

**Klamath County Tourism Grant
Final Report
2012**



Prepared by:
Phyllis K. Faries
Klamath Blues Society Vice President
and
Festival Committee Chair

December 28, 2012

Klamath County Tourism Grant
Final Report Form

Please complete the following information and submit with your final Drawdown request for the 10% of the grant that was withheld. Attach additional sheets, if necessary.

Klamath Blues Society
Name of Organization
P.O. Box 7926
Address
Klamath Falls, OR. 97602
City, State, Zip
Phyllis Faries
Contact Person
541-331-3939
Phone Number
5th Annual Klamath Blues Festival
Title of Project

July 28, 2012

Date of event/project

Submit Report to: Amanda Blevins, Tourism Grant Coordinator Klamath County Finance 305 Main Street, Room 230 Klamath Falls, OR 97601
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1. **Detail the matching funds received and provide proof of their receipt:** The 5th Annual Klamath Blues Festival was a success despite some funding difficulties. Ultimately we lost some money on this year's event, but still felt it was a success. The majority of the funding needed for the early financing of the festival came from the Klamath Blues Societies festival fund. It covered the early deposits required to book the entertainers along with sound system rental, park fees, event insurance and all the other funds required for the setup of the festival prior to the opening of the gates. I can't say enough about our dedicated board of directors and all the hard work of over seventy-five volunteers. The following is a list of the matching funds
 - a. Sponsorship total: \$8800 plus gate total (d)
 - i. Klamath Blues Society Funds \$5000
 - ii. Phil Studenberg \$500
 - iii. US Cellular \$500
 - iv. Dehams Music \$500 in Trade
 - v. BRD Printing \$500 in Trade
 - vi. Down River (Stage Donation)
 - vii. Harbor Links (Golf Cart donation)
 - b. Vendor fees \$1300
 - c. Advertisers in event schedule \$1500
 - d. Gate \$ 7,458
2. **Please provide your actual income and expenses using the attached Tourism Grant Budget form:**

Total income: \$20744.11 total expense: \$21379.52 Profit (Loss) of (\$635.41)

Expense	Spent to Date	Income	Received to Date
Advertising TV& Radio	\$2,220.00	Gov't Grants	\$9,485.65
Advertising Discover Klamath	\$0.00	Private Grants	\$0.00
Advertising Printing	\$4,916.58	Private Contributions	\$0.00
Advertising Website	\$0.00	Fest Vendor	\$1,300.00
Advertising Kelsea	\$2,350.00	Fest Advertising	\$1,500.00
Advertising Other	\$833.60	Fest Sponsor	\$1,000.00
Talent-Band Fees	\$5,206.00	Ticket Sales	\$7,458.46
Sound & Stage	\$2,944.52		\$0.00
Security & Beer Monitors Etc	\$750.00		\$0.00
Hospitality-Food	\$880.90		\$0.00
Hospitality-Rooms	\$0.00		\$0.00
Fees-Parks & Permits	\$325.00		\$0.00
Cleanup, Trash, Toilets Etc.	\$480.00		\$0.00
Printing and office supplies	\$222.92		\$0.00
Insurance	\$250.00		\$0.00

3. Where did you spend advertising dollars and did they provide the desired results? Provide a detailed list of advertising expenditures. Yes, we believe our advertising dollars were spent wisely and produced the desired results.

Total Advertising/Promotion Expense of \$10,929

Total Print Advertising:

National Festival Guide	\$920
H&N Limelighter	\$500
Nickel Ads	\$200
The Source Weekly (Bend)	\$514
Eugene Weekly	\$544
Record Searchlight (Redding)	\$300
Mail Tribune (Medford)	\$618
Willamette Weekly	\$833

Total Radio Advertising:

The Eagle 104.7	\$1,500
JPR (4 Regional Counties)	\$720
KRVM Eugene Blues Show	\$250
Beyond 50 Radio.com	\$30
OIT	\$0

Total TV Commercials Regional & Local

KOBI / KOTI	\$500
KTVL Medford	\$1,000
Discover Klamath	\$500

Total Promotions

Graphic Design / Website Update \$2,350

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?) The bottom line measure of success is always going to be attendance. However, building more regional and local interest in attending, more interest in sponsorships, vendor sites, and advertising in the festival event schedule is also a good measure of success. We did see more attendance than last year, but less than some previous years. We consider this was due to some competing events more than a lack of interest in event. We received great feedback on the 2012 event and as a cultural music based organization, increased

awareness of the cultural and historical importance of blues music is what we count as the biggest success.

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 1000 people attended, an increase over last year but less than our first two years.
6. **How many people from out-of-town attended? How did you determine how many out-of-towners attended.** Ten to fifteen percent of those attending were classified as tourists. Our estimates are based on the data collection we do each year. Data is collected through a guitar-give-away questionnaire. We believe our data mining is a statistically sound sampling of the attendees.
7. **Do you plan on sponsoring this event again?** Yes, we plan on sponsoring the event again as long as we continue to get grants and local business sponsorships for the project. It is a lot of work, and we are all volunteers. Despite the hard work, we do it for the love of the music and our community. However, the funding we receive is what makes it ultimately possible. Based on funding we look forward to making the event even better next year.
8. **Do you have any comments or suggestions for the tourism review committee regarding the application, award or reimbursement process?** Not this year.

Phyllis K. Faries
Signature

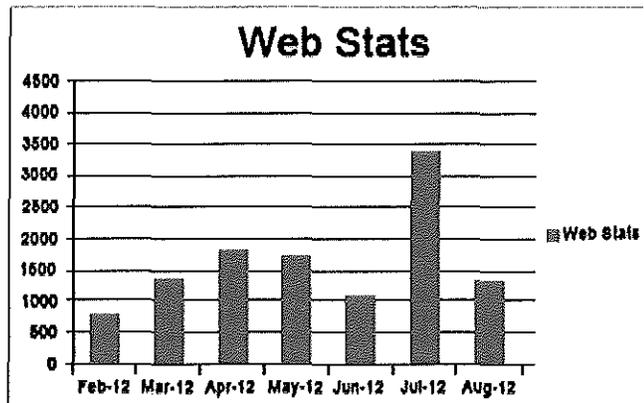
12-28-12
Date

Phyllis K. Faries
Printed Name and Title

Enclosed are pictures of the event, a website stat report for www.klamathblues.org. I also included an event schedule from the 2012 festival and our final draw-down request form. Thank you for your support. If you have any questions, feel free to contact me. I apologize for the lateness of this final report.

Web Stats - Klamath Blues December 27, 2012

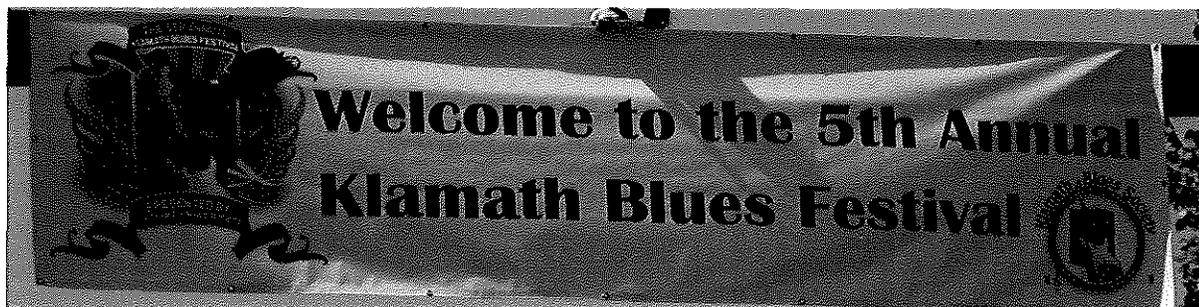
www.klamathblues.org



Web Stats Details:

	Month	Number of page requests
1	Feb-12	751
2	Mar-12	1,426
3	Apr-12	1,857
4	May-12	1,683
5	Jun-12	1,175
6	Jul-12	3,456
7	Aug-12	1,425

5th Annual Klamath Blues Festival Pictures – Saturday, July 28, 2012



Fest 2012 Dancers!



Eden Brent Band all the way from Mississippi



A full dance floor



Kids love to dance



Guitar-Give-A-Way with Troy from Denhams Music



Darrel Mansfield Band – Blues Harmonica Hall-of-Famer



The Strange Tones from Portland, OR



Nathan James and the Rhythm Scratchers from Southern CA.



Everyone having a great time in Veterans Park

