

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Fall 2016

Title of Project: Winter Wings Festival Marketing Proposal

Funds Requested: \$9098

Organization Applying: Klamath Basin Audubon Society

Contact Person: Anne Wenner

Phone Number: 541-882-1219 (home) 541-891-2319 (cell)

Email Address: annewenner@e-isco.com

Mailing Address: PO Box 354, Klamath Falls OR 97601

Web Site Address: www.WinterWingsFest.org

Brief Description of Project including date, time and location:

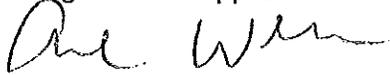
The Winter Wings Festival (WWF) is a four-day festival focused on birdwatching, photography, and family activities during Presidents' Day Weekend, Feb. 16-19, 2017. It is produced by the Klamath Basin Audubon Society (KBAS), a 501c3 non-profit with support from a pool of over 120 dedicated volunteers. The Oregon Institute of Technology is the primary venue host and hospitality partner. The field trips go to virtually all areas of the Upper and Lower Klamath Basin. 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 two keynotes. The Canon-sponsored keynote, live parrot family performance, children's hands-on activities, presentations, photo 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 online targeted audience marketing campaign, other out of county marketing efforts, and funds to help offset transportation costs. 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.

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



Date

10/28/2016

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.

WWF provides a great venue for visitors who are passionate about birding and photography to gather and participate in field trips and workshops led by both professionals and local experts. Over the years, WWF has acquired the reputation of being one of the top ten birding festivals in the nation, so much so that when electronic registration opens, many activities sell out in minutes.

We continue to emphasize programs that engage, educate, and inspire youth. The festival pays for a family performer and promotes it as a free activity for the community. Last year the West Coast Falconry Center exceeded all attendance goals with about 385 joining in for the live bird show. This year WWF has contracted with Karl Anderson, the Oregon Birdman from Bay City, Oregon, to bring 15 parrots for a free live show and subsequent personal interactions with the birds.

We are requesting a Klamath County Tourism Grant to help us reach out to past festival attendees, birdwatcher and photography magazine online subscribers, other birding festivals, travel trade shows, Oregon travel websites, and more. We are excited to initiate a new marketing strategy through a contract with Herald and News staff for an online audience targeting campaign. The goal is to increase awareness of the event up and down the west coast to birding and photography enthusiasts. We are also applying for funds to offset the cost of transportation for some of our field trips. By doing so, we will be able to keep fees for these trips low- an added incentive for potential attendees to make the effort during the winter to come to the Klamath Basin. For example, we are planning on converting a Klamath Falls based carpool Owl Prowl to a bus version that will commute from OIT to the Rocky Point area. A bus is deemed a safer alternative in the winter north of town. As a carpool we charged \$20 per person and the event was limited to 15 people, which included refreshments at Lakeshore Landing. The event netted \$190. This year, we could take 20 people via a bus for an estimated transportation cost of \$400 and \$5 per person refreshments at Rocky Point Resort. We would have to charge a minimum of \$25 just to break even.

The grant is consistent with Travel Oregon's development priorities of nature-based outdoor recreation.

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.

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?

- A. We are offering our first Thursday night keynote in many years. Paul Bannick has thousands of Facebook followers and has keynoted at the National Audubon Conference in Washington State. We anticipate that he will draw over one hundred out-of-town visitors to his Thursday keynote.
- B. We are continuing to offer an owl prowl on Sunday night at the Upper Klamath Marsh. This may encourage some participants or spouses to stay an additional night.
- C. We have scheduled field trips, workshops and presentations beginning early in the day on Thursday so many attendees will need to arrive on Wednesday.

We plan to conduct a follow-up online event survey and ask participants if they came in before or after the 4-day festival and for what reason. We will ask our host hotels to keep track of the number of nights reserved by guests who registered with a discount code for the festival.

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 38 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 management of the festival is done by the co-coordinators, Anne Wenner and Diana Samuels. A cadre of about 20 key volunteers assist with the planning and organizing tasks for programs, registration, transportation, hospitality, facilities, publicity, vendors, fund-raising, photo and art contests and other community outreach activities. The key volunteers meet several times a year but 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. Between the two coordinators they have about 20 years experience in managing this festival.

PROJECT PLAN

6. How will you give credit to Klamath County for its support in your 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 1300 followers, and use the

logo and credit statement on any collateral pieces that we publish following the grant approval. The logo or credit statement will also appear in the Herald and News ads that we run. We will obtain permission for use of the logo as specified in the grant contract. In addition, Klamath County financial assistance with the transportation costs of specific field trips will be acknowledged on the website and in any correspondence with registrants. We will make it clear to participants that, if not for this grant, the cost of those field trips would have been much higher.

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

July 2016	Announce keynoters on festival webpage Begin regular updates on our Facebook page
September 2016	Begin posting festival on free event sites Distribute rack cards to local businesses. Create ads Train new key volunteers
October 2016	Upgrade Festival website Place paid ads Work with Herald and News marketing staff on design of online ads for Online Audience Targeting campaign
November 2016	Mail Save the Date Postcards to followers Email ePostcards Publish full program on festival website Distribute major program press release to over 50 media outlets Begin eBlasts to our subscribers Send out eBlasts through various magazine partners Send e-newsletter ad content to Travel Oregon Begin Online Audience Targeting campaign in early November
December 2016	Open online registration Continue online advertising
January 2017	Hang pole banners on Main Street Distribute posters to regional businesses Distribute postcards at travel trade shows
February 2017	Host Winter Wings Festival

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. After

the release of the James Currie Birding Adventures television show last spring we hope to attract more visitors from other states and outside the Klamath Falls area. The Nielsen ratings show that 557,750 watched the two broadcasts of the television show and the video has had over 3630 views on YouTube.

In addition, we are once again featuring a local bird on our marketing collaterals and apparel. Last year we chose a Hooded Merganser and this year our 'golden bird' is a Northern Pygmy Owl. Owls are very popular with birders and photographers and we are offering five owl programs that should appeal to our target audience.





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

- In 2016 Birding Adventures TV produced a show about the Winter Wings Festival and birding in the Klamath Basin that is linked to our website and is on YouTube.
- We are contracting with a web designer to upgrade our website, which has had the same design for the last seven years. The new platform will be more mobile friendly, allow for a wider screen, and be more visually appealing.
- We are mailing approximately 2,500 "Save the Date" postcards to previous out of town festival attendees and will distribute another 2,500 to hotels, out of town nature-related business, and at tourism-related conventions or other venues.
- We have contracted with staff from the Klamath Herald and News to produce an Online Audience Targeting Campaign for the period of November 15 - December 31. This campaign will place ads in front of a predetermined audience deemed most similar to our existing demographic profile. Some of these tactics include: Geo-fencing, whereby users are targeted in specified areas from Seattle to San Diego; ads targeting birding and outdoor photography followers on Facebook; Video- the existing James Currie Birding Adventures video will be edited to create a 15 second segment to be aired across a wide range of websites; and distribution of ads to related birding/photography websites. The estimated number of campaign ad impressions is 320,000. At industry average click-thru rate (.2%), this would produce 640 potential event attendees on the landing page of our website during the campaign. Herald and News staff will be regularly monitoring and reporting on results of this campaign and making changes to optimize our return on investment.
- We are sending out Save the Date e-blasts to many thousands of subscribers to Bird Watcher's Digest, BirdWatching Daily, Outdoor Photographer, nature photography enthusiasts throughout the Pacific Northwest, and WWF subscribers and past attendees.
- We will place an online ad in the November 2016 issue of Travel Oregon's e-newsletter.
- We have committed to a half page ad in Discover Klamath's official Planning Guide.

- We have over 1300 Facebook followers that we communicate with regularly.
- We are listing the festival details on about 30 free event host sites or birding list serves.
- We distribute rack cards to many local hotels and sites likely to be frequented by out of town visitors.
- As mentioned above, we will ensure that participants on subsidized bus field trips will be aware that the tourism grant made the reduced fees possible.

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 contracts with an online registration system service called Regonline that collects registrant demographics and details about their stay in the Klamath Basin. Even attendees going to free keynotes and presentations are required to register. Following the festival we conduct a survey 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.

County tourism support 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 3000 hours.

We receive in-kind/discounted services from local host hotel sponsors, Herald and News, Canon USA, the Klamath County Chamber of Commerce, and Bird Watcher's Digest to name a few. Question 13 gives a detailed list.

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

Potential/Actual Partners or Discounted Services

- Outdoor Photographer and Birdwatching Daily - Online media. Multiple banner ads and e-blasts to their clientele valued at \$15,000.

- Canon USA - Explorer of Light keynote appearance and travel. Value of \$2,000.
- Running Y Lodge, Cimarron Inn, and Olympic Inn - Donated room nights for presenters and discounted room rates for attendees. \$2,900.
- USFWS - Leaders and transportation for several field trips, childrens' activities volunteers.
- Leo's Camera Shop - Photography program planning and photo contest management.
- Oregon Institute of Technology - Room rentals at non-profit rate. \$2,000.
- Herald and News - Two donated ½ page ads. \$2,500.
- Favell Museum - host site for Blue Zones reception, Young Birders' Bingo, two Beginning Birding Field Trips
- Southern Oregon Visitor's Association- Out and About feature
- Travel Oregon - feature story
- Pacificorp - Link River Trail clearing
- Blue Zones - Wine at 5 reception at the Favell Museum
- Northwest Nature Photographers - Electronic save the date program for photographers
- Discover Klamath- Features, Facebook, marketing strategies

Potential/Actual Cash/Grant Sponsors - General Festival Income

- Pacificorp
- Coldwell Banker Realty
- Walker Brother Farms
- Nature Conservancy
- Klamath County Cultural Coalition grant for Oregon Birdman
- National Audubon Society grant for Oregon Birdman
- Sky Lakes Medical Center
- House of Homes Realty
- Pfister Distillery Company
- Lithia Toyota
- USFWS- postage for Save the Date Postcards

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.

Stacy Group
Outdoor Photographer
BirdWatching Daily
Discover Klamath
Herald and News

Web design
E-blast and banner ads
E-blast and banner ads
Features, Facebook, and ads
Features and ads, Targeted audience online marketing campaign

Bird Watcher's Digest

E-blast distribution and purchased mailing list

Event host websites
Facebook

Free event advertising
WWF page with bird photos taken by local
photographer

Sponsors/Partners

Keynoters, Family Performer,
and Pros

Promotions, ads, other cross advertising,
e-blasts, Facebook, other promotion of WWF

Host hotels

Distribution of rack cards and festival
maps, advertising festival on their websites

Leo's Camera Shop

Photo contest

Travel Oregon

Ad in outdoor newsletter and feature story

Top Birding Tours

Twitter, Facebook and Google+ and in blog
posts.

Out and About Feature for SOVA

Blog

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

If we do not receive full marketing funding we will have to scale back on our online targeted audience campaign. Funds have already been committed for every other aspect of our out of county marketing because of the December 10th opening of online registration. The extra out of pocket expenses will reduce net proceeds that KBAS relies on to fund their community outreach program and the subsequent year's Winter Wings Festival. Our marketing program would be more robust with full funding, but without, we will continue to rely on word-of-mouth, website and social media, and our existing marketing network to get the word out about the 2017 Festival. If we do not receive the requested full amount of funds for transportation we will be forced to adjust prices of affected field trips much higher to offset the extra expense. We expect this to have a negative impact on the number of attendees.

Signature of Applicant



Date

10/28/2016

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

Signature of Organization

Date

Marketing Budget

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		9098	9098		\$2000 for transportation
Other Sources					
USFWS	400		400		Postage reimbursement
WWF Publicity Budget	2089	6000	8089		Includes transportation
Total Revenue	2489	15098	17587	0	
CASH EXPENSES					
Advertising					
Print	773		773		Postcard design and printing/Or. Events listing, DK planner
Web	1400		1400		Ads, graphical schedule, Travel Oregon
Other Internet	4200		4200		BWD e-blast/ H and N targeted campaign
Other Design	900		900		Featured bird and e-blast design
Other					
Total Advertising	7273	0	7273	0	
Printing	179		179		Posters design and printing
Postage	1225		1225		Postcard mailing service
Misc/Other (Explanation Req'd)					
Other: Local	110		110		Downtown street banner installation
Other: Festival premiums	800		800		Bags for attendees, hats etc.
Other: Transportation		8000	8000		Bus rental, gas, mileage, etc.
Other:					
Total Miscellaneous/Other	910	8000	8910	0	
Total Expenses	9587	8000	17587	0	
Net Income<Expense>	-7098	7098	0	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.

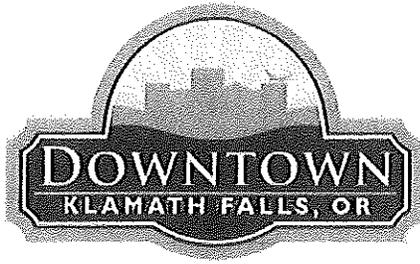
Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		9098	9098		\$2000 for transportation
Cash Revenues - Source: Walker Bros		1000	1000		
Source: Pacificorp	1000		1000		
Source:Nature Conservancy		250	250		
Source: NWR	400		400		
Source: Lithia Toyota		250	250		
Source: House of Homes	500		500		
Source: Pfister Distillery	250		250		
Source: Sky Lakes		750	750		
Source: Coldwell Banker		500	500		
Source: Vendors		1400	1400		Rental fee at festival
Source: Sales		600	600		T-shirts,etc.
Source: Grants		2000	2000		National Audubon and Cultural Coalition for Free Family Performance
Source: Registration Fees		50000	50000		Fee-based activities-includes transportation
Total Cash Revenues	2150	65848	67998	0	
In-Kind Revenues:					
Source: Herald and News		2500	2500		Ads
Source: Canon	2000		2000		Keynote underwriter
Source: OIT discount	2000		2000		Nonprofit discount
Source: BWD	500		500		Discount
Source: Pacificorp	300		300		Link River Trail upkeep
Source: Outdoor Photographers	15000		15000		Ads
Source: Host hotels	2900		2900		Donated room nights for speakers
Source:Chamber of Commerce	300		300		Duplication
Source: Stacy Group	500		500		Web logo design
Source: Volunteer Hours		30000	30000		Key vols, general vols,leaders and presenters
Total In-Kind Revenues	23500	32500	56000	0	
Total Revenue	25650	98348	123998	0	

EXPENSES					
Cash Expenses -					
Personnel costs				0	
Marketing costs		9587		9587	DK, Travel Oregon, Herald and News, BWD etc.
Rentals		8580		8580	
Supplies		200		200	
Other: Hospitality		9700		9700	
Other: Program Fees	10870			10870	
Other: Reg Fees and Refunds		5858		5858	
Other: Transportation		8000		8000	\$2.26 per mile overhead, \$20.00 per hour plus 1.75 hours labor, \$3.00/gallon (6 miles per gallon) for gas, \$7-16 meals
Other: Misc		255		255	
Total Cash Expenses	10870	42180		53050	0
In-Kind Expenses					
Labor		30000		30000	
Marketing costs	15500	2500		18000	Herald and News and Outdoor Photography/Bird Watching Daily
Other: Comps or discounts	8000			8000	Host hotels, OIT, Chamber, Canon, etc.
Other:					
Total In-Kind Expenses	23500	32500		56000	0
Total Expenses	34370	74680		109050	0
Net Income<Expense>	-8720	23668		14948	0

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 Falls Downtown Association
P.O. Box 372 • Klamath Falls, Oregon 97601

October 10, 2016

RE: Tourism Grant Application

Dear selection committee,

On behalf of the Klamath Falls Downtown Association, I would like to offer this letter of support for the 2017 Winter Wings Festival Tourism Grant application. This long standing, proven event is known as one of the premier Birding events for Birding enthusiasts from around the country.

Advertising reach is essential in getting the word out about the event. Attracting visitors from out of the area is important to our local economic development efforts. We can't think of a better use of tourism dollars than for events such as this one.

The event organizers recognize the importance of keeping the event "fresh" by changing or adding key note speakers and adding different educational offerings. This year is no exception. They are also expanding their reach by planning advertisements in Outdoor Photography and Bird Watching Daily. This is only made possible by continued support from the tourism grant process.

Please consider awarding the Winter Wing Festival a Klamath County tourism grant. This is a valuable event for Klamath County that we all can be proud of.

Sincerely,

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

Kendall Bell
Klamath Falls Downtown Association



United States Department of the Interior

FISH AND WILDLIFE SERVICE

KLAMATH BASIN NATIONAL WILDLIFE REFUGES

4009 Hill Road

Tulelake, California 96134

Phone: (530) 667-2231 Fax: (530) 667-8337



September 30, 2016

Klamath County Tourism Grant Review
305 Main St.
Klamath Falls, OR.

Dear Grant Committee,

On behalf of Klamath Basin National Wildlife Refuge Complex, I am writing to express support for the Winter Wings Festival grant application to help pay for out of county marketing.

The Klamath Basin NWR Complex is comprised of 6 different refuges located in Southern Oregon and Northern California. Lower Klamath NWR is the nation's first waterfowl refuge, and is one of the most biologically productive refuges within the Pacific Flyway. Approximately 80 percent of the flyway's migrating waterfowl pass through the Klamath Basin on both spring and fall migrations, with 50 percent using the refuge.

The Refuge has a strong interest and history in partnering with the Winter Wings Festival. The Winter Wings Festival has done an amazing job promoting the high-quality wildlife-dependent recreation opportunities within the Basin and has long been an economic boost for Klamath Falls area. The Festival contributes to the local economy through the recreation and tourist-servicing industry within the Klamath Falls area, including restaurants, stores, hotels and motels, gasoline stations, and retailers.

Anne Wenner and Diana Samuels do an outstanding job in developing and promoting the Festival. Because of the high quality of the festival, it's no surprise to see the many people come to Klamath Falls in the middle of winter to attend the festival and contribute to the local economy. I strongly support the efforts of Anne and Diana as they seek funding to reach additional out of county visitors. The funding of a Tourist Grant will only strengthen the economic benefits the Winter Wings Festival brings to the Klamath Basin.

Sincerely,

Greg Austin
Project Leader

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IN AMERICA 



RUNNING Y RANCH
RESORT

September 23rd, 2016

Klamath County Tourism Grant Review Committee

305 Main St

Klamath Falls, OR 97601

Dear Committee:

Running Y Ranch Resort is pleased to write a letter of support for the Winter Wings Festival's application for marketing funding for their event 2017.

Each year the Winter Wings Festival has been a partner of the Running Y's and offers a great event that draws birding enthusiast to the hotel in the off season months. Last year alone the event generated 55 room nights for the Running Y Ranch Resort Lodge alone.

Winter Wings Festival has already made headway on their 2017 event by partnering with local lodging establishments like Running Y Ranch Resort to get updated rate offers and hotel information listed on their website for easy guest bookings. Any increase or continuation in funding for this event will only guarantee the continued success of the largest event offered in the Klamath Basin during the lodging industries slow season.

Running Y Ranch Resort enthusiastically supports Winter Wings Festival's efforts towards receiving a Klamath County Tourism Grant in the current (fall) grant cycle towards marketing to continue and increase the number of guests to this great event.

Sincerely,

Victoria Haley

Director of Sales and Marketing

