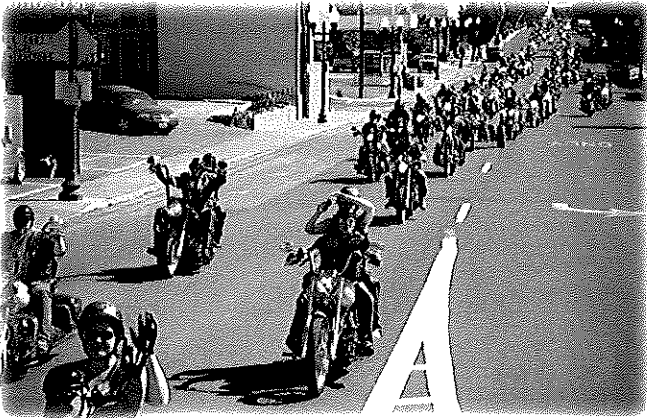


KLAMATH COUNTY TOURISM GRANT PROGRAM APPLICATIONS



Issued By: Klamath County Finance
Contracts/Grants
305 Main Street, Room 230
Klamath Falls, Oregon 97601

(541) 883-4202

Due Date: Applications Due: 2:00 p.m., March 30, 2012

TOURISM GRANT APPLICATION

Organization Applying: Rip City Riders – Oregon

Address: P.O. Box 7180 (please note our new PO BOX)

City/State/Zip: Klamath Falls, OR 97602

Contact Person: Tamera Bancroft, PR Coordinator

Phone: 541-497-3978

Tax ID # or SSN: 90-0610347

Email Address: ripcityridersevents@yahoo.com

Website Address: Ripcityridersoregon.com

Title of Project: 5th Annual Summer Fun Run (SFR 2012)

Brief Description of Project:

This annual event is a poker run and family friendly festival which entertains a minimum of 1600 people per day over a 3 day period of time (including local non-biker attendees). Motorcycle enthusiasts from our community as well as areas beyond in Northern California, Oregon, Washington, Idaho and Nevada attend this event annually – each year bringing new friends for the festivities. Our event fills hotel rooms (heads on beds) starting with the Microtel (because our event began in 2008 at the Epicenter) and spilling over into hotels that promote our event and/or provide reasonable rates and discounts during the event weekend. These hotels are required to offer shuttle service to our riders for their convenience and safety. Riders also utilize camping facilities close to the event. The typical SFR rider arrives on Thursday night and departs on Sunday. This event has raised over \$44,000 for local children’s non-profit organizations over the past four (4) years.

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 *T Bancroft, PR Coordinator* Date *3/22/12*

Signature of Board Chair Date

Tourism Grant Budget Form

Financial Data:

- **Amount of Tourism Grant Requested:** \$10,000
- **Funding Period of Time:** July 13-15, 2012
- **Has grant funding the same project been received in the past?** Yes

INCOME	Vendor/Description	Committed RCR \$	Pending Grant \$	Total	Actual	Comments/Explanations
TOURISM GRANT REQUEST			\$10,000	\$10,000		
Cash match (min. 10% of grant request)						
<i>Source(s):</i> Event Program Ad Sales	Multiple businesses	\$3,000		\$3,000		
TOTAL CASH MATCH				\$3,000		
Other funding						
<i>Source(s):</i> Sponsors	Multiple sponsors	\$10,000		\$10,000		
TOTAL OTHER FUNDING SOURCES			\$10,000	\$10,000		
TOTAL PROJECTED REVENUE		\$13,000	\$10,000	\$23,000		
EXPENSES		Committed RCR \$	Pending Grant \$	Total	Actual	Comments/Explanations
Advertising:						
<i>Print</i>						
<i>Magazine</i>	Quick Throttle Thunderpress		\$3,090 \$2,040	\$5,130		
<i>Newspaper</i>						
Announcement Ad	Herald and News	\$500*				\$1,500 of local advertising
Thank you ad	Herald and News	\$500*				
Announcement Ad	Klamath Nickel	\$500*				
Announcement Ad	Medford Nickel	\$500		\$2,000		
<i>Misc:</i>						
<i>Media</i>						
<i>Television</i>	Discover Klamath KOTI		\$2,000 FREE	\$2,000		May invest more here if funding is available
<i>Radio</i>	Wynne Basin Media Active	\$1,000 \$1,000		\$2,000		Local advertising Non-local thru Wynne
<i>Misc:</i>						
Bus Ad	Basin Media Active	\$1,000				
Website	Register.com	\$225		\$1,225		
<i>Other</i>						
Banner over downtown	City of Klamath Falls	\$250		\$250		local advertising
TOTAL ADVERTISING		\$5,475		\$12,605		
Printing/Reproduction:	LAD Printing (Lithia) Prints Made Easy	\$1,000 \$1,000	\$3,000	\$5,000		
Postage/Delivery:	USPS	\$200		\$200		
Miscellaneous:						
Graphic Design Expenses	Deanna Franks	\$750				
	Individual Adv.	\$1,500				
Mailing Supplies	Staples	\$250		\$2,500		
NET PROJECTED INCOME <EXPENSES>		*RCR Income \$13,000 RCR Expense \$10,175	Grant Income \$10,000 Grant Expense \$10,130	Income Total \$23,000 Expense Total \$20,305		*RCR Income is based on previous year(s) sponsor commitments and varies annually

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?

This event generates funding and awareness for local non-profit organizations that benefit our youth while promoting tourism in our community.

2. What are the project activities?

Festivities include a poker run, "Spectacle of Bikes" parade down Main Street, vendors, concessionaires, bike show, bike games, an auction, raffles, tattoo contests, live bands and kid's activities. This is a family friendly festival for motorcycle enthusiasts and our community.

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

This is an annual event that is being held July 13-15, 2012

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

Our target market is motorcycle enthusiasts in Northern California, Idaho, Washington, Nevada & Oregon. Our strategy for reaching the target market is:

- advertising via our website and Shutterfly
- motorcycle magazines and newspapers
- television ads & PSA's
- radio ads, live interviews and PSA's
- online festival calendar sites
- poster and save the date card mailings to Harley Davidson Dealers in the above states
- attending local and non-local festivals where we host informational booths to distribute information about our event

Project Goal:

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?

1600 attendees per day at minimum; we will count the number of visitors as they enter our festival gates (surrounding the park).

6. How are you planning on extending the visitors length of stay?

Our activities span three days. Riders typically come to Klamath Falls on Thursday night and enjoy a welcoming pre-party. Friday, vendors setup until noon; live bands, bike games and our beer garden entertain riders until 10pm at Veteran's Park. After-parties begin at local bars

Friday night after 10pm. Saturday at 7am, the "Spectacle of Bikes" parade kicks off our poker run which takes riders to various resorts and business outside of Klamath County. The family friendly festival begins at noon. Attendees enjoy food, beverages, bike games, a bike show, vendors, live bands and our beer garden throughout the day until 10pm. After-parties begin at local bars Saturday night after 10pm. Sunday vendors will final sale their merchandise and departing announcements will be made from the bandstand in the late morning.

How will you encourage early arrival and late departure? We promote hotels & activity centers that provide discounts and reasonable rates to our riders while they are here for the weekend. We provide a links to these businesses on our website. We also work to provide entertainment from Thursday night through Sunday which entices riders to stay throughout the weekend.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Our Mission:

Rip City Riders Oregon is a non-profit 501C(3) organization located in Klamath Falls, Oregon comprised of motorcycle enthusiasts. We strive to establish a positive image of the biker community. Annually, we raise funds and awareness for programs that prevent child abuse as well as promote education, safety and security for our youth – our future.

Our Vision:

To maintain our position as the Klamath Basin's premier motorcycle organization and strive to be a leading advocate for charities in our community.

8. Describe your experience in operating past or similar projects.

How are you uniquely qualified to carry out this project? As motorcycle enthusiasts with many years of riding and festival attendance experience, we are able to identify the types of activities that appeal to our target market and because we live, work and raise our families in Klamath Falls, Oregon we understand the festivities that make our event family friendly for our local community. Additionally, our staff and current members are wholeheartedly committed to benefiting our community and its future.

Have these projects been successful in bringing tourists to Klamath County? We believe this event has been extremely successful in bringing tourism to our community and we can monitor this by the number and size of outside vendors, event registration forms and feedback from local hotel owners. Success is also measured by the amount of funds we donate after expenses. This is our 5th Annual event and to date these organizations have received the

following funding:

2008 START MAKING A READER TODAY	\$ 7,092
2009 JUNIOR ACHIEVEMENT	\$10,314
2010 CITIZENS FOR SAFE SCHOOLS	\$13,731
2011 STOP THE HURT COALITION	<u>\$13,244</u>
Total	\$44,381

MARKETING PLANS

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

Our marketing efforts are as follows:

- We send posters and save the date cards to every Harley Davidson dealer in Washington, Oregon and selected dealers in Northern California, Idaho and Nevada.
- We post our event on motorcycle event calendaring sites. To date, we calendar on approximately 30 sites
- We partner with Discover Klamath & KOTI for television coverage
- We partner with NNB & Wynne Broadcasting for radio coverage (live interviews, PSA's and advertisements)
- We utilize print advertising in two major motorcycle magazines with at least ½ page ads. These magazines are Thunderpress and Quick Throttle. This year Quick Throttle's April edition will be extended to Arizona Bike Week & Laughlin River Run & we have purchased a full page ad to effectively market our event to those riders.
- We utilize our website and our Shutterfly site to promote the event. Our Shutterfly site is composed of more than 400 riders with each rider receiving an email trigger when we change information on our calendar site.
- We attend other motorcycle festivals and events as a vendor and as attendees and distribute our save the date cards.
- Word of mouth from Rip City Riders-Oregon & Rip City Riders-California as well as our associates.

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

Our success is measured by the amount of funding we can donate to our beneficiary after expenses are paid. Additionally, we collect registration forms from our riders and review those to identify new target market areas. This year we will have a door survey available for attendees to win door prizes if completed.

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

Our success is directly related to the amount of funding we receive from this grant. Although we collect sponsor money to help with our cash match, our advertising campaign is primarily dependent on the funds we receive from the grant long before we receive sponsor donations due to the time frame we must advertise. Riders typically plan their festival commitments three months in advance of the event date. This requires us to advertise at least three months in advance of 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.

As part of our beneficiary application, we require each of our beneficiaries to provide substantial volunteer support at our event. Fortunately, SOYSC has a large pool of volunteers for our event. Also, previous beneficiaries typically assist us with volunteer responsibilities to ensure the success of our event. We feel proud that we have a positive reputation in this community and we are extremely thankful that this reputation has provided us many resources for volunteers and assistance.



Where Character Counts and Mentoring Matters.

Citizens For Safe Schools | P.O. Box 243 | Klamath Falls, OR 97601 | (541) 882-3198

www.citizensforsafeschools.org

To Whom it Concerns

Citizens for Safe Schools is a positive youth development agency committed to connecting youth with responsible adult mentors and providing resources to promote character education in area schools. Additionally, it is in the stated mission of Citizens for Safe Schools to work with like-minded community partners on programs and/or projects which promote the health and all over wellness of Klamath County youth. With that aspect of our mission in mind, Citizens for Safe Schools has been pleased to partner the Rip City Riders over the years.

The Rip City Riders chose Citizens for Safe Schools as their beneficiary in 2009. Their event raised more than \$13,000 to support our mentoring program for at-risk youth. Last year, the Rip City Riders chose the Stop the Hurt Coalition to support. We are also part of that effort, and worked again with this group of volunteers and philanthropist.

We wholeheartedly support an effort by the Rip City Riders to continue promoting their event. They do an excellent job supporting youth in our community.

Please don't hesitate to call for further inquiry.

Warmly,

Kelley Minty Morris
Citizens for Safe Schools
Outreach and Development Coordinator
PO Box 243
Klamath Falls Oregon 97601
541-882-3198