

Print

Tourism Sponsorship application - Submission #294

Date Submitted: 9/27/2018

Title of Project*

"Klamath,Trees and Honeybees"

Grant Cycle*

Fall

Funds Requested*

\$2500

Organization Applying*

Klamath District Garden Clubs-Northside Garden Club

Contact Person*

Andy Swanson

Phone Number*

541-883-8119

Email address*

ewauna2@gmail.com

Website (if applicable)

Klamath District Facebook

Address

227 Ewauna Street

City

Klamath Falls

State

OR

Zip Code

97601-3131

Are you or is anyone in your organization an employee of Klamath County Government or a relative or an employee of Klamath County Government?

yes/no*

no



If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no*

no 

If yes, please enter name

Name

Description of project including activities, date, time and location*

Klamath District Garden Clubs are hosting the Oregon State Federation of Garden Clubs, INC. annual Convention at the Running Y Resort from June 9th through 13th, 2019. As hosts, we arrange the venue for business meetings and we organize tours, workshops, entertainment, meals and lodging. The tours include a tour of the Native Plant Garden at the Klamath County Museum, a visit to Barbara Headden's arboretum in Shieldcrest, and walking tours downtown and at the Running Y. Workshops include Nicole Sanchez, OSU Assistant Horticulture professor and Teun Klumpers, a Biologist, painter and poet who worked for the Interior Department in the Netherlands. Keynote speaker will be the National President of the Garden Clubs Gay Houston. Oregon Floral Judges Councils will provide large flower designs for education and enjoyment. We are in discussion with different local performers for our entertainment. Keynote speaker will be the National President of the Garden Clubs Gay Houston. Oregon Floral Judges Councils will provide large flower designs for education and enjoyment. We are in discussion with different local performers for our entertainment.

Goals*

Oregon State Garden Club conventions regularly have 120 attendees, 80 from out of town and 40 locally, not including spouses or family. We will encourage attendees to come early and stay late by marketing Running Y's discounted room rates, the Arnold Palmer golf course, downtown shopping, and the beauty of our area. We will be able to track attendance through convention registration and Lodge registration.

How many out of county visitors do you expect to attract? How will you track the number of out of county visitors versus the number of locals?

Team*

Judi Blank, Convention Chair, Retired Medical Director of Telemetry, Critical Care and Medical at Skylakes Medical Center.
Wanda Baker Vice-chair, President of Northside Garden Club and Retired Teacher.
Andy Swanson, Treasurer. Served on Klamath County Budget Committee.
Tanja Swanson, Advisor. Member Downtown Association & 23 years in Garden Clubs,
Jaye Solowan-Weiss, Advisor. Retired Forest Service & 11 years in Garden Clubs.
Vickie Liskey, District Treasurer. Owner Liskey Farms & member of Potato Festival organization.

Describe your organization/project management team. How are these individuals qualified to lead this project?

Experience*

In 2010 we successfully organized the Oregon State Federation of Garden Clubs convention in Klamath Falls. Officers of the Klamath District's Garden Clubs understanding of convention programs and formats are developed by regular attendance at annual State conventions. Their attendance is subsidized by District Garden Clubs. The District Garden Club and individual Clubs regularly hold meetings that include speakers at various venues.

Describe your team's experience in operating past or similar projects

County credit*

Every attendee will receive a Convention Program booklet that will give credit to the Klamath County Tourism grant. Also, credit will be given through local press releases and statewide through the "Mahonia", the Oregon State Federation of Garden Clubs on-line newsletter with a "circulation" of 2,500.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

The 2019 Convention was announced during the 2018 Oregon State Federation of Garden Clubs Convention. At each District Meeting Fall and Spring and at the State Board Meetings Fall and Spring we are promoting the Convention. Regular updates will appear in local, state and regional (Washington, Arizona, California, Oregon, Nevada, Idaho, and Alaska) Garden Club websites and Facebooks. The online newsletter "Mahonia" with the Tourism grant award announcement will go out four times before the convention: November, December 2018 and February and May 2019. The registration notice will go out in early March with a deadline in mid-April.

Provide a timeline of your marketing efforts leading up to the event or project including out of county marketing.

Target Market*

Attendees and guests are gardening enthusiasts, such as floral designers, landscape designers, amateur horticulturists, and outdoor hobbyists of all ages. Most attendees at conventions are retirees.

Describe your target market/audience

Measurability*

Our quantitative measure for the Convention will be convention registration and Hotel Rate code. Our qualitative measure will be a convention survey by the attendees.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

Sponsors*

Running Y Resort contribution is \$500 "in kind" towards electronics & Saturday Market free venue for setting up a mini market. Northside Garden Club will contribute \$555. Klamath District Garden Clubs will contribute \$1,000.

List your potential sponsors and partners and how they contribute to the event or project.

Flexibility*

We would need to increase the registration fee or attempt additional local fundraising during the year or cut back on costs.

If your organization is not awarded full funding, how would you modify your plans?

Required supporting documents*

W 9, 990, Budget, Letters 3.docx

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature*

Andy Swanson