

TOURISM GRANT APPLICATION

Organization Applying: Klamath Basin Audubon Society
Contact Person: Julie Van Moorhem
Phone Number: 541-882-4488
Email Address: jvanmoo@sisna.com
Mailing Address: P.O. Box ³⁵⁴~~350~~ Klamath Falls, OR 97601
Web Site Address: www.WinterWingsFest.org
Title of Project: 2015 Winter Wings Festival



Brief Description of Project:

This is a community-wide event that celebrates Bald Eagles, raptors and waterfowl of the Klamath Basin during Presidents' Day Weekend. A variety of educational field trips, tours, workshops, free family activities, and receptions will be offered over the **four days** of the event.

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 Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Julie Van Moorhem Date 9-29-14
Signature of Board Chair Molly Russell Date 9/29/14

PAYMENT INFORMATION

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of the proposal is to mail a "Save the Date" postcard for the 2015 Winter Wings Festival (WWF) to at least 2500 birding magazine subscribers, recent attendees and visitors to our website who have requested updates, and electronically distribute the postcard to 30,000 more. Based on the results of the 2014 evaluation this was a successful marketing approach. It is a targeted mailing that is cost-efficient and complements the two other marketing approaches: our website with its electronic pdf brochure and word of mouth.

2. What are the project activities?

This event will offer a minimum number of forty-five (45) activities including: birding field trips, keynote presentations by two nationally recognized speakers, nature and photography workshops and field trips, and a full day of free family activities presented by the Oregon Museum of Science and Industry (OMSI). In addition, there will be approximately forty (40) exhibits, vendors and displays, a basin-wide K-12 school art contest, online photography contests for children through adults, door prizes, free photography and bird-watching workshops and field trips for children and families, free mini-sessions, three (3) receptions, and pro photographer celebrity and birding celebrity field trips.

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

The Winter Wings Festival (WWF) begins on Thursday, February 12, 2015, and ends on Sunday evening, February 15, 2015. It is scheduled to take advantage of the Presidents' Day Weekend holiday and offers four full days of activities. We will continue offering activities through Sunday to encourage visitors to stay over that night instead of leaving Sunday morning.

QUALIFICATIONS OF APPLICANT

4. Describe your organization.

WWF is an event produced by the Klamath Basin Audubon Society (KBAS), a nonprofit organization established in 1983. KBAS has about 200 members. This organization has been involved with the festival almost since its inception about 30 years ago. The festival is produced entirely by approximately 120 volunteers, many drawn from KBAS, and also others from the community who are dedicated to the success of the Festival. There is no paid festival staff.

5. Describe your experience in operating past or similar projects. How is your organization uniquely qualified to carry out this project?

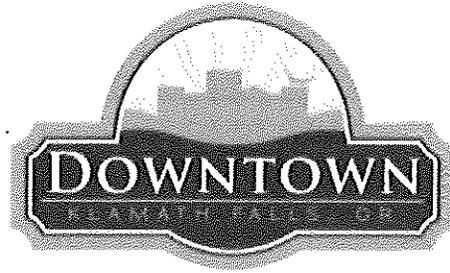
Anne Wenner and Diana Samuels will be coordinating the 2015 festival again. Ms. Wenner has many years experience managing the festival when it was the Bald Eagle Conference and also when it transitioned to the more community-focused Winter Wings Festival in 2005. Ms. Samuels is one of the three coordinators who produced the highly successful 2008 and 2009 Festivals that increased the paid attendance by 42% and 26%, respectively. Together, the WWF coordinators have extensive experience conducting festivals, coordinating volunteers, raising funds, and serving on other non-profit boards. The coordinators have a unique set of skills, management experience, and working knowledge of birding festivals. In addition, the Key Volunteers have extensive experience in coordinating their respective areas (transportation, facilities, hospitality, volunteers, vendors, etc.) and most of them have held their positions for many years.

6. Have these projects been successful in bringing tourists to Klamath County? How do plan to measure the results of your projecting in bringing tourist to Klamath County?

The WWF has a proven track record of bringing a significant number of tourists to Klamath County in the shoulder season

In 2014, there were 605 registrants who generated 528 room nights. A total of 405 registrants were from outside the Klamath Basin. The festival continues to provide an infusion of money to the local economy in a season when not many events are held. This infusion of money is approximately half a million dollars when a conservative multiplier of four (4) is used in economic analysis.

Our on-line registration system collects the demographic data for each registrant. This includes information about where they stay and number of nights.



September 23, 2014

To Whom It May Concern:

It is with pleasure that I write this letter supporting the Klamath Winter Wings Committee's application for an Oregon Tourism Grant. The Winter Wings Festival held on Presidents' Day Weekend every February for the last 36 years is one of the most remarkable events of its kind nationwide and provides an essential economic boost to our local business community.

Five hundred or more tourists with a passion for birds and bird-watching flock (pun intended) to the Oregon Institute of Technology for this four-day event where they listen to world-class experts on ornithological habitat, rescue, photography, art and more. Even though the weather is almost always cold and snowy, they are not daunted by early-morning outings to watch the eagles and other winter birds. The Klamath Basin is in the migratory path of the Great Western Flyway, so the numbers of bird seen at this time of year is astounding!

This event and its enthusiastic participants bring a surge in local business during a month that is typically very slow for all of us. OIT is very close to the downtown area so many of the attendees shop and dine with us. Funds from this grant will be used to market the event to an even wider audience and capture new attendees, thus more tourist dollars will infuse our community.

This year the Downtown Association is very pleased that Winter Wings will also include tours of the Favell Museum and showcase our newest project—the homely utility boxes artists have transformed into works of art featuring area birds.

It is so important, especially during these difficult and uncertain economic times that events like the Winter Wings Festival survive and grow. Please give the Klamath Winter Wings this grant and help them as well as the Klamath Falls community.

Sincerely,

Linda R. Warner, Board Member
Klamath Falls Downtown Association
PO Box 372
Klamath Falls, OR 97601



437 Main Street
Klamath Falls, OR 97601
541 882-3331
www.leoscamerashop.com

September 23, 2014

Klamath County Tourism Grant Committee
305 Main Street
Klamath Falls, OR 97601

Tourism Grant Committee:

Again this year we at Leo's Camera Shop have decided to pledge our support to the Winter Wings Festival and I hope you will too. We have a unique opportunity in our community to make Klamath Falls shine in the eyes of our out-of-towners.

For those of us who have grown up here, it's very easy to take this area's natural beauty for granted. Each year the event grows and each year we get more tourism dollars from our most unique natural wonder, our birds. Almost every year customers that were visiting from outside the area openly expressed to me, with gleam, "You have no idea how lucky you are to live in an area with so many amazing birds".

At last year's Winter Wings Festival, with the support of Canon USA, Inc. we brought in Canon technical experts to do an educational session for kids. Basic photography was taught and the kids got to take pictures of live birds. Canon also made it possible for Professional Photographer Rick Sammon to give a special presentation on Saturday night via Skype since weather prevented him from being here in person. Over 250 people attended the presentation. My friend, professional photographer, Jim Stamates helped out and he did a lightroom workshop and facilitated a field trip on Sunday. Jim also held a workshop prior to the festival for Nikonian and he had 14 participants from outside the area.

Canon USA is providing the staff and equipment at no cost. In 2014 we are bringing in another of Canon's "Explorer of Light" professional photographers, Jennifer Wu, for a presentation and field trip. Jennifer is an amazing photographer with a great personality.

Exciting things are happening at the Winter Wings Festival. The bottom line is that we need your support. We have only scratched the surface on the potential economic benefit to our community from visitors out side our area coming to an event like this. Birders are passionate, love to spend money, and I believe they will return year after year once they have experienced our area and the Winter Wings Festival. I'm committed to this event, won't you commit, too?

Steve Spencer
Leo's Camera Shop

DISCOVER
KLAMATH
OREGON UNEXPECTED

September 25, 2014

Ms. Ann Wenner
Winter Wings Festival
PO Box 354
Klamath Falls, Oregon 97601

Dear Ann,

With enthusiasm, **Discover Klamath Visitor and Convention Bureau** supports you/your organization's efforts towards receiving a Klamath County Tourism Grant, which will allow the Winter Wings Festival to increase its logistical efforts and thereby bring more people to our area to enjoy your event.

Your grant dollars, along with your matching funds, will be applied towards the implementation of a direct mail "*Save the Date*" postcard program, as well as for email blasts.

As Klamath County's official tourism agency, Discover Klamath's goal is to generate incremental tourism to our region. Without question, you, Diana, and the rest of your Team have consistently demonstrated an ability to bring out of town visitors to Klamath County. Visitors who can, and do, spend significant sums of money on a variety of services and products related to bird watching during our area's shoulder season.

We appreciate all you have done and continue to do to make this event a signature, and foundational, program in the Klamath Basin, and for the tourism agency (particularly in the winter months). Birding is a distinguishing feature of our area, and the Winter Wings Festival validates Klamath's ownership and leadership of birding in the state.

If you are a Grant Recipient, we look forward to working with you, Diana, and the Winter Wings organization, once again, to promote birding in the basin.

Good Luck,
Jim Chadderdon

Jim Chadderdon
Executive Director



**Best Western
Olympic Inn**

2627 South Sixth Street
Klamath Falls, OR 97603
(541) 882-9665
Fax (541) 884-3214

For Reservation Call
1-800-600-9665

09/28/2014

Klamath County Tourism Grant,

The Olympic Inn supports applying for grant dollars to bring more tourism to the Klamath Basin. Obviously being in the Hotel industry we rely heavily on tourism. Several of our staff members have been here for 7 plus years and are very familiar with the local events and attractions in the area.

We are being asked frequently what to do and where to go in the Klamath Falls area. A number of guests come to see Crater Lake. Often times we have had guests stay an additional day by selling the area and events going on. This not only means more revenue for the Hotel but also for the local businesses as well which will strengthen our community.

We support your efforts to obtain grant dollars for tourism to the Klamath Basin.

Regards,

A handwritten signature in black ink that reads "Phil Fulbright". The signature is written in a cursive style with a large initial "P".

Phil Fulbright

General Manager Olympi Inn