

Print

Tourism Traditional Application - Submission #731

Date Submitted: 9/29/2019

I have read the Grant Guidelines posted on September 1, 2019

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*

Kruise of Klamath 2020

Grant Cycle*

Fall 2019

Amount Requested*

\$12,375.00

Total Project Cost*

\$43,925.00

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 7135

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)

Linda Tepper

reply email

kruseofklamath@gmail.com

reply email

kruseofklamath@gmail.com

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

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

choose one*

Drive year-round destir ▼



Project (250 words or less)*

Continue program implemented in 2019 of enhancing event schedule for the Thursday and Friday leading into Kruiise weekend to attract out of town participants to Klamath Falls early, extending their stay and thus increasing the number of rooms utilized in local lodging establishments.

For Thursday the Kruiise of Klamath proposes to again schedule an excursion to the Crater Lake National Park which will be free to any Kruiise registrant that has a Wednesday reservation in a Klamath County property that pays into the Transient Room Tax fund. We are also enlisting the help of Discover Klamath to create a flyer showcasing our local area attractions for those that would like to explore the area on their own. In addition to the day excursions, we also intend to enhance our Thursday evening kick-off party to include music and food and again partner with the Ross Ragland Theater to show a movie that evening.

To enhance our Friday event schedule and attract participants that would normally arrive Saturday morning, we propose to book a higher profile band for our Saturday night block party. We have used local bands for the last several years and, while entertaining, they don't have the name recognition and appeal that a regional band would have. For example, utilizing a popular band that plays at Kool April Nites in Redding would increase the likelihood of those attendees making plans to attend the Friday events in Klamath Falls.

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)*

The Kruiise of Klamath operates on a model that isn't based on revenue generation for our organization but rather economic stimulus for our community. We choose to price our registration fees low to facilitate participation in our event, especially from those that travel from out of town who incur additional costs to attend. We feel our greatest contribution to the local community comes from the dollars spent at lodging venues, restaurants, gas stations and local businesses during Kruiise weekend.

Unfortunately, that means that the Kruiise of Klamath runs a very lean budget and can be limited when it comes to planning for additional events without financial assistance to offset expenses. The Kruiise of Klamath is seeking funds for marketing our 2020 event and costs associated with the enhanced schedule of events.

Marketing expenses include:

- An enhanced 'Save the Date' mailing in January to all out of town addresses on our mailing list promoting our excursion options and area attractions;
- The printing of flyers/registration packets which will also highlight the items listed in the first bullet point;
- A six month website banner on the Northwest Car Events website promoting our event;
- ½ page ad in the Cruzin Magazine
- Event posters, flyers

Costs associated with the enhanced schedule of events include:

- Transportation cost and park admittance fee for the excursion to Crater Lake National Park;
- Music for Thursday night kick-off party;
- Food vendor for Thursday night kick-off party;
- Funds to augment Kruiise funds for higher profile band for Friday night block party.

Describe the need for your project

Long-Term (250 words or less)*

Of the 388 registrants in 2019, 163 or 42% were from out of town. This is up significantly from 2018 when only 35.3% of our registrants were from out of town. We had 101 new registrants to our event this year of which 59 were from out of town. We gained 15 new towns on our mailing list and since word of mouth is our most effective means of marketing, this bodes well for future increased participation from these areas. We estimate that each registrant, which is one vehicle, accounts for 1.5 people so we estimate that we had 580 out of town attendees at our event.

The Extended Stay Program, which was the cornerstone of our 2019 tourism grant, was very successful for a first year program. There were seventeen out of town registrants that participated for a total of 31 people and they represented groups from the Redding, Reno and Salem areas.

2020 will be the Kruiise of Klamath's 15th year since taking over the long running Klamath Kruiise which had run for 25+ years. We have grown the event from 215 participants in year one to an overall average of 370 and have expanded the event from three to four days. 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

What is the long-term plan for your project

Measurability (250 words or less)*

In the short term our success will be measured based on:

- The number of participants in the Crater Lake National Park excursion program;
- The number of rooms booked Wednesday night at local lodging venues;
- The number of attendees at the Friday night Block Party as compared to last year.

In the long term, if we find this program successful, we would look to make excursion packages preceding our normal weekend event a permanent part of our schedule. 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 Kruiise 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 Kruiise 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 and activities outside the immediate urban areas. The excursion to Crater Lake National Park will highlight one of our County's biggest tourism attractions.

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, 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 the Klamath Moose Lodge, Faith Tabernacle Youth, Rip City Riders, Henley Equestrian Team, Klamath County Insurance Women, Police Reserves and Mazama High School wrestling 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, Starv'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. By partnering with Discover Klamath to promote our area attractions in our enhanced 'Save the Date' mailout in January 2020 we are giving potential participants plenty of reason, and opportunity, to plan their summer schedule to include the Kruse of Klamath

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. Our main events (Show 'n Shine and Downtown Cruise) are free to the general public plus we provide free shuttles to Moore Park on Saturday to make the event as accessible as possible.

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.

Specifically, for the Thursday excursion event the Kruse of Klamath would partner with the Crater Lake National Park and Pelican Charters for transportation.

During the Kruse weekend we work with a variety of local businesses that wish to host one of our mini shows or be involved in our kickoff party. We also have a vendor program that offers no cost spaces at Moore Park for business or organization during our Saturday Show 'n Shine.

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

Is this project/event in shoulder season (October through May)?

yes/no*

no

Does the project/event occur outside urban growth boundaries?

yes/no*

yes

Required supporting documents*

Kruise of Klamath - Supporting Documentation 2020.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 ***These documents must be uploaded as ONE complete PDF file.

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*

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

Linda L. Tepper

Date/Time*

9/29/2019

3:30 PM

Kruise of Klamath
Kruise of Klamath 2020

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$12,375.00			
OTHER INCOME				
Sponsors	\$8,950.00			
Registrations and Tickets	\$17,775.00			
Merchandise and Vendor Fees	\$4,750.00			
Misc.	\$1,700.00	\$7,500.00		
SUB TOTAL INCOME	\$45,550.00	\$7,500.00	\$0.00	\$0.00
TOTAL INCOME	\$53,050.00		\$0.00	

EXPENSES

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Enhanced Schedule Events	\$5,000.00			
2	Marketing	\$10,920.00	\$7,500.00		
3	Events	\$23,880.00			
4	Administrative	\$4,125.00			
	SUB TOTAL EXPENSES	\$43,925.00	\$7,500.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$51,425.00		\$0.00	

**2020 Kruise of Klamath
Klamath County Tourism Grant Application – Project Timeline**

- | | |
|------------|---|
| 11/12/19 | Grant Award |
| 12/1/19 | (1) Contract for ½ page ad in Crusin Magazine in February edition
(2) Contract for large banner ad with Northwest Car Events Calendar for Jan-Jun
(3) Contract with Discover Klamath for June banner ad
(3) Reserve bus transportation for Crater Lake National Park Excursion |
| 1/5/20 | Contract with band for Friday night block party |
| 1/20/20 | Save the Date mailout to all addresses in database |
| 3/5/20 | Registration packets mailed to all addresses in database and made available online |
| 4/1/20 | Print and distribute event posters |
| 6/25-29/20 | Kruise of Klamath event |
| 7/15/20 | Final report submitted to Klamath County |



September 27, 2019

Klamath County Tourism Grants Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support – Kruiise of Klamath’s 2020 Annual Classic Car Event

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports the Kruiise of Klamath's effort to secure a **Klamath County Tourism Grant**, to help facilitate continued development, promotion, and execution of its annual Classic Car Event.

The event organizers consistently demonstrate a focus on out of area marketing and program improvements to keep the event fresh, interesting, and desirable. The group is, hands-down, the best in the Basin in terms of expanding the number of out-of-town participants, as well as extending the length of stay of visitors.

And next year (June 2020), their efforts seek to raise the bar.

For the 2020 Kruiise of Klamath, organizers will focus on extending visitor stays by creating additional events during Kruiise week. For 2020 the group plans to develop and distribute a series of local itineraries participants can engage in by arriving a couple days early. There will be an enhanced KICK OFF EVENT, complete with a strong band and a dinner for out of town visitors (FREE if you have reserved a hotel room in Klamath Falls - very clever!).

The Kruiise typically executes a strong marketing plan to car clubs within 5 hours of Klamath Falls. 2020 will be no different as their marketing will include an event flier, program, and tourism guide.

If awarded a tourism grant, our organization looks forward to supporting ongoing outreach efforts to market this event.

A handwritten signature in black ink, appearing to read "Jim Chadderdon".

Jim Chadderdon
Executive Director



3612 South 6th Street, Klamath Falls, OR 97603
Tel: 541-882-8864 Fax: 541-884-2046

September 19, 2019

Tourism Grant Review Panel
Klamath County Finance
305 Main St.
Klamath Falls, OR 97601

To Whom It May Concern:

This letter is written in support of the Kruiise of Klamath's grant application seeking funds for their 2020 event.

The Days Inn partnered with the Kruiise of Klamath for their event this year as their official host hotel in addition to participating in their Extended Stay Promotion that promoted attendees arriving early for the 2019 event. We had eight rooms booked for Wednesday night which was significant given that most Kruiise attendees don't arrive until Friday.

The opportunity for the Days Inn to increase reservations during the middle of the week is certainly something we appreciate. We are committed to working with the Kruiise of Klamath as their official host hotel again for 2020 and fully support their grant application.

Sincerely,

Brenda Morse
Director of Sales

September 27, 2019

Tourism Grant Review Panel
Klamath County Finance
305 Main St.
Klamath Falls, OR 97601

To Whom It May Concern:

This letter is written in support of the Kruise of Klamath's grant application seeking funds for their 2020 event.

Pelican Charters partnered with the Kruise of Klamath this year on their Extended Stay Program, specifically the excursion they organized to Train Mountain and Crater Lake National Park.

We appreciate the fact that the Kruise of Klamath looks for ways to involve local, small businesses in their event to increase the economic benefit to as many as possible. We look forward to again providing transportation for their 2020 excursion and assisting with showcasing our area attractions to out of town Kruise participants.

Sincerely,



Brian Bakie
Pelican Charters