

Electronic Signature

Drew A. Honzel

Date/Time*

9/24/2018

2:15 PM

Tourism Traditional Application - Submission #293

Date Submitted: 9/26/2018

I have read the Grant Guidelines posted on September 1, 2018

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

-- Select One --

Project Title*

Winter Wings Festival Marketing and Development

Grant Cycle*

Fall 2018

Amount Requested*

\$9,488

Total Project Cost*

\$18,996

Entity Federal Tax ID Number

93-0830738

Do not enter if putting in SSN

Entity Name*

Klamath Basin Audubon Society

Grant Contact Name*

Anne Wenner

Email Address*

annewenner@e-isco.com

Address*

1608 COVE POINT ROAD

City*

KLAMATH FALLS

State*

OR

Zip Code*

97601

Phone Number*

15418821219

Fax Number

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

Anne E Wenner

reply email

annewenner@e-isco.com

reply email

annewenner@e-isco.com

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

yes/no

no

If yes, please enter name

Name

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

yes/no

no

If yes, please enter name

Name

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Develop destination-based

Project (250 words or less)*

The 40th annual Winter Wings Festival will be Feb. 14-17, 2019 at Oregon Tech. Local tourism experts consider our event the premier winter outdoor recreation event in the Klamath Basin. The Festival provides badly needed Basin visitors at a time when hotels and motels might otherwise be struggling. About 10 years ago, the festival initiated efforts to put WWF on the national stage with other large national festivals such as Rio Grande Birding Festival in Texas, San Diego Birding Festival in California, and Space Coast Birding Festival in Florida. This is a very important goal that has resulted in 500 - 650 registrants attending on average. Given the lack of community infrastructure (no events center), access to suitable touring vehicles, distance from large metro areas, lack of an airport, and declining waterfowl habitats, the festival is challenged each year to sustain that level of involvement by birders and photographers. We need help with marketing and event operations.

One of our main strategies for attracting attendees from out-of-the area is to highlight nationally known speakers and to allow our attendees to interact with them on a personal basis. To that end we have selected Julie Zickefoose, George Lepp, and Pepper Trail keynoting this year, all recognized as some of the top national leaders in birding, photography, and bird crime science. George Lepp's appearance is supported by Canon, one of our major sponsors.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

Our Festival supports the objective of a destination-based product emphasizing Oregon's natural environment and the stewardship of the state's resources and its rich history. We work in partnership with USFWS to offer free guided trips to Lower Klamath and Tule Lake NWR, very important Basin resources. In addition to our birding events, we also emphasize nature photography. All attendees can experience the scenic beauty and concentrations of migrating waterfowl and Bald Eagles throughout the Klamath Basin. We are offering at least two history tours, one at the Tule Internment Camp and one in downtown Klamath Falls which will offer insights on local Basin history, and one agricultural tour..

The tourism grant for marketing and event transportation will enhance our ability to introduce visitors to our region's great natural resources and diversity, and improve their experience. It will support upgraded shuttles for several field trips, listening devices on selected large trips, reduced fees for two raptor-banding field experiences, parking lot shuttles at OIT, online ads, premium items given to attendees, improved event signage, and collaterals distributed to a variety of nature centers, camera shops, photography clubs and other businesses. For 2019 we have chosen an iconic forest bird, the Varied Thrush, as the featured festival bird. The grant will support the creative effort to include this bird in our advertising. This bird will also be one of the forest birds featured in our youth art contest encouraging youth to learn about their local environs.

Describe the need for your project

Long-Term (250 words or less)*

Our goal is to have a viable, exciting birding and photography program that will entice both returning and new participants to the festival for years to come. Each year we introduce about 30% new activities to keep the program fresh. We also hope that attendees will want to return to the Basin at other times of the year.

We will continue to look for new partnerships and sponsors and seek out new transportation sources for field trips in the Basin. We will work closely with Discover Klamath to determine best practices in the marketing industry that they can recommend. We are working to bring more non-profit and community based partners to the vendor area to showcase area resources and opportunities.

What is the long-term plan for your project

Measurability (250 words or less)*

Our online registration process will provide data on attendees zip codes and how they heard about the festival. We conduct post festival surveys to determine customer satisfaction with the festival, and obtain additional data to help evaluate the success of our marketing strategies. We will ask very specific questions to address the impact of amenities provided: event signage, parking lot shuttles, listening devices, upgraded shuttles, attractive pricing. The potential for return visitors at any time of the year, including the festival, will be assessed. Our pre and post surveys will also determine how many "heads in beds" resulted from attending the festival.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

The Winter Wings Festival supports the mission of Discover Klamath, the region's tourism entity. We encourage visitors to come and experience the Klamath Basin. We share the natural resources of the area with our field trips to the various birding hotspots including federal refuges, state-owned lands, and private properties. We offer these activities in the shoulder season which is one of Klamath County's priorities.

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

Over our 40 year history we have built the festival into a true community-supported event with many sponsors, partners and volunteers contributing. The Klamath Basin Audubon Society has benefited from the fundraising efforts by the Festival organizers and continues to use the funds to reach out to the community with grants and projects such as the downtown Klamath Falls painted utility boxes.

Partners and/or Sponsors
 USFWS National Wildlife Refuges
 Wild Pigment Studio
 Favell Museum
 Discover Klamath
 Leo's Camera Shop
 Oregon Tech
 Chamber of Commerce
 Herald and News

Sponsors

At the time of the grant application, we have not gotten commitments from all of the sponsors we expect to join in by February. To date we have received cash or in-kind commitments from:

Canon
 Best Western Plus
 Running Y Ranch Resort
 Cerulean Hotel
 WorldMark by Wyndham
 Tamron (lenses)
 Cotton Carrier (camera harnesses)

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

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In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

Last year we received some negative feedback that we had an all-male keynote line-up. We consciously chose a female to keynote this year and do other activities and will advertise her appearance on a female birders FB page. We recruited a female photographer from Arizona to do seven photography activities for us.

New visitor regulations at the USFWS are resulting in free activities being offered that previously carried fees of \$40 or more with them thus increasing accessibility by those with limited resources.

We are bringing a musical 4-piece band from Portland that features puppets called Red Yarn. It will be a free event available all youth that come to Oregon Tech for the performance. Coordinators for a low-income after-school student program have also arranged for a special performance for Red Yarn on Friday pm.

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

We partner with locally owned hotels and restaurants such as the Waffle Hut, to host events. We feature Leo's Camera Shop at the festival and work closely with its owner to develop photography programs that are of high quality that will attract out-of-town visitors and host a photo contest for participants. Wild Pigments Studio offered three programs last year (one for adults and two for youth) and we will continue that collaboration this year. Favell Museum will host an event for us again this year. The Festival is headquartered at Oregon Tech, which provides our fee based catered events, classrooms for workshops and presentations, space for vendors and nonprofits and displays, and staff to oversee all aspects of this collaboration. We contract with Pelican Charters and the City Schools for our transportation needs.

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Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season?

yes/no*

yes

Does the project/event occur outside urban growth boundaries?

yes/no*

yes

Required supporting documents*

WWF W9.jpg

***Proof of federal tax id (if one is issued, do not upload docs for SSN)
 ***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

Insurance Requirements

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

Electronic Signature Agreement*

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

I agree.

Electronic Signature

Anne E. Wenner

Date/Time*

9/25/2018

1:30 PM

Tourism Traditional Application - Submission #300

Date Submitted: 9/28/2018

I have read the Grant Guidelines posted on September 1, 2018

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

-- Select One --

Project Title*

2019 Kruiise of Klamath - Extended Stay Package

Grant Cycle*

Fall 2018

Amount Requested*

11500

Total Project Cost*

49500

Entity Federal Tax ID Number

20-5105004

Do not enter if putting in SSN