

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Fall 2016 _____

Title of Project: 2017 Kruiise of Klamath Annual Car Show _____

Funds Requested: \$10,000.00 _____

Organization Applying: Kruiise of Klamath _____

Contact Person: Gary E. Mulvey _____

Phone Number: 541-892-2454 _____

Email Address: kruiiseofklamath@gmail.com _____

Mailing Address: P.O. Box 7135 Klamath Falls, Or 97602 _____

Web Site Address: www.kruiiseofklamath.org _____

Brief Description of Project including date, time and location: _____

June 22-25, 2017. Times and location vary depending on the events participants wish to attend but all are held in Klamath Falls.

Over the last several years the Kruiise of Klamath has been focusing on expanding its schedule as a means of attracting Kruiise participants to town ahead of the weekend and lengthening their stay in Klamath Falls. In 2012 we created a "block party" as part of our Friday night schedule of events. In 2014 we added four, two hour mini shows to our Friday schedule creating added incentive for out of town participants to make plans to arrive in town Thursday or Friday morning instead of Saturday morning. The four mini shows have been a huge success. In 2014 we also added a three hour Thursday evening "kick off party" for participants from out of town for another night in Klamath Falls. In 2016 one of our Gold sponsors held a benefit car show Thursday afternoon. Also in 2016 we added a two hour workshop for participants to attend on Friday. New for 2017 will be an Arts and Crafts fair for both participants and spectators. At this time, we are also considering promoting Crater Lake, the Lava Beds, Crater Lake Zip Line and Discover Klamath "Meet Me In Klamath" for what they have to offer for participants and spectators to consider visiting either ahead of or after the event. We are also going to work with the local hotels to track out of town participants to determine their length of stay both before and after our event.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant _____ Date _____

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

Signature of Organization _____ Date _____

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

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

Thursday June 22 – Thursday afternoon a benefit car show held at Klamath Falls Honda from 12pm -3:00pm to benefit Friends of the Children.

A kick off party from 4pm to 6pm, location TBD. Participants can pick up their registration packets at this event.

Friday June 23rd – Four mini shows held from 8pm to 4pm with locations TBD. The Kruse of Klamath will provide the marketing and promotion for the mini shows and the hosts will be responsible for providing the location, prizes, and/or giveaways to the mini show participants. The Kruse of Klamath will provide a \$50 gift certificate for a drawing for the participants who attend the mini shows.

11am-4pm - Registration and packet pickup at Moore Park

11am-1pm - Workshop at K&D Auto Body

2pm-4pm – Workshop with location TBD

5pm-10pm – Block party at the Ross Ragland – BBQ from 5pm-7pm and sock hop featuring the Hot Rods Band from 7pm-10pm.

Saturday June 24th – Show and Shine at Moore Park/Arts and Crafts Fair

7am-10am – Registration and parking of participants

10am – Open to the public

2:30pm – Awards presentation

6:30pm-9pm – Closed cruise, downtown Klamath Falls

Sunday, June 25th

7am-10am – Breakfast at Starv'n Marvin Family Restaurant

10am-to approximately noon – Poker run – Starts at Starv'n Marvin Family Restaurant

Funds will be used for a ¼ page add in the Cruizin' Magazine, Registration packets sent to 1000 people, event posters and flyers, radio, TV, newspaper advertising, and updating the Kruse of Klamath's website full schedule of events with highlights of any new events.

PROJECT GOALS

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

Our goal is for 450 participants for the 2017 Kruiise of Klamath with 40% or 180 of those registrants being from out of county. We will track the out of county vs. locals from the registration forms for the event.

- 3. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?**

The Thursday afternoon benefit car show from 12pm-3pm and the kick-off party from 4pm-6pm with the intent that Kruiise participants will come to town Thursday to attend these events and in conjunction with the mini shows on Friday which have been a huge success and well attended with approximately 250 participants throughout the day with approximately 100 of these from out of county.

QUALIFICATIONS OF APPLICANT

- 4. Describe your organization/project management team.**

The Kruiise of Klamath is a 501(3)c organization established in 2005 to continue a long tradition of putting on an annual classic car show in Klamath Falls. It consists of a 15 member board that governs the planning and execution of the annual event. The board typically meets monthly throughout the year.

How are these individuals qualified to lead this project?

Our board members are not only classic car owners themselves but also active participants in other classic car shows around the state and other states giving them a wide range of experience to draw from for organizing our event.

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

The Kruiise of Klamath completed its 11th year in 2016 and has grown the event to 400 to 500 participants annually. The percentage of out of town participants has continued to grow every year and Kruiise organization is continually looking for ways to expand the event and increase both out of town and the length of stay from those out of town participants.

PROJECT PLAN

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

Each registrant in the Kruiise of Klamath receives a program guide in which Klamath County would be listed as a sponsor of our event should our organization receive a grant. Obviously an event of this size and magnitude requires a lot of help and support from various organizations in the county. The Kruiise of Klamath is a member of the Chamber of Commerce and partners with Discover Klamath. To assist in the event, we have the cooperation of the City Parks Department, City Police Department, City Street Department, Klamath County Sheriff's Department, State Police, Klamath County Fire

District #1 and the Mayor of Klamath Falls. It takes all these organizations to make the Kruiise of Klamath a success. We also use approximately 10 other organizations on the day of the Show and Shine and the Downtown Kruiise to make the event the success it is.

7. Provide a detailed timeline of your marketing efforts leading up to the event or project.

The board actually starts doing this in July or August while items are still fresh in our minds just following our event. We discuss items and issues that can be improved upon for the next year's event. The board has already started planning for next year's event. A plan is made for contacting main sponsors (14) trophy sponsors and business sponsors (48) a list of vendors to be contacted and all the other organizations (20) that assist us in putting on the event. The board comes up with the logo for the event and getting it to the designer. In the past, by the end of February these items have been completed. Our goal this year is to have this done by the middle of February, registrations printed and mailed by the end of February to 1000 past participants. We then focus on our program guide which consists of all the information regarding the Kruiise events, sponsors, vendors and businesses who want listed in the program guide. The deadline for this is June 1st. Approximately, by the middle of May advertising for the Kruiise of Klamath will be seen in the Herald and News and radio advertising by Sunny 107 and The Eagle 104.7 and possibly KLAD 92.5 will begin and this will continue up to the start of the event as well as during the event.

8. Describe your target market/audience.

The primary target market is the out of town participants to the Kruiise of Klamath with the goal of getting them to extend their stay in Klamath Falls. A secondary target market is out of town spectators that could be enticed to make a two-day stay visit to Klamath Falls for the event and possibly take in Crater Lake, the Lava Beds, Crater Lake Zip Line and activities promoted by Discover Klamath. It is important to note that the Kruiise of Klamath is a family friendly event that attracts everyone and of all ages.

9. Describe specifically how you will market the project to out of county visitors.

The Kruiise of Klamath will be promoting the event through many of the proven marketing methods used in the past:

1. A ¼ page ad in the Cruzin' magazine which is a Northwest Publication reaching approximately 11,000 classic car enthusiasts. The ad will run in the February issue and will promote the Kruiise in general and highlight any new additions to the event.
2. Registration packets sent to everyone on our mailing list (1000) and will highlight any new additions to the event.
3. Event posters and flyers distributed at spring classic car events outside of Klamath Falls such as Kool April Nights in Redding, CA and shows in the Rogue Valley.
4. Radio, TV and newspaper advertising in the Rogue Valley, Eugene, Bend and Redding markets with emphasis on Digital Advertising.
5. The Kruiise of Klamath's website will feature a full schedule of events with highlights of any new events.
6. Also in the planning stage is drone footage by "Created From Above" to be placed on the Kruiise of Klamath's website of last year's event and new footage of this year's event for future promotion.

10. How will you measure attendance in drawing out of county visitors to the project?

Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

1. Number of registrants for the Kruiise and specifically the number of out of town participants.
2. Hotel occupancy for Thursday, Friday, Saturday and Sunday nights.
3. Number of participants in each of the four mini shows and specifically the number of out of town participants.

11. If your project is already underway, explain how this award will increase your likelihood of success.

Planning for the 2017 Kruiise of Klamath is underway but this grant would help provide funds to offset expenses for advertising and marketing to attract out of town participants and spectators. It will increase the amount and type of advertising we do in our target out of town markets especially given the time parameters of the grant award. The earlier we know the grant award, if chosen, the earlier we can plan our out of county advertising.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

The Kruiise of Klamath intends to partner with eight different businesses to host the Thursday benefit car show(Klamath Falls Honda), Thursday workshops (K&D Auto Body and one TBD), Thursday night kickoff party (TBD), four mini shows (TBD).

The hosts of each mini show will be encouraged to provide coupons, prizes, and/or giveaways to those that attend their show.

In addition the Kruiise of Klamath utilizes a number of organizations to assist with parking at various events (5 hrs. with 5 people), trash pick-up both at Moore Park and downtown (8 hours with 10 people), ballot counting (4 hours with 6 people) and general duties.

13. List your potential sponsors and partners and how they contribute to the event or project.

The Kruiise of Klamath has four different levels of sponsorship: Gold - \$1500.00, Silver - \$1000.00, Bronze - \$500.00 and Trophy - \$110/\$160

Gold Sponsors - \$1500.00

Les Schwab Tire Center, Lithia, Muffler King, Rogue Federal Credit Union and Klamath Falls Subaru

Gold Sponsors – (In-Kind)

KOTI TV (TV sponsor), Sunny 107 (Radio sponsor), The Eagle 104.7 (Radio Sponsor)

Silver Sponsors – (In-Kind)

American Sanitation (Port-a-potties), BRD Printing (Printing), Crater Lake Trolley (Shuttle), Klamath Basin Equipment (ATV,s), Power Pac Rentals (Reader Board), U-Store Self Storage (Storage Unit), and Waste Management (Waste Containers)

Trophy Sponsors (\$110)

The Kruiise of Klamath has 35 different classes of automobiles that are sponsored by 35 different businesses. Each class is awarded a plaque for the top three in each class.

Trophy Sponsors (\$160)

The Kruiise of Klamath has 13 different special classes that are sponsored by 13 different businesses. The winner of each of these special awards are given a plaque and an official embroidered Kruiise of Klamath jacket with their name and the business sponsor listed on each jacket.

On Thursday afternoon the Kruiise of Klamath will partner with Klamath Falls Honda for a benefit car show.

Thursday evening the Kruiise of Klamath will partner with (TBD) to host the kick-off party. On Friday the Kruiise of Klamath intends to partner with four different businesses (TBD) to host the four mini shows and two workshops (K&D Auto Body and one TBD).

14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

The Kruiise of Klamath is an annual event scheduled for the last full weekend in June. This will be the 12th annual Kruiise of Klamath. We will typically draw between 400-500 classic cars each year. A large part of our marketing network is the participants themselves. When you put on a successful show year after year the word gets out. Also, trying to add new items or events each year is a marketing tool in itself.

When members of our board of directors attend other car shows throughout the state and other states gives us the opportunity to market and promote our event.

Our DJ, Russ Strohmeyer, who we use for the Friday mini shows, Show-N-Shine and the downtown Kruiise is from Stayton, Oregon and has stated the Kruiise of Klamath is one of his favorites to attend and promotes that to all the other events he attends.

The Chamber of Commerce and Discover Klamath promotes our event annually.

Our ad in Cruizin' Magazine which reaches 11,000 car enthusiasts throughout the Pacific Northwest each year is a great marketing tool for us.

Sending 1000 registration packets to past participants each year in March promotes our event early enough for planning. We are going to try and get these outs by the end of February this year.

We also send notices to all our vendors that help make the Kruiise of Klamath a success in March of each year. These vendors that travel throughout the state and other states as well promote our event.

The Kruiise of Klamath has a website (www.kruiiseofklamath.org) posted year round and updated to promote our event.

Event posters and flyers distributed to out of town spring car shows is another marketing tool utilized. We reach out to Kool April Nights in Redding, CA which attracts thousands of participants, the Rogue Valley and Yreka, CA and anywhere else one of our board members may participate in a car show.

All of the above and the continued and great support of the community businesses, government agencies and the great people of the Klamath Basin contributes and enhances the success of the Kruiise of Klamath.

15. If your organization is not awarded full funding, how would you modify your plans?

Given the time of the grant award, if chosen, our event is far enough away that whatever amount we are awarded, that will be the figure we will work with. Obviously, the more we are awarded the more marketing we can do out of county and the earlier we can get started in promoting our event.

Klamath County Tourism Grant Application Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	10,000				
Cash Revenues -					
Source: Registration Fees	16,750				
Source: Vendor Fees	2,550				
Source: Sponsors	11,800				
Source: Merch. & Event tickets	8,570				
Total Cash Revenues	39,670	-	-	-	
In-Kind Revenues:					
Source: Marketing	4,500				
Source: Services & Equipment	7,000				
Source:					
Total In-Kind Revenues	11,500	-	-	-	
Total Revenue	61,170	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs	5,500				
Marketing costs	10,000				
Rentals					
Supplies	5,550				
Other: Event Materials	10,625	-	-	-	
Other: Promotional Items	6,275				
Other: Trophies	4,525				
Other:					
Total Cash Expenses	42,475	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs	4,500				
Other: Services & Equipment	7,000				
Other:					
Other:					
Other:					
Total In-Kind Expenses	11,500	-	-	-	
Total Expenses	53,975	-	-	-	
Net Income<Expense>	7,195	-	-	-	

NOTES

- Be as specific as possible; provide explanation to help clarify budget items
- Use the "Actual" column when preparing your final report; submit this form with the final report
- Use additional space or lines if necessary to provide complete information
- Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

Klamath County Tourism Grant Application Marketing Budget Form

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	10,000				
Other Sources					
Total Revenue	10,000	-	-	-	
CASH EXPENSES					
Advertising					
Print	2,000				Cruzin magazine & newspaper
Web	2,500				Digital marketing
Radio	625				
Other	300				Event posters
Total Advertising	5,425	-	-	-	
Printing	3,125				Registration Packets
Postage	550				
Misc/Other (Explanation Req'd):					
Other: Logo Design	350				
Other: TV Commercial Update	300				
Other: Website update	250				
Other:					
Total Miscellaneous/Other	4,575	-	-	-	
Total Expenses	10,000	-	-	-	
Net Income<Expense>	0	-	-	-	

NOTES

- Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.
- Be as specific as possible; provide explanation to help clarify budget items
- Use the "Actual" column when preparing your final report; submit this form with the final report
- Use additional space or lines if necessary to provide complete information
- Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.



Benefit for the Basin

6510 South Sixth Street, #130, Klamath Falls, OR 97603

October 24, 2016

Klamath County Tourism Grant

RE: Letter of Support for Kruiise of Klamath

Dear Klamath County Grant Committee,

I am writing on behalf of Benefit for the Basin in support of the Klamath County Tourism grant application requesting out-of-area marketing funds for Kruiise of Klamath, an event that has had continued success and is going to use the fund to target new attendees to come to Klamath County for their event.

We have worked with the Kruiise of Klamath for the past three years and see an enormous potential for growth.

Thanks for your consideration and support for the Kruiise of Klamath.

Sincerely,

Keith Stotts

Keith Stotts
Vice President

Supporting Youth, Education, Community and Klamath County Fairgrounds.

Joe Reister, President (541-891-2234)

Keith Stotts, Vice President (541-891-7980)

Gary Mulvey, Chairman
Kruise of Klamath
Klamath Falls, Oregon

October 25, 2016

Dear Gary,


Please accept this letter, as an endorsement of Kruise of Klamath's efforts to secure grant funding for your organization, through Klamath County's Tourism Grant Program.

As a lifelong resident of Klamath Falls, I can attest to the multi-generational appeal of the annual Kruise of Klamath events. I have witnessed "kids" from grade school age to Medicare age, enjoying all that your event offers.

Due to the structure of your 4-day event, many local economic benefits are realized, including extended opportunities to patronize local businesses, for event participants from out of the area. This also means extended hotel stays and increased volume for local eateries. Also, whether measurable or not, the overall exposure to the natural beauty of Klamath County, in addition to the appeal of your event, lends itself to repeat visits, beyond the scope of Kruise of Klamath.

In summary, I would encourage anyone reading this letter, as part of the grant award process, to really consider what this organization and event bring to our scenic little corner of the world, in the way of economic benefits and continued creation of tourism in Klamath County.

Respectfully,



Phillip E. Hull
Finance Officer
Klamath County Fire District No. 1

Kucera, Inc.
Mia & Pia's Pizzeria & Brewhouse
3545 Summers Lane
Klamath Falls, OR 97601
(541) 884-4880

October 26, 2016

RE: Letter of Support
Klamath County Tourism Grant Application
Kruise of Klamath

Klamath County Tourism Grant Committee

Greetings:

Please consider this letter our support for the Kruise of Klamath Tourism Grant Application. Kruise of Klamath (and the Klamath Cruise in prior years) is a very well attended, very well organized, showpiece community event.

The involvement in this event goes well beyond our community borders. Of the close to 500 vehicle entries, approximately 40% come from out of town. And, these 40% are usually traveling with 1 – 3 other people. The Tourism Grant Committee should seriously consider awarding a grant to Kruise of Klamath because it gets “heads in beds”.

Kruise of Klamath should also be recognized for constantly evaluating their event and searching for ways to improve the experience for participants and well as get people to town earlier and have them stay longer. Adding the Kruise Mini Shows is an excellent example of this evolving process. Mia & Pia's has had the pleasure of being a Mini Show host for the past three years. Along with our neighbors, the South Suburban Branch of the Klamath County Library, we have seen close to 100 vehicles enter our Mini Show. Remember, each of those vehicles has at least 1 – 3 additional people accompany them. We also get a chance to visit with many of the attendees, some local residents, and many from out of town who love to travel to car shows!

It would be a wise investment of tourism dollars to support the Kruise of Klamath. It is a well-organized, passionate group with a proven success record. A few more dollars will help it be even better. This not only benefits our community with extra dollars in the cash registers, but also our reputation as a great place to visit.

Thank you for your attention to this matter. Please don't hesitate to call if you have any questions.

Very truly yours,

MIA & PIA'S PIZZERIA & BREWHOUSE



Jodi Kucera
Owner, Operator