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**Convention and Visitor Bureau Advisory Board**

Kristen Dahlin, Shaun Davis,  
Rebecca Pittman, Mike Sikes,  
Jim Case, Ex-Officio, Jeff Taylor, Ex-Officio

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**CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING**

Monday, November 18, 2019 at 5:30 PM  
City Hall – Third Floor Conference Room  
101 North Second Street, Guthrie, Oklahoma 73044

1. Call to order
2. Public comments
3. Consider approval of previous minutes from October 21, 2019
4. Discussion and possible action to recommend Event Support funding for 91<sup>st</sup> Annual 89er Celebration
5. Discussion and possible action to recommend Event Support funding for BCW Pro Wrestling
6. Discussion and possible action to recommend Event Support funding for Guthrie's Territorial Christmas Celebration
7. Discussion and possible action to recommend Event Support funding for Independence Day Celebration
8. Discussion and possible action to recommend Event Support funding for Military Veterans Rodeo
9. Discussion and possible action to recommend Event Support funding for Oklahoma's International Bluegrass Festival
10. Staff comments
11. Board comments
12. Adjournment

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Agenda posted on the bulletin board in the lobby of City Hall by 5:00 PM on Thursday, November 14, 2019. The City of Guthrie encourages participation from all its citizens. If participation at any public meeting is not possible due to a disability, notification to the city clerk at least 48 hours prior to the scheduled meeting is encouraged to make the necessary accommodations. The City may waive the 48 hours rule if signing is not the necessary accommodation.

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## CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING

Monday, October 21, 2019

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, October 17, 2019, before 5:00 p.m. The meeting was held Monday, October 21, 2019, at Guthrie City Hall in the 3<sup>rd</sup> Floor Conference Room.

Members Present: Kailyn Swonger, Mike Sikes, Shaun Davis, Rebecca Pittman. Ex-Officios: Jeff Taylor and Jim Case.

Staff Present: Justin Fortney, Tourism Director; Verla Raines Cline, Tourism Assistant

Guests Present: Tom Webb, Calvin Hoover, Lisa Hoover, Stephen Sparkman, Jennifer Sparkman, Jerry Casey

**Call to Order:** While waiting for members to come, the group listened to guests talk about their event application, but no formal action was taken or discussed until the quorum was established. The meeting was called to order with a quorum on Monday, October 21, 2019, at 5:59 p.m. by Chairperson Kailyn Swonger. It was discussed that the next meeting would be November 4, 2019, and that meeting is strictly to vote on the proposals for event support. There would be no need to have a regular meeting agenda for that date. It will also be the only meeting in November. Motion was made by Davis, to accept the November 4 date and that only voting on applications would be on the agenda. It was seconded by Sikes, all voted aye.

**Public comments:** none

**Consider approval of minutes from August 19, 2019 meeting.** Sikes motioned to approve, Davis seconded, all voted aye. Discussion

### **Presentation and discussion of Event Support Applications for FY20:**

**Oklahoma's International Bluegrass Festival:** Tom Webb represented the O.I.B.F. and the event support application. He talked about the successes of this year's festival (the 23<sup>rd</sup> year), and anticipation for the years ahead. Next year the dates are October 1, 2, 3. The festival features all day music performances on multiple stages, national and international music artists, youth scholarships and contests, and campground facilities. Anticipated attendance is approximately 5,000, with estimated overnight stays approximately 1,500.

Amount requested for FY20 from CVB: \$2,500

**Military Veterans Rodeo Productions:** Jerry Casey represented Military Veterans Rodeo Productions and the event support application. He will offer rodeo, bull riding and barrel race events at the fairgrounds arena throughout 2020. Some events will help qualify participants for competitions in Las Vegas. He may add other gatherings for sports such as archery, soccer and volleyball. He also offers individual RV camping and use of arena for people coming to Guthrie for Lazy E events. The MVRP is a non-profit, benefitting individual Logan County veterans that need a helping hand. He advertises his events, emphasizing the Guthrie location, in Rodeo News magazine and on Facebook. He plans to also use TV, newspaper and radio to promote events in 2020. The events listed on the application are: MVRP Rodeo/ Bull Riding, Mustache Bash Bull Riding, and Spring Barrel Race.

Amount requested for FY20 from CVB: \$2,500

**Guthrie's Territorial Christmas Celebrations:** Jennifer and Stephen Sparkman represented Guthrie's Territorial Christmas Foundation and the event support application. The dates for 2019 are: November 30 – Opening Night, which includes a nighttime lighted parade, territorial governor inauguration and tree lighting, student choirs, Christmas tree walk, photos with Santa, and food trucks. December 7 – Distinctive Homes Tour, 10-4pm, \$15 ticket for self-guided tour. At 5pm begins the first of two Saturday night Victorian Walks (Dec. 7 and Dec. 14). Walk nights feature live Christmas windows at downtown stores, school choirs and bands,

carolers, carriage rides, Dutch oven food, and reenactors strolling the streets. This annual event has existed for over years, and has increased in attendance the last few years. Anticipated attendance is 14,000 – 16,000. They are hoping for more participation from merchants, volunteers, sponsors, and citizens so that this year is a great success. The Opening Night parade attendance has greatly increased and requires careful plans for safety. The streets will be pedestrian-only on the block west of Division on Oklahoma to First Street, south on First to Harrison Ave, then east on Harrison to Division. Other downtown blocks are included in the Victorian Walk but parking and traffic are allowed there. Pittman asked if crossing guards could be at the Division crossings. Needed are more volunteers for the safety issues.

A commercial about Christmas in Guthrie is airing on Discover Oklahoma program for 13 weeks. Other marketing: Facebook and other social media, newspaper ads. Discussion with Davis about lighting: This is a yearly issue, plans for the future could include more lighting through a partnership with other groups. For now the emphasis is not on the Christmas lights, it is on the Victorian theme and the Christmas shopping opportunities at downtown stores.

Amount requested for FY20 from CVB: \$5,000

**Independence Day Celebration:** Calvin and Lisa Hoover of Fireworkz A'Poppin' presented their plans for the July 2020 show. It will be on the actual 4<sup>th</sup> of July, instead of after the date as in recent years, and they are planning a bigger and better show. They estimate attendance will be 25,000, based on the 20,000 that came in 2019. They also provide a kids area with inflatables. They market by distributing fliers, Facebook posts, travel channel, t-shirts, banners, and they did an interview with News 4 in 2019. The board discussed with the Hoovers more ideas that could be added to the day and events. The Hoovers invested \$13,796 of their own money for last year's event. The other revenue included \$6,200 in sponsorships and \$5,000 from City of Guthrie. The total cost was \$24,996.

Amount requested for FY20 from CVB: \$5,000

**'89er Days:** The '89er Days application was discussed by the board, Bob Dewart (the representative for '89er Days) was unable to attend the meeting. The anticipated number of attendees is 15,000, based on last year's number. They estimate that 300-500 hotel stays result from the week of activities. They advertise on the website, Facebook, TV morning talk shows, newspaper ads. The budget for the upcoming event April 14-18, 2020 is a total cost of \$25,970.

Amount requested for FY20 from CVB: \$3,000

**BCW Pro Wrestling:** The application for event support for BCW was discussed by the board, Tommy Wageman was unable to attend the meeting. The dates for BCW shows at the Logan County Fairgrounds are April 4 and November 28, 2020. Description of the event: "Professional wrestling, bringing some of the top talent in the world to Guthrie. Very family friendly." Anticipated attendance each show: 400. Projected budget total cost: \$6,900. This is a for-profit organization that advertises with posters and Facebook boost, and charges \$10 at the door.

Amount requested for FY20 from CVB: \$1,000 (\$500 per show)

Director Fortney asked for any questions regarding the applications. Question from Pittman regarding the OIBF profit of \$17,000. Swonger said that with \$140,000 in expenses, the \$17,000 left over was very little. Up-front expenses for set-up for the next year is high and requires a carry-over from the previous year.

Davis mentioned that the total of the applications is \$19,000, and the budget is \$20,000. That leaves \$1,000 in the budget for event support. It is the intention of this board to consider all applications at the present meeting. All events that received funding from CVB last year were notified that this was a one-time application due date for Fiscal Year 2020. The requests are to be considered together at this meeting and will be voted on at the November 4 meeting. The next time to apply for event support will be October 2020, when the Fiscal Year 2021 begins. Last year's events that did not re-apply this year are: Red Brick Nights, Oklahoma Born and Branded, and the Oklahoma Boer Goat Association.

**Staff comments:** Thanks from Director Fortney to the members of board for the extra time and commitment to attend this long and important meeting.

**Board Comments:** none

**Adjournment:** At 7:15pm Davis motioned for adjournment, all voted aye.





Application for Event Support

For consideration, submit completed application (including all appropriate documentation AND Organization's W-9) to Guthrie Tourism Department, 101 N. 2nd St., Guthrie, OK 73044. Applications are accepted quarterly, and MUST BE RECEIVED IN FULL by the first week of November, February, May, and August for review at that month's CVB meeting - the 3rd Monday of the month beginning at 5:30 p.m. at City Hall. The maximum amount that may be requested annually by one organization for event support is \$5,000. This amount does not include money for advertising or promotional packages purchased by the Guthrie Tourism Department.

Applicant Information

Amount Requested \$3,000 Federal ID 73-0670720

Project/Event Name 91st Annual '89er' Celebration Check Payable To American Legion LeBron Post #58

Event Website/ Social Media Websit: 89er Days.com Facebook:

Name of Organization American Legion LeBron Post #58 DBA: 91st Annual '89er' Celebration

Is Host Organization (circle one) For-Profit or Non-Profit Other:

Organization Website / Social Media 89erdays.com

Event Planner/Representative's Name(s) Robert Dewart, General Chairman '89er' Celebration Committee

Contact Address PO Box 1034

City Guthrie State OK Zip 73044-1034

Phone 405-642-2821 Email rdewart@coxinet.net

Event Information

Dates of Project/Event April 14, 2020 through April 18, 2020

Beginning and Ending Times (include daily times if event is over multiple days):

4/14/20 Chuckwagon Feed at Logan County Fairgrounds from 4:30 p.m to 8:30 p.m.
4/15/20 thru 4/16/20 - Carnival 4:00 p.m to 10:00 p.m.: 4/17/20 Carnival from 4:00 pm to 11:00pm
4/18/20 Carnival from 1:00 pm to 11:00 pm; 4/18/20 Parade from 12:00 pm to 2:00 pm

Brief Description of Project/Event 91st Annual '89er' Celebration Sponsored by the American Legion LeBron Post #58 to celebrate the historic Land Run of 04/22/1889.



What percentage of the total projected budget is being requested to be provided by Guthrie CVB? 12%

Please provide any additional comments clarifying how funds will be used (attach quotes for related expenses) and explain how your event will enhance Guthrie as a travel destination. This is an annual event for the past 90 years and in 2019 received the George Nigh Tourism Award from Green County.

Have you submitted or do you intend to submit an Exclusive Use request or Special Event (alcohol sales/concussion) Permit form? (funding may be approved subject to approval of the Exclusive Use request) Yes / No

Submission Date or Intended Submission Date, if applicable \_\_\_\_\_

Do you agree to use Guthrie's Tourism logo on all print and digital advertising, including website and social media? Yes / No

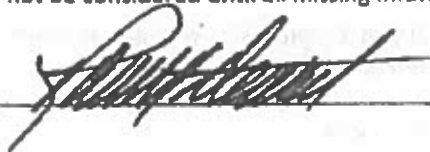
Do you agree to allow Guthrie CVB/Tourism Department to distribute brochures at your event/project? Yes / No

Do you agree to provide a post-event report within 90 days following the event/project? 50% of the funding will be withheld until the receipt of a complete post-event report. Exceptions may be made through approval of the City Manager on a case by case basis: Yes / No

**Post Event Report must include:**

- Proof of display of Guthrie logo on event's print, website, and social media coverage, including copies of each print promotion and screenshots of website and social media coverage
- Copies of receipts for services or goods for which funding was approved
- Estimated attendance
- Estimate of number of local hotel rooms used (within Guthrie City limits) & number of overnight stays
- Final Budget (income and expenses)

By signing, I agree that I have read all of the above and provided accurate information to the best of my ability. I understand that 50% of the sponsorship will be awarded upon approval of this application and 50% will be awarded upon receipt of the post-event report and proof of fulfillment of the terms of this agreement, including use of logo and distribution of brochures, unless exception has been allowed through the City Manager's Office. I also understand that incomplete forms may not be considered until all missing information is received.

Signature of Applicant  Date 10/01/2019

Printed Name Robert A. Dewart Title General Chairman '89er' Celebration Committee



### 89er Celebration 2019 – Income and Expense

	INCOME	EXPENSE	PROFIT OR (LOSS)
Advertising	---	1,981.00	(1,981.00)
Vendors	13,724.36	2,260.78	11,463.58
89er Queens	---	1,138.74	(1,138.74)
89er Committee	---	200.00	( 200.00)
Parade	1,670.00	13,540.82	(11,870.82)
Buttons	1,866.00	424.64	1,441.36
Auction	1,890.00	150.00	1,740.00
Chuckwagon Feed	5,170.00	4,900.48	. 269.52
Donations	5,050.00	-	5,050.00
	<hr/>	<hr/>	<hr/>
	29,370.36	24,596.46	4,773.90

# Advertising

Income	Expense
Eulbrin Leader	42500
Copy Shop	12000
Copy Shop	43600
Byron Berlin	100000
	(198100)

# Vendors

	Income	Expense	PROFIT (LOSS)
Fees	7020.00 12000 23000 3500		
	13100 13200 6000 (7750)		
refunds			
Gorch-Smith		877.50	
Electric		46500 72892	
OTC tax collected from vendors cash	189.36	(189.36)	wrote check to OTC
	18,724.36	226,078	11,46358







2019

Parade 2019

	Income	Expense	PROFIT (LOSS)
Advanced Perible Rentals		3,190.00	
Am. Legion	159,520		
Parade Entry Fees	75.00		
Sally Rental		500.00	
Longhorns		4,000.00	
Fleet Exp.		96.00	
		764.12	
		219.90	
		194.12	
Miss Ok Organization		45.00	
Miss Oklahoma		348.00	
Special Event Fee to State		500.00	
Parade Awards Insurance		4,000.00	
		1,213.70	
	1,670.00	13,570.52	(11,900.52)





2019

# Chuckwagon Feed - 2019

	Income	Expense	PROFIT (LOSS)
Ticket Sales	5170.00		
Fairgrounds Rental Sign		5000 5000	
FFA Clean-up		25000	
Klein's Catering		385787	
Tickets Printed 1-copy Copy Shop		242.61	
	<u>5170.00</u>	<u>490018</u>	<u>20951</u>



### Application for Event Support

For consideration, submit completed application (including all appropriate documentation AND Organization's W-9) to:  
Guthrie Tourism Department, 101 N. 2<sup>nd</sup> St., Guthrie, OK 73044  
Applications are accepted quarterly, and **MUST BE RECEIVED IN FULL** by the first week of November, February, May, and August for review at that month's CVB meeting - the 3<sup>rd</sup> Monday of the month beginning at 5:30 p.m. at City Hall.  
The maximum amount that may be requested annually by one organization for event support is \$5,000. This amount does not include money for advertising or promotional packages purchased by the Guthrie Tourism Department.

#### Applicant Information

Amount Requested 1000 per year 500 per show Federal ID 464-736660

Project/Event Name BCW Pro Wrestling Check Payable To Tommy Wagman

Event Website/ Social Media BCW Pro Wrestling (Facebook)

Name of Organization BCW Pro Wrestling

Is Host Organization (circle one) For-Profit or Non-Profit Other: \_\_\_\_\_

Organization Website / Social Media \_\_\_\_\_

Event Planner/Representative's Name(s) Tommy Wagman

Contact Address 708 N Broad

City Guthrie State OK Zip 73044

Phone 405 630 9174 Email TerryPantera@yahoo.com

#### Event Information

Dates of Project/Event April 4th Nov 28th

Beginning and Ending Times (include daily times if event is over multiple days):  
Gates open 6pm starts 700

Brief Description of Project/Event Professional Wrestling

Bringing some of the top talent in the world to Guthrie. Very Family Friendly

Handwritten title or header text, possibly a date or page number.

First paragraph of handwritten text, starting with a capital letter and containing several lines of cursive script.

Second paragraph of handwritten text, continuing the narrative or list of items.

Third paragraph of handwritten text, showing further development of the content.

Fourth paragraph of handwritten text, possibly concluding a section or entry.

Fifth paragraph of handwritten text, the final visible section on the page.





What percentage of the total projected budget is being requested to be provided by Guthrie CVB? less than 10%

Please provide any additional comments clarifying how funds will be used (attach quotes for related expenses) and explain how your event will enhance Guthrie as a travel destination We put up a 3x6 Foot banner at every show we also have people travel as far as Missouri to attend

Have you submitted or do you intend to submit an Exclusive Use request or Special Event (alcohol sales/consumption) Permit form? (funding may be approved subject to approval of the Exclusive Use request) Yes  No

Submission Date or Intended Submission Date, if applicable \_\_\_\_\_

Do you agree to use Guthrie's Tourism logo on all print and digital advertising, including website and social media? Yes / No

Do you agree to allow Guthrie CVB/Tourism Department to distribute brochures at your event/project? Yes / No

Do you agree to provide a post-event report within 90 days following the event/project? 50% of the funding will be withheld until the receipt of a complete post-event report. Exceptions may be made through approval of the City Manager on a case by case basis: Yes / No

**Post Event Report must include:**

- Proof of display of Guthrie logo on event's print, website, and social media coverage, including copies of each print promotion and screenshots of website and social media coverage
- Copies of receipts for services or goods for which funding was approved
- Estimated attendance
- Estimate of number of local hotel rooms used (within Guthrie City limits) & number of overnight stays
- Final Budget (income and expenses)

By signing, I agree that I have read all of the above and provided accurate information to the best of my ability. I understand that 50% of the sponsorship will be awarded upon approval of this application and 50% will be awarded upon receipt of the post-event report and proof of fulfillment of the terms of this agreement, including use of logo and distribution of brochures, unless exception has been allowed through the City Manager's Office. I also understand that incomplete forms may not be considered until all missing information is received.

Signature of Applicant [Signature] Date 10-10-19

Printed Name \_\_\_\_\_ Title \_\_\_\_\_





Post-Event/Project Report

Event/Project Name: BCW Wrestling

Event/Project Dates: Oct 4 2019

Budget: (Attach additional pages if necessary)

REVENUES (examples: private sponsorships, corporate sponsorships, fundraising events, etc.)	INCOME
Door	2000 <sup>00</sup>
LOW CESSIONS	800 <sup>00</sup>
SPONSORS	1200 <sup>00</sup>
CVB	500 <sup>00</sup>
	4000 <sup>00</sup> 4500 <sup>00</sup>
ITEM/CATEGORY (examples: TV Advertising, Rentals, Services, etc.)	EXPENSES
Athletic Commission	500 <sup>00</sup>
Shirts	200 <sup>00</sup>
Advertising	700 <sup>00</sup>
Travel For Wrestlers	1000 <sup>00</sup>
lodging	700 <sup>00</sup>
Building Rental	500 <sup>00</sup>
Building supplies	500 <sup>00</sup>
Replacing Flood Items	1500 <sup>00</sup>
	TOTAL COST 5400 <sup>00</sup>

What percentage of the total final budget was provided by Guthrie CVB? 9.26

Number of Attendees 300 Number of Local Overnight Stays 10+

Supplemental Materials:

- Proof of display of Guthrie logo on event's print, website, and social media coverage, including copies of each print promotion and screenshots of website and social media coverage
- Copies of receipts for services or goods for which funding was approved

Date Submitted: 10/10/19





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Applicant Information

Amount Requested \$5,000.00 Federal ID 46-3958827

Project/Event Name GUTHRIE'S TERRITORIAL CHRISTMAS CELEBRATIONS Check Payable To GUTHRIE TERRITORIAL CHRISTMAS FOUNDATION

Event Website/ Social Media guthriesterritorialchristmas.com facebook.com/guthriesterritorialchristmas instagram @guthriesterritorialchristmas

Name of Organization GUTHRIE TERRITORIAL CHRISTMAS FOUNDATION

Is Host Organization (circle one) For-Profit or Non-Profit Other:

Organization Website / Social Media

Event Planner/Representative's Name(s) KAILYN SWONGER

Contact Address 124 W OKLAHOMA AVE. (THE BOARDING HOUSE)

City GUTHRIE State OK Zip 73044

Phone 405-590-9675 (KAILYN'S CELL; NOT FOR PUBLIC USE) Email info.gtcf@gmail.com

Event Information

Dates of Project/Event November 30, December 7, December 14, 2019

Beginning and Ending Times (include daily times if event is over multiple days):

11/30/19 - Opening Night 4:00pm-9:00pm; 12/7/19 - Homes Tour 10:00am-3:00pm

12/7/19 - Victorian Walk 5:00pm-9:00pm; 12/14/19 - Victorian Walk 5:00pm-9:00pm

Brief Description of Project/Event Opening Night: Lighted christmas parade, territorial governor inauguration, student choirs, lighting of the tree, live DJ, christmas tree walk, food trucks, photos with Santa. Homes Tour: \$15 per ticket for a self-guided tour through 6-7 of Guthrie's distinguished homes and buildings. Victorian Walks: Live christmas windows, music, school choirs, school bands, carriage rides, dutch oven food, promotes downtown merchants and shopping.



Budget  
2019 Total: \$24k  
Grant: 20%

What percentage of the total projected budget is being requested to be provided by Guthrie CVB? Grant: 20%

Please provide any additional comments clarifying how funds will be used (attach quotes for related expenses) and explain how your event will enhance Guthrie as a travel destination 100% of this grant will go to offset the cost of our 2019 Discover Oklahoma ad. See attached invoice.

Have you submitted or do you intend to submit an Exclusive Use request or Special Event (alcohol sales/consumption) Permit form? (funding may be approved subject to approval of the Exclusive Use request) Yes / No

Submission Date or Intended Submission Date, if applicable \_\_\_\_\_

Do you agree to use Guthrie's Tourism logo on all print and digital advertising, including website and social media? Yes / No

Do you agree to allow Guthrie CVB/Tourism Department to distribute brochures at your event/project? Yes / No

Do you agree to provide a post-event report within 90 days following the event/project? 50% of the funding will be withheld until the receipt of a complete post-event report. Exceptions may be made through approval of the City Manager on a case by case basis: Yes / No

**Post Event Report must include:**

- Proof of display of Guthrie logo on event's print, website, and social media coverage, including copies of each print promotion and screenshots of website and social media coverage
- Copies of receipts for services or goods for which funding was approved
- Estimated attendance
- Estimate of number of local hotel rooms used (within Guthrie City limits) & number of overnight stays
- Final Budget (income and expenses)

By signing, I agree that I have read all of the above and provided accurate information to the best of my ability. I understand that 50% of the sponsorship will be awarded upon approval of this application and 50% will be awarded upon receipt of the post-event report and proof of fulfillment of the terms of this agreement, including use of logo and distribution of brochures, unless exception has been allowed through the City Manager's Office. I also understand that incomplete forms may not be considered until all missing information is received.

Signature of Applicant [Signature] Date 10-2-19

Printed Name M. Kailyn Swonger Title President BTCE

FOURTH QUARTER 2019 PROJECTIONS: September 27, 2019-January 1, 2020

CATEGORY	DESCRIPTION	PROJECTED INCOME	PROJECTED EXPENSE	STARTING BALANCE 9/27/19: \$15,170.73	ACTUAL	BALANCE
ADVERTISING	CVB GRANT	\$5,000.00				\$20,170.73
ADVERTISING	DISCOVER OK COMMERCIAL		\$5,200.00			\$14,970.73
ADVERTISING	HOMES TOUR PRINT COSTS		\$300.00			\$14,670.73
ADVERTISING	PRINT ADS		\$2,000.00			\$12,670.73
DÉCOR	TREE LIGHTS		\$1,500.00			\$11,170.73
DÉCOR	BENCHES		\$1,515.00			\$9,655.73
DÉCOR	POINSETTIAS FOR TOUR HOMES		\$350.00			\$9,305.73
FUNDRAISING	PARADE REGISTRATIONS (EST'D 40 ENTRIES)	\$600.00				\$9,905.73
FUNDRAISING	HOMES TOUR (EST'D 500 TICKETS)	\$7,500.00				\$17,405.73
FUNDRAISING	GOVERNOR'S RACE (BASED ON 2018)	\$1,500.00				\$18,905.73
FUNDRAISING	12 DAYS OF CHRISTMAS	\$1,050.00				\$19,955.73
FUNDRAISING	6 FOOD TRUCKS @ \$75 EACH (1 TRUCK @ 3 EVENTS)	\$600.00			\$1,050.00	\$19,955.73
INFRASTRUCTURE	OPENING NIGHT STAGE		\$500.00			\$20,055.73
INFRASTRUCTURE	OPENING NIGHT SOUND		\$500.00			\$19,555.73
INFRASTRUCTURE	ATTORNEY AND FILING FEES		\$4,000.00			\$15,555.73
INFRASTRUCTURE	EMERGENCY FUND/SAVINGS FOR 2020		\$5,000.00			\$10,555.73
INFRASTRUCTURE	INSURANCE FOR ALL EVENTS		\$1,125.00			\$9,430.73
INFRASTRUCTURE	ASCAP LICENSE		\$125.00			\$9,305.73
TALENT	FIDDLER WAYNE CANTRELL		\$150.00			\$9,155.73
TALENT	CARRIAGE FOR PARADE		\$500.00			\$8,655.73
TALENT	JOEL MOSMAN DJ FOR OPENING NIGHT		\$150.00			\$8,505.73
TALENT	TROLLEY FOR HOMES TOUR		\$171.00			\$8,334.73
UTILITIES	ELECTRIC FOR FOOD TRUCKS		\$300.00			\$8,034.73
UTILITIES	PORTA POTTIES		\$500.00			\$7,534.73
UTILITIES	CHRISTMAS TREE WALK ELECTRIC AND HEAT		\$100.00			\$7,434.73
						<u>\$7,434.73</u>



## Oklahoma Tourism & Recreation Department

### FY 2020 Media Investment

**Account Name:** Guthrie's Territorial Christmas Foundation  
**Agency/Contact Name:** Kailyn, President  
**Phone:** 405-466-7720  
**Address:** P.O. Box 1523 , Guthrie, OK 73044  
**Email:** [info.gtcf@gmail.com](mailto:info.gtcf@gmail.com)  
**Billing Address:** P.O. Box 1523 , Guthrie, OK 73044  
**Design Contact:** [info.gtcf@gmail.com](mailto:info.gtcf@gmail.com)

Media Channel	Description	Rate	Discount	Total
Discover Oklahoma	DOK Fall Special: 9/21/19-12/14/19	\$6,890.00	Fall Special	\$5,200.00
	13 :30 second statewide spots			
	SUBTOTAL			\$5,200.00
	BULK DISCOUNT 50K+ = 7.5%			
				\$5,200.00

**TERMS -** Invoices are issued each month for prior month's performance. All rates are net. Payment is due within 30 days of date of invoice. In the event Discover Oklahoma airs at a time other than Saturday at 6:30pm due to a station pre-emption or other broadcasting factor out of OTRD control on KFOR, KTUL or KSWO, the following credit will be applied and reflected on that month's invoice: KFOR/OKC \$125; KTUL/Tulsa \$30; KSWO/Lawton \$28. All commercial creative to be uploaded to Discover Oklahoma via FTP, Dropbox or Hightail a minimum of 8 days prior to show date. Invoices left unpaid for 60 days or more shall give OTRD the right to cancel or suspend agreement obligations until paid.

*M. Kailyn Swonger*

Client Signature

7/19/2019

Date

June 17, 2019

OTRD Representative Signature

Date





**Post-Event/Project Report**

Event/Project Name: Guthrie Territorial Christmas Events

Event/Project Dates: Nov 24, 2018 & Dec 8<sup>th</sup> & 15<sup>th</sup> 2018

Budget: (Attach additional pages if necessary)

REVENUES (examples: private sponsorships, corporate sponsorships, fundraising events, etc.)	INCOME
Food trucks	375.00
Donations / Fundraiser Dinner	3246.47
Homes Tour	9090.00
	<u>12,711.47</u>
ITEM/CATEGORY (examples: TV Advertising, Rentals, Services, etc.)	EXPENSES
Tree lighting Costs	4817.58
Insurance	1622.78
Print Ad Costs	2846.37
Port-a-pottys	403.20
Homes Tours	863.60
Commercial	3500.00
Misc	151.41
Office Expenses	256.00
	<b>TOTAL COST</b> 14,460.94

What percentage of the total final budget was provided by Guthrie CVB? 5000.00 = 3.45%

Number of Attendees ≈ 20,000 Number of Local Overnight Stays unknown

**Supplemental Materials:**

- Proof of display of Guthrie logo on event's print, website, and social media coverage, including copies of each print promotion and screenshots of website and social media coverage
- Copies of receipts for services or goods for which funding was approved

Date Submitted: 3/29/19



Application for Event Support

For consideration, submit completed application (including all appropriate documentation AND Organization's W-9) to: Guthrie Tourism Department, 101 N. 2nd St., Guthrie, OK 73044
Applications are accepted quarterly, and MUST BE RECEIVED IN FULL by the first week of November, February, May, and August for review at that month's CVB meeting - the 3rd Monday of the month beginning at 5:30 p.m. at City Hall. The maximum amount that may be requested annually by one organization for event support is \$5,000. This amount does not include money for advertising or promotional packages purchased by the Guthrie Tourism Department.

Applicant Information

Amount Requested 5000.00 Federal ID 82-0714431
Project/Event Name Independence Day Celebration Check Payable To Fireworks A' Poppin' LLC
Event Website/ Social Media Facebook
Name of Organization Fireworks A' Poppin' LLC
Is Host Organization (circle one) For-Profit or Non-Profit Other: No Profit for Show
Organization Website / Social Media Facebook
Event Planner/Representative's Name(s) Calvin Hoover / Lisa Hoover / LaTasha Robinson
Contact Address 1516 W. College
City Guthrie State OK Zip 73044
Phone 405-641-1223 Email fireworksapoppin@gmail.com

Event Information

Dates of Project/Event July 4, 2020
Beginning and Ending Times (Include daily times if event is over multiple days):
4:00 pm (would like to get some events going earlier in the day, if possible.)
11:00 pm

Brief Description of Project/Event fireworks show / inflatables



What percentage of the total projected budget is being requested to be provided by Guthrie CVB? 17 1/2 %

Please provide any additional comments clarifying how funds will be used (attach quotes for related expenses) and explain how your event will enhance Guthrie as a travel destination Event Insurance Policy;  
Advertising & shirts, banners, fliers; Inflatables, Fireworks

Have you submitted or do you intend to submit an Exclusive Use request or Special Event (alcohol sales/consumption) Permit form? (funding may be approved subject to approval of the Exclusive Use request) Yes /  No

Submission Date or Intended Submission Date, if applicable \_\_\_\_\_

Do you agree to use Guthrie's Tourism logo on all print and digital advertising, including website and social media?  Yes / No

Do you agree to allow Guthrie CVB/Tourism Department to distribute brochures at your event/project?  Yes / No

Do you agree to provide a post-event report within 90 days following the event/project? 50% of the funding will be withheld until the receipt of a complete post-event report. Exceptions may be made through approval of the City Manager on a case by case basis:  Yes / No

**Post Event Report must include:**

- Proof of display of Guthrie logo on event's print, website, and social media coverage, including copies of each print promotion and screenshots of website and social media coverage
- Copies of receipts for services or goods for which funding was approved
- Estimated attendance
- Estimate of number of local hotel rooms used (within Guthrie City limits) & number of overnight stays
- Final Budget (income and expenses)

By signing, I agree that I have read all of the above and provided accurate information to the best of my ability. I understand that 50% of the sponsorship will be awarded upon approval of this application and 50% will be awarded upon receipt of the post-event report and proof of fulfillment of the terms of this agreement, including use of logo and distribution of brochures, unless exception has been allowed through the City Manager's Office. I also understand that incomplete forms may not be considered until all missing information is received.

Signature of Applicant  Date 9/19/17

Printed Name Calvin Hoover Title Member



Post-Event/Project Report

Event/Project Name: Independence Day Celebration

Event/Project Dates: July 6, 2019

Budget: (Attach additional pages if necessary)

REVENUES (examples: private sponsorships, corporate sponsorships, fundraising events, etc.)	INCOME
City of Guthrie	5,000.00
Private Sponsorships	6,200.00
Fireworks, A. Poppin LLC	13,296.90
ITEM/CATEGORY (examples: TV Advertising, Rentals, Services, etc.)	EXPENSES
Deport Insurance Event Policy	1,871.96
Waterslide Rental	575.00
Prime Co Porta Pot Rental	140.00
Shirts	1,230.94
Banners	154.00
Fireworks	2,1025.00
TOTAL COST	24,996.90

What percentage of the total final budget was provided by Guthrie CVB? 20%

Number of Attendees 20,000 - 25,000 Number of Local Overnight Stays ?

Supplemental Materials:

- Proof of display of Guthrie logo on event's print, website, and social media coverage, including copies of each print promotion and screenshots of website and social media coverage
- Copies of receipts for services or goods for which funding was approved

Date Submitted: \_\_\_\_\_



Application for Event Support

For consideration, submit completed application (including all appropriate documentation AND Organization's W-9) to: Guthrie Tourism Department, 101 N. 2nd St., Guthrie, OK 73044
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Applicant Information

Amount Requested 2500.00 Federal ID 81-2933344

Project/Event Name Military Veterans Rodeo Promotion Check Payable To Military Veterans Rodeo Promotion

Event Website/ Social Media

Name of Organization Military Veterans Rodeo Promotion

Is Host Organization (circle one) For-Profit or Non-Profit Other: Profit to help local veterans

Organization Website / Social Media Guthrie Fairgrounds Assoc FB

Event Planner/Representative's Name(s) Jersey Casey ISG (Retired)

Contact Address Po Box 1241

City Guthrie State OK Zip 73044

Phone 9403680501 Email MVRPLLC@gmail.com

Event Information

Dates of Project/Event Feb. 2020 - Oct 2020

Beginning and Ending Times (include daily times if event is over multiple days):

MVRP RODEO - BULLRIDING MUSTACHE BASH BULLRIDING
SPRING BARELL RACE

Brief Description of Project/Event RODEO, AGRICULTURE, EVENT CENTER



What percentage of the total projected budget is being requested to be provided by Guthrie CVB? 10%

Please provide any additional comments clarifying how funds will be used (attach quotes for related expenses) and explain how your event will enhance Guthrie as a travel destination \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you submitted or do you intend to submit an Exclusive Use request or Special Event (alcohol sales/consumption) Permit form? (funding may be approved subject to approval of the Exclusive Use request) Yes / No  
Submission Date or Intended Submission Date, if applicable \_\_\_\_\_

Do you agree to use Guthrie's Tourism logo on all print and digital advertising, including website and social media? Yes / No

Do you agree to allow Guthrie CVB/Tourism Department to distribute brochures at your event/project? Yes / No

Do you agree to provide a post-event report within 90 days following the event/project? 50% of the funding will be withheld until the receipt of a complete post-event report. Exceptions may be made through approval of the City Manager on a case by case basis: Yes / No

**Post Event Report must include:**

- Proof of display of Guthrie logo on event's print, website, and social media coverage, including copies of each print promotion and screenshots of website and social media coverage
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- Estimated attendance
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- Final Budget (income and expenses)

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Signature of Applicant  Date 1 Sep 2019

Printed Name JERRY CASEY Title President MVRP





City of Guthrie Convention & Visitor Board/  
City of Guthrie Tourism Department

Tourism Project/Event Evaluation  
Score Sheet

Event/Project Name MURP

Event/Project Date(s) \_\_\_\_\_

Event Planner/Representative's Name(s) JERRY CASEY

Contact Information 9403680501

Award Metrics:	Points Possible	Points Awarded
1. Does this project/event result in bringing "out of city" residents into Guthrie?	15	
2. Does this project/event have a timeline that would typically result in an individual consuming one or more meals while attending the event?	15	
3. Is this project/event likely to generate overnight stays in Guthrie?	20	
4. Is this project a "new" activity, or an existing activity? <i>WILL HAVE 2 NEW EVENTS - ARCHERY</i>	New = 5 Exist. = 2	
5. What percentage of the total project budget is being requested to be provided by Guthrie CVB/Tourism Department?	<30% = 10 >30% = 5	
6. If this project/event is recurring, has the project/event requested financial assistance in the past? For 0-3 years? 4-7 years? 8+ years?	0-3 = 10 4-7 = 5 8+ = 0	
7. Is the project/event produced by a non-profit/not-for-profit? For profit?	Non = 5 For = 2	
8. Has the applicant agreed to meet the marketing/advertising requirements for sponsorship (logo use, brochure distribution, etc.)? Are extra benefits offered?	Extra = 10 Yes = 5 No = -100	
9. Will the event require significant use of City staff and/or City resources that are not reimbursed?	Yes = 0 No = 5	
10. Was the event form turned in with all supplemental materials by the deadline?	Yes = 5 No = 0	
<b>Total Score (Out of 100)</b>		

## MVRP Budget 2020

To:	For:	Amount:	From:	Amount:	
Advertising - Newspaper/Fly	Sooner Publishing	\$ 500.00	Platinum	\$ 9,000.00	
Advertising Print	Barney/John/Smithhead	\$ 1,500.00	Gold 750	\$ -	
1 Age Goods	one top	\$ 500.00	Silver 300	\$ 5,000.00	
Facility	Guthrie Arena	\$ 750.00	Bronze 65 bleachers \$100	\$ 6,500.00	
1 Announcer 1		\$ 750.00	Vendor @ 100	\$ 500.00	
2 Announcer 2		\$ 750.00	Band	\$ 2,500.00	
1 Rodeo Secretary		\$ 500.00	Bulldogging/Barrelracing	\$ 3,600.00	
1 Timer		\$ 500.00		\$ -	
		\$ -	Sponsor	\$ -	
1 Fighting Bulls	Remer	\$ 1,250.00	Sponsor	\$ -	
2 Barrelman	Jerry Casey	\$ 750.00	Sponsor	\$ -	
1 Bullfighter		\$ 500.00	Sponsor	\$ 27,100.00	
1 Bullfighter		\$ 500.00			
2 Bullfighter		\$ 500.00	Attendance		
		\$ -		500	\$ 2,500.00
1 barrelrace added		\$ 500.00	Adult Ticket Sales		
2 electricity		\$ 2,400.00		\$5.00	
3 water		\$ 1,500.00			
4 City		\$ 1,000.00		1500	\$ 7,500.00
5 Maintenance		\$ 4,000.00	Kids Ticket Sales 5-12		
6 Ticket sales		\$ 650.00		\$5.00	
Door Help		\$ 400.00	Total Event Income		\$ 37,100.00
Entertainment 1		\$ -			
Entertainment 2		\$ -	Total Event Cost		\$ 35,800.00
Sound, Lighting, Misc		\$ 400.00			
Stock Contractor - All Stock	Jason Addudell	\$ 6,000.00	Event Profit/Loss		\$ 1,300.00
EMS	Paul Lay	\$ 1,000.00			
Event Insurance	Insurance	\$ 1,500.00			
Added Money		\$ 4,000.00			
Sheep Riders 20@10 each		\$ 400.00			
Saddle, Breast collars	queens and princess	\$ 1,500.00			
Oklahoma Wounded Warrior	Dusty King	\$ 500.00	Vendor	Category	100
		\$ -			
		\$ -			
		\$ -	Band	Food	0
		\$ -	tony Bull	Merchandise	0
		\$ -	clothing	Merchandise	75
		\$ -	western décor	Merchandise	75
				Merchandise	
				Merchandise	
Plumbin		\$ 500.00			
electric gooch		\$ 300.00			150
		\$ 35,800.00			
last updated 2090902					
1			Hotel		
2			LAQUINA	2 beds	1
3			SLP INN	2 beds	2
4				2 beds	3
5				2 beds	4
6					
7					
8					



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Applicant Information

Amount Requested \$ 2,500 Federal ID 73-1999935

Project/Event Name OKLAHOMA'S INTERNATIONAL BLUEGRASS FESTIVAL Check Payable To Oklahoma's International Bluegrass Festival

Event Website/ Social Media WWW.OIBF.COM / Facebook: Oklahoma International Bluegrass Festival

Name of Organization Oklahoma's International Bluegrass Festival

Is Host Organization (circle one) For-Profit or Non-Profit Other:

Organization Website / Social Media WWW.OIBF.COM / Oklahoma International Bluegrass Festival

Event Planner/Representative's Name(s) Tom D. Webb - Festival Event Coordinator

Contact Address P.O. Box 1585

City Guthrie State OK Zip 73044

Phone 405-282-4446 Email tom.d.webb.oibf@gmail.com

Event Information

Dates of Project/Event Campgrounds: Saturday 9/26/20 - Sunday 10/4/20

Beginning and Ending Times (include daily times if event is over multiple days): Festival: Thursday: Oct. 1-3, 2020

Thursday 10/1/20 11:00 AM - 11:00 PM, Friday 10/2/20 10:00 AM - 11:00 PM

Saturday 10/3/20 10:00 AM - 11:00 P.M.

Brief Description of Project/Event O.I.B.F. features Bluegrass, traditional, Western Swing and Folk music performed on 3 stages by regional, national, and international artists. The event showcases and features youth scholarship winners, and youth instrument band contests.



What percentage of the total projected budget is being requested to be provided by Guthrie CVB? < 1.5%

Please provide any additional comments clarifying how funds will be used (attach quotes for related expenses) and explain how your event will enhance Guthrie as a travel destination Our advertising and promotion

strategies emphasize Guthrie as a uniquely outstanding venue setting for our event. Attendees are encouraged to patronize Guthrie's businesses and sites while attending the festival: Restaurants, Antiques, shops, etc.

Have you submitted or do you intend to submit an Exclusive Use request or Special Event (alcohol sales/consumption) Permit form? (funding may be approved subject to approval of the Exclusive Use request) Yes /  No

Submission Date or Intended Submission Date, if applicable \_\_\_\_\_

Do you agree to use Guthrie's Tourism logo on all print and digital advertising, including website and social media?  Yes / No

Do you agree to allow Guthrie CVB/Tourism Department to distribute brochures at your event/project?  Yes / No

Do you agree to provide a post-event report within 90 days following the event/project? 50% of the funding will be withheld until the receipt of a complete post-event report. Exceptions may be made through approval of the City Manager on a case by case basis:  Yes / No

**Post Event Report must include:**

- Proof of display of Guthrie logo on event's print, website, and social media coverage, including copies of each print promotion and screenshots of website and social media coverage
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- Estimated attendance
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- Final Budget (Income and expenses)

By signing, I agree that I have read all of the above and provided accurate information to the best of my ability. I understand that 50% of the sponsorship will be awarded upon approval of this application and 50% will be awarded upon receipt of the post-event report and proof of fulfillment of the terms of this agreement, including use of logo and distribution of brochures, unless exception has been allowed through the City Manager's Office. I also understand that incomplete forms may not be considered until all missing information is received.

Signature of Applicant Tom D. Webb Date September 4, 2019

Printed Name Tom D. Webb Title Festival Event Coordinator

**OKLAHOMA'S INTERNATIONAL BLUEGRASS FESTIVAL  
PRO FORMA INCOME STATEMENT  
2019 GRANT OIBF ACTUAL**

Oct 2018 festival	<u>Total</u>	<u>Accrual</u>	<u>Schol/Endow</u>	<u>Festival</u>
<b>Revenues:</b>				
Ticket Sales	66,523	(4,525)		61,998
Ticket Sales - Special Event	4,000		4,000	-
Ticket Fees - Scholarship	2,317			2,317
Ticket Fees - Endowment	2,317			2,317
OAC Grant	11,500	(11,500)		-
Camping Fees	28,092			28,092
Corporate sponsors	10,017			10,017
Contributions - Scholarship				-
Merchandise Sales	12,420			12,420
Auction proceeds	10,385	4,525	14,910	-
Raffle Proceeds				-
Vendor Fees	2,700			2,700
Concession Income	1,853			1,853
Golf Tourney				-
Miscellaneous Income	3,635			3,635
Interest Income	214			214
<b>Total Revenues:</b>	<u>155,973</u>	<u>(11,500)</u>	<u>18,910</u>	<u>125,563</u>
<b>Expenses:</b>				
Performers	32,450			32,450
Sound & Stage		9,000		9,000
Waste management	5,240			5,240
Special Event Expenses	5,336		5,336	-
Supplies	2,856	400		3,256
Security	3,500			3,500
Contract Labor	11,800	2,000		13,800
Advertising	9,526			9,526
Marketing	5,306			5,306
Merchandise	9,257			9,257
Cost of Sales - Other	1,000			1,000
Tent rental	11,515			11,515
Facility Rent	3,920			3,920
Repairs & Maintenance	-			-
Hospitality	841	150		991
Travel & Lodging	6,680			6,680
Printing	4,633			4,633
Postage	142			142
Sales Tax	7,000			7,000

<b>Volunteers</b>				-
<b>Utilities</b>	2,000			2,000
<b>Scholarship expense</b>	7,775		7,775	-
<b>Miscellaneous</b>	8,015	425		8,440
<b>Total Expenses</b>	138,792	11,975	13,111	137,656
<b>Net Income (loss)</b>	\$ 17,181	\$ (23,475)	\$ 5,799	\$ (12,093)

