



## **Tourism Grant Application**

**TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE**

Title of Project: BENEFIT FOR THE BASIN CAR SHOW \_\_\_\_\_  
Funds Requested: \$10,000 \_\_\_\_\_  
Organization Applying: BENEFIT FOR THE BASIN \_\_\_\_\_  
Contact Person: GARY CHEYNE or DARLENE HUMPHREY \_\_\_\_  
Phone Number: GARY: 541-892-1382 DARLENE 541-891-6738  
Email Address: gtcheyne@gmail.com  
Mailing Address: 6510 South 6th St #130 KFO 97603  
Web Site Address: www.Benefitforthebasin.com

Brief Description of Project including date, time and location: THE BENEFIT FOR THE BASIN IS A NON-PROFIT, VOLUNTEER ORAGNIZATION THAT \_\_\_\_\_ SUPPORTS YOUTH, EDUCATION, COMMUNITY AND KLAMATH COUNTY \_\_\_\_ FARIGROUNDS. \_\_\_\_\_

SEPTEMBER 2016 WILL BE OUR 4<sup>TH</sup> ANNUAL CAR SHOW \_\_\_\_\_

\* BFTB requests a verbal interviuew with Review Panel. \*

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 Gary T. Cheyne Date 9-29-2015

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

Signature of Organization \_\_\_\_\_ Date \_\_\_\_\_

## **#1 - PROVIDE A DETAILED DESCRIPTION OF PROJECT AND ACTIVITIES:**

Benefit for the Basin is a non-profit, volunteer organization that supports Youth, Education, Community and the Klamath County Fairgrounds.

The event that BFTB is seeking assistance for is a car show being held September 23 - 25, 2016 at the Klamath County Fairgrounds. This is the BFTB's fourth car show, the third to be held indoors at the Klamath County Fairgrounds. Local sponsors and businesses were invited to set up a booth on the grounds for the 2014 and 2015 and will have that opportunity for the 2016 show.

## **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?**

The 2014 event had 6 out of 120 entrants from out of the basin area with very limited resources and no marketing plan dedicated to enticing out of town entrants to the show. (These entrants met BFTB volunteers at area car events, these visitors came from Red Bluff, Redding, Bend and Gerlach, NV).

In 2015, the entry increased to 179 total cars, and the out of town entry was 19. There were entrants from Redding, Bend, Grants Pass, Alturas, Central Point, Coos Bay, Eagle Point, Jacksonville, Lakeview, Marcola, Medford, Montague, Susanville and Topeka, KS.

2015 - 11% of the surveyed spectators were from outside of the basin.

During the events that BFTB is participating in volunteers will hand out show flyers to potential entrants, promote the event and have entry forms available to get entrants signed up at that time. BFTB will mail "save the date" letters to last year's participants and car clubs within a 5 hour drive radius of Klamath Falls. The BFTB show flyers will be placed in the participant packet that is distributed to all entrants in the Kruse of Klamath. BFTB plans to do a Facebook marketing campaign in Bend, Eugene, Medford, Redding and Reno in 2016 in order to reach potential entrants during the peak of the car show season.

**#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?**

For BFTB 2015, the fairgrounds was open and available on Friday, September 25 for participants to set up their vehicles in the main arena and vendors to set up their booth. The out of town entrants trailered their cars in and took advantage of this option. Also on Friday, BFTB hosted a meet and greet event in the John Hancock Event Center, giving entrants an opportunity to visit with each other and the volunteers can develop relationships with those that support this event. The mailed Save the Date letter, BFTB website, and Facebook page will have information about things to do in the Klamath Basin while people are visiting.

The 2015 goodie bag that was given to each participant had a Discover Klamath information packet that was spotted being toted around during the car show. BFTB will pursue a partnership with Ross Ragland Theater to hold a car show participant friendly event on the same weekend, as several participants brought their cars in on Friday, then went downtown for dinner and The Diamonds concert at RRT.

Out of town visitors received a promotional rate code for the event, and length of stay was tracked by use of this code, and 10 rooms were booked for Friday 9/25 and 9/26 at the Days Inn across from the fairgrounds. The fairgrounds manager counted 9 RVs of people from outside the basin that utilize the fairgrounds to park their RV for the event.

**QUALIFICATION OF APPLICANT**

**#4 - Describe your organization/project management team. How are these individuals qualified to lead this project?**

The board for BFTB consists of local business owners, retired military service members, people with strong management background. The majority of board members have special interest cars and have participated in a large number of car shows. Two who conceptualized, designed and built Benefit for the Basin:

President: Joseph Reister

- Involved with 10 fund raising car shows, fourth BFTB show
- 22 years management experience
- 39 year Klamath County resident

Vice President: Keith Stotts

- Owner of K & D Auto Body
- Fourth BFTB car show
- 7 years with Kiger Stadium, President of Babe Ruth World Series
- 12 years as a Scout leader, facilitating many scouting activities
- 4 years as a baseball coach
- Married to wife Kathy for 20 years, 2 children

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

The 2016 BFTB car show will be this team's fourth event. It has grown from a small local show in 2013, to over 100 cars in 2014 with some out of town entries with very limited marketing. 2015 saw 179 entries with limited resources dedicated to attracting out of town entrants.

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

The Klamath County Fairgrounds is the site of the event. The logo was featured on the show flyer and the signs that were displayed with the raffle vehicle for 2014 marketing. (See Attachment C for a picture of the Klamath County logo on the signage) BFTB is prepared to be in compliance with any contractual obligations that use of the logo requires.

**#7 - Provide a detailed time line leading up to the event or project:**

BFTB has started the process of planning for the 2016 event. The raffle prize vehicles, one was purchased and one was donated to BFTB, will be customized through local sponsors and supporters of Benefit for the Basin. Meetings are held on a monthly basis to focus and organize the volunteers. The raffle prize vehicles were transported to 10 events to promote the car show, including the Klamath County Fair, Tulelake Fair, Lake County Fair, Kruse of Klamath, Third Thursday, and various car shows throughout Southern Oregon.

**#8 - Describe your target market/audience:** Survey numbers indicate that auto enthusiasts are 66% male, and are more than twice as likely to be between ages 18 and 34 when compared to the average online audience. Online auto enthusiasts are also almost twice as likely to be males in the 55 to 64 age range.

Average annual earnings are distributed evenly across the board, and reflective of the population as a whole, 31 percent in the \$50 to 75k range and 25 percent in the \$75K to \$100K range. Over 80% are married or have a partner, most own

their home. Auto enthusiasts are educated: 70 percent have at least some college and 24 percent have a bachelors or advanced degree.

Online auto enthusiasts are more than 4 times more likely to be active or former military than the average online audience. Auto enthusiasts also like to spend time online searching for cars, products or information, statistics show that a typical online enthusiast will visit their favorite automotive sites daily.

The car community are generous supporters of events that raise money for worthy endeavors. The target market is those that want to bring their vehicles and families to the event, including local spectators. What sets this event apart from other car shows is the family friendly aspect and the indoor venue.

**#9 - Describe specifically how you will market the project to out of county visitors:** BFTB will have a booth at events (Klamath County Fair, Tulelake Fair, Lake County Fair, Kruse of Klamath, Third Thursday, and various car events throughout Southern Oregon) which attract a wide network of attendees. During these events, volunteers will distribute show flyers to bring awareness for the car show, display the raffle vehicles, sell raffle tickets, and to give information to potential participants. The volunteers will have entry forms at these events, signing up entrants right at that event. There is a save the date letter that will be mailed to past participants as well as invitations to car clubs on the west coast. BFTB has a website ([www.benefitforthebasin.com](http://www.benefitforthebasin.com)), a Facebook page, and the event will be advertised on Hemmings Motor News and other websites.

We want to expand this effort and take the raffle cars to more events. What we have learned is that our best response is from those that have seen us at various events. The board members have been spending their own time, money and resources on taking the cars out of the area. With the tourism grant dollars, we can go to more car shows, talk to people about the event and take entries for our show while we are there.

**#10 - How will you measure attendance in drawing out of county visitors to the project?** Each car show participant fills out an entry form that will state where they are from. The host hotels will have a promotion code to track the length of stay using that code. The fairgrounds manager will track the number of people that utilize the fairgrounds to park their RV.

**#11 - If your project is already underway, explain how this award will increase your likelihood of success:** To allow BFTB to aggressively market the event outside of the basin. We live here and know how much this basin offers for tourists. In order to reach more individuals, it requires more publicity.

The raffle cars will be taken to car events in Klamath Falls and the surrounding area to attract out of town participants to the BFTB car show. The current schedule of car events includes: Rogue Valley Classic Chevy Show (Grants Pass), SJS Charity Car Show (Klamath Falls), Medford Cruise, Malin Park Car Show, Southern Oregon Rod and Custom Show (Medford), Oregon High Desert Car Show (Redmond), Kruse of Klamath. By participating in local and regional events, BFTB is networking with these clubs to enjoy their support for our event.

BFTB plans a strong social media campaign beginning in late May when the raffle cars are nearing completion and are available for marketing the event.

**#12 - Describe any in kind, barter, volunteer labor or discounted services you expect to receive to support this project:** See attachment A for previous sponsors and event partners that contributed in kind services, products and equipment, most in kind services went toward the restoration of the raffle vehicle.

We also had 50 volunteers that helped set up the grounds, park cars, provide concessions, sell tickets, man the giveaway/survey table, and clean up after the 2015 event.

**#13 - List your potential sponsors and partners and how they will contribute to the event or project:** See attachment B for those that contributed to the building of the raffle cars and attachment C for those that sponsored the event. All of the 2013, 2014 and 2015 BFTB raffle car sponsors have committed to continue to support the event with products and services. The individuals and companies in this list donated product to the raffle cars, provided discounted goods and services, or supplied items for the car show.

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

2016 will be our fourth annual event and being expanded to a 3 day car show.

Due to the interest from participants to come into the show on Friday, 2015 had 120 cars on the grounds for the Friday meet and greet, 2/3's of the total entry.

KLAD and the ROCK have donated a large amount of radio time to the BFTB event. Those along with a few print ads from the Herald and News have allowed us success so far. BFTB is also a Chamber of Commerce member and has some internet exposure through that site. With their websites and internet advertising,

anyone with internet access could learn about and attend the BFTB event through Basin Media Active and the Herald and News.

Our event allows all community members to be involved in or be a part of this day. There is no cost for attending, browsing the vehicles or having lunch. We believe that this sends a good message about Klamath Falls, allows all that attend to network and contribute to the success of the event.

# Attachment A

## 2013 Benefit for the Basin Show Sponsors:

- Klamath Basin Equipment
- Line-X
- Basin Tire
- K & D Auto Body

## 2014 Benefit for the Basin Show Sponsors:

- Klamath Basin Equipment
- K & D Auto Body
- AAMCO
- Midas Muffler
- Basin Tire
- Les Schwab
- Line-X
- TGMD Auto Repair
- Ken's Auto Body and Paint
- Novak's Auto Supply
- NAPA
- O'Reilly's
- AutoZone
- D&R Auto Parts
- Fleet Pride
- Epic Glass
- Double D Window Tinting
- Citation Upholstery
- Countryside Upholstery
- KLAD/Basin Media Active
- Signvertise
- KOKO Graphics
- Snap On Tools

# **Attachment B**

## **2015 Benefit for the Basin Partners and Sponsors**

- HAGGEN
- ALBERTSON'S
- KLAMATH METAL
- PELICAN CITY AUTO WRECKERS
- TOM HUMPHREYS
- BRUCE HESLA
- S&S MANUFACTURING
- MARK BROOKS
- KLAMATH COUNTY FAIRGROUNDS
- REISTER FAMILY
- STOTTS FAMILY
- ARROW HEAD TOWING
- BRIAN HAINES FAMILY
- JEREMIAH SAILORS
- GARY RUSSEL
- JODI AND TROY ENGELBRETSON
- SOUND MAN
- JAY DAVIS
- DOUBLE-D WINDOW TINTING
- CHILOQUIN CAR SHOW
- BEND CAR SHOW
- BONANZA CHILI FEED
- ROTC [HENLEY]
- MONA NOTOVNY
- GRAHAM UGALDE
- MIKE CUSHMAN CONSTRUCTION
- ALL BENEFIT FOR THE BASIN BOARD MEMBERS

# Attachment C

The following is a list of event sponsors:

A+ Secure Storage & Shipping Outlet  
AAMCO Transmissions  
Albertson's  
AmeriTitle  
Basin Tire Service  
Bill Walker  
Bill's Bug "E" Business  
Black Ice Customs  
BNSF Railway Co  
Bruce Tofell  
Chapman's Farm Repair  
Country Financial - Gary Cheyne  
Collins Products  
Cowboy Security  
Don Castle  
Epic Glass Tinting / Crazy R Pizza  
Epicenter  
FleetPride  
Franz Bakery  
Fred Meyer  
Frontier Trailer Sales & Service  
Hanson Tire  
Holliday Jewelry  
Home Depot  
JB's Truck Repair  
Jeri Cooper  
John Eaton  
K & D Auto Body  
Kalina Hardware Inc.  
Keith's Manufactured Homes  
Ken Olmstead  
Ken's Body & Paint  
Kinsman Construction  
KLAD-FM  
Klamath Auto Wreckers  
Klamath Basin Equipment  
Klamath Falls Old School Rodders  
Klamath Moving Storage  
Kla-Mo-Ya Casino

KNT Service  
Koko Graphix Design  
Krass Marketing  
Kruise of Klamath  
Les Schwab Tire Center  
Lindsey McClure  
Line-X of Klamath Falls  
Lyle & Pat Bergstrom  
Lynita Hopkins  
Malin Park Car Show Committee  
Mark Holland Construction  
Mazama Manufacturing Students  
Metal Masters, Inc.  
Michael Fenters Trucking  
Midas Auto Service Experts  
Moose Lodge 1106  
My Mechanic  
Napa Parts Store  
Novak's Auto Parts  
Oil Can Henry's  
Pape Machinery, Inc.  
Pat Tierney  
Pepsi Cola Bottling Co.  
Petaloudes - Mona Novotny  
Power Pac Rentals & Sales  
Ribbon 'N Print  
River's Edge Landscape Supply  
Ron & Linda Sumner  
Russell & Theresa Peterson  
Sign Vertise  
State Farm Insurance - Jeff Young  
State Stop Arena  
Stateline Auto Parts  
Stevens-Johnson Syndrome Foundation  
Terry L. Dressell, DMD  
TGMD Automotive  
US Army Recruiting  
Washburn Building Products  
Webb Weekly  
Wesco Automotive Paint Specialties

**Klamath County Tourism Grant Application  
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10000	10000		
Cash Revenues -	3000		3000		
CAR SHOW ENTRIES			4375		175 entries @\$25
TICKET SALES		35000	35000		3500 tickets @ \$10
KLAMATH BASIN EQUIPMENT	2000		2000		
BASIN TIRE SERVICE	3500		3500		
LES SCHWAB	3500		3500		
K&D AUTO BODY	7000		7000		
SNAP ON TOOLS	1000		1000		
LINEX	3000		3000		
TROPHY SPONSORS	7000		7000		70 SPONSORS @\$100
KENS AUTO BODY	1000		1000		
Total Cash Revenues	-	-	-	-	
In-Kind Revenues:			80375		
KLAD RADIO	2500		2500		
ROCK RADIO	2500		2500		
FRONTIER TRAILER SALES	3500		3500		CAR TRAILER
Total In-Kind Revenues	-	-	8500	-	
Total Revenue	-	-	88875	-	
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs					
RADIO		3000	3000		REDDING,BEND,LAKEVIEW,MEDFORD
KOKO GRAPHIS		6500	6500		FLYERS,TICKETS,BANNERS,POSTERS,SHIRTS
VEHICLE PURCHASE		2200	2200		CARS
FOOD FOR EVENT	-	3500	3500	-	FOR FREE LUNCH AT EVENT
WEBSITE		2000	2000		
POSTAGE		500	500		SAVE THE DATE LETTERS(TO INCLUDE CLUBS AND INDIVIDUALS)
VEHICLE PAINT		4000	4000		CUSTOM PAINT FOR CAR & PICKUP
OUT OF BASIN EVENTS		8500	8500		TRANSPORTATION,LODGING,EVENT FEES
Total Cash Expenses	-	30200	30200	-	
In-Kind Expenses					
Labor		5000	5000		50 PEOPLE FOR 10HRS
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	5000	-	
Total Expenses	-	-	35200	-	
Net Income<Expense>	-	-	53675	-	

**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
<b>CASH INCOME</b>					
Tourism Grant Request		10000	10000		
Other Sources	3000		3000		
<b>Total Revenue</b>	<b>3000</b>	<b>10000</b>	<b>13000</b>	<b>-</b>	
<b>CASH EXPENSES</b>					
Advertising					
RADIO		7000	7000		KLAD,ROCK,93.5(LAKEVIEW) MEDFORD,BEND(\$2000 GOING OUTSIDE THE BASIN)
Web		2000	2000		INTERNET & FACEBOOK ADVERTIZING WITH 50% GOING TO OUTSIDE THE BASIN
					50% TV COMMERCIALS MEDFORD & BEND
Other					
<b>Total Advertising</b>		<b>9000</b>	<b>9000</b>	<b>-</b>	
Printing	3500	3000	6500		\$3000 FOR TICKETS,BANNERS,SHIRTS,POSTERS,FLYERS,BUSINESS CARDS(WITH KLAMATH COUNTY LOGO)
Postage	350	150	500		SAVE THE DATE LETTERS,THANK YOU CARDS
Misc/Other (Explanation Req'd): OUT OF BASIN CAR SHOWS	5000	3500	8500		MOTEL,FUEL,ENTRY FEES TO ATTEND; LAKE COUNTY FAIR,ROGUE VALLY CLASSIC(GRANTS PASS)
Other:					MEDFORD CRUISE,SOUTHERN OREGON ROD & CUSTOM (MEDFORD)
Other:					OREGON HIGH DESERT CAR SHOW(REDMOND)
Other:					THERE ARE 10 EVENTS AVAILABLE OUTSIDE OF KLAMATH COUNTY
<b>Total Miscellaneous/Other</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>Total Expenses</b>	<b>8850</b>	<b>15650</b>	<b>24500</b>	<b>-</b>	
<b>Net Income&lt;Expense&gt;</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	

**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.



September 29, 2015

To whom it may concern,

This is a letter of support of the Benefit for the Basin. For such a new organization, the people behind the Benefit for the Basin have accomplished a lot in a short time. They have raised thousands of dollars to benefit youth in the Klamath Basin.

The time invested by the members of this committee is incredible. They are lucky to have a group of people willing to tirelessly work towards their goal.

Basin Mediactive, LLC is happy to support this organization and the causes that they support. We have donated more than \$100,000 in advertising over the last three years to publicize the event and the prizes to be won.

Thank you,

Rob Siems

General Manager

Basin Mediactive, LLC

Klamath Falls, OR



April 27<sup>th</sup>, 2015

Victoria Haley  
Director of Marketing & Sales  
2500 S. 6<sup>th</sup> St.  
Klamath Falls, OR 97601  
541-882-1111

Klamath County Tourism Grant

**RE: Letter of Support for Benefit for the Basin**

Dear Klamath County Grant Committee,

I am writing on behalf of Klamath Falls Hotel Group in support of the Klamath County Tourism grant application requesting out-of-area marketing funds for Benefit for the Basin, a new event that is going to use the fund to target new attendees to come into the market.

We have partnered with this event to have Comfort Inn & Suites be the host hotel for any out of town guest for the event. An account to track the production of out of town guests will be set up to see how many room nights are booked under the event rate.

Thank you for your consideration and support for the Benefit for the Basin and our local lodging community.

Kind Regards,

*Victoria Haley*

Victoria Haley  
Director of Sales & Marketing  
Klamath Falls Hotel Group

Supporting  
the Klamath County  
Fairgrounds and its facilities  
with an emphasis in  
youth programs.



Joe Reister, *President*  
541-891-2234

Keith Stotts, *Vice President*  
541-891-7980

[www.BenefitForTheBasin.com](http://www.BenefitForTheBasin.com)

## save THE DATE

September 26, 2015

*To whom it may concern,*

On behalf of *Benefit for the Basin*, we would like to extend an invitation for you to attend our third annual car show. **Our event will be held on September 26, 2015 at the Klamath County Fairgrounds, John Hancock Event Center.** The show is held inside the event center and surrounding buildings, offering protection from the outdoor elements.

Our past two events combined raised in excess of \$47,000.00 from the proceeds of car raffles, and used to support the Klamath County Fairgrounds and its facilities with an emphasis in youth programs. In 2014 we were able to fund new lighting projects for the 4-H clubs. In the future we would like to offer educational scholarships to local high schools.

If you have any questions or would like to take part in *Benefit for the Basin* car show, please go to our website at [www.BenefitForTheBasin.com](http://www.BenefitForTheBasin.com) or contact the Klamath County Fairgrounds office at 541-883-3796.

Thank you for your consideration, we look forward to hearing from you.

Joe Reister, *President, Benefit for the Basin*  
541-891-2234

Keith Stotts, *Vice President, Benefit for the Basin*  
541-891-7980



[www.BenefitForTheBasin.com](http://www.BenefitForTheBasin.com)

## CAR SHOW

# Attachment E



The 2014 giveaway car with signage



The 2015 giveaway cars with signage