



**RIP CITY RIDERS
TOURISM GRANT
FINAL REPORT AND 2012-13 APPLICATION**



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.

Name of Organization: Rip City Riders
Date of Event/Project : July 13-15, 2012
Address: P.O. Box 7180
City, State, Zip: Klamath Falls, OR 97602
Contact Person: Tamera Bancroft, PR Coordinator
Phone Number: 541-497-3978 or office phone: 541-882-5123
Title of Project: 5th Annual Rip City Riders Summer Fun Run & Festival

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

See attached report

2. Please provide your actual income and expenses using the attached Tourism Grant Budget Form.

See Attached report

3. Where did you spend advertising dollars and did they provide the desired results? Provide a detailed list of advertising expenditures.

See attached report

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 continue to measure our success by the amount of funding we receive from our sponsors and the sales of our event. The amount we give to our beneficiary is no longer being considered as the primary measure of our success because we are now putting some of our funding back into our organization to ensure the ongoing success of the future events. We continue to add riders to our marketing list and to date have 573 addresses, phone numbers and emails from the attendees of our event. Many of which have returned to the event all five years.

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?)

We estimate approximately 1600 local attendees on the peak day – Saturday based on door counts.

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

We had 304 poker run registrations as counted by our registration forms of which approximately 75% of those were out of town participants

We've calculated at minimum the following:

228 out of town riders who had occupancy in local hotels and camping facilities

We were told that the Days Inn and Microtel were sold out

7. Do you plan on sponsoring this event again?

Yes, this is an annual event that has progressively grown over the past 5 years. We are now hosting this event at the Klamath County Fairgrounds and believe that onsite camping will significantly increase the number of attendees at this event as we can begin publicizing onsite camping reservations now. The 2013 event will again benefit Southern Oregon Youth Sports Connection (SOYSC) which provides mentors and funds to our youth for sports related programs – ultimately reducing youth delinquency and reducing obesity and the chronic illness that result such as diabetes.

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

Thank you very much for acknowledging our event again this year as bringing tourism to our community. We look forward to another successful event in 2013.

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.

T. Bancroft

9/27/12

Signature

Date

Tameras C. Bancroft

Printed Name and Title

Tourism Grant Budget Form

Financial Data:

- Amount of Tourism Grant Requested: \$10,000
- Funding Period of Time: July 13-15, 2012
- Has grant funding the same project been received in the past? Yes

INCOME	Vendor/Description	Committed RCR \$	Pending Grant \$	Total	Actual	Comments/Explanations
TOURISM GRANT REQUEST			\$10,000	\$10,000	\$7,500	
Cash match (mln. 10% of grant request)						
<i>Source(s):</i> Event Program Ad Sales	Multiple businesses	\$3,000		\$3,000	\$1700	
TOTAL CASH MATCH				\$3,000	\$1700	
Other funding						
<i>Source(s):</i> Sponsors-In-Kind Donation	Individual Advantages	\$10,000		\$10,000	\$2437	Graphic design donatton
TOTAL OTHER FUNDING SOURCES			\$10,000	\$10,000	\$11,618	
TOTAL PROJECTED REVENUE		\$13,000	\$10,000	\$23,000	\$20,818	
EXPENSES	Vendor/Description	Committed RCR \$	Pending Grant \$	Total	Actual	Comments/Explanations
Advertising:						
<i>Print</i>						
<i>Magazine</i>	Quick Throttle Thunderpress		\$3,090		\$3085	
<i>Newspaper</i>			\$2,040	\$5,130	\$1510	
Announcement Ad	Herald and News	\$500*			\$1420	\$1,500 of local advertising
Thank you ad	Herald and News	\$500*				
Announcement Ad	Klamath Nickel	\$500*				
Announcement Ad	Medford Nickel	\$500		\$2,000		
<i>Misc:</i>	Discover Klamath				\$667	Portland Magazine Tile
<i>Media</i>						
<i>Television</i>	Discover Klamath KOTI		\$2,000		\$0	May invest more here if funding is available
<i>Radio</i>	Wynne Basin Media Active	\$1,000			\$1008	Local advertising
<i>Misc:</i>		\$1,000				Non-local thru Wynne
Bus Ad	Basin Media Active	\$1,000			\$235	
Website	Register.com	\$225		\$1,225		
<i>Other</i>						
Banner over downtown	City of Klamath Falls	\$250		\$250	\$0	local advertising
TOTAL ADVERTISING		\$5,475		\$12,605	\$7925	
Printing/Reproduction:	LAD Printing (Lithia)	\$1,000	\$3,000		\$2325	
	Prints Made Easy	\$1,000		\$5,000		
Postage/Delivery:	USPS	\$200		\$200	\$175	
Miscellaneous:						
Graphic Design Expenses	Deanna Franks	\$750			\$290	
Mailing Supplies	Individual Adv. Staples	\$1,500 \$250		\$2,500	\$81	
NET PROJECTED INCOME <EXPENSES>		*RCR Income \$13,000 RCR Expense \$10,175	Grant Income \$10,000 Grant Expense \$10,130	Income Total \$23,000 Expense Total \$20,305	\$11,637 <10,796> \$841	*RCR Income is based on previous year(s) sponsor commitments and varies annually

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

9/1/2011 - 9/1/2012 Profit and Loss Report RIP CITY RIDERS OREGON

INCOME

Advertising Income	\$ 1,700.00	
Grant Income	\$ 7,500.00	\$7222.64 pending receipt of balance
Beverage/Ice Sales	\$ 4,905.00	
Auction Income	\$ 1,610.00	
Bike Show Income	\$ 245.00	
Lodging/Camping Income	\$ 245.00	
Charitable Receipts	\$ 9,181.00	
Membership Dues	\$ 3,190.00	
Merchandise Income	\$ 2,659.00	
Poker Run Income	\$ 6,080.00	
Vendor Income	\$ 4,198.00	
	\$ 41,513.00	

EXPENSES

Advertising - print	\$ 7,442.00
Advertising - radio	\$ 1,008.00
Website	\$ 227.00
Graphic design expense	\$ 290.00
Staff/Security Apparel	\$ 204.00
Beverage Sales Expense	\$ 1,668.00
Charitable Donations	\$ 6,510.00
Entertainment Expense	\$ 3,900.00
Insurance Expense	\$ 2,046.00
Membership Development	\$ 611.00
Merchandise for resale	\$ 3,795.00
Operating Supplies	\$ 789.00
Photography and Video Services	\$ 400.00
Poker Run Expense	\$ 390.00
Postage and Delivery	\$ 175.00
Printing and ReProduction	\$ 2,325.00
Professional and Legal fees	\$ 900.00
Equipment rentals/Camping Expense	\$ 4,339.00
Repairs	\$ 150.00
Rider Development	\$ 385.00
Security	\$ 1,400.00
Sponsor Development	\$ 364.00
Taxes, License, Permits/Certs	\$ 230.00
Website	\$ 226.00
	\$ 39,774.00

IN-KIND DONATIONS

Raffle/Auction	\$ 5,537.00
Trophies/Sponsor Development	\$ 1,000.00
Graphic design expense	\$ 2,937.00

CASH ON HAND

\$ 4,900.00