

Klamath County Tourism Grant  
Final Report

Please provide the following information and submit with your final drawdown request. **20% of the grant is withheld until we receive the final report.**

\$5,071

JULY 27, 2021

Title of Project / Funds Awarded

Klamath Greenways Foundation

Name of Organization

Gayle Yamasaki

Contact Person

PO Box 1222

Address

Klamath Falls, OR 97601

City, State, Zip

541-882-0122

Phone Number

Date of Event/Project

Submit Report to:

Tourism Grant Coordinator

Klamath County Finance

305 Main Street

Klamath Falls, OR 97601

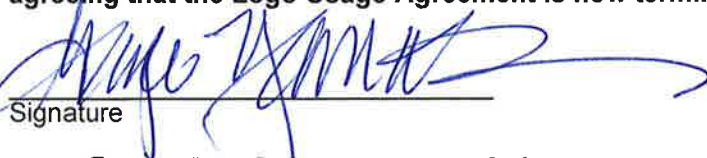
541-883-4202

1. Provide an electronic copy of all marketing materials (detailed list). For infrastructure projects, please provide photographic evidence of the project (before and after pictures), design and supportive materials (electronic copies please).
2. Detail the matching funds expended and provide proof of their expenditure.
3. Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan.
4. Where did you spend your marketing dollars?
5. What part of your marketing efforts were most successful and least successful? For infrastructure projects, what parts of your project were most successful and least successful?

Event Applicants Only:

6. How many people from out-of-county attended?
7. How did you determine how many people from out-of-county attended? Explain why this is an accurate measurement of the out-of-county attendees.
8. How many extra days did your visitors stay in the area?
9. How did you determine how many extra days your visitors stayed? Explain why this is an accurate measurement of the extra days.

**By signing this you are agreeing that you have paid all bills accrued through this process; as well as agreeing that the Logo Usage Agreement is now terminated.**

  
Signature

  
Date

Gayle Yamasaki

Printed Name and Title

**KLAMATH COUNTY TOURISM GRANT  
FINAL REPORT**

1. Provide an electronic copy of all marketing materials (detailed list). For infrastructure projects, please provide photographic evidence of the project (before and after pictures), design and supportive materials (electronic copies please).

Please refer to attached document Exhibit A. Marketing includes IN A LANDSCAPE website <https://www.inalandscape.org/> 2 Herald and News articles.

2. Detail the matching funds expended and provide proof of their expenditure.

Matching funds includes: Cash matching from: Klamath Arts Council \$3,000.00 and \$2,760.00 from individual donors. These funds contributed to the \$10,000.00 IAL performance fee and the \$330.00 post-concert reception with the artist.

3. Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan.

Please refer to attach document Exhibit B.

4. Where did you spend your marketing dollars?

The marketing dollars went to the performance contract with IN A LANDSCAPE. IAL in this contract took care of the majority of formal marketing and the online registration. Lee Juillerat did articles in the Herald and News in collaboration with the KGF and IAL.

4. What part of your marketing efforts were most successful and least successful?  
For infrastructure projects, what parts of your project were most successful and least successful?

***MOST SUCCESSFUL:*** Tickets went on sale on May 1 and by May 31, the performance was sold out. The marketing efforts included free tickets to EBT cardholders and limited quantities to Klamath County residents and the remainder of the 200 tickets were subsidized, as the true costs equated to \$75.00 per attendee. Tickets were affordable at the subsidized rate of \$30.00 per attendee.

Due to the nature of the outdoor concert, families were able to attend at no cost for their children. Tickets were not based on "filling a seat." Tickets gave access to the wireless headphones, which allowed concertgoers to enjoy the park, walk around, and gave families the opportunity to bring their children.

The venue changed to Moore Park (primarily due to potential fire concerns). It was accessible with ample parking. The city parks and recreation department were great to work with. John Bellon facilitated and took leadership in assisting IAL, the City and the Klamath Greenways Foundation, communication was excellent. Moore Park was welcoming. The city coordinated with IAL for all permits and change of venue due to potential fire hazards. Many of the attendees had never spent this amount of time at Moore Park nor attended a classical concert.

Klamath Falls City Schools were conducting their summer learning adventures camp and Hunter Noack provided an hour-long learning session and performance for the students, who attended the elementary music camp that week. 50 students attended this free concert at Moore Park in spite of the rainfall.

IAL also has guest artists as part of the performance and we were fortunate that Katie Harman-Ebner a Klamath Falls resident sang as part of the concert.

*LEAST SUCCESSFUL:* We had initially worked with Discover Klamath to promote this performance as part of Discover Klamath's overall promotion of Klamath County. Initially they had expressed leadership in a pre or post concert meet and greet with tourism influencers that could promote Klamath. They later decided that our concert was not a good fit for Discover Klamath's initiatives. It was very disappointing.

IAL had reached out to the Klamath tribe and initially Don Gentry consented to give a blessing at the beginning of the concert, unfortunately he was not able to attend at the last minute.

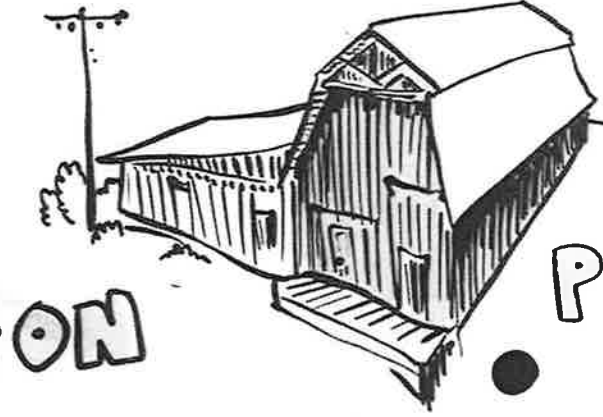
Lastly the motivation for the concert was to bring focus to the work that the Klamath Greenways Foundation and other community collaborators in their efforts to preserve and purchase the Conger Heights (Link River estates development) for open space for public access. I am not sure we were successful in delivering this message as well as we could have.

# EXHIBIT A

GOYUWU

SISTERS

BEND



ON

PLEASANT HILL

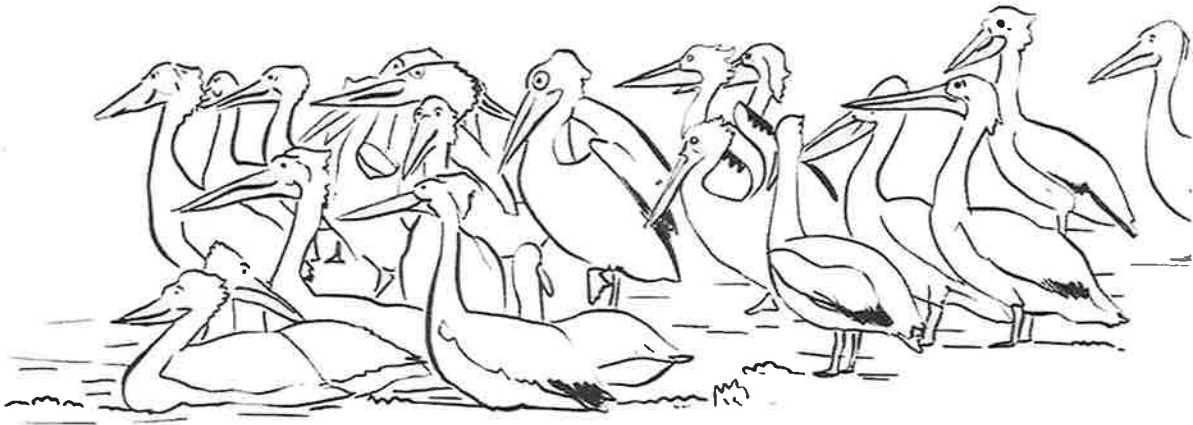


FORT

# A LANDSCAPE

# 2021

CLASSICAL MUSIC IN THE WILD



KLAMATH FALLS



**THURSDAY, MAY 27**  
**TIVOLI, NY**  
Kaatsbaan Cultural Park

**FRIDAY, MAY 28**  
**TIVOLI, NY**  
Kaatsbaan Cultural Park

**FRIDAY, JUNE 4**  
**WARM SPRINGS, OR**  
Warm Springs K-8 Academy

**JUNE 17 - 20**  
**SUMMER LAKE, OR**  
PLAYA Arts & Science Campus

**WEDNESDAY, JUNE 23**  
**JOSEPH, OR**  
Wallowa Lake State Park

**THURSDAY, JUNE 24**  
**JOSEPH, OR**  
Wallowa Lake State Park

**SATURDAY, JUNE 26**  
**DAYVILLE, OR**  
John Day Fossil Beds National Monument

**SATURDAY, JUNE 27**  
**DAYVILLE, OR**  
John Day Fossil Beds National Monument

**TUESDAY, JUNE 29**  
**WASCO, OR**  
Cottonwood Canyon State Park

**WEDNESDAY, JUNE 30**  
**WASCO, OR**  
Cottonwood Canyon State Park

**FRIDAY, JULY 2**  
**EUGENE, OR**  
Mt. Pisgah Arboretum

**SATURDAY, JULY 3**  
**EUGENE, OR**

**SATURDAY, JULY 24**  
**SUMMER LAKE, OR**  
PLAYA Arts & Science Residency

**SUNDAY, JULY 25**  
**FORT ROCK, OR**  
Fort Rock State Park

**MONDAY, JULY 26**  
**FORT ROCK, OR**  
Fort Rock State Park

**TUESDAY, JULY 27**  
**KLAMATH FALLS, OR**  
Conger Heights Open Space

**SUNDAY, AUGUST 8**  
**PORTLAND, OR**  
Vietnam Veterans of Oregon Memorial

**TUESDAY, AUGUST 10**  
**COOS BAY, OR**  
Shore Acres State Park

**WEDNESDAY, AUGUST 11**  
**COOS BAY, OR**  
Shore Acres State Park

**FRIDAY, AUGUST 13**  
**GEARHART, OR**  
Dunes Meadow Park

**SATURDAY, AUGUST 14**  
**GEARHART, OR**  
Dunes Meadow Park

**SUNDAY, AUGUST 15**  
**PLEASANT HILL, OR**  
Kesey Farm

**TUESDAY, AUGUST 17**  
**PORTLAND, OR**  
Mt. Tabor Park

**WEDNESDAY, AUGUST 18**  
**PORTLAND, OR**  
Kelley Point Park

[https://www.heraldandnews.com/news/local\\_news/wildfire-cancels-outdoor-concert-forces-venue-change-in-klamath-falls/article\\_f5939c49-ec39-5c3d-8718-cd559bb877c5.html](https://www.heraldandnews.com/news/local_news/wildfire-cancels-outdoor-concert-forces-venue-change-in-klamath-falls/article_f5939c49-ec39-5c3d-8718-cd559bb877c5.html)

# Wildfire cancels outdoor concert, forces venue change in Klamath Falls

By LEE JUILLERAT For the Herald and News  
Jul 19, 2021

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Organizers of the “In A Landscape: Classical Music in the Wild,” canceled a performance scheduled for Saturday in Summer Lake.

Photo by Lee Juillerat

Fires and hot weather are forcing changes for “In A Landscape: Classical Music in the Wild,” performances in Lake and Klamath counties later this month.

Lori Noack, who is coordinating planning for the outdoor performances, which feature her son, Hunter Noack, playing play classical music on a nine-foot Steinway concert grand piano atop a flatbed trailer, said the Summer Lake performance at Playa scheduled for 6 p.m. Saturday, July 24, has been canceled because of the Bootleg Fire. The still uncontrolled blaze is threatening the community Summer Lake and neighboring areas.

The Klamath Falls program for 6 p.m. on Tuesday, July 27, which sold out shortly after it was announced, is being moved from the Conger Heights Open Space to Moore Park.

As of Monday, “In A Landscape” performances at Fort Rock State Park in northern Lake County on July 25 and 26, both at 6 p.m., will be held as planned. Tickets for the Fort Rock performance are \$35 and include free admission to the Fort Rock Valley Homestead Museum. A limited number of free tickets are available to county residents.

People attending the concerts are encouraged to arrive at least a half-hour early to check-in, obtain head phones and reach the performance site. During his performances, Noack will probably be accompanied by a to-be announced singer or musician. Concerts typically last 90 minutes to two hours. Audience members are asked to bring their own low-back chairs or desert-friendly blankets and warm clothing because evenings are typically cool.

Many audience members remain seated during performances, but organizers also provide wireless head phones, or people can use their own, so that they can wander off to enjoy the landscape while listening to the music.

The first-ever Klamath Falls performance was made possible through the efforts of Gayle Yamasaki, who saw Noack’s “In A Landscape” at Fort Rock. “I just thought, how amazing, I just like love the idea of what he does,” she said of the performances offered in non-traditional settings.

Noack, who grew up in Sunriver, graduated from the University of Southern California and did graduate work in London. He prefers performing in outdoor settings because, according to Lori Noack, “He’s a big fan of getting out of the concert hall.” The non-traditional performances are part of Noack’s goal to attract diverse audiences, including people who otherwise might not attend classical music concerts in traditional settings.



Along with Yamasaki, other Klamath Basin people involved in coordinating arrangements are Eric Nelson, Todd Kepple, Terry Wagstaff, Kati Harmon. The Greenway Foundation, Klamath Falls Parks and Recreation Department, Klamath Falls City Schools, Klamath Tribes, Klamath Arts Council, Discover Klamath have also assisting in raising interest and successfully obtaining a Klamath County Tourism grant.

For information about the “In A Landscape” series visit [www.inalandscape.org](http://www.inalandscape.org).

[https://www.heraldandnews.com/news/local\\_news/outdoor-classical-piano-concert-in-klamath-lake-counties-this-summer/article\\_7059d5f6-3408-563a-b0e8-fd185f1998d0.html](https://www.heraldandnews.com/news/local_news/outdoor-classical-piano-concert-in-klamath-lake-counties-this-summer/article_7059d5f6-3408-563a-b0e8-fd185f1998d0.html)

FEATURED

TOP STORY

## Outdoor classical piano concert in Klamath, Lake counties this summer

By LEE JUILLERAT For the Herald and News

May 26, 2021

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Hunter Noack, who has performed on his Steinway concert grand piano atop a trailer at Fort Rock State Park, will make a two performances in July as part of a tour that will also include Summer Lake and, for the first time, Klamath Falls.

Photo by Jana Kittredge

After seeing and hearing Hunter Noack play classical music on a nine-foot Steinway concert grand piano propped atop a flatbed trailer at Fort Rock, Gayle Yamasaki wondered if a Klamath Falls performance was possible.

“I just thought, how amazing, I just like love the idea of what he does,” Yamasaki said of Noack’s “In A Landscape. Classical music series,” which is offered in nontraditional settings.

Two remote Lake County settings, Fort Rock and Playa in Summer Lake, are on Noack’s summer schedule. And, because of Yamasaki’s efforts, a first-ever “In A Landscape” performance in Klamath Falls is set for 6 p.m., Tuesday, July 27, at the Conger Heights open space site. Fittingly, it’s a place where the landscape overlooks the Link River and Upper Klamath Lake.

“We’re just really excited to be in the Klamath area,” said Lori Noack, Hunter’s mother, who helps coordinate her son’s series of performances. The Klamath Falls, Fort Rock and Summer Lake shows are part of what is currently a 27-performance schedule, with more concerts likely to be added at outdoor sites throughout Oregon. The series began in 2016 and has steadily added venues and performances.

Playa, an artists’ collective near the northern Lake County community of Summer Lake, is the setting for July 24’s 5:30 p.m. concert followed by 6 p.m. performances at Fort Rock State Park July 25 and 26.

Lori Noack said her son, who grew up in Sunriver near Bend, graduated from the University of Southern California and did graduate work in London, prefers performing in outdoor settings.

“He’s a big fan of getting out of the concert hall,” she said.

Noack performs on concert piano on a trailer for various reasons, including easing the challenge of moving from performance site to sit. But Lori said it’s part of a goal intended to attract diverse audiences, including people who otherwise might not attend classical music concerts in traditional settings.

“He wants to introduce outdoor people to a classical experience and attract people who enjoy classical music to the outdoors,” Lori explains, noting, “We really try to create more than a two-hour experience. We try to create a relationship with the artist.”

After visiting various sites in Klamath Falls, Noack chose the Conger Heights open space site.

“It really resonated with Hunter. The thought is this will feel friendly to the community,” Lori said, noting the Noacks are working with Yamasaki for to-be determined student music programs during his Klamath Falls visit.

“She’s an endless bundle of energy,” Lori said of Yamasaki, who has and is coordinating arrangements with Eric Nelson, Todd Kepple, Terry Wagstaff, Kati Harmon and such organizations as the Greenway Foundation, Klamath Falls City Schools, the Klamath Tribes, Klamath Arts Council, Discover Klamath to raise interest and successfully obtain a Klamath County Tourism grant.

During his performances, Noack will probably be accompanied by a to-be announced singer or musician. Concerts typically last 90 minutes to two hours. Audience members are asked to bring their own low-back chairs or desert-friendly blankets and warm clothing because evenings are typically cool.

Many audience members remain seated during performances, but organizers also provide wireless head phones, or people can use their own, so that they can wander off to enjoy the landscape while listening to the music.

“If you want to sit still, that’s fine,” Lori said of using head phone. “But if you want, you can also go hiking in the hills.”

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## More Information

Hunter Noack’s “In A Landscape” series, including four performances in Summer Lake, Fort Rock and Klamath Falls July 24-27, visit [www.inalandscape.org](http://www.inalandscape.org).

Tickets for the Klamath Falls and Summer Lakes concert are \$30 and \$35 for the Fort Rock performance. Tickets for the Fort Rock performances also include free admission to the Fort Rock Valley Homestead Museum. A limited number of free tickets are available to county residents.

The Klamath Falls and Fort Rock concerts will begin at 6 p.m. while the Summer Lake performance will start at 5:30 p.m. People are asked to arrive at least a half-hour early to check-in, obtain head phones and reach the performance site.

# EXHIBIT B

**[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>				
<b>OTHER INCOME</b>				
Individual Donors	\$3,000.00		\$2,860.00	
Event Co-Sponsors	\$3,000.00		\$3,000.00	
Klamath Greenways Foundation	\$500.00		\$330.00	\$1,800.00
<i>Klamath County Matching Grant</i>	\$8,000.00			
<b>SUB TOTAL INCOME</b>	\$14,500.00	\$0.00	\$6,190.00	\$1,800.00
<b>TOTAL INCOME</b>	\$14,500.00		\$7,990.00	

**EXPENSES**

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	IN A LANDSCAPE	\$13,000.00		\$10,000.00	
2	Transportation( shuttle to concert)	\$1,500.00		\$0.00	
3					
4					
	<b>SUB TOTAL EXPENSES</b>	\$14,500.00	\$0.00	\$10,000.00	\$0.00
	<b>TOTAL EXPENSES</b>	\$14,500.00		\$10,000.00	

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