

**TOURISM GRANT APPLICATION**

Organization Applying: Kruiise of Klamath  
Address: P.O. Box 7135  
City, State, Zip: Klamath Falls, OR 97602  
Contact Person: Linda Tepper  
Phone Number: (541)331-6541  
Tax ID # or SSN: 20-449591  
Email Address: ltkruise@gmail.com  
Web Site Address: www.kruiiseofklamath.org  
Title of Project: 2012 Kruiise of Klamath

Brief Description of Project: With the help of a Klamath County Tourism Grant in 2011, the Kruiise of Klamath just completed its 6<sup>th</sup> annual event that featured national tv personality Dennis Gage of My Classic Car attending and filming the event for broadcast on his show. 500 registrants, which was event capacity, participated in the 2011 event and we now have almost 900 names on our mailing list. Our goal for 2012 is to focus on getting past attendees to become repeat participants by offering an event schedule that capitalizes on our tried and true events while offering something new and different – the Tribute Team American Graffiti car collection.

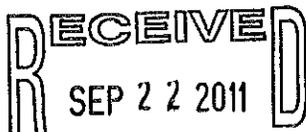
The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Linda Tepper

Date 9-21-11

Signature of Board Chair [Signature]

Date 9-21-11



BY \_\_\_\_\_  
KLAMATH COUNTY FINANCE

### Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	10,000.00				
Cash Match -					
Source: Kruse of Klamath	30,000.00				2011 carryover funds
Source: Sponsors	10,000.00				
Source: Registration	15,000.00				
<b>Total Cash Match</b>	<b>60,000.00</b>	-	-	-	
Other Funding Sources:					
Source: Vendors	2,500.00				
Source: Misc.	6,500.00				
Source:					
<b>Total Other Funding Sources</b>	<b>9,000.00</b>	-	-	-	
<b>Total Projected Revenue</b>	<b>74,000.00</b>	-	-	-	
<b>EXPENSES</b>					
Advertising					
Print	2,500.00				Cruzin Mag, Herald&News
Web					
Other Internet					
Other	3,800.00				TV, radio, posters
<b>Total Advertising</b>	<b>6,300.00</b>	-	-	-	
Printing	3,300.00				Reg. packet, postcards
Postage					
Misc/Other (Explanation Req'd):					
Other: Tribute Team Cars	3,000.00				American Graffiti collection
Other: Shirts & Trophies	11,300.00				
Other: Events	15,000.00				Sock hop, show 'n shine, cruise, breakfast, poker run
Other: Misc.	3,000.00				
<b>Total Miscellaneous/Other</b>	<b>32,300.00</b>	-	-	-	
<b>Total Projected Expenses</b>	<b>41,900.00</b>	-	-	-	
<b>Net Projected Income&lt;Expense&gt;</b>	<b>32,100.00</b>	-	-	-	

**NOTES**

Do not include any items listed on Page 3 of the application as not eligible  
 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

## PROJECT DESCRIPTION

### Project Plan:

#### 1. What is the main focus of this proposal?

To increase the number of out of town registrants in the 2012 Kruse of Klamath thereby increasing the economic benefit to the local community. The Kruse of Klamath is going into its 7<sup>th</sup> year and now has almost 900 names on our mailing list. Our specific goal this year is to attract a large number of these past attendees to the 2012 event by offering a schedule of popular events along something new. Specifically, we plan to bring the Tribute Team American Graffiti (TTAG) car collection to our event. We believe the key to keeping past attendees returning to our show is to offer the tried and true events along with something new every year.

#### 2. What are the project activities?

Grant funds would be used to pay the travel expenses of the TTAG car collection and to advertise their appearance at our event. The TTAG collection includes six cars either from, or representative of, the 1973 George Lucas film *American Graffiti*. A collection of memorabilia and photos from the movie accompany the cars making for a very interesting attraction. Grant funds will also be used to promote this event by way of two print ads in the Crusin' magazine, promotional posters and an insert in the registration packet promoting the TTAG collection appearance at the 2012 show.

#### 3. When will the project occur? How long will it last?

Should the Kruse of Klamath receive a 2011 tourism grant, a contract would be signed immediately with TTAG as they have already tentatively reserved the date of our event on their calendar. Ads in the Crusin' magazine would be placed for the Jan/Feb and Mar/Apr editions. Registration packets are mailed in early March and promotional posters are printed in April for immediate distribution. General planning for the 2012 Kruse of Klamath is already underway with the event slated for June 22-24.

#### 4. Who is the target market? What is your strategy for reaching the target market?

Our general target audience is all classic car owners within a five hour driving distance of Klamath Falls. Our specific target audience this year are the almost 900 people on our mailing list that we want to make regular repeat attendees. Over half of those on the mailing list are from out of town. Historically we have seen that attendees from out of town often bring back additional attendees from their home cities the following years. We want to capitalize on this "word of mouth" recruitment by focusing on what makes our show successful while offering up something new to keep it fresh.

### Project Goals:

#### 5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

In 2011 our event attracted 196 out of town registrants which translates into approximately 343 visitors that participated in the event. It is difficult to estimate the number of out of town spectators to the event although we expect the number room nights used by spectators to be very low. The goal is to increase the number of out of town event participants as they are the most likely candidates to stay overnight. Out of town registrants at the 2011 event accounted

for 39.2% of participants, up from 28.1% the year before. Our goal is to increase out of town participation to 50% of the registrants.

**6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?**

Our goal is to encourage early arrival at this year's event by adding to our Friday events which have traditionally featured a sock hop. In 2011 we added a Friday movie night at the Ross Ragland Theater featuring American Graffiti which was very well received. Discussion is underway with the 3<sup>rd</sup> Thursday event organizers to hold a similar event, 5<sup>th</sup> Friday, which would serve as a greater incentive for out of town participants to come early to the event. It would have the added bonus of bringing a greater number of people to the downtown area for an additional night during the weekend event.

**QUALIFICATIONS OF APPLICANT**

**7. Describe your organization.**

The Kruse 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 13 member board that governs the planning and execution of the annual event. The Board has a long track record of using local organizations to help out at the event in exchange for donations to their organizations and also donating a certain percentage of profits from the event back to local charitable groups.

**8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?**

The Kruse of Klamath completed its 6<sup>th</sup> event in 2011 and has grown the event every year since its inception. The percentage of out of town participants has grown from 60 in the first year to 196 this year, a 226% increase. In 2011 we pursued, and obtained, a nationally known tv personality to our event which increased our overall registrants to our preset maximum of 500 for the first time in our history.

**MARKETING PLANS**

**9. Describe specifically how you will market the event to visitors.**

- (1) Insert in registration packet promoting TTAG car collection with the objective of having past attendees return again for the 2012 event.
- (2) Ads in Crusin' magazine which is a publication specifically targeted towards classic car owners in the northwest that participate in car shows. Objective is to showcase the TTAG attendance at the 2012 event and entice new attendees to our event to see something they might not have seen anywhere else.
- (3) Promotional posters highlighting the TTAG car collection appearing at the 2012 event. These are distributed at various car shows in the region leading up to the Kruse of Klamath event as well as locally where they serve to attract both participants and spectators.
- (4) Cooperative advertising with Discover Klamath with the objective of reaching spectators, as opposed to participants, that would be interested in the TTAG car collection.

**10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)**

Attendance can be measured by both participants and spectators but the Kruse of Klamath relies primarily on participants as they are the more likely to stay overnight and thus meet the objective of increasing room nights in the local community. This is easily measured by the number of registrants that we receive for the show and also out of town vendors.

**11. If your project is already underway explain how this grant will increase your likelihood of success.**

Planning for the 2012 Kruse of Klamath is already underway. A grant would allow us to expand on the event schedule by bringing to the show the Team Tribute American Graffiti car collection which would serve as an anchor for expanded Friday night activities and as an added attraction for out of town attendees to attend our event.

**12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.**

The Kruse of Klamath is working with the Ross Ragland Theater as well as the organizers of the 3<sup>rd</sup> Thursday events on the expanded Friday event schedule. Tentatively it is envisioned that the same format for 3<sup>rd</sup> Thursday would be utilized for the Friday of Kruse weekend, 5<sup>th</sup> Friday, with a sock hop and movie night featured at the Ross Ragland Theater and the downtown area showcasing the Tribute Team American Graffiti cars.

## 2012 Kruiise of Klamath Marketing Budget

	<u>Grant Funds</u>	<u>Kruiise Funds</u>
<b><u>Television</u></b>		
▶ Two week local campaign on KOTI <ul style="list-style-type: none"> <li>● KOTI air time donated as official TV sponsor</li> </ul>	-	-
▶ One week local campaign on KDKF & KTVL		\$1,000.00
<b><u>Print</u></b>		
▶ Northwest Cruzin' Magazine ad <ul style="list-style-type: none"> <li>● ½ page ad in Jan/Feb</li> <li>● Full page ad in Mar/Apr</li> </ul>	\$2,000.00	
▶ Event Posters	\$1,000.00	
▶ Herald and News <ul style="list-style-type: none"> <li>● June – ¼ page ad in Kruiise of Klamath Tab</li> </ul>		\$500.00
<b><u>Radio</u></b>		
▶ One week local campaign on Sunny 107 <ul style="list-style-type: none"> <li>● Sunny 107 air time donated as official radio sponsor</li> </ul>	-	-
▶ One week local campaign with Basin Mediactive		\$500.00
<b><u>Direct Mail</u></b>		
▶ Save the Date postcard <ul style="list-style-type: none"> <li>● To entire mailing list of 800+ people in January</li> </ul>		\$300.00
▶ High Profile registration packet <ul style="list-style-type: none"> <li>● Glossy, full color booklet to entire mailing list of 800+ people with insert featuring Tribute Team American Graffiti car appearance</li> </ul>	\$3,000.00	
<b><u>Other</u></b>		
▶ Travel Expenses for Tribute Team American Graffiti car collection	\$3,000.00	
▶ Discover Klamath Cooperative Marketing	\$1,000.00	
▶ Update of TV commercial		\$300.00
<b>TOTAL</b>	<b>\$10,000.00</b>	<b>\$2,600.00</b>