

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Kruse of Klamath
Funds Requested: \$7500.00
Organization Applying: Kruse of Klamath
Contact Person: Gary E. Mulvey – Chair
Phone Number: 541-892-2454
Email Address: kruseofklamath@gmail.com
Mailing Address: P.O. Box 7135 Klamath Falls, Or 97602
Web Site Address: www.kruseofklamath.org

Brief Description of Project including date, time and location: June 23-26. Times and locations vary depending on the events participants wish to attend but all are held in Klamath Falls.

Over the last several years the Kruse of Klamath has been focusing on expanding its 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 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 evening or Friday morning instead of Saturday morning. These 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. Also, new for 2016 will be an approximately two-hour workshop for participants to attend on Friday from 11am-1pm.

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 E. Mulvey* Date 4/22/16

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 23rd - Kick-off party at the Epi Center from 4pm-7pm. Participants can pick up their registration packets if they have pre-registered or they can register at this event.

Friday, June 24th - Four mini shows with local businesses. The shows will be scheduled for 8am-10am (Elmers Restaurant), 10am-noon (Winema Electric/Woodland Lighting), noon-2pm (Wingers Restaurant) and 2pm-4pm (Mia and Pia's Pizzeria/Klamath County Library). 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.

11am-4pm registration and packet pick-up at Moore Park

11am-1pm – Workshop at K & D Auto body

5pm-7pm - Block party at the Ross Ragland - BBQ featuring pulled pork or beef sandwiches, sides and drinks

7pm-10pm – Sock Hop featuring the Hot Rods Band

Saturday, June 25th – Show and Shine at Moore Park

7am-10am - Registration and parking of registrants

10am - Open to the public

2:30pm - Awards presentation

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

Sunday, June 26th

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

10am to approximately noon – Poker Run – Starts at Starv'n Marv'n Family Restaurant.

PROJECT GOALS

- 2. How many out of county visitors do you expect to attract to the project?**

Our goal is for 450 registrants for the 2016 Kruse of Klamath with 40%, or 180 of those registrants being from out of county.

How will you track the number of out of county visitors versus the number of locals?

These numbers will be determined 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 night kick-off party to start at 4pm with the intent that Kruse participants will come to town Thursday night in order to attend all the shows; especially the participants that plan on attending the Friday mini shows which have drawn a significant number of out of county participants. The four mini shows draw 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 Kruise 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 14 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 Kruise of Klamath completed its 10 event in 2015 and has grown the event to 400-500 participants annually. The percentage of out of town participants has continued to grow every year and the Kruise 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.

PROJECT PLAN

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

Each registrant in the Kruise 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. In addition, we would be happy to note Klamath County's contribution on our website.

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. Items and issues that can be improved upon for the next year's event. Starting in January in the year of the event crucial planning starts. A plan is made for contacting main sponsors (14), trophy 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. By the end of February these items have been completed. By the first week of March our registrations are printed and by the middle of March they are mailed out to 1000 past participants. We then focus on our program guide which consists of all the information regarding the Kruise events, sponsors, vendors and businesses who want listed in the program guide. The deadline for this is June 1st. Approximately by the middle of June advertising for the Kruise of Klamath will be seen in the Herald and News and radio advertising by Sunny 107 and The Eagle 104.7 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 Kruise 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.

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 ½ page ad in the Cruzin' magazine which is a Northwest publication reaching approximately 11,000 classic car enthusiasts. Ad will be placed 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. The Kruiise of Klamath's website will feature a full schedule of events with highlights of any new events.
5. Radio and newspaper advertising in the Medford, Eugene, Bend, and Redding markets.

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 2016 Kruiise of Klamath is already 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.

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 six different businesses to host the Thursday night kick-off party (Epi Center), four mini shows (Winema Electric/Woodland Lighting, Mia and Pia's Pizzeria/Klamath County Library, Elmers Restaurant, Wingers Restaurant) and the new workshop (K & D Auto Body with Snap On Tools onsite also). 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 (5hours with 5 people), trash pickup 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 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 (Scissor Lifts), 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 the business sponsor listed on each jacket.

On Thursday evening The Kruiise of Klamath will partner with The Epi Center to host the Kick-off party.

The Kruiise of Klamath intends to partner with four different businesses to host the four mini shows on Friday (Winema Electric/Woodland Lighting, Mia and Pia's Pizzeria/Klamath County Library, Elmers Restaurant and Wingers Restaurant). Also, the new workshop (K & D Auto Body with Snap On Tools onsite).

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. As stated before, this is the 11th 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.

The DJ 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 Cruzin' 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 of the Kruiise of Klamath in March of each year promotes our event early enough for planning.

We also send notices to all of the 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 to other car shows promote the Kruiise of Klamath.

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 try to reach out to Kool April Nites in Redding, Ca, which attracts thousands of participants, Yreka, Ca, the Rogue Valley 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.

KLAMATH COUNTY LIBRARY SERVICE DISTRICT

126 SOUTH THIRD STREET
KLAMATH FALLS, OREGON 97601-6394
541-882-8805
541-882-6100 FAX

Dear Tourism Grant Committee,

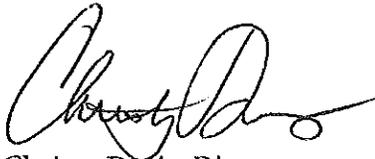
April 6, 2016

On behalf of the Library Service District, I'm writing a letter of support for the Kruse of Klamath. For the past two years, our branch library in the South Suburban area has co-hosted (along with Mia's and Pia's Pizzeria) one of the four mini-shows. This has been an exceptional collaboration for us for many reasons. Here are a few highlights:

- The event is enormously popular with out-of-towners and in-town folks alike. The parking lot and field between the library and pizzeria is completely packed and everyone, from toddlers to octogenarians, is engaged and having a great time.
- We get an opportunity to showcase the library in a non-traditional way and attract users that might not normally think of us – For instance, it's a great opportunity for us to promote our free online automotive repair resources and show the community that we have something for everyone
- Libraries love history and community and these classic cars are the centerpiece of an event that is rich with both.
- We get to partner with a small business (Mia's and Pia's) in a manner that helps us both benefit and draws attention to our services.
- We enjoy supporting the non-profits that the Kruse supports and this is another opportunity where we can put support in for Meals on Wheels and the Food Bank, two very needed and deserving local non-profits.

The Kruse is truly a special Basin event and one that has shown that it has wide appeal and long-term support. We're proud to be a part of it and we suspect we're the only library in Oregon so involved in a classic car show! We hope the committee will continue to lend support to this hallmark tourism and community event.

Sincerely,



Christy Davis, Director

Klamath County Library Service District

ELECTRICAL CONTRACTING

735 COMMERCIAL ST. | P.O. BOX 173 | KLAMATH FALLS, OREGON 97601

PHONE (541) 884.7796 | FAX (541) 884.0937



April 15, 2016

To Whom It May Concern:

RE Kruse of Klamath

We are very happy to talk about our experiences with the Kruse of Klamath Mini Shows. We have participated over the last two years, and are looking forward to participating again this year.

When you talk about Community Partnership-this event has been a great success at accomplishing that. Having Local Businesses host the car show for two hours, compete with each other to make your location fun and interesting, has been a blast. It has drawn in out of town people, creating revenue not only for our location, but for restaurants, hotels, and other local businesses. It is a great event that brings people together. We have been very happy to participate in this event.

One of the nice things about a small community, is activities like the Mini Car show. Everything is done well, it is very organized and a true asset to Klamath Falls. I hope that you will consider the Kruse of Klamath for the Klamath County Tourism Grant. It benefits the community in many ways.

Sincerely,

A handwritten signature in cursive script that reads "Cindy and Bill Schmeck".

Cindy and Bill Schmeck

Winema Electric and Woodland Lighting & Home

April 20, 2016

**Mr. Gary Mulvey, Chairman
Kruise of Klamath
Klamath Falls, Oregon 97601**

Dear Gary:

Please accept this letter as an endorsement of Kruise of Klamath's efforts to secure grant funding for your event through Klamath County's tourism grant program.

The Kruise of Klamath is a very appropriate candidate for this funding for the following reasons:

- The family-friendly event is a tradition for Klamath County, and is also an annual pilgrimage for many visitors from outside Klamath County
- The event runs over four days, maximizing the value of marketing dollars through extended stay room nights, etc.
- Included in the overall event are several functions spread out at multiple locations at different times. Few other events in Klamath County optimize participant exposure to Klamath County's amenities in this way
- During the event, opportunities exist for other tourism-related entities to host vendor booths, etc., creating additional downstream promotional value for Klamath County

As a resident of Klamath County since the late 1980s, the Kruise of Klamath is the one event I remember attending consistently since that time. Only in the past 10 years or so have I come to understand the extent of the economic benefit that Klamath County enjoys due to events like the Kruise of Klamath. This multi-day event commonly attracts outside visitors with disposable income and the adventurous attitude to discover more about the place they are visiting. I am confident that the turnover of dollars to our community will extend far beyond room nights and restaurant visits.

I strongly encourage the grant selection committee to fund this opportunity, and I wish you best of luck in the application process and for your event!

Sincerely,



W. Darin Rutledge

DISCOVER
KLAMATH
OREGON UNEXPECTED

April 20, 2016

Mr. Gary Mulvey
2016 Kruse of Klamath Board Chairman
Klamath Falls, Oregon 97601

Dear Gary,

Discover Klamath Visitor and Convention Bureau supports you/your organization's efforts towards receiving a Klamath County Tourism Grant, during the spring 2016 cycle, which will allow the Kruse of Klamath to broaden operations and marketing for its event June 23-26. We appreciate that you're continually trying to extend the time participants remain in our area, such as this year's addition of a "Painting Techniques" clinic Friday to encourage earlier arrival.

As Klamath County's official tourism agency, Discover Klamath's goal is to generate incremental tourism to our region. Without question, you and your Team have consistently demonstrated an ability to deliver hundreds of out of town visitors – translating to hotel room nights and other economic benefit - to Klamath County and its businesses.

We appreciate all you have done and continue to do to make this event a signature, and foundational, program in the Klamath Basin.

As a potential grant recipient, we look forward to working with you and the Kruse of Klamath organization, once again, to promote this event.

Good Luck,
Jim Chadderdon
Jim Chadderdon
Executive Director

Klamath County Tourism Grant Application Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	7500				
Cash Revenues -					
Source: Registration Fees	16750				
Source: Vendor Fees	2550				
Source: Sponsors	11800				
Source: Merch. & Event tickets	8570				
Total Cash Revenues	39670	-	-	-	
In-Kind Revenues:					
Source: Marketing	4500				
Source: Services & Equipment	7000				
Source:					
Total In-Kind Revenues	11500	-	-	-	
Total Revenue	58670	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs	5500				
Marketing costs	7500				
Rentals					
Supplies	5550				
Other: Event Materials	10625	-	-	-	
Other: Promotional Items	6275				
Other: Trophies	4525				
Other:					
Total Cash Expenses	39975	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs	4500				
Other: Services & Equipment	7000				
Other:					
Other:					
Other:					
Total In-Kind Expenses	11500	-	-	-	
Total Expenses	51475	-	-	-	
Net Income<Expense>	7195	-	-	-	

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	7500				
Other Sources					
Total Revenue	7500	-	-	-	
CASH EXPENSES					
Advertising					
Print	2000				Cruzin magazine & newspaper
Web	250				Website update
Radio	625				
Other	300				Event posters
Total Advertising	3175	-	-	-	
Printing	3125				Registration Packets
Postage	550				
Misc/Other (Explanation Req'd):					
Other: Logo Design	350				
Other: TV Commercial Update	300				
Other:					
Other:					
Total Miscellaneous/Other	4325	-	-	-	
Total Expenses	7500	-	-	-	
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.