RECEIVED
OCT 29 2015
BY
KLAMATH COUNTY FINANCE

Klamath County Tourism Grant
Final Report

Please provide the following information and submit with your final Drawdown request. 20% of the grant is withheld until we received the final report.

Winter Wings Festival/Klamath Basin Audubon Society
Title of Project/Name of Organization

February 12-15, 2015
Date of Event/Project

Julie Van Moorhem
Contact Person

RECEIVED
APR 21 2015
By

P.O. Box 354
Address

Klamath Falls OR 97601
City, State, Zip

541-882-4488
Phone Number

1. For an event, provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.) For an infrastructure project, provide photographic evidence of the project (before and after pictures), design and supportive materials on a CD.

These are the marketing materials that were produced with sponsorship grant funds or other marketing funds.

- Save the Date postcards
- Calling cards for participants to leave at businesses that convey "birders mean business" to the local community
- Festival posters for distribution to businesses, hotels, nature and photography shops
- Pole banners for downtown Klamath Falls
- EBlasts to multiple subscriber lists
- Graphical program schedule
- An electronic ad for distribution to newsletters

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As mentioned in our application, we also market the festival through a variety of free media outlets including Facebook, press releases, web hosted event calendar listings, etc. but they are not included here because they did not utilize county funds.

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2. Where did you spend marketing dollars?

- Mailed a Save the Date postcard to 2500 recent festival attendees and subscribers to our festival mailing list. Distributed 2500 more to selected nature and photography shops in California and Oregon, local hotels, Discover Klamath office, etc..
- Electronically distributed a Save the Date eBlast with links to our website to about 30,000 online subscribers to Bird Watcher's Digest.
- Printed Festival Calling Cards for attendees to leave at local businesses.
- Distributed about 150 posters in Klamath County and other Southern Oregon businesses.
- Mounted thirty (30) new pole banners downtown.
- Put a graphical schedule on our website.
- Designed and had an electronic ad distributed to West Coast Audubon Chapter newsletter editors.
- Print 5000 rack cards and distribute regionally.
- Maintain Winter Wings Festival website.
- Miscellaneous FB boosts and small newspaper ad.

See Attachment for Budget Information

3. What part of your marketing efforts were most successful and least successful? For infrastructure projects, what parts of your project were most successful and least successful?

About half of our attendees have attended in the past and another 30% heard about the festival from friends or family. The Save the Date email and Save the Date postcard were the most successful marketing efforts, followed by the Festival website. The Herald and News newspaper helped to get the word out locally.

We were very pleased with the attendance in light of less habitat for the migrating waterfowl and limitations in available contract bus transportation.

4. How many people from out-of-county attended?

Data indicated that 69.24% of attendees (385) were from outside Klamath County. The festival had a total of 556 registrants.

5. How did you determine how many people from out-of-town attended? Explain why this is an accurate measurement of the out-of-county attendees?

Our on-line festival registration system collects demographic data on each registrant. This is an accurate measurement of the out-of-county attendees because the registration system collects data that includes addresses and zip codes.

By signing this you are agreeing that you have paid all bills accrued though this process; as well as agreeing that the Logo Usage Agreement is now terminated.

Julie V. Van Moorhem
Signature

April 24, 2015 (original)
10-29-15
Date

Julie V. Van Moorhem, KBAS Festival Facilities Coord.
Printed Name and Title

2015 Festival Publicity Expenses

PUBLICITY STRATEGY	EXPENSES
Klamath County Sponsorship Grant Related	
Mail 2500 printed postcards and distribute 2500 more	
Print Fees for 5000 by Minuteman Press	$298
Bird Watcher's Digest (BWD) West Coast subscriber address purchase of 1715 addresses.	$425
Mailing of 2456 cards including WWF subscribers by Minuteman Press Sort and ink print addresses Postage	 $150 $695
Mail Save the Date cards to Audubon Chapters, etc.	0 - did electronic ad distributon through Nat'l Audubon
Send eBlast to 30,000 BWD subscribers	
BWD email address purchase and design of November 2014 BWD eBlast	$1000
eBlast of BWD designed ad to WWF subscribers	0
Subtotal	$2568

Other Grant Related	
Print calling cards for businesses	52
Print 250 posters	$100
Design, print, and install new downtown pole banners	$1307
Graphical design services for poster and online ad and graphical schedule	$ 725

Non Grant Related	
Print 5000 rack cards and distribute them regionally	$256
Maintain Winter Wings Festival website	$150
Miscellaneous FB boosts and small newspaper ad	$55

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DRAWDOWN REQUEST FORM

KLAMATH COUNTY TOURISM GRANT PROGRAM

Please complete and submit this form to the Tourism Grant Coordinator at the address listed below to receive your grant funds. 20% of the grant is withheld until the final report is submitted.

Klamath Basin Audubon — Amount of Award: $ 2500.00
Name of Organization

PO Box 354
Address

Klamath Falls OR 97601
City, State, Zip

Diana Samuels
Contact Person

541-850-5832
Phone Number

Winter Wings Festival Sponsor Grant
Title of Project

Balance of Award:	$ 250
Drawdown Requested:	$ (250)
Remaining:	$ 0

I/We, the administrator(s) of this project, certify that the attached invoices are accurate and that our project did receive the services/supplies being billed in accordance with the provisions of the Tourism Grant program.

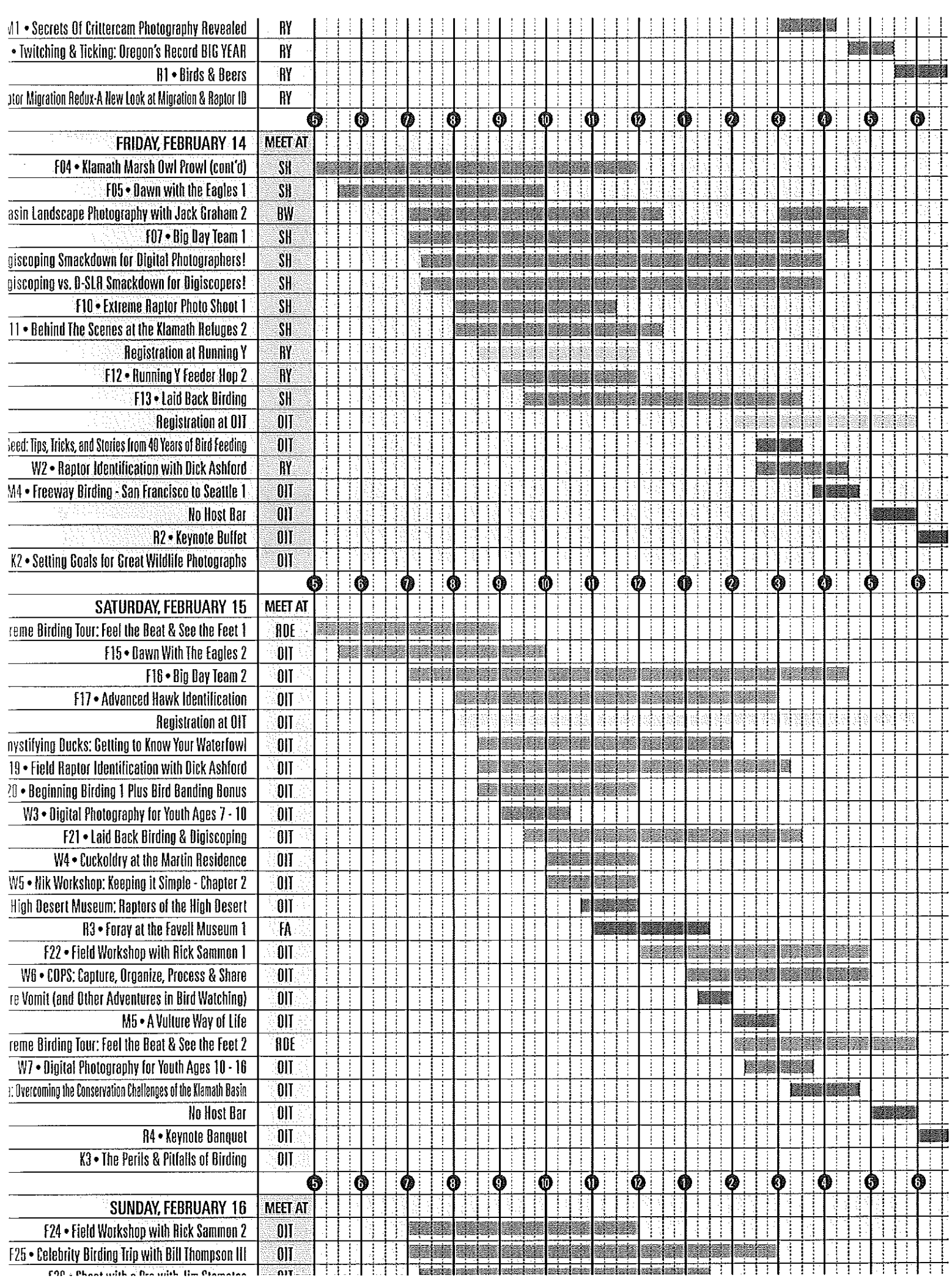
Diana Samuels — Coordinator — 10/29/15
Signature — Title — Date

Attach documentation of the expenses to justify your request: (documentation could include copies of bills, invoices, canceled checks, receipts, etc.) The amount requested must equal or exceed your documentation.

- ✓ All or a portion of the awarded grant funds may be drawn down, as necessary.
- ✓ Checks will be issued according to the County's usual Accounts Payable schedule.
- ✓ Please contact the Klamath County Finance Office at 541-883-4202 with any questions.

Remit to:
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

Form # KCF 3009
Revised the 8th of January, 2015


M1 • Secrets Of Crittercam Photography Revealed RY
• Twitching & Ticking: Oregon's Record BIG YEAR RY
R1 • Birds & Beers RY
ptor Migration Redux-A New Look at Migration & Raptor ID RY
5 6 7 8 9 10 11 12 1 2 3 4 5 6
FRIDAY, FEBRUARY 14 MEET AT
F04 • Klamath Marsh Owl Prowl (cont'd) SH
F05 • Dawn with the Eagles 1 SH
asin Landscape Photography with Jack Graham 2 BW
F07 • Big Day Team 1 SH
giscoping Smackdown for Digital Photographers! SH
giscoping vs. D-SLR Smackdown for Digiscopers! SH
F10 • Extreme Raptor Photo Shoot 1 SH
11 • Behind The Scenes at the Klamath Refuges 2 SH
Registration at Running Y RY
F12 • Running Y Feeder Hop 2 RY
F13 • Laid Back Birding SH
Registration at OIT OIT
Seed: Tips, Tricks, and Stories from 40 Years of Bird Feeding OIT
W2 • Raptor Identification with Dick Ashford RY
M4 • Freeway Birding - San Francisco to Seattle 1 OIT
No Host Bar OIT
R2 • Keynote Buffet OIT
K2 • Setting Goals for Great Wildlife Photographs OIT
5 6 7 8 9 10 11 12 1 2 3 4 5 6
SATURDAY, FEBRUARY 15 MEET AT
reme Birding Tour: Feel the Beat & See the Feet 1 ROE
F15 • Dawn With The Eagles 2 OIT
F16 • Big Day Team 2 OIT
F17 • Advanced Hawk Identification OIT
Registration at OIT OIT
nystifying Ducks: Getting to Know Your Waterfowl OIT
19 • Field Raptor Identification with Dick Ashford OIT
20 • Beginning Birding 1 Plus Bird Banding Bonus OIT
W3 • Digital Photography for Youth Ages 7 - 10 OIT
F21 • Laid Back Birding & Digiscoping OIT
W4 • Cuckoldry at the Martin Residence OIT
W5 • Nik Workshop: Keeping it Simple - Chapter 2 OIT
High Desert Museum: Raptors of the High Desert OIT
R3 • Foray at the Favell Museum 1 FA
F22 • Field Workshop with Rick Sammon 1 OIT
W6 • COPS: Capture, Organize, Process & Share OIT
re Vomit (and Other Adventures in Bird Watching) OIT
M5 • A Vulture Way of Life OIT
reme Birding Tour: Feel the Beat & See the Feet 2 ROE
W7 • Digital Photography for Youth Ages 10 - 16 OIT
: Overcoming the Conservation Challenges of the Klamath Basin OIT
No Host Bar OIT
R4 • Keynote Banquet OIT
K3 • The Perils & Pitfalls of Birding OIT
5 6 7 8 9 10 11 12 1 2 3 4 5 6
SUNDAY, FEBRUARY 16 MEET AT
F24 • Field Workshop with Rick Sammon 2 OIT
F25 • Celebrity Birding Trip with Bill Thompson III OIT

Jason Link

From: Jason Link
Sent: Thursday, October 29, 2015 5:39 PM
To: 'kcwenner@aol.com'
Subject: RE: [Test] A Message From Our Friends at the Winter Wings Festival

Approved.

From: kcwenner@aol.com [mailto:kcwenner@aol.com]
Sent: Wednesday, October 28, 2015 9:03 AM
To: Jason Link <jlink@klamathcounty.org>
Subject: Fwd: [Test] A Message From Our Friends at the Winter Wings Festival

We will add the wording:"This project was partially funded by the Klamath County transient room tax program", Scheduled to go out on November 7. Ok?? Anne Wenner

-----Original Message-----
From: Bird Watcher's Digest <email@birdwatchersdigest.com>
To: << Test First Name >> <kcwenner@aol.com>
Sent: Wed, Oct 28, 2015 8:03 am
Subject: [Test] A Message From Our Friends at the Winter Wings Festival

Klamath Basin Winter Wings Festival
Can't see images? See our online version »
What e-mails do you want to receive from *BWD*? Tell us »
Like this e-mail? Forward to a friend »

SAVE THE DATE: FEBRUARY 11–14, 2016

Join us for the 37th annual Winter Wings Festival at Oregon Institute of Technology in beautiful Klamath Falls, Oregon

For registration details visit WinterWingsFest.org.
Registration opens in December.

THE 2016 PROGRAM INCLUDES:

New photography and birding field trips, workshops, and mini sessions for all skill levels. Old favorites, too!

CONTACT US:

Klamath Basin Audubon Society
PHONE: (877) 541-BIRD (2473)
EMAIL: info@WinterWingsFest.org

Special thanks to Fisher Nicholson Realty, proud sponsor of the 2016 festival.

You are receiving this e-mail from *Bird Watcher's Digest* because you indicated on our website that you wanted to receive special offers from our partners. To ensure you continue to receive e-mails from us, please add email@birdwatchersdigest.com to your address book and/or whitelist today.

If you no longer wish to receive promotions from our marketing partners, visit our e-mail preferences center and de-select the "marketing partners" option.

This email was sent to kcwenner@aol.com
why did I get this? unsubscribe from this list update subscription preferences
Bird Watcher's Digest · P.O. Box 110 · Marietta, OH 45750 · USA

Jason Link

From: Jason Link
Sent: Thursday, October 29, 2015 5:05 PM
To: 'Darrel Samuels'
Subject: RE: Logo request
Attachments: Logo Document.docx

Approved.

-----Original Message-----
From: Darrel Samuels [mailto:dsamuels@charter.net]
Sent: Sunday, October 25, 2015 2:23 PM
To: Jason Link <jlink@klamathcounty.org>
Subject: Logo request

HI Jason--

OK to add the county logo to the list of major sponsors on the right column of the landing page? I can't show you a draft without publishing it.

http://winterwingsfest.org/

Diana Samuels

Jason Link

From: Jason Link
Sent: Thursday, October 29, 2015 5:03 PM
To: 'Diana Samuels'
Subject: RE: Press Release - County statement approved?

Approved.

From: Diana Samuels [mailto:dsamuels@charter.net]
Sent: Sunday, October 25, 2015 9:01 AM
To: Jason Link <jlink@klamathcounty.org>
Subject: Press Release - County statement approved?

HI—

Here is a draft of our first press release. OK with statement about the county on page 3?

Diana Samuels
dsamuels@charter.net
541.850.5832 (home)
541.274.0161 (cell)

Begin forwarded message:

From: "Diana Samuels (via Google Docs)" <eaglebuddy@gmail.com>
Subject: 2016 Winter Wings Festival Press Release #1
Date: October 25, 2015 at 8:53:54 AM PDT
To: dsamuels@charter.net
Reply-To: Diana Samuels <eaglebuddy@gmail.com>

Diana Samuels has attached the following document:

2016 Winter Wings Festival Press Release #1

Google Docs: Create and edit documents online.

Google

Press release

For immediate release

Contact person: Darrel Samuels
Company name: Klamath Basin
Audubon Society
Telephone number: 541-850-5832
Email address: dsamuels@charter.net
Website address:
www.WinterWingsFest.org

2016 WINTER WINGS FESTIVAL

Klamath Basin Winter Wings Festival Opens On February 11th Before Presidents' Day Weekend!

America's Oldest West Coast Birding Festival celebrates the return of Bald Eagles and waterfowl on the Pacific Flyway to the Klamath Basin from February 11 - 14, 2016. It's the 37th anniversary of the Festival.

Klamath Falls, OR (Oct. 24, 2015) – Bald eagles are among the migratory birds highlighted during the 37th Winter Wings Festival (www.WinterWingsFest.org), which will run over four days, February 11-14, 2016 during the Presidents' Day Weekend. The primary venue for the event will be the College Union at the Oregon Institute of Technology in Klamath Falls.

The Festival offers field trips, workshops, mini-sessions, receptions, and keynote presentations by two nationally recognized leaders in their fields: birding expert and TV host **James Currie** and **Stephen Johnson**, a Canon Explorer of Light photographer. The Klamath Basin Audubon Society produces the Festival. Diana Samuels and Anne Wenner, Festival co-coordinators, are also excited to announce several new presenters, speakers, and events to the Festival.

James Currie, a native of South Africa, is fast becoming one of the most recognizable faces in birding and wildlife in North America. James hosts the nationally syndicated birding TV show, Nikon's Birding Adventures (www.birdingadventures.com), now in its 7th season. His show currently airs on Discovery Channel's Destination America. Currie has also hosted National Geographic WILD's "Aerial Assassins" and appeared on the reality birding show, "Twitchers," that aired on the National Geographic Channel in 2014. He has led professional wildlife and birding tours for over 15 years to nearly every corner of the globe. He played a major role in the production of the 2011 Hollywood birding movie, "The Big Year" starring Steve Martin, Jack Black, and Owen Wilson.

In addition to leading the popular Owl Prowl field trip at the Festival, James and his cameraman will be filming for an upcoming episode of his TV show featuring the Winter Wings Festival and attractions of the Klamath Basin. Currie's keynote address, "When Eagles Roar," also the title of his first book, will share his daring life journey as his love of birds, wildlife and a craving for adventure have led him into humorous and life threatening situations.

Stephen Johnson (www.sjphoto.com) is the Festival's featured photographer. Internationally recognized as a digital photography pioneer, Johnson's photographs have been exhibited, published and collected in the United States, Europe, Mexico and Japan. In 1994 he embarked on "With A New Eye", the ground-breaking all digital photographic look at American national parks. His work has been featured in Life Magazine, Communication Arts, American Photo, and Outdoor Photographer as well as ABC Discovery News and the PBS NewsHour. In 2003 he was inducted into the Photoshop Hall of Fame and was named a Canon Explorer of Light in 2006.

Birders can enjoy a diverse group of activities that showcase the Klamath Basin. Several birding field trips are scheduled to the Klamath Basin National Wildlife Refuges complex (www.fws.gov/klamathbasinrefuges). Dick Ashford will be on hand to share his popular *Raptor Identification* workshop. Competitive birders will enjoy participating in either of two Big Day field trips. Novice birders will have their choice of two Birding Basics trips.

The Winter Wings Festival offers four days of birding seminars, photography workshops and field experiences. A host of professional photographers and specialists will be on hand over the weekend to share their skills including professional Jim Stamates.

West Coast Falconry (www.westcoast-falconry.com) will bring 11 free flying raptors for a free performance at the Festival with additional events for photographers and the public. About 40 vendors will also be on hand from 2:00 pm Friday through noon Sunday to share their products and resources.

Diana Samuels, festival co-coordinator says, "We encourage the public to register in early December as popular activities are still expected to fill early. Registration is scheduled to begin December 5, 2015 at 9:00 am." Online registration can be completed at www.WinterWingsFest.org/register.

For the complete schedule, program description, and fees, visit the Festival website at www.WinterWingsFest.org starting mid-November 2015 For more information email the Festival at info@WinterWingsFest.org or call 1.877.541.BIRD (2473).

This festival project was partially funded by the Klamath County transient room tax grant program.

About the Klamath Basin: The Basin is home to the largest concentration of wintering Bald Eagles in the lower 48 states – numbering some 500-800 birds typically. Other visitors include massive flocks of waterfowl and large numbers of wintering raptors on this major stopover of the Pacific Flyway. The Klamath National Refuge Complex consists of six refuges including Lower Klamath National Wildlife Refuge, the nation's first and largest waterfowl refuge. Around 130 species of birds are counted each winter at the Festival.

About Klamath Basin Audubon Society: The Klamath Basin Audubon Society (KBAS) welcomes birders and wildlife enthusiasts to monthly programs, field trips, and other activities that enhance the appreciation of the spectacular beauty of the Klamath Basin. KBAS produces the annual Winter Wings Festival celebrating the largest wintering population of bald eagles in the lower 48 states as well as the abundance of all the birds that make the Klamath Basin home (see www.klamathaudubon.org)

About the Pacific Flyway: The Pacific Flyway is a major north-south route of travel for migratory birds in the Americas, extending from Alaska to Patagonia. Every year, migratory birds travel some or all of this distance both in spring and in fall, following food sources, heading to breeding grounds, or traveling to over-wintering sites, such as the Klamath Basin. About 80% of the Pacific Flyway migrants make the Klamath Basin a stopover.

Winter is a GREAT time to bird
in the Klamath Basin.

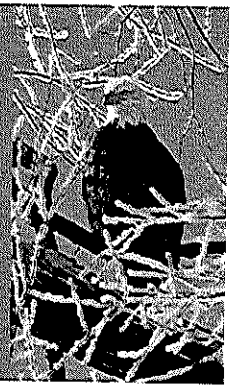
WINTER WINGS FESTIVAL

February 12–15, 2015

Featuring: Richard Crossley
and Jennifer Wu

?? Birding and Photography Events

Register starting December ??? at
WinterWingsFest.org



WINTER WINGS FESTIVAL

THE KLAMATH BASIN'S PREMIER WINTER EVENT!

PRESIDENTS' DAY WEEKEND · KLAMATH FALLS, OR · FEBRUARY 12-15, 2015

SEE WWW.WINTERWINGSFEST.ORG FOR DETAILS ON ALL OF THESE ACTIVITIES

FESTIVAL EXTRAVAGANZA AT THE OIT COLLEGE UNION (FREE)

OMSI SCIENCE FAIR • *Saturday 10 am - 3:00 pm*
This family-friendly event will be filled with a variety of science challenges guaranteed to thrill youngsters, perplex adults, and offer an unforgettable experience. Come to the Crater Lake Complex in the OIT College Union. For more information on the Oregon Museum of Science and Industry (OMSI) from Portland, visit their website at: **www.omsi.edu**.

YOUTH ART CONTEST • *Friday 5 pm - 9 pm, Saturday 10 am – 9 pm, Sunday 9 am – Noon*
Visit the OIT College Union Auditorium Lobby Friday evening through Sunday noon to view artwork created by talented Klamath Basin students.

VENDOR SALES AND FREE EXHIBITS/DISPLAYS •
Friday 2 pm – 7:30 pm, Saturday 10 am – 7:30 pm, Sunday 9 am – Noon
Sales of camera and bird-watching gear, artwork, photography, crafts, and birding supplies. Non-profit group and agency exhibits.

WHAT'S IT ALL ABOUT?

Come to the premier winter event in the Klamath Basin! A total of 45 fee-based and free activities that you can attend by registering. Register in advance online or drop by our Registration Desk to get the latest on what's available. Keynotes are available on the same day. A host of free activities for all ages groups over the weekend at the OIT College Union that will entertain, inspire, and educate you.

EVENTS WITH OPENINGS:

Sign-up now to attend these events at our website **www.WinterWingsFest.org/register**. At press time, these events still had openings. Cancellations can open up spaces so check back regularly. A one-time registration fee of $5 is required to sign up for the fee-based or free activities. The OMSI events do not require registration.

THR 5:30 pm – 8:30 pm • **Welcome Meet and Greet at the Yacht Club** • *Fee: $20*

FRI 9:00 am – Noon • **Birding Basics** • *Fee: $20*
10:00 am – 3:00 pm • **Tracking and Snowshoe Adventure** • *Fee: $50*
8:30 am – 12:30 pm • **The Amazing Night Sky: Shooting from Dusk to Dawn** • *Fee: $45*
10:00 am – Noon • **Lightroom: The Basics** • *Fee: $45*
2:00 pm – 4:00 pm • **Lightroom: Advanced Develop Techniques** • *Fee: $45*
Workshop / Field Trip • **Put a Camera on It: Beginning Photography for Birders** • *Fee: **FREE***
2:30 am – 3:45 pm • **Secrets of Crittercam Photography Revealed** • *Fee: **FREE***
6:00 pm - 7:15 pm • **Keynote Buffet** • *Fee: $15*
TBA • **Keynote: Nature's Elusive Beauty** • *Fee: **FREE***

SAT 9:00 am – Noon • **Birding Basics** • *Fee: $15*
6:00 pm – 7:00 pm • **Keynote Banquet** • *Fee: $20*
7:15 pm – 7:45 pm • **Protecting the Pacific Flyway** • *Included in Keynote Registration*
8:00 pm – 9:00 pm • **Keynote: Past Present and Future** • *Fee: $12*

SUN 9:00 am – 1:00 pm • **Klamath Reclamation Project / Water Deliver Today** • *Fee: $25*
11:15 am – 12:15 pm • **Room and Board is for the Birds** • *Fee: **FREE***

FEATURING

RICHARD CROSSLEY

Richard is an internationally acclaimed birder, photographer, and award-winning author of 'The Crossley ID Guide' series. Come hear ***Richard Crossley's "Past, Present and Future"*** with tales of lessons learned while growing up in the wild British birding scene, from travels around the world, to living in Japan and settling down for good in his birding utopia Cape May, New Jersey.

JENNIFER WU

Jennifer is a nature and landscape photographer, specializing in creating stunning images of the night sky and stars. Her keynote ***"Nature's Elusive Beauty"*** is a must see for anyone interested in nature and taking photographs of it.

Her appearance is underwritten by Canon and free to the public. Advance registration recommended.

SPECIAL THANKS TO OUR 2015 WINTER WINGS TITLE SPONSOR:

FNR
Fisher Nicholson Realty, LLC

FESTIVAL HEADQUARTERS: Oregon Institute of Technology
FESTIVAL REGISTRAR: Molly Russell
FESTIVAL PRODUCER: Klamath Basin Audubon Society

For registration forms, stop by Discover Klamath at 205 Riverside Drive, Klamath Falls or call 541.882.1501

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We wish to thank the following businesses, agencies, and individuals who contributed to the success of the 2015 Winter Wings Festival as it celebrated its 36th anniversary in Klamath Falls. Your efforts and donations helped to showcase the Klamath Basin to visitors and residents and promote conservation education. Thanks for being a part of the 2015 Winter Wings Festival!

LEADERS AND PRESENTERS

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Dave Mauser
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Faye Weekley
Frank Isaacs
Gerry Hill
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Jesse Barden
Jim Dicecco
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Matt Weegman
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Richard Crossley
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Stephen Rooker
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SPECIAL THANKS TO:
- Favell Museum
- Oregon Museum of Science and Industry (OMSI)
- Event Hosts - Buck and Susie Hasselbrink, Gerry and Margie Hill, Darrel and Diana Samuels, Karl and Anne Wenner, Mary Ellen Sargeant, Susan Boehner, Mike Casey and Terry Wagstaff
- Madeleine Graham Blake for the festival postcard and poster design

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Proceeds from the Festival benefit local conservation efforts and support grants to local teachers.

This project was partially funded by the Klamath County Transient Room

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Winter is a WONDERFUL time
to bird in the Klamath Basin

WINTER WINGS FESTIVAL

February 12–15, 2015

Featuring: RICHARD CROSSLEY
and JENNIFER WU

NEW BIRDING AND PHOTOGRAPHY
FIELD TRIPS, WORKSHOPS,
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Many old favorites, too

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Winter Wings Festival
2015 Photo Contest

Accepting entries of images taken during the festival, February 12-15, 2015.

Camera Division and Cellular Phone/Tablet Division.

For complete rules go to:
ttp://winterwingsfest.org/photo-contest-3/