

TOURISM GRANT APPLICATION

Organization Applying: Ernst Family Foundation _____

Contact Person: Bill Scally _____

Phone Number: 541-433-5343 _____

Email Address: bill@kitcfm.com _____

Mailing Address: PO Box 774 Gilchrist, Oregon 97937 _____

Web Site Address: N/A _____

Title of Project: Gilchrist Cruise & Summer Fun Day _____

Brief Description of Project:

This event is to be held to help promote _____
Funds for scholarships to benefit deserving students at Gilchrist Schools who otherwise
might not have a chance to further their education _____

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 Bill Scally _____

Date 9-26-14

Signature of Board Chair _____

Date _____

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. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To provide an avenue to bring visitors to North Klamath County. This project was a success 8 years ago and is supported by the entire community to once again be a highlight of the year in the Crescent/Gilchrist area.

2. What are the project activities?

The main attraction and activity is the car show including a poker run to three other North Klamath County communities along with the "Show and Shine, Street Dance, Games and awards The committee is planning on making this a two night three day event,

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

The event is planned for the Third weekend in July 2015 the project is slate to run for two night and three days

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

Car Show entrants and enthusiast from around the State and local residents

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?

The project draws from around the state, when the show was done 8 years ago more than 135 cars entered the show, drawing an estimated 1000 spectators from around the state many from out of the county

The Show has a process for each entrant to submit an application that is tracked and archived for following year participation

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?

Along with the car show there will be a school reunion bringing many former graduates back to Crescent/Gilchrist and Klamath County from out of town and from out of State to join in on the festivities Friday night will be the reunion, Saturday Car show and both Saturday & Sunday Carnival and live music.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Ernst Family Foundation was formed with the plan to provide scholarships to deserving students from the Gilchrist School, to further their education. Some of these students would have no other means to attend a higher education facility because of financial hardships found in this economy. The foundation is comprised of a board of directors who receive applications and determine the scope of scholarship funding available. The foundation is a 501 (c) 3 organization.

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

This project was very successful when last done, the project manager and founder put together a successful event that was sustaining year after year, until personal circumstance's caused him to leave the area. No other organization has been able to put together this project. The project manager has returned to the area and asked to once again bring the project back. He has agreed to "HeadUp" the project if funds are available to promote and market this event.

MARKETING PLANS

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

We have a list of entrants and organizations that last participated, we will use these and other contacts along with other car clubs and organizations to complete our marketing plan that will reach our intended audience. There is a local broadcast radio station in the North County that will be participating along with local newspapers from our sister county to the north. The project manager will oversee a mail out contact flyer sent to organizations and individuals from a list formed from past shows and surrounding car club members

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)

As stated above each entrant will out a form allowing the project to be tacked. This form is also used to invite the participant to attend next year. There is also planned a raffle that will require name and number. There is also planned a professional carnival which we will be able to track ticket sales. The class reunion will have a form to fill out tracking that event.

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

This project has not been operated for the past 8 years and needs "seed monies" to once again become a viable project for the community. This project enjoyed a great success in the past. The monies if granted will allow this event to once again be the cornerstone of summer activity in the North County

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.

This project attracts over 40 volunteers who put in countless hours promoting and selling sponsorships, raffle tickets, and planning. The days of the event over 30 volunteers man checking end, raffle booths, security and other jobs to help make this a success for the community while having FUN participating with friends and neighbors

Project Budget									
Income	Committed	Pending	Total	Actual	Comments/Explanations				
Tourism Grant Request		\$10,000.00	\$10,000.00						
Cash Revenues									
Source: Sponsors		\$10,500.00	\$10,500.00		Business Sponsorships				
Source: Car Entries		\$3,500.00	\$3,500.00		Entry fee \$35.00 per car				
Source: Food/Bev Sales		\$3,500.00	\$3,500.00		BBQ/Beer Garden				
Source: Shirt/Hat Sales		\$1,500.00	\$1,500.00		Spectator sales				
Source: Booth Rental		\$250.00	\$250.00		Craft, Food Booth Rent				
Source: Carnival/Games		\$250.00	\$250.00		Carnival/Midway proceeds				
Total Cash Revenues		\$29,500.00	\$29,500.00						
In-Kind Revenues									
Source: Donations		\$500.00	\$500.00		Donations of products/services				
Source: Rental		\$500.00	\$500.00		Rental donation (tables, etc)				
Source: Labor		\$3,000.00	\$3,000.00		Value of Volunteer Labor				
Total In-Kind Revenues		\$4,000.00	\$4,000.00						
Total Revenue		\$33,500.00	\$33,500.00						
Expenses									
Cash Expenses									
Personnel Costs		\$2,000.00	\$2,000.00		Paid employees preparing food, etc.				
Marketing Costs		\$3,825.00	\$3,825.00		See Marketing Budget				
Rentals		\$2,000.00	\$2,000.00		Tables, Chairs, Tents, Sound System, Event Space				
Supplies		\$1,500.00	\$1,500.00		Pora Ponies, Garbage Collection, Ribbon, Paper plates & Utensils				
Other: Jackets/Shirts/Hats		\$11,000.00	\$11,000.00		Sponsor Jackets, Event Shirts & Hats				
Other: Entertainment		\$800.00	\$800.00		Band for Street Dance				
Other: Prize Money		\$875.00	\$875.00		Poker Run Prize Money				
Other: Food & Beverage		\$3,000.00	\$3,000.00		BBQ/Beer Garden products				
Other: Printing		\$500.00	\$500.00		Printing forms, etc..				
Total Cash Expenses		\$25,500.00	\$25,500.00						
In-Kind Expenses									
Labor		\$5,000.00	\$5,000.00		Volunteer Labor				
Marketing Costs		\$0.00	\$0.00		Advertising				
Other: Scholarship Fund		\$5,000.00	\$5,000.00		Donation to Scholarship Fund				
Other:		\$0.00	\$0.00						
Total In-Kind Expenses		\$8,000.00	\$8,000.00						
Total Expenses		\$33,500.00	\$33,500.00						
Net Income <Expense>		\$0.00	\$0.00						

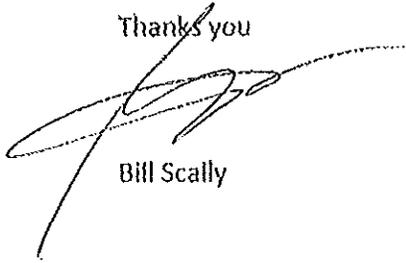
Marketing Budget					
	Committed	Pending	Total	Actual	Comments/Explanations
Cash Income					
Tourism Grant Request		\$10,000.00	\$10,000.00		
Other Sources		\$25,500.00	\$25,500.00		Event Activities & Sponsors
Total Revenue		\$35,500.00	\$35,500.00		
Cash Expenses					
Advertising					
Print		\$1,500.00	\$1,500.00		Newspaper, direct mail, flyers
Web		\$325.00	\$325.00		Design Web Site
Other Internet					
Other:					
Total Advertising		\$1,825.00	\$1,825.00		
Printing		\$1,000.00	\$1,000.00		Costs of Marketing Printing
Postage		\$1,000.00	\$1,000.00		Direct Mail Postage
Misc Other					
Other:					
Other:					
Other:					
Total Misc/Other					
Total Expenses		\$3,825.00	\$3,825.00		
Net Income <Expense>		\$31,675.00	\$31,675.00		

Please find enclosed:

3- letters of support for the project

Revised Budget sheet.

Thanks you

A handwritten signature in black ink, appearing to read 'Bill Scally', written over a dotted line.

Bill Scally

*Crescent/Gilchrist Community Action team
Po Box 310
Gilchrist, Oregon 97737*

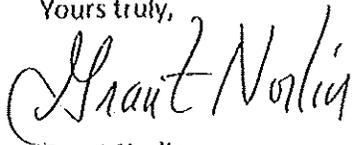
Bill Scally
Po Box 774
Gilchrist, Oregon 97737

Dear Mr. Scally,

The Crescent Gilchrist Community Action Team has reviewed your plans to promote the Gilchrist Summer fun days and Car Cruise.

We are in full support of this project and stand ready to help in any way possible.

Yours truly,

A handwritten signature in cursive script that reads "Grant Norlin". The signature is written in black ink and is positioned above the printed name and title.

Grant Norlin
Secretary Crescent/ Gilchrist Community Action Team

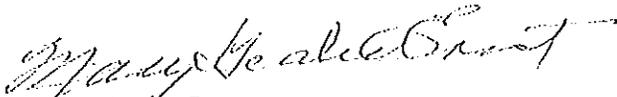
Ernst Family Foundation
PO Box 707
Gillchrist, Oregon

Bill Scally
Po Box 774
Gillchrist, Oregon 97737

Dear Mr. Scally,

The Ernst family Foundation is in full support of the "Summer Fun Days and Cruise". This project was a great success in the past and we are sure it will be a success in the future. The foundation has provided the facilities in the past and look forward in working with you and Mr. Ward to once again provide a community wide event benefitting local business and providing a "fun" weekend for all

Yours truly,



Mary Geales Ernst
Ernst Family Foundation

Kens Sporting Goods and Liquor Store
136854 Highway 97 North
Crescent, Oregon 97739

Bill Scally
Po Box 774
Gilchrist, Oregon 97737

Dear Mr. Scally,

Kens Gun Shop located in Crescent Oregon is in full support of the "Summer Fun Days & Cruise" being planned for the community next year. Our businesses depends on out of town visitors and feel this type of event will bring more visitors to Northern Klamath County and help the local economy, while providing local residents an opportunity to enjoy the weekend.

We are in full support of this project and stand ready to help in any way possible.

Yours truly,



Chuck DeFoe
Owner Kens Sporting Goods

Project Budget					
Income	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$10,000.00	\$10,000.00		
Cash Revenues					
Source: Sponsors	\$3,000.00	\$10,500.00	\$13,500.00		Business Sponsorships
Source: Car Entries		\$3,500.00	\$3,500.00		Entry fee \$35.00 per car
Source: Food/Bev Sales		\$3,500.00	\$3,500.00		BBQ/Beer Garden
Source: Shirt/Hat Sales		\$1,500.00	\$1,500.00		Spectator sales
Source: Booth Rental		\$250.00	\$250.00		Craft, Food Booth Rent
Source: Carnival/Games		\$250.00	\$250.00		Carnival/Midway proceeds
Total Cash Revenues	\$3,000.00	\$29,500.00	\$32,500.00		
In-Kind Revenues					
Source: Donations		\$500.00	\$500.00		Donations of products/services
Source: Rental		\$500.00	\$500.00		Rental donation (tables, etc)
Source: Labor		\$3,000.00	\$3,000.00		Value of Volunteer Labor
Total In-Kind Revenues		\$4,000.00	\$4,000.00		
Total Revenue	\$3,000.00	\$33,500.00	\$36,500.00		
Expenses					
Cash Expenses					
Personnel Costs		\$2,000.00	\$2,000.00		Paid employees preparing food, etc.
Marketing Costs		\$14,825.00	\$14,825.00		See Marketing Budget
Rentals		\$2,000.00	\$2,000.00		Tables, Chairs, Tents, Sound System, Event Space
Supplies		\$1,500.00	\$1,500.00		Pota Potnés, Garbage Collection, Ribbon, Paper plates & Utensils
Other: Entertainment		\$800.00	\$800.00		Band for Street Dance
Other: Prize Money		\$875.00	\$875.00		Poker Run Prize Money
Other: Food & Beverage		\$3,000.00	\$3,000.00		BBQ/Beer Garden products
Other: Scholarship Fund		\$5,000.00	\$5,000.00		
Other: Printing		\$500.00	\$500.00		Printing forms, etc..
Total Cash Expenses	\$0.00	\$30,500.00	\$30,500.00		
In-Kind Expenses					
Labor		\$3,000.00	\$6,000.00		Volunteer Labor
Marketing Costs			\$0.00		Advertising
Other:					Donation to Scholarship Fund
Other:			\$0.00		
Total In-Kind Expenses	\$3,000.00	\$3,000.00	\$6,000.00		
Total Expenses	\$3,000.00	\$33,500.00	\$36,500.00		
Net Income <Expense>		\$0.00	\$0.00		

Marketing Budget					
	Committed	Pending	Total	Actual	Comments/Explanations
Cash Income					
Tourism Grant Request	\$10,000.00	\$10,000.00	\$10,000.00		
Other Sources		\$33,500.00	\$33,500.00		Event Activities & Sponsors
Total Revenue	\$0.00	\$43,500.00	\$43,500.00		
Cash Expenses					
Advertising					
Print		\$1,500.00	\$1,500.00		Newspaper, direct mail, fliers
Web		\$325.00	\$325.00		Design Web Site
Other Internet					
Other:					
Printing		\$1,000.00	\$1,000.00		Costs of Marketing Printing
Postage		\$1,000.00	\$1,000.00		Direct Mail Postage
Misc Other					
Other: Jackets & Shirts		\$11,000.00	\$11,000.00		
Other:					
Other:					
Total Misc/Other					
Total Expenses	\$0.00	\$14,825.00	\$14,825.00		
Net Income <Expense>	\$0.00	\$28,675.00	\$28,675.00		