

Print

Klamath County Tourism Grant Application - Submission #1675

Date Submitted: 3/30/2021

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

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*

IN A LANDSCAPE: Classical Music in the Wild

Grant Cycle*

Spring

Amount Requested*

\$8,000.00

Total Project Cost*

\$14,500.00

Entity Federal Tax ID Number

26-0790293

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 Greenways Foundation

Grant Contact Name*

Gayle Yamasaki

Email Address*

gaylesetsuko@gmail.com

Address*

811 Hillside Ave.

City*

KlamathFalls

State*

OR

Zip Code*

97601

Phone Number*

541-892-0126

Fax Number

NA

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

yes

If yes, please enter name

Name

Kate Marquez

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

choose one*

Develop destination-ba



Project (250 words or less)*

Klamath Greenways Foundation (KGF) is requesting funds to support two performances by classical pianist Hunter Noack, (IAL) IN A LANDSCAPE: Classical Music in the Wild (<https://www.inalandscape.org/>). These outdoor concerts replaces the traditional concert hall. IAL will bring a nine-foot Steinway grand piano on a flatbed trailer to Conger Heights Open Space, and the Running Y Skillet Handle. This classical music concert connects people with each landscape. To meet the acoustical challenges of performing in the wild, music is transmitted to the concertgoers via wireless headphones. No longer confined to seats, they can explore the landscape, sit on sunny overlooks, watch birds in flight, wander and roam our forest and oak groves.

The primary goals and objectives of this request is:

- To promotion tourism and overnight stays to nonresidents while they explore, experience, and discover Klamath County.
- To bring attention to these two scenic landscapes rich with stories of Klamath Basin culture and heritage.
- The Artist's promotion of Klamath and the Conger Heights Open Space located concert to his followers/fans.
- Klamath Falls resident and former Miss America Katie Harmon-Ebner, who will participate as a special guest.

Two performance dates: July 27 at Conger Heights Open Space and July 28 at Running Y Skillet Handle. 6:00pm.

About Klamath Greenways Foundation: mission a volunteer organization that is dedicated to conserving open spaces in the Klamath Basin and surrounding areas. KGF identifies valued landscapes and takes steps to protect them. The two concert venues fit KGF's mission.

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)*

This timely event gives us an opportunity to elevate tourism in Klamath County. As our county is opening up and outdoor gatherings are possible, July is a marvelous time to explore Klamath. This destination music event IN A LANDSCAPE promises to showcase the best of who we are in Klamath County. This event maximizes key initiatives of- "Develop destination-based products that are in concert with Oregon's natural environment, supports the stewardship of the state's resources and rich history."

Discover Klamath seeks to leverage this opportunity, and has elected to add additional marketing and PR support, with a goal of attracting Travel Writers, Media and Influencers to the "Meet the Artist" event. This preconcert event addresses the need of promoting Klamath to nonresidents.

IN A LANDSCAPE has presented 97 concerts in 64 venues across Oregon, Washington, Montana, and California to over 13,500 people from 35 of Oregon's 36 counties as well as from 35 states. 28 percent reported that IN A LANDSCAPE was their first experience in live classical music. IAL's economic impact data from 2019 (their last full season) documented that 43% or 3,014 attendees traveled over 50 miles whose average length of stay was 3.3 nights.

Describe the need for your project

Long-Term (250 words or less)*

The Klamath Greenways Foundation is the sponsor of this event. Historically KGF has sponsored the Link River Festival. In 2021 the IN A LANDSCAPE concert will be our featured event that supports our mission to identify landscapes and take steps to protect them whether they are scenic landscapes, open spaces, urban trails and corridors that provide connectivity, wild life habitat, or riparian areas.

This event furthers KGF commitment with working with individuals and public entities to protect specific areas. KGF incorporated in August 2007 and we welcome the opportunity to continue sponsoring events that bring appreciation to this place we call home, Klamath County. One outcome of this event is to call attention to secure additional open space that is rich in culture and heritage in the Conger Heights open space area. This outcome contributes to bringing tourists/ out of county visitors to Klamath. KGF is committed to continue annual events that support tourism and elevate the visibility of Klamath County.

What is the long-term plan for your project

Measurability (250 words or less)*

Each performance will have 250 tickets available for a total of 500 attendees. Short-term success includes a total of 500 attendees and that 43 percent of attendees will travel over 50 miles and stay an average of 3.3 nights. IN A LANDSCAPE will promote Klamath as they market their summer concert series regionally and nationally. We will obtain information regarding where IAL has marketed the concert series. IAL will coordinate the ticket sales. They will be able to share with us data about those who attend. We will be able to assess and measure our short-term successes.

Long-term success includes the return of out of county residents to Klamath. Increased articles by travel writers who attended the "Meet the Artist" event. The increased membership and awareness of the work of the Klamath Greenways Foundation and the Klamath Arts Council (KAC) who is a collaborative partner. Another measure of long-term success is the advocacy for the acquisition, expansion, and preservation of the Conger Heights Open Space area to include yet not limited to the Link River Estates.

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)

In KCEDA's 2019-22 Strategic Plan they identify tourism, hospitality, and outdoor recreation as on of the top five sectors or subsectors with the most promise for Klamath County. The travel industry is one of the top three export-oriented industries in rural Oregon counties. Klamath partners with Discover Klamath on development efforts impacting tourism within Klamath County. Discover Klamath will leverage this IAL event to promote Klamath County. (See letter of support from Discover Klamath).

In the Klamath Falls Urban Area Comprehensive Plan Volume 1 June 1, 2020 document, Goal 5 is Urban Open Space and Cultural Resources which supports historic preservation: to promote public education and involvement relative to the importance of our historical heritage, identify and describe historic sites and areas that are important to Klamath Falls, support citizens concern for specific historic areas significant to each neighborhood areas. These objectives support the Klamath Greenways Foundation IAL event, which will take place at the Conger Heights Open Space and the Skillet Handle.

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

Support & Involvement (250 words or less)

Discover Klamath who seeks to leverage this IAL opportunity, and has elected to add additional marketing and PR support, with a goal of attracting Travel Writers, Media and Influencers to the "Meet the Artist" event. Klamath Arts Council: is contributing \$3,000.00 to support bringing IN A LANDSCAPE to Klamath Falls. KAC has a long history with the Conger Heights Open Space and supports the telling of the story and expansion of this site. Klamath Falls Downtown Association: This event, beyond showcasing arts & culture in the natural landscape, will also bring visitors to Klamath Falls. The event will be accessible to all, and complements KFDA's purpose to promote downtown Klamath Falls as a safe, attractive and vibrant place to live, work and play.

Other Community support includes a group of Klamath Falls residents interested in promoting the area's unique history and heritage is proposing a new use for the stalled-out subdivision that overlooks Link River and Upper Klamath Lake. Todd Kepple: Manager of the Klamath County Museums, Mark Clark: Klamath County Museum Board member, Taylor Tupper public information and Perry Chocktoot, cultural and heritage: Klamath tribes, Betty Riley: Executive Director of South Central Oregon Economic Development district, Linda Woodley: Rural Oregon Connects, Terry Wagstaff and Eric Nelson: board officers of the Klamath Greenways Foundation, Rich Bergstrom and Ron Crete Board members: Klamath Arts Council, John Bellon: Klamath Falls Parks manager, Gayle Yamasaki: Oregon Cultural Trust Board member. The is also individual donors and the Klamath Arts Council that have committed cash donations with other requests pending.

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)

IN A LANDSACPE will have its concert on two amazing locations rich in Klamath 's culture and heritage. This event strengthens Klamath County's tourism's priority economy by attracting and encouraging visitors and residents to experience the Klamath region through our unique natural environment, our vibrant art's culture, and rich heritage. In the 2017 Regional Tourism Stakeholder Survey of tourism industry and stakeholders in Oregon provided guidance and perspective on priorities for future investments from Regional Destination Management Organizations. This event also supports tactics focused on: Marketing-targeted communications to publications and journalists for the region, Development- develop/improve infrastructure for visitors to experience outdoor recreation and nature based tourism.

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 perception of a prohibitively restrictive formality at classical arts events - in clothing, in behavior, in physical location - was one of the most commonly cited in The Wallace Foundation's 2017 study "Building Millennial Audiences" by those who do not seek out experiences in classical music. Cost is another routinely cited factor. IN A LANDSCAPE does away with all of this: concerts are offered at low cost to all audiences; there are no expensive VIP seating areas, and no rules about dress code or etiquette. IN A LANDSCAPE brings classical music directly to audiences often overlooked by traditional arts organizations.

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)

This event showcases partnership through support of the Downtown Association, which comprises 100 members (see attached letter of support). In addition contact has been made with Crater Lake Trolley Company to assist in transportation/shuttle to concert site. With the anticipation of at least 40 percent /200 of concert attendees from out of county we expect overnight stays that support county lodging and outdoor recreation activities and venues. In addition, Discover Klamath leveraging this event to Travel Writers, Media and Influencers to the "Meet the Artist" event business in Klamath Falls will benefit from this additional showcasing of what Klamath has to offer through Discover Klamath's marketing outreach efforts.

Klamath Arts Council has a shared commitment to the preservation of Klamath's arts cultural and heritage and a shared commitment to the preservation of the Conger Heights Open Space.

It also supports Klamath Greenways Foundation's mission of conserving open space in the Klamath Basin and surrounding areas, and its objective to identify valued landscapes and open spaces, urban trails, and corridors that provide connectivity, wildlife habitat, or riparian areas.

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*

KCT Spring application.zip

***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

Gayle S Yamasaki

Date/Time*

3/30/2021

12:45 PM

[ORGANIZATION]KLAMATH GREENWAYS FOUNDATION
[PROJECT TITLE]IN A LANDSCAPE CLASSICAL MUSIC EVENT

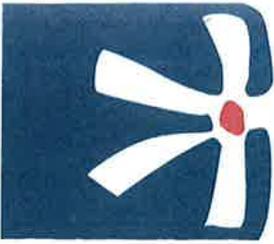
INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>				
OTHER INCOME				
Individual Donors	\$3,000.00			
Event Co-Sponsors	\$3,000.00			
Klamath Greenways Foundation	\$500.00			
<i>Klamath County Matching Grant</i>	\$8,000.00			
SUB TOTAL INCOME	\$14,500.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME	\$14,500.00		\$0.00	

EXPENSES

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
IN A LANDSCAPE	\$13,000.00			
Transportation(shuttle to concert)	\$1,500.00			
SUB TOTAL EXPENSES	\$14,500.00	\$0.00	\$0.00	\$0.00
TOTAL EXPENSES	\$14,500.00		\$0.00	

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



klamath arts council

P.O. Box 1706 Klamath Falls, Oregon 97601

March 27, 2021
Klamath County Grants Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support-Klamath Greenways Musical Event July 27, 2021

Dear Committee Members,

The KAC: Klamath Arts Council enthusiastically supports the KGF: Klamath Greenways Foundation's proposal to bring *IN A LANDSCAPE* to Klamath Falls. This event will showcase Klamath Falls, at the current proposed concert site at Conger Heights Open Space. KAC has a long history with this site and its potential to showcase an area that is rich in Klamath's arts and cultural heritage. The second proposed concert site at the Running Y Skillet Handle echoes Klamath's art and cultural heritage with the addition of some of the largest oak trees in the basin.

The Klamath Arts Council is committing \$3,000.00 as a cash match for this event. Since 1977 KAC has been promoting literary, musical, and visual arts in Klamath County through exhibits, workshops, school programs, festivals, family cultural events, and collaboration with artists. Our mission and work complements the mission of *IN A LANDSCAPE* which celebrates both classical music and the American outdoors in experiences that are accessible to all. You might ask who is Hunter Noack and *IN A LANDSCAPE*? He is an amazing young Oregonian who is nationally and internationally known for providing concerts in unique places and landscape. CBS News profiled him here: www.HunterNoack.com

Our support of this event is also a fit with Klamath Greenways Foundation's mission, which is dedicated to conserving open space in the Klamath Basin and surrounding areas. KGF identifies valued landscapes and open spaces, urban trails and corridors that provide connectivity, wildlife habitat, or riparian areas.

We strongly encourage the funding of this event. It promises to bring out of county tourist to our community, showcasing the best of who we are. *IN A LANDSCAPE'S* economic impact data from 2019, (its last full season) documented that over 43% of its audience traveled over 50 miles with an average length of stay of 3.3 nights. We look forward to supporting this event.

Respectfully yours,

Rich Bergstrom



March 25, 2021

Klamath County Tourism Grants Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support – Klamath Greenways Musical Event (July 27)

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau supports the tourism grant request from the Klamath Greenways Foundation, who seeks a grant to bring classical pianist Hunter Noack to Klamath Falls July 27th.

Who is Hunter Noack you ask? He's a young Oregonian (from our neighboring Lake County) that's made a national / international name for himself for doing concerts in the outdoors in unique places. CBS News profiled him here → www.HunterNoack.com

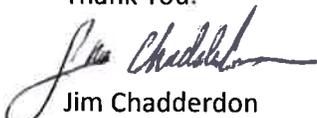
Mr. Noack has a large following and with near-certainty his following will arrive in Klamath, making this Grant request all but a self-funding promotion.

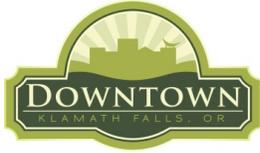
We've met with the proponents and from those discussions came several value-add ideas, which now appear to be happening. These include: (a) A second show at under 40% of the artist's regular fee, (b) A "Meet the Artist" private event at the Favell Museum with food and beverage for Patrons, Media and VIPs; and, (c) The Artist's promotion of Klamath and the Conger Heights located concert to his followers/fans. Additionally, the proponent organization has brilliantly connected the artist to Klamath Falls resident and former Miss America, Katy Harman, who will participate as a Special Guest.

Discover Klamath seeks to leverage this opportunity, and has elected to add additional Marketing and PR support, with a goal of attracting Travel Writers, Media, and Influencers to the "Meet the Artist" event.

Because Mr. Noack seeks to contain his audience to a couple hundred per show, these events won't be overly promoted on a local basis, as it's expected virtually all ticket sales will go to in-bound visitors and followers of Mr. Noack "In A Landscape" programming.

Thank You.


Jim Chadderdon
Executive Director



KLAMATH FALLS DOWNTOWN ASSOCIATION
Post Office Box 372
Klamath Falls, OR 97601
541.539.6212
www.downtownklamathfalls.org

March 23, 2021

**Klamath Greenways Foundation
Post Office Box 1222
Klamath Falls, Oregon 97601**

Klamath Greenways Foundation:

We are writing to express our enthusiastic support for your proposal to bring ***In A Landscape*** to Klamath Falls. ***In A Landscape*** celebrates both classical music and the American outdoors and is a perfect fit for Klamath Falls' increasing arts & culture scene, and of course our unmatched outdoor beauty.

This event, beyond showcasing arts & culture in the natural landscape, will also bring visitors to Klamath Falls. The event will be accessible to all, and complements KFDA's purpose to promote downtown Klamath Falls as a safe, attractive and vibrant place to live, work and play. It also supports Klamath Greenways Foundation's mission of conserving open space in the Klamath Basin and surrounding areas, and its objective to identify valued landscapes and open spaces, urban trails, and corridors that provide connectivity, wildlife habitat, or riparian areas.

Notably, ***In A Landscape's*** economic impact data from its last full season (2019) reports that over 43% of its audience traveled over 50 miles to experience their performances, and stayed an average of 3.3 nights. We encourage the grant committee to support funding for this event – it promises to bring outside visitors to Klamath Falls, showcasing the best of what the Klamath Basin has to offer.

Sincerely,

A handwritten signature in blue ink, appearing to read "W. Darin Rutledge", is written over a light blue horizontal line.

**W. Darin Rutledge
Executive Director**



March 30, 2021

Klamath County Tourism Grants Committee

Dear Klamath County Tourism Grants Committee,

We here at the Fairfield Inn & Suites wholeheartedly support bringing Hunter Noack and In a Landscape to Klamath Falls for a concert on July 27, 2021. We feel this is a wonderful opportunity to showcase our area's rich Klamath culture heritage.

The "Meet the Artist" event will attract more tourism such as travel writers, media, and influencers to the area. This is a much needed event for Klamath County and promotes overnight stays for our out of county attendees as well as much needed revenue for our restaurant industry.

The Klamath Greenways Foundation's mission to conserve the open space in the Klamath Basin and surrounding areas by identifying valued landscapes and open spaces, urban trails, and corridors that provide connectivity, wildlife habitat, or riparian areas is something we here at the Fairfield Inn feel is a very important mission and one we support completely.

Sincerely,

Erica Dow