

September 26, 2015



**JOHN HANCOCK
EVENT CENTER**

www.BenefitForTheBasin.com

Tourism Grant Application

TRADITIONAL TOURISM GRANT APPLICATION

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 HUMPHREYS _

Phone Number: GARY:541-892-1382 DARLENE:541-891-6738-

Email Address: GARY:gtcheyne@gmail.com _____

Mailing Address: 6510 SOUTH 6TH STREET # 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 ORGANIZATION THAT SUPPORTS YOUTH, EDUCATION, COMMUNITY AND KLAMATH COUNTY FAIRGROUNDS.

ON SEPTEMBER,26, 2015 WE WILL BE HOSTING OUR THIRD CAR SHOW AT THE KLAMATH COUNTY FAIRGROUNDS. _____

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 26, 2015 at the Klamath County Fairgrounds. This is the BFTB's third car show, the second 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 will have that opportunity for the 2015 show. This is a family friendly event that is free for spectators, which featured a bounce house, face painting and free lunch.

The 2014 event drew participants from Oregon, California and Nevada, with over a 100 vehicles at the fairgrounds. The 2015 event goal is 250 vehicles from Washington, California, Oregon and Nevada.

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 had 6 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) Through our learning curve and expanded marketing efforts, BFTB has a goal of 100 out of town entrants.

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 200 "save the date" letters to last year's participants and car clubs within a 5 hour drive radius of Klamath Falls by 5/30/2015. 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 August 2015 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?

The fairgrounds will be 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 will host 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 (see attachment B), BFTB website, and Facebook page will have information about things to do in the Klamath Basin while people are visiting.

Out of town visitors will receive a promotional rate code for the event, and length of stay will be tracked by use of this code. The fairgrounds manager will track the number of people that utilize the fairgrounds to park their RV.

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. The two who conceptualized, designed and built Benefit for the Basin:

President: Joseph Reister

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

Vice President: Keith Stotts

- Owner of K & D Auto Body
- Third 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 2015 BFTB car show will be this team's third 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. With support from the tourism grant, BFTB is planning for over 250 cars and 100 out of town entries.

Members of the board have facilitated Babe Ruth baseball events, sports programs, scouting functions, and community programs. Four of the board members have prior experience in management of car events. All of the board members have experience with non-profit organizations.

#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) The logo will be featured on the 2015 event flyer and signage that travels with the raffle vehicles. 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:

Starting in November 2014, BFTB started the process of planning for the 2015 event. Beginning in early 2015, the raffle prize vehicles were purchased and are in process of being customized through local sponsors and supporters of Benefit for the Basin. Meetings are held on a monthly basis to focus and organize the volunteers. Advertising, raffle tickets, trophy design, vendor lists, sponsor lists, invitations to the 2015 event and show schedule calendar to display raffle prize vehicles are either completed or in process. The raffle prize vehicles will be 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, Kruise 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 by 5/30/2015. BFTB has a website (www.benefitforthebasin.com), a Facebook page, and the event is currently advertised on Hemmings Motor News and other websites.

#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 show 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.

The BFTB show flyer will be placed in Kruse of Klamath participant packets.

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.

Based on the success of the 2014 event, BFTB was able to contribute funds to assist the Klamath County Fairgrounds with a much needed lighting upgrade project. For the 2015 Klamath County Fair, BFTB the main sponsor for the Dustin Lynch concert to be held at the fairgrounds. BFTB has also made donations to Henley High School's City of Light fundraiser and has made a commitment to the SMART reader program.

#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.

#13 - List your potential sponsors and partners and how they will contribute to the event or project: See attachment A. All of the 2013 and 2014 BFTB car show sponsors have committed to continue to support the event with products and services.

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

2015 will be our third annual event and most likely the last year for an essentially one day car show. Due to the interest from participants to come into the show on Friday, BFTB will actively promote and encourage participants to be on the grounds, enjoy the meet and greet, get their entry ready for the show.

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. While based in Klamath Falls, local media outlets have a strong reach into northern CA. 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.

BFTB had a hand full of out of town attendees last year and hope that with this grant we will be able to reach and draw in more participants. 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

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

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 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

CAR SHOW

Attachment C



The 2014 giveaway car with signage

**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		6250	6250		250 ENTRIES @\$25/EACH
TICKET SALES		100000	100000		10,000 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	4000		4000		40 SPONSORS @\$100
KENS AUTO BODY	1000		1000		
Total Cash Revenues	-	-	-	-	
In-Kind Revenues:			144250		
KLAD RADIO	2500		2500		
ROCK RADIO	2500		2500		
FRONTIER TRAILER SALES	3500		3500		CAR TRAILER
Total In-Kind Revenues	-	-	8500	-	
Total Revenue	-	-	152750	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
RADIO		7000	7000		KLAD,ROCK.93.5 LAKEVIEW,MEDFORD
KOKO GRAPHIS		6500	6500		FLYERS,TICKETS,BANNERS,POSTERS,SHIRTS
VEHICLE PURCHASE		5000	5000		CAR & PICKUP
FOOD FOR EVENT	-	3500	3500	-	FOR FREE LUNCH AT EVENT
WEB		2000	2000		FACEBOOK AND WEBSITE
POSTAGE		500	500		SAVE THE DATE LETTERS(TO INCLUDE CLUBS AND INDIVIDUALS)
VEHICLE PAINT		3665	3665		CUSTOM PAINT FOR CAR & PICKUP
OUT OF BASIN EVENTS		8500	8500		TRANSPORTATION,LODGING,EVENT FEES
FAIRGROUND IMPROVEMENTS		50000	50000		AS FUNDS ARE AVAILABLE
SCHOLARSHIPS		25000	25000		TO BASIN AREA SCHOOLS
TV ADVERTIZING		2500	2500		LOCAL,BEND,MEDFORD
Total Cash Expenses	-	105165	105165	-	
In-Kind Expenses					
Labor		1500	1500		15 PEOPLE FOR 10HRS
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	1500	-	
Total Expenses	-	-	106665	-	
Net Income<Expense>	-	-	46085	-	

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		10000	10000		
Other Sources	3000		3000		
Total Revenue	-	-	13000	-	
CASH EXPENSES					
Advertising					
RADIO	5000	2000	7000		KLAD, ROCK 93.5(LAKEVIEW) MEDFORD, BEND(\$2000 GOING OUTSIDE THE BASIN)
Web	1000	1000	2000		INTERNET & FACEBOOK ADVERTIZING WITH 50% GOING TO OUTSIDE THE BASIN
TV	1250	1250	2500		50% TV COMMERCIALS MEDFORD & BEND
Other					
Total Advertising		4250	11500	-	
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, THESE 5 OUTSIDE OF KLAMATH
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	10900	27000	-	
Net Income<Expense>	-	-	-	-	

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.

April 27, 2015

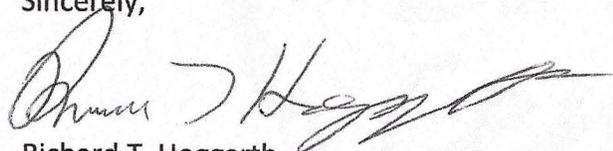
Dear Sir/Madam

Re: Benefit for the Basin

It is with pleasure that the Klamath County Fairgrounds board members, management and staff submit a letter of support for the Benefit for the Basin car show event to be held September 26, 2015. This event promises another year that will include in-town and out-of-town car enthusiasts, who will bring family and friends to stay, shop and eat at our local businesses. What better way to showcase our small community!

Further, the Klamath County Fairgrounds supports the Benefit for the Basin as it embodies the development and growth of our youth in today's world. Kids who will in turn become citizens in our communities. We also are committed to assisting, in any way possible, local and out-of-town events that in turn provide economic support for Klamath Falls and our neighboring communities.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard T. Hoggarth", written over a light blue circular watermark.

Richard T. Hoggarth

Manager

Klamath County Fairgrounds

3531 South Sixth Street

Klamath Falls, OR 97603

(541) 883-3796



April 27th, 2015

Victoria Haley
Director of Marketing & Sales
2500 S. 6th 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

BASIN MEDIACTIVE LLC



LOCAL.COMMUNITY.ENGAGED

April 30, 2014

To Whom it may concern:

It has been our pleasure to support the Benefit for the Basin since its inception. Our company has provided over \$100,00.00 in gratis advertising and promotion to the event. We feel that it has been a worthy investment. We are humbled to think that our support has helped the Benefit For the Basin fund numerous community based projects.

It has also been exciting to see the event grow to become one of Southern Oregon and Northern California's premier Car Shows. Dozens of out of market exhibitors and 1000's of "Car Guys" have made the Benefit for the Basin a "Must Attend" on their annual calendars.

As long as The Benefit for the Basin continues to support our community we will continue to support The Benefit For the Basin. We would urge you to do the same.

Respectfully,

Scott Allen
General Sales Manager, Basin Mediactive, LLC
sallen@mybasin.com
541-850-7111



Today's Hit Music!



MY  BASIN