

## TOURISM GRANT APPLICATION

**Organization Applying:** Town of Bonanza \_\_\_\_\_

**Address:** PO Box 297 \_\_\_\_\_

**City, State, Zip** Bonanza, OR 97623 \_\_\_\_\_

**Contact Person:** Karen Petersen \_\_\_\_\_

**Phone Number:** 541-545-6566 \_\_\_\_\_

**Tax ID # or SSN:** 93-0599329 \_\_\_\_\_

**Email Address:** bonanza@fireserve.net \_\_\_\_\_

**Web Site Address:** www.townofbonanza.com \_\_\_\_\_

**Title of Project:** Oregon State Chili Cook-Off, Southern Oregon Regional Chili Cook-Off, Homemade Hobby Festival, Big Springs Show & Shine and Children's Art Festival

**Brief Description of Project:** With the help of the Klamath County Tourism Grant in 2012, the Oregon State Chili Cook-Off and Southern Oregon Regional Chili Cook-Off completed its 7<sup>th</sup> annual event in Bonanza. These Cook-Offs along with the Homemade Hobby Festival, Children's Art Festival and the Big Springs Car Show had a tremendous turn out of participants and out of town visitors attending the event. The Chili Cook-Off's allow participants to compete in the following categories, People's Choice Chili, Red Chili, Chili Verde and Salsa. The winners in the Red, Verde and Salsa receive cash prizes and advance to the national competition. The Homemade Hobby Festival had 80+ vendors from all over Oregon, Nevada and California this past year. The Big Springs Show and Shine had local cars as well as many from out of the area and the Children's Art Festival was a wonderful addition that provided children free activities throughout the day.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Karen Petersen Date 9-27-12

Signature of Board Chair n/a Date \_\_\_\_\_

### Tourism Grant Budget Form

INCOME	Committed	Pending	Total	2012 Actual	Comments/Explanations
Tourism Grant Request		7000-		2900-	
Cash Match -					
Source: vendors	1200-			1140-	Homemade Hobby Vendors
Source: sponsors	600-			525-	
Source:					
Total Cash Match	1800-	-	-	4565-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	1800-	7000-	-	4565-	
<b>EXPENSES</b>					
Advertising					
Print Fliers	400-	1000-		1225-	Herald & News
Web					
Other Internet					
Other Discover Klamath		1000-		2500.00	TV commercial/web banner
Total Advertising	400-	7000-	-	3725-	
Printing	250-			105-	Smith Bates
Postage	100-			45-	
Misc/Other (Explanation Req'd):					
Other: PA System	150-			130-	
Other: Security	350-			325-	
Other: American Sanitation	250-			268-	
Other: Banner + Signs	200-				
Total Miscellaneous/Other	1300-	-	-	833-	
Total Projected Expenses	1700-	-	-	4558-	
Net Projected Income<Expense>	100-	ϕ -	-	7-	

**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

## Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request					
Cash Match -					
Source:					
Source:					
Source:					
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
<b>Total Projected Revenue</b>	-	-	-	-	
<b>EXPENSES</b>					
Advertising					
Print					
Web					
Other Internet					
Other					
Total Advertising	-	-	-	-	
Printing					
Postage					
Misc/Other (Explanation					
Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
<b>Total Projected Expenses</b>	-	-	-	-	
<b>Net Projected</b>					
<b>Income&lt;Expense&gt;</b>	-	-	-	-	

### 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**

## **PROJECT DESCRIPTION**

### **Project Plan:**

#### **1. What is the main focus of this proposal?**

To promote a nationally recognized competition and increase the number of out of town registrants which will be an economic benefit to the local community. The two day event showcases the Bonanza area, an outlying community of the Klamath Basin. The event is in its 8<sup>th</sup> year and has a goal of maintaining our regular attendees along with reaching out to a wider area with more advertising. Each year we have added something new to keep things interesting and attract new attendees.

Grant funds would be used to pay for advertising the event in many ways. With the help of Discover Klamath we can advertise on the web with a banner add. This add will be placed on travel websites that are already working with Discover Klamath. Also we will look into promoting a commercial with Discover Klamath in a larger area, reaching from the Portland and Northern Oregon area, South to Sacramento, California, to the West Coast both Oregon and Northern California and Eastern area, John Day, Lakeview and Alturas areas. Not to mention calendaring/PSA's, social media, fliers, radio and newspaper articles.

#### **2. What are the project activities?**

Our activities for the weekend highlight the Oregon State Chili Cook-Off and the Southern Oregon Regional Chili Cook-Off. Winners of these events advance to the national competition with the International Chili Society. Other activities for the weekend include the Homemade Hobby Festival with over 80 vendors in 2012, Big Springs Show & Shine with around 50 cars in attendance and the Children's Art Festival that provided FREE activities for children. Event organizers had entertainment on stage both days for everyone's enjoyment.

#### **3. When will the project occur? How long will it last?**

Our event is scheduled for a Saturday and Sunday August 24 & 25, 2013, with the Chili Cook-Off being from 9:00 a.m. to 5:00 p.m. each day, and the Homemade Hobby Festival, Children's Art Festival and Big Springs Show & Shine from 10:00 a.m. to 4:00 p.m. each day. This is a two-day event and with the schedule as outline above most participants will arrive the Thursday or Friday prior to the event and stay through Sunday, usually leaving Monday.

#### **4. Who is the target market? What is your strategy for reaching the target market?**

Our main target market is people interested in chili cook-offs or on a broader scope, cooking events. We will, of course, target the International Chili Society members and other followers of the Chili Cook-Off circuit. Additionally, we will target the people within a five hour driving distance of Bonanza who may be interested in attending the event. We have a mailing list of about 200 people who have attended in the past and we intend on letting them know as soon as possible of our dates for the 2013 event.

Should we receive a Tourism Grant our committee can begin working with Discover Klamath to outline a specific plan for advertising. This will include banner splash adds on the web with Discover Klamath, Travel Oregon, SOVA. We will list the event on social media outlets such as Facebook, YouTube, Twitter. We will have calendaring with media such as radio stations and newspapers. We intend to produce a commercial that will be in conjunction with Discover Klamath and run from Northern Oregon to Northern California and from the West Coast to Eastern Oregon, hitting major cities such as Portland, Eugene, Medford, Redding and Sacramento.

## **Project Goals:**

### **5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?**

With the 2012 event just finished we estimate we had 2500 people attend our event over both days. This estimate is based partly on how many tasting kits were sold over the weekend. That amount this year was 3000 kits sold. This past year we maintained a guest book with people signing in from other states such as Arizona, California, Washington, Nevada, Idaho and even Florida. Visitors signed in from other towns in Oregon such as Rogue River, Portland, Eugene, Lakeview, Trail, Canyonville, Prineville, Terrebonne and Harper. We are working on putting a raffle together that will take demographic information from people when they sign up to give us even more of an idea where people are coming from. Each year we try to gather more information.

### **6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?**

We have extended our event to a two-day event the last couple years. ICS members have two chances in one location to qualify and advance to the nationals. In 2013 the national competition will be held on the West Coast in Palm Springs, California. Making this event more attractive to cooks in our area. For early arrivals we allow them to set up on Friday night and we offer tours of local attractions as well as a barbeque that evening. Bonanza has an RV Park and we make arrangements with hotels in the Klamath area for event rates to encourage people to stay in the area. The event lasts through late Sunday afternoon with an end of the event barbeque on Sunday evening. In doing these things we hope to make it more convenient to arrive early and stay through Monday.

## **QUALIFICATIONS OF APPLICANT**

### **7. Describe your organization.**

The Town of Bonanza along with the Bonanza Volunteer Fire Department sponsor this event and we are made up of volunteers throughout the community. We co-sponsor the Oregon State Chili Cook-Off, and run the concessions both days, in order to raise funds for school scholarships, emergency assistance and other community events. The Myrtle Creek Lions Club sponsors the Southern Oregon Regional Chili Cook-Off and raises funds for their community events. The Town of Bonanza sponsors the Homemade Hobby Festival, Big Springs Show & Shine and Children's Art Festival to provide a free community event that also helps boost our local economy.

### **8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?**

This will be the 8<sup>th</sup> annual Oregon State Chili Cook-Off, the 3<sup>rd</sup> annual Southern Oregon Regional Chili Cook-Off, the 7<sup>th</sup> annual Homemade Hobby Festival, 3<sup>rd</sup> annual Big Springs Show & Shine and 2<sup>nd</sup> annual Children's Art Festival. I have been organizing this weekend of events for the past 3 years. We have developed leaders in each area that I can rely on to pull their portion of the event. I feel this weekend has been a great success in bringing tourists to Klamath County and the beautiful area that exists within Klamath County, BONANZA. I can attest we have people from many states that attend the event yearly. Having been responsible

for advertising this weekend the past 2 years with great success, I am confident we can successfully carry out this project

## **MARKETING PLANS**

### **9. Describe specifically how you will market the event to visitors.**

The past two years we have partnered with Discover Klamath Visitor and Convention Bureau to help us market our event in various ways. We plan to continue this partnership. With Discover Klamath's help we have been able to produce a :30 TV spot that aired in Central Oregon, the Rogue Valley and Northern California airways. We intend to repeat this again next year as we have had positive feedback from out of town visitors on the commercial.

We will do calendaring/PSA's ourselves and also with Discover Klamath, using both of our contacts at Chamber Sites, radio stations, event sites, cooking magazines, chili Cook-off events, national chili cook-off newspaper and both local and national newspapers.

Social Media outlets will include advertising on Facebook, Twitter, Craigslist and YouTube.

Web advertising with Discover Klamath, Travel Oregon, Southern Oregon Visitors Association, International Chili Society and any others we can partner with.

We will place fliers in the local area and circulate them in our quarterly newsletter with the Town of Bonanza. We also send out fliers to local cities and participate in other local events to spread the word of our event. We have fliers placed in the Herald and News the Tuesday prior to the event to remind people what is happening the upcoming weekend. Along with this we keep in close contact with the Herald and News to give them as much information and keep a "bug in their ear" so we can receive as much publicity as possible.

### **10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)**

We will measure our success of the event on several different levels. One way we track attendance is by the sales of the tasting kits at the chili cook-off. This past year we sold about 3000 tasting kits over the weekend. With the Hobby Festival we measure by the number of vendors and this past year we had 80 plus vendors. For the Show & Shine, it is measured by participation with 46 entries this past year, several from out of the area. In the Children's Art Festival we kept tally on participants with over 500 children enrolled in the FREE activities over the two-day event. In addition to each part of our event having a barometer for attendance we also have a guest book and raffle that helps us gage attendance.

### **11. If your project is already underway explain how this grant will increase your likelihood of success.**

Over the years our event has grown and we have found it necessary to start planning for the next years' event as soon and the last one has ended. With the help from the Tourism Grant we can start right away with our advertising strategy to get as much coverage as possible.

**12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.**

The Chili Cook-Off has five volunteer organizers and approximately twenty-five event helpers that help from beginning to end. Setting up, cooking, selling raffle tickets and in general helping in any way necessary to make sure things run smoothly.

The Children's Art Festival is sponsored by the Bonanza Community Association and received a grant from Oregon Arts Council to provide FREE arts and crafts, games and entertainment to children. This past year the group was able to contract with Kelly Thibodeaux to offering free violin lessons to children. The Bonanza Community Association was made up of about ten volunteers for the weekend.

The Homemade Hobby Festival has four volunteer organizers and about eight event helpers. These people design the layout of the vendor area and help them set up on arrival and tend to the vendors needs throughout the event.

We do not charge a vendor space fee for non-profit organizations to participate and encourage them to offer a service for a fee or selling homemade products in order to raise funds for their organization. This is our way of showing our appreciation to them for making a difference in our community

Volunteers, non-profit organizations and hobby groups provide all of our entertainment for the two-day event.

Our local businesses encourage us to continue the event as it helps bring commerce into our community and showcases the best of Bonanza.

September 17, 2012

To: Klamath County Board of Commissioners -

My husband Rod and I are with the Rogue's Kustom Car Club, and host the Big Springs Show & Shine car show for the Bonanza Volunteer Fire Department.

Our first show, last year, brought in 36 cars, one I remember being from Idaho.

This year we had 20 repeats plus 26 new entries for a total of 46. Two being from the Medford area with promises of even more cars next year.

We like our little spot in the sun, and take pride in our town. As a local business owner as well I enjoy seeing new faces checking out our quiet little town.

Thank You,

Carolyn Craig  
Old Glory Custom Detailing  
Bonanza, Oregon

Bonanza Big Springs Park and Recreation District  
P.O. Box 138  
Bonanza, OR 97623

Sept. 15, 2012

To Whom It May Concern:

We are quite proud to help sponsor this years Chili Cook-off, Hobby Festival and Children's Art Festival. The festival is a huge boost to our community each year, with visitors from all over the west coast. It is our sincere hope that you consider the Town of Bonanza for a tourism grant. As stated before this is a very important event for our community and it draws many visitors to our community. The businesses in our community tell us this is the busiest weekend of the year for them.

Again we thank you for your past support and hope you will continue that support.

Thank You,



Jeanie Willard  
Board Member

DISCOVER  
KLAMATH  
OREGON UNEXPECTED

September 26, 2012

Agency Representative:

Discover Klamath Visitor & Convention Bureau is pleased to state its support for the Oregon State Chili Cook-Off.

This multi-day Chili Cook-Off, Hobby and Art Festival, Civil War Re-Enactment and Classic Car Show have grown into a unique proposition for tourists and visitors to Klamath County. Discover Klamath has partnered with the Town of Bonanza to promote the event out of the county for the last two years with great success. Using the media channels Discover Klamath has as resources we have been able to show value as a partner to the Town of Bonanza in their marketing strategies by helping promote to Central Oregon, the Rogue Valley and Northern California. This brings both participants and visitors to the event from outside the area, which, in turn, achieves a higher occupancy rate for the County.

Klamath County, along with numerous businesses and merchants of the Town of Bonanza and the City of Klamath Falls, stand to benefit economically from the draw of out of county visitors to the Oregon State Chili Cook-off. Discover Klamath looks forward, once again, to participating in a cooperative approach with organizers of promote the 2013 Oregon State Chili Cook-off.

Sincerely,



Jim Chadderdon,  
Executive Director  
Discover Klamath Visitor & Convention Bureau

*Bonanza RV Park*  
*31531 Hwy. 70*  
*Bonanza, OR 97623*  
*541-545-1008*

Sept. 15, 2012

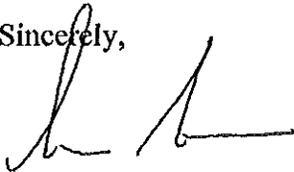
Klamath Co. Commissioners

Dear Commissioners;

This letter is support of the Town of Bonanza's grant submittal for a tourism grant for the 2013 Chili-cook-off, Hobby Festival and Children's Art Festival. As a business that prospers from tourism, we can attest to the wide ranging visitors we had during the festival weekend. We had folks from Washington, Montana, Oklahoma, Idaho and California during the event. The festival weekend is a huge weekend for all businesses in our community.

We hope you will give the Town of Bonanza serious consideration for this proposal and extend our gratitude for past support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Don Nelson', with a stylized flourish at the end.

Don Nelson

# Bonanza Rural Fire Protection District

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## Volunteers

P.O. Box 296, Bonanza, Oregon 97623  
(541) 545-6400

September 15, 2012

Klamath County Board of Commissioners  
305 Main Street  
Klamath Falls, OR 97601

RE: Klamath County Tourism Grant

Dear Sir/Madam.

The current Oregon State Chili Cook-Off and Homemade Hobby Festival and the addition of the Children's Art Festival have become a large event for the rural Town of Bonanza. However with reduced tourism to this area, it has become apparent that more needs to be done to attract attention. The local attendance is wonderful, but we need to attract those who are not already here.

The proposal to partnership with Southern Oregon Visitors Association, Travel Oregon and Discover Klamath is a marketing campaign for 2013 that would help reach our target audience and participates. This partnership will bring positive and needed appreciated for our businesses and town as well as current towns that will reward from the additional tourism to the greater Klamath Basin. Each addition to our event will bring much needed tourism monies for everyone and will benefit greatly.

Sincerely,

Glennise Tyree  
Asst. Fire Chief  
Bonanza Volunteer Fire Dept.

Bonanza Community Association  
3229 6<sup>th</sup> Ave.  
Bonanza, OR 97623  
541-545-1008

Sept. 14, 2012

Tourism Board

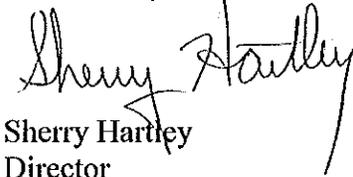
Dear Board,

I am writing in support of the Town of Bonanza's quest for a tourism grant for the 2013 Chili-Cook-off, Hobby Festival and Children's Art Festival. It was our honor to join the cook-off this year with the Children's Art Festival and feel it was a huge success.

This was the first year for the Art Festival; we had 5 art tables, 4 game booths, a bounce house, and relay games. All activities were free of cost to children. Over the two day event we saw over 500 children enrolled for the activities. The children came from a diverse area. With the majority 35% from Bonanza, 25% from Klamath Falls area, 15% from Medford, with the remaining 25% coming from Shady Cove, Eugene, Alturas, and Idaho, California, Washington states as well as 2 from Texas.

We extend our gratitude for the past years of support given to Bonanza for this worthwhile project and pray you to extend that same support for the current request. This is a very important weekend for this community.

Thank You,



Sherry Hartley  
Director