

TOURISM GRANT APPLICATION

Organization Applying: Klamath Basin Audubon Society

Address: P O Box 354

City, State, Zip Klamath Falls OR 97601

Contact Person: Julie Van Moorhem

Phone Number: 541-882-4488

Tax ID # or SSN: 93-0830-738

Email Address: jvanmoo@sisna.com

Web Site Address: www.WinterWingsFest.org

Title of Project: 2013 Winter Wings Festival

Brief Description of Project: This is a community-wide event that celebrates Bald Eagles, raptors and waterfowl of the Klamath Basin during Presidents' Day Weekend. A variety of educational field trips, tours, workshops, free family activities, and receptions will be offered over the **four days** of the event, an increase over 2012.

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant *Julie Van Moorhem* Date 9-26-12

Signature of Board Chair *Kathy McKeon* Date 9-26-12



KLAMATH COUNTY TREASURER

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10000	10000		
Cash Match -					
Source: Title Sponsor		5000			
Source: Other Sponsors	1950	2750			
Total Cash Match	1950	7750	9700		
Other Funding Sources:					
Source: Registration		42000			
Source: Vendor Revenue		2500			
Source: Tour Group		4650			
Source: Book Sales		100			
Total Other Funding Sources:		49250	49250		
Total Projected Revenue	1950	67000	68950		
EXPENSES					
Advertising: Design/Print Joint Visitors Guide with Discover Klamath		5019			
Web		1700			
Local Advertising		900			
Other (Ads, Radio/TV, e-mail blasts, direct mail, online magazine ads, rack cards, misc. other publicity)		3965			
Total Advertising (Publicity)			11584		
Printing					
Postage		700	700		
Misc/Other (Explanation Req'd):		5250			
Other: Registration					
Other: Transportation		7854			
Other: Operations (Facility rental, Signs, Outreach, etc.)		10945			
Other: Program		11000			
Other: Hospitality		14010			
Total Miscellaneous/Other :			49059		
Total Projected Expenses			61343		
Net Projected Income<Expense>			7607		

Tourism Grant Budget Form

**Do not include any items listed on Page 3 of the application as not eligible
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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To acquire funds to assist us in bringing visitors to Klamath County. These funds will offset higher marketing costs. Increased advertising and promotion will likely increase attendance, which will help maintain free and/or low-cost festival activities that will be attractive to visitors and residents, and also increase hotel/motel room nights over the **four festival days, an increase from 2012.**

2. What are the project activities?

This event will offer birding field trips, presentations by three (3) nationally recognized speakers, nature and photography workshops and field trips, free live birds of prey presentations and exhibits, vendors and displays, **a full day of free family activities** (face-painting, migration challenge, suet feeders, digital photography for kids, etc.), a basin wide K-12 school art contest, photography contests for children through adults, raffles, door prizes, free photography and birdwatching workshops and field trips for children and families, free mini-sessions, three (3) receptions including an evening banquet dinner, and pro photographer celebrity and birding celebrity field trips. Field trips take participants as far as Lower Klamath and Tulelake NWR, Butte Valley, and Crater Lake. Also, various locales such as Ft. Klamath, Klamath Marsh, Swan Valley, and Refuge Headquarters are utilized and festival attendees are encouraged to explore the

Klamath Basin on their own using maps that we provide.

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

The Winter Wings Festival (WWF) begins on Thursday, February 14, 2013, and ends on Sunday evening, February 17, 2013. It is scheduled to take advantage of the Presidents' Day Weekend holiday and offers **four full days of activities**. In 2013 beginning Thursday morning, February 14, **an extra full day** of field trips, workshops and a keynote presentation will bring some visitors in for an **extra day or two in our community**. We will continue offering activities **through Sunday to encourage visitors to stay over that night instead of leaving Sunday morning**.

4. Who is the target market? What is your strategy for reaching the target market?

Target market: Birders, naturalists, families, and nature photographers throughout the Western states; local residents and families; repeat visitors from recent years.

Strategy:

Continue past marketing strategies that have proven to be most effective in attracting the target audience, eliminate or reduce dependency on strategies that have not, and innovate new strategies that will broaden our outreach to the target market.

Continue past proven strategies

**** Attract new nationally recognized birders and photographers who will spark interest in the WWF.**

** Increase the Winter Wings Festival's presence on the web, the primary means cited in post festival surveys by which attendees learned about the festival

** Encourage word of mouth publicity by our volunteers, sponsors, leaders, etc.

** Send e-blasts to past attendees and potential visitors who have requested information through Winter Wings and/or Discover Klamath.

** Utilize mass media markets that have historically attracted participants to the festival, e.g., our partnership with Discover Klamath to run television spots featuring the Winter Wings Festival along the I-5 corridor.

** Share information about the festival in written publications and online venues that birders and photographers subscribe to: Online birding sites, Audubon newsletters, bird sighting networks, birding and photography magazines, photography clubs, etc.

** Partner with the Herald and News and other regional newspapers to get feature articles printed about the festival.

** Utilize social media to reach younger audiences.

** Work closely with our host hotels, major presenters, reception venues, and sponsors to promote the festival on their websites and on site.

** Disseminate information regarding photography contest and other free activities more effectively through all media outlets

** Increase the number and type of family friendly activities.

Eliminate

** Printed brochure that was formerly distributed to about 2500 potential attendees.

Innovate

** Partner with Discover Klamath to produce a special winter visitor's guide that will be available electronically and in print version. Previous issues of Discover Klamath's e-Magazine were made available to 8,500 leads garnered from various cooperative marketing initiatives. To date, 1399 printed copies have been mailed as a result. We plan to reach marketing points such as: birders, wildlife agencies, nature shops, photography stores, and hotels in the Oregon and Northern California region. This is a new cost effective marketing strategy intended to maximize Festival exposure in addition to other wintertime activities in the Basin.

** Promote WWF at places birders frequent such as other birding festivals, nature shops, zoos, etc.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

We **expect at least 714 paid registrants**. In 2012, there were 680 registrants (an increase of 32% over 2011) who generated 439 room nights. We anticipate similar or increased numbers for 2013 because we offer an additional full day of activities and increased numbers of activities on Sunday, leading to extra room nights. We believe this strategy will encourage participants to come into town a day or so early and stay over on Sunday night instead of leaving Sunday morning.

We **obtain information on paid registrants** primarily through the WWF **on-line registration system** and follow-up on-line evaluation surveys. The on-line registration system requires registrants to indicate the following in addition to demographic information (age group, gender, etc):

1. current address, city, state and zip code
2. where they will stay in Klamath Falls (hotel/motel, B&B, campground, relatives and/or friends)
3. number of nights they will be staying

We **expect at least 1,200 to 1,300 walk-in participants** for free family activities and to view vendors' wares and nature displays. **Free** workshops, field trips and mini-sessions require registration; therefore, those demographics will also be captured.

6. How are you planning on extending the visitors' length of stay? How will you encourage early arrival and late departure?

We are offering **an extra full day of activities on Thursday** and continue through Sunday. We think that the people who sign up for these events **will probably come in on Wednesday, February 13, which**

adds a night to their stay – some might even come a day earlier than that just to explore the region. By having a high number of trips, workshops, and mini-sessions on Sunday we think visitors also will **stay over on Sunday night instead of leaving Sunday morning, thus generating another night of hotel business.** This will increase the number of room nights in hotels and restaurant visits. The quality of these events will encourage early arrival and late departure.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

WWF is an event produced by the Klamath Basin Audubon Society (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 30 years ago. The festival is produced entirely by volunteers, many drawn from KBAS, and also others from the community who are dedicated to the success of the Festival. There is **no paid festival staff.** Most of our trip leaders and presenters are also volunteers, many with multiple years experience with the festival.

Over the last three years more key volunteers have begun taking leadership roles on the committees. A group of key volunteers begins the work on the program, operations, publicity, etc. in April for the next year's Festival. During the summer months, key volunteers on the nine committees initiate activities in their areas. By December, we begin recruiting from the pool of general volunteers to staff the festival. By February we have involved over 100 volunteers to successfully produce the festival, including youth from various schools in the Basin.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

Anne Wenner and Diana Samuels will be coordinating the 2013 festival again. Ms. Wenner has many years experience managing the festival when it was the Bald Eagle Conference and also when it transitioned to the more community focused Winter Wings Festival in 2005. She has also been active in other Klamath Falls community-based events. Ms. Samuels is one of the three coordinators who produced the highly successful 2008 and 2009 Festivals that increased the paid attendance by 42% and 26%, respectively. Together, the WWF coordinators have extensive experience conducting festivals, coordinating volunteers, raising funds, and serving on other non-profit boards. The coordinators have a unique set of skills, management experience, and working knowledge of birding festivals.

The WWF has **a proven track record of bringing tourists to Klamath County in the shoulder season.** Sponsor hotels continue to eagerly provide support to the Festival and promote it. In 2012, the Cimarron Hotel provided a shuttle to OIT that was especially helpful to attendees; they plan to offer this again in 2013. An elementary school in Redding, California, has attended the festival for at least 15 years, bringing approximately 45 students and as many parents each year.

The Festival Coordinators are actively working with other partners in the region to gain more community support for the Festival. We have solicited input from Discover Klamath Board members, the Klamath County Chamber of Commerce staff, the Klamath National Wildlife Refuge manager, U. S. Forest Service, Oregon Department of Fish and Wildlife and

sponsoring entities. We are working with other birding festivals to do cross-promotional advertising.

In addition, we have **successfully partnered with local businesses** to provide: special lodging packages for attendees; an international photography company, Canon USA, will underwrite portions or all of the photography workshops and/or special nature photography events--an increase from one (1) photography event in 2008 to a total of thirteen (13) in 2012; a special reception featuring local organic products derived from the Basin's Walking Wetlands farming program.

As the **reputation of the festival has grown**, more nationally and regionally recognized speakers are eager to come to Klamath Falls to participate in the Festival. This year we have three nationally-recognized speakers featured at the Festival: Alvaro Jaramillo, naturalist, birder and author will be the Thursday night keynote presenter; Kevin Karlson, a renowned photographer, naturalist, bird tour guide, and author will present the Friday night keynote; George Lepp, a highly regarded Canon Explorer of Light photographer, will be the keynote presenter on Saturday night. High Desert Museum, located in Bend, will do a **free** raptor (hawks, owls and eagles) **presentation for families**, which is **open to the public**. In addition, High Desert Museum will present two outdoor live raptor photography sessions. A California tour group will attend an afternoon reception at a Bear Valley residence.

The strengths of the Winter Wings festival coordinators in planning and developing this festival for many years and the **proven successful record of bringing a significant number of visitors to Klamath Falls in the shoulder season** to stay in our hotels, eat in our restaurants, visit this beautiful region (and perhaps return for future

visits) uniquely qualifies us to carry out this project. The Winter Wings Festival's direct total economic impact to the community from visitors' expenditures such as lodging, food, gas, and WWF expenditures to local vendors for facilities rental, transportation, hospitality, publicity, printing, etc., in 2012 was approximately \$128,965. This does not include any multiplier.

(NOTE: Communities often determine economic impact of tourism events by using a multiplier. A multiplier of 3 up to 7 is not uncommon (**Basin Business section of Herald and News, July 14, 2011.**) If such a multiplier were used for the Winter Wings Festival, **on the conservative side, using a multiplier of 4, a total economic impact of \$515,860** would accrue to the community as the money recycles. If the **higher multiplier of 7 were used, an economic impact of \$902,755** is generated.

Marketing Plans

9. Describe specifically how you will market the event to visitors.

a. E-mail/distribute Discover Klamath's online and print magazine to **8,500** plus potential attendees, including an additional 1200 on the WWF email list, in the photography, birding and wildlife viewing communities.

b. Notify via e-mail newsletter (an e-blast with graphics and photographs) 1,200 previous attendees as well as interested parties on the festival e-mail distribution list of our upcoming program and plans.

c. List on Discover Klamath website.

d. List in Travel Oregon and Oregon Events

Calendar.

e. List on about 20 festival websites/directories in multiple states.

f. Update Festival website with 2013 program and related information. (www.WinterWingsFest.org)

g. Provide regular communications to our 250 Facebook followers and try to grow that number. Explore the use of Twitter and other social media.

h. Purchase ads on television stations with Discover Klamath and develop PSA ads in California and Southern Oregon for radio distribution.

i. Place posters in California and Oregon nature stores and photography stores.

j. Distribute flyers or rack cards to other birding festivals, nature shops, on Amtrak routes and Chamber of Commerce offices in Northern California and Oregon.

k. Distribute rack cards or flyers at other events that attract outdoor recreationists such as Cycle Oregon and the Sacramento Sportsman's show.

l. Advertise online with nationally known birding websites, e.g, Cornell Lab of Ornithology and American Birding Association.

m. Run ads or announcements in Audubon chapter newsletters. Recruit field trip leaders and attendees from other Audubon chapters in Oregon, some of whom may have a local following who will attend the Festival.

n. Run printed ad for two months in Outdoor Photographer Magazine, a premier outlet with 200,000 subscribers. Run three-month online ad in

Outdoor Magazine.com Travel and Workshops section, which averages 6,000 monthly visits.

o. Purchase ad space for three (3) months on both Birdwatcher's Digest online (120,000 page views monthly) and in their monthly E-Newsletter (198,000 double opt-in subscribers).

10. How will you measure your success or attendance? Examples: survey, Raffle, Ticket Sales. (Be specific)

Criteria:	Measure:
Attendance	On-line Registration
Attendance at Free Events	On-line Registration and Head Count
Room nights	# room nights in hotels (on-line registration)
Collaboration with groups	increase community groups participating
Sponsors	increase sponsor revenue
Participation	increase targeted registrants by 5%
Event evaluations	increase positive evaluations (on-line survey)
Financial impact on community	dollars spent during stay--hotel, gas, food, etc. (on-line survey)
Planned return visits to	# of "yes" responses

Klamath Falls within 1 year to an on-line
evaluation Question

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

This grant will increase our likelihood of success by providing additional marketing funds that are otherwise unavailable to us. We cannot implement some of the marketing strategies we've worked on without additional funding.

Each year we try to improve the visitor experience and marketing. For 2012 we hired local web designers to do a complete redesign of our website to make it more visually compelling. That effort can be seen at www.WinterWingsFest.org.

For 2013 we completed a conversion of the WWF website to a Wordpress application to enable festival coordinators to update the website on a more timely basis.

Based on our data on how attendees learned about the 2012 festival, we retained successful marketing strategies and eliminated those that were ineffective. Over the summer we held several **strategy sessions with Discover Klamath** to co-produce a special Discover Klamath promotion. If we **receive the full grant funding requested**, then we will proceed with this **plan to contact approximately 8,500 West Coast birdwatchers as well as past attendees from the last four years (since 2008)**.

In addition to attracting three great nationally recognized keynoters for 2013, we have added more field trips, workshops and talks to the four-day festival so we have the capacity for more attendees

to have a quality experience. We believe the "table is set." Now we need to get the word out to a larger audience.

The grant will also defray some of the costs for this new campaign, support television ads, the conversion of our website to make it more professional and timely, e-mail blasts to our list of over 1200 interested households, and ads in national online birding sites. We have been advised by professionals in the marketing arena to spend more to reach more potential attendees, to more efficiently spend our marketing funds, to produce less print media and more electronic media, and to interact with other festival leaders. We believe diversifying advertising and promotions will likely increase attendance, increase the number of hotel room nights, enhance our chances for a successful event and contribute to the local economy through lodging, meal, fuel expenditures, etc.

If we only **receive partial funding**, then we will have to either selectively eliminate some planned advertising and/or seek additional sponsors.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

-- Volunteers** An estimated 4000 volunteer hours are donated to produce the festival. Based on an hourly rate of \$21.79, the estimated value of total volunteer donation is \$87,160.

-- Several hotels will provide special room rates for participants, comp rooms for presenters, and field trip pick-up locations and a shuttle to OIT

- Wildlife resource agencies will provide personnel as field trip leaders and transportation
- Retail businesses and local farms and individuals will donate some food and beverages for receptions
- The Chamber of Commerce will provide some copying support
- USFS will donate staff, facility and materials for the tracking workshop
- ODFW will host several photography events on site
- Local photography club will organize and produce the photography contest
- Leo's Camera will donate some of the photo contest prizes
- The Ledge will donate snowshoes for field trips
- Various businesses will donate door prizes

**Based on statistical information from the U.S. Department of Labor, the value of a volunteer hour is estimated to be \$21.79 in 2010. The estimate of the value of volunteer time is calculated by taking the average hourly wage of all non-agricultural workers in the U.S. as determined by the U.S. Department of Labor, Bureau of Labor Statistics and increasing the amount by 12% to estimate fringe benefits.

DISCOVER
KLAMATH
OREGON UNEXPECTED

August 29, 2012

Agency Representative:

Discover Klamath Visitor & Convention Bureau is pleased to state its support for the Annual Winter Wings Festival.

This multi-day birding festival, now in its 34th year, celebrates the wide variety of bird species that residents and visitors alike are able to enjoy annually. With educational seminars, field trips, guest speakers, and more the Winter Wings Festival brings visitors and residents to enjoy the natural resources of the Klamath Basin.

The City of Klamath Falls, along with numerous businesses and merchants, stands to benefit economically from the draw of out of county visitors to the Winter Wings Festival. Discover Klamath looks forward, once again, to participating in a cooperative approach with organizers of promote the 2013 Winter Wings Festival.

Sincerely,



Jim Chadderdon,
Executive Director
Discover Klamath Visitor & Convention Bureau

CIMARRON INN

Klamath Falls

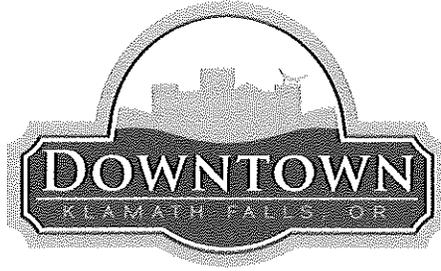
To all that it may concern,

In 2012 Cimarron Inn partnered with the Winter Wings Festival to offer discounted lodging to the attendees of this event. This event brought in new business that had not been seen in the previous year at Cimarron Inn. We were very pleased with the turnout, and number of attendees.

Cimarron Inn is looking forward to a 2013 partnership with this event that increases room sales in February. Cimarron Inn plans on being Host Hotel Partner for this year's 2013 event, and supports the event and its volunteers.

Cimarron Inn
Represented by

Victoria Haley
Sales Coordinator



August 29, 2012

To Whom It May Concern:

It is with pleasure that I write this letter supporting the Klamath Winter Wings Committee's application for the Klamath County Tourism Grant. The Winter Wings Festival held on Presidents' Day Weekend every February for the last 34 years is one of the most remarkable events of its kind nationwide and provides an essential economic boost to our local business community.

Five hundred or more tourists with a passion for birds and bird-watching flock (pun intended) to the Oregon Institute of Technology for this five-day event where they listen to world-class experts on ornithological habitat, rescue, photography, art and more. Even though the weather is almost always cold and snowy, they are not daunted by early-morning outings to watch the eagles and other winter birds. The Klamath Basin is in the migratory path of the Great Western Flyway, so the numbers of bird seen at this time of year is astounding!

This event and its enthusiastic participants bring a surge in local business during a month that is typically very slow for all of us. OIT is very close to the downtown area so many of the attendees shop and dine with us. Funds from this grant will be used to market the event to an even wider audience and capture new attendees, thus more tourist dollars will infuse our community.

It is so important, especially during these difficult and uncertain economic times that events like the Winter Wings Festival survive and grow. Please give the Klamath Winter Wings this grant and help them as well as the Klamath Falls community.

Sincerely,

Linda R. Warner, Board Member
Klamath Falls Downtown Association
PO Box 372
Klamath Falls, OR 97601

Oregon TECH

Office of the President

Christopher G. Maples, Ph.D.

3201 Campus Drive Klamath Falls, OR 97601-8801
541.885.1112 (office) 541.885.1101 (fax) chris.maples@oit.edu

September 7, 2012

Klamath County Tourism Grant Committee
305 Main Street
Klamath Falls, Oregon 97601

Dear Tourism Grant Committee:

I am writing this letter to support the grant application being made by the Winter Wings Festival. The Winter Wings Festival has been part of the February schedule at the Oregon Institute of Technology for more than two decades. During that time, the Oregon Tech community has been both delighted and impressed to see the number of visitors from outside the local area who travel here for this exceptional and unique experience. In particular, the hands-on workshops, local expertise, and excellent, nationally renowned speakers have elevated the Winter Wings Festival to an event that is garnering national recognition. I have been especially pleased to see the focus on wildlife in the Klamath Basin and the wonder and beauty of our part of the world.

The Winter Wings Festival is a vital part of the local educational landscape—promoting understanding of Klamath Falls' location on the Pacific Flyway and our respect for this critical stopover by migratory birds. We are proud to be associated with Winter Wings Festival here at Oregon Tech, and I strongly encourage you to fund this proposal.

Sincerely,



Christopher G. Maples
President

Hands-on education for real-world achievement.



437 Main Street
Klamath Falls, OR 97601

541 882-3331

www.leoscamerashop.com

August 28, 2012

Klamath County Tourism Grant Committee
305 Main Street
Klamath Falls, OR 97601

Tourism Grant Committee:

Again this year we at Leo's Camera Shop have decided to pledge our support to the Winter Wings Festival and I hope you will too. We have a unique opportunity in our community to make Klamath Falls shine in the eyes of our out-of-towners.

For those of us who have grown up here, it's very easy to take this area's natural beauty for granted. Each year the event grows and each year we get more tourism dollars from our most unique natural wonder, our birds. Almost every year customers that were visiting from outside the area openly expressed to me, with gleam, "You have no idea how lucky you are to live in an area with so many amazing birds". A couple of years ago a friend came to visit who was a bird lover and she wanted to go to a refuge, which we did, and she told me she thought she had died and gone to heaven.

At last year's Winter Wings Festival, with the support of Canon USA, Inc. we brought in Canon technical experts to do an educational session on bird photography using Canon equipment. Canon provided a lot of professional camera equipment for participants to borrow so they could experience the equipment. Canon also made it possible for Professional Photographer Darrell Gullin to give a special presentation on Friday evening. Over 250 people attended the presentation. On Sunday mornings local professional photographer, Larry Turner took 10 people on a guided tour of the refuge where he gave participants photo tips. It was an amazing year with awesome weather and great workshops.

Canon USA is providing the staff and equipment to me at no cost. In 2013 we are bringing in another of Canon's "Explorer of Light" contract photographers, George Lepp, for a presentation and field trip. George is one the photo industries leading technical gurus. He has been a featured writer for Outdoor Photographer magazine for the past 25 years. It is truly an honor to have him speak at Winter Wings Festival 2013.

Exciting things are happening at the Winter Wings Festival. The bottom line is that we need your support. We have only scratched the surface on the potential economic benefit to our community from visitors out side our area coming to an event like this. Birders are passionate, love to spend money, and I believe they will return year after year once they have experienced our area and the Winter Wings Festival. I'm committed to this event, won't you commit, too?

Steve Spencer
Leo's Camera Shop



September 15, 2012

Klamath County Tourism Grant Committee
305 Main Street
Klamath Falls, OR 97601

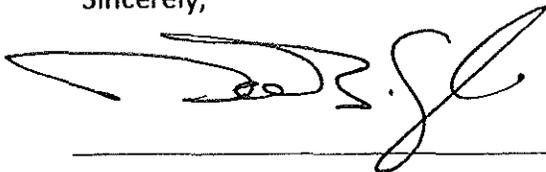
RE: Winter Wings Festival

Dear Committee Members:

I am writing this letter in support of the Winter Wings Festival and their efforts and focus of providing a unique educational experience for all ages while attracting tourism to our area. Their professionalism and dedication to offer such a wide variety of programs, seminars and field trips is what has attracted nationally acclaimed keynote speakers and community leaders to be a part of the festival.

The City of Klamath Falls, along with numerous businesses and merchants have benefited from the draw of visitors to the festival. We understand any effort and support we provide can only be magnified by the funds of a Klamath County Tourism Grant to the festival.

Sincerely,



David S. Ellis | General Manager
Running Y Ranch
5500 Running Y Road Klamath Falls, OR 97601
P: 541.850.5599 | C: 541.591.2827 | F: 541.850.5593
davide@runningy.com | www.RunningY.com