

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature

Anne E. Wenner

Date/Time*

9/25/2018

1:30 PM

Tourism Traditional Application - Submission #300

Date Submitted: 9/28/2018

I have read the Grant Guidelines posted on September 1, 2018

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

-- Select One --

Project Title*

2019 Kruiise of Klamath - Extended Stay Package

Grant Cycle*

Fall 2018

Amount Requested*

11500

Total Project Cost*

49500

Entity Federal Tax ID Number

20-5105004

Do not enter if putting in SSN

Entity Name*

Kruise of Klamath

Grant Contact Name*

Linda Tepper

Email Address*

kruiseofklamath@gmail.com

Address*

P.O. Box 1054

City*

Klamath Falls

State*

OR

Zip Code*

97602

Phone Number*

541-331-6541

Fax Number

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

reply email

reply email

Are you or is anyone in your organization an employee of Klamath County Government or a relative of an employee of Klamath County Government?

yes/no

no

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no

no

If yes, please enter name

Name

[Empty text box for name]

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Drive year-round desti

Project (250 words or less)*

Schedule high profile events for the Wednesday and Thursday leading into Kruse weekend to attract out of town participants to Klamath Falls early and thus extend their stay. For Wednesday the Kruse of Klamath proposes to hold an evening show 'n shine event at the Merrill Civic Center that includes a BBQ and entertainment. We would also explore the possibility of having some tours that attendees could participate in to such places as the Mia & Pia's Brewery or a potato operation to showcase our unique agricultural roots. The event would be open to the general public for maximum community involvement.

On Thursday we would arrange for Kruse participants to take an excursion to the Crater Lake National Park via shuttle bus for the majority of the day. The excursion would also involve a stop at either Train Mountain or Collier Logging Museum so that we could showcase an additional tourism attraction to out of town attendees.

To achieve our objective of having more room nights booked by attendees the above two excursions would be available complimentary to Kruse registrants upon making a reservation for a minimum of four nights at a participating lodging establishment. Registrants making a minimum of a three night reservation would have the option to select one of the two excursions. Kruse of Klamath intends to make the complimentary excursion package available to any local lodging establishment that wants to partner with us and agrees to assist in tracking participation in the initiative.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

Out of town participants who choose to participate in the complimentary excursion program are committing to 1-2 nights of additional lodging expenses by extending their stay in Klamath Falls. In order to make the decision to extend their stay easier, the Kruiise of Klamath proposes that the excursion packages be at no cost to the individual who books a qualifying room stay. There would be a nominal fee for up to one additional person under the same room reservation to allow for couples. These excursions would be available to local Kruiise participants and the general community for a fee.

In order to keep our registration fees low to reduce barriers to participation, the Kruiise runs very lean budget and doesn't have the capacity to take on a new initiative such as the above without financial assistance to offset the risk. The Kruiise of Klamath is seeking funds for marketing our 2019 event and the excursion package plus other eligible expenses.

Marketing expenses would include the printing of flyers/registration packets highlighting the special excursion packages. In addition to the 1600 people on our mailing list, approximately 200 car clubs in Washington, Nevada and the northern half of California would be targeted to receive information on the excursion packages. Additional marketing costs would include save the date postcards and event posters.

Excursion expenses would include the rental of the Merrill Civic Center, entertainment for the evening and shuttle costs for the excursion to Crater Lake along with park entrance fees for participants.

Describe the need for your project

Long-Term (250 words or less)*

The Kruiise of Klamath successfully took over the long running Klamath Kruiise and has grown the event from 215 participants in year one to an overall average of 370 participants after thirteen years. Our long-term goals are to:

- Consistently attract 450 participants each year
- Consistently have at least 40% of our participants come from out of town
- Consistently have the majority of out of town participants stay a minimum of two nights

If we found the excursion packages to be successful at getting participants to extend their stay in Klamath Falls, in future years we would look to put together similar packages each year for our attendees. Participation levels from this year along with feedback from attendees would allow us to structure future excursion packages to be self-funding.

What is the long-term plan for your project

Measurability (250 words or less)*

Participation in the excursion program will be tracked through our partnership with participating lodging establishments. In exchange for being able to offer a complimentary excursion package to their guests, they will be required to track and provide to the Kruiise of Klamath, the guest's name (so that we can match it with an event registration) and number of nights booked. The Kruiise of Klamath will utilize a volunteer specifically at the Saturday Show 'n Shine to conduct surveys of these excursion participants to see if, and how, the complimentary packages influenced their decision to register for the 2019 Kruiise of Klamath and/or extend their stay.

In the short term our success will be measured based on the number of registrants who elect to participate in the excursion program and whether they elect for an additional one or two nights stay. In the long term, if we find this program successful, we would look to continue to add excursion packages preceding our normal weekend events to extend the stay of our participants. We would like to consistently attract 450 participants each year of which 40% are from out of town and the majority of which stay a minimum of two nights.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

While the Kruse of Klamath's primary objective may be to host a four day event focused on the enjoyment of classic cars our secondary objective is providing a benefit to the community. We do this by consistently focusing on increasing out of town participation in our event through marketing and enhanced experiences. In addition to increasing the number of visitors to our community we have also increased the duration of their stay by extending our event from three days to four. It is estimated that over half of our out of town participants now arrive on the Thursday of Kruse weekend instead of Friday.

This grant application is focused on achieving even greater returns to the community by enticing out of town participants to Klamath Falls even earlier in the week while at the same time showcasing areas outside the immediate urban areas. The Wednesday event in Merrill would bring benefit to an outlying, smaller community while the excursion to Crater Lake National Park would highlight our County's biggest tourism attraction.

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

General sponsors each year include Rogue Credit Union, Lithia Klamath Falls Auto Center, Les Schwab Tires, Sunny 107, The Eagle 104.7, Waste Management, KOB/KOTI, American Sanitation, Klamath Basin Equipment, Crater Lake Trolley and PowerPac Rental & Sales. In addition, 45 local businesses/entities are trophy sponsors each year.

Volunteer organizations provide such services as picking up trash, assisting with parking, counting ballots and directing traffic and include such organizations as SJS Awareness Oregon, Klamath Moose Lodge, Faith Tabernacle Youth, Rip City Riders, Henley Equestrian Team, Klamath County Insurance Women, Police Reserves and Mazama High School football team.

We have long standing partnerships with many businesses in Klamath Falls that are utilized as various venues or suppliers for Kruse events such as City of Klamath Falls Parks, Ross Ragland Theater, Winema Electric & Woodland Lighting, Mia & Pia's Pizzeria, Star'n Marv'n Family Restaurant, Shasta Litho, Trekkers Designs, Smith Bates, Herald and News and Great Basin Insurance.

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

The Kruse of Klamath is a very successful annual event that has an economic impact of over \$170,000 to the local Klamath economy every June. This project is intended to increase that impact by adding events to extend visitors stays and by holding these events outside the immediate Klamath Falls urban growth boundary. These additional impacts are aligned with the preferences identified in grant application support documents.

The additional events that are being planned to entice visitors to extend their stay have been chosen to specifically highlight area attractions that have a strong potential to attract participants to plan another visit to the area for further exploration.

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

Our event is open to everyone and we treat all participants in a respectful and inclusive manner. All the events for the Kruse of Klamath are held in venues that are ADA compliant.

The events included in this proposal are specifically planned to showcase areas and/or communities outside the Klamath urban growth boundary which will highlight outlying areas of the community not as heavily visited.

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

As listed in a previous answer the Kruse of Klamath utilizes many local businesses for venues and/or services during the Kruse of Klamath. This project also is intended to benefit additional local, small businesses that would be involved in the specific excursion package.

For the Wednesday Merrill show 'n shine the Kruse of Klamath is looking to partner with the Merrill Civic Center for the venue, Henley FFA for the dinner and a local band for entertainment. The Kruse would also look to work with Rural Klamath Connects on additional ways to bring benefit to the area.

For the Thursday excursion event the Kruse of Klamath would partner with the Crater Lake National Park and the Train Mountain Museum in addition to Pelican Charters for transportation.

The Kruse of Klamath would partner with all local lodging establishments that wanted to offer the excursion packages to Kruse participants.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season?

yes/no*

no

Does the project/event occur outside urban growth boundaries?

yes/no*

yes

Required supporting documents*

Kruse of Klamath - Supporting Documentation.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget

template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any

kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place

signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan,

including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from

permitting authorities if required locally

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

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I agree.

Electronic Signature

Linda L. Tepper

Date/Time*

9/28/2018

3:15 PM

Tourism Traditional Application - Submission #302

Date Submitted: 9/28/2018

I have read the Grant Guidelines posted on September 1, 2018

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

N/A

Project Title*

Malin RV Park Restrooms

Grant Cycle*

Fall 2018

Amount Requested*

\$25,000

Total Project Cost*

\$50,000

Entity Federal Tax ID Number

93-6002203

Do not enter if putting in SSN