

Print

Klamath County Tourism Grant Application - Submission #1669

Date Submitted: 3/29/2021

I have read the Grant Guidelines posted on March 1, 2021

yes/no*

yes

I plan to apply for two projects

yes/no

yes

If yes please rank this project for level of priority

priority

2nd

Project Title*

Klamath Piano Project

Grant Cycle*

Spring

Amount Requested*

3000

Total Project Cost*

\$8,400

Entity Federal Tax ID Number

26-3926266

All expected expenditures including your amount requested and your required 30% cash match (only if your amount requested is \$3,000 or more)

Do not enter if putting in SSN

Entity Name*

Klamath Falls Downtown Association

Grant Contact Name*

Darin Rutledge

Email Address*

darin@downtownklamathfalls.org

Address*

PO Box 372

City*

Klamath Falls

State*

OR

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)

W. 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

W.

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

choose one*

Drive year-round destir



Project (250 words or less)*

We are seeking support for the Klamath Piano Project, an interactive visual and performing arts project in and around Downtown Klamath Falls.

In its first year (2018), 5 pianos - creatively painted by local artists - were placed in high-traffic downtown locations to allow passersby to sit and create music or watch as others play. The Klamath Piano Project also provides an opportunity to celebrate local art and make connections in public spaces - many of which are common locations visited by out-of-town tourists.

The project was inspired by "Pianos on the Streets" in Vancouver, B.C. The project has grown to 6 downtown locations and 4 other locations outside of downtown. Pianos are placed from June through September, longer if weather permits. To promote the project, a rack card with map (including access to an online digital map) are made available at our Visitor Center and local businesses. Pianos are placed at indoor locations during the offseason for year round enjoyment.

Grant funding will be used to support stipends and supplies for our artists, as well as maintenance, moving and storage of pianos. Our pianos generally last 2-3 seasons.

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 Klamath Piano Project is supported by donations from local supporters of arts & culture as well as through individual and business sponsorships for each piano. We also have been fortunate to identify funding through other grant programs to support the project. This funding covers about 2/3 of project costs, which include art supplies, piano preparation for artists, moving/tuning pianos, and a small stipend for our artists. Additionally, support for the project has exploded and the number of pianos that have been donated for the project has far exceeded our initial projections and our immediate need. As a result, we also incur expenses for two storage units that house our donated pianos until they are ready to be dressed up and placed in a public space.

Donations, sponsorships and other grants typically cover approximately \$5,400 of the overall cost of the project (\$8,400). We are seeking grant funding to support the remaining \$3,000.

Describe the need for your project

Long-Term (250 words or less)*

Our objective is to expand the project into other Klamath County locations. In 2020, we expanded out of the Downtown area to other parks in the City, and for 2021 we expect to place a piano as far out as Fort Klamath and possibly at Crater Lake.

We also expect that within 2-3 years the project will be self-sustaining through increased sponsorships and donations, coupled with reduced costs once we've purchased enough weather covers for all the pianos. We also are working to identify a suitable storage arrangement that would be available as an in-kind donation to the project to save cost on storage.

What is the long-term plan for your project

Measurability (250 words or less)*

Placemaking projects such as this are difficult to assess in terms of metric-related success. That said, we measure success by anecdotally tracking the use of our pianos with the help of sponsoring businesses and the project committee.

We also are able to measure support for the project through engagement and reach of our social media channels. The Klamath Piano Project has its own Instagram and Facebook pages, and there was a marked increase in following, engagement and reach over the three years the project has been active. In addition, we've captured comments and support from many out-of-town visitors, including sharing of content from Main Street America.

When the Klamath Piano Project started in 2019, we quickly gained over 400 followers, leveraging content across the larger Klamath Falls Downtown Association social media channels. Since the end of 2019, our following has increased over 50%, and is currently at over 600. We typically gain more followers as the season gets closer and more content begins going out.

Our following is only 70% from Klamath Falls - we have a number of followers from adjacent regions, including followers from 5 different countries.

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)

This project aligns well with local efforts to promote tourism and outdoor recreation. It ties an arts & culture project in with not only the natural environment, but also in our local area's built environment and public places. Additionally, it complements the vision of Klamath Falls Downtown Association and the City of Klamath Falls (as referenced in its downtown revitalization plan) to offer a downtown environment that is welcoming, cared for, and attractive. Additionally, it addresses a long-time goal for vibrancy in downtown Klamath Falls through increased public art projects.

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

Support & Involvement (250 words or less)

In our first year (2019), the project was able to recruit a business sponsor for each of our 6 downtown pianos. In 2020, the project expanded to include additional pianos outside the downtown area. All 9 pianos were sponsored. Additionally, we procured nearly \$1,000 in community donations. The project is supported by many cross-sections of the local community, as you'll see in the letters of support that are submitted with our application. Artists, musicians, and other supporters of arts & culture are wild about the project and the community pride that it instills. In addition, we have the support of both the City of Klamath Falls and Klamath County governments, both of which allow us to place pianos in their public spaces. And finally, the project is supported by the community as demonstrated by the number of community members who can be observed enjoying either the visual or musical component of these pieces of art. We are particularly proud of how frequently the pianos are used by families and children in the community across all walks of life.

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 Klamath Piano Project provides an important amenity to the Downtown landscape both during the season as the pianos are placed in public spaces, and during the shoulder and off seasons as visitors enjoy our pianos indoors. The pianos are a source of community pride and also showcase Klamath Falls as a destination that includes the type of amenities that tourists expect to find when they visit new areas. The pianos encourage additional and lengthier stays in our downtown district, driving increased tourism traffic and revenue.

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 Klamath Piano Project prides itself on its accessibility to literally anyone. The pianos are available in easily accessible public spaces with no signups, reservations, or check ins required to enjoy. They are commonly played by children with (most who are just discovering their musical talents), minorities, and residents of depressed areas. In 2020, the Klamath Piano Project placed a piano at Mills-Kiwanis Park in a specific effort to create additional accessibility to the project by those that may not regularly visit 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 Klamath Piano Project would not be possible without the collaboration of local governments and private businesses. Our downtown businesses wholly support the project as demonstrated through the continued willingness to financially support it through sponsorships. The pianos are placed in public places so they are accessible to all - that would not be possible without the support of local governments who grant access to those public places and streamline permitting and paperwork to accommodate the project.

We truly believe that this project creates a more vibrant and welcoming downtown, and encourages visitors to spend more time and money when they visit. It is one of the strategies we believe is important to converting single-location visits in Downtown into entire afternoons.

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*

yes

Required supporting documents*

KC Tourism Grant KPP 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 ***All grant applicants are required to

submit a grant timeline. ***All grant applicants are required to submit proof of insurance and insurance packet. ***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*

3/29/2021

3:45 PM

**Klamath Falls Downtown Association
Klamath Piano Project**

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$3,000.00			
OTHER INCOME				
Donations/Sponsorships	\$3,000.00			
Other Grants (Or KFDA contribution if unsuccessful)	\$2,400.00			
SUB TOTAL INCOME	\$8,400.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME	\$8,400.00		\$0.00	

EXPENSES

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Supplies/Covers	\$2,440.00			
2	Artist Stipends	\$2,400.00			
3	Piano Moving	\$1,733.00			
4	Piano Storage	\$1,800.00			
	SUB TOTAL EXPENSES	\$8,373.00	\$0.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$8,373.00		\$0.00	

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

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

March 20, 2021

Dear Grant Review Committee,

I am a local musician and want to lend my support to the Klamath Piano Project.

Klamath Falls was the first city in the Pacific Northwest to be a certified Blue Zones community. One of their tenants is to create outdoor environments that promote relaxation, socialization, and natural movement within a community. These tenants have been shown to lead to healthier life for it's citizens.

My husband is the CEO of Sky Lakes Medical Center. His vision for incorporating the Blue Zones Project into our beautiful city was to take an entire city block and make it into a park for citizens to enjoy. It also includes a splash pad for children. At the dedication of this park, one of the pianos from the Klamath Piano Project was placed there and I had the honor of playing for the opening ceremony.

Our family believed in this project and we donated a musical instrument experience at the park as well.

These two events happened around the same time as the Klamath Piano Project took ahold of our city. It has been so rewarding to see adults and children of all ages sitting down and playing the pianos around town. Some don't know much about playing but they love the experience and find ready access to something that relaxes them and relieves stress. Some are very talented musicians that play regularly. One thing is for certain – all are edified by the pianos around town.

There is a community pride that has come from this piano project. The Downtown Association has put much effort and energy into rejuvenating our downtown and this piano project has been key to that success. I lend my full support to this project and hope to see it continue for years to come.

Thank you,

Suzanne Stewart

**“Music is the language of the spirit. It opens the secret of life bringing peace, abolishing
strife.”**

— Kahlil Gibran



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

March 9, 2021

Dear Grant Review Committee,

Blue Zones Project would like to offer support for Klamath Falls Downtown Association's application for the Klamath Piano Project. This project has been extremely successful in our community, attracting people downtown, and has provided hands-on access to visual and performing arts for everyone in our community. This project aligns directly with Blue Zones Project work as we strive to increase community pride and well-being in Klamath Falls. The Klamath Falls Piano Project provides positive opportunities across our downtown for people to spend time together, engaged in an activity that can improve mental health, and creates a musical culture that can impact the overall well-being of our citizens and visitors.

Blue Zones Project encourages changes to our community that lead to healthier options. We offer a unique opportunity for individuals, organizations, schools, governments, and communities to work together to make permanent changes to the environments where we live, work, learn, and play so that the healthier choice becomes the easier choice. We also work with community partners, like the Downtown Association, to increase community pride and provide opportunities for our community to get involved, form connections, and enjoy the natural resources and outdoor life in Klamath Falls.

The Klamath Piano Project is a true asset to Downtown Klamath Falls and has increased the pride in our community. This project brings joy to many, which is especially important during these challenging times and is helping to transform the culture of our downtown. Blue Zones Project fully supports Klamath Falls Downtown Association's efforts to continue this impactful project. Please consider funding their request.

Sincerely,

A handwritten signature in black ink, appearing to read "Merritt Driscoll".

Merritt Driscoll, MPH
Executive Director
Blue Zones Project-Klamath Falls