


TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: SPRING 2017
Title of Project : 2017 Benefit For The Basin Car Show
Funds Requested: \$25,000.00
Organization Applying: Benefit For The Basin
Contact Person: Howard "Jay" Davis
Phone Number: 541-281-2523
Email Address: bftbmail@gmail.com
Mailing Address: 6510 S 6th St #130, Klamath Falls OR 97603
Web Site Address: benefitforthebasin.com

Brief Description of Project including date, time and location: The 5th Annual Benefit For The Basin Car Show and Raffle, will be held on September 22nd through 24th, 2017 at the Klamath County Fairgrounds Event Center. This year's event will include a benefit dinner, silent and live auction and entertainment on the 22nd, the Car Show and Raffle on the 23rd and charity breakfast on the 24th.

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  Date 5/1/2017

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.

Friday, September 22nd,

- 7am-1pm, Vendor Load-in, including food vendors and family entertainment setup,
- 1-5pm, Parking show cars and collecting registration forms,
- 6-7pm Happy Hour @ The Klamath County Fairgrounds Exhibit Hall 1
- 7-9pm Benefit Dinner, silent and live auction and entertainment

Saturday, September 23rd,

- 7-10am, Parking show cars, collecting registration forms continues. Swap Meet opens to public
- 8am Vendors open, family activities begin
- 10am Car Show opens to public
- 3-4 pm trophies and awards
- 4pm Car Raffle winners drawn and announced, immediately followed by the after party in Exhibit Hall 1

Sunday, September 24th

- 8-10am benefit breakfast at Exhibit Hall 1

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? Historically, we have increased our out of county registrations from 6 cars in 2014 to 10 in 2015. In 2016 we had 21 entries from outside Klamath County. We know this through tracking the registration forms we receive from entrants. Numerous out of town swap meet vendors have been asked to attend the event. We are working with a car club from Reno, NV to have their members attend. We hosted this club last year during their annual cruise that brought them through Klamath Falls.

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? We encourage folks to arrive early by having car registration on Friday morning and the dinner and auction. Previously, the event was a Saturday only show. The expansion keeps folks in town 2 nights that were previously not part of the show. We also have and encourage area tourism related vendors at our show (Crater Lake Zipline, Kla-Mo-Ya Casino and others). This year we will also invite the park service (Lava Beds, Crater Lake) and representatives from the Klamath Falls Gems. Last year we included a map for a cruise around scenic areas close to Klamath County and left it to the attendees with encouragement to enjoy the natural beauty of our area.

QUALIFICATIONS OF APPLICANT

4. Describe your organization/project management team. How are these individuals qualified to lead this project? Board members are from varied backgrounds. We have

educators, media and marketing experts, customer service experts and car repair and restoration experts. We have committee members that are expert at staging large events to assist with vendor acquisition and event logistics. We are fully prepared to stage a successful event.

5. Describe your team's experience in operating past or similar projects. This will be the 5th Annual Benefit for the Basin Car Show and Raffle, the second year of swap meet and benefit dinner. We know how to keep folks engaged during the event and our history of increasing out-of-county visitor participation is only going to grow with expanded marketing efforts.

PROJECT PLAN

6. How will you give credit to Klamath County for its support in our event or project? We will include the Klamath County logo, identified as an event sponsor, in event materials and the county will be welcome to place a 10'x10' booth at the event in September.

7. Provide a detailed timeline of your marketing efforts leading up to the event or project. Marketing is a non-stop effort. When the giveaway cars are still in progress, we are talking about their progress on social media (Facebook, Instagram and BFTB Website). We are also talking to community organizations throughout the year. When we award these groups funding for their endeavors, we will request that our logo be included on some piece of their future marketing efforts. Also, some of their events are great opportunities for our board members to appear and speak about our efforts to support the community.

8. Describe your target market/audience. The target is anyone who appreciates beautifully restored cars. One of last year's vehicle winners was from Reno, Nevada. Part of of plan this year is to increase marketing to areas outside the state.

9. Describe specifically how you will market the project to out of county visitors. Through a combination of TV, Radio and social media marketing with media in the markets of Reno and Carson City in Nevada, Bend and Medford in Oregon, the southern border areas of Washington, western Idaho and northern California. We also send registration packets to a large and always growing mailing list of prior attendees. We will be distributing flyers at events in Reno, Bend, Redding and Virginia City.

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) We measure registrations for attendees of the car show and we also have a deal with the Comfort Inn that will be sent with every registration packet that will have a code with a special event rate for Friday and Saturday night and we will get a report back letting us know how many folks stayed with them. We also include a line on every raffle ticket and dinner ticket for their zip code.

11. If your project is already underway, explain how this award will increase your likelihood of success. With marketing an ongoing year round effort, these funds will allow us to

expand our reach to more markets at a higher frequency, spreading the message to more potential attendees.

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. This is an extensive list.. The major sponsors are:

- Les Schwab Tires - They always donate a full set of tires and wheels for one of the giveaway cars. Valued at about \$5,000
- Basin Tire Service - They always donate a full set of tires and wheels for the other giveaway car. Valued at about \$5,000
- K&D Auto Body donates supplies and labor to restore a giveaway car. Valued at about \$10,000
- Black Ice Customs donates supplies and labor to restore a giveaway car. Valued at about \$10,000
- Frontier Trailer and Line X donate a car hauling trailer each. Total value: \$5,000
- Klamath Basin Equipment, a title sponsor, donates time and personnel to the event valued at about \$10,000
- Midas of Klamath Falls and Aamco Transmission donate labor and parts and supplies to restore the giveaway cars. Valued at about \$20,000
- Basin Mediactive, LLC (KLAD and KAGO radio) Donate about \$40,000 in advertising value and provide an all day remote broadcast on both of the stations.
- Volunteer hours leading up to and on the days of the event are invaluable, but to put a dollar value on all of the combined volunteer hours would put that monetary value at somewhere near \$100,000 (very modest estimate)

13. List your potential sponsors and partners and how they contribute to the event or project. Benefit for the Basin has 18 sponsors already committed for the 2017 event, including all sponsors mentioned above. In addition, we have received commitments from Coldwell Banker, Crazy R Pizza, Epic Glass, Signvertise, Wesco Automotive Paint, Koko Graphix and Klamath Auto Wreckers.

Plaque Sponsors

Benefit for the Basin has 84 plaque sponsors who commit to \$100 each. Each sponsor sends a representative to the car show to present their plaque and a ribbon to their favorite car.

Trophy Sponsors

Benefit for the Basin has 14 trophy sponsors who commit to \$500 each. These trophies range from "Best in Show" to "Best Ford". No car is rejected because of age (too new) or condition ("Best Rat Rod" is one of our trophies). Our car show is not restricted to only cars, and last year we had bikes visiting from Redmond, OR last year.

14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success. Currently we work with Basin Mediaactive and the Herald and News for advertising and marketing efforts. We invite reporters to all events and send press releases when we give back money to the community. For example, in late May, we will award 26 \$500 scholarships to Basin area high school seniors. That event will be held in conjunction with the Klamath County Chamber of Commerce with press releases being sent out to all area media. We also work with KTVL in Medford to develop TV commercials and will utilize that resource for future TV ads. We also use direct mail to send registration packets to our mailing list. We hand out flyers and registration forms at every event we attend, whether it be for distribution of awards or to sell tickets.

15. If your organization is not awarded full funding, how would you modify your plans? Whatever grant we receive will increase our marketing efforts out of the Klamath County area. If the award is reduced, we will decrease the plan, while maximising efforts outside of our local area.

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	\$ 25,000.00				
Cash Revenues -					
Source: Registration Fees	\$ 5,600.00				
Source: Sponsors	\$ 15,523.00				
Source: Vendor Fees	\$ 615.00				
Source: Dinner tickets	\$ 8,895.00				
Source: Live & Silent Auction	\$ 8,373.00				
Source: 50/50 raffle @ event	\$ 781.00				
Source: General raffle @ event	\$ 1,816.00				
Source: Vehicle raffle tickets	\$ 62,960.00				
Source: Program Awards	\$ 145.92				
Total Cash Revenues	\$ 104,708.92	-	-	-	
In-Kind Revenues:					
Source: Marketing	\$ 40,000.00				
Source:					
Source:					
Total In-Kind Revenues	\$ 40,000.00	-	-	-	
Total Revenue	\$ 144,708.92	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs/accounting	\$ 570.00				
Marketing costs	\$ 30,558.85				
Rentals					
Supplies	\$ 1,290.83				
Other: Vehicle restoration costs	\$ 5,606.05	-	-	-	
Other: Trailer	\$ 2,500.00				
Other: Awards	\$ 1,727.26				
Other: Donations	\$ 61,589.90				
Other: Insurance	\$ 755.79				
Other: Event security	\$ 760.00				
Other: Event entertainment	\$ 4,316.21				
Other: Dinner	\$ 5,062.50				
Total Cash Expenses	\$ 114,737.39	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Total In-Kind Expenses	\$ -	-	-	-	
Total Expenses	\$ 114,737.39	-	-	-	

Net Income<Expense>	\$ 29,971.53	-	-	-
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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.

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	\$ 25,000.00				
Other Sources					
Total Revenue	\$ 25,000.00	-	-	-	
CASH EXPENSES					
Advertising					
Print	\$ 1,685.00				
Web					
TV Commercial	\$ 850.00				
TV Buys	\$ 11,000.00				
Reno, Bend, Medford					
Radio Buys	\$ 5,000.00				
Reno, Bend, Medford					
Newspaper Buys	\$ 5,000.00				
Reno, Bend, Medford					
Other Internet					
Other					
Total Advertising	\$ 23,535.00	-	-	-	
Printing	\$ 3,400.00				
Postage	\$ 445.00				
Misc/Other (Explanation Req'd):					
Other: Shirts	\$ 1,825.00				
Other: Website	\$ 173.85				
Other: Travel	\$ 1,160.00				
Other: Parade entry	\$ 20.00				
Total Miscellaneous/Other	\$ 7,023.85	-	-	-	
Total Expenses	\$ 30,558.85	-	-	-	
Net Income<Expense>	\$ (5,558.85)	-	-	-	

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.

KRUISE OF KLAMATH 2017

P.O. Box 7135 • Klamath Falls, OR 97602 • kruiseofklamath@gmail.com
www.kruiseofklamath.org

April 30, 2017

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

RE: Letter of support for Benefit for the Basin Grant Application

To Whom It May Concern:

Please accept this letter on behalf of the Kruse of Klamath in support of the Benefit for the Basin's grant application to the Klamath County Tourism Grant Program.

2017 will be the 5th annual Benefit for the Basin's event and the Kruse of Klamath has been a supporter of this organization from the very beginning. Each year the event has grown and it now attracts out of town car enthusiasts to complement the local participants. Occurring in late September, it is a welcome late season perk to community businesses.

We strongly support a grant award to provide funds to assist in the marketing of this year's Benefit for the Basin event as it benefits the entire community.

Sincerely,



Linda Tepper
Secretary/Treasurer
Kruise of Klamath Board



May 1, 2017

To whom it may concern,

This is a letter of support of the Benefit for the Basin. For such a new organization, the people behind the Benefit for the Basin have accomplished a lot in a short time. They have raised thousands of dollars to benefit youth in the Klamath Basin.

The time invested by the members of this committee is incredible. They are lucky to have a group of people willing to tirelessly work towards their goal.

Basin Mediactive, LLC is happy to support this organization and the causes that they support. We have donated more than \$100,000 in advertising over the last four years to publicize the event and the prizes to be won.

Thank you,

Rob Siems

General Manager

Basin Mediactive, LLC

Klamath Falls, OR

Klamath County Event Center

May 1, 2017

Dear Sir/Madam

RE: Benefit for the Basin

It is with pleasure that the Klamath County Fairgrounds-Event Center board members, management and staff submit a letter of support for the Benefit for the Basin car show event to be held September 22, 23 and 24, 2017. 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,



Richard T. Hoggarth, Manager
Klamath County Fairgrounds-Event Center