

TOURISM GRANT APPLICATION

Organization Applying: Klamath Greenways Foundation
Contact Person: Maureen Lundy
Phone Number: 541-281-7675
Email Address: lundy61@earthlink.net
Mailing Address: P.O. Box 1222 Klamath Falls, OR 97601
Web Site Address: linkriver.org and klamathgreenways.org
Title of Project: Link River Festival

Brief Description of Project: Klamath Greenways Foundation will hold its second Link River Festival on the Link River Trail on May 30, 2015 to educate the community about its many attributes. This year we will expand our focus to the I-5 corridor from Ashland to Grants Pass.

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 Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Maureen Lundy Date 9-29-14
Signature of Board Chair Eric J. Nelson Date 9-28-14

Klamath Greenways Foundation Klamath County Tourism Grant Application

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

On June 1, 2013, Klamath Greenways Foundation (KGF) held a four-hour event with activities from Putnam's Point, down the Link River Trail, to the Favell Museum, called the *Link River Festival*. KGF's primary mission is to protect the Link River Canyon and our festival allows the public to come and appreciate its diversity. We plan to hold this event again on May 30, 2015 with an emphasis on broadening our message outside the Basin to the I-5 corridor from Ashland to Grants Pass.

2. What are the project activities?

The *Link River Festival* will include food, music, and a plethora of learning activities about the history, natural history, and recreational activities of this trail. We will coordinate with the Favell Museum, Klamath County Museum, Klamath Tribes, US Fish and Wildlife, Pacific Power, City of Klamath Falls, Basin Transit Services, Klamath Basin Audubon Society, Wingwatchers, and Friends of Moore Park to create partnerships.

In 2013, we created *Link River Festival Passports* that allowed participants to record interesting facts and made participants eligible for a raffle, which was held immediately following the event. We will use the passport again, with some modifications based on our experience in 2013.

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

The project will occur on Saturday, May 30, 2015 from 10:00 a.m. to 2:00.

4. Who is the target market for attending the project?

KGF's target population for the *Link River Festival* is families. For the 2015 festival, we plan to expand our target population over the mountain to the I-5 corridor. In 2013, 95% of participants were families, including couples with no children.

Project Goals:

5. How many out of county visitors do you expect to attract to the project? How will you count the number of out of county visitors versus the number of locals?

Over 500 people attended the *Link River Festival* in June. Within two hours of the event, phone surveys of approximately 50 participants indicated that: 1) many people visited the Link River trail that day that had not been there; 2) numerous families participated; and 3) all participants contacted indicated they had learned a great deal about the canyon's history and resources of which they were never previously aware. Klamath Greenways Foundation wanted to bring greater attention to this community resource and this was accomplished not only through the actual festival but by airing the video vignettes on television as well.

We are setting a goal of 50 out-of-town participants. To track our attendees, KGF will set up contact points at both the south end and the north end of the Link River Trail. As we pass out an updated "passport" we will collect demographic information by using zip codes of participants. This will allow us to track out-of-town festival goers and assess our success in meeting our goal.

We will also use social media, specifically Facebook, to advertise and track those who visit that account.

6. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you count the number of extra days?

KGF will solicit discounts from local eateries and motels, which will be included in registration packets on site. As we create advertising for *The Link River Festival*, we will add this information to the end of our ads so families traveling from the I-5 corridor become aware of the availability of overnight stay and restaurant discounts so their travels can be more affordable.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Klamath Greenways Foundation (KGF) is a 503(c)(3) nonprofit organization, whose incorporation was finalized in 2009. The organization was created by community members who sought to preserve the Link River Canyon when the City of Klamath Falls considered the sale of Conger Heights in 2007. KGF is currently working to improve property parcels adjacent to the Link River and contiguous with Veteran's Park in order to extend the existing green spaces. KGF seeks to coordinate with government agencies, citizen groups and private property owners to identify and protect trails and open spaces that are common locations of outdoor enjoyment and activity for citizens within our community.

Klamath Greenways Foundation (KGF) also works to establish working partnerships with other organizations whose interests can be furthered by the preservation of open spaces. These partnerships will further the improvement and on-going management of currently utilized open spaces, provide great education to the public about the value of open spaces and facilitate the ease of establishing more properties as jewels in the treasure trove of open spaces available for local and visiting citizens of Southern Oregon and other regions to enjoy.

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

KGF had over 500 participants from throughout the community. We attracted families and people of all ages, who came and learned about the beauty of the Link River Trail and its varied history and filled out a *passport* with answers to various questions. Sixteen video vignettes were produced and filmed as an in-kind donation by a KGF Board Member and can be seen at the linkriver.org site as well as on YouTube.com. These vignettes were aired on television during May 2013 to inform the public of this June 1st event. They explored the natural and cultural history of the Link River Canyon as well as outlined various recreational activities that are available on and off the Link River Trail.

In 2013, our primary mission was to bring attention to this unique canyon and educate Klamath Basin residents. Our goal for the 2015 festival will be to expand our advertising (print, radio, TV) to communities in the I-5 corridor from Ashland to Grants Pass. We have set out goal of 50 out-of-town participants.

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.

Television, radio, and print ads which entice out-of-town visitors with vignettes of the Link River canyon and its surroundings. The video productions from 2013 featured beautiful cinematography, narratives from knowledgeable locals, and scenes of active lifestyles. These videos will be updated for 2015 with some voice overs about discovering the hidden gems of Klamath County. Attending the Link River Festival will be the conduit to that discovery.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

The initial evaluation will be done at the registration site on May 30th as we collect names and zip codes. That will be our best overall indicator. We will have a raffle for a variety of Klamath prizes (KB Board Sports, Klamath-made jewelry, eateries, overnight stays, etc.), which requires participants to leave their passports with their name, address, and contact information. Immediately following the event, we'll hold the raffle and contact winners. At this same time, using the passport information, we will conduct surveys of a sampling of those who have just attended the festival to ascertain what events were successful and what we can improve to encourage future visitation.

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

This does not apply to our application.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

David Gallessich, a local professional videographer, will update and create new vignettes to advertise the event and expose the beauty of the Link River Canyon. KGF created new collaborations with numerous organizations including City of Klamath Falls, Klamath Basin Audubon, Wingwatchers, Inc., Klamath Tribes, US Fish and Wildlife, Pacific Power, Friends of Moore Park, Klamath County Museum, and Klamath Historical Society while organizing and conducting the 2012 *Link River Festival*. These organizations provided over a hundred volunteer hours which helped increase the community's awareness of the Klamath Greenways Foundation and this brought numerous volunteers, who had not previously been involved with our organization. Additionally, many local businesses (Periwinkle, Bell Hardware, Daily Bagel, Running Y, and many others) supported the festival in 2012 by making raffle donations or offering discounts for the prizes. We will work with these partners again to showcase all that Klamath has to offer.

**Klamath Greenways Foundation
Klamath County Tourism Grant Application**

Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$2,500			
Cash Revenues -					
Source: T-Shirt/Passport Sales		\$270			Sales at event
Source: Memberships		\$260			Annual Memberships
Source: Cash Reserves		\$3,555			Current bank Balance
Total Cash Revenues	-	\$6,585	-		
In-Kind Revenues:					
Source: Video Production		\$2,000			Time spent producing
Source: Volunteer Hours		\$2,400			Organization of event
Source: Volunteer Hours		\$1,200			Day of event
Total In-Kind Revenues	-	\$5,600	-	-	
Total Revenue	-	\$14,685	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs		\$3,150			Print, TV, Radio, Facebook
Rentals		\$400			Shuttle, Port-a-Potties
Supplies		\$700			Passports/water
Other: Insurance	-	\$850	-		Event Insurance
Other: Banners, Posters, passports		\$900			Posters to advertise/Banner
Other:					
Other:					
Total Cash Expenses	-	\$6,000	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other: Travel/Mileage		\$165			
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	\$165	-	-	
Total Expenses	-	\$6,330	-	-	
Net Income<Expense>	-	\$9,120	-	-	

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
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

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

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		\$2,500			
Other Sources		12,185			Donations; volunteer hours
Total Revenue	-	\$14,685	-	-	
CASH EXPENSES					
Advertising					
Print		1000			
Web		150			Facebook; social media
Other Internet					
Other: TV, Radio		2,000			JPR, Charter Communications @~\$6/ad
Total Advertising	-	3,150	-	-	
Printing		900			Passports, posters, road signs, Banners
Postage		100			
Misc/Other (Explanation Req'd):					
Other: Insurance		\$850			Event Insurance for trail
Other: Rentals		\$400			Port-a-Potties, Shuttle
Other:		165			Mileage
Other:					
Total Miscellaneous/Other	-	2415	-	-	
Total Expenses	-	5,565	-	-	
Net Income<Expense>	-	9120	-	-	

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
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.



Klamath County Museum Est. 1954

Anthropology, History, Geology and Wildlife of the Klamath Basin

July 18, 2014

Oregon Community Foundation
1221 SW Yamhill St. - Suite 100
Portland, Oregon 97205

Dear Sirs,

I am writing to recommend the Link River Festival being planned by the Klamath Greenways Foundation as a project worthy of your consideration for funding.

The Link River Canyon is the seat of history for the entire Upper Klamath River Basin, having been the site of Native American villages, the crossing place of European-American explorers, and the point where the city of Klamath Falls traces its roots.

Besides the historical significance, the canyon represents an important resource from the standpoint of wildlife habitat, recreational opportunity and industrial use.

The Klamath Greenways Foundation has been working for several years to bring more public attention to the canyon's importance. The Link River Festival can be expected to help hundreds of residents in the area gain a greater appreciation for the river and the key role it plays in the function of the Klamath Basin watershed.

Sincerely,

Todd Kepple
Manager
Klamath County Museum
tkepple@klamathcounty.org
www.klamathmuseum.org



Museum of Contemporary Western Art & Native American Artifacts

The Favell Museum is dedicated to the enhancement and the understanding of the history of the West, preservation of Native American artifacts and culture, and exhibits of notable contemporary Western art.

July 22, 2014

To Whom It May Concern:

The Favell Museum and its staff enthusiastically support the *Link River Festival*, sponsored by the Klamath Greenways Foundation. As a start up event in 2013, we were amazed by the broad spectrum of participation from the community and visitors to the Basin and we were happy to be a part of that success. The programming, lectures, and educational opportunities for all ages dovetail into the Favell Museum's mission. To have this attraction right out our front door, promoting similar messages, underscores its importance and the desire of participants to learn about community's resources.

As a travel writer once said to me, most communities would "kill" to have so much abundance of outdoor activities, history, wildlife, and vegetation in their county. Klamath Falls has all these amenities within the city limits, which benefit area businesses and the economy.

We look forward to more collaboration with the Klamath Greenway Foundation and other groups who promote activities that foster learning and an awareness of community in preserving our fragile environment.

Thank you for this opportunity to share our experiences with this worthwhile endeavor.

Sincerely,



Janann Loetscher
Favell Museum Director

Klamath Watershed Partnership
Where land, water and people come together



July 22, 2014

Terry Wagstaff
Klamath Greenways Foundation
P.O. Box 1222
Klamath Falls, OR 97601

Dear Terry:

This letter is in support of the Klamath Greenways Foundation proposal to support the Link River Festival to be held in Klamath Falls, Oregon.

The Klamath Watershed Partnership participated in this event in 2013 and would like to continue our support. The event drew a large number of participants with varied demographics allowing us to share our message regarding watershed health. The Link River Festival is a unique event because of where it takes place and the awareness it creates. The Link River Trail creates opportunities for learning about the environment of the canyon, its birds, water and riparian areas and the history of the settlement of our town. In addition people need to walk to participate which encourages healthy lifestyles.

The Klamath Watershed Partnership has been working with the Klamath Greenways Foundation and others to bring awareness to the Link River Canyon and encourage the community to protect this unique place which lies in the heart of our community.

Sincerely,

Denise Buck
Executive Director
Klamath Watershed Partnership

Link River Festival

Celebrating the culture, history, recreation surrounding the waterway

By DEVAN SCHWARTZ
H&N Staff Reporter

The first ever Link River Festival explored the intricacies of one of the world's shortest rivers.

Saturday's event featured 21 "stages" along the Link River Trail where presenters spoke about everything from fly-casting to the history of the Link River Dam to local geology.

Visitors saw the raptors of Badger Run Wildlife Rehab. They learned about fish and animals. They tasted Klamath Falls cuisine.

Eric Nelson, a retired high school teacher, helped organize the event. "There are some really interesting presentations," he said. "People are having fun and learning a lot about the Link River. We have a beautiful day for the event."

Many commented on blue skies and temperatures in the 70s, such as event organizer Terry Wagstaff, who was thankful the previous weekend's wet weather wasn't repeated.

Historical presenters

Jennifer Palmer portrayed Maud Baldwin, a historical local photographer who was the daughter of a state senator from Klamath Falls, born in 1878.

Palmer told onlookers how Baldwin's photography catalogued Native American culture and daily life in the Klamath Basin.

Todd Kepple, Klamath County Museum manager, played Bill Thompson, a little-known worker who labored in the Moore Family's sawmill along the Link River.

Leather boots and a cresscut saw bent like a dinosaur's spine completed Kepple's outfit. The museum manager mentioned how a 1938 newspaper photograph of the sawmill helped prove that the falls lending Klamath Falls its name hadn't been destroyed by dynamite. Kepple mentioned that the Moores donated land for present-day Moore Park, just over the hill from the Link River Trail.

Perry Chocktoot, the Klamath Tribes' culture and heritage director, played himself but brought up the longest cultural history.

He spoke of native berries and plums, roots and other foods that Native American tribes once



H&N photo by Steven Sitton

Jared Bottcher and his son Cameron were at the first ever Link River Festival Saturday, where visitors learned about the fish and wildlife of the river.

gathered on the Link River's banks. Chocktoot demonstrated the milling of wocus seeds. "This was our Fred Meyer and our Grocery Outlet," he said, pointing to the river canyon.

Director of Oregon Institute of Technology's Environmental Sciences Program Michael Hughes told festival visitors of Lake Modoc, which once filled the Klamath Basin with hundreds of feet of water.

Hughes explained how the Link River was exposed when the waters of the massive lake receded about 10,000 years ago.

Linking recreation

Many stagestop presenters sought to explain and expand recreational opportunities in the Klamath Basin.

Janet Larson, president of the Friends of Moore Park, was educating passersby on the Basin Recreation District, a ballot measure planned for the May 2014 election to support local

recreation.

Larson cited the Link River Trail as part of people's daily lives, connecting downtown with Moore Park. "The word 'link' is very appropriate because it's a link to many other trails," she said.

Videographer Dave Gallessich added that some visitors had lived in the area for 40 years and hadn't walked the trail until Saturday. Gallessich said that his video work would help demonstrate the love people have for public outdoor spaces.

Marshal Moser and his fellow Klamath Country Flycasters were showing basic flyfishing techniques.

Moser, who manages a flyfishing ranch near Chiloquin called Lonesome Duck, said Klamath Lake redband trout as long as 36 inches can be caught in the river.

Roe Outfitters offered discounted rafting, kayaking, fishing and hunting trips.

More online

For a photo gallery and video from the first ever Link River Festival, go online to heraldandnews.com.

The Ledge outdoor store was offering demonstrations on a variety of kayaks and stand-up paddleboards. Owner and operator Mike Angeli paddled a sit-on-top kayak and encouraged everyone to strap on a life jacket and have a paddle in Lake Ewauna.

Kevin Ludwig wasn't there with any organized group, though his river surfing certainly turned a few heads. He said when the river level drops, the low-volume board is the way to go.

A complete list of the festival's partners and participants is available at tinyurl.com/occey2.

dschwartz@heraldandnews.com