

----- Forwarded message -----

From: **Brock Butterfield** <[brock@thebusfair.com](mailto:brock@thebusfair.com)>

Date: Tue, Feb 6, 2024 at 9:17 PM

Subject: Re: The Bus Fair 2024 RTMP/TRT Applications

To: Oakridge City Administrator <[cityadministrator@ci.oakridge.or.us](mailto:cityadministrator@ci.oakridge.or.us)>

Hi James, City Council, and the RTMP/TRT Committee;

I realized there were a few more expenses that I forgot to include in the cost of having the The Bus Fair at Greenwaters Park, which I think are important and helpful to note for consideration in our \$15,000 funding request to the RTMP/TRT Committee and City Council. Based on last year's expenditures (see the links below to the 2023 Bus Fair Attendee Data Report and 2023 Bus Fair Economic Impact Reports for full details), the total estimated cost of putting on the event in 2024 is over **\$55,000**.

About a month ago, I received a call from the City of Cottage Grove, as they had heard about The Bus Fair and they wanted to let me know that they don't charge *any* park rental fees for events like ours and they would also eliminate a lot of the other costs associated with holding our event at Greenwaters Park. In total, moving the event to Cottage Grove would **save over \$20,000** in operating costs compared to holding the event in Oakridge as detailed below:

Rental of the Old Mill, Greenwaters Park, and OIP lots for parking: **\$7,700**

Additional insurance for two more locations (Old Mill Park and OIP parking): **\$1,600**

Rental of trash cans/dumpster, hand washing station, and portable toilets: **\$3,365**

Rental fees for a 40 x 40 event tent, chairs, and sound system: **\$4,735**

Cost for 3 days of shuttle service to transport attendees from the OIP to Greenwaters Park: **\$5,000**

**Total Savings: \$20,785**

Since the costs of running this event are so high, this offer from Cottage Grove piqued my interest and led me to evaluate the costs for running the event at Greenwaters Park vs. Cottage Grove. This is also why we are requesting such a large amount of TRT/RTMP funds (\$15,000) to offset the extra expenses required to hold the event in Oakridge/Greenwaters Park. I realize that \$15,000 is a lot of money, but it is still *much less than the \$20,785 we would save* if we moved the event to Cottage Grove. Below are a couple of ideas/options of how Council could structure the funding for this award:

1. Council approves the full **\$15,000** requested in RTMP/TRT funds (in any combination Council deems best) and then The Bus Fair pays the full \$7,700 in park rental fees to the city. This option would put \$7,700 back into the Parks fund.
2. Council approves **\$7,300** in RTMP/TRT funds (in any combination Council deems best) and also **waives the \$7,700 in park rental fees**. This option would be less of a burden to the RTMP and TRT funds, but would still total \$15,000 in support of the event.
3. Some other combination of the 2 ideas above, which would result in \$15,000 in support of the event to offset the \$20,785 we could save by moving the event to Cottage Grove (or elsewhere).

Another thing to keep in mind is that The Bus Fair brings in over 1,000 attendees. We are learning that the biggest demand from attendees are for the educational seminars, which are focused on people who have not yet converted a school bus or are in the middle of their project and want to learn more. To serve this demand, this year we are expanding our educational seminars from 100 to 250 seats. And because this is a multi-day event, these attendees would need to find lodging, and therefore would be supporting the local hotels and economy and putting money *back* into the same RTMP & TRT funds being used to support the event. From attending other similar festivals such as Northwest Nomads held in Fort Rock, OR and Skooliepalooza held on BLM land in Arizona, we've also realized that the location of these events isn't too important, as people are willing to travel to them. Our attendee data backs this up, with attendees traveling from 26 different states and Canada.

All that being said, my wife Heidi and I are Oakridge residents and local small business owners. **We want to keep The Bus Fair in Oakridge** and continue to have a positive economic impact on our community. By no means do we want this request to feel like a "threat" to move the event if we can't get some financial support from the city. It's just hard to ignore the \$20,000+ in savings Cottage Grove is offering, and I wanted to explain my rationale for requesting \$15,000 in financial support. The decision made by Council will not only have an impact on The Bus Fair but also *all* of the local businesses that financially benefit from the event being held in Oakridge.

We greatly appreciate the \$12,500 in funding that City Council granted us last year. It helped us make the event possible and break-even on the overall cost of the event. Based on the economic impact data in the attached reports, it also helped put **\$41,750.87 back into the local economy**, including The Bus Fair paying \$1,400 in additional park fees beyond what council waived in 2023, when 40+ attendees expressed they wanted to stay 4 additional days after the event (and spend their money in our community)., and created two part-time jobs for two Oakridge citizens, Vanessa Tharp and Catrina Davis. It also supports local nonprofits and other small businesses such as our local hotels, Air B&B's, restaurants, bars, etc. Below are the links to the 2023 attendee data report and a new report we compiled on the economic impacts of The Bus Fair, showing that **\$41,750.87 was brought in to the local economy**:

#### **2023 Attendee Data Report**

<https://thebusfair.com/index.php/the-bus-fair-2023-report>

#### **2023 Economic Impact Report**

<https://thebusfair.com/index.php/economic-impact-2024>

Please let me know if you have any questions.



Cheers,  
Brock Butterfield  
Founder  
thebusfair.com

2-12-2024

Monday, February 12, 2024 5:32 PM

Parks & Com. Services Committee Meeting  
Notes/Minutes

1. Roll Call
  - a. Leo Robb missing
2. Public Comment
  - a. Lynda
    - i. Park cleanup
      - 1) Suggested Date March 14th
    - ii. Try to have it organized for all parks
    - iii. User survey reports
  - b. Heather
    - i. OSU open house extension March 1st
    - ii. Safe Routes to School opportunity
  - c. Bicycle photo shoot
    - i. Kelsey Moore
  - d. Jeanie Caballero-Penn
    - i. AARP grant for improving towns
    - ii. For workout equipment in Banner Park or other Parks
    - iii. March 7th Deadline
    - iv. Diamond View Park is in the master plan as a location
3. Old Business
  - a. Pump Track progress
    - i. Travel Lane County will chip in half and Lane county economic will chip in other half of geotechnical study
    - ii. Kyle Jamison of Black Sage Trailworks is confident he can build a similar style for 1/2 price of around \$400k
  - b. Diamond View Park
    - i. Late April or early May to start redesign and rebuild
    - ii. Looking for local companies for sponsorship and donations
    - iii. How to register for being on a race circuit
  - c. Salmon Creek Trestle Bridge
    - i. Get that money spent for the finalization of the feasibility study so we can pursue other grants
4. New Business
  - a. Elections
    - i. Jason Neihmer - Chair
    - ii. Heather Buley - Vice Chair
    - iii. Poncho Tarman - Secretary
  - b. Bus Fair Presentation
    - i. Brock spoke about history of bus fair
    - ii. Economic impact of bus fair in Oakridge
      - 1) Brings around \$40k to Oakridge economy
    - iii. Asking \$15k for RTMP/TRT
    - iv. Wants \$7700 to go to park rentals
    - v. Potentially using Diamond Express for shuttling
      - 1) City has contract for shuttle service
    - vi. Motion: The committee supports the bus fair's request for additional funds from RTMP/TRT so that the bus fair can pay the city's park fees without requesting fee waivers
      - 1) Passed Unanimous 6-0

vii. Motion: Have staff investigate using Diamond Express for the use of events such as Bus Fair.

1) Passed Unanimous 6-0

c. Tree Ordinance

- i. Discussion
- ii. Railroad Trees mostly dead
- iii. Required to be a Tree City
- iv. Look at Ashland's Tree Ordinance

Note regarding the possibility of using 13 hours of the city's 24 hours of free bus services from LTD/Diamond Express for the Bus Fair 2024:

Our contract IGA contract with LTD/Diamond Express bus service allows for up to 24 hours of transportation services per Fiscal Year for "community service transportation" at no cost to the city.

LTD has confirmed that if approved by City Council, we could use 13 of those 24 hours to provide free shuttle service at the Bus Fair, which would save the Bus Fair approximately **\$5,000**.



**TRT PROJECT BUDGET**

**Project:** The Bus Fair / Linger Longer - 6/18 - 6/27, 2024

**Property Owner:** Brock Butterfield

**Project Address & Mailing Address:** Project Address: Greenwaters Park

Mailing address: PO Box 1369 Oakridge, OR 97463

**Contact Person:** Brock Butterfield

**Phone:** 801-661-5406 **Email address:** brock@thebusfair.com

**Fax Number:** \_\_\_\_\_

<b>Budget Category</b>	<b>Expenses</b>	<b>Dollar Amount Reimbursement Requested</b>
Personnel	\$ 2,800	\$
Equipment/Supplies	\$ 16,350	\$ 7,500
Other	\$ 35,880	\$
<b>Total</b>	<b>\$ 55,030</b>	<b>\$ 7,500</b>
<b>Funds Requested</b>	<b>\$</b>	<b>\$ 7,500</b>

**Prepared by:** Brock Butterfield

**Title:** Event Founder

**Signature of Point of Contact:** *Brock Butterfield*

**Title:** Event Founder

**Note:**

**This Project Budget must be submitted in the original grant application.**

# RTMP QUESTIONNAIRE

Event Name: The Bus Fair / Linger Longer - 2024  
 Contact Person(s): Brock Butterfield Phone: 801-661-5406  
 Address: PO Box 1369, Oakridge, OR 97463  
 Email: brock@thebusfair.com  
 Date of Event: 6/18 - 6/27 Event Location: Greenwaters Park and Old Mill Disc Golf Course

**Please answer the following questions regarding your event/project by circling Y or N.**

- |   |      |     |
|---|------|-----|
| 1. Does your event/project create overnight stays? (hotel/motel/STR)  | Y=10 | N=0 |
| 2. Does your event/project increase room stays during the Fall or early Spring?   | F=5  | S=5 |
| 3. Does your event/project create visits or increase the amount of time spent in the area by improving the attractiveness of the community? | Y=10 | N=0 |
| 4. Does your event/project focus its marketing to bring in visitors from other states?  | Y=5  | N=0 |
| 5. Does your event/project focus on attracting Oregonians to Oakridge during "peak season/" (June -August)                                  | Y=5  | N=0 |
| 6. Does your event/project work with other organizations to market the Oakridge area within local, state and private agencies?              | Y=10 | N=0 |
| 7. Is this a group travel tour or package?  | Y=5  | N=0 |
| 8. Are you working with Travel Lane County?   | Y=10 | N=0 |
| 9. Do you offer incentives to promote return visits?  | Y=10 | N=0 |

TOTAL: ~~55~~ • 65

\*On a separate piece of paper please provide an explanation for each question you marked "yes." Please number your responses corresponding to the number as above. You **do not** need to meet all to be funded. Scores of 30 pts or more will qualify for funding.

Applicant or Group agrees to indemnify, defend and hold harmless the City and its officers, agents and employees against all liability, loss and costs arising from actions, suits, claims or demands attributed in whole or in part to the acts or omissions of Applicant or Group, and Applicant's and or Group's officers, agents and employees, in performance of the Event or project.

X Check here if your event requests Special Funding (see details above)

Signature: Brock Butterfield Date: 1-29-24



**REQUEST  
FOR  
FUNDING**

Budget Category	Expenses	Funding Requested
<i>Personnel</i>	\$ 2,800.00	
<i>Equipment</i>	\$ 9,000.00	\$ 7,500.00
<i>Travel/Conferences/ Training</i>	\$ 0.00	
<i>Supplies</i>	\$ 7,350.00	
<i>Advertising</i>	\$ 7,575.00	
<i>Rent/Utilities</i>	\$ 7,500.00	
<i>Administrative Costs</i>	\$ 20,805.00	
<i>Other</i>		
<i>Other</i>		
<b>Total</b>	<b>\$ 55,030.00</b>	<b>\$ 7,500.00</b>

Prepared by: Title: Brock Butterfield

Signature of Program Contact: *Brock Butterfield*

**Note:  
This form must be submitted in the original grant application.**





Answers to RTMP grant application below. Please also see links in this document for detailed reporting on the 2019 and 2023 event.

1. Overnight stays will be created by attendees, vendors, sponsors, musicians and volunteers who can arrive as early as Tuesday, June 18th and leave as late as Thursday, June 27th thus creating up to 9 overnight stays. This is an increase in 5 nights from 2023 and 9 nights from 2019.
2. No, the event is the very beginning of summer.
3. Yes, in 2019 we were a 1 day event and by request we have added an educational component to our event with a whole day of seminars. The majority of these attendees do not yet have a completed "Skoolie" to camp in as they are building theirs and they have rented hotel rooms and AirBnB's for our 2023 three day event.

We also had requests from attendees to stay longer so we created "Linger Longer" to increase additional time spent in the area.

4. Our current online audience reach is over 210k people. This is a combined total from Instagram, Facebook, YouTube and newsletter subscribers. The average based on our 2019 and 2023 event shows we bring in 1,000 people from 26 different states and 3 Canadian provinces.
5. Our marketing plan towards Oregonians will focus on advertising through Instagram, Facebook, local radio stations, local newspapers and placing flyers in Eugene, Springfield, Cottage Grove, Ashland, Medford, Klamath Falls, Bend, Florence, Salem and Portland.
6. We have and will be working with Travel Oregon and Travel Lane County to promote the event. We were recently given data from Travel Oregon and Travel Lane County that shows the economical impact of our event in Lane County.

The data shows that the average expenditures of a person staying in a hotel, motel or vacation rental is **\$221/person/day**, staying in a private home (family/friends) **\$55/person/day** and an "Other Overnighter" (camping at The Bus Fair) is

**\$64/person/day.** Based on those who filled out a survey and cross referenced with our ticket sales data, here's how that data can be applied to our attendees to get an idea of how much was spent in town during our 2023 event.

- 30 hotel, motel or vacation rental attendees for just 1 night = **\$6,630**
- 102 Other Overnighter Attendees that selected a 3 day camping pass = **\$19,584**
- 40 Other Overnighter Attendees that stayed for another 3 days for Linger Longer = **\$2,560**

While some attendees likely stayed for more than one night in a hotel, motel or vacation rental for our 3 day event, this gives us a good estimated total of **\$28,774** spent in town by attendees of The Bus Fair.

Link to the economic impact of tourism data below. Page 191:

[https://industry.traveloregon.com/wp-content/uploads/2023/06/OR\\_2022\\_2023-05-24.pdf](https://industry.traveloregon.com/wp-content/uploads/2023/06/OR_2022_2023-05-24.pdf)

## Lane County / Visitor Details

### Visitor Details, 2022p

Overnight visitor volume for Lane County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at [www.travelstats.com/oregon](http://www.travelstats.com/oregon)

### Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$221	\$456	\$561	\$1,167	2.5	2.1
Private Home	\$55	\$182	\$126	\$431	2.3	3.4
Other Overnight	\$64	\$198	\$193	\$593	3.0	3.1
All Overnight	\$113	\$307	\$275	\$770	2.4	2.8

### Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,316,490	2,737,550	3,117,460	513,320	1,020,920	1,225,860
Private Home	2,561,550	4,899,810	4,839,110	1,088,230	2,184,500	2,125,610
Other Overnight	932,280	992,030	1,169,880	352,800	375,450	390,480
All Overnight	4,810,320	8,629,390	9,126,450	1,954,350	3,580,870	3,741,950

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	695,060	1,350,340	1,508,800	263,220	498,940	588,970
Private Home	724,330	1,381,880	1,472,160	305,290	599,510	622,080
Other Overnight	306,570	326,230	380,610	116,100	123,560	127,190
All Overnight	1,725,960	3,058,460	3,361,570	684,610	1,222,010	1,338,240

7. One of the group target audiences / attendees are those who will “caravan” to the event in their converted school buses and other nomadic vehicles.

8. As mentioned above in number 6, we have and will continue to work with Travel Lane County.
9. We offer discount tickets and early ticket access to previous year ticket holders to encourage them to return again to The Bus Fair.

Note: One of our main goals behind The Bus Fair is to help stimulate our local Oakridge economy by creating an event that becomes known world wide and is something that people put on their calendars well in advance. Similar to the Oregon Country Fair yet, The Bus Fair is a very unique and first event of its kind. While this is a “for profit” event, we see it as a for profit event for the entire community.

### **History of RTMP/TRT funds and money back into the community**

#### **2019 - 1 Day Event**

~RTMP Funds Awarded: \$5,576

~TRT Funds Awarded: \$7,390

~Total Funds Awarded: \$12,966

~Money invested back into the community by The Bus Fair: \$7,500.93

~[View the full report here.](#)

#### **2020 -event postponed and only marketing expenses leading up to the event were awarded**

~RTMP Funds Awarded: \$3,107.45

#### **2023 - 4 Day Event The Bus Fair / 5 Day Event Linger Longer**

~RTMP Funds Awarded: \$2,500

~TRT Funds Awarded: \$10,000

~Total Funds Awarded: \$12,500

~Money invested back into the community by The Bus Fair: \$12,976.97

~Potential revenue lost due to City double booking park estimated to be: \$13,000+

~[View the full report here.](#)

#### **2024 - 9 Day Event The Bus Fair/Linger Longer**

~Requested RTMP Funds: \$7,500

~Requested TRT Funds: \$7,500

~Total requested Funds: \$15,000

We hope to continue to be able to work with the City and Community of Oakridge to bring The Bus Fair back every year. However, it should be noted that our largest expenses are due to the lack of space and resources at Greenwaters Park (or any other park in Oakridge). The Bus Fair will need to spend **\$20,785** to rent the parks, parking lot at the OIP, provide a shuttle from the

OIP for day attendees, a 40x40 event tent for 250 seminar attendees, portable restrooms, handwashing stations and trash services.

In closing, we can see from the data collected by Travel Oregon and cross referenced with our attendee surveys and ticket sales that The Bus Fair is indeed:

- Attracting visitors from outside the community
- Creates overnight stays at hotels, motels, AirBnB's etc.
- Includes and involves multiple community and tourism partners
- On the path to be self-sustaining, it has grown from a 1 day to 9 day event, and has exceeded the capacity of Greenwaters Park.
- Providing measurable or attainable ROI by sharing ticket data and applying to Travel Oregon's economic impact of travel report.

We hope that this information has been helpful to you in making your decision of awarding The Bus Fair a total of \$15,000 in RTMP and TRT funds in order to help continue to bring the event back each year.



ECONOMIC IMPACT REPORT 2024

# The Bus Fair Economic Impact Report

2024



The data in this report was compiled by taking the average expenditures for overnight visitors in a report prepared by Dean Runyan Associates for Travel Oregon and applying it to the data collected in our surveys and cross referenced with our ticket sales data.

It should be noted that out of the 954 tracked attendees, only 214 filled out a survey and the economic impact report is from 2022 and doesn't account for any inflation for 2023, so the total dollar amount of combined average expenditures is likely higher than given in this report as we are missing data from 740 attendees and the average expenditures for overnight visitors for 2023 has not yet been released by Travel Oregon.

The full report for the Economic Impact of Travel in Oregon can be found [here](#).

# Lane County / Visitor Details

## Visitor Details, 2022p

Overnight visitor volume for Lane County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at [www.travelstats.com/oregon](http://www.travelstats.com/oregon)

### Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$221	\$456	\$561	\$1,167	2.5	2.1
Private Home	\$55	\$182	\$126	\$431	2.3	3.4
Other Overnight	\$64	\$198	\$193	\$593	3.0	3.1
All Overnight	\$113	\$307	\$275	\$770	2.4	2.8

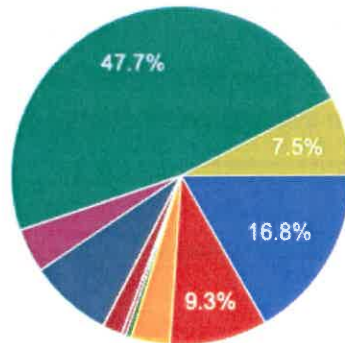
### Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,316,490	2,737,550	3,117,460	513,320	1,020,920	1,225,860
Private Home	2,561,550	4,899,810	4,839,110	1,088,230	2,184,500	2,125,610
Other Overnight	932,280	992,030	1,169,880	352,800	375,450	390,480
All Overnight	4,810,320	8,629,390	9,126,450	1,954,350	3,580,870	3,741,950

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	695,060	1,350,340	1,508,800	263,220	498,940	588,970
Private Home	724,330	1,381,880	1,472,160	305,290	599,510	622,080
Other Overnight	306,570	326,230	380,610	116,100	123,560	127,190
All Overnight	1,725,960	3,058,460	3,361,570	684,610	1,222,010	1,338,240

## If you're staying overnight, where at?

214 responses



- 36 ● I'm not staying overnight.
- 20 ● I live in Oakridge.
- 8 ● Arbor Inn / Oakridge RV Park
- 1 ● Oakridge Lodge
- 0 ● Cascade Motel
- 0 ● Bluewolf Motel
- 1 ● Best Western
- 0 ● Westfir Lodge
- 4 ● Casey's RV Park
- 17 ● AirBnB
- 9 ● Friends / Family
- 102 ● Camping
- 16 ● Other

## 2023 Survey Data

- 30 hotel, motel or vacation rental attendees for just 1 night = \$6,630



- 102 Other Overnighter Attendees that selected a 3 night camping pass = **\$19,584**

- 40 Other Overnighter Attendees that stayed for another 3 nights for Linger Longer = **\$2,560**

Total Estimated Expenditures for overnight visitors of The Bus Fair: **\$28,774**

Again, there were 740 attendees that DID NOT fill out a survey so the total number is likely higher. We also err on the side of caution and while our event was more than 1 night, we only applied 1 night of expenditures for overnight visitors in hotels, motels and STVR's to our survey data.

## **Total Money Invested Back Into The Community By The Bus Fair**

**\$12,976.87**

This money went back into the community by various ways. Some examples are purchases for equipment / supplies from the local hardware store and other stores in town, paid staff positions (excluding the Event Founders), hiring local Police Department for traffic/crowd control and overnight security, hotel room for staff, local musicians, local EMS, park rental fees (beyond what Council waived), etc.

## **Total Estimated Economic Impact of The Bus Fair 2024**

**\$41,750.87**

Location:

The City of Oakridge  
76240 Industrial Pk Wy,  
Oakridge, OR 97463

Date:

June 21-23, 2024

Curious thoughts:

lowdown@thebusfair.com

BE CREEPY. FOLLOW US.



© 2019 - 2024 The Bus Fair

The 2023 event was funded in part with RTMP and TRT grant funds from the City of Oakridge.



## 2023 REPORT



*Drone photo of The Bus Fair 2023 at sunset.*

**\*\*NOTE:** There are two areas of data collected.

1. Total attendee count based off of the number of wristbands given out
2. Data on arrival, lodging and purchases made in town based off of attendees who chose to fill out a survey. Not all attendees filled out a survey.

# Total Attendee Headcount

954

This number is based off the total number of wristbands ordered for the event minus the remaining wristbands. The number does not include kids 12 and under as they were not required to wear a wristband to enter.



*Seminar attendees at The Bus Fair 2023*



*Chuck Cassidy leading a seminar at The Bus Fair 2023*

## Total Number of Tickets Comped

**154**

This number is from tickets comped for volunteers, musicians, vendors and family/friends of musicians and vendors.

## Total Number of Tickets Unclaimed

**162**

This is the number of unclaimed tickets from 2020 and 2023 ticket buyers. The 2020 event was postponed until 2023 due to COVID-19.



*Skoolie Exhibitors on display at The Bus Fair 2023*



*Alder Street performing live at The Bus Fair 2023*



*Attendees enjoying live music and food at The Bus Fair 2023*

## Total End Cost of Event

**\$38,303.29**

## Breakdown Of Total Cost Of Event

- Equipment / Supplies = **\$3,726.21**  
(Fencing, Signage Boards, Misc. Hardware, Office Supplies, etc.)
- Marketing = **\$9,362.38**  
(Graphics, Online Ads, Radio, Banners, Flyers, Newspapers, USPS Mailers, Photographers, etc.)
- Permits and Services = **\$15,644.70**  
(Shuttle Service, Police, Restrooms, Dumpsters, Park Rental, Insurance, etc.)
- Music / Entertainment = **\$4,485**  
(Musicians, Booking Agent, P.A. Rental, etc.)

- Administrative Staff = **\$5,285**  
(Event Coordinator, Volunteer Coordinator, Survey Entries, etc.)



*Skoolie Exhibitors at The Bus Fair 2023*





# Total Money Invested Back Into The Community By The Bus Fair

**\$12,976.87**

This money went back into the community by various ways. Some examples are purchases for equipment / supplies from the local hardware store and other stores in town, paid staff positions (excluding the Event Founders), hiring local Police Department for traffic/crowd control and overnight security, hotel room for staff, local musicians, local EMS, park rental fees (beyond what Council waived), etc.



*Judges at The Bus Fair 2023*

## Beer, Cider and Wine Sales

**\$500** of beer, cider and wine sales went towards supporting the local non-profit: **Oakridge Disc Golf Club**.

# **Total Average Hours Donated By Event Organizers (October - July)**

**1,200+ hrs**

# **Total Hours Donated To Greenwaters Park Maintenance**

**5 hrs**

These are hours The Bus Fair donated to painting or helping with repairs at Greenwaters Park prior to the event valued at \$50/hr for a total donation of \$250 in services.

# **Local Businesses or Individuals Who Supported and Were Supported By The Bus Fair**

Arbor Inn Motel

Middle Fork Bistro

Artworks

Inbound

Casey's RV Park

Mane Street Coffee

Lion Mountain Bakery

3 Legged Crane

Jules Joint

Cowgirl Cookin'

Oakridge Disc Golf Club

Oakridge Art Council

Oakridge Tire Center

GMD Electric

Oakridge Police Department Reserves

Oakridge Fire and EMS

Willamette Pass Ski Resort

Catrina Davis

Vanessa Tharp

Ben Beamer

Jill Silvey

Kathy Holston Nichols

Rick Yarbrough and Lindsay Compton

Vince Larochelle

Kai Botak

Scott Nelson

Melody Cornelius

Matt Boyd and Mandi Motes

Jack Jones

Peter Wilde

Thaddeus Carter

Deb and Dave Borton

Jeri Reed

Bob and Linda Holly

Nicole Davis

Mary Richstein



*A special appearance by Miss Frizzle and The Magic School Bus at The Bus Fair 2023*



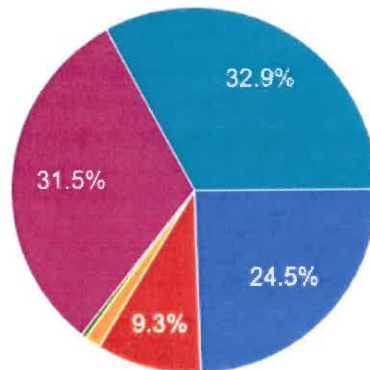
*An art vendor from Idaho at The Bus Fair 2023*

## Attendee Survey Results

This report is based off of upto 216 surveys out of the 954 attendees that chose to fill out the survey online prior to the event or on paper the day of the event. Filling out a survey was not required but encouraged. Not all questions were answered on the paper surveys but all questions were required in the online surveys.

### How did you hear about The Bus Fair?

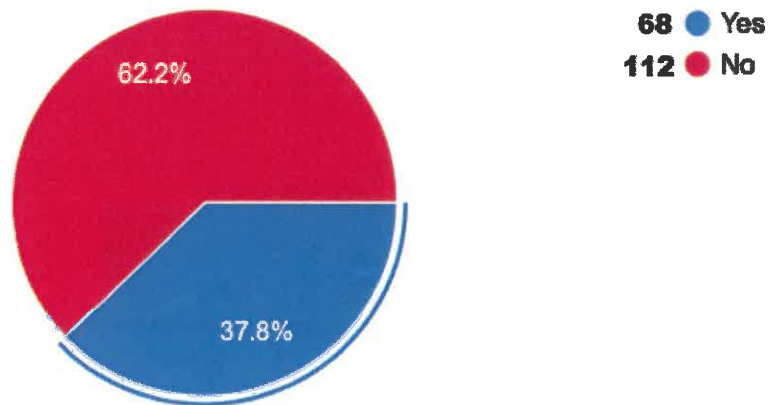
216 responses



- 53 Instagram
- 20 Facebook
- 3 Radio
- 1 Flyer
- 68 Word of mouth
- 71 Other

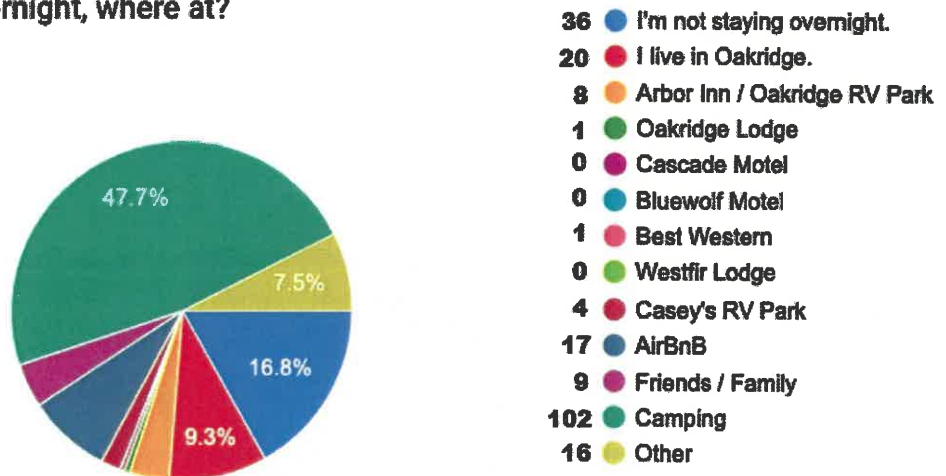
## Have you ever been to Oakridge?

180 responses



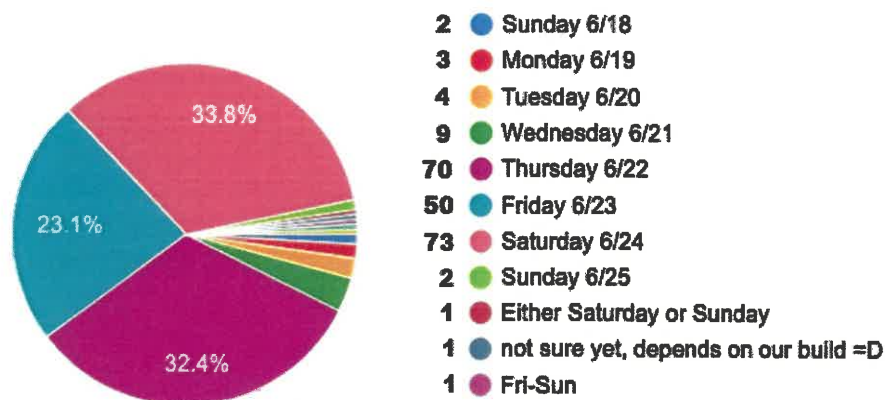
## If you're staying overnight, where at?

214 responses



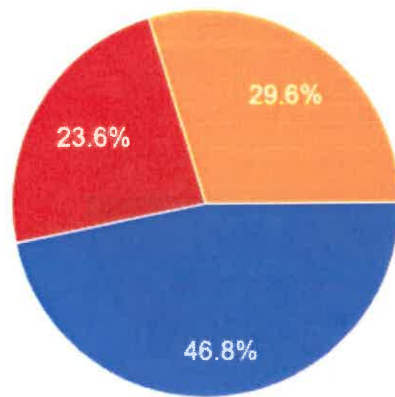
## What day do you plan to arrive?

216 responses



### Do you plan to stay and recreate or explore on after attending the event?

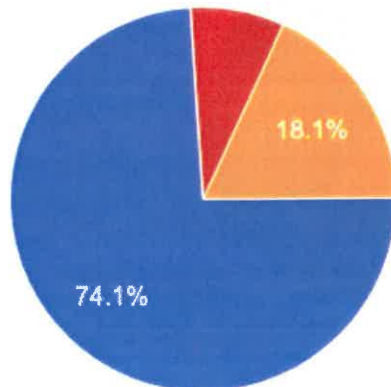
216 responses



**101** ● Yes  
**51** ● No  
**64** ● Maybe

### Do you plan to buy food or groceries while in town?

216 responses

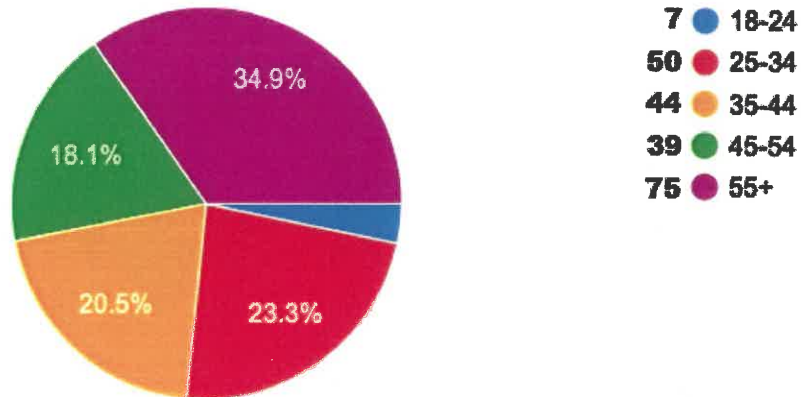


**160** ● Yes  
**17** ● No  
**39** ● Maybe



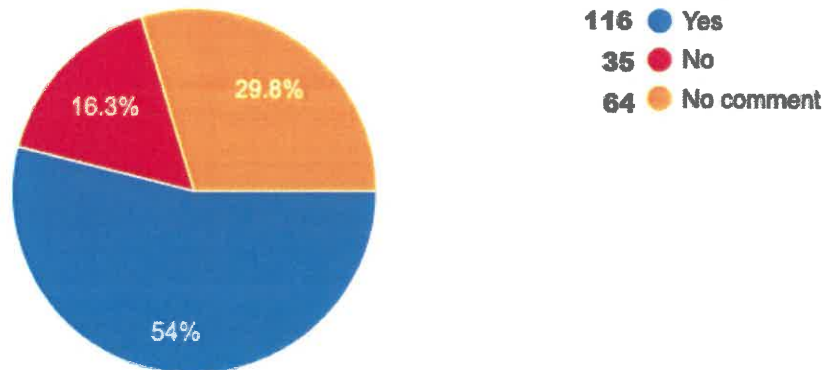
## What age range are you?

215 responses



## Do you believe in Bigfoot?

215 responses

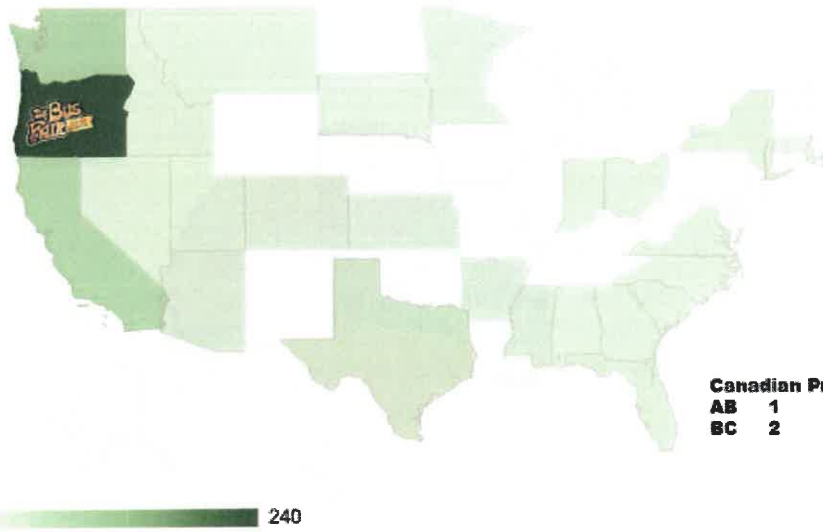


## Geo Locations of Attendees

This data is ONLY based on those attendees that filled out a survey or bought a ticket online. It does not account for the remaining attendees who bought a ticket at the gate or didn't fill out a survey. Total of 25 states and 2 Canadian Provinces.

**United States Attendees**

AL	2
AR	1
AZ	9
CA	71
CO	6
FL	6
GA	2
ID	8
IN	2
KS	2
MA	3
MN	2
MS	2
MT	5
NC	1
NV	6
NY	5
OH	2
OR	240
SC	2
SD	4
TX	22
UT	5
VA	2
WA	82



## Marketing Material



# THE BUS FAIR

Presented by  
**BUS LIFE**  
 ADVENTURE

IN OAKRIDGE  
**OREGON**

## A SKOOLIE SHOW EXTRAVAGANZA!

**JUNE 23 SEMINARS**  
 (Special ticket required) 9AM-6PM

- how to's
- design
- lifestyle
- solar
- metal work
- tips and tricks
- mechanics
- exclusive skoolie tours

**JUNE 24 BUS SHOW**  
 11AM-9PM

**LIVE MUSIC!**

- art vendors
- beer garden
- food trucks

**JUNE 25 BUS SHOW**  
 11AM-5PM

- art vendors
- beer garden
- food trucks

**LIVE MUSIC!**

KELLY THIBODEAUX  
 AND THE ETOUFFEE BAND

THE SUGAR BEETS

SUGAR PINE STRING BAND

ALDER STREET

**EVENT PARKING LOCATION**  
 76240 INDUSTRIAL PK WY  
 OAKRIDGE, OR 97463

SPONSORED BY:



THIS EVENT IS  
 PARTIALLY FUNDED  
 BY RTMP/TRT  
 FUNDS FROM THE  
 CITY OF OAKRIDGE.

Poster hung around the State of Oregon



Mailer (front) sent out to Eugene residents



*Mailer (back) sent out to Eugene residents*

## Linger Longer

We had enough interest from attendees who wanted to show up earlier and stay later that we created an extension of the event called "Linger Longer". We saw 40+ individuals stay after the event between Monday, June 26th and Thursday, June 29th. Many wanted to stick around to eat at restaurants, recreate in the forest, catch up on laundry and some even poked around to see what homes or land was available for purchase.

# This event would not have been possible without the help of grant money and support from the City of Oakridge.

There were many expenses to put The Bus Fair on and additional unplanned expenses with sharing Greenwaters Park with another large event. It would not have been possible without the help of RTMP and TRT grant money reimbursements from the City of Oakridge.

Without this assistance the event would not have broke even again for the second year. A very big thank you to the Mayor and City Council members for their support.

## Testimonials

*"As an event creator and entrepreneur, working to create impactful events is what motivates and drives me. I was honored and humbled to be hired by The Bus Fair with Brock Butterfield to help create The Bus Fair 2023 in my hometown of Oakridge, Oregon. I usually have to travel to Las Vegas or Orlando or further to create these events - but to do so in my hometown was a true blessing and a lot of fun!*

*I loved so many pieces of this event, what it did for our community, how many people visiting can't wait to come back and the prioritization Brock put into spending money in Oakridge and giving back to our community. I wasn't the only person who benefited from this amazing event as a hired staff member for the team - local people and businesses that we know and love also were supported and I wanted to share a few I know of to help you gather the positive impact of this event.*

*Brock shopped often at the Oakridge Hardware store, vs traveling into town to save some money at Jerry's or Home Depot, he made an effort to work with local baristas and chef's like Jacqui Lomont, Wendy Dennis, Jules Ariosa, and Rebel Wilder, from Mane Street Coffee, as well as Mar Lopez and her team from Cowgirl Cooking. Community members and small business owners like Ben Beamer, Rick Yarborough, Lindsay Compton, and Jill Silvey all worked and volunteered to create the beer garden and local resident Peter Wilde secured some awesome musical talent.*

*As for other volunteers - we had a huge number join us from multiple states, all sharing the appreciation for our town and the event, but we had a great representation from town locals lead by Catrina Davis like Kathy Holston, Council Member Chrissy Hollett, Bob and Linda Holly, Jill Board, Megan Metcalff, Mayor Bryan Cutchen, Deb and Dave Borton, and many more. We constantly directed people to local businesses like The Arbor Inn, Happy Belly Burgers, The 3 Legged Crane, Robburittoville and The Corner Bar and other Oakridge Businesses while they were here and they all echoed the similar statements of how lovely Oakridge was, how much they loved The Bus Fair, and they were excited to come back again or linger longer and explore after the fair. All in all The Bus Fair was an incredible event for our community and one I was so proud to be a part of! I'm not the only one looking forward to the Bus Fair 2024!" - Vanessa Tharp*





*"I attended the Bus Fair on Saturday with one other adult and two kids. All four of us had a wonderful time. It's rare to find an event that is friendly family and yet totally engaging for everyone of all ages. The kids loved getting into the small hangout spaces, like the hammocks or beds. I found myself being curious about everything that goes into the renovating of the busses. Every owner of a bus was generous with their time. I found myself taking about 30 minutes per bus and had the sense that I got to know a few of the owners fairly well for the short amount of time spent with them. They had cool stories, and were interesting and resourceful people living non-conventional lives. The rest of the festival was a great time as well. We enjoyed the music, food, and hanging out in the park. My hope is to devote more time to it next year as I was just too engrossed with each bus I saw this year that I didn't get to tour all of them. It's definitely something we all intend to attend next year." - Morgan Barber*

## Year Three of The Bus Fair

Year two of the event definitely came with its challenges. With honoring the tickets purchased in 2020 we saw a lower attendee count due to many 2020 ticket buyers not claiming their tickets after three years of the event being postponed. We also learned from other event organizers that the first year of bringing back events after the pandemic yielded much lower attendance than prior to the pandemic. The encouraging news is that after year two or three in rebooting events post pandemic, those same event organizers saw attendee numbers come back to where they were pre pandemic and beyond.

While sharing the park with another large event was not ideal and caused a loss in potential camping revenue plus added expenses, it did force us to get creative with a smaller space and show us the potential for growth that Greenwaters Park could sustain.

With seeing that 2023 attendees still traveled from all over the US and Canada and that The Bus Fair is still the only event that offers what it does, we feel that the event will continue to grow to a point that will sustain itself. Our goal is to be fully self sustained by year five.

We had requests from attendees for more educational seminars and the ability to arrive early and stay afterward to be able to explore Oakridge and the recreation surrounding. We plan to expand the educational aspect of the event and to offer extended camping (Linger Longer) again. With hosting out of town visitors for longer, we hope to work with local businesses in town to encourage visitors to shop, dine and play during their extended stay.

Location:

The City of Oakridge  
76240 Industrial Pk Wy,  
Oakridge, OR 97463

Date:

June 21-23, 2024

Curious thoughts:

lowdown@thebusfair.com

**BE CREEPY. FOLLOW US.**



© 2019 - 2024 The Bus Fair

The 2023 event was funded in part with RTMP and TRT grant funds from the City of Oakridge.

1 of 2



# City of Oakridge

## Property Rental Application

Event: The Bus Fair 2024      \_\_\_ Small event <99    X Large event >100  
 Name: Brock Butterfield      Date(s) requested: June 20-24, 2023  
 Hours: \*see note      Open at: \*see note  
 Contact address: PO Box 1369 Oakridge, OR 97463      Contact phone: 801-661-5406

**Facility:**

- Greenwaters Picnic Shelter
- Greenwaters Community Building
- Greenwaters Amphitheater
- Greenwaters Whole Park
- WAC Classroom
- WAC Gym
- WAC Senior Lounge
- OFD Community Room
- Old Public Works Bldg
- Osprey Park
- Salmon Creek Park
- Diamond View Park
- OIP Park
- OIP Overflow Parking

**Rent:**

- \$40
- \$80 \* Note
- \$500 Dates requested: June 20-24, 2024
- \$1000 Hours: 6/20 starting at 10AM through 6/24 4PM Open to public: 6/22 11AM-9PM, 6/23 11AM-6PM Campers will arrive 6/20 and stay till 6PM of 6/24 = \$4,000
- \$25 \* Note
- \$100 To be used for overflow camping
- \$25 Old Mill Camp
- \$200 Dates requested: June 20-24, 2023
- \$100 Hours: 6/20 1PM through 6/24 6PM
- \$100 Not open to public = \$1,500
- \$100
- \$100
- \$300
- \$200

Total Fees: \$6,500

\* Will Pay Later

Requires Council Approval

Street closure location:  
 Alcohol permit: X Yes \_\_\_ No  
 Noise permit: N/A  
 Nature of noise: Music from 11am - 9pm  
 Estimated distance noise will be plainly audible: 500 ft  
 is a variance required: X Yes \_\_\_ No  
 Variance subject to event rules (see reverse)  
 Attach a list of all residences/businesses within 500 feet

Applicant signature: Brock Butterfield  
 Approval signature: \_\_\_\_\_

Date: 7-6-23  
 Date: \_\_\_\_\_

OFFICE USE ONLY	
Date paid:	_____
Amount paid:	_____



# City of Oakridge

## Property Rental Application

Event: PRE/POST The Bus Fair  Small event <99  Large event >100  
 Name: Brock Butterfield Date(s) requested: 6/18-6/19, 6/25-6/26  
 Hours: 12am-11:59pm Open at: 12am  
 Contact address: PO Box 1369 Oakridge, OR 97463 Contact phone: 801-661-5406

Facility:	Rent:
<input type="checkbox"/> Greenwaters Picnic Shelter	\$40
<input type="checkbox"/> Greenwaters Community Building	\$80
<input type="checkbox"/> Greenwaters Amphitheater	\$500
<input type="checkbox"/> Greenwaters Whole Park	\$1000
<input type="checkbox"/> WAC Classroom	\$25
<input type="checkbox"/> WAC Gym	\$100
<input type="checkbox"/> WAC Senior Lounge	\$25
<input type="checkbox"/> OFD Community Room	\$25
<input type="checkbox"/> Old Public Works Bldg	\$200
<input type="checkbox"/> Osprey Park	\$100
<input type="checkbox"/> Salmon Creek Park	\$100
<input type="checkbox"/> Diamond View Park	\$100
<input type="checkbox"/> OIP Park	\$300
<input type="checkbox"/> OIP Overflow Parking	\$200
<input checked="" type="checkbox"/> Greenwaters West Field	\$300

Total Fees: \$1,200

*\*Will Pay Later*

**Requires Council Approval**

Street closure location:  
 Alcohol permit: \_\_\_ Yes  No  
 Noise permit: N/A  
 Nature of noise:  
 Estimated distance noise will be plainly audible:  
 Is a variance required:  Yes \_\_\_ No  
 Variance subject to event rules (see reverse)  
 Attach a list of all residences/businesses within 500 feet

Applicant signature: Brock Butterfield  
 Approval signature: \_\_\_\_\_

Date: 7-6-23  
 Date: \_\_\_\_\_

<b>OFFICE USE ONLY</b>	
Date paid:	_____
Amount paid:	_____