

SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Gilchrist Cruise and Summer Fun Day
Funds Requested: \$2500.00
Organization Applying: Gilchrist Cruise
Contact Person: John C. Driscoll and/or Bill Scally
Phone Number: 541-433-5482 and/or 541-815-1371
Email Address: bill@kitcfm.com
Mailing Address: P.O. Box 774, Gilchrist, OR 97737
Web Site Address: www.gilchristcruise.com

Brief Description of Project including date, time and location: Purpose of the grant is
to promote the Gilchrist Cruise and Summer Fun Day using traditional advertising mediums,
to include radio, television and print. Event takes place Saturday, 16JUL16. It features
a car show, barbeque, and street dance. Last year the event, with virtually no promotion,
attracted 86 vehicles, approximately 1150 visitors and generated \$20,000.00 in revenue.
During July 2014, according to OD statistics, 5800 cars a day pass the Gilchrist Mall.

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 [Signature] Date 29 APR 16

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

Signature of Organization [Signature] Date 4-30-16

Sponsorship Tourism Grant Application Questions

PROJECT DESCRIPTION

1. **Provide a detailed description of the project and activities:** The Gilchrist Cruise and Summer Fun Day attracts visitors and their classic cars from throughout the Pacific Northwest and northern California. Primary activities include the cruise, car show, judging and awards for the vehicles entered in the car show, pancake breakfast, barbeque and street dance with live music. Events take place on the west, south and east sides of the Gilchrist Mall.

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?** By advertising using traditional media, it is anticipated that the 2016 Gilchrist Cruise and Summer Fun Day will attract approximately 4,000 visitors. Points of origin for visitors is tracked by their registrations for their vehicles, a guest book and by chatting with the visitors.

QUALIFICATIONS OF APPLICANT

3. **Describe your organization/project management team. How are these individuals qualified to lead this project?** Principles for the 2016 Gilchrist Cruise and Summer Fun Day are Bill Scally, Rick Ward, Michael Fischer and John C. Driscoll. Bill Scally and Rick Ward have been conducting this event since 2008. Rick Ward manages the Gilchrist Grocery & Deli. All the principles have been active in the community for decades. They are active members of organizations promoting the economic vitality of the community.
4. **Describe your team's experience in operating past or similar projects.** Rick Ward and Bill Scally have been conducting this event since 2008. John C. Driscoll is involved with KCEDA and is a volunteer advisor to the County's economic development committee.

PROJECT PLAN

5. **How will you give credit to Klamath County for its support in our event or project?** The County's logo will appear on the event's promotional materials and website
6. **Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.** 15 MAY16: Purchase mailing list and prepare mailing. Place notices and advertisements in newsletters published by classic car clubs located in the Pacific Northwest and northern California. 31MAY16: Mailing to members of classic car clubs and previous attendees. 1JUN-15JUL16: Track and respond to requests for information received about the event to include providing information pertaining to lodging and dining facilities as well as local attractions.
7. **Describe your target market/audience.** Classic Car owner from throughout the Pacific Northwest and northern California.
8. **How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific).** By tracking inquiries, registrations, the guest book and by having support person ask visitors where they're from.

9. **List your potential sponsors and partners and how they contribute to the event or project:** Ernst Family Foundation contributes the use of the area surrounding the Gilchrist Mall. Crescent Rural Fire District is our partner for conducting the pancake breakfast. Numerous residents of Gilchrist, Crescent, Chemult and Crescent Lake volunteer to help conduct the event. Local north Klamath County businesses sign-up to sponsor the event. They're names and logos appear on the event jackets. A list of sponsors follows:

Coca Cola
Kings Coin Ring Tools
ODOM Corporation
Red Hot Interiors
Yellowknife Wireless
Chemult Chevron
Dawson House Lodge
DD Market
K.J.'s Cafe
Loree's Chalet
Crescent Lake Resort
K.J.'s Pizza & More
Manley's Tavern
Big Foot Tavern
Big Pines RV Park
Crescent Shell
Gilchrist Inn
KHC 106.5FM
Walker Range
Harvest Depot
Meeuwsen Insurance
Midstate Electric
S & S Auto Parts
Crescent Fire – Volunteers
Crescent Towing
Ken's Sporting Goods
Michael & Terri Anderson
Mohawk Restaurant & Lounge
R & K Guns
Childer's Meat Company

Hole in the Wall BBQ
Gilchrist Booster Club
Gilchrist Grocery & Deli
Gilchrist Water & Sewer
Interfor – Gilchrist
John C. Driscoll
Washington Federal
Dennis Cuddeback

Brad Foote
Carl's Automotive
Les Schwab Tire Center
Tenderfoot Equipment
Tom's Country Market
D-K Construction
Pat & Nancy Schaecher
Piper's Jewelry
Eberhard's Dairy
Weaver Farms
Woodsman Country Lodge
Milltown Espresso
Reed Construction
Crescent Motel
Western Beverage
Columbia Distributing
Frito Lay
Napa Auto Parts
Gordy's Truck Stop
Odell Sportsman
Crescent Creek Cottages



P.O. Box 64
Crescent, Oregon 97733

May 2, 2016

Klamath County Board of Commissioners
305 Main Street
Klamath Falls, Oregon 97601

Tourism Grant Committee

North Klamath County Cohort 1 is happy to write this letter of support for the Gilchrist Cruise and Car Show community event. I would like to encourage the committee to fund this grant as a show of support to the residents of North County. We are a small rural area but have huge hearts and in this effort we are pulling together and supporting one another. Increased tourism will help bring economic relief to the businesses in the area.

The communities of North Klamath County are glad to assist them in this effort. We ask you to also.

Sincerely,
Echo Murray 
North Klamath County Cohort 1

May 2, 2016

Subject: Gilchrist Cruise and Summer Fun Day

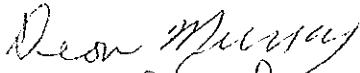
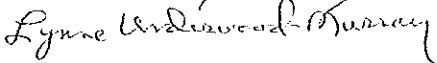
The Gilchrist Cruise and Summer Fun Day began in the mid nineties. This year it will be held on July 16, 2016.

This event will be a huge economical benefit to all of our local communities in Northern Klamath County.

There is a wide variety of events - something for the entire family.

Thank you.

Deon Murray

Lynne Underwood-Murray
Crescent Travel

2222 Crescent Cut Off Road
Crescent, OR 97733
May 2, 2016

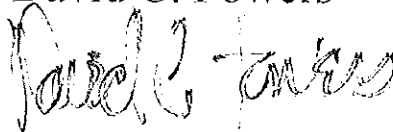
Dear Sir or Madam:

As a long time resident of the Crescent/Gilchrist area I have always been interested in the growth and welfare of our small community.

I would like to declare my support for the county approving a sponsorship grant for the 2016 Gilchrist Cruise In. Approving this grant will bring in more overnight visitors to north Klamath County. Approval of the grant will help our community grow and show travelers what we have to offer. In addition to tourism it will also be a positive influence for economic growth.

The Gilchrist Cruise has been an annual event for many, many years and draws large crowds and participation from not only local residents but car collectors from northern California and throughout the Pacific Northwest.

David C. Fowers

A handwritten signature in cursive script that reads "David C. Fowers". The signature is written in black ink and is positioned directly below the printed name.