

TOURISM GRANT APPLICATION

Organization Applying: Kruse of Klamath
Contact Person: Linda Tepper, Secretary/Marketing Coord.
Phone Number: (541)331-6541
Email Address: kruseofklamath@gmail.com
Web Site Address: www.kruseofklamath.org
Title of Project: 2014 Kruse of Klamath – Friday Mini Shows

Brief Description of Project: Over the last several years the Kruse of Klamath has been focusing on expanding its Friday schedule as a means of attracting Kruse 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 and in 2013 we added a swap meet during the day on Friday – both events increased the number of nights our out of town participants stayed in Klamath Falls. For 2014 we will add a series of 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 evening or Friday morning instead of Saturday morning.

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 Linda Tepper

Date 9-23-13

Signature of Board Chair Lou Casbeer

Date 9-23-13

Payment Information

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

Tourism Grant Budget Forms

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

Creating four, two hour mini shows on the Friday leading into Kruiise weekend as an incentive for out of town participants to arrive either Thursday night or Friday morning as opposed to Saturday morning thus lengthening their stay in Klamath Falls. This will be an additive event to the Friday Swap Meet established in 2013 which was successful and will be expanded for 2014.

2. What are the project activities?

The Kruiise of Klamath will partner with four local businesses to host the Friday mini shows which will be scheduled for 8am-10am, 10am-noon, noon-2pm and 2pm-4pm. The Kruiise 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.

3. When will the project occur? How long will it last?

The mini shows will be held on the Friday of Kruiise weekend which is June 27-29, 2014. Promotion of the Kruiise of Klamath and specifically the mini shows will begin in January and continue through Kruiise weekend.

4. Who is the target market for attending the project?

The primary target market are 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 are out of town spectators that could be enticed to make a two day visit to Klamath Falls for the event if it had a more robust schedule of events.

Project Goals:

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

Our goal is for 450 registrants for the 2014 Kruiise of Klamath with 40%, or 180, of those registrants being from out of county. These numbers will be determined from the registration forms for the event.

- 6. 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 count the number of extra days?**

The mini shows are scheduled to start on Friday at 8am with the intent that Kruiise participants will come to town Thursday night in order to attend all the shows. Currently, many participants come to town Friday afternoon/evening or even Saturday morning. The continuation of the Friday Block Party and the expansion of the Friday Swap Meet will also help attract participants to town early. Occupancy rates from the year previous compared to the current year will be analyzed to determine the success of this initiative.

QUALIFICATIONS OF APPLICANT

- 7. Describe your organization.**

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 13 member Board that governs the planning and execution of the annual event. The Board typically meets monthly throughout the year.

- 8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?**

The Kruiise of Klamath completed its 8th event in 2013 and has grown the event every year since its inception in 2005. The percentage of out of town participants has continued to grow every year and the Kruiise organization is continually looking for ways to expand the event and increase both out of town participation and the length of stay from those out of town participants. Our Board members are not only classic car owners themselves but also active participants in other classic car shows around the state giving them a wide range of experience to draw from for organizing our event.

MARKETING PLANS

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

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

- (1) A "Save the Date" postcard to the 1000+ names on our mailing list. Postcard will highlight the dates of the 2014 Kruiise of Klamath in addition to the new features of the show such as the Friday mini shows.
- (2) Two ½ page ads in the Cruzin' magazine which is a Northwest publication reaching approximately 11,000 classic car enthusiasts. Ads will be placed in the February and April issues and will promote the Kruiise in general and highlight the new addition of the mini shows.
- (3) Registration packets sent to everyone on our mailing list will highlight the addition of the mini shows on Friday plus the expanded swap meet.
- (4) Event posters and flyers distributed at spring classic car events outside of Klamath Falls such as Kool April Nites in Redding, CA and shows in Medford, OR.
- (5) The Kruiise of Klamath's website will feature a full schedule of events with the Friday mini shows highlighted on the home page.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

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

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

Planning for the 2014 Kruse of Klamath is already underway but this grant would help provide funds for expanded marketing of the new Friday mini shows.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

The Kruse of Klamath intends to partner with four different businesses to host the Friday mini shows but that process has not been initiated yet. The hosts of each mini show will be asked to provide coupons, prizes and/or giveaways to those that attend their show. In addition, the hosts will be encouraged to partner with a local nonprofit charity in some way to assist in promoting the charity's mission.

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	5000				
Cash Revenues -					
Source: Registration Fees	17500				
Source: Vendor Fees	3700				
Source: Kruse Reserves	4200				
Total Cash Revenues	30400	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Revenue	30400	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	5000				
Rentals					
Supplies	5300				
Other: Events	10000	-	-	-	Block Party/Poker run
Other: Promotional Items	7000				Hats/shirts/etc
Other: Trophies	3100				
Other:					
Total Cash Expenses	30400	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	30400	-	-	-	
Net Income<Expense>	0	-	-	-	

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

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	5000				
Other Sources					
Total Revenue	5000	-	-	-	
CASH EXPENSES					
Advertising					
Print	1010				2 - 1/2 page ads in Cruzin' magazine
Web	250				Update of website
Other Internet					
Other	1000				Posters & flyers
Total Advertising	2260	-	-	-	
Printing	2500				Registration packets
Postage					
Misc/Other (Explanation Req'd):					
Other:	240				Save the Date postcards
Other:					
Other:					
Other:					
Total Miscellaneous/Other	240	-	-	-	
Total Expenses	5000	-	-	-	
Net Income<Expense>	-	-	-	-	

NOTES

Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.
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Kruise of Klamath

P.O. Box 7135 / Klamath Falls, OR 97602

Tax ID# 20-449591

October 18, 2013

Executive Team, Tourism Grant Committee
c/o Jason Link
Klamath County Finance & Budget Office
305 Main St.
Klamath Falls, OR 97601

The Kruise of Klamath appreciates the opportunity to respond to your request for additional information regarding our Fall 2013 Tourism Grant application.

1. ***Complete the appropriate budget forms – current marketing budget does not demonstrate the required 30% match.***

A revised Project Budget and Marketing Budget are enclosed with this letter. It was not clear to us that the grant match must be included in the marketing budget and we had put it in the Project Budget. The original Marketing Budget submitted showed just those items to be funded by a Tourism grant. The Marketing Budget has been revised to show all funds being used for marketing including the Kruise match of \$1500.

2. ***Budget for postcards seems low to the committee.***

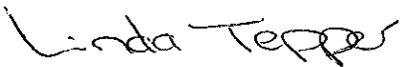
The budget for postcards has been revised from \$240 to \$740 to reflect the cost of printing and mailing – design and development is handled by Kruise staff. As explained in the answer to the above question – the original \$240 listed was just those grant funds to be used on postcards and the remaining \$500 was to be funded with Kruise funds and was included in the overall Project Budget.

3. ***Occupancy rates for 2012 compared to 2013.***

We sent a survey to the majority of the Klamath Falls hotels/motels regarding occupancy rates during Kruise weekend and specifically any change in the Friday night occupancy rate 2012 over 2013. Of those that responded to the survey, or that we talked with directly, they reported that the overall occupancy rate for Kruise weekend remains high. The Friday night occupancy from 2012 to 2013 showed a slight improvement which could be an indication that our efforts to add, and highlight, Friday events in our Kruise schedule is resulting in additional attendees coming to town for additional nights.

I hope the above information answers your questions and the Kruise of Klamath Board looks forward to answering any additional questions you may have at the October 28th meeting.

Sincerely,



Linda Tepper, Secretary/Marketing Coordinator
Kruise of Klamath
(541)331-6541

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Total Cash Revenues	30400	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Revenue	30400	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	6500				
Rentals					
Supplies	3800				
Other: Events	10000	-	-	-	Block Party/Poker run
Other: Promotional Items	7000				Hats/shirts/etc
Other: Trophies	3100				
Other:					
Total Cash Expenses	30400	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	30400	-	-	-	
Net Income<Expense>	0	-	-	-	

NOTES

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**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	5000				
Other Sources: Kruiise matching	1500				
Total Revenue	6500	-	-	-	
CASH EXPENSES					
Advertising					
Print	1010				2 - 1/2 page ads in Cruzin' magazine
Web	250				Update of website
Other Internet					
Other	1500				Posters & flyers
Total Advertising	2760	-	-	-	
Printing	2500				Registration packets
Postage					
Misc/Other (Explanation Req'd):					
Other:	740				Save the Date postcards
Other:	500				Radio
Other:					
Other:					
Total Miscellaneous/Other	1240	-	-	-	
Total Expenses	6500	-	-	-	
Net Income<Expense>	-	-	-	-	

NOTES

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