

TOURISM GRANT APPLICATION

Organization Applying: Klamath Basin Audubon Society

Address: P O Box 354

City, State, Zip Klamath Falls OR 97601

Contact Person: Julie Van Moorhem

Phone Number: 541-882-4488

Tax ID # or SSN: 93-0830-738

Email Address: jvanmoo@sisna.com

Web Site Address: www.WinterWingsFest.org

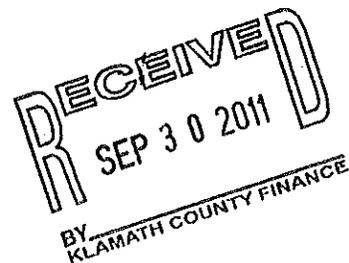
Title of Project: 2012 Winter Wings Festival

Brief Description of Project: This is a community-wide event that celebrates Bald Eagles, raptors and waterfowl of the Klamath Basin during Presidents' Day Weekend. A variety of educational field trips, tours, workshops, free family activities, and receptions will be offered over the three days of the event.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Julie V. Van Moorhem Date 9-28-2011

Signature of Board Chair David A. Fetter Date 9/28/2011



Tourism Grant Budget Form

| INCOME | Committed | Pending | Total | Actual | Comments/Explanations |
|--|-----------|---------|---------|--------|-----------------------|
| Tourism Grant Request | | 10000 | | | |
| Cash Match - | | | | | |
| Source: Title Sponsor | \$5000 | | | | |
| Source: Ad Revenue | 500 | | | | |
| Source: | | | | | |
| Total Cash Match | 5500 | | | | |
| Other Funding Sources: | | | | | |
| Source: Registration | | 40000 | | | |
| Source: Donations | | 2320 | | | |
| Source: Ad revenue | | 1585 | | | |
| Total Other Funding Sources | | 3700 | | | |
| | - | - | - | - | |
| Total Projected Revenue | 5500 | - 57605 | 63105 | - | |
| EXPENSES | | | | | |
| Advertising | | | | | |
| Print Brochures | | 5870 | | | |
| Web | | 2500 | | | |
| Other Internet | | | | | |
| Other (Ads, Radio/TV, Flyers, posters, emails, banners, direct mail, misc other publicity) | | 6801 | | | |
| Total Advertising (Publicity) | - | - | -15171 | - | |
| Printing | | | | | |
| Postage | | | | | |
| Misc/Other (Explanation Req'd): Other: Registration | | 5750 | | | |
| Other: Transportation | | 6580 | | | |
| Other: Operations (Facility rental, Signs, Outreach, etc.) | | 8660 | | | |
| Other: Program | | 10940 | | | |
| Other: Hospitality | | 9935 | | | |
| Total Miscellaneous/Other : | | | - 41865 | - | |
| | - | - | - | - | |
| Total Projected Expenses | - | - | - 57036 | - | |
| Net Projected Income<Expense> | - | - | - 6069 | - | |

NOTES

Do not include any items listed on Page 3 of the application as not eligible
Be as specific as possible; provide explanation to help clarify budget items
Use the "Actual" column when preparing your final report; submit this form with the final report
Use additional space or lines if necessary to provide complete information

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To acquire funds to assist us in bringing visitors to Klamath County. These funds will offset higher marketing costs. Increased advertising and promotion will likely increase attendance, which will help maintain free and/or low-cost festival activities that will be attractive to visitors and residents, and also increase hotel/motel room nights.

2. What are the project activities?

The event will offer birding field trips, presentations by two nationally recognized speakers, nature and photography workshops, free family activities, mini-sessions, receptions including an evening banquet dinner, and pro photographer celebrity and birding celebrity field trips. These field trips take participants as far as Lava Beds National Monument, Lower Klamath and Tulelake NWR, and Butte Valley. Also, various locales such as the Lake of the Woods Resort, Ft. Klamath, Klamath Marsh, Chiloquin and Refuge Headquarters are utilized and festival attendees are encouraged to explore the Klamath Basin on their own using maps that we provide.

3. When will the project occur? How long will it last?

The Winter Wings Festival (WWF) begins on Friday, February 17, 2012, and ends on Sunday evening, February 19, 2012. It is scheduled to take advantage of the Presidents' Day Weekend holiday and offers three full days of activities. In 2012 there will be a pre-festival field trip, which will **begin Thursday afternoon, February 16, 2012, thus bringing in some visitors for an extra day or two** in our community. We will also be offering **activities that begin early on Friday morning, necessitating a Thursday arrival** for those who don't come for the Thursday activity. We continue to offer **more activities on Sunday to encourage visitors to stay over that night instead of leaving Sunday morning.**

4. Who is the target market? What is your strategy for reaching the target market?

Target market: Birders, naturalists, families, and nature photographers throughout the Western states; local residents and families. Repeat visitors from recent years.

Strategy:

**** Attract new nationally recognized presenters who will spark interest in the WWF.**

**** Increase our communication on the web.**

**** Mail/distribute 2,000 plus brochures to birders, wildlife agencies, nature shops, photography stores, and hotels. Increase the ads in the brochure to make it more self-sufficient.**

** Purchase print ads in markets that have been well represented in past years; purchase radio and/or televisions ads in Southern Oregon.

** Utilize title sponsors to reach out to new attendees.

** Upgrade the WWF website with new graphics, facebook feed and new photos; put more emphasis on new facebook page.

** Continue to do e-blasts on registration and program announcements.

** Continue our partnership with Discover Klamath to run television spots featuring the Winter Wings Festival along the I-5 corridor.

** Target promotions to new and returning attendees:

- 1) Send out mailers to birding magazine subscribers on the West Coast inviting them to come and offering them a premium to sign up on a special splash page.
- 2) Offer photographer returnees a premium to sign up on a special splash page.
- 3) Offer general returnees a premium to sign up on a special splash page.

The premiums may be free or discounted events, sweepstakes entries, and/or special meet and greets with keynoters. Based on the projected costs we can break even on the targeted promotion with approximately 50--60 new attendees.

** Eliminate ads that have not been mentioned in evaluations as how attendees heard about the festival (regional newspapers, PSA television ads).

** Advertise online with nationally known birding websites (Cornell Lab of Ornithology and American Birding Association).

** Run ads or announcements in Audubon chapter newsletters. Look into bringing Audubon chapter members from Oregon and California to Klamath Falls on AMTRAK.

** Continue to partner with the Herald and News and other regional newspapers to get feature articles printed about the festival.

** Work closer with our host hotels to promote the festival on their websites, etc.

** Work with our title sponsor to promote the festival to photographers through camera shops and other photography venues in Oregon

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

We **expect 600 paid registrants. In 2011, there were 516 registrants who generated 482 room nights.** We anticipate similar or increased numbers for 2012 because we offer pre-festival activities and increased numbers of activities on Sunday, leading to extra room nights. We believe this strategy will encourage participants to come into town a day or so early and stay over on Sunday night instead of leaving Sunday morning.

We **obtain information on paid registrants** primarily through the WWF **on-line registration system** and follow-up on-line evaluation surveys. The on-line registration system requires registrants to indicate the following in addition to demographic information (age group, gender, etc):

1. current address, city, state and zip code
2. where they will stay in Klamath Falls (hotel/motel, B&B, campground, relatives and/or friends)
3. number of nights they will be staying

We **expect at least 1,200 to 1,300 walk-in participants** for free family activities and to view vendors' wares and nature displays. We do a hand tally of attendees at the free events every two hours to estimate the crowd attendance.

6. How are you planning on extending the visitors' length of stay? How will you encourage early arrival and late departure?

We are offering a **special event that starts early afternoon on Thursday** and continues through Friday. We think that the people who sign up for this event **will probably come in on Wednesday, February 15**, which adds a night to their stay – some might even come a day earlier than that just to explore the region. By having a **high number of trips, workshops, and mini-sessions on Sunday** we think visitors also will **stay over on Sunday night instead of leaving Sunday morning**. This will increase the number of room nights in hotels and restaurant visits. The quality of these events will encourage early arrival and late departure.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

WWF is an event produced by the Klamath Basin Audubon Society (KBAS), a nonprofit organization established in 1983. KBAS has about 200 members. This organization has been involved with the festival almost since its inception about 30 years ago. The festival is produced entirely by volunteers, many drawn from KBAS, and also others

from the community who are dedicated to the success of the Festival. There is **no paid festival staff**. Most of our trip leaders and presenters are also volunteers, many with multiple years experience with the festival.

Over the last three years more key volunteers have begun taking leadership roles on the committees. A group of key volunteers begins the work on the program, operations, publicity, etc. in April for the next year's Festival. During the summer months, key volunteers on the nine committees initiate activities in their areas. By December, we begin recruiting from the pool of general volunteers to staff the festival. By February we have involved over 100 volunteers to successfully produce the festival including youth from various schools in the Basin.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

Anne Wenner and Diana Samuels will be coordinating the 2012 festival again. Ms. Wenner has many years experience managing the festival when it was the Bald Eagle Conference and also when it transitioned to the more community focused Winter Wings Festival in 2005. She has also been active in other Klamath Falls community-based events. Ms. Samuels is one of the three coordinators who produced the highly successful 2008 and 2009 Festivals that increased the paid attendance by 42% and 26%, respectively. Together, the WWF coordinators have extensive experience conducting festivals, coordinating volunteers, raising funds, and serving on other non-profit boards. The coordinators have a unique set of skills, management experience, and working knowledge of birding festivals.

The WWF has a **proven track record of bringing tourists to Klamath County in the shoulder season**—in 2011 sponsor hotels had either full occupancy or almost full occupancy, and other hotels in the community accommodated many other attendees.

The Festival Coordinators are actively working with other partners in the region to gain more community support for the Festival. We have solicited input from Discover Klamath Board members, the Klamath County Chamber of Commerce staff, the Klamath Falls Downtown Business Owners Association, the Klamath National Wildlife Refuge manager, and sponsoring entities. We are beginning to work with other birding festivals to do cross-promotional advertising. After the 2011 festival two local agencies requested to be involved in Festival activities as sponsors.

In addition, we have successfully partnered with local businesses to provide: special lodging packages for attendees; an international photography company, Canon USA, as our Title Sponsor, will underwrite portions or all of five photography workshops and/or special nature photography events—an increase from one (1) photography event in 2008 to a total of fourteen (14) in 2011; a special reception featuring local organic products derived from the Basin's Walking Wetlands farming program.

As the reputation of the festival has grown, more nationally and regionally recognized speakers are eager to come to Klamath Falls to participate in the Festival. This year we have two nationally-recognized speakers featured at the Festival: Kenn Kaufman, naturalist, birder and author will be a keynote presenter; Darrell Gulin, a renowned bird photographer and Canon Explorer of Light photographer, will also be a keynote presenter; and special Performer Denny Olsen will offer at least

two sessions for families that are free to the public; in addition, Mr. Olsen is also scheduled to present at additional shows to County and City schoolchildren during the days leading up to the Festival.

The strengths of the Winter Wings festival coordinators in planning and developing this festival for many years and the **proven successful record of bringing a significant number of visitors to Klamath Falls in the shoulder season** to stay in our hotels, eat in our restaurants, visit this beautiful region (and perhaps return for future visits) uniquely qualifies us to carry out this project. The Winter Wings Festival's direct total economic impact to the community in 2011 was approximately \$109,638. This does not include any multiplier.

(**NOTE:** Communities often determine economic impact of tourism events by using a multiplier. A multiplier of 3 up to 7 is not uncommon (*Basin Business section of Herald and News, July 14, 2011.*) If such a multiplier were used for the Winter Wings Festival, on the conservative side, using a multiplier of 3, a total economic impact of \$328,914 would accrue to the community as the money recycles. If the higher multiplier were used (7), an economic impact of \$767,466 is generated.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

a. Mail/distribute brochures to 2,000 plus potential attendees

b. Notify via e-mail newsletter (with graphics and photographs) 1,100 previous attendees and

interested parties on the festival e-mail distribution list of our upcoming program and plans

c. **Initiate a new Purl campaign.** This is a direct mail/email marketing campaign to 3200 addresses and approximately 2000 email addresses of new and previous festival attendees. The personalized URL approach is designed to encourage recipients to visit their personal URL splash page and then continue on to the WWF website and, ultimately, register for festival activities. We plan to offer targeted incentives such as special meet and greets with keynoters, a Running Y stay and golf package and festival discounts.

d. List on Discover Klamath website.

e. List in Travel Oregon and Oregon Events Calendar.

f. List on about 20 festival websites/directories in multiple states.

g. Update Festival website(www.WinterWingsFest.org)

h. Purchase ads on radio stations and regional newspapers in California and S. Oregon primarily, purchase television ads in Southern Oregon.

i. Place posters in California and Oregon nature stores and photography stores.

j. Distribute flyers or rack cards to other birding festivals in California, nature shops, and Chamber of Commerce offices in Northern California and Oregon. The rack cards will be placed at the Oregon Visitor Center in Midland and Discover Klamath, and some volunteers mention the festival in a docent talk on the AMTRAK train to Eugene and distribute rack cards to any who express interest in the festival.

10. How will you measure your success or attendance? Examples: survey, Raffle, Ticket Sales. (Be specific)

| Criteria: | Measure: |
|--|--|
| Attendance | On-line Registration |
| Attendance at Free Events | Head count |
| Room nights | # room nights in hotels (on-line registration) |
| Collaboration with groups | increase community groups participating |
| Sponsors | increase sponsor revenue |
| Participation | increase targeted registrants by 10% |
| Event evaluations | increase positive evaluations (on-line survey) |
| Financial impact on community | dollars spent during stay--hotel, gas, food, etc. (on-line survey) |
| Planned return visits to Klamath Falls | # of "yes" responses to an on-line evaluation Question about planned return visits within the year |

11. If your project is already underway explain how this grant will increase your likelihood of success.

This grant will increase our likelihood of success by providing additional marketing funds that are otherwise unavailable to us. We cannot implement some of the marketing strategies we've worked on without additional funding.

Each year we try to improve the visitor experience and marketing. For the 2011 Festival we upgraded to a new registration system that is now being used by five (5) birding festivals in the nation.

For 2012 we hired local web designers to do a complete redesign of our website to make it more visually compelling. That effort is underway at www.WinterWingsFest.org.

Based on our data on how attendees learned about the 2011 festival, we retained successful marketing strategies and eliminated those that were ineffective. Over the summer we held several **strategy sessions with Discover Klamath and Smith-Bates executives**. Out of that evolved a new approach (**PURL campaign—see Marketing Plan, #9 {c} for description**) to reach birdwatchers who have not previously attended the festival as well as to encourage return visits by past attendees. **If we receive the full grant funding requested, then we will proceed with this plan to contact approximately 3200 West Coast birdwatchers as well as past attendees from the last four years (since 2008).**

In addition to attracting two great nationally recognized keynoters for 2012, we have added more field trips, workshops and talks to the three-day

festival so we have the capacity for more attendees to have a quality experience. We believe the "table is set." Now we need to get the word out to a larger audience.

The grant will also defray some of the costs for this new campaign, support television ads, the redesign of our website to make it more professional, e-mail blasts to our list of over 1200 interested households, and ads in national online birding sites. **We have been encouraged by these professionals to spend more to reach more potential attendees. We believe this increased advertising and promotion will likely increase attendance, increase the number of hotel room nights, enhance our chances for a successful event and contribute to the local economy through lodging, meal, fuel expenditures, etc.**

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

-- Volunteers** An estimated 3,300 volunteer hours are donated to produce the festival. Based on an hourly rate of \$20.25, the estimated value of total volunteer donation is \$66,825.

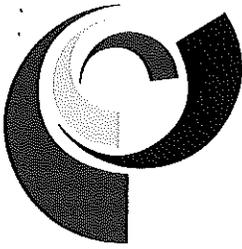
-- Several hotels will provide special room rates for participants, comp rooms for presenters, and field trip pick-up locations

-- Wildlife resource agencies will provide personnel as field trip leaders

-- Retail businesses and local farms will donate some food and beverages

- The Chamber of Commerce will provide some copying support
- Birds & Beans will donate coffee
- USFS will donate staff, facility and materials for the tracking workshop
- Smith-Bates donated technical assistance on marketing and discounted rate on design and printing costs
- Local photography club will organize and produce the photography contest
- Leo's Camera will donate some of the photo contest prizes
- The Ledge will donate snowshoes for field trips

**Based on statistical information from the U.S. Department of Labor, the value of a volunteer hour is estimated to be \$20.25 in 2008. The estimate of the value of volunteer time is calculated by taking the average hourly wage of all non-agricultural workers in the U.S. as determined by the U.S. Department of Labor, Bureau of Labor Statistics and increasing the amount by 12% to estimate fringe benefits



Klamath County Chamber of Commerce

205 Riverside Street Suite A ♦ Klamath Falls, Oregon 97601
(541) 884-5193 Phone ♦ (541) 884-5195 Fax

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

September 8, 2011

RE: Marketing Support for Winter Wings Festival

Dear Members of the Tourism Grant Committee,

The Klamath County Chamber of Commerce has a long working relationship with the Winter Wings Festival in Klamath County. This event is a growing visitor attractor for the community and receives significant support from organizations such as ours and Discover Klamath (our local tourism marketing agency).

Festival coordinators are creatively pursuing new marketing activities and are attempting to reach a much wider visitor audience. They have successfully collaborated with many organizations, both public and private, to grow attendance and expand all aspects of the event. It is an organization that leads local efforts to educate on the natural environment and champions positive stewardship of local natural resources.

Our organization will continue to support these efforts and more in the future and look forward to your help in this worthwhile endeavor.

Best Regards,

Charles Massie
Executive Director

Board of Directors

Jodi Kucera
Ma & Pia's
Pizzeria &
Brewhouse

Stellar Solutions
Stan Gilbert
Development Center
Toby
Freeman

Int
us
orberg
n
/
d Catering
riffin
nk & Trust
to
ing, Kingsley Field
on
Associates, Inc
p
DU
S
Office
ppson
ies
ang
no
i
oon
cker
w
Helman Premier

Members

City of
Klamath
Falls
Klamath
County
KCEDA
Oregon
Institute of
Technology
Klamath
Community
College



September 8, 2011

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

Dear Tourism Grant Committee:

I am writing this letter to support the grant application being made by the Winter Wings Festival. The Winter Wings Festival has been part of the February schedule at the Oregon Institute of Technology for more than two decades. During that time, the OIT community has been both delighted and impressed to see the number of visitors from outside the local area who travel here for this exceptional experience. In particular, the hands-on workshops, local expertise, and excellent, nationally renowned speakers have elevated the Winter Wings Festival to an event that is garnering a great deal of support and recognition across the country. I have been especially pleased to see the focus on wildlife in the Klamath Basin and the wonder and beauty of our part of the world.

The Winter Wings Festival is a vital part of the local educational landscape, promoting understanding of Klamath Falls' location on the Pacific Flyway and our respect for this critical stopover by migratory birds. We are proud to be associated with Winter Wings Festival here at OIT, and I encourage you to fund this proposal.

Sincerely,



Christopher G. Maples
President

Oregon
Institute
of Technology

Office of the President

201 Campus Drive
Klamath Falls, OR
7601-8801
41.885.1100 (office)
41.885.1101 (fax)
www.oit.edu

9/29/2011

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

RE: Winter Wings Festival

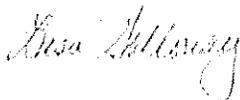
Dear Committee Members:

I am writing this letter of support for the Winter Wings Festival and all they do to promote a unique experience, attract tourism and better our community. This year I am very fortunate to be working closely with them to help expand their program and bring a few new options departing from Running Y. Their professionalism and dedication to offer such a wide variety of programs, seminars and field trips is what has attracted nationally acclaimed keynote speakers and community leaders to be a part of the festival.

As a host hotel, Running Y has committed to provide many things for the festival including a sweepstakes package for their PURL program, advertise in their brochure and host their keynote speakers just to name a few. We understand any effort and support we provide can only be magnified by the funds of a Klamath County Tourism Grant to the festival.

I personally appreciate your consideration in providing the funds needed to help further this already extraordinary event.

Sincerely,



Lisa Galloway | Director of Sales
5500 Running Y Road Klamath Falls, OR 97601
P: 541.850.5570 | C: 541.891.1253 | F: 541.850.5787
lisag@runningy.com | www.RunningY.com

September 10, 2011

One of the true pleasures of living in the Klamath Basin is writing about and, even better, attending the annual Winter Wings Festival. Each year, when I receive a calendar for the coming year, I immediately set aside selected dates for "don't miss" events. Among those is the Winter Wings Festival, which has evolved into one of the Klamath Basin's most consistently interesting, informative and fulfilling events. Based on what I'm already hearing about the 2012 festival, it should be another exciting event.

I again attended the 2011 gathering, both as a participant and as a reporter-photographer for the Herald and News. Along with being impressed by another strong group of presenters, I was delighted by the numbers of first-time and repeat attendees from the Klamath Basin along with visitors a region that included Northern California along with Oregon and the Pacific Northwest. In visiting with some of those people, they said they came to Klamath Falls after hearing about the festival through a variety of promotional materials and media.

The Winter Wings organizers, who annually add new features while making small but impacting improvements to the festival's basic structure, do an excellent job in marketing the event. As in previous year, I give my thanks to Klamath County for providing the grants that helped make that promotion possible.

Last year the organizers added activities a day earlier than usual and expanded the Sunday schedule. From what I heard from festival participants, those decisions helped give some out-of-town visitors new reasons to add another night or two to their stays. That's always great news for the Klamath Falls and the region's economy.

Here's hoping you'll again choose to provide funding for the 2012 Winter Wings Festival.

Thanks,

Lee Juillerat, Herald and News regional editor



437 Main Street
Klamath Falls, OR 97601
541 882-3331
www.leoscamerashop.com

September 8, 2011

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

Tourism Grant Committee:

Again this year we at Leo's Camera Shop have decided to pledge our support to the Winter Wings Festival and I hope you will too. We have a unique opportunity in our community to make Klamath Falls shine in the eyes of our out-of-towners.

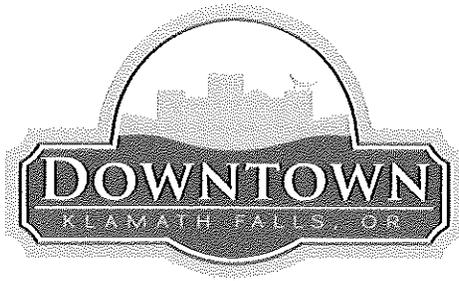
For those of us who have grown up here, it's very easy to take this area's natural beauty for granted. I believe we have only begun to tap the possible tourism dollars from our most unique natural wonder, our birds. Almost every year customers that were visiting from outside the area openly expressed to me, with gleam, "You have no idea how lucky you are to live in an area with so many amazing birds". A couple of years ago a friend came to visit who was a bird lover and she wanted to go to a refuge, which we did, and she told me she thought she had died and gone to heaven.

At last year's Winter Wings Festival, with the support of Canon USA, Inc. we brought in Canon technical experts to do an educational session on bird photography using Canon equipment. Canon provided a lot of professional camera equipment for participants to borrow for a 5 hour period so they can experience the equipment. Canon also made it possible for Professional Photographer Art Morris to give a special presentation on Saturday evening. Over 200 people attended the Art Morris presentation. On Saturday mornings local professional photographer, Larry Turner took 10 people on a guided tour of the refuge where he gave participants photo tips. In all we offered 12 photo related workshops and field trips.

Canon USA is providing the staff and equipment to me at no cost. In 2012 we are bringing in another of Canon's "Explorer of Light" contract photographers, Darrell Gullin, for a presentation and field trip. One of the foremost nature photographers working today, Darrell will focus his presentation on his experiences photographing birds in Antarctica, the Arctic, Australia, Africa, and the Pantanal of Brazil, with a special emphasis on feather patterns.

Exciting things are happening at the Winter Wings Festival. The bottom line is that we need your support. We have only scratched the surface on the potential economic benefit to our community from visitors out side our area coming to an event like this. Birders are passionate, love to spend money, and I believe they will return year after year once they have experienced our area and the Winter Wings Festival. I'm committed to this event, won't you commit, too?

Steve Spencer
Leo's Camera Shop



September 7, 2011

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

To Members of the Tourism Grant Committee:

It is with pleasure that I write this letter supporting the Klamath Winter Wings Committee's application for a Klamath County Tourism Grant. The Winter Wings Festival held on Presidents' Day Weekend every February for the last 33 years is one of the most remarkable events of its kind nationwide and provides an essential economic boost to our local business community.

Five hundred or more tourists with a passion for birds and bird-watching flock (pun intended) to the Oregon Institute of Technology for this four-day event where they listen to world-class experts on ornithological habitat, rescue, photography, art and more. Even though the weather is almost always cold and snowy, they are not daunted by early-morning outings to watch the eagles and other winter birds. The Klamath Basin is in the migratory path of the Great Western Flyway, so the numbers of bird seen at this time of year is astounding!

This event and its enthusiastic participants bring a surge in local business during a month that is typically very slow for all of us. OIT is only a few minutes from downtown area, so many of the attendees shop and dine with us. Funds from this grant will be used to market the event to an even wider audience and capture new attendees, thus more tourist dollars will infuse our community.

It is so important, especially during these difficult and uncertain economic times that events like the Winter Wings Festival survive and grow. Please give the Klamath Winter Wings this grant and help them as well as the Klamath Falls community.

Sincerely,

Linda R. Warner, President
Klamath Falls Downtown Association
PO Box 372
Klamath Falls, OR 97601

8.15.11

To Whom It May Concern,

The Winter Wings Festival of Klamath Falls is a fantastic event during the doldrums of winter. The event takes place during a slow time period, which is beneficial for the health of the community. This event focuses on a treasure of the region, the pacific flyway, its importance and the birds that fly to and through here.

The Ledge Outdoor Store has been actively involved with the event, going back to when it was known as the Bald Eagle Conference (8 years). We have observed the stewardship of the organizers. It has grown wisely and has developed a great following of local and distant attendees.

We wholeheartedly support the efforts of the Winter Wings Organization. Continuance of their mission is vital to tourism for Klamath Falls. Please consider the value provided by the volunteers who bring awareness to the natural resources in this region.

Sincerely,



Michael Angeli
Owner – The Ledge Outdoor Store / Yeti's Lair Climbing Gym
Board Member – Klamath County Chamber of Commerce
Past President – Klamath Falls Downtown Association