

**Clackamas County Tourism & Cultural Affairs
2013/2014 Community Partnership Program Mid-Year Report**

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December 23, 2013

Dear Project Managers:

Please use the below form to report on the status of you CPP funded project and email it to: **Sadie Cramer, Cityrecorder@cityofmolalla.com** by **January 15, 2015 at 4PM.**

Also, please note the following critical deadline dates for your project reporting:

- **Mid-Year Progress Reports** for projects approved for funding due to Sadie Cramer by **January 15, 2014.**
- **Extension requests due** to Sadie Cramer by **June 11, 2014.** *(If funds are not expected to be expended by June 30, 2013)*
- **All projects that received 2013-2014 CPP funds to be completed, with all funds being expended by the end of the Fiscal Year - June 30, 2014.**
- **Year-end Reports due to Sadie Cramer** for all projects receiving CPP funds – **July 11, 2014.**

Important: Reporting items and dates listed above are strict. Project Manager that do not comply with the deadlines may jeopardize future funding. Please place reminders on your calendars, this is the only notification you will receive.

Date: 1/14/14

Name of project as appeared on application: Freedom 5K (Mid-Year Report)

Submitted by (applicant): Jon Knapp

Funding Provided: \$ 4700 **Projects Total Costs:** \$ 4700

1) **How precisely were the funds you received used?**

All of our funds are used for Advertising.

A) Most of them are scheduled to be spent at Race Center (which is the largest NW Region promoter of races). Here is a break out of how our advertising dollars will be sent with Race Center.

PRINT ADVERTISING

1/4 pg color - Feb/Mar 2014 (Event Guide edition): \$665 (discounted from \$1065)

1/4 pg color - June/July 2014: \$550 (discounted from \$850)

ENEWSLETTER ADVERTISING

Featured Event Listing (6 editions leading up to event - April 15, May 1, May 15, June 1): \$250 per edition x 3 editions (\$750 cost - discounted from \$975)

Banner Ad + Featured Event Listing (2 editions just before event - June 15, July 1): \$450 per edition x 2 editions (\$900 cost - discounted from \$1050)

ONLINE ADVERTISING

Tile Ad on RaceCenter.com (right hand side placement on calendar section x 3 months): \$300 per month x 2 months (\$600 cost - discounted from \$750)

FREE ADVERTISING

Boxed listing in three issues leading up to race - no charge (discounted from \$95)

Premium Online Listing for three months - no charge (discounted from \$300)

TOTAL COST: \$3465.00 (discounted from \$5085.00)

B) We are also going have a booth to be advertising at the Shamrock Run Expo. They get 20,000 runners through the expo. We will be giving away some entries and discounts to the Freedom 5K. We have found whenever we give a free entry, they bring friends and family with them. So we are excited about this expanded advertising this year.

Entry Fee is \$600.

The remain \$635 we will spend to print rack cards, and other promotional items we will need for our booth there.

2) **What is the status of your project to date?**

Working hard to get all of the big picture items done, advertising, sponsors, partnerships, etc. Things are falling into place for another great year.

3) **What obstacles, if any, are you facing in executing the project?**

The only one right now is trying to get the buckeroo to call me back so that I can get in writing that they will give us free tickets for all of our runners in exchange for a platinum sponsorship again this year. This is a hard time of year to get in touch with them, but I need to know that now, to make our print deadlines.

4) **Do you anticipate needing additional help to complete the project by June 30, 2014?**

No.

5) **Did all anticipated partnerships and/or leveraged funds named in the application materialize? If not, why?**

We are currently right on track with all of our partnerships.

6) What was the expected return on investment (ROI) for this project as stated in the application?

Our goal is increased race attendance by 73% again this year (which is what it was last year). We won't know if we hit our goal still race day. July 4th.

7) How did actual ROI compare to anticipated ROI?

Won't know till July 4th.

8) What would you do differently in the future to both measure and improve ROI?

We measure through race attendance. And we are trying to track how they found out about the race, so that we can put money towards adds that are working.

9) What is the most successful outcome of the project to date?

So far for this year, adding the Shamrock Expo is new for us, and we are excited to see how that effects our numbers.

10) Attachments (use this space to insert any images that help "show" you project):

11) Please feel free to provide any addition comments:

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Date: 1-22-14

Name of project as appeared on application: Rodeo Walk of Fame, Rodeo Walk of Fame Signage & Geocache Challenge

Submitted by (applicant): Dan Huff, City of Molalla

Funding Provided: \$ 10,500

Projects Total Costs: \$ 50,000

1) **How precisely were the funds you received used?**

Funds have yet to be expended

2) **What is the status of your project to date?**

Meeting with TEAM Molalla on gaining medallion sponsors, Project explanation and timeline discussions

- 3) **What obstacles, if any, are you facing in executing the project?**
TEAM finding enough medallion sponsors at this point but the list of potential commitments should prove adequate.
- 4) **Do you anticipate needing additional help to complete the project by June 30, 2014?**
No
- 5) **Did all anticipated partnerships and/or leveraged funds named in the application materialize? If not, why?**
Work in progress
- 6) **What was the expected return on investment (ROI) for this project as stated in the application?**
Increased day-trip visitors to Molalla
- 7) **How did actual ROI compare to anticipated ROI?**
No information at this point
- 8) **What would you do differently in the future to both measure and improve ROI?**
Secure more commitments prior to project commencement
- 9) **What is the most successful outcome of the project to date?**
The excitement created with TEAM and other partners that a project is imminent
- 10) **Attachments (use this space to insert any images that help “show” you project):**
N/A
- 11) **Please feel free to provide any addition comments:**
None at this time.