

COPY

**SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE**

Title of Project: Oregon State Chili Cook-Off, Homeade Hobby Festival, Chidren's Art Festival, Bonanza Lions Club Big Springs Carnival and Parade, Show & Shine Car Show, and more.

Funds Requested: \$2500

Organization Applying: Town of Bonanza

Contact Person: Tina Young

Phone Number: 541.545.6566

Email Address: bonanza97623@gmail.com

Mailing Address: PO Box 297, Bonanza, OR 97623

Web Site Address: townofbonanza.com

Brief Description of Project including date, time and location: 7/30 & 7/31, 2015 all day with darts in Bonanza

With the help of the Klamath County Toursim Grant in 2015, the Oregon State Chili Cook-Off and coordinating events completed its 10th annual event in Bonanza. This cook-off, along with the Homemade Hobby Festival, Children's Art Festival, Bonanza Lions Club Big Springs Carnival, Queen's Contest and Parade, Show & Shine Car Show and Evening Dinner and Concert in the Park, had record breaking attendance with locals and out of county attendees. The chili cook-offs allow participants to compete making People's Choice chili, red chili, chili verde and salsa. The winners take home cash prizes as well as trophies while advancing to the national competition. The Homemade Hobby Festival brought in vendors from all over the Pacific West as does the car show, Children's Art Festival and Lions Club carnival and parade. Having all of these events in one weekend continues to increase the number of attendees every year.

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 Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant *Tina Young* Date 9/28/15

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization \_\_\_\_\_ Date \_\_\_\_\_

*mailed 9/24/15*

**1. Provide a detailed description of the project and activities.**

This year's event will be the 11<sup>th</sup> annual Oregon State Chili Cook-Off. It again will be accompanied by the annual Eastern Oregon Regional Chili Cook-Off, the Homemade Hobby Festival, Bonanza Lions Club Big Springs Carnival, Queen's Contest and parade, the Children's Art Festival, Show & Shine Car Show and the Saturday Evening Dinner & Concert. There is also live entertainment all day both days and the Bonanza Lions Club serves BBQ food to the public.

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

Our goal is not only to have the annual big event, but to continue to grow it each year. With it bringing thousands of people to the weekend event, it helps not only our local business and community, but the County's as well. We will continue to have a guest book available to keep track of where visitors are coming from as well as keeping track of chili tasting kits, vendor and cook applications and with the children participating in the Children's Art Festival. We also continue to discuss and will want to implement newer technology driven ways of also keeping track moving forward.

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

The weekend event is coordinated by myself, the event coordinator and City Recorder for the Town of Bonanza. This will be my fourth year with the event and the event continues to grow and evolve as needed. With working in conjunction with the Bonanza Community Association, the Bonanza Volunteer Fire Department, the Bonanza Lions Club and the Big Springs Park and Rec District, we have numerous leaders in place that continue to work together to make the event successful. We also have other volunteers who help with all aspects of the event who have been on board for years now. There is a great working relationship between all and we believe this helps make the event a positive experience for all. We have monthly meetings each month and work together on ideas and such.



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

As the past event was the 10<sup>th</sup> annual chili cook-off event which brought in record attendance, we feel that our team's experience is provably successful. We continue to have the same leaders in place each year and have a great working relationship with each other with our goals that of doing an annual successful event.

**5. How will you give credit to Klamath County for its support in our event or project?**

We will continue to work closely with the County including their logo, upon their approval of our ads, in our television commercial as well as our flier marketing and social media advertisements. The assistance the County gives us towards this event is greatly appreciated and proven to be a huge benefit to the event.

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

We begin dispersing fliers early in the year via social media, in town newsletters, etc. We also begin, at that time, putting on different on line calendars such as the Herald and News, chili cook-off sites and more. We begin the television commercials approximately 2 months before the event. We believe a continuous reminder and stream of update information being put out to the public and out of towners help build the enthusiasm and support for the event.

**7. Describe your target audience.**

Our target audiences are the out of county visitors. We believe the television commercials which are targeted for out of towners work well in bringing in visitors from other areas of the Pacific Northwest and elsewhere. Although we do also bring in many locals, we continue to focus on bringing in newcomers as well as repeat attendees from great distances.

**8. How will you measure attendance in drawing out of county visitors to the project? Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.**

We will continue to utilize our welcome center with guest book for visitors to sign which gives us a good idea of where visitors are coming from. We also will continue to keep track of chili tasting kit tickets and tickets for the children's art festival. We are also looking at how we can electronically survey guests who are at the event.

**9. List your potential sponsors and partners and how they contribute to the event.**

We will continue to partner with the Bonanza Community Association, the Bonanza Lions Club, the Big Springs Park and Rec District, the Bonanza Booster Club and others to make sure the event is not only successful again, but continues to grow in attendance. These groups contribute their own monies for prize money, supplies, entertainment, and more. It is the group effort and contribution which makes this a great event!

Thank you for your consideration in advance!

Tina Young  
Event Coordinator  
541.545.6566

# BONANZA RURAL FIRE PROTECTION DISTRICT

P.O. Box 296, BONANZA, OR 97623

PHONE: 541.545.6400 EMAIL: FIRE97623@CENTURTEL.NET

September 15, 2015

**RE: Grant**

Dear Board:

This letter should serve as written support for the Town of Bonanza's application for a 2015 grant. The annual event continues to bring in thousands of visitors from near and far with a variety of events over a two day weekend period.

The Town works very hard, along with others, to have this event be successful and growing. It is a community event which is enjoyed every year. Businesses also get a huge gain due to the event. I fully support it.

Sincerely,



Bob Tyree  
Bonanza Fire Chief

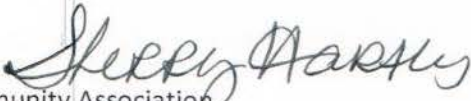
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To Whom It May Concern:

Our association completely supports the annual Oregon State Chili Cook-Off and coordinating events. It is wonderful event which not only is fun to attend, but is such a benefit to the entire community and county as well. It is an event that has multiple facets that provide something for all, young and old.

We support the Town's request for grant money to ensure that the event continues to grow and be an event worth looking forward to every year.

Sherry Hartley  
Bonanza Community Association  
3229 6<sup>th</sup> Avenue,  
Bonanza, OR 97623

A handwritten signature in black ink that reads "Sherry Hartley". The signature is written in a cursive style and is positioned to the right of the typed name.



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

September 23, 20154

Klamath Co. Commissioners

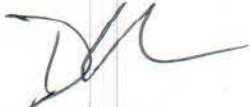
Dear Commissioners:

This letter is to show support for the Town of Bonanza's tourism grant submittal for the 2016 Chili Cook-Off, Homemade Hobby Festival, Big Springs Carnival and Children's Art Festival.

As a business that prospers from tourism, the Bonanza RV Park can attest to the large and wide range of visitors we've had during the festival's weekend. We had people from Idaho, California, Arizona, Washington and Nevada attend and stay for the event.

The benefits of the event are huge for local businesses and our community and we hope that you will give the town of Bonanza the upmost consideration for their proposal. Thank you for your continued support.

Sincerely,



Don Nelson