



Ph: (503) 657-0891 | Fax (503) 657-7892

PAID  
FEB 25 2014  
2:24pm  
By \_\_\_\_\_

Project Title Pete's Cruise In

Organization Oregon City High School Band and Flag Team

Is this a Non-Profit Organization? Yes x No \_\_\_\_\_

Non-Profit Federal tax exempt ID Number \_\_\_\_\_

Address 19761 S. Beaver Creek Rd.

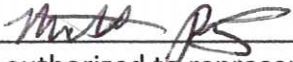
City, State, Zip Oregon City, OR 97045

Project Coordinator Michelle Rizzo Phone (503) 516-0697

Email Rizzo@RizzoAirbrushing.com

Chairperson of Governing Board (If Applicable) Wes Rogers

Phone (503) 785-8424

Signature 

(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

Grant Amount Requested: \$ 1,500

+Matching Funds (Cash): \$ \_\_\_\_\_

+In-Kind Matching Funds: \$ 15,672.85

= Total Cost of Project: \$ 17,172.85

1. Is this your first grant application to the Oregon City Civic Improvement Trust (OCCIT)?

Yes \_\_\_\_ No X

2. Have you received an OCCIT grant in the last 3 years?

Yes X No \_\_\_\_

If yes, please describe the projects/programs for which you received funding.

We received a grant last year for the same event. Benefitting the High School Band, Colorguard, and JROTC programs.

3. If you received an OCCIT grant last year, what is the status of the project?

The event last year is finished and was our most successful event so far.

4. Will this grant funding request be used for the first phase of a project, with possible grant requests for future phases?

Yes x No \_\_\_\_

If yes, please explain.

It will be used more so as a second phase to this project. The grant money from last year went towards purchasing large items that will help with advertising in and around Oregon City, and we would like this year for the money to reach farther out throughout Oregon and Southern Washington. There are also a lot of national magazines and on-line sources that we will take advantage of.

5. Project Description: a detailed description of the proposed event or project.

Pete's Cruise In is a fundraiser car show, where entrants compete for custom-made trophies. All of the profits go to help fund the various programs previously mentioned. We fill Clackamette Park with show cars along with various merchandise and food vendors along with carnival style games for the kids. It is a full family event that solely benefits the high school programs.

We also collect non-perishable foods for a local program H.O.P.E. (helping other people eat).

6. Project Objective: How would this project help promote tourism in Oregon City? Who is the target audience?

This event has brought people from as far as Montana in the past years. A large portion of the car show entrants and spectators come from outside of Oregon City. This event gives them an opportunity to step foot inside Oregon City and get to know our amazing band and colorguard kids. With the additional funding this year we hope to get people traveling from farther away and give them information and hopefully a discount to stay in the Rivershore hotel.

We also hand out Oregon City tourism pamphlets with the goody bags for all of the entrants so they can see the great history that Oregon City has to offer.

7. Organization Description: a detailed description of your organization.

The High School Band and Colorguard have received many awards for their outstanding performances in various parades, field shows, and concerts. Last year they were invited to perform in Orlando Florida. They often are invited to opportunities like this, but without the fundraising none of this is possible. They perform in various parades including the Rose Festival parade and/or starlight parade and the Rhodedendron parade in Florence.

These programs are very beneficial to the kids in many ways academically, physically, and mentally. They are a great group of kids that I am proud to have represent Oregon City in our event.

8. Project Personnel: List the primary people involved, their positions and qualifications. Briefly describe prior experience managing similar projects.

Michelle Rizzo- Main coordinator- I have been the coordinator of this event for 5 of the 6 years it has been going. I have also coordinated a dance competition benefitting the Missing Childrens Fund.

The other coordinators vary from year to year as the students and their parents cycle through

9. Project Timeline: Describe the timeline for the project. List anticipated project milestones and dates (e.g. volunteer meetings, public meetings, planning activities and event activities).

We have volunteer meetings monthly starting in March, and weekly or bi-weekly as needed as it gets closer to the event.

Our final meeting is the night before the event on location at Clackamette Park to go over final details and set up questions.

Then the event on August 30<sup>th</sup>, which is followed by a wrap up meeting a couple weeks after the event.

10. What community resources will be used as support for this project (i.e. community, city-owned property, city departments, transportation services or other civic groups)?

We will be hosting the event at Clackamette Park and the utilities department lets us borrow barricades to keep the parking and traffic organized.

There are also many community businesses that help in various ways through donations and discounts.

11. An exit report will be included as part of the OCCIT agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of tourists; number of people served; number of volunteers attracted, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.

This year we are adding a spot for address on all registration forms so we can know exactly where the entrants are coming from. Tallying that will help us know where our advertising needs to focus better for the following year. We will also have a comment card for all entrants asking them how they heard about our event.

To help us track the number of spectators I will have a couple of the kids in charge of trying to keep count as people walk into the park property, in order to get a more accurate count of how many spectators. We also have a couple of the more outgoing kids wander around and just talk with people at the event and see how they are enjoying it, we can have them ask where people are coming from so we can see if our advertising is working.

12. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer hours use \$21.79 (the value of volunteer labor time as of 1/15/13, according to the Independent Sector and The Bureau of Labor Statistics).

| Item                                     | Source of Support  | Estimated Value (\$) |
|--|--|----------------------|
| Administration and organization of event | Volunteer labor- band and flag boosters, members, and misc. other volunteers | \$1,699.62           |
| Workers for the day of the event         | Volunteer labor- band and flag members, boosters, and community volunteers.  | \$13,237.43          |
|  |  |                      |
|  |  |                      |
|  |  |                      |

13. List all grants applied for in support of this project and commitments confirmed to date.

This is the only grant that we have applied for. We are asking a few businesses and organizations for monetary donations, which we will probably receive a few hundred from local 290 plumbers and steamfitters.

14. What is the percentage of OC Tourism Grant funds to be used for personnel services or administrative costs? \_\_\_\_0\_\_\_\_%

15. Will the administrator be a paid position? Yes\_\_\_\_ No\_\_x\_\_

16. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 12).
- Column D: Totals for each category.

**Proposed Budget**

| <b>Suggested List (not inclusive)</b>  | <b>(A)<br/>OC Tourism<br/>Grant Dollars</b> | <b>(B)<br/>Matching<br/>Funds (Cash)</b> | <b>(C)<br/>In-Kind Matching</b> | <b>(D)<br/>Total</b> |
|--|---|--|---------------------------------|----------------------|
| <b>Personnel Services<br/>(salaries, administration)</b>   | \$  | \$                                       | \$653.70                        | \$653.70             |
| <b>Project Administration<br/>costs (clerical, advertising,<br/>graphics, printing, postage)</b> | \$  | \$                                       | \$1,045.92                      | \$1045.92            |
| <b>Materials</b>   | \$1500.00                                   | \$                                       | \$                              | \$1500.00            |
| <b>Equipment/Supplies</b>  | \$  | \$                                       | \$735.80                        | \$735.80             |

|                                    |                  |           |                    |                    |
|------------------------------------|------------------|-----------|--------------------|--------------------|
| <b>Construction Costs</b>          | \$               | \$        | \$                 | \$                 |
| <b>Event Costs</b>                 | \$               | \$        | \$13,237.43        | \$13,237.43        |
| <b>Transportation Costs</b>        | \$               | \$        | \$                 | \$                 |
| <b>Insurance Costs (if needed)</b> | \$               | \$        | \$                 | \$                 |
| <b>Additional Expenses (list)</b>  | \$               | \$        | \$                 | \$                 |
| <b>Totals</b>                      | <b>\$1500.00</b> | <b>\$</b> | <b>\$15,672.85</b> | <b>\$17,172.85</b> |

I have also attached a brief advertising campaign plan that was made for us. We will not be spending this much, but just to show how much they estimated it would cost and how they suggest we allocate funds in order to fully reach our target audience.



## Pete's Cruise-In Marketing & PR Plan

### Objectives

- Publicity: gain attention for the Pete's Cruise-In car show, a major fundraiser for the Oregon City High School Marching Band & Flag programs.
- Action: prompt car owners to register and show their cars at the event.
- Action: solicit public attendance at the car show.
- Awareness: promote awareness of the OCHS Marching Band & Flag program, a direct benefit to the community.

### Target Market

- Owners of classic cars
- Car enthusiasts
- General public

### Selling Proposition

Pete's Cruise-In benefits the Oregon City High School Marching Band & Flag programs by inviting car enthusiasts from across the Northwest to display their classic cars. A family event, the Cruise-In features XX cars (2013) with judging in these categories: XX. Performances by the Pioneer Marching Band and Flag Team, as well as a live DJ, games and vendors make this a treat for all ages.

### Promotions & Programs

Pete's Cruise-In will leverage traditional advertising, public relations & online/social media to appeal to the target market.

#### Online

- Petescruisein.wordpress.com Website will be updated
- **Online registration will be made available**
- Pete's Cruise-In Facebook Page & Twitter will be maintained & updated weekly from June through the event in September
- Email campaign to OCHS Band Booster mail list (275 recipients)
- Addition of Pete's Cruise-in date to all car show calendars
- Banner advertising: <http://www.northwestclassicautomall.com/CruiseNews.html>
- Banner advertising: <http://www.cruzinmag.com/calendar.html>

#### Offline/Traditional

- Press-Release with Media Kit (photos, flyers, information) to all local press, tv & radio
- Display advertising
  - Oregonian Special Section: entertainment (Thursday edition)
  - Oregon City/Clackamas County News
- Flyer distribution at all NW car shows
- Vinyl yard signs distributed throughout Oregon City area (100)



- Posters distributed to local businesses

|               |                |
|---------------|----------------|
| <b>Budget</b> | <b>\$5,000</b> |
|---------------|----------------|

|       |         |
|-------|---------|
| Print | \$2,000 |
|-------|---------|

*Media Kit*

*Flyers*

*Registration Packet*

*Posters*

|                     |       |
|---------------------|-------|
| Advertising: Online | \$500 |
|---------------------|-------|

*Website update*

*Banner advertising*

|                                  |         |
|----------------------------------|---------|
| Advertising: Offline/Traditional | \$2,500 |
|----------------------------------|---------|

*Display advertising*

*Vinyl Signs*



**Oregon City High School**  
**Pioneer Bands**  
**19761 S. Beavercreek Rd.**  
**Oregon City, OR 97045**  
503-785-8816  
dana.henson@orecity.k12.or.us

OCCIT Grant Counsel:

This letter is to inform you of the benefit the annual Pete's Cruise-In car show brings to the community of Oregon City. We have been fortunate in years past to have our high school band students, flag team, and JROTC cadets involved to put on the show for the people of Oregon City.

The car show involves car owners and lovers from all over the area. This annual event brings in over 100 automobiles to Clackamette Park. The community is represented by local food vendors and by the students from Oregon City High School involved in entertaining visitors to the park, informing visitors about the cars, and helping to foster the "small town" feel that Oregon City is known for.

Not only does Pete's Cruise-In bring in many visitors to our area, it also helps to promote our local businesses. Most of our car owners come from outside our city and we help to encourage them to visit our restored Main Street with its many businesses and great restaurants.

Having Pete's Cruise-In as part of our community not only helps students from the band, flag team, and JROTC help raise funds for the year, the car show encourages our students to be proud about their community and promote Oregon City in a positive way.

We are fortunate to live in such a great community and we want visitors to know how great a place Oregon City is. The annual Pete's Cruise-In car show is an event we must do our best to keep in our community.

Respectfully Submitted:

Dana M. Henson  
Director of Bands  
Oregon City High School

February 22, 2014

To Whom It May Concern,

I cannot explain strongly enough the overall importance of the Pete's Cruise In car show that is held on Saturday of each Labor Day weekend, as it has been since 2009.

This event is dedicated to funding of the Oregon City High School band program and I can honestly say, that as a classic car enthusiast, this is one of the best shows I have had the pleasure of being involved in. Enthusiasts come from near and far to attend the show which brings a good number of people into our community and thereby increasing the amount of business done here on the day of the show.

I know of two families that in fact have moved here – maybe not solely due to the show, but they came once and loved Oregon City and now they call it home.

Sincerely,

Larry Perini