

Print**Tourism Sponsorship application - Submission #134****Date Submitted: 3/29/2018****Title of Project***

Downtown Hanging Flower Basket Program

Grant Cycle*

Spring 2018

Funds Requested*

\$2500

Organization Applying*

Klamath Falls Downtown Association

Contact Person*

Kendall Bell

Phone Number*

541-591-0024

Email address*

kendallbell945@gmail.com

Website (if applicable)

downtownklamathfalls.org

Address

PO Box 372

City

Klamath Falls

State

OR

Zip Code

97601

Are you or is anyone in your organization an employee of Klamath County Government or a relative or an employee of Klamath County Government?

yes/no*

no



If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no*

yes



If yes, please enter name

Name

George Rogers-KFDA Board Member

Description of project including activities, date, time and location*

The downtown hanging basket program was eliminated by the city approximately ten years ago due to lack of funds. A member of the Klamath Falls Downtown Association (KFDA) approached the organization four years ago and asked if we might consider bringing it back. The KFDA at that time decided it was worth pursuing again. It was determined that funding the program entirely was, and still is, impossible with KFDA funds alone. Fundraising would be necessary. In 2014 the KFDA raised funds for 60 baskets to be hung, two per pole, in prominent downtown intersections. The baskets and flowers cost \$65 each. Because of our windy and dry climate they required watering two times per day. The program started June 1 and went until September 30. The cost for the baskets and the two times per day watering was nearly \$13,000. It was determined that fundraising for that amount each year would be difficult. In 2015 it was decided to decrease the number to 30, (one per pole) and hang a coordinating banner beside the basket. This decreased the season cost to approximately \$9000. This was a number we felt was much more manageable and yet did not change the impact all that much. The KFDA has in past years contributed \$1000 each season. The balance has come from donations from downtown businesses and building owners. Because of so much need in downtown, it is getting harder and harder to raise the funds year after year. Our hope is that a Tourism Sponsorship Grant might ease the burden on our small businesses while continuing a nice beautification tradition.

Goals*

While this program does not directly attract visitors to our area, we do feel it enhances their experience greatly. Downtown is the heart of the community and is a reflection of how it feels about itself. The flowers bring a nice welcoming feel and give the sense that the downtown is cared for. This can contribute to a visitors desire to return or encourage their friends to visit. An article by Clutch MOV, "Downtown Beautification is more than Good Looks", describes "Driving Tourism" as the number two reason for downtown beautification projects such as flower baskets. One strategic goal of the KFDA and the City of Klamath Falls is to minimize the blight in our area. We feel that the flower baskets detract from the blight and empty storefronts present in our downtown. It should be noted that the city continues to fund the ground flower pots. These are separate from this program.

How many out of county visitors do you expect to attract? How will you track the number of out of county visitors versus the number of locals?

Team*

Kendall Bell - KFDA Board member and past President. I have successfully organized and fundraised for the flower basket program for the last 4 years.
Tanja Swanson-KFDA member and Garden Club officer. Tanja has helped coordinate the program, including fundraising and consulting.
Mountain Valley Gardens has helped coordinate and consult on the program.
The City of Klamath Falls Parks Department has helped consult on the program.

Describe your organization/project management team. How are these individuals qualified to lead this project?

Experience*

Kendall Bell - KFDA Board member, Design Committee Chair and Coordinator for program for the last 4 years. Many years of fundraising experience. The KFDA follows the Oregon Main Street 4-Point approach to revitalization. This includes the design committee that is in charge of beautification projects in our downtown.
 Tanja Swanson-Garden Club officer including leadership at the state level.
 John Bellon - City Parks Department Director for many years has frequently consulted on the program.
 Mountain Valley Gardens- This Local Professional Nursery has successfully planted and grown the baskets each of the last 4 seasons.

Describe your team's experience in operating past or similar projects

County credit*

Throughout the season various news releases occur. This includes the KFDA website, social media, Herald and News, City webpage etc. The Klamath County Tourism Grant will be included in each of these. We are proud of the fact that the KFDA has 2800+ followers on Facebook, so any release on that platform gives tremendous exposure.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

Out of county marketing is N/A. We will announce the program to our downtown members and businesses early in May. We will also ask the city to announce the program on their various platforms at the same time.

Provide a timeline of your marketing efforts leading up to the event or project including out of county marketing.

Target Market*

Not only do we feel the flower baskets increase the enjoyment that tourists might have while in downtown and our community, we feel it creates a better experience for our locals who frequent the area as well. This attraction increases the desire to place your business in downtown, filling up our empty spaces etc. A full and more vibrant downtown is great for the tourist experience.

Describe your target market/audience

Measurability*

Measuring the draw of out of town visitors is N/A. However, we will survey our downtown businesses on the feedback they receive from visitors.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

Sponsors*

Tanja Swanson and the Garden Club will help fundraise, consult on flowers and their care, and help with "Thank You" notes and acknowledgments at the end of the season.
 Many downtown businesses will be called upon to contribute funding. Usually this is in the form of \$100 - \$200 donations.
 The City of Klamath Falls has offered staff time to help with the Request for Proposal (watering) contract.
 Bell Hardware will offer volunteers to help hang the baskets with their bucket truck.

List your potential sponsors and partners and how they contribute to the event or project.

Flexibility*

We would need to increase our KFDA contribution, taking away from other much needed downtown projects. We would also consider looking outside of downtown for sponsorships, however with the high need in our community, that is getting more and more difficult.

If your organization is not awarded full funding, how would you modify your plans?

Required supporting documents*

Tourism Grant docs 2018.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature*

Kendall K Bell

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAY 22 2015**

KLAMATH FALLS DOWNTOWN ASSOCIATION
PO BOX 372
KLAMATH FALLS, OR 97601-6011

Employer Identification Number:
26-3926266
DLN:
17053307354014
Contact Person:
MRS T FARR ID# 52404
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
October 29, 2014
Contribution Deductibility:
Yes
Addendum Applies:
Yes

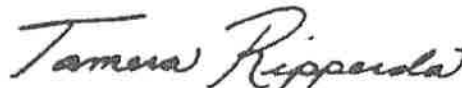
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Director, Exempt Organizations

*TEFF
Monday 9/15*

Letter 947



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
03/28/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Midland Empire Ins. Agency 527 Main St. Klamath Falls, OR 97601 Anita R. Beard	CONTACT NAME: PHONE (A/C, No, Ext): 541-882-3471	FAX (A/C, No): 541-883-8195
	E-MAIL ADDRESS:	
INSURED Klamath Falls Downtown Assn. PO Box 372 Klamath Falls, OR 97601	INSURER(S) AFFORDING COVERAGE	
	INSURER A: First National Ins. of America	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADOL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:			BLO 57272802	08/20/2017	08/20/2018	EACH OCCURRENCE	\$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 1,000,000
							MED EXP (Any one person)	\$ 10,000
							PERSONAL & ADV INJURY	\$ 1,000,000
							GENERAL AGGREGATE	\$ 2,000,000
							PRODUCTS - COM/OP AGG	\$ 2,000,000
								\$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident)	\$
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION S						EACH OCCURRENCE	\$
							AGGREGATE	\$
								\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N	N/A			PER STATUTE	OTH-ER
							E.L. EACH ACCIDENT	\$
							E.L. DISEASE - EA EMPLOYEE	\$
							E.L. DISEASE - POLICY LIMIT	\$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Klamath County is added as Add'l Insureds as required by contract (per Commercial General Liability Extension Endt #CG8810 4/13) but only with respects to the insured's operations in accordance with the policy terms and conditions

CERTIFICATE HOLDER Klamath County 305 Main St Klamath Falls, OR 97601	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Anita R. Beard
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Form 990-N (e-Postcard) Summary
(THIS IS NOT A FILEABLE FORM - FOR REVIEW PURPOSES ONLY**)**

Tax period beginning 01-01-2016 and ending 12-31-2016

Organization's legal name

KLAMATH FALLS DOWNTOWN ASSOCIATION

Employer ID Number

26-3926266

Other names used by organization (DBA)

Number and street (or P.O. box, if applicable)

PO BOX 372

Telephone number

(541) 591-5777

City or town, state or country and ZIP + 4

KLAMATH FALLS, OR 97601

Web address, if applicable _____

I confirm that the organization's annual gross receipts are \$50,000 or less and I'm eligible to file an e-Postcard

Has your organization terminated or gone out of business? _____

Information regarding principal officer:

Name

Kendall Bell

Street address

528 MAIN STREET

City, state or country and ZIP + 4

KLAMATH FALLS, OR 97601

[ORGANIZATION]Klamath Falls Downtown Association
 [PROJECT TITLE]Hanging Flower Basket Program

INCOME		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
	<i>Klamath County Matching Grant</i>	\$2,500.00			
	OTHER INCOME				
	KFDA	\$1,000.00			
	Business Donations/Through KFDA	\$5,340.00			
	Bell Hardware staff time to hang and remove		\$160.00		
	SUB TOTAL INCOME	\$8,840.00	\$160.00	\$0.00	\$0.00
	TOTAL INCOME		\$9,000.00		\$0.00

CON

EXPENSES		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Baskets with flowers	\$1,950.00			
2	Watering (full Season)	\$6,890.00			
3	Bell Hardware staff time to hang and remove		\$160.00		
4					
	SUB TOTAL EXPENSES	\$8,840.00	\$160.00	\$0.00	\$0.00
	TOTAL EXPENSES		\$9,000.00		\$0.00

March 23, 2018

To whom it may concern,

As a member of the National Garden Clubs, I would like to tell you how important the flower baskets are to Downtown Klamath Falls. One of the Garden Club's goals is the beautification of our surroundings. Years ago, I joined the Downtown Association just for that purpose.

I love our Downtown with its historic beautiful preserved gables. The flower baskets in summer are there to enhance that beauty. As president of the Downtown Association, Kendall Bell has always been enthusiastic about the idea of the baskets, and I've heard so many more favorable comments about the baskets from others.

Years ago, the baskets were put together by Vickie Liskey when she still owned her nursery. Vickie remains an active member of our Garden Club and over the past few years she has been able to give advice. We are aware that the most expensive part is watering the baskets.

The money is well spent as our citizens and our visitors so enjoy the colorful flowers.

Flower baskets have proven to be an asset to any community and they put smiles on the faces of the people who work or visit Downtown.

Thank you,
Tanja Swanson

Former Klamath District Garden Club Director, 2009-2017
Current 1st Vice President Oregon State Federation of Garden Clubs

March 19, 2018

Klamath County Tourism Grant Committee
Finance Office
305 Main Street
Klamath Falls, Oregon 97601

Dear Selection Committee,

We are happy to offer a letter of support for the Klamath Falls Downtown Association's (KFDA) application for the Tourism Sponsorship Grant. Our business, Poppy, is in the 500 block of Main Street.

We not only appreciate the beautification that occurs with the baskets, but our customers do as well. Our business is utilized by tourists and locals alike. We often get comments from visitors that they notice the baskets and appreciate them. These baskets are up during the four months that would be considered peak tourism season.

We are aware of the high cost of the program due to the need for frequent watering, therefore we support the KFDA and their effort to obtain a Sponsorship grant to help with funding.

Thank you for your consideration!

Sincerely,

Jordan Wendt
Manager/Owner

Karen Wendt
Owner

The logo for Poppy, featuring the word "Poppy" in a cursive script with a small flower icon above the letter 'y'.

522 Main St
Klamath Falls, OR 97601

PHONE: 541-884-4361
EMAIL: shop@poppyonmain.com
WEB SITE: Poppyonmain.com

March 22, 2018

Klamath County Finance Department
305 Main Street
Klamath Falls, Oregon 97601

RE: Sponsorship Tourism Grant

Dear Committee,

On behalf of Edward Jones, I would like to offer a letter of support for the Klamath Falls Downtown Association (KFDA) and their pursuit of a Sponsorship Tourism Grant for the downtown hanging flower basket program. Our office has been located at the corner of 7th and Main for over 25 years, so we have a unique perspective about the benefit of the baskets.

We love downtown Klamath Falls. So much history. Such unique culture. We feel a deep sense of community, and enjoy being a part of the efforts to help revitalize this unpolished gem. (So much potential!) But despite the cute new shops, beautiful parks, and pedestrian-friendly stores and restaurants, the blight is noticeable. The empty storefronts. The beauty of the flower baskets detracts from the old/empty spaces, and makes downtown picturesque. (Literally picturesque! I often see visitors taking pictures when the flower baskets are out. I do so myself!)

It is our understanding that each year the KFDA fundraises to fund the baskets. Having a yearly fundraiser is getting more difficult with all the needs in our downtown. Please consider a Sponsorship Tourism Grant to help keep this program afloat. It would be a powerful investment in our beautiful town.

Warmly,
Bethany Simpson

Bethany Simpson | Financial Advisor | **Edward Jones U.S.A.**
700 Main Street | Klamath Falls, OR 97601
541.884.3643 (o) | 541.810.9100 (m) | **Fax:** 888.770.9160
bethany.simpson@edwardjones.com

Too busy to come into the office? Ask me about web conferencing.

Edward Jones ranked #5 on "100 Best Companies to Work For" by Fortune magazine in 2017!

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAY 22 2015**

KLAMATH FALLS DOWNTOWN ASSOCIATION
PO BOX 372
KLAMATH FALLS, OR 97601-6011

Employer Identification Number:
26-3926266
DLN:
17053307354014
Contact Person:
MRS T FARR ID# 52404
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
October 29, 2014
Contribution Deductibility:
Yes
Addendum Applies:
Yes

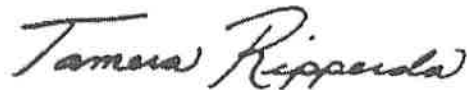
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Director, Exempt Organizations

*TFEP
Monday 9/4/5*

Letter 947