

Vickie Noel

From: Kelley Minty Morris
Sent: Thursday, January 6, 2022 5:21 PM
To: Vickie Noel
Subject: Fwd: KFDA Support

Can we stick this on the next Finance meeting agenda? Thanks!

Kelley Minty Morris
Klamath County Commissioner

From: W Darin Rutledge, Executive Director <darin@downtownklamathfalls.org>
Sent: Thursday, January 6, 2022, 4:35 PM
To: Kelley Minty Morris
Subject: KFDA Support

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Good afternoon, Commissioner! Per our recent conversation, please consider the following requests for support for Klamath Falls Downtown Association.

Item 1: Oregon Main Street Conference Sponsorship

In late 2020, Oregon Main Street announced that Klamath Falls had been awarded the honor of hosting the biannual Oregon Main Street Conference in October 2021. The conference hosts Main Street Managers and board members, local government officials, planners, and others interested in downtown revitalization. The conference typically hosts approximately 200-250 visitors for three days. Unfortunately, COVID-19's mid-2021 surge caused the conference to be canceled. Oregon Main Street's host agency, Oregon Parks & Recreation Department, agreed to fund the conference in its off year (2022) and again invited Klamath Falls to host. The conference will take place October 5-7, 2022 and will be based in downtown. While there is a budget for the conference, KFDA is recruiting sponsors to help offset expenses and to provide an above-and-beyond experience for conference visitors, including post-conference expeditions to Crater Lake, etc. We expect to recruit a mix of sponsors from local government, corporate and community/economic development agencies, and we would be honored if Klamath County joined the City of Klamath Falls as a local government sponsor at \$5,000.

Item 2: Annual Economic Development Support

Klamath County has been a consistent supporter of specific KFDA projects through contributions to our business plan competition and through Klamath County Tourism grants to support the Klamath Piano Project and our Downtown Hanging Flower baskets. Additionally, Klamath County joined KFDA as a Champion-level member in 2021. There is no doubt that Klamath County has supported KFDA and the work we do, and we very much appreciate that. That said, we believe there are additional benefits that are created through the work we do that positively impact Klamath County's image and economic vitality, creating a significant impact to Klamath County's economic success. Additionally, Klamath County's multiple properties in downtown are exempt from local tax and the Downtown Economic Improvement District, both of which provide funding for some of our work. We propose that Klamath County consider consolidating its project and membership support into an annual economic development investment to Klamath Falls Downtown

Association. An annual investment of \$25,000 would be focused on bolstering programs that create visible, tangible impacts such as downtown seasonal flowers, signage, banners, public art, and facade & building improvement grants.

Please let me know if there is any additional information I can provide for you.

Thank you!

W. Darin Rutledge, Executive Director
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