

Print

Tourism Traditional Application - Submission #709

Date Submitted: 9/17/2019

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*

Brochure reprinting

Grant Cycle*

Fall 2019

Amount Requested*

\$1925

Total Project Cost*

\$1925

Entity Federal Tax ID Number

94-3143814

Do not enter if putting in SSN

Entity Name*

Klamath Wingwatchers, Inc

Grant Contact Name*

Leslie Lowe

Email Address*

inharmony46@charter.net

Address*

8880 Tingley Lane

City*

Klamath Falls

State*

Oregon

Zip Code*

97603

Phone Number*

5418826509

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)

reply email

reply email

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)*

By March, 2019, we will reprint a "Guide to Wingwatchers Lake Ewauna Interpretive Trail", no changes, and b) "Turning a Swampy Area into a Wetland Nature Trail, a guide to 30 native plants on the trail", where we will add numbers in the brochure that correspond to the numbered posts now in the ground in front of each of 30 native plants to make plant identification easier. These brochures are distributed by Discover Klamath, Worldmark at Running Y, Running Y Sports Center, and at each of 2 trailheads. Our primary goal is to answer the requests for brochures from Discover Klamath and Running Y as well as trail users at the trail sites. Our original trail is located across from Veteran's Park. It now connects to the Ken Hay trail that starts from the Visitor Center Parking lot. The trail is open year round and is used by local walkers, runners, some cyclists, and tourists who stop at the Visitor Center. We have now also provided a picnic bench at the Visitor Center as well as the original trail. We will be working with Smith Bates to make the minor changes prior to reprinting the 2 brochures.

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)*

Thanks to previous Tourism grants (last one was October 2017), Klamath Wingwatchers has been able to maintain the supply of brochures for the trail and for native plant identification for the major tourism agencies (Discover Klamath and Running Y) as well as for various booth events in Klamath (including Winter Wings Festival and International Migratory Bird Day). We are now running low on that supply. These brochures are given freely to tourists and others who use the trails, and our members dues are very low. We have no other source of income with which to provide these free brochures as well the free Guide to Link River Trail which includes information from Putnam's Point to the end of the Wingwatchers Trail.

Describe the need for your project

Long-Term (250 words or less)*

Our long term plan is to continue to upgrade the trail for the use by tourists and locals and to let our brochures reflect the amenities on the trail. In the last year, we have partnered with Visitor Services at the U.S. Fish and Wildlife Service's Klamath Basin National Wildlife Refuge Complex to decrease erosion on the lakeside trail, put in new picnic tables, and replace old wooden benches with recycled plastic wooden planks. We have upgraded our tool storage capacity by rebuilding a storage unit that is now lockable. We have increased the amount of wooden chips on the Ken Hay trail, which takes off from the visitor Center, making it more walkable. With the help of Klamath County, we sprayed invasive weeds, making the trail safer and more walkable. We have added nesting platforms in our South pond, thanks to help from U.S. Fish and Wildlife. Every year, we involve more people in trail maintenance. We are currently working on a long term project with the engineering students of Oregon Institute of Technology to control water height in our South pond. Our trail is now 26 years old and we expect it to continue to provide walkable nature habitat in downtown Klamath Falls along Lake Ewauna for many years to come.

What is the long-term plan for your project

Measurability (250 words or less)*

We measure our success by the continued use of our brochures at our trail sites and the continued requests for brochures by Discover Klamath and Running Y. They have appreciated our brochures for many years now, and continue to give us feedback about how much their clients enjoy our trails.

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)

Running Y and Discover Klamath both promote birding to tourists. Our trail is a primary site for an easy walk on a nature trail to see birds in wetland habitats, conveniently located in downtown Klamath Falls along the west side of Lake Ewauna. This trail connects to the new geothermal nature trails that the City of Klamath Falls has constructed along the eastern portion of Lake Ewauna, which will now enhance the Timber Mills Shores properties, including a new bank and a new hotel, both of which just broke ground. In addition, Klamath Wingwatchers trail is a Blue Zones site, as Klamath Wingwatchers was one of the very first Blue Zones organizations. In 2018, Klamath County was recognized for its development of community livability by the Robert Wood Johnson award for Culture of Health. Our trail contributed to the Culture of Health with its easy access in the Downtown area, encouragement of walking/running in nature, and ability to host family experiences in nature.

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

Support & Involvement (250 words or less)

Our partners include Discover Klamath , Worldmark at Running Y, and the Running Y Sports Center, as well as the U.S. Fish and Wildlife Visitor Services for the Refuges. We have volunteers from many groups who contribute to trail maintenance, including OIT, churches, SOLV, Dragonfly Adventures, and individuals who find out about us through local media. The trail could not exist without our volunteers.

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)

Our trail is especially suited for short hikes by families as well as day use by visitors and locals. The easy access to the trail from the Discover Klamath parking lot encourages visitors to enjoy more time in the Klamath Falls area and may encourage them to discover other trails in the area. Klamath Wingwatchers also sells the Klamath Basin Birding Trails Guide for \$2 which promotes birding sites all over Klamath County. It is available at Discover Klamath, Running Y Sports Center, and Worldmark at Running Y, as well as free on line, and for \$2 at the various booths we staff throughout the year (Winter Wings Festival in February, Migratory Bird Day in May, and in alternate years, Link River Days in June, and Refuge Days in October).

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)

Our trail is used by everyone who wishes to walk, run, bike, see birds, commune with nature, picnic, etc. It is free to the public.

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)

Our partners include such public agencies as Klamath County (the trail is on County land), City of Klamath Falls, U.S. Fish and Wildlife Klamath Refuges, ODOT (we are on their right of way), Discover Klamath, and private businesses like Worldmark at Running Y. Recently we are developing a partnership with OIT Environmental Sciences Professor Jherime Kellermann. Wingwatchers is a private non-profit group.

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*

yes ▼

Does the project/event occur outside urban growth boundaries?

yes/no*

no ▼

Required supporting documents*

TABLE OF CONTENTS FOR Klamath Wingwatchers with all attachments.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

Leslie H Lowe

Date/Time*

9/17/2019

9:00 PM

Klamath Wingwatchers Tourism Traditional Grant

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$1,925.00			
OTHER INCOME				
None (our dues and membership are not big enough to provide these services for free to resorts and Discover Klamath)	\$0.00			
SUB TOTAL INCOME	\$1,925.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME	\$1,925.00		\$0.00	

EXPENSES

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Lake Ewauna Trail Brochure	\$475.00			
2	Planat Interpretation Brochure	\$1,450.00			
3					
4					
	SUB TOTAL EXPENSES	\$1,925.00	\$0.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$1,925.00		\$0.00	

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

TABLE OF CONTENTS FOR Klamath Wingwatchers
Tourism Traditional Grant Application

- 1) Smith-Bates Print Cost Quote for 2 brochures: Lake Ewauna Trail Brochure \$475 and Plant Interpretation Brochure \$1300 plus \$150 for 2 hours to add numbers to brochure: Total Cost = \$1925
- 2) Support letter from Discover Klamath, Jim Chadderdon
- 3) Support letter from World Mark at Running Y, Tinaka Difani
- 4) Support letter from Running Y Sports Center, Mindy Surber
- 5) Support letter from City of Klamath Falls Parks Division, John Bellon
- 6) W-9 Form
- 7) Certificate of Liability Insurance
- 8) Letter from IRS affirming 501 (c)3 status, dated October 18, 1991

1)

Klamath Wingwatchers - 2 Brochure Quotes

Subject: Klamath Wingwatchers - 2 Brochure Quotes
From: Kelsey Petznick <kelsey@smithbates.com>
Date: 9/4/2019, 3:57 PM
To: Leslie Lowe <inharmony46@charter.net>
CC: Jessica Hoke <jessicah@smithbates.com>

Hi Leslie,

Below are the quotes for printing your two brochures for Klamath Wingwatchers again this year.

Lake Ewauna Trail Brochure

Flat Size: 14" x 8.5"
Folded Size: 3.5" x 8.5"
Stock: 70# Domtar Opaque Text - Green
Ink: 1/1 - Black Ink Only, 2-sided
Bindery: Double Parallel Fold
Quantity: 3000 - \$475.00 (no changes)

Plant Interpretation Brochure

Flat Size: 14" x 8.5"
Folded Size: 3.5" x 8.5"
Stock: 80# Dull Text - White
Ink: 4/4 - Full Color, 2-sided
Bindery: Double Parallel Fold
Quantity: 2000 - \$1300.00 + Design *Our design rate bills out at \$75.00 per hour*

NOTE: There will about Minutes of design time to make the change you mentioned in your voicemail.

Let me know if you have any questions at all or if there is anything else I can do for you.
Enjoy the rest of your day!! ;-D

Kelsey Petznick | Account Specialist, Design Assistant | SmithBates Marcomm Solutions
537 Northern Heights Blvd., Klamath Falls, OR 97601
d: 541.884.3714 [x108] | f: 541-884-0592
smithbates.com | kelsey@smithbates.com



2)



September 6, 2019

Ms. Leslie Lowe
Klamath Wing Watchers
c/o 8880 Tingley Lane
Klamath Falls, OR 97603

Dear Leslie and the Wingwatcher's 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 to support ongoing promotion and usage for the Wingwatcher's Birding Trail.

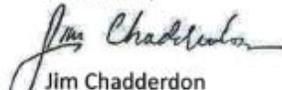
This grant allows your group to maintain its promotional outreach through development of local birding and trail guides, which in turn supports the large and growing interest in bird-watching, and, associated numbers of recreational bird watchers visiting our area.

For an all-volunteer organization, we continue to be impressed with your group's results in terms of trail enhancements along the Wing Watcher's Trail. New picnic tables for instance. And the new bark chips along the Ken Hay Trail, not to mention the weed mitigation, makes the trail more visible, defined, and walkable. Removal of the dead tree at the South Portal area, along with structural repairs to the kiosk (due to a motorist hitting the kiosk) are all visible changes I've seen this summer.

Bird Watching continues to see growth as a recreational pastime. And Klamath has the product to bring the bird-watchers to our area. Just this week, I've asked our State Tourism Office, Travel Oregon, to consider commissioning a research study to quantify economic impact of birding to our area. It remains to be seen whether they will do it, but, we've asked.

As Klamath's tourism agency, and operator of the Welcome Center, we can attest to the popularity of your Wing Watcher Trails, and, your Wing Watcher Birding materials which we share near-daily with visitors.

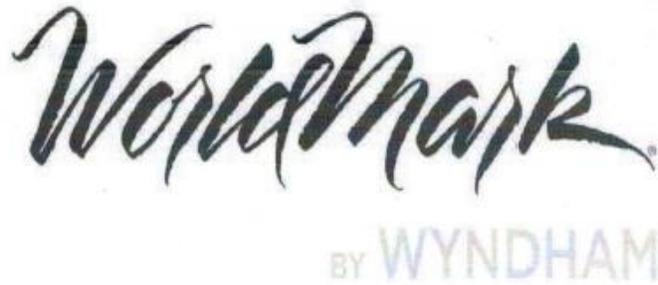
Good Luck,


Jim Chadderdon
Executive Director

DISCOVER KLAMATH • 205 RIVERSIDE DRIVE, STE B • KLAMATH FALLS, OREGON • 97601 • 541 882-1501

Info@DiscoverKlamath.com | www.DiscoverKlamath.com

3)



September 9, 2019

RE: Klamath Wingwatchers, Inc. Grant Request

To Whom It May Concern:

We are located at the Running Y Resort, and typically have 400-600 visitors in residence on any given day. Most of our guests are looking for recreational activities and many of them are birders. The Klamath Wingwatchers trail is a great example of somewhere we send our guests. We have people from other countries and several U.S. states that stay with us.

We commonly hand out copies of the "Guide to Wingwatchers Lake Ewauna Trail" and the native plant interpretation guide to our guests to assist them while hiking. Our guests appreciate the information that is given and makes the hike a more meaningful experience. Please support the request to print these materials. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Tinaka Difani".

Tinaka Difani, GM
WorldMark by Wyndham Running Y

4)



RUNNING Y PROPERTIES

Mindy Surber | Sports & Fitness Manager
5271 Coopers Hawk Rd Klamath Falls OR
P:541.850.5585 Front:541.850.5587
MindyS@RunningY.com | RunningY.com

September 10, 2019

To: Board of Transient Room Tax Grants

Re: Klamath WingWatchers, Inc. sponsorship level grant request.

Dear Sirs:

The Running Y Sports Center has an average of 300 guests that pass through our doors on any given day. One request we get more than anything is where to see the most wildlife and the best bird watching. How do we gain access to these areas and do we have any good hiking trails?

To this we can answer with great enthusiasm. We have the most amazing trails, some paved some are not. All such places are fairly easy to drive to and all with amazing views of the Klamath basin and local wildlife.

Visitors from all over the world stay at our resort, sharing the varieties of wildlife that we have come to see every day is such a blessing.

Please support a grant to provide the funding for trail restoration and the purchase of much needed equipment to keep our areas trails free of debris for everyone to enjoy.

Sincerely,

Mindy Surber
Running Y Sports & Fitness Center Manager

5)



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

September 3, 2019

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

Klamath Falls City Parks proudly considers Klamath Wingwatchers an active partner in the care of our resplendent natural resources in the Klamath Basin.

Visitors come to communities that provide easy access to the outdoors during their stay, and the Wingwatcher trail provides numerous experiences. From walking through waterways with abundant plant life, to the lure of seeing wild birds and animals, this scenic area offers something of interest to everyone.

Promotion of this community resource is essential to drawing attention and exposure to this gem sitting right on the edge of our downtown. Supplying the dedicated volunteers with the means to maintain the trail and surrounding land is also vital.

The Wingwatchers Mission Statement sums up well by declaring: "To promote wildlife opportunities in and around the Klamath Basin. To further the enjoyment of residents, and encourage economic development through tourism."

Please consider enthusiastic approval of Klamath Wingwatchers request for continued support. Any investment in this asset and its caretakers is an investment in the future of our prospering community.

Sincerely,

A handwritten signature in blue ink that reads "John Bellon".

John Bellon, City Parks Manager
City of Klamath Falls Parks Division
226 S. 5th St.
Klamath Falls, Or 97601
Phone: 541-883-5391
Email: jbellon@klamathfalls.city

PROJECT TIMELINE FOR REPRINTING OF KLAMATH WINGWATCHERS TRAIL BROCHURES

As soon as we have approval for funds to do the reprinting, we will contact Smith Bates to make the adjustments to the Plant Identification brochure. Since all we are doing is adding numbers to each of the 30 plants, to correspond with the stakes in front of plants on the trail, it should not take much time. Smith Bates has been a terrific partner in this work on previous brochures.

We expect Smith Bates to be able to complete the printing no later than February 1, in time for the Winter Wings Festival at OIT over President's Weekend of 2020.