

Print

Tourism Sponsorship application - Submission #463

Date Submitted: 3/30/2019

Title of Project*

Downtown Hanging Flower Basket Program

Grant Cycle*

Spring 2019

Funds Requested*

\$3,500

Organization Applying*

Klamath Falls Downtown Association

Contact Person*

Darin Rutledge

Phone Number*

541-539-6212

Email address*

darin@downtownklamathfalls.org

Website (if applicable)

www.downtownklamathfalls.org

Address

PO Box 372

City

Klamath Falls

State

OR

Zip Code

97601

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*

yes ▼

If yes, please enter name

Name

George Rogers (KFDA Board Member)

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

The downtown hanging basket program was eliminated by the city approximately ten years ago due to lack of funds. A member of the Klamath Falls Downtown Association (KFDA) approached the organization four years ago and asked if we might consider bringing it back. KFDDA at that time decided it was worth pursuing again. It was determined that funding the program entirely was, and still is, impossible with KFDDA funds alone - additional fundraising would be necessary.

In 2014, KFDDA raised funds for 60 baskets to be hung, two per light post, in prominent downtown intersections. The baskets and flowers cost \$65 each. Because of our windy and dry climate they required watering two times per day. The program started June 1 and went until September 30. The cost for the baskets and the two times per day watering was nearly \$13,000. It was determined that fundraising for that amount each year would be difficult.

In 2015 it was decided to decrease the number to 30, (one per light post) and hang a coordinating banner beside the basket. This decreased the season cost to approximately \$9,000. This was a number we felt was much more manageable and yet did not change the impact all that much.

KFDDA has in past years contributed \$1,000 each season. The balance has come from donations from downtown businesses, property owners, and other individual donors who appreciate the flower baskets. Because of so much need in downtown, it is getting increasingly difficult to raise the funds year after year. Our hope is that a Tourism Sponsorship Grant might ease the burden on our small businesses while continuing a nice beautification tradition.

This program is unique to the grant process because it isn't necessarily centered on a specific event. Having said that, the flowers will be appreciated by visitors every day from June through September, including during popular summer events such as Third Thursday (approximately 4,000-5,000 downtown visitors three times during the summer), as well as the Kruise of Klamath and other popular summer events. We believe that this program has an excellent "bang for your buck", and would return significant value on your investment.

This June, the Klamath Falls District Garden Clubs will be hosting the state Garden Club convention in Klamath Falls. It is very important to us that the downtown flowers are of high quality and well-maintained for these visitors to appreciate.

Goals*

While this program does not directly attract visitors to our area, we do feel it enhances their experience greatly. Downtown is the heart of the community and is a reflection of how it feels about itself. The flowers bring a nice welcoming feel and give the sense that the downtown is cared for. This can contribute to a visitor's desire to increase the duration of their visit downtown, and to return and encourage their friends to visit. An article by Clutch MOV, "Downtown Beautification is more than Good Looks", describes "Driving Tourism" as the number two reason for downtown beautification projects such as flower baskets. One strategic goal of KFDDA and the City of Klamath Falls is to minimize blight in our area. We feel that the flower baskets detract from the blight and empty storefronts present in our downtown. It should be noted that the city continues to fund the ground flower pots. These are separate from this program.

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*

Kendall Bell - KFDA Ex-officio Board Member and Past President. Kendall has successfully organized and fundraised for the flower basket program for the last 5 years, and works with our volunteers and contractor to put the flowers up and maintain them throughout the summer.

Tanja Swanson - KFDA member and Klamath Falls Garden Club officer. Tanja has helped coordinate the program, including fundraising and consulting.

Mountain Valley Gardens has helped coordinate and consult on the program. Because of their investment and ownership in the program, we have been very fortunate the past couple seasons with high quality plants, and we have dialed in our maintenance procedures to ensure that the plants always look as if they are being sold at a nursery.

The City of Klamath Falls Parks Department has helped consult on the program.

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

Experience*

Kendall Bell - KFDA Ex-Officio Board member, Design Committee Chair, and Coordinator for program for the last 5 years. Many years of fundraising experience. KFDA follows the National/Oregon Main Street 4-Point approach to revitalization. One of the "four points" is downtown design, which is managed by a committee that is in charge of beautification projects in our downtown.

Tanja Swanson - Klamath Falls Garden Club officer including leadership at the state level.

John Bellon - City Parks Department Director for many years has frequently consulted on the program.

Mountain Valley Gardens - This local professional nursery has successfully planted and grown the baskets each of the last 4 seasons.

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

County credit*

Throughout the season various news releases occur. This includes the KFDA website, all of our digital/social media channels, Herald and News, City webpage, etc. The Klamath County Tourism Grant will be included in all promotion and media related to this program. We are proud of the fact that the KFDA has nearly 4,000 followers on Facebook, so any release on that platform gives tremendous exposure.

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

Timeline*

Out of county marketing is N/A. We will announce the program to our members, downtown businesses, and digital contacts early in May. We will also coordinate media/promotions with the City of Klamath Falls through their various platforms at the same time.

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

Target Market*

Not only do we feel the flower baskets increase the enjoyment that tourists might have we in downtown and our community, we feel it creates a better experience for our locals who frequent the area as well. A visually pleasing downtown increases the length of visitors' stay and makes them more likely to talk positively about our downtown. It also increases the possibility of other small businesses relocate to downtown, which leads to reduced vacancy and a healthy, vibrant downtown core. When downtown looks full and economically active, tourists as well as local visitors are more likely to come back and spend more time in downtown.

Describe your target market/audience

Measurability*

Measuring the draw of out of town visitors is N/A. However, we will survey our downtown businesses on the feedback they receive from visitors, and will coordinate with Discover Klamath to determine if there are any additional ways we can measure the impact of the flower baskets with visitors.

KFDA has been managing this program for many years now, and has finally "dialed in" the type of plants and optimum maintenance procedures to ensure a high quality program for the entire summer.

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*

Tanja Swanson and the Klamath Falls Garden Club will help fundraise, consult on flowers and their care, and help with "Thank You" notes and acknowledgements at the end of the season.

Downtown businesses will be invited to invest in the program, which usually attracts a number of donations in the \$100 - \$200 range.

The City of Klamath Falls has offered their support in the way of consulting and providing resources to assist our watering and maintenance contractor.

Bell Hardware will offer volunteers to help hang the baskets with their bucket truck.

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

Flexibility*

We would need to increase our KFDA contribution, taking away from other much needed downtown projects. We would also consider looking outside of downtown for sponsorships, however with the high need in our community, that is getting more and more difficult.

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

Required supporting documents*

KFDA Spring 2019 Tourism Grant Package.pdf

***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*

W. Darin Rutledge