

Print

Tourism Traditional Application - Submission #993

Date Submitted: 3/24/2020

I have read the Grant Guidelines posted on March 1, 2020

yes/no*

yes ▼

I plan to apply for two projects

yes/no

yes ▼

If yes please rank this project for level of priority

priority

N/A ▼

Project Title*

Downtown Hanging Flower Baskets

Grant Cycle*

Spring 2020

Amount Requested*

3,000

Total Project Cost*

10,000

Entity Federal Tax ID Number

26-3926266

Do not enter if putting in SSN

Entity Name*

Klamath Falls Downtown Association

Grant Contact Name*

Darin Rutledge

Email Address*

darin@downtownklamathfalls.org

Address*

205 Riverside Drive, Suite F

City*

Klamath Falls

State*

Oregon

Zip Code*

97601

Phone Number*

541-539-6212

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)

Darin Rutledge

reply email

darin@downtownklamathfalls.org

reply email

darin@downtownklamathfalls.org

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*

Drive year-round destir ▼



Project (250 words or less)*

At its inception in 2014, KFDA hung 60 flower baskets in the Downtown area. This followed the decision – due to lack of funding – to eliminate the program altogether for a number of years. In the 2015 season, complimentary banners were created to hang with the baskets and the number was reduced to 30. KFDA believes this was a prudent move as it significantly reduced the cost of the program while providing the same beautification impact. The flowers are displayed from June 1 through September, and due to the dry windy climate, require watering twice per day. Even with a reduced number of flower baskets, the project costs approximately \$10,000 per season.

The project is primarily funded by KFDA, along with donations from downtown businesses, property owners, and other individual donors. Our hope is that a Tourism Sponsorship Grant might ease the burden on our small businesses, protect KFDA's budget for programming and projects in other areas, and continue a very popular and welcome beautification tradition in Downtown.

This program is unique to the grant process because it isn't necessarily centered on a specific event. Having said that, the flowers will be appreciated by visitors every day from June through September, including during popular summer events such as Third Thursday (approximately 4,000-5,000 downtown visitors three times during the summer), as well as the Kruse of Klamath and other popular summer events. We believe that this program has an excellent "bang for your buck", and would return significant value on your investment.

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)*

The flower baskets in Downtown Klamath Falls have proven to be a much-appreciated and very popular design element in our Downtown. It reinforces the feeling of place as it ties Downtown businesses to each other from one end of Main Street to the other and demonstrates to locals and out-of-town visitors that we (the community as a whole) care about our Downtown, and how it looks and feels.

We are requesting \$3,000 to supplement the funding for this project.

*** Note: KFDA is also applying for a grant to supplement funding for the "Klamath Piano Project". While we are confident that both placemaking projects are worthwhile and deserving of the full amount requested, neither project is a higher priority than the other. In other words, if both projects are selected and it comes down to prioritizing one project over the other, we request that the total funding allocated be distributed equally across both projects.***

Describe the need for your project

Long-Term (250 words or less)*

We believe that this beautification project is a long-term effort, and will continue to deploy it annually. The hanging flower baskets, in conjunction with the ground pot flowers and other beautification components in Downtown, are an important component to visitors' perception of the health of our Downtown. KFDA is proud of our ability to leverage limited financial capital from multiple sources to achieve tangible, visible results in the Downtown area. We will continue to leverage funding as appropriate from private and public sources (including Klamath County and the City of Klamath Falls) to provide these amenities.

What is the long-term plan for your project

Measurability (250 words or less)*

Measuring the draw of out of town visitors is N/A; however, we will survey our downtown businesses on the feedback they receive from visitors, and will coordinate with Discover Klamath to determine if there are any additional ways we can measure the impact of the flower baskets with visitors.

This project is unique compared to other projects that have specific dates, ticketed entrance, or some other type of mechanism with which to track impact or impressions. We are confident that, if viewed in that light, the flower baskets generate tens of thousands of "impressions" every season.

We will continue to look for ways to quantify the impact of this program, and are open to additional ideas.

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)

Live, Work and Play. It's the mantra that is used by nearly every local organization and entity aligned with tourism or economic development. Klamath Falls clearly is a wonderful place to Live, Work and Play, and we believe that this project aligns perfectly with our region's desire to increase community pride internally, bring in more visitors, and provide a unique and welcoming experience to those that do visit.

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

Support & Involvement (250 words or less)

The program has tremendous community support. One of the letters of support that we are submitting with the application is from the president of the Oregon State Federation of Garden Clubs. This supporter is also involved in the local District Garden Club, which has been a consistent supporter of the program through financial contributions as well as "hands-on" resources when the project is launched.

Our downtown business owners are thrilled about the program and believe that it makes a difference in how people feel while they are Downtown, and the length of time people spend in Downtown. In support of that statement, we are still working to shift the other component of the Downtown flower program - Ground Flower Pots - to an "Adopt a Flower Pot" model. We already have 10 businesses signed on, and believe that we'll have 25 when recruiting efforts are complete. Also, in a survey of Downtown property and business owners to prioritize amenities in the Economic Improvement District, the flower program (hanging baskets and ground flower pots), was ranked as one of the top priorities.

We are also very proud to partner with and support a locally-owned small business, Mountain Valley Gardens, for this project. Mountain Valley not only provides the flowers themselves, they also store our flower baskets during the offseason and consult with us regularly prior to and during the season to ensure that our flowers are the best of quality.

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)

While this program does not directly attract visitors to our area, we do feel it enhances their experience greatly. Downtown is the heart of the community and is a reflection of how it feels about itself. The flowers bring a nice welcoming feel and give the sense that the downtown is cared for. This can contribute to a visitor's desire to increase the duration of their visit downtown, and to return and encourage their friends to visit. An article by Clutch MOV, "Downtown Beautification is more than Good Looks", describes "Driving Tourism" as the number two reason for downtown beautification projects such as flower baskets. One strategic goal of KFDA and the City of Klamath Falls is to minimize blight in our area. We feel that the flower baskets detract from the blight and empty storefronts present in our downtown. It should be noted that the city continues to fund the ground flower pots. These are separate from this program.

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)

The downtown hanging flower baskets are a shining example of a project that is accessible to and appreciated by people of all ages, races, income levels, physical ability and religions. The flowers represent a universal message of comfort and beauty, and welcome all to our Downtown.

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)

The hanging flower basket program is a supplement to other Downtown amenities such as benches, banners, and holiday decorations. Downtown amenities are in large part funded through a combination of private (KFDA) and public (City of Klamath Falls) funding, and we believe that the hanging flower basket program is an important and valuable addition to that package. Klamath County's contribution through this tourism grant program further leverages public/private funds for a project that is important to our community and to our tourism efforts.

Visitors to Downtown and Klamath County residents in general can be proud that local business and property owners, KFDA, the City of Klamath Falls, and Klamath County are all contributors to a welcoming and vibrant Downtown.

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***
no

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

Required supporting documents*

KFDA Attachment Package.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

W Darin Rutledge

Date/Time*

3/24/2020

2:00 PM

[ORGANIZATION] Klamath Falls Downtown Association
[PROJECT TITLE] 2020 Hanging Flower Basket Program

INCOME

	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$ 3,000.00				
OTHER INCOME					
KFDA	\$ 1,000.00				
Business Donations/Through KFDA	\$ 5,340.00				
Bell Hardware staff time to hang and remove		\$ 160.00			
SUB TOTAL INCOME	\$ 9,840.00	\$ 160.00		\$ -	\$ -
TOTAL INCOME		\$ 10,000.00			\$ -

EXPENSES

LINE
ITEM

	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
1 Baskets with flowers	\$ 1,950.00				
2 Watering (full Season}	\$ 7,890.00				
3 Bell Hardware staff time to hang and remove		\$ 160.00			
4					
SUB TOTAL EXPENSES	\$ 9,840.00	\$ 160.00		\$ -	\$ -
TOTAL EXPENSES		\$ 10,000.00			\$ -



Klamath Falls, 3-14-2020

To whom it may concern,

Thank you for your past support for the hanging flower baskets. I encourage you to continue to help out with the funding of this important project to better the image of Klamath Falls.

Thanks to the enthusiastic leadership of the Downtown Association our Downtown is looking real good.

The hanging baskets are a big part of that image.

Flowers are not a luxury; they lift spirits, bring pride and a positive attitude to the people living in and visiting our Downtown.

Respectfully,


Tanja Swanson

Oregon State Federation of Garden Clubs, Inc.

president 2019-2021

March 24, 2020

Dear Selection Committee,

I would like to offer a letter of support for the Klamath Falls Downtown Association and their pursuit of a tourism grant to purchase hanging flower baskets for our downtown. There is a lot of effort put into hanging the flowers and keeping them watered throughout the summer months and into fall.

I'm a local businessman with an office located in the 700 block of Main St. These flowers brighten up our downtown and are very inviting to folks visiting downtown Klamath Falls. They offer a welcome feel and let visitors of our downtown know there is pride and we welcome them to stop and walk around. Visitors, the downtown community and my clients always complement and appreciate the flowers year over year.

This grant will help offset the high cost of purchasing, hanging and maintaining the flowers until the frost hits in late 2020. Thank you for your consideration.

Sincerely,



Bryan Phillips
541-331-6555

Mike and Rachael Moore
2818 Front Street
Klamath Falls, OR 97601
March 22, 2020

Klamath County Tourism Grant Committee

Dear Grant Committee Members:

We own the building at 621-625 Main Street in Klamath Falls and also are business partners in the Subway Sandwich franchise at 625 Main Street. As property and business owners in downtown, we know very well the importance of maintaining an attractive appearance to encourage patrons to visit our business and our tenants' businesses.

We have been particularly supportive of the beautiful hanging flower baskets that have lined Main Street for many years. The brightly blooming flowers add such color and vibrancy to the downtown corridor. Customers and friends frequently compliment the wonderful bouquets that brighten this busy thoroughfare that make shopping, dining, and conducting business more enjoyable.

We have made personal contributions to support the hanging flower baskets for many years, and we hope that the Tourism Grant Committee will once again seriously consider awarding this grant to our downtown.

Sincerely,
Mike and Rachael Moore