

Klamath County Tourism Grant
Final Report



Please provide the following information and submit with your final Drawdown request. 10% of the grant is withheld until we received this final report.

Klamath Basin Audubon Society
Name of Organization

February 12-15, 2014
Date of Event/Project

PO Box 354
Address

Klamath Falls OR 97601
City, State, Zip

541-882-4488
Phone Number

Submit Report to:
Tourism Grant Coordinator
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601
541-883-4202

Winter Wings Festival
Title of Project

1. Detail the matching funds received proof of their receipt.

The 30% cash match requirement was met through our title sponsor Fisher Nicholson Realty who donated \$5000 to the festival. A copy of their check is attached.

Additional sponsors included Pacific Power (\$1000), Walker Brothers Farms (\$1000), House of Homes Realty (\$500), Nature Conservancy (\$250), Grange Co-op (\$250), and Klamath NWR (\$400).

2. Complete the budget expense templates for both the project and the marketing plan.

See attached forms.

3. Where did you spend advertising dollars and did they provide the desired results?

- a. We mailed a Save the Date postcard to 675 recent festival attendees and about 1725 subscribers to Bird Watcher's Digest in California, Nevada, Oregon and Washington. We mailed 5-10 postcards to selected Audubon chapters in California, Oregon and Washington to share at their December monthly meeting. We distributed postcards to selected nature and photography shops in Oregon.

- b. We electronically distributed a modified Save the Date card with links to our website to about 30,000 online subscribers to Bird Watcher's Digest.

- c. We developed an eBrochure and made it available as a downloadable pdf on our website and also emailed it to about 2200 of our email subscribers. We also printed

750 brochures and distributed them at hotels, Discover Klamath, and mailed brochures to subscribers that requested printed brochures. Both eBrochures and printed brochures were sent to potential attendees in many states and a few Canadian provinces.

- d. We updated the Festival website with 2014 program and related information (www.WinterWingsFest.org) and managed our first ever digital photo contest featuring birds of the Klamath Basin on this website which garnered 234 entries. We publicized the Winter Wings website through our Facebook followers numbering 675 and through our eBlasts to subscribers.
- e. We ran an ad in the Chico News and Review special Snow Goose Festival insert sent to 40,000 subscribers on January 2, 2014 and distributed to another 2000 birdwatchers that come to that festival.
- f. We ran an online festival listing ad the Cornell Lab All About Birds website.
- g. We distributed about 200 posters at nature shops, etc. throughout Oregon and some in Klamath county.

The results were as follows:

- We had virtually the same number of attendees at the 2014 festival (605) as the 2013 festival (619) even though the 2014 weather was much worse in Oregon. The week before the festival about 40 registrants cancelled due to heavy snow in the Portland region.
- We were able to attract our target audience to the festival: birders, naturalists, families, and nature photographers throughout the Western states; local residents and families; repeat visitors from recent years and new visitors.

67% were from out of the area
48% identified as first time festival attendees
52% were returning festival attendees
39% were photographers
39% were birders

- National speakers drew the highest number of attendees at keynotes in the festival's history. For example, we had around 330 attend the Rick Sammon keynote on Friday night.
- 45% of attendees indicated they would definitely return some time in the coming year to bird, photograph or just visit our local attractions. Another 35% indicated that perhaps they would return for a visit.
- Based on historical data, we think the economic impact of the festival is probably about the same as 2013, or slightly higher because hotel prices increased slightly from 2013 to 2014, and probably other costs (food, gas, etc.) have gone up, too. In addition the occupancy rate for hotels increased slightly in February 2014 from 2013. Some of this increase is probably attributable to the festival, which is the major event in Klamath Falls during February. The festival continues to provide an infusion of money to the local

- economy in a season when not many events are held. This infusion of money is approximately half a million dollars when a conservative multiplier of four (4) is used in economic analysis.
- Anecdotal evidence indicates that other groups come to the Klamath Basin in the weeks just prior to, during and after the festival to bird, photograph and tour our area, but they do not register as festival attendees so there is no way to track their length of stay or economic impact on the community. We also know that some visitors come to the area during this weekend because they couldn't get into festival events—the events sell out too fast for all who want to attend to actually register. So they come anyway and bird, photograph, etc. on their own. Again, there is no way for us to track this spin-off effect of the festival.
- In addition, this publicity may result in increased tourism visits to the county—not just from festival attendees who may come in other seasons, but also for people who did not attend the festival but will remember the publicity and perhaps come to visit in the future.
- This event continues to have positive impacts on the community: creates a positive image of the community to those who come from outside the Klamath Basin, builds positive relations within the community, and contributes to the local economy in the short term and the long term, as it becomes an attractive destination for birdwatchers, photographers, or those just interested in exploring the Klamath Basin and all its attractions, but particularly its natural attractions. In addition, the Winter Wings Festival increases the name awareness of the Klamath Basin for those interested in birds and wildlife and the likelihood that the Basin will be perceived as being “nature friendly.”

4. Provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.)

These are the marketing materials that were produced with marketing funds or in the case of rack cards were mailed out using marketing funds.

- Save the date postcards
- Save the date eBlast
- eBrochures
- Printed brochures
- Website (www.WinterWingsFest.org)
- Rack cards (printed 2012)
- Online Cornell festival ad
- Chico newspaper ad
- Posters

These materials are included on the CD except for the website which may be viewed online.

As mentioned in our application, we also market the festival through a variety of free other media outlets including Facebook, press releases, website listings, etc. but they are not included here because they did not utilize county funds.

5. How many people from out-of-county attended? How did you determine how many people from out-of-town attended?

Data indicated that 67% of attendees (405) were from outside the Klamath Basin. Out-of-state attendees accounted for about 42% of festival registrants. Ten states other than Oregon were represented: Texas, Arizona, Illinois, Idaho, Minnesota, Nevada, Ohio, California, Washington and New York. We even had an attendee from Alberta, Canada. The bulk of out-of-state attendees were from California.

Our on-line festival registration system collects demographic data on each registrant, including address and zip code.

6. How many extra days did your visitors stay in the area? How did you determine how many extra days your visitors stayed?

Again this year we produced a 4-day festival that increases the likelihood that visitors will arrange multiple-night visits of more than two (2) nights. The number of room nights increased slightly from 2013—495 in 2013 and 528 in 2014. This increase of 33 room nights (~6%) resulted from adding a fourth day to the festival.

This does not include some extra room nights accounted for by a pre-festival event—16 room nights for participants who arrived a couple of days early for a photography event that was not a part of the actual festival, but was “piggy-backing” on our event. In addition, host hotels provided comped room nights (32) for leaders and presenters.

The length of stay was roughly the same as 2013. While most attendees (35%) stayed 3 nights, 28% stayed 4 nights, and 11% stayed 5 nights. A few people stayed 6 or more nights.

Our on-line registration system collects the demographic data for each registrant. This includes information about where and how long they stay while attending the festival. Information regarding extra days stayed due to the pre-festival photography event was solicited from the hotel and attendees at that event.

7. Do you plan on sponsoring this event again?

After considerable discussion and analysis we plan to produce another festival in 2015. Transportation costs are expected to at least double, and Klamath Falls has very few options available for buses or vans other than the public school buses that we use and a charter company that we have worked with for a few years. This will be a major challenge as we plan for 2015. In addition, water levels at the Refuge may be some of the lowest since the festival began. We have started looking for new leaders and presenters in order to meet our goal of revitalizing the festival annually. One of our strengths is the large pool of volunteers who want to participate again in 2015, and they continue to accept larger responsibilities for major activities. We have about 130 volunteers who help produce the festival.

The Winter Wings Festival continues to acquire national recognition in the birding and photography community. We are still in the pleasant position of having people at the national level contact us to inquire about becoming a part of our festival. **Several keynote speakers and high-level optics representatives have told us that we rank in the top 10 of national birding festivals based on their festival experiences. One speaker at the 2014 festival puts us in the top 5 of national birding festivals.** Attendees, leaders, and presenters always comment on the high caliber of events and how well organized the festival is. These talented leaders in birding and photography present and lead trips at many national festivals and therefore have critical knowledge regarding how festivals are organized and whether they are good or not. In addition,

the American Birding Association has placed the Winter Wings Festival on its approved festivals list. All of this national recognition is a feather in the cap of festival organizers and also Klamath Falls, and we need to take advantage of all the opportunities this provides to reach out to broader audiences.

8. Do you have any comments or suggestions for the Tourism Review Committee regarding the application, award or reimbursement process?

We were very pleased to be a recipient of a Klamath County Tourism Grant. The grant enabled us to expand our publicity significantly, allowing us to implement some innovative advertising methods. Although festival attendance and length of stay was only slightly higher than 2013, we attracted a major photographer who wanted to "piggy-back" on our event, which added room nights and economic impact to the community. We will probably try to increase this kind of "linking" with related activities.

The budget forms were a little confusing at first and we needed assistance to understand their intent. Perhaps that can be addressed for future cycles, either in grant guidelines or at the first marketing meeting. In addition, a fillable final grant report form would be appreciated. The payment procedure continues to be easy, and everyone associated with the grant process, as always, was very helpful. Thank you very much for awarding us this grant.

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.

Julie V. Van Moorhem
Signature
Julie V. Van Moorhem, Festival Operations
Printed Name and Title

5-29-14
Date

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request			7440	7343	
Cash Revenues -					
Source: Title Sponsor - Fisher Nicholson Realty			5000	5400	
Source: Other Sponsors			3100	3915	
Source: Nature Conservancy				250	
Source: Grange Coop				250	
Source: Jim Stamates				415	
Source: Walker Brothers			1000	1000	
Source: House of Homes Realty			500	500	
Source: Harry Fuller donated trip				100	
Source: Pacific Power				1000	
Source: KB NWR Postage				400	
Total Cash Revenues			9600	9315	
Other Funding Sources:					
Source: Registration			44400	52402	Fees collected from participants to attend paid events
Source: Vendor Revenue			2100	2245	OIT vendor table fees paid by 40 vendors
Source: Apparel, Books, Misc.			1800	2181	Sales of logo apparel, presenters books, calendars, etc.
Total Other Funding Sources			48300	56828	
In-Kind Revenue					
Labor			87160	87160	130 volunteers, 4000 hours using Labor bureau rate of \$21.79/hour
Marketing costs			500	500	Discounted eBlast rate
Other: Chamber of Commerce			300	300	Copying support
Other: Local Hotels			3020	2825	Comped rooms for presenters/leaders
Total In-kind Revenue			90980	90785	
Total Revenue			156320	164271	
EXPENSES					
Cash Expenses -					
Personnel costs			0	0	Volunteer staff
Marketing costs			8890	8951	Includes both Out-of-County marketing (Webpage, brochures, eBlasts, print ads, postcards, etc.) and In-County and logo premium promotional marketing
Rentals: Facilities			6000	6374	OIT meeting rooms, Running Y Lodge, Favell Museum
Supplies			3585	4115	Art/photo awards, signs for both venues, wrist bands, name badges, and other misc. excluding logo items
Other: Registration			6300	10574	Online registration fees, gateway, and refunds
Other: Transportation			7400	5833	Bus rentals
Other: Hospitality			15580	13265	Banquets, receptions, bag lunches etc.
Other: Program			13300	15539	Fees and transportation for keynoters, professional photographer fees, gas mileage reimbursement for out-of-town presenters/leaders
Total Cash Expenses			61055	64651	
In-Kind Expenses					
Labor			87160	87160	130 volunteers, 4000 hours @Labor Bureau rate of \$21.79
Marketing costs			500	500	Bird Watchers Digest discount
Other: Chamber of Commerce			300	300	Copying support
Other: Local Hotels			3020	2825	Comped rooms for presenters/leaders
Total In-Kind Expenses			90980	90785	
Total Expenses			152035	155436	
Net Income<Expense>			4285	8835	

NOTES

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

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request			7440	7,343	Out-of-County marketing
Other Sources					
Title Sponsor			715	715	Brochure printing
Klamath Basin National Wildlife Refuges			400	400	Marketing postage underwriting
Title and/or other cash sponsors			1450	1,415	Festival logo premium items and promotional items purchased for participants, comps, and prizes
Total Revenue			10005	9,873	
CASH EXPENSES					
Advertising					
Print			350	371	Print ads and posters
Web			750	521	Web updates plus online ads
Other Internet			2800	3,136	eBrochure and eBlasts
Other					
Total Advertising			3900	4,028	
Printing			2040	1,754	Postcards, print ads, printed brochures
Postage			1500	1,561	Posters, rack cards, brochures, postcards, and misc.mailing
Misc/Other (Explanation Req'd):					
Other: In-county: Pole Banners			250	193	Replace four city banners
Other: Promotional: Logo premiums			1200	1,415	Festival logo premium and promotional items including recycle bags, pins, hats, and t-shirts
Other:					
Other:					
Total Miscellaneous/Other					
Total Expenses			8540	8,580	
Net Income<Expense>			1465	1,293	

NOTES

Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.
 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

Winter Wings Festival 2014

FISHER MCNOLSON REALTY, LLC
405 N.W. 11TH STREET
KIAMATH FALLS, OR 97601

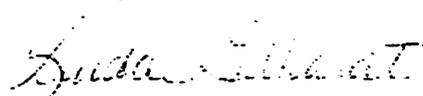
WASHINGTON FEDERAL BANK
1000 N. W. 11TH STREET
KIAMATH FALLS, OR 97601

PAY TO THE ORDER OF **Klamath Basin Audubon Society**

Five Thousand and 00/100

Klamath Basin Audubon Society
P.O. Box 354
Klamath Falls, OR 97601

MEMO **2014 Winter Wings Sponsor**



⑈024450⑈ ⑆324670085⑆ 288 7005663⑆

Klamath Basin Audubon Society

12/2/2013

24000
5,000.00

South Valley - Busines 2014 Winter Wings Sponsor

5,000.00