

**TOURISM GRANT APPLICATION**

Organization Applying: Kruise 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.kruiseofklamath.org  
Title of Project: 2013 Kruise of Klamath - Swap Meet  
Brief Description of Project: The Kruise of Klamath intends to  
incorporate a one day swap meet into the 2013 Kruise of  
Klamath schedule of events to attract and extend the visit  
of out of town attendees in addition to attracting out of  
town visitors that would not normally attend the Kruise of  
Klamath but would attend a swap meet.

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 9.21.12  
Signature of Board Chair [Signature] Date 9.21.12

### Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	\$5,000				
Cash Match - Source: Kruse Funds	\$2,000				
Source:					
Source:					
Total Cash Match	-	-	-	-	
Other Funding Sources: Source: Vendor fees	\$1,500				
Source:					
Source:					
Total Other Funding Sources	\$1,500	-	-	-	
Total Projected Revenue	\$8,500-	-	-	-	
<b>EXPENSES</b>					
Advertising Print	\$2,000				Cruisn mag., MFR newsp.
Web					
Other Internet					
Other	\$2,000				Flyers/posters
Total Advertising	-	-	-	-	
Printing	\$4,000				Registration Packets
Postage	\$300				
Misc/Other (Explanation Req'd): Other: Travel to swap meets	\$200				
Other:					
Other:					
Other:					
Total Miscellaneous/Other	\$200 -	-	-	-	
Total Projected Expenses	\$8,500-	-	-	-	
Net Projected Income<Expense>	\$0 -	-	-	-	

**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?**  
Establish a swap meet on the Friday leading into the Kruiise weekend to get out of town visitors to Klamath Falls on Friday instead of Saturday thus increasing their stay. We believe that a swap meet is both a complimentary and an additive event that can not only extend the duration of Kruiise participants' stay but also attract additional visitors to Klamath Falls for the swap meet alone. The swap meet has the potential to become a three day event all of it's own if successful.
2. **What are the project activities?**  
The project would involve selecting a site for the swap meet, attracting vendors, publicizing the event to attendees and the managing the actual event.
3. **When will the project occur? How long will it last?**  
The swap meet will occur on the Friday of Kruiise weekend which is June 28-30. For the initial year a one day swap meet is proposed with the goal of extending the swap meet in future years to the full weekend if it proves successful at drawing in visitors to Klamath Falls.
4. **Who is the target market? What is your strategy for reaching the target market?**  
There are two target markets - the sellers and the buyers. Sellers would be targeted by placing ads in trade specific publications such as the Crusin magazine and by distributing flyers at several large swap meets such as the Portland swap meet in April every year. Buyers would be targeted by notice in Kruiise promotional materials and local and regional advertising.

### 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?**  
It is difficult to say how many new visitors to Klamath Falls a swap meet might attract. In terms of extending the stay of out of town visitors we would like to see a 25% increase in the Friday night occupancy rate in local hotels/motels over the previous year. The Kruiise of Klamath would conduct a survey of swap meet attendees to determine their origin and other details of their visit.

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

By holding the swap meet on Friday only, the goal is to get out of town visitors to commit to coming over early so that they don't miss out on the swap meet. As added incentive the Kruiise will once again have its Friday evening entertainment line-up at the Ross Ragland Theater which will be made available to Kruiise participants and the general public. This will aid in attracting those out of town visitors that might be interested in the swap meet but not necessarily the Kruiise.

#### **QUALIFICATIONS OF APPLICANT**

7. Describe your organization.

The Kruiise 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 organization 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 Kruiise of Klamath completed its 7th event in 2012 and has grown the event every year since its inception. The percentage of out of town participants has continued to grow every year and the Kruiise organization is continually looking for ways to expand the event and increase both out of town participation and the length of stay from those out of town participants.

#### **MARKETING PLANS**

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

There are two targeted groups to attract - sellers and buyers. Vendors will be recruited by placing ads in the Cruisn magazine and distributing flyers at other swap meets such as the annual Portland swap meet held in April and Kool April nights (large car show in Redding) that also features a swap meet with vendors. Buyers/attendees will be informed of the new event by way of a direct mail "Save the Date" postcard in January, an insert in registration flyers mailed in April and posters distributed to promote the event to the general public.

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

- \* Number of registrations for the Kruiise and specifically the number from out of town participants.
- \* Hotel occupancy for Friday/Saturday/Sunday nights.
- \* Number of attendees at swap meet itself as measured by a gate count.
- \* Number of vendors participating in the swap meet.

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

Planning for the 2013 Kruiise is already underway but this grant would assist in expanding a two day event into a three day event. Grant funds would be utilized for advertising the event to both sellers/vendors and buyers/attendees.

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 Kruiise of Klamath regularly utilizes volunteer groups to assist with the weekend's events. The Kruiise benefits by having additional people to assist with the workload and the volunteer groups benefit by receiving a monetary donation for their assistance. With the goal of establishing this event as a regular part of the Kruiise weekend line-up and perhaps growing it to a multi-day event the Kruiise would seek to partner with an established volunteer group that could provide planning assistance in exchange for an opportunity to raise funds for their organization.