation from traveling and local families. The one day Extravaganza is an outdoor festival focusing on community and family through music, art, food, activities, competitions, and community history. The event will be held at Bonanza Big Springs Park. The annual parade will kick off the event at 10AM and the event will officially open at 11AM and close around 9PM. The Extravaganza event includes the 4th annual cook-off and will be held in conjunction with the Homemade Hobby Festival, which in it's 15th year, brought in record number of participants. Additionally, the Show & Shine Car Show and the Children's Art Festival which have been favorites for over 10 years, will bring in the largest number of out-of-town participants. The historical Talent Show that was the main event during the old "Bonanza Days", will again return for the third year along with the Quilt Show. This family-friendly event includes something for everyone, but one of the most popular are all the children's activities which includes free arts and crafts, watermelon eating contests, sack races, and bounce houses. A record number of non-profit local organizations came out to be food vendors and raise money for their groups and live local entertainment will perform all day as well, bringing in huge crowds that continue to grow each year.

Goals*

The goal is to grow the event every year, promote our little town and its businesses, and keep the event family friendly with our small town feel. The event has drawn thousands of visitors to our small town of Bonanza over the last 4 years. Bonanza has a population of 415, so the influx of visitors has made this the largest event in Bonanza and one of the largest in Klamath County. The number of attendees help all of the local businesses and gives great exposure for the non-profit organizations that are involved. Our restaurants and stores speak of record sales and begin preparation for the event months in advance. The draw from the musicians and entertainers is expected to draw another 500; registrants for the car show and homemade hobby festival show a large number of out-of-town visitors; even the cook-off brought a contestant from as far as Northern Oregon. Because of the summer season and the growing word of mouth advertising over the years, we anticipate an even larger crowd in 2019. We plan on tracking the out of county visitors by utilizing our guest book at the information booth, interacting with the crowds, and keeping up to date spreadsheets to include all previous and prospective registrants. We have implemented a number of greeters that ask all visitors to sign our guest book and encourage all vendors and volunteers to do the same.

How many out of county visitors do you expect to attract? How will you track the number of out of county visitors versus the number of locals?

Team*

Over the past five years, the event has been coordinated by two individuals. One individual who was named the main event coordinator, abruptly left in May, leaving the event to the other, Cheri Stewart. Cheri has assisted with the event over the last three years, but still had a lot to learn with regards to the remaining event. She and Mayor Betty Tyree worked tirelessly and began the implementation of an event committee. The event committee was made up of 10 people and has proven to be invaluable. Cheri, the coordinator/committee chair and the committee broke up the event into manageable pieces, prioritizing and preparing for unforeseen events, leaving a main point of contact for each section of the event including the cook-off, hobby festival, food vendors, entertainment, talent show, children's art festival and activities, quilt show, and car show. The committee included members and managers of Rogue Federal Credit Union, The Bonanza Lion's Club, The Bonanza Big Springs Park and Recreation District, Benefit of the Basin, and a number of community volunteers that focused on organization and communication. The committee chair is responsible for overall event planning, staffing, fundraising, and advertising, but with the help of the committee and Discover Klamath, Mrs. Stewart and Mayor Tyree were able to launch the most successful event in Bonanza history.

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

Experience*

Past events have proven successful in years past and although, Mrs. Stewart had been involved with the previous three events and has had experience with working with Benefit of the Basin, the Bonanza Park and Recreation District, and volunteers; those on the committee brought even more experience, networking, and resources that made the 2018 event the success it was. We have already planned a followup meeting with the committee to evaluate our success and give qualitative feedback for next year's event. The combination of everyone's experience in events really comprised a fully qualified and capable team that looks forward to the execution of the 2019 event. Mayor Tyree stated that the 2018 was the least stressful event she has been involved with, and that speaks volumes since she has been the Mayor for over 30 years.

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

County credit*

Klamath County will receive prominent logo recognition as one of the main sponsors of the 2019 event. We will continue to work closely with the County, including use of their logo, on our website and Facebook, in our television commercial, radio advertising and interviews, flyer and print advertising, and social media advertising. Our commitment is to let those that hear about our event and those that attend know how valuable your assistance is to the implementation of it. Working with Discover Klamath, we will ensure that the County's support and representation is noted and well known.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

In early 2019, we will begin dispersing flyers and registration forms (which have already been created) through our website, social media and town resident newsletters. We will request to be on local calendars such as the Herald and News and the Chamber of Commerce. During that time, we will also begin committee meetings which will be held monthly leading up to the event. During March and April, we will begin handing out flyers and print advertising to local businesses as well as attend out of town events to market our event. During this time, we will also begin promotion of entertainment. Working with Discover Klamath for the commercial and social media campaign will begin in May. June and July will be months of heavy promotion as a whole through radio, newspaper, and social media.

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

Target Market*

Our target audience, which is defined as over 25 years of age, male or female with children and interests in cook-offs, car shows, arts, craft vendors, outdoor recreation/environment, and entertainment and are out of town visitors, specifically out of county, with income of over \$42,000 and above to account for travel. We believe that the commercials and specific target for social media works well in bringing visitors from other areas of the Pacific Northwest and beyond. We really want to show what Bonanza is really all about; family, community and fun!

Describe your target market/audience

Measurability*

We will continue with the addition of greeters and information areas that include guest books. We track all visitors through registration forms for all aspects of the event in spreadsheets. We also work closely with the Bonanza RV park, who is always sold out during the event. In 2019, we will be adding a click count at all entrances to give a more specific count of attendance.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

Sponsors*

The Town of Bonanza is fortunate enough to be backed by Bonanza businesses who sponsor the awards for the different aspects of the event such as the car show, talent show, quilt show, and cook-off. We also work with 8 businesses for in-kind or partial in-kind sponsorship (Klamath Basin Equipment, Party Time, Herald & News, Parties R Me, Bonanza RV Park, Rocky Nelson Construction, Benefit of the Basin, and Living Springs Fellowship). The Bonanza Park and Recreation District is our facility sponsor and main sponsor for the children's art festival and activities. Our list of annual monetary donors include Klamath County, Avista, Rogue Federal Credit Union, Great Basin Insurance, SHN Engineering, Mark Miller & Associates, and Pacific Power.

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

Flexibility*

Without the grant from Klamath County, we would not be able to promote the event beyond Klamath County. The Klamath County Tourism Grant allows the Town to use the advertising dollars to reach additional markets outside of our own. If the grant was not awarded, we would have to drastically reduce the TV commercial and social media markets campaign through Discover Klamath. Decreased market reaches will in turn decrease attendance and possibly decrease the word of mouth advertising and the future sustainability of the event would be at risk.

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

Required supporting documents*

W9.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature*

Cheri Stewart