

Print

Klamath County Tourism Grant Application - Submission #1670

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

1st

Project Title*

Downtown Hanging Flower Baskets

Grant Cycle*

Spring

Amount Requested*

3500

Total Project Cost*

10,345.72

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*

Oregon

Zip Code*

97601

Phone Number*

5415396212

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

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*

Develop destination-ba



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. While we have been able to decrease the cost for flowers slightly, the labor cost and additional watering due to dry, hot summers has been increasing. We have elected to cover those costs through our operating budget and not pass them through to our donors, sponsors or grantors.

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 Kruiise 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 \$3,500 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 continue to work with Discover Klamath to determine additional ways we can measure the impact of the flower baskets with visitors. We are already engaged with Discover Klamath to use their new visitor tracking application to begin measuring downtown visitations from out of town. Once fine-tuned, we can set a baseline and understand changes over time. Initial data seems to indicate that downtown visitors increased in 2020, despite the looming pandemic.

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.

This project also is supported by local governments. Klamath County has contributed to the project by way of this grant program in the past, and the City of Klamath Falls (through its downtown economic improvement district) supports the ground pot component of the downtown flower program.

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*

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

4:30 PM

**Klamath Falls Downtown Association
Downtown Hanging Flower Baskets**

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$3,500.00			
OTHER INCOME				
Donations/Sponsorships	\$5,500.00			
KFDA contribution	\$1,000.00			
Staff time to hang/remove		\$250.00		
SUB TOTAL INCOME	\$10,000.00	\$250.00	\$0.00	\$0.00
TOTAL INCOME	\$10,250.00		\$0.00	

EXPENSES

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Baskets/Flowers	\$1,058.22			
2	Watering (full season)	\$9,037.50			
3	Staff time to hang/remove		\$250.00		
4					
	SUB TOTAL EXPENSES	\$10,095.72	\$250.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$10,345.72		\$0.00	

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

March 10, 2021

To whom it may concern;

A few years ago, I arrived in a city after dark and saw hanging baskets decorating their main corridor. I was delighted!

Then the next morning I realized that all those baskets were filled with plastic flowers.... What a disappointment.

Can a city that can't take care of a few hanging baskets with real flowers take care for his citizens or visitors?

I am so thankful that Klamath Falls cares and puts an effort into making our Downtown look beautiful!

Please consider continuing to give a grant to the Downtown Association so they can properly care for the Downtown Flower baskets.

They give us Happiness and Hope after a hard and difficult year.

Sincerely,

A handwritten signature in cursive script that reads "Tanja Swanson".

Tanja Swanson,

President Oregon State Federation of Garden Clubs 2019-2021.

March 22, 2021

Dear Selection Committee,

I would like to offer my support for the Klamath Falls Downtown Association and their pursuit of a tourism grant to purchase hanging flower basket for our downtown. As a community we put a lot of effort into maintaining our baskets throughout the summer months and into fall.

I am a local businesswoman with a store front located at 706 Main St. Last summer was our first year and the hanging basket flowers were so beautiful and brightened up our downtown so much. It gave us incentive to also put flowers out ourselves to brighten it up even more. They certainly offer a welcome feel and lets our community know that downtown has pride and we welcome them to come down visit and walk around.

This grant will help offset the high cost of purchasing, hanging, and maintaining the flowers. Thank you for your consideration.

Sincerely,



Leah Phillips (Mar 22, 2021 17:27 PDT)

Leah Phillips
Blonde Pineapple
541-591-2457

Mike and Rachael Moore
2818 Front Street
Klamath Falls, OR 97601
March 9, 2021

Klamath County Tourism Grant Committee

Dear Grant Committee Members:

We own the building at 621-625 Main Street where we lease two commercial spaces on the first floor and rent four residential apartments on the second floor. Additionally, we are co-owners of one of those commercial spaces, Subway. As property and business owners in downtown Klamath Falls, we know very well the importance of maintaining an attractive appearance to encourage patrons to visit our establishment and our tenants' establishments.

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 lovely bouquets that brighten this busy thoroughfare and mention that they enjoy shopping, dining, and conducting business in our delightful downtown even more because of the hanging flower baskets.

For a number of years we have made personal contributions to support the hanging flower baskets, and we genuinely hope that the Tourism Grant Committee will seriously consider awarding a grant so that this downtown beautification project can continue.

Sincerely,
Mike and Rachael Moore



March 22, 2021

Darin Rutledge
c/o Klamath Falls Downtown Association
205 Riverside Drive, Suite F
Klamath Falls, OR 97601

Dear Darin,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports KFDA's efforts as it seeks a Klamath County Tourism Grant, which (if granted) would facilitate ongoing development and promotional efforts for the Hanging Baskets Project.

KFDA has done an impressive job creating a low-cost initiative to generate an interest in spending more time in the downtown core because of the beautification the baskets provide. And while we would be pressed to say the flower baskets placed downtown, in and of itself, is a tourism draw at this point, we do see a trajectory whereby it will generate a positive vibe for visitors and locals alike when they visit the businesses downtown.

We not only appreciate the beautification that occurs with the baskets, but visitors and customers who frequent downtown do as well.

KFDA isn't seeking much financial resource and will use raise the image of downtown Klamath Falls. Incidentally, our group will further support the KFDA by contributing to their project as we see a good value in making sure our downtown looks nice.

Thank you for your consideration.

Jim Chadderdon

Jim Chadderdon
Executive Director