

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Winter Wings Festival Television Show and Marketing Proposal

Funds Requested: \$7885

Organization Applying: Klamath Basin Audubon Society

Contact Person: Diana Samuels

Phone Number: 541-850-5832

Email Address: dsamuels@charter.net

Mailing Address: PO Box 354, Klamath Falls OR 97601

Web Site Address: www.WinterWingsFest.org

Brief Description of Project including date, time and location:

The Winter Wings Festival (WWF) takes place Feb. 11 - 14, 2016 at the Oregon Institute of Technology. It is produced by the Klamath Basin Audubon Society (KBAS), a 501c3 non-profit, and WWF is their major annual fundraiser. Over 120 volunteers come together to produce the Festival. WWF is the premier winter event for drawing in out-of-town visitors to the Klamath Basin and over its 37 years has gained great community support and partners.

During the four days the WWF will offer 50 - 55 activities for birders, nature photographers, naturalists, and families. Registration fees help with the costs of putting on field trips, workshops, receptions and one keynote. The Canon-sponsored keynote, live-raptor family activity performance, children's hands-on activities, mini-sessions, photo contest, art contest, and vendor area are free to the public. The cost of producing the WWF is about \$60,000 which covers facility rentals, program fees, transportation rentals, hospitality, publicity, and additional overhead. We are requesting a Klamath County Tourism Grant to help with our first ever television show featuring the WWF and some additional marketing strategies. The grant is consistent with Travel Oregon's development priorities of nature-based outdoor recreation.

Any surplus from the four-day event will benefit KBAS's general fund. KBAS operates a community grant program which disperses much of the surplus back into the community for youth environmental education, field trips, and school projects.

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 Diana Samuels Date 9/28/2015

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization _____ Date _____

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

The major portion of the grant will be used to contract with James Currie of Florida, host of the Birding Adventures TV show, to produce a 2016 Nikon's Birding Adventures TV episode about the Winter Wings Festival and Klamath Basin. The episode will feature the festival, top birding sites, local guides, a lodging partner, attractions and adventures. Mr. Currie is committed to work creatively with all partners to maximize their exposure through both television and our enhanced multimedia advertising benefits. We expect the show to reach about 250,000 households bringing national attention to the Klamath Basin as a top birding destination. The project funds will be used to pay Mr. Currie and his photographer to spend about four days in the Klamath Basin taking video that will be edited down to a half hour nationally syndicated show. The project includes travel for James Currie and his photographer, show fees, a drone on site, and miscellaneous expenses. We are soliciting sponsors that will be featured in the show as part of our match requirements.

The marketing funds will also be used to mail a 2016 "Save the Date" postcard for the 2016 WWF to an estimated 2500 birding magazine subscribers and recent festival attendees and to electronically distribute the postcard to about 30,000 additional online Birdwatcher's Digest subscribers. 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 the most effective marketing approach for the festival, word of mouth.

Finally we are placing an ad in the Discover Klamath Vacation Planner that is being printed and distributed to 5000 at tradeshow and other venues.

PROJECT GOALS

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

We expect about 550 - 625 registrants to attend the festival. Of those, based on previous festival counts, about $\frac{2}{3}$ should be from out-of-county. We will use our online festival registration system "Regonline" to collect data on addresses of registrants. We do not have an accurate means of counting visitors that attend our free family activities or stop by our vendor area.

3. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?

Jim Stamates, one of our professional photographers who participates in the festival, will be arriving early and putting on a two-day eagle field trip and photography seminar for Nikon shooters starting the day before the festival begins. We can identify how many room nights this activity adds by contacting the host hotel.

In addition, we are planning to add an owl prowl on Sunday night at the Klamath Marsh for the first time. This may encourage some participants or spouses to stay an additional night.

We know that other visitors do self-guided trips in February and we do not have a way to identify or measure their stays.

QUALIFICATIONS OF APPLICANT

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

WWF is an event produced by 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 37 years ago. WWF is produced entirely by about 120 - 140 volunteers, many drawn from KBAS, and also others from the community who are dedicated to its success.

The co-coordinators, Anne Wenner and Diana Samuels, manage the festival. A cadre of about 18 - 20 key volunteers assist with the planning and organizing tasks for programs, registration, transportation, hospitality, facilities, publicity, vendors, fundraising, photo and art contests and other community outreach activities. The key volunteers meet several times a year and work fairly independently. Many have held the same volunteer job for a number of years. There are currently no paid festival staff.

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

Anne Wenner and Diana Samuels have been coordinating the Winter Wings Festival as a team since 2009. Prior to that Anne Wenner served many years in various leadership positions for the festival with Diana Samuels joining in 2006.

PROJECT PLAN

6. How will you give credit to Klamath County for its support in our event or project?

We will publish the electronic county logo on the WWF website (www.WinterWingsFest.org), announce the grant approval on our Facebook page to over 1000 followers, and use the logo and credit statement on any collateral pieces that we publish following the grant approval. If agreed, we will also include the logo and a credit statement on the Birding Adventures television show. The logo or credit statement will also appear in the Herald and News ads that we run.

7. Provide a detailed timeline of your marketing efforts leading up to the event or project.

July 2015 - Announce keynoters on festival webpage; begin regular updates on our Facebook page

September 2015 - Begin posting festival on free event sites; distribute rack cards to local businesses

October 2015 - Begin eBlasts to our subscribers; update festival website

November 2015 - Mail Save the Date Postcards to followers; email ePostcards: announce full program on webpage; distribute major program press release

December 2015 - Announce initiation of online registration; meet with Herald and News editors

January 2016 - Hang pole banners on Main Street; distribute posters to regional businesses; distribute Discover Klamath planner at trade shows

February 2016 - Film excerpts for the Birding Adventures TV show

Spring 2016 - Release Winter Wings Festival TV episode

2016 and Beyond - Release TV show onto YouTube and other media outlets

8. Describe your target market/audience.

We target birders, naturalists, families, and nature photographers throughout the Western states; local residents and families; repeat visitors from recent years and new visitors. Following the release of the television show we expect to attract more visitors from other states and outside the Klamath Falls area.

9. Describe specifically how you will market the project to out of county visitors.

All of the marketing efforts outlined in Question 7 above are primarily targeted to out-of-town visitors with the exception of the pole banners, posters and Herald and News feature articles.

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

WWF management contract with an online registration system service called Regonline that collects registrant demographics, basic questions about their participation, and registration fees. The Regonline database is supplemented with data gathered from onsite registrants. Following the festival we conduct an evaluation survey through Regonline to gain more feedback about participants, their type of lodging arrangements, and how many nights they stayed. Through these means we can estimate our success in drawing out of county visitors.

11. If your project is already underway, explain how this award will increase your likelihood of success.

We are delighted to bring the television show concept to the County because festival organizers believe that it is a true opportunity to showcase the festival and the unique features that make the Klamath Basin one of the top birding destinations in the nation.

Festival coordinators made a commitment to James Currie in July 2015 in order to schedule the Birding Adventures television show for February 2016. Discover Klamath and other partners are helping to plan the ads and suggest sources for matching funds for the project.

County tourism support for the television show and other marketing efforts will allow us to keep our registration fees at the same level and have a net surplus at the end of the festival. Transportation, lodging, hospitality, facility rental fees and other expenses have been rising annually. We believe that it is imperative to keep festival registration fees down in order to entice out-of-town visitors. Volunteers commit many thousands of hours to organizing and operating the festival in order to raise funds for the community outreach program of the KBAS and county support will help keep that goal within reach.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

We typically involve about 18 - 20 key volunteers to plan and organize the festival and another 100 or so volunteers to produce the festival over the four days. We estimate their combined volunteer commitment to be about 6375 hours.

We receive in-kind services from Discover Klamath, local host hotel sponsors, Herald and News, Oregon Institute of Technology, Canon USA, and the Klamath County Chamber of Commerce, and Bird Watcher's Digest.

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

Committed Cash Sponsors

- Fisher Nicholson Realty (Title Sponsor) - General Festival Income
- Running Y Ranch Resort - TV show sponsor
- US Fish and Wildlife Service - TV show sponsor and postage support
- Wild Birds Unlimited - TV show sponsor
- The Ledge - TV show sponsor

Potential Cash/Grant Sponsors - General Festival Income

- Pacificorp
- Coldwell Banker Realty
- Walker Brother Farms
- Nature Conservancy
- Mindful Birding Ethics
- Klamath County Cultural Coalition

Potential Partners

- Canon USA - Explorer of Light keynote appearance and travel
- Leo's Camera Shop - Photography program planning and photo contest management
- Oregon Institute of Technology - Room rentals at non-profit rate
- Herald and News - Two donated ½ page ads
- Running Y Lodge, Cimarron Inn, and Olympic Inn - Donated room nights for presenters
- USFWS - Leaders and transportation for some field trips
- Favell Museum - host site for one activity
- Discover Klamath - marketing strategies
- Staunton Farms - donated potatoes

14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

We have an active cadre of marketing partners who are a great help in promoting the WWF. Our marketing network runs the gamut from mutual co-advertising on websites and other online venues to newspaper support and coverage.

Here are our main marketing partners:

Discover Klamath - Features, Facebook, TV show sponsor, and ads

Herald and News - Features and ads

National Audubon Society - Festival ad distribution to West Coast Audubon newsletter editors

Birdwatcher's Digest - Eblast distribution and purchased mailing list

Event host websites - Free event advertising

WWF Facebook Page

Sponsor/Partner promotions, ads, other cross advertising

Keynote speakers, workshop and field trip leader e-blasts, Facebook, other promotion of WWF

Klamath City and County Schools - Art contest promotion

Host hotels - distribution of rack cards and festival maps

Here are some example of their participation:

- One of our workshop and field trip leaders, Jim Stamates, hosts a pre-festival event in Klamath Falls for Nikon photographers that he promotes in conjunction with the Winter Wings Festival.
- A previous Canon Explorer of Light, Rick Sammon, is promoting the event to his almost 1 million followers on Social Media sites in exchange for us advertising a special online class he teaches on our website.

- Discover Klamath boosts our visibility through ads in their publications and online through their email lists and website.
- The Favell Museum has partnered in the past and will do so again this year by offering and advertising special shows and events at the museum during Presidents' Day weekend.
- The USFWS staff at the Klamath Refuges heavily promotes our event and are extremely active participants.
- WWF sponsor Top Birding Tours is promoting WWF on social media – Twitter, Facebook and Google+ and in blog posts. They will also feature WWF on their homepage and in an eNewsletter.

**Klamath County Tourism Grant
Application Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		7885	7885		
Cash Revenues -					
Source: Title Sponsor	5000	200	5200		Fisher Nicholson
Source: Birding Adventures TV (BATV) Sponsors	1800		1800		Featured in BATV show
Source: Other Festival Sponsors	400	2500	2900		See grant application for list
Source: Registration Fees		48000	48000		For fee-based activities
Source: Sales		400	400		T-shirts, etc.
Source: Other Grants		1500	1500		Cultural Coalition and Mindful Birding
Source: Vendors		1770	1770		Table rentals at festival
Total Cash Revenues	7200	62255	69455		
In-Kind Revenues:					
Source: Herald and News		2200	2200		Ads
Source: Chamber of Commerce		300	300		Duplication
Source: Discover Klamath	400	0	400		TV ad for BATV
Source: OIT facilities discount		2275	2275		Non-profit discount
Source: Canon USA	2000		2000		Underwriter of keynote
Source: Host hotels	2600		2600		Donated room nights for speakers
Source: BWD	500		500		Discount
Source: Volunteer Hours		63,750	63,750		Key vols, general vols, leaders and presenters
Total In-Kind Revenues	5500	68525	74025		
Total Revenue	12700	130780	143480		
EXPENSES					
Cash Expenses -					
Personnel costs	0	0			
Marketing costs	7989	3450	11439		
Rentals		6875	6875		
Supplies		212	212		
Other: Hospitality		9700	9700		
Other: Programs	700	9172	9872		
Other: Reg fees amd refunds		9660	9660		
Other: Operations		1270	1270		
Other: Transportatiion		8500	8500		
Other: Misc.		255	255		
Total Cash Expenses	8689	49094	57783		
In-Kind Expenses					
Labor		63750	63750		Key vols, general vols, leaders and presenters
Marketing costs	900	2200	3100		DK, BWD, Herald and News
Other: Comps or Discounts	4600	2575	7175		Host hotels, Chamber, Canon, OIT

**Klamath County Tourism Grant
Application Project Budget**

Other:				
Other:				
Other:				
Total In-Kind Expenses	5500	68525	74025	
Total Expenses	14189	117619	131808	
Net Income<Expense>	-1489	13161	11672	

NOTES

Be as specific as possible; provide explanation to help clarify budget items
 Use the "Actual" column when preparing your final report; submit this form with the final report
 Use additional space or lines if necessary to provide complete information

**Value all volunteer labor at
 \$10.00 per hour for in-kind
 revenues and expenses.**

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		7885	7885		BATV show, postcards, DK vacation planner ad
Other Sources: Hotel and Attractions	1800		1800		BATV show sponsors
Other Sources: WWF publicity budget	1354		1354		Posters, web support, FB boosts, etc.
Other Sources: Postage USFWS	400		400		Postcard mailing support
Total Revenue	3554	7885	11439		
CASH EXPENSES					
Advertising					
Print	190				DK vacation planner
Web		225			Renewals
Other Internet		1150			Eblasts and graphical schedule
Other Media - TV	7250				BATV show
Total Advertising	7440	1375	8815		
Printing	549		549		Posters and postcards
Postage		1275	1275		Postcards
Misc/Other (Explanation Req'd):					
Other: Festival premiums		800	800		Recycle bags, etc.
Other:					
Other:					
Other:					
Total Miscellaneous/Other					
Total Expenses	7989	3450	11439		
Net Income<Expense>	-4435	4435	0		

NOTES

Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.

Be as specific as possible; provide explanation to help clarify budget items

Use the "Actual" column when preparing your final report; submit this form with the final report

Use additional space or lines if necessary to provide complete information

Value all volunteer labor at

**\$10.00 per hour for in-kind
revenues and expenses.**



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

September 12, 2015

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.

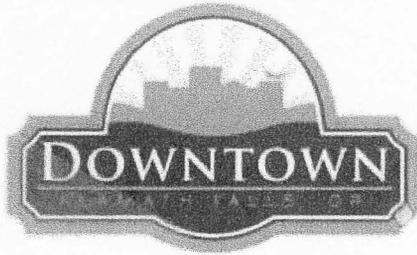
For those of us who have grown up here, it's very easy to take this area's natural beauty for granted. Each year the event grows and each year we get more tourism dollars from our most unique natural wonder, our birds. Almost every year customers that were visiting from outside the area openly expressed 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 had our most successful year yet. Canon made it possible for professional photographer, Jennifer Wu to give a special presentation. Over 275 people attended the presentation. Her youthful funny personality was inspiring. My business did great with the highest sales I've ever seen at the event. My friend and professional photographer, Jim Stamates helped out the festival with two lightroom workshop and facilitated field trips on Saturday and Sunday.

In 2016 we are bringing in another of Canon's "Explorer of Light" professional photographers, Stephen Johnson, for a presentation and field trip. Stephen has received many honors in the photography industry and is my personal idol in photography. Jim Stamates will also join us again.

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



September 16, 2015

To Whom It May Concern:

On behalf of the Klamath Falls Downtown Association, I would like to offer this letter of support for the 2016 Winter Wings Festival Tourism Grant application. This long standing event is, in a sense, a "Signature Event" for our community.

Our local economic growth is very dependent on bringing outside dollars to our community. Events like this fit that criteria very well. It is an event that is unique and very well attended, bringing a nice economic boost in one of our slowest tourism months. The advertising dollars that this grant will provide will directly benefit our lodging, dining and retail establishments.

The prospect of the Birding Adventures TV show coming to our area in association with the Festival is an exciting addition. This will increase the national profile of bird watching in the Klamath Basin, which will no doubt increase the number of future visitors to our area. This effort is requiring additional dollars, therefore the Klamath Falls Downtown Association eagerly recommends that the Winter Wings Festival 2016 be awarded a Klamath County Tourism Grant.

Sincerely,

A handwritten signature in cursive script that reads "Kendall Bell".

Kendall Bell, President
Klamath Falls Downtown Association
PO Box 372
Klamath Falls, Oregon 97601

CIMARRON INN

Klamath Falls

September 25, 2015

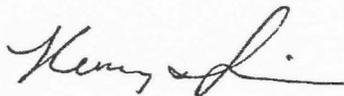
To Whom It May Concern:

I am pleased to offer my sincere support of the Winter Wings Festival contribution on the community of Klamath Falls, OR.

The Winter Wings Festival has a mission to bring more travel into our community by applying for the tourism grant. Travel and tourism greatly helps build our economy and we fully support all that they have and will continue to do so.

As working as one of their host hotels for the past several years, the Winter Wings Festival have personally helped out establishment by bringing in outside travelers for their bird watching events. To this date they have brought us thousands of dollars in revenue which in turn brings in thousands of dollars to other local establishments as well. If they are to be approved for this grant, these amounts can be doubled and even tripled. The travelers coming in now are staying multiple nights at a time. With the approval of the grant, they will be able to bring in even more tourism into our community.

Your valued support for the Winter Wings Festival can help them improve the economy in our own back yard. We support the Winter Wings Festival 100% and will continue to work with them for years to come.



Kenny Ivie

Sales Coordinator | Cimarron Inn, Klamath Falls

kennyi@oxfordsuites.com

541.882.4601 X502

DISCOVER
KLAMATH

OREGON UNEXPECTED

September 23, 2015

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

Dear Anne,

With enthusiasm, **Discover Klamath Visitor and Convention Bureau** supports your organization's efforts towards receiving a Klamath County Tourism Grant, which will allow the Winter Wings Festival to develop and market a new video show aiming to reinforce the Klamath Basin as a bird-lover's destination.

The show is called "Birding Adventures TV", and features host James Currie. The project includes not only production of a localized TV show, but also the airing (e.g. media) to air the show. What's nice about the format of this show is that the Host (Currie) also integrate other attractions into the show. While exact partners are still being finalized, you expect to highlight the new Crater Lake Zipline, Crater Lake NP, Lake of the Woods, Favell Museum and other destinations and lodging properties. Additionally, you hope to highlight PenAir as a desirable transportation option in the 30 minute show.

The show will air multiple times and each episode expects a viewership of 250K+. There is an accompanying social media outreach program; and, you will own the footage and expect to repurpose it for other birding and/or tourism outreach efforts in the future.

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 birding a signature, and foundational, program in the Klamath Basin. Birding is a distinguishing feature of our area, and the Winter Wings Festival, and now this Birding TV Show validates Klamath's leadership of birding in the region.

We look forward to working with you, Diana, and the Winter Wings organization, once again, to promote birding in the basin if you are a grant recipient.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director