

TOURISM GRANT APPLICATION: SPONSORSHIP LEVEL

Organization Applying: Klamath Wingwatchers, Inc.
Contact Person: LESLIE LOWE
Phone Number: 541-882-6509
Email Address: inharmony46@charter.net
Mailing Address: 409 PINE #211 - K. Falls, OR 97601
Web Site Address: _____
Title of Project: BROCHURES: Plant Interpretation +
Trail Amenities

Brief Description of Project:

Design & print Plant Interpretation brochure,
print in color if possible, 2000 copies;
Re-design & print 2009 Lake Ewauna Trail
brochure, print 3000 black ink. Total
cost for both brochures = \$1970 Cash

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 Leslie Lowe Date 9-30-14
Signature of Board Chair Leslie Lowe Date 9-30-14

TRANSIENT ROOM TAX GRANT PROPOSAL – SPONSORSHIP LEVEL

KLAMATH WINGWATCHERS, INC. PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

Klamath Wingwatchers, Inc has had a brochure describing the current trail along the western edge of Lake Ewauna for well over 15 years. Periodically, the brochure has been updated. In the next year, the length of the trail will double, and the trailhead will change to the South Portal Visitor Center. The trailhead is currently under the freeway, across from Veteran's park. Our focus is a new brochure that reflects increased amenities along the existing trail and the inclusion of the new trail. We also want an interpretive brochure that describes the plant life along the trail and the connection with a wildlife trail.

2. What are the project activities?

The electronic files for the previous trail brochure were created in 2009. The printing company (Office Depot) no longer has the original files. It is now necessary to create a new brochure with updated electronic data for the trail brochure.

We also need to design and execute a new brochure to identify plants along the trail. 15 of these plant types already have signage in front of them, but there is no interpretation to explain why these plants were chosen and what they contribute to the trail ecosystem. We have already partnered with Derrick Gunther (certificate in Permaculture, PhD in Genetics), who has taught Tree and Shrub identification classes for Klamath Community College, to help us design the brochure. Harry Vincett, a current Board Member, and one of the original Wingwatchers who developed the species list and what is planted on the current trail, will also help us.

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

The new trail was to have been completed by October 2013 by fire crews in training from the Oregon Department of Forestry. That was moved to October 2014, due to the large amount of forest fires in the summer of 2013. We are again delayed by forest fires in the summer of 2014. We strongly expect the new trail will be completed by June 2015. We have already marked the trail and planted about 30 plants along the new trail. We are in process of planting more plants along the new trail. We want a new trail brochure ready when the trail is completed in June 2015. We expect the plant interpretation brochure to be ready soon after.

4. Who is the target market for attending the project?

Our brochures for the new trail will be in a brochure box at the start of the trail as it leaves the South Portal Visitor Center heading southward to connect to the current trail. Discover Klamath already hands out numerous trail brochures to the visiting public and tells us that many of their customers walk the Wingwatcher Trail. It will be far more convenient for visitors to use the bathrooms and facilities at the Visitor Center and then immediately walk our trail to see ponds, lakeside, birds, plants, etc, and picnic along the trail if they wish. We expect more visitors will walk the trail when it starts right outside of the Visitor Center and they have a map indicating the amenities along the trail together with a plant interpretation brochure.

Our Guide to the Link River Trail (specifically for children 6-12 years of age), together with our two new brochures, offer educational opportunities to experience the trail as a family and promote a connection to nature as well.

Project Goals:

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

This is a very difficult question for us to answer as we have no statistics and no way to collect them unless we had someone at the trail asking questions of the visitors every daylight hour. We do know that Discover Klamath gives out hundreds of our brochures every year, but they do not have statistics specific to our trail. We also frequently fill the brochure box at the head of the trail. While performing trail maintenance, we have met people on the trail from Germany and France, various states in the U.S., and from all over Oregon. Last year, we received an anonymous donation of \$50 from someone in Salem, OR as a thank you for our trail. In early September, 2014 we hosted a group from Portland, OR who gave us a donation of \$124. While these are isolated contacts, it gives a small window on who uses our trail from out of town.

6. 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 count the number of extra days?

By doubling the length of the trail and by providing picnic areas and interpretive brochures, we increase the amount of time it takes to use the trail, thus extending the visitor's stay in our community. Our trail is open from dawn to dusk, so it can be used at any time of day, 7 days each week. Folks in nearby motels who want exercise time in the morning and evening can use our trail, as it is marked with mileage markers.

We have no way to count the extra days someone might stay in order to make use of our trail. However, we expect that someone visiting our area who is not familiar with the great outdoor opportunities of our area will be further impressed by our trail and its convenience to downtown, and want to return to our area at a subsequent trip to experience more of what Klamath County has to offer. We have lots of anecdotal stories of people who come to visit Klamath for many years before actually moving to Klamath County.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Klamath Wingwatchers, Inc is a local non-profit organization dedicated to public education regarding Klamath Basin wildlife and wetland habitat and their value as a natural resource through scientific, arts, and cultural means. We are an all volunteer organization with no paid staff and no tax dollars that support our trail or activities.

Our trail is now 21 years old and is one of trails mentioned in the Klamath Basin Birding Trail Guide.

In addition to maintaining the trail, we also have published the "Guide to the Link River" and the "Klamath Basin Birding Trail (KBBT)" booklet, both of which are distributed along with our Lake Ewauna trail brochure by Discover Klamath and many other locations. On September 19, 2014, the Oregonian reporter, Terry Richard, in an article about birding Klamath Basin, said "To help visitors find their way around the Basin, the Klamath Basin Wingwatchers have produced a website (klamathbirdingtrails.com) with descriptions of 47 birding destinations in and around Klamath Falls. Also, plan a visit at discoverklamath.com." All of the publicity for the KBBT booklet continues to bring visitors to the Basin.

We have been the organization behind Pelicans on Parade, POP, which is a tax deductible fundraiser to "Connect Kids to Nature." Internationally renowned bird artist Stefan Savides sculpted the 7-foot-high pelicans in flight, which are painted and embellished with original artwork by other Klamath Basin artists.

We have partnered with many organizations in our community on many projects to increase tourism, including International Migratory Bird Day in May, Winter Wings festival in February, and the trails exhibit for tourists located in the South Portal Visitor Center.

8. Describe your experience in operating past or similar projects.

Have these projects been successful in bringing tourists to Klamath County?

How is your organization uniquely qualified to carry out this project?

We have previously been the recipient of a Transient Room Tax grant for the "Klamath Basin Birding Trail" booklet, which details all of the places in Klamath County that provide good viewing areas for birds and wildlife. We distributed 25,000 of these booklets for free along with many thousands of tear off maps with the numbered sites on the maps. We now sell the new version of the booklet for \$2. The maps and booklets have been distributed in cooperation with Discover Klamath, Crater Lake National Park, Lava Beds National Park, Klamath Basin Refuges, Running Y, and other locations. We are the only local organization in existence for over 20 years that maintains a trail. Other organizations such as Klamath Trail Alliance (of which we are a member) more recently formed and are now managing trails as well.

MARKETING PLANS

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

We will continue to provide Discover Klamath and other locations with brochures as well as provide brochures at the trail head across from Veterans Park and in the new location at the new trail at the Visitor Center.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

As stated earlier, we currently have no way to measure use of the trail by out of county visitors except by happenstance and the distribution of our brochures by Discover Klamath to out of town guests. We are very open to suggestions for a practical way to gather this information, but as yet every idea we have had is labor intensive. We have no paid personnel to help us with this project and all of our volunteers give their time in trail maintenance. At one point, we had hoped that the Girl Scouts would do spot checks to gather this information, but that project did not happen.

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

The Project begins when funding is received. Since all of our funding comes from member dues, donations, and an occasional grant, we are dependent upon this grant to make possible a new brochure for the trail as well as the plant interpretation brochure.

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.

Derrick Gunther and Harry Vincett will provide their expertise as volunteers for the plant interpretation brochure. Leslie Lowe will provide administrative services for both brochures as a volunteer. We may be able to have some in-kind printing services from Charley Wyckoff if we can provide the paper and some ink.

Brochure Production Budget

Lake Ewauna Trail Brochure

Art Work from Smith Bates\$ 150
Print for 3000 copies with black ink, 2 sided, folded..... 420
Wingwatcher Admin and Editing = 5 hours @ \$10/hour.... 50

Total Cash Cost.....\$ 570
In-kind cost.....\$ 50

Plant Interpretation Brochure

Art Work from Smith Bates\$ 150
Print for 2000 copies in color, 2 sided, folded..... 1250
OR
Print for 2000 copies with black ink, 2 sided, folded..... 330
Wingwatcher Admin and Editing = 5 hours @ \$10/hour... 50
Production time from Derrick Gunther and Harry Vincett
(writing text and taking pictures for 15-20 plants)
10 hours @ \$10/hour..... 100

Total Cash Cost, color.....\$ 1400
OR
Total Cash Cost, black ink.....\$ 480
In-kind cost.....\$ 150

QUOTATION

September 24, 2014

Klamath Wingwatchers Inc.
PO Box 251
Klamath Falls, OR 97601
541-882-6509

Leslie,
Here is the pricing information that you've requested for your two brochures.
These quotes are good through May 2015.

Lake Ewauna Trail Brochure

TOTAL \$570

Flat Size: 14" x 8.5"
Folded Size: 3.5" x 8.5"
Paper Stock: 70# Domtar Opaque Text - Green
Ink: 1/1 - Black, 2 sided
Bindery: Double Parallel Fold
Quantity: 3000
Price: \$420.00

Estimated Design Charge: 2 hours @ \$75.00 per hour = \$150.00

Plant Interpretation Brochure

TOTALS

Color \$1400 or Black \$480

Flat Size: 14" x 8.5"
Folded Size: 3.5" x 8.5"
Paper Stock: 80# Dull Text - White
Bindery: Double Parallel Fold
Ink: 4/4 - Full Color, 2 sided 1/1 - Black, 2 sided
Quantity: 2000 2000
Price: \$1250.00 \$330.00

Estimated Design Charge: 2 hours @ \$75.00 per hour = \$150.00

Thank you for the opportunity to provide you with these quotes. Please let me know if you have any questions.

KELSEY PETZNICK
Account Specialist, Design Assistant
kelsey@smithbates.com
541.884.3714 [x108]

537 Northern Heights Blvd.
Klamath Falls, OR 97601
541.884.3714
smithbates.com

DISCOVER
KLAMATH
OREGON UNEXPECTED

September 25, 2014

Ms. Leslie Lowe
Klamath Wing Watchers
c/o 205 Riverside Drive
Klamath Falls, Oregon 97601

Dear Leslie,

Discover Klamath Visitor and Convention Bureau is happy to support you/your organization's efforts towards receiving a Klamath County Tourism Grant, which will allow the Klamath Wing Watchers to increase its logistical and promotional efforts to have the best birding trails and materials and thereby bring more people to our area to enjoy birding.

As Klamath County's official tourism agency, Discover Klamath's goal is to generate incremental tourism to our region. Without question, you and your Team have consistently demonstrated an ability to bring birders to Klamath County. Your advocacy over a period of many years has directly contributed to Klamath being known for its raptors and many other types of birds.

Most recently (Sunday 9/22/14) THE OREGONIAN did a substantial story in its travel section about birding in the Klamath Basin. This is the third such article this year (another was in March 2014 in the Seattle Times). Birders can, and do, spend significant sums of money on a variety of services and products related to bird watching.

Birding is enjoying a growing audience. Working at Discover Klamath, I/we can attest to the interest in your Wing Watcher's Trails, and, to your newsletters, and to your printed publications. We distribute volumes of printed materials, and, direct hundreds to the Wing Watchers Trail regularly.

If you are a Grant Recipient, we look forward to working with you and the Wing Watchers organization again to promote birding in the basin.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director



CITY OF KLAMATH FALLS
PARKS & RECREATION
226 S. 5th St. - P.O. BOX 237
Sister City - Rotorua, New Zealand

PHONE (541)883-5391 - TDD (541)883-5324
FAX (541)883-5390

9-26-14

Board for Transient Room Tax Grants
Klamath County Finance Department
305 Main Street,
Klamath Falls, OR 97601

RE: Klamath Wingwatchers, Inc. Sponsorship Level Grant Request

The City of Klamath Falls has been a supporting partner in Klamath Wingwatchers projects for over fifteen years. Wingwatchers has provided a dynamic community trail that gives access to nature, for locals and tourists alike, right on the edge of downtown Klamath Falls.

I believe that the natural resources of the Basin, which include scenic waterways, wetland vegetation, migratory birds and spacious open areas, provide people with the opportunity to recognize and enjoy our best regional asset. Of course, inviting trails are necessary for promoting access into these living wonders.

The Klamath Wingwatcher trail brochure helps people know what amenities are on the trail. Things have changed over the years as more trail amenities have been added. A new brochure is necessary to reflect a trail addition from the South Portal Visitor Center to the current trail, which will provide increased use of the trail system by out of town visitors, who stop at the Discover Klamath office, thus extending their stay, and interest, in the Klamath area.

Also, the new plant interpretive brochure will generate increased use of the trail by those interested in ecosystem plantings, now a growing market across the nation.

I, and the City of Klamath Falls Parks Division, fully support a grant award which provides the funding for these two brochures.

Sincerely,

John Bellon, Parks Superintendent
City of Klamath Falls Parks Division
226 S. 5th St.
Klamath Falls, Oregon 97601



Klamath Watershed Partnership

205 Riverside Drive, Suite C
Klamath Falls, OR 97601
Phone (541) 850-1717 ~ Fax (541) 850-8001
info@klamathpartnership.org

September 23, 2014

Board for Transient Room Tax Grants
Klamath County Finance Department
305 Main Street,
Klamath Falls, OR 97601

RE: Klamath Wingwatchers, Inc Sponsorship Level Grant Request

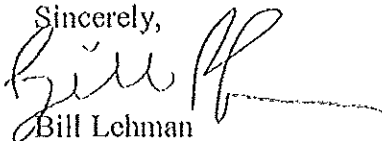
Our organization has been a partner in projects with Klamath Wingwatchers for many years. They have provided a great community trail that provides access to nature in Downtown Klamath Falls for locals and tourists alike. It is not uncommon to find people from other countries as well as other states and cities walking the trail.

The trail brochure helps people know what amenities are on the trail. It has changed over the years as the trail amenities have increased. A new brochure is necessary to reflect the new trail addition from the South Portal Visitor Center to the current trail, which will increase use of the trail by out of town visitors who stop at the Discover Klamath office, thus extending their stay in the Klamath area.

The new plant interpretive brochure will provide increased use of the trail for those interested in ecosystem plantings.

We fully support a grant to provide the funding for these two brochures.

Sincerely,



Bill Lehman
Executive Director

Most Likely to be Seen by Season
 Sp = Spring Su = Summer
 F = Fall W = Winter

BIRDS

- Blackbird, Red winged, Yellow headed & Brewer's (Sp. S, F)
- Brown-headed Cowbird (Sp. S, F)
- Bufflehead (Sp. S)
- Cedar Waxwings (Sp. F)
- Chickadees (year round)
- Coots (Sp. S, F)
- Cormorant, Double-crested (Sp. S, F)
- Eagle, Bald (year round, but mostly W)
- Egret (Sp. S)
- Goldeneye, Barrow's & Common (Sp. S, F)
- Goldfinch, American & Lesser (Sp. S)
- Grobe, Clark's & Western (Sp. S)
- Gull (year round)
- Hawk, Redtail (year round)
- Heron, Black crowned night (year round)
- Heron, Great blue (Sp. S, F)
- Heron, Green (Sp. S)
- Kestrel (year round)
- Killdeer (Sp. S)
- Kingfisher (Sp. S, F)
- Mallards (year round)
- Meadowlark (Sp. S, F)
- Merganser, Common & Hooded (Sp. S, F)
- Osprey (Sp. S, F)
- Pelicans (Sp. S, F)
- Quail (year round)
- Robin (year round)
- Ruddy Duck (year round)
- Scaup (year round)
- Shorebirds (Sp. S, F)
- Sparrows (year round)
- Swallows, Tree & Cliff (Sp. S)
- Tern, Caspian & Black Forester (Sp. S)
- Vulture, turkey (Sp. S, F)
- Warbler (Sp. S)
- Wren, marsh (Sp. S)

CRITTERS: (all year round)

- Beaver (look for toothmarks on trees)
- Frog (hibernates in W)
- Garter Snake (hibernates in W)
- Muskrat
- Pond Turtle (hibernates in W)
- Rock Chuck (hibernates in W, S)
- Deer, Mule & Black Tailed

Klamath Wingwatchers, Inc.
 P.O. Box 251
 Klamath Falls, OR 97601-0359

I wish to join the Klamath Wingwatchers. As a member, I will begin receiving the Taking Wing newsletter. All memberships are tax deductible.

MY MEMBERSHIP PLEDGE:

- Student/Senior.....\$10
- Individual.....\$15
- Family.....\$25
- Business.....\$35

Name: _____
 Phone: _____
 Email: _____
 Address: _____
 City: _____
 State: _____ Zip: _____



Klamath Wingwatchers, Inc.

www.klamathbirdingtrails.com/Wingwatchers/index.shtml

Klamath Wingwatchers, Inc. is a nonprofit organization dedicated to public education regarding Klamath Basin wildlife and wetland habitat and their value as a natural resource, through scientific, arts and cultural means.

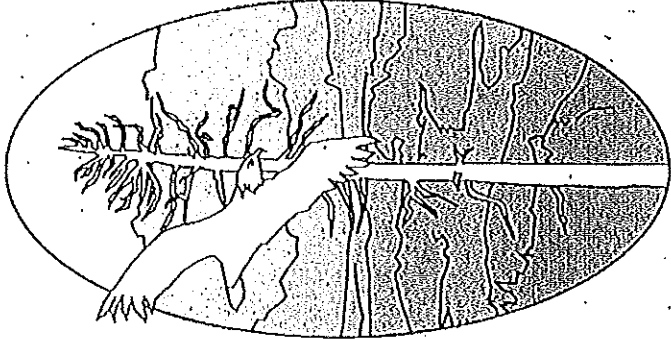
This brochure printed in cooperation with U.S. Fish and Wildlife Service Partner's Program



USFWS provides technical and financial assistance to protect shoreline wetlands for migratory bird and fish habitat.

2009 - needs to be redone

Guide to
 Wingwatchers
 Lake Ewauna
 Interpretive Trail

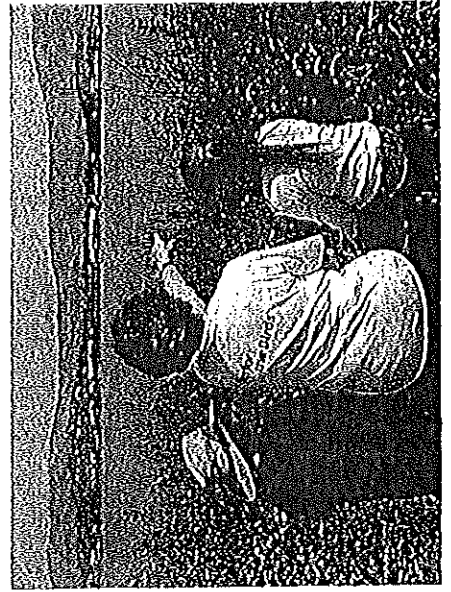


101 DATE YOURSELF ONLY



Klamath Wingwatchers, Inc.

MISSION: A local non-profit organization dedicated to public education regarding Klamath Basin wildlife and wetland habitat and their value as a natural resource through scientific, arts, and cultural means.



KLAMATH WINGWATCHERS, INC.
P.O. BOX 251
KLAMATH FALLS, OR 97601-0359

KLAMATH WINGWATCHERS, INC.

P.O. BOX 251
KLAMATH FALLS, OR 97601

I wish to support the activities of the Klamath Wingwatchers, Inc. As a member, I will receive the "Taking Wing" newsletter and I may vote at the Annual Meeting for Board Members. All memberships are tax deductible.

MY MEMBERSHIP PLEDGE:

- Student/Senior.\$ 10 _____
- Individual.\$ 15 _____
- Family.....\$ 25 _____
- Business.\$ 35 _____

Name: _____

Address: _____

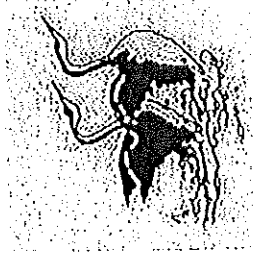
City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

Klamath Wingwatchers, Inc.

- * sponsors *Pelicans On Parade*, and the *Klamath Basin Birding Trail*, as well as activity and information booths at community events, including Earthday in April and Migratory Bird Day in May.
- * operates and maintains the *Lake Ewauna Trail*
- * holds monthly Board meetings on the fourth Tuesday of each month with an Annual Meeting in the Spring, plus some informational public meetings held throughout the year
- * publishes a newsletter to keep paid members up to date on events and activities during the year
- * revises and distributes free copies of the *Link River Trail Guide* (originally the 1978 Nature Society's Child's Guide to the Link River)
- * participates with Klamath Basin Audubon Society's *Winter Wings Festival*, successor to the 25 year old Bald Eagle Conference



If you are interested in helping with any of our activities or projects,

Please call: Leslie Lowe at 541-882-6509,
or email inharmony46@charter.net

Learn more about us at:

www.klamathbirdingtrails.com/wingwatchers/index.shtml

Our Current Projects:

Pelicans on Parade

(POP!)

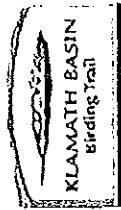
www.pelicansonparade.com

They are for sale now!

See them at South Portal



POP is a tax deductible fundraiser to "Connect Kids to Nature." POP honors the city mascot of Klamath Falls, the American White Pelican. Internationally renowned bird artist Stefan Savides sculpted the 7-foot-high pelicans in flight, which are painted and embellished with original artwork by other Klamath Basin artists. Funds raised will help support Wingwatcher educational activities and numerous partnership programs that promote wildlife appreciation, conservation, and education



Klamath Basin Birding Trail

www.klamathbirdingtrails.com

Hard copy available for \$2

This cooperative project has mapped the birding trails in the Klamath-Siskiyou-Modoc county area. The Klamath Basin, a bird lovers' paradise with over 350 species of birds, is renowned for its wide diversity and abundance of bird life due to its varied habitats including marsh lands, open waters, coniferous forests, juniper woodlands, oak-chaparral, sagebrush-grass-lands, grassy meadows, and rocky cliffs. The Klamath Basin Birding Trail provides maps and a website to help people locate 47 different Klamath Basin birding hotspots, and offers a complete listing of birds you can see in the Klamath Basin.

Lake Ewauna Nature Trail Interpretive Guide at the trailhead



Starting in 1992, along the western shore of Lake Ewauna- next to Highway 97 in downtown Klamath Falls, this wetland was restored and a 1.6 mile handicapped accessible loop trail created from which a myriad of wildlife can be observed. The trail helps educate the public about the importance of wetlands as a natural resource. People use the trail for birding, walking and jogging, viewing Klamath Falls and the fountains, and learning about wetland habitat. The trail passes near a tall snag used by eagles in winter and comorants in summer. Benches, trashcans, and dog poop bags, as well as other amenities, can be found along the trail. Parking is available in Veteran's Park, across the Link River.

Winter Wings Festival

www.winterwingsfest.org

Timed to coincide with the presence of 1000's of wintering waterfowl and hundreds of eagles, this Festival allows participants to enjoy magnificent birds on tours and learn more about them at workshops. The Festival increases community awareness and understanding of our wildlife resources, especially birds, in the Klamath Basin. It offers "Family Fun in the Winter Sun" with art, vendors, displays, special children's activities, and more, all at a cost families can afford.

Join us every President's Weekend in February at Oregon Institute of Technology (OIT) campus in the College Union.