

**Print**

**Tourism Traditional Application - Submission #719**

**Date Submitted: 9/25/2019**

I have read the Grant Guidelines posted on September 1, 2019

**yes/no\***

yes ▼

I plan to apply for two projects

**yes/no**

no ▼

If yes please rank this project for level of priority

**priority**

N/A ▼

**Project Title\***

Winter Wings Festival Transportation and Marketing Grant

**Grant Cycle\***

Fall 2019

**Amount Requested\***

9411.00

**Total Project Cost\***

16,941

**Entity Federal Tax ID Number**

93-0830738

Do not enter if putting in SSN

**Entity Name\***

Klamath Basin Audubon Society/Winter Wings Festival

**Grant Contact Name\***

Anne Wenner

**Email Address\***

aewenner@gmail.com

**Address\***

1608 Cove Point Road

**City\***

Klamath Falls

**State\***

Oregon

**Zip Code\***

97601

**Phone Number\***

5418912319

**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 Wenner

**reply email**

aewenner@gmail.com

**reply email**

aewenner@gmail.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-ba ▼



**Project (250 words or less)\***

Birding tourism is growing. In the United States, approximately 46.7 million people observed birds around the home and an estimated 38% (17.8 million) took birding trips that averaged 13 days away from home. Wildlife photographers numbered about 25.4 million in 2011. The Winter Wings Festival seeks to attract mainly enthusiastic and casual birders plus nature photographers to our festival where about 130 species can be seen in the wintertime. The Klamath Basin is well-positioned due to its location along the Pacific Flyway and the diverse habitats of lakes, forests, marshes, and grasslands. We need help with marketing, visitor amenities, and event transportation to attract and sustain birder and photographer involvement.

The 4-day Festival, taking place Feb. 13-16, 2020, is considered the premier winter outdoor recreation event in the Klamath Basin. The Festival compares favorably to 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.

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. We have selected Rosemary Mosco, Gerrit Vyn and Nathan Pieplow to keynote this year, all recognized as some of the top national leaders in birding and photography. Due to our work with national birdwatching magazines, a new group tour sponsored by the Birdwatcher's Digest will visit here in mid-February increasing hotel stays.

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)\***

We know from national USFWS studies that our target audience is highly educated, 56% female, and predominantly between the ages of 40-70. They travel where bird life is abundant and are keen to see as many species as possible in the most cost effective manner. For that reason, we must keep our fees low. The tourism grant helps us to mitigate out-of-area marketing and transportation costs to attract visitors to nearby refuges and bird watching hot spots.

We will send print and/or electronic ads to Audubon chapters, Cornell All About Birds website, a variety of nature centers, camera shops, photography clubs and other businesses where our target audience gets their information. We will contract with Discover Klamath to increase our use of instagram to target nature photographers.

Some shuttles will be offered in lieu of Klamath City School buses to make sure that our typically older audience is comfortable on longer field trip outings and to replace buses that are only available for a limited time two days of the festival. We will supply listening devices as an amenity on some of the larger buses. We will attempt to mitigate parking challenges at Oregon Tech with shuttles during selected hours.

Our trips take visitors to several areas outside of Klamath Falls such as Fort Klamath, Lava Beds, Bonanza, the Lower Klamath and Tule Lake National Wildlife Refuges.

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 products.

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, listening devices, upgraded shuttles, attractive pricing. The potential for return visitors at any time of the year, including the festival, will be assessed.

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 41 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, Badger Run facility enhancements, and the Bird Ally avian botulism response at Lower Klamath Refuge.

**Partners and/or Sponsors**

Chamber of Commerce  
 Discover Klamath  
 Favell Museum  
 Herald and News  
 Klamath Museum  
 Leo's Camera Shop  
 Oregon Tech  
 USFWS National Wildlife Refuges

**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:

Best Western Plus  
 Cerulean Hotel  
 House of Homes Realty  
 Running Y Ranch Resort  
 Sky Lakes Medical Center  
 Vortex  
 WorldMark by Wyndham  
 The Nature Conservancy

**Volunteers**

About 20 volunteers help to plan and organize the festival and another 100 plus volunteer during the 4 day festival weekend.

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)**

The Winter Wings Festival is the premier winter event that occurs in February in Klamath Falls. Local hotels look forward to the influx of visitors during an otherwise slow time of the year. Through our surveys we know that winter visitors often plan to return during other bird migration periods. Through our Festival, many more become acquainted with the natural resources and beauty of the Klamath Basin making a positive and sustaining contribution to the local travel industry.

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)**

We have a gender and age diverse group of keynoters.

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.

Once again we will offer free family activities to the youth of the Basin. We are seeking other grants to underwrite cartoon sketching for youth and the appearance of the West Coast Falconry group with up to 9 live raptors.

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.

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.

We will use some local caterers for offsite receptions/dinners

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

Is this project/event in shoulder season (October through May)? **yes/no\***

Does the project/event occur outside urban growth boundaries? **yes/no\***

**Required supporting documents\***

Binder5.pdf

\*\*\*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 \*\*\*These documents must be uploaded as ONE complete PDF file.\*\*\*

**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 fulfillment 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\***

9/25/2019

2:30 PM



September 20, 2019

Ms. Anne Wenner / Ms. Diana Samuels  
Co-Directors  
Winter Wings Festival  
PO Box 354  
Klamath Falls, OR 97601

Dear Anne, Diana, and the Winter Wings Festival Team:

**Discover Klamath Visitor and Convention Bureau** is pleased to support you/your organization's request of Klamath County for a tourism grant during the fall 2019 cycle, in support of the spring 2020 Winter Wings Festival in the Klamath Basin, the 41<sup>st</sup> such event.

This grant will allow your group to (i) secure transportation that allows excursions which are integral to your festival's success; and, (ii) allow you to increase marketing outreach for the 2020 birding festival, February 13-16, 2020.

We continue to come across articles and statistics showing the growth of recreational bird-watching globally and throughout the USA. The most current stats we've found show 46.7MM people observed birds around their home or on trips (Source: FWS). 38% (17.8MM) took birding trips, of which the average trip length was 13 days. The USDA (Forest Services) got similar results in a study they did, showing nearly 20MM American people took birding trips averaging 14 days.

The USA Bird Watcher profile is a desirable target for Klamath. We've found birders are highly educated, have above-average income, are middle-aged, include both men and women, and they spend 13-14 days on bird-watching trips. The number of people self-reporting themselves as birding-photographers increased 82% to 25.4MM from 2001 to 2011, according to the US FWS.

With the largest wintering population of American Bald Eagles, and a couple hundred more species migrating through the area annually, the Klamath Basin definitely has something worth marketing to this growing audience.

Discover Klamath regularly promotes bird watching, as it is a strength (also known as a "Tourism Asset") of our area throughout the year, so we whole-heartedly support your request for funds to help with transportation and marketing for the 2020 Winter Wings Festival because we know it will be a draw to our area and to local businesses, especially during the shoulder season.

  
Jim Chadderdon  
Executive Director





**September 21, 2019**

**Klamath County Tourism Grant Review  
305 Main St.  
Klamath Falls, Oregon**

**Dear Grant Committee,**

**On Behalf of The Best Western Plus Olympic Inn I'm writing in support of the Winter Wings Festival Tourism Grant.**

**Every year we are blessed with groups of birding enthusiast that travel to our area specifically for the Winter Wings Festival. The winter season here in Klamath falls is a slow time for the hotels. Having the opportunity to house guests for the February festival is an amazing rare winter opportunity for the hoteliers here in town. We all share the same ultimate goal, which is to bring tourist to the area, the Winter Wings Festival does exactly this. Our festival guests stay multiply nights in not only our hotel, but several others in the area. They frequent our restaurants and shop in our stores.**

**We've partnered with the festival for several years and feel strongly about the positive impact it's had in our community and hope with the help of the committee it will continue to flourish. Each year we are pleasantly surprised when guests leaving from the Winter Wings Festival will make their reservations for the following years festival. It's obvious it brings people back.**

**Best Western plus Olympic supports the grant request for funds to help grow the Winter Wings Festival.**

**Sincerely,**

A handwritten signature in cursive script that reads 'Vickie Rose'.

**Vickie Rose  
General Manager**

### **Olympic Inn**

2627 South Sixth Street, Klamath Falls, OR 97603 P: (541) 882-9665 Reservations: (800) 528-1238

[www.bestwestern.com](http://www.bestwestern.com)

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## **KLAMATH FALLS DOWNTOWN ASSOCIATION**

PO Box 372  
Klamath Falls, OR 97601

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**September 5, 2019**

**Klamath County Tourism Grant Selection Committee  
305 Main St.  
Klamath Falls, OR 97601**

### **Members of the Tourism Grant Selection Committee:**

Please accept this letter outlining our support of the Klamath Basin Audobon Society's (KBAS) application for a tourism grant to support the upcoming Winter Wings Festival.

Klamath Falls Downtown Association exists to promote downtown and the surrounding area, and this unique event is one of many opportunities in Klamath Falls to share with travelers from well beyond our city. These travelers will spend multiple days staying in our hotels, eating at our restaurants, and shopping at our shops. It is a marquee event for our area that showcases the natural resources that highlight the area, as well as the arts, culture, recreation, and amenities that we are working so hard to expose to the outside world. According to festival organizers, 60% of the attendance draw is from out of the area. We see this is a fantastic opportunity to not only increase tourism activity during the shoulder season, but also to showcase our community as a top-notch return destination.

We also support this event because, as a nonprofit, we understand the massive volunteer effort that is required to make an event like this happen. We celebrate the fact that KBAS is able to procure the volunteer assistance of approximately 100 locals who care enough about the event and our community that they are willing to donate an entire holiday weekend to make it happen.

We encourage you to support KBAS's grant application with full funding. This event will create a surge of business in downtown Klamath Falls and the surrounding area after a long winter. Our community is continuing to improve economically, and it is critical that events like this flourish so that momentum is maintained.

**Sincerely,**

A handwritten signature in blue ink, appearing to read "W. Darin Rutledge".

**W. Darin Rutledge  
Executive Director, Klamath Falls Downtown Association**

## **2020 Festival Project Timeline for Marketing and Collaterals and Distribution Plan**

1. Submit Meet Me in Klamath ad on 10/31/19 for Discover Klamath guide. Discover Klamath distributes. Budget: \$300
2. Create rack card and get printed by 11/7/19. Distribute rack cards via mail and hand distribution to local businesses, out of town nature and camera stores, other festivals, Audubon chapters, etc. Budget: \$350
3. Create photo flyer to distribute to some camera stores and camera clubs by 11/15/19. Budget \$120
4. Submit text for Oregon Events and Festival magazine listing by 10/31/19. Magazine distributes to tourist offices, etc. Budget \$300
5. Create poster by 1/1/20. Hand distribute locally and deliver and/or mail to some stores in the region by 1/15/20. Budget: \$294

[KLAMATH BASIN AUDUBON SOCIETY]					
[2020 WINTER WINGS FESTIVAL MARKETING]					
INCOME					
		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>		\$3,940.00			
OTHER INCOME					
Winter Wings Festival local marketing		\$844.00			
In-kind			\$2,400.00		
<b>SUB TOTAL INCOME</b>		\$4,784.00	\$2,400.00	\$0.00	\$0.00
<b>TOTAL INCOME</b>		<b>\$7,184.00</b>		<b>\$0.00</b>	
EXPENSES					
LINE		BUDGET		Actual	
ITEM		Cash	In-Kind	Cash	In-Kind
1	Content Development - press releases, graphical schedule, t-shirt design	\$780.00			
2	Print Collaterals - rack cards, posters, photo program flyers	\$864.00	\$2,000.00		
3	Visitor outreach - online ads, print magazine ads, premiums	\$2,296.00	\$400.00		
4	Local marketing	\$844.00			
<b>SUB TOTAL EXPENSES</b>		\$4,784.00	\$2,400.00	\$0.00	\$0.00
<b>TOTAL EXPENSES</b>		<b>\$7,184.00</b>		<b>\$0.00</b>	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL"

**[KLAMATH BASIN AUDUBON SOCIETY]  
[2020 WINTER WINGS FESTIVAL DEVELOPMENT AND SALES]**

**INCOME**

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$5,471.00			
<b>OTHER INCOME</b>				
Event transportation - Klamath City Schools match	\$4,286.00			
<b>SUB TOTAL INCOME</b>	\$9,757.00	\$0.00	\$0.00	\$0.00
<b>TOTAL INCOME</b>	<b>\$9,757.00</b>		<b>\$0.00</b>	

**EXPENSES**

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Event transportation - Pelican Charters	\$3,409.00			
2	Event transportation - Klamath City school buses for free trips to local refuge	\$791.00			
3	Event transportation - Klamath City Schools for remainder of trips and upgrade basis	\$4,286.00			
4	Visitor parking lot transfer at Oregon Tech	\$771.00			
5	Visitor amenities - listening devices or audio rentals	\$500.00			
	<b>SUB TOTAL EXPENSES</b>	\$9,757.00	\$0.00	\$0.00	\$0.00
	<b>TOTAL EXPENSES</b>	<b>\$9,757.00</b>		<b>\$0.00</b>	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" C

SEPTEMBER 18, 2019

TO WHOM IT MAY CONCERN:

Klamath Basin Audubon Society does not have employees involved in the Klamath County Tourism project, nor will any employees be driving for the grant project. In the event that travel in any way in support of the contract should be necessary, Auto Liability coverage will be obtained in advance.

Sincerely,

Anne Wenner, Winter Wings Festival Coordinator

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