



HOTEL/MOTEL TAX GRANT APPLICATION REVIEW

ADMINISTRATIVE REVIEW

Name of Organization: Arthritis Foundation

Event/Activity: Annual Auto Show & Cruise-In

Previous Grants Received

Yes

No

If Yes, Years: 2008, 2009, 2010, 2011, 2012

Amount: \$7,500, \$10,000 (4 years)

Did project/event meet stated goals and/or criteria:

Yes

No

Permit Needed

Yes

No

Criteria:

Cultural Arts: Click here to enter text.

Beautification of public property: Click here to enter text.

Improvement of Dublin's Historic District: Click here to enter text.

Special Events: Classic Auto Show

Other projects which will enhance the City of Dublin: Click here to enter text.

Projects/Events that appeal to Dublin visitors and tourists: Click here to enter text.

Comments – Community Relations: The AFCAS contributes to the vibrancy of the community, complements the City of Dublin brand and provides a quality and family-friendly event. Their recognition of the City of Dublin as a sponsor as well as their inclusion of City officials has been professional and consistent. In addition they have established effective working relationships with local businesses and the service industry.

Comments – Events Administration: Reported room nights from DCVB are 318 for 2012. Cost of City services was approximately \$7,600 which includes the actual cost of Showmobile rental.

Comments – Parks & Open Space: Click here to enter text

Comments – Taxation: **Need copy of IRS 990 form and 2012 report/documentation for reimbursement.**

Finance Committee Recommendation: [Click here to enter text.](#)

Other: [Click here to enter text.](#)

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Project/Event (Please complete the following questions and submit)

1. List project/event title

The 31st Annual Classic Auto Show & Cruise-In

2. What will the project accomplish?

The purpose of the event is to increase public awareness of arthritis and generate funds to support the programs and services of the Arthritis Foundation amid a fun, family-friendly automobile event.

The latest numbers suggest that arthritis affects 70 million Americans. That's one in three people. Arthritis is also the #1 cause of disability in the United States.

Car enthusiasts and spectators have flocked to the Dublin Metro Center business park for the Arthritis Foundation Auto Show for the past 30 years. The park, area businesses, hotels and the City of Dublin have worked together to establish this as an exclusive event. The Arthritis Foundation Auto Show brings recognition to Dublin as a great City to hold events, a City with corporate pride and a City that cares about the community.

3. Is the request for a one-time special project or new activity, or operating support for an existing program or event?

This request is for an existing annual event.

4. What are the opportunities that the project will attempt to attract?

This project will attempt to provide the opportunity for event participants, spectators and supporters to contribute to the education, research, advocacy and programs of the Arthritis Foundation, as well as the opportunity to interact with Feature Families. Feature Families are spokespeople for the Arthritis Foundation, with a child family member living with arthritis. The Arthritis Foundation attempts to attract new volunteers, donors and relationships through the Classic Auto Show & Cruise-In, as well as provide an entertaining, family-friendly community event.

5. What immediate and long-range results are expected?

The immediate result of this event is to raise a significant amount of funds for the organization and have the area's largest automobile event that appeals to a variety of people. This will allow the



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organization to offer more programs and services to individuals in Central Ohio living with this disease. The Arthritis Foundation provides a wide-range of programs and services, including the following: Arthritis Expos, Programs For Better Living (Tai Chi, land exercise, and aquatic classes), a camp for children and teens with Juvenile Rheumatoid Arthritis, educational workshops, and support groups. The long-term result of this event is to provide individuals living with arthritis new treatments, better access, and ultimately a cure.

6. Who will benefit from the project? How and to what extent?

The intent of this event is that the Arthritis Foundation will benefit financially from donations, registration fees and sponsorship. These funds will, in turn, benefit arthritis sufferers across the region.

The benefit to Dublin is that the show will attract thousands of visitors creating a major economic impact on the city.

The following represents the economic impact of Arthritis Foundation's Classic Car Show & Cruise-In, based on the history of this event in Dublin, Ohio

- Estimated Attendance (general public) = 2,500 spectators
- 1,000 Car participants + (2 persons per car) = 2,000 people
- Total estimated attendance = 5,500
- 5,500 participants x \$115 (Adult industry avg. spending per day) x 2 days = \$1,265,000
- 415 Rooms nights @ \$110 average = \$45,650
- Total Economic Impact = \$1,310,650

7. Budget – Amount requested and a complete statement of the purpose of the grant.

The total amount of the grant requested is \$10,000. With these funds, the Arthritis Foundation will be able to offset anticipated expenses and add to the net income. This additional income will allow us to provide additional programs and services. Our goal is eventually to keep total expenses of the event at 20%. Approximately, the expenses for 2012 totaled \$80,047 and the gross proceeds totaled \$182,872. Primarily, these funds would be used to support the logistical costs of the event. These would include, but are not limited to, security costs, electrical installation and inspection costs, permit fees and individual expenses relating to each of these areas.



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8. What is the total cost of the project? Specifically, how will the money be used? When will the money be needed?

The anticipated cost of this event for 2013 is \$82,350. These costs include, but are not limited to, security costs, electrical installation and inspection costs, permit fees and individual expenses relating to each of these areas. In addition, the funds would support insurance costs, secured parking and traffic flow, clean-up costs, and several other logistical costs that occur with an event of this size. Each of these costs is vital to conducting a safe event for each person attending, in addition to making the event more appealing to a variety of spectators.

9. Support – What other sources of financial support are committed or are being sought for the project? Organizations and amounts should be listed.

Other sources of support for the event include corporate sponsorships, registration fees, entrance fees, and vendor fees. We try to keep the registration fees and entrance fees inexpensive so that more people can participate. General admission this year is \$10.00 per person. Registrants who show their cars pay anywhere from \$25.00 to \$45.00, depending on the number of attended days. A short list of 2012 corporate sponsors follows:

- Brashares Family Foundation - \$10,000
- Nickolas Savko & Sons - \$10,000
- Landow & Co. - \$10,000
- Len Immke Buick & GMC Trucks - \$10,000
- Classic Auto Studios – \$9,000
- Deloitte - \$7,500
- Geico - \$5,000
- Ruscilli Construction Co. - \$4,000
- Pepsi Cola Bottling Co. of Columbus - \$3,500
- Krieger Ford - \$2,500
- Performance Auto Spa - \$2,000

10. Future Support – Will the project continue beyond the funding period? If so, how will it be supported? If the program is to be sustained, provide plans for permanent support after the City's funding has been terminated.

The Annual Arthritis Foundation Classic Auto Show is an annual project with an ultimate goal of becoming self-sufficient. However, the event often requires enhancement funds in order to grow. Due



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to possible additions and changes in the event from year to year, enhancement funds cannot be anticipated beyond the current year. However, corporate sponsorships have increased each year with many returning for multiple years. Car Club and patron participation continues to increase every year as well.

11. Maintenance Costs – What are the projections for short-term and long-term costs to maintain this project?

With the growing interest and longevity of the event, maintenance cost to sustain the event are minimal, both short and long term.

12. City Services – What City of Dublin services are required to implement the project/event? What is the cost of these services? Have these services been coordinated with the City's Event Administration Department?

A City of Dublin Special Event application and show mobile application will be submitted as the 2013 event nears. Upon approval, the event will be coordinated with Dublin's Special Events Administrator. City services required include: building, electric, maintenance, police and the Washington Township Fire Department. In 2012, the cost of the City of Dublin services exceeded \$4,000.

13. Has an Event Permit Application been approved?

As in the past, the Arthritis Foundation plans to submit the City of Dublin Special Event Permit application and show mobile application as the 2013 event nears.

14. Attendance – What is the expected spectator attendance? What is the expected participant attendance? What are the attendance records for the last two years?

The event is projected to draw an estimated 2,500 spectators over the course of the weekend. In addition, an estimated 1,000 Cruise-In cars and 900 to 1,000 classic cars are anticipated to attend the show. Each car on display for the event will have an average of two people attending.

- 2012 Attendance- 1,938 total people. (Due to extreme weather, the spectator attendance was below average.)
- 2011 Attendance records- 3,368 total people

15. Overnight Visitors – How many overnight visitors are estimated? What is the basis for estimates? How will you promote Dublin hotels?



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The majority of overnight visitors will be classic car owners who plan to arrive on Friday and leave on Sunday afternoon. Classic auto shows are a major socializing event. Several car owners plan informal meetings and gatherings with friends and other car owners. Many car clubs and other social groups attend these events and often make weekend plans around the car show. In 2013, we are honoring Corvette, Lamborghini, Buick and Buick Riviera. In addition, we are hosting the AMC Regional show on Sunday. These two attractions will draw even greater participation to our Classic Auto Show & Cruise-In. As mentioned, an estimated 1,000 cars attend Friday's Cruise-In with another 900 to 1,000 classic cars arriving for Saturday's competition. Many travel from outside the immediate Franklin county area. In 2012, we had participants come to the show from over 15 different states, and Canada as well. The event is scheduled so that the majority of these people require overnight stays, which will increase food, beverage, entertainment and retail sales in the Dublin area.

16. Promotion – How will the project/event be promoted? In what mediums/markets will you be promoting the events?

The event receives extensive promotion and publicity with the following planned for 2013:

- ABC 6/Fox 28 will be the television media sponsor in 2013. In 2012, ABC 6/FOX 28 provided media attention through interviews, promotions and public service announcements.
- The radio sponsor for 2012 was North American Broadcasting, QFM 96 and Clear Channel's Auto Smarts 4U show. This relationship will continue for the 2013 event. North American Broadcasting conducted an interview with the event chair and event director from the Arthritis Foundation and played multiple times leading up to the show. QFM 96 hosted their show live from the Hilton Garden Inn on Friday morning.
- The event is advertised in approximately three dozen national antique car publications. Plus, ads ran locally in the Columbus Dispatch, Columbus Monthly and 10 Suburban News Publications. This generates additional awareness of Dublin and the many amenities available to the public. All of the above publicity highlights Dublin as the location of the event.
- A full-color poster also promotes the Classic Auto Show and Cruise-In and is distributed throughout the Central Ohio area.
- Approximately 30,000 fliers/registration forms are distributed throughout the country to car owners and businesses, promoting participation in and/or attendance to the event.

17. Approach – How will the project be carried out? Where and by whom? How long will it take?



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Planning and coordination for the Classic Auto Show & Cruise-In is a year-round process. The event in July will be carried out by over 200 volunteers, committee members and Arthritis Foundation staff. The event will be executed on site at the Dublin Metro Center over the course of seven days, with two of those days designated to the formal event. Event preparation will begin on Monday, July 8 and will conclude on Sunday, July 14, 2013.

18. Coordination – What other organizations are working on the project/event? How will coordination be accomplished?

The Arthritis Foundation, Central Ohio Chapter, is the sole organization conducting the event.

19. Evaluation – By what criteria will the success or failure of the project/event be measured? What are the methods and dates of evaluation?

The success of the event is determined by several factors. These include the attendance of spectators, the amount of cars displayed and the total amount of funds raised for the Arthritis Foundation, Central Ohio Market. In addition, the success is measured by the amount of increased revenue generated for Dublin businesses (economic impact).

20. Letters of support, articles or data relating to the project may be included as appendices.

