

FAVELL Museum

125 West Main Street
Klamath Falls, OR 97601
541-882-9996
www.favellmuseum.org
favellmuseum@gmail.com

March 28, 2014

Klamath County
305 Main Street
Klamath Falls, OR 97601

Dear Tourism Grant Committee,

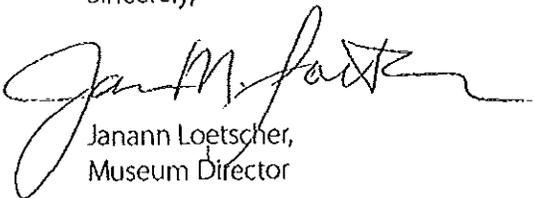
Please accept our application for funding for the *Favell Museum Invitational Art Show & Sale 2014*, through the County's 2014 Tourism Grant Program.

Last Fall over 30 nationally-acclaimed West Coast artists showcased their work at the Favell Museum Invitational Art Show & Sale. The event featured contemporary representational art in oil, pastel, acrylic, watercolor, bronze sculpture, wood sculpture and more. Artists included oil painter Jim McVicker, who was the subject of Norwegian film maker Petter Granrud's 2008 documentary, *Jim McVicker: A Way of Seeing*. Also Xiaogang Zhu, a signature member of the American Watercolor Society who was educated in China during the Cultural Revolution, and Stefan Savides, an area resident who is one of the most respected avian sculptors in the world. Internationally acclaimed artist Michael Gibbons attended the show and wrote to the Museum afterwards, "We are looking forward to the 2014 Favell Museum Invitational Art Show & Sale."

This Fall we plan to repeat the show and improve upon its format and marketing.

Our goals are to bring art collectors to Klamath Falls to experience and purchase world-class artwork and to grow the show into a premier cultural event for Southern Oregon, Northern California and beyond.

Sincerely,



Janann Loetscher,
Museum Director

Klamath County Tourism Grant Application

Organization Applying: The Favell Museum, 125 West Main Street, Klamath Falls, OR, 97601
Contact Person: Janann Loetscher, Favell Museum Director
Phone Number: (museum) 541-882-9996; (cell) 541-281-1770
Email Address: janannloetscher@gmail.com
Web Site Address: www.favellmuseum.org
Title of Project: Favell Museum Invitational Art Show 2014 (*Second Annual*)

Brief Description of Project: *Favell Museum Invitational Art Show & Sale 2014*

Last September the museum hosted the *Favell Museum Invitational Art Show & Sale 2013*, twelve years after Gene & Winifred Favell last hosted their nationally recognized annual art show (1973-2001). It was the museum's inaugural show as a non-profit organization. The show was successful beyond expectations. Participating artists encouraged us to repeat the show – most will join us again in 2014.

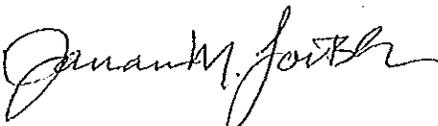
This year the *Favell Museum Invitational Art Show & Sale 2014* will highlight the wall art and sculpture of over 30 world-class artists. While art fairs are abundant throughout Oregon and Northern California, "*Invitational*" exhibitions, featuring a large variety of "*invited guest artists*" of superior talent, together in one place, are few and far between. We are receiving inquiries weekly, from artists all over Oregon and Northern California, who would like to be invited to take part in our show. Our goals with this show are to bring art collectors to Klamath Falls to experience and purchase world-class artwork, to grow the show into a premier cultural event for Southern Oregon, Northern California and beyond, and ultimately to raise money for the non-profit museum. In the process we will promote our community and beautiful natural surroundings.

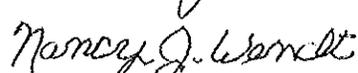
The exhibition and sale will begin with a three-day opening reception on September 26-28. All art sold will remain on display until the show closes on October 25. Plans for the opening weekend include an artist reception on Friday evening. On Saturday invited artists will take part in a "*plein air paint out*" (see description under "*activities*"). Sunday will feature a champagne brunch along with the auction of the plein air paintings produced on Saturday. Mini lectures, as well as music, food, and refreshments will be part of the festivities.

Facts About the 2103 Inaugural Art Show & Sale:

- About 700 individuals plus volunteers visited the show throughout the month.
- Nearly 300 individuals came from at least 80 miles/up to 450 miles away to visit the art show throughout the month. Approximately 100 of those traveling from longer distances attended our opening weekend reception – many were present all three days, requiring overnight stays.
- Volunteers dedicated hundreds of hours to the show. In-kind donations were abundant. As a result of the show, local businesses and individuals made financial contributions to support the museum.
- Commissions to the museum in the form of "*finder's fees*" came in long after the show ended, as part of our contract with the invited artists.
- Efforts resulted in approximately \$30,000 in much needed profit to support museum operations.

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:  Date: 4/29/2014

Signature of Board Chair:  Date: 4/29/2014

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The focus is to secure funding to promote the *Favell Museum Invitational Art Show & Sale 2014*. Our marketing plan was developed after close examination of last year's allocations, input from our 2013 guest artists and visitors to the show, and what we learned throughout the process last year.

Long term success will be dependent on our ability to attract art collectors from outside the Klamath Basin. This grant will enable us to implement our marketing plan and concentrate on bringing collectors to Klamath Falls to experience world class artwork, the museum, and the community.

2. What are the project activities?

The *Favell Museum Invitational Art Show & Sale 2014* will highlight the art work of over 30 world class artists. The show will begin with a three-day "opening weekend" reception and festivities. The exhibit and sale of the art will continue for a month, with periodic activities to continue to draw in visitors. Art sold will remain on display for the entire month, until the show closes. Plans for the opening weekend include, but are not limited to the following:

- **Artist Reception (Friday Evening)**

Artists and their invited guests, as well as museum patrons and other invited guests, will have an opportunity to preview the art show before the public sale begins. The evening will include music, food, and drink.

- **Weekend Reception – Open to Public (Saturday & Sunday)**

Artists will be on hand all weekend to mingle with visitors and share their paintings, pastels, and wood, glass, and bronze sculpture. Music, food, and drink will be included throughout the weekend.

Weekend activities will also include a variety of mini-lectures highlighting some of the artists, their talent, current projects, and accomplishments. These lectures were well received last year by all in attendance, including the artists.

- **Plein Air "Paint Out" (Saturday – Show Opener)**

Saturday will begin with a small scale version of a *Plein Air Paint Out*. Growing in popularity, a *Plein Air Paint Out* is a large scale gathering of artists who paint scenes on location in the open air as the Impressionists painted more than one hundred years ago. Impressionism is perhaps the most well known and loved art movement of the past two centuries. These events are becoming quite fashionable across the country. They attract many painters, spectators and art buyers – people love to watch artists paint! Last year's art show included a "demo" and it was a hit with the artists and onlookers. This year we will present a two to three hour event along the Link River (on museum property) with 10 or more artists participating. A model will be included for those who paint figures as well as a still life. Several visiting artists are willing to advise us, help plan the event, and take part – an indication of how much they enjoyed being a part of the 2013 show.

Finally, with the experience we gather from this offering, our goal is to present a large scale plein air event in the Klamath Basin next year – we have scenic locations that are second to none.

- **Champagne Brunch & Plein Air Art Auction (Sunday)**

A brunch featuring "breakfast appetizers" with Mimosas and Bloody Marys will be offered as a ticketed event. The *plein air* paintings produced on Saturday will be auctioned at this event.

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

The "opening reception" will take place on September 26th, 27th, and 28th, 2014 – including Friday evening and all day Saturday and Sunday. The art will remain on display through October 25th, with mini events to draw people in throughout the month. Although the opening weekend with the artists will always be the primary draw, going forward more emphasis will be placed on the duration of the show in advertising – *something we learned from our 2013 experience.*

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

The museum expects to draw hundreds of artists and art enthusiasts and collectors, primarily from:

- Redding, Chico, Shasta, CA
- Northern California Coast
- Medford, Ashland, Jacksonville, Grants Pass, OR
- Portland, OR
- Bend, Sisters, Redmond, OR
- Reno, NV

We expect that many attendees from last year will return, along with many other curious artists and art collectors. Last year approximately 3,000 visitors from outside the area visited the Favell Museum to see its collections (*this figure does not include visitors to the art show*). This show will give them a reason to return to the Basin. Early advertising is already in place in the museum.

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?

Last year approximately 300 individuals came from at least 80 miles away and up to 450 miles away to visit the art show throughout the month. We expect to double that. Our marketing plan will concentrate on attracting art enthusiasts and buyers. Favorable word of the show has spread – we know this because of the current interest & inquiries regarding the 2014 show. Requests to participate are coming in weekly from folks as far away as Portland, OR.

Admission to the show will require a \$10 admission ticket, or a ticket combo to the Sunday brunch. Admission tickets will have a removable "contact info" stub – necessary to enter a raffle. We will specifically request zip codes. Sales receipts will also indicate a visitor's place of residence. We will also require visitors to sign our guest book. This seemed to work well in 2013.

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?

Our opening weekend lasts for 3 days, in itself requiring a two night stay for all artists and their guests. Anyone interested in purchasing one of the plein-air paintings produced at our Saturday "paint out" will have to remain in town for our Sunday auction. We will work with *area hotels* interested in offering package stays with tickets to the event. And we will collaborate with *Discover Klamath* to encourage tourism, as we work toward offering a large scale "plein air paint out" event in Klamath County in 2015. We are also in communication with the *Ross Ragland Theater* to see if there is an avenue for cross promotion.

To track the number of extra days, we will focus on our guest book, placed front and center on our admission table. We will request that at minimum, visitors write down their name, zip code and length of stay. We will create our own "guest book" tailored to our needs, along with signage.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Favell Museum is a non-profit organization with a forty year history in the Klamath Basin. *We are dedicated to the enhancement and understanding of the history of the West, preservation of Native American artifacts and culture, and exhibits of notable contemporary Western art. American Byways and Frommers* travel guides call the Favell Museum "one of the three best such museums in the United States."

The Favell Museum's "Board of Trustees" and staff have decades of experience in fundraising, marketing, accounting, and community service projects, including art show production. The museum's dedicated corps of volunteers have run some of the most successful events in the Klamath Basin. Our volunteers know and love art, as well as the museum. We welcomed many new and enthusiastic volunteers with last year's art show – all eager to grow and improve this show. They will operate the following committees: Artist Committee, Receiving & Set Up, Marketing, Artist Hospitality, Food & Refreshments, Entertainment & Lectures, Sponsors (*Museum Board of Trustees*), Patron Event, Plein Air Event, Champagne Brunch & Plein Air Auction, Entry Table & Concierge, Security & Maintenance.

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?

The Favell Museum features some of the finest art in the country. Previously, as a private entity, the museum successfully hosted art shows from 1973 to 2001, featuring well known artists. During that time, a solid and enduring reputation for successful art shows was built.

Last September the new non-profit hosted its first *Favell Museum Invitational Art Show & Sale 2013*. Organizers were surprised at the ease with which we were able to draw in artists with national followings. Because of the museum's reputation, many commented that they were honored to be invited!

The show was successful beyond expectations. Most of the 2013 artists want to take part again. We are receiving new inquiries weekly from exceptional artists from Northern California and all over Oregon weekly. Much of the success was due to a spectacular group of community-minded volunteers, who are all eager to do it again!

Approximately 500 people attended the opening weekend last year with about 20% being from at least 80 miles away. Over 200 out-of-town people from Portland to San Francisco visited throughout the month following the opening weekend, specifically to see the art show. Their enthusiasm for the show, as well as the museum, was overwhelming. Visitors from Bend to Redding to the Rogue Valley commented "We don't have anything like this!"

In the end, the show was financially beneficial to the museum, often not the case with first shows. We believe that this show has tremendous potential for the museum and the community. Last year in our application we stated "We believe this will become widely recognized as one of the premier cultural events in Southern Oregon." We believe that now more than ever.

MARKETING PLANS

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

With our first show behind us, many time-intensive and/or costly details have been ironed out and the groundwork is in place. Our time line is well ahead of last years. Most of the artists have already signed on. At this point last year we were just getting started. The impact of this, will allow us to focus on other marketing the show.

- Strategically featuring artists from target areas, in itself, will advance the promotion of the event to the areas where the artists live.
- Work with Discover Klamath to highlight the show and featured artists in their quarterly magazine, and through co-op advertising and more.
- Promote the event throughout the summer, when we expect to draw thousands of additional out-of-town visitors, due to our current "Art of Survival" exhibit – already in place.
- List in Travel Oregon and Oregon Events Calendar
- "Invitational" website featuring the guest artist and events – developed and programmed last year, this year changes will be done in-house. The site will be live over 2 months or more ahead of last year.
- Facebook – last year's plans will be utilized allowing us to be posting over 3 months ahead of last year. This year we will utilize some "paid" marketing opportunities offered through Facebook.
- Artists' websites, their Facebook pages, their galleries and their events throughout the summer – with our artist roster almost wrapped up at this point, we will have a presence in their marketing throughout the summer, as professional artists aggressively promote their own lineup.
- Radio including Southern Oregon Public Radio and Jefferson Public Radio, as well as others.
- Television – professional footage was taken at the 2013 event for this purpose.
- Distribution of posters throughout our target region with the help of attending artists.
- Printed advertising (*with editorial, web presence and other advertising perks*) in Rogue Valley's quarterly Southern Oregon Magazine, Redding, California's monthly *Enjoy Magazine*, distributed throughout Northern California to the Rogue Valley, and *Southwest Art*, the most widely circulated national art magazine in the West. We are satisfied that these publications made an impact in 2013. This year we hope to add Bend, Oregon and Reno, Nevada publications to the mix, and we will consider Portland, Oregon. Beyond *Southwest Art* our print focus will be on regional lifestyle magazines.
- We will explore advertising with *Cascade A&E*, Bend, Oregon, as they promote the "Bend Art Festival" on Labor Day weekend – ranked the 14th best of its kind in the country. We will also explore the possibility of advertising in the festival program.
- Direct mail/invitations to:
 - Purchased mailing lists focused on households most likely to buy artwork.
 - Favell Museum guest list – Includes visitors from Northern California, Oregon, Nevada and Washington.
 - Favell Museum art show list – Includes approximately 175 out-of-town art enthusiasts who purchased art from the museum either last year or prior.
 - Artists' mailing list – our plan is to maximize usage by prioritizing the collection of names. This is one of many important details we will have more time for this year.
- Endorsement and cross-promotionals with other community partners, i.e. Ross Ragland Theater, Running Y Resort, Klamath Greenway Foundation, and the Downtown Association.
- We will explore being featured in regional newspapers and other publications.
- Any free opportunity available, i.e. "Happenings," in "American Profile" – a tabloid inserted into our local Sunday newspaper and others across the West.

Our marketing strategy is to promote the art show and the Klamath Basin as we lure guests here with the promise of our beautiful surroundings – a precursor to our future plans for a large scale *plein air* (outdoor painting) event in the Basin. (*see "project activities" for plein air description*)

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)

We will measure "out of county attendance" success by tracking ticket sales, as previously described, art sales, and through aggressive use of a "guest book" tailored to our needs.

We will measure show success by art sales, and through artist feedback. Sales are a necessity to attract quality artists in the future.

Ultimately, success will be measured by the caliber of artists we host – important in creating a draw for art enthusiasts and buyers. With our intention to make this a yearly event, we must work hard to build a solid, high-quality reputation.

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

Staff and volunteers are already at work, building on last year's successes. This grant will enable us to implement our marketing strategy in the surrounding outlying markets. This strategy is imperative to our success.

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.

Volunteers committees include: Artist Committee, Receiving & Set Up, Marketing, Artist Hospitality, Food & Refreshments, Entertainment & Lectures, Sponsors (*Museum Board of Trustees*), Patron Event, Plein Air Event, Champagne Brunch & Plein Air Auction, Entry Table & Concierge, Security & Maintenance. We expect that many volunteer hours will be devoted to this project.

We will seek in-kind donations whenever possible. Examples of last year's in-kind donations included some food and drink, grounds clean-up, janitorial, artist party invitations, lighting consultation, lighting updates at cost (a generous price break for the museum), maintenance, radio, harpist, artist hospitality, and more.

The "Sponsors" committee will search for additional sponsors to contribute to the success of the event and the museum.

Klamath County Tourism Grant Application • Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		\$10,000	\$10,000		
<i>Cash Revenues -</i>					
Source: Favell Museum	\$3,000		\$3,000		10% Advertising Budget
Source: Favell Museum	\$8,000		\$8,000		Organization Budget ⁽¹⁾
Source: Coop Adv./Support		\$5,000	\$5,000		Discover Klamath ⁽²⁾
Total Cash Revenues	\$11,000	\$15,000	\$26,000		
<i>In-Kind Revenues -</i>					
Source: Misc. Food & Drink, etc.		\$500	\$500		
Source: Misc. Maintenance, etc		\$700	\$700		Indoor, outdoor prior
Source: Advertising related		\$2,000	\$2,000		Printing, Radio, etc
Source: Misc. In-Kind Donations		\$1,000	\$1,000		Artist hospitality, music
Source: Volunteers/300 hours		\$3,000	\$3,000		Estimate based on 2013
Source: Copy machine support		\$500	\$500		See details below ⁽⁴⁾
Total In-Kind Revenues	0	\$7,700	\$7,700		
Total Revenue	\$11,000	\$22,700	\$33,700		
EXPENSES					
<i>Cash Expenses -</i>					
Personnel costs: Favell Museum	\$5,000		\$5,000		OPERATIONAL COSTS ⁽¹⁾
--- Personnel costs: Favell Museum	\$3,000		\$3,000		MARKETING/GRAPHICS ⁽¹⁾
--- Marketing costs		\$16,000	\$16,000		Based/2013 + additional
Rentals:		0	0		
Supplies:		\$300	\$300		Miscellaneous
Other: Paid entertainment		\$200	\$200		Based on 2013
Other: Artist Dinner		\$300	\$300		Cost above donations
Other: Lighting		\$1,000	\$1,000		See details below ⁽³⁾
Other: Miscellaneous		\$200	\$200		
Total Cash Expenses	\$8,000	\$18,000	\$26,000		
<i>In-Kind Expenses -</i>					
Labor: Volunteers/300 hours		\$3,000	\$3,000		Estimate based on 2013
Marketing costs: Adv. related		\$2,000	\$2,000		Printing, Radio, etc.
Other: Misc. Food & Drink, etc.		\$500	\$500		
Other: Misc. Maintenance, etc		\$700	\$700		Indoor, outdoor prior
Other: Misc. In-Kind Donations		\$1,000	\$1,000		Artist hospitality, music,
Other: Copy machine support		\$500	\$500		See details below ⁽⁴⁾
Total In-Kind Expenses	0	\$7,700	\$7,700		
Total Expenses	\$8,000	\$25,700	\$33,700		
Net Income <Expenses>			0		Museum Income ⁽⁵⁾

1. Staff is primarily responsible for organizing the event from all aspects, as well as the marketing of the event. Director has many years of experience as a graphic designer, both print and web. Graphics will be done in-house.
2. Based on 2013 plan developed in conjunction with Jim Chaddard - has expressed a willingness to be supportive again.
3. Some lighting was updated last year, more must be done this year. Lighting update to LED. Costly but with 10 year life. Absolutely must to properly light art.
4. Access to copy machine through a board member/associated business.
5. Profits for museum comes primarily from ticket sales, art sales, & donations

Total \$19,000 "Cash" budgeted for Marketing, includes "Marketing Costs" at \$16,000 and "Personnel Costs: Favell Museum" with paid staff devoted to graphics, web development, etc. at \$3,000. Does not include \$2,000 In-kind.

Klamath County Tourism Grant Application • Marketing Budget Form

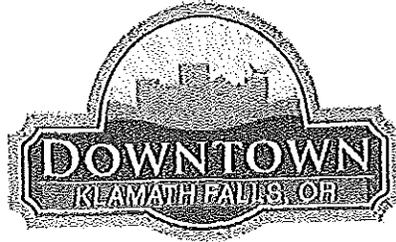
	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		\$10,000	\$10,000		
Other Sources -	\$11,000	\$5,000	\$14,000		See project budget
Total Revenue	\$11,000	\$15,000	\$26,000		
CASH EXPENSES • ADV. Budget \$19,000 *					
<i>Advertising -</i>					
Print: Publications	\$1,000	\$6,000	\$7,000		Lifestyle & art related ⁽¹⁾
Web		\$1,500	\$1,500		See more info below ⁽²⁾
Web programming		\$200	\$200		
Other Internet: Social Media		\$200	\$200		Facebook/small costs
Design/production	\$3,000		\$3,000		Graphics in house ⁽³⁾
Television & PR		\$3,000	\$3,000		Production/Market ⁽⁴⁾
Radio & PR		\$1,500	\$1,500		Production/Market ⁽⁵⁾
Total Advertising	\$4,000	\$12,400	\$16,400		
Printing		\$800	\$800		additional in kind ⁽⁶⁾
Postage		\$1,200	\$1,200		
Mailing Lists		\$600	\$600		likely art collectors ⁽⁷⁾
Total Expenses	\$4,000	\$15,000	\$19,000		
Net Income <Expenses>			+7,000		Other expenditures ⁽⁸⁾

Total \$19,000 "Cash" budgeted for Marketing, includes "Marketing Costs" at \$16,000 and "Personnel Costs: Favell Museum" with paid staff devoted to graphics, web development, etc. at \$3,000.

Does not include \$2,000 in-kind radio/print based on 2013.

1. Southwest Art (National), Enjoy (Redding), Southern Oregon Magazine (Rogue Valley, quarterly), still to pinpoint-Bend, Reno, Portland (if budget allows). *All come with lengthy editorial, and strong web presence.* Also DK Fall Magazine.
2. Trip Advisor/banner ad, DK Calendar of Events & banner ad & Fall Digital Magazine, Constant Contact email blasts, Retargeting campaign
3. Last year several costs were associated with out of pocket costs for art/graphics production because of time restraints, and due to the fact it was our first show. With our "look" developed we will be doing all graphic production in house, as we have skilled staff.
4. Production of 2 new spots, (video was taken at last years event), Rogue Valley, Bend, Northern California
5. Jefferson Public Radio and other public radio. Last year we received sizable local coverage as in-kind.
6. With access to copy machine through a board member/associated business much of our extra need aside from a large mailing, tickets, and an event program will be produced without cost - Includes posters, signage, etc. Last year printing in-kind included special invitations and outside banner
7. We will use a mailing list to identify likely art collectors within certain zip codes, not to include Klamath Falls
8. Other revenues beyond marketing budget are accounted for by Museum Operations (\$5,000), necessary lighting for event (\$1,000) and other miscellaneous expenses (\$1,000)

Additional Note: Sunday Brunch will be a catered and ticketed event with costs being covered by ticket sales.



Klamath Falls Downtown Association
P.O. Box 372 • Klamath Falls, Oregon 97601

April 21, 2014

RE: Tourism Grant

Dear County Commissioners,

I am writing on behalf of the Klamath Falls Downtown Association. We are a group of over 100 businesses, building owners and service providers working together to create, maintain and promote a vibrant downtown.

The Favell Art Show and Sale was a wonderful event. We were a very proud sponsor of this event that was unlike anything else offered in the community. Statements from artist's that came from all over the west coast included, "One of the Best", "Top Notch", and "World Class". Attendee's loved the quality of the art and appreciated the amount of work that went into putting on such a fantastic event. Both groups were equally impressed with the quality and uniqueness of the Favell Museum. The Art Show and Sale, being a fundraiser, not only showed off one of Klamath Basin's Gems, it helped secure its future in our community so that locals and tourists alike may enjoy it for many years to come.

Please consider supporting this year's Favell Art Show and Sale with a Tourism Grant so that it may grow into one of the premier events for the Basin and quite possibly, the West Coast.

Sincerely,

Kendall Bell

KFDA President

DISCOVER
KLAMATH
OREGON UNEXPECTED

April 16, 2014

Janann Loetscher
Executive Director
The Favell Museum
125 West Main Street
Klamath Falls, Oregon 97601

Dear Janann,

Discover Klamath Visitor and Convention Bureau is happy to support you/your organization's efforts towards receiving a Klamath County Tourism Grant in the current (spring) grant cycle to produce and implement your 2nd Invitational Art Show in fall 2014.

This year's show follows last September's inaugural event. We had a chance to both support your efforts and partner with the Favell on the year-one activities. We thought your event went well and attracted both artists and art buyers from both in and out of the community. We noted how well the event was organized, and how positive the artists and guests were about the show in general and about being in Klamath Falls. The Favell Museum appeared to be an excellent choice for the venue.

Beyond this event, and speaking generally, our group believes there is considerable upside to attracting incremental tourism to Klamath County by fostering art-related events and content.

We haven't seen all details for how you intend to market your second event; however, inasmuch as we were involved a year ago in the planning and implementation, we know you will approach the marketing from a strategic point of view to define your target audience, your regions, and then select the appropriate medium(s) to communicate your message.

If awarded a spring tourism grant by Klamath County, we look forward to partnering with you again.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director



April 25, 14

To Whom It May Concern:

Klamath Greenways Foundation is a non-profit organization that endeavors to promote open space, recreation and environmental education in the Klamath Basin. We have been involved for the last several years in the Link River Canyon area of the City of Klamath Falls. During that time we have had the pleasure of partnering with the Favell Museum on various projects and events, and found their enthusiasm, expertise and work ethic to be invaluable.

The Favell Museum sits at the southern end of the Link River. Favell Museum staff has collaborated with Klamath Greenways on projects that have involved community education with regards to environment, natural history and Native American history & culture. We have together, utilized the area of art, in both shows and events, to expand on these same points. These things strengthen our community, but additionally, we see them as supporting tourism and adding to our economy.

Klamath Greenways Foundation strongly supports the Favell Museum, and hopes to collaborate with them in the future. It has been our pleasure to be involved with them, and feel they offer a unique setting and combination of skills and interests that benefit our citizens.

Terry Wagstaff, Secretary
Klamath Greenways Foundation



Lynda Lanker
Fine Art

1993 Kimberly Drive
Eugene OR 97405

541.486.7675

llanker@sockeystudios.com
lyndalanker.com

Janann Loetscher, Director
Favell Museum
125 W. Main St.
Klamath Falls, OR 97601

Dear Janann,

October 1, 2013

What a successful show you organized! Along with the help of your tireless patrons, staff and volunteers, you certainly hit it "out of the park". All the artists I spoke with over the weekend were very impressed with the event. A couple of them mentioned that it exceeded their expectations. It was obviously well promoted, well attended and I heard some artists even talking about "next year's show"! Don't know if you are ready for that! Well, perhaps a biennial?

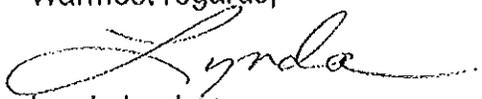
You went about everything so thoroughly and thoughtfully; the artists' lounge was a great idea and I saw that it was very popular, and the fact that it was so well organized kept everyone on an even keel. The art was well placed and very well-lit, which as you no doubt have discovered, is sometimes very difficult. Especially with such a large number of artworks.

I thought the artist presentations were fascinating and I enjoyed sitting in on those of my fellow artists. Always great to see how they work, because each one has his own particular way.

The party at Karen and Mark's home Saturday night was delightful, and clearly fun for everyone. However, I didn't check with the worker bees, so I hope they enjoyed it. The guests just loved it, that was apparent. Very generous of our hosts the Wendts, and all those good cooks who provided the wonderful food.

I certainly hope that when the show comes down, the bottom line will turn out to great benefit for the Favell Museum, and at present I will just say, big congratulations for the job beautifully done!

Warmest regards,


Lynda Lanker

Jananne Leotcher
Favell Museum
125 W. Main
Klamath Falls, Or. 97601

Dear Jananne:

I would like to take this opportunity to thank you and your wonderful staff for the warm hospitality during this year's Invitational Art Show. I was very impressed with the very professional way in which you orchestrated every aspect of the show, to include presentation, communication, and organization, and hospitality.

This is by far the most professional art show I have ever attended. This speaks very highly of your dedication to the arts, the Favell Museum, and Klamath Falls. I was honored to participate in the show, and I think I speak for every artist there.

Please relay to your staff my profound thanks for the very warm hospitality, and professionalism displayed during the entire show.

Thanks again!

Sincerely:

A handwritten signature in black ink, appearing to read "Chuck Prudhomme", with a large, stylized flourish at the end.

Chuck Prudhomme

1356 Walnut Ave.
Redding, Ca. 96001

from the studio of:

MICHAEL GIBBONS, *artist*
"THE VICARAGE"
140 NE ALDER STREET
TOLEDO, OREGON 97391
(541) 336-2797
WWW.MICHAELGIBBONS.NET

Janann Loetscher, Executive Director
Favell Museum
125 W. Main Street
Klamath Falls, OR 97601

October 7, 2013

Dear Janann,

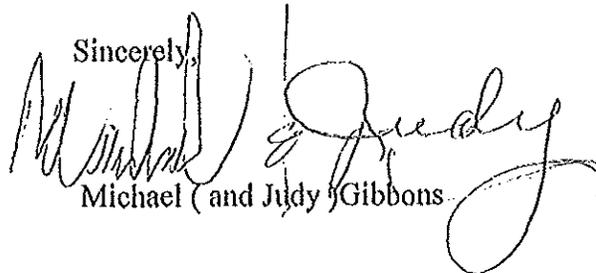
I wish to convey my (our) gratitude for the lovely weekend presentation and for the artist's reception in the group show presented at the Favell Museum. I cannot think of another similar situation comparable to this event at a museum. The presentation of my art is well done as is the entire show. The hospitality shown by you, your staff and volunteers to us and everyone present was indeed welcoming and very helpful. Sharing the joy of painting *alla prima* from my location in the river front garden terrace with others was a joy. I hope it was an inspiration.

What a splendid event Mark and Karen Wendt put on for all involved. Their home, the collection of people, food, conversations, and the host and hostess, all a winning combination. To top it all off, all of the people we spoke with recognized and supported the Favell Museum, a real treasure in your community and the world at large.

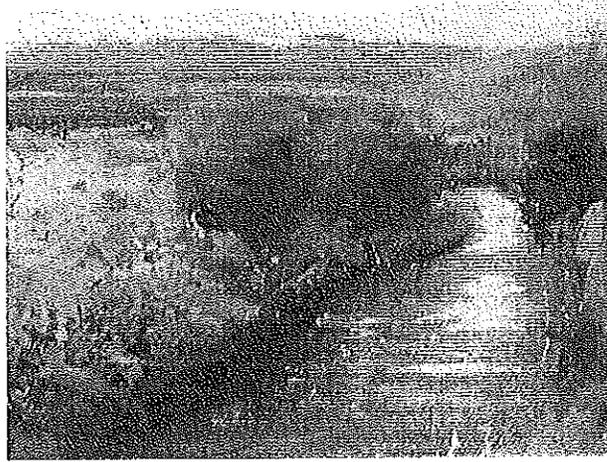
I look forward to the continuation of the show through October 26 and the possibility of sales for your Benefit to the museum. All of the artists I spoke to felt they were showing and hoping to add to the life of the museum through selling their art. I sent out many invitations and continue to advertise in several magazines about the show. My wish is that all of your efforts and those of the artists will be beneficial.

Thank you again and please let me know if I can be of help in any way from my location here near Newport on the Oregon coast.

Sincerely,



Michael (and Judy) Gibbons



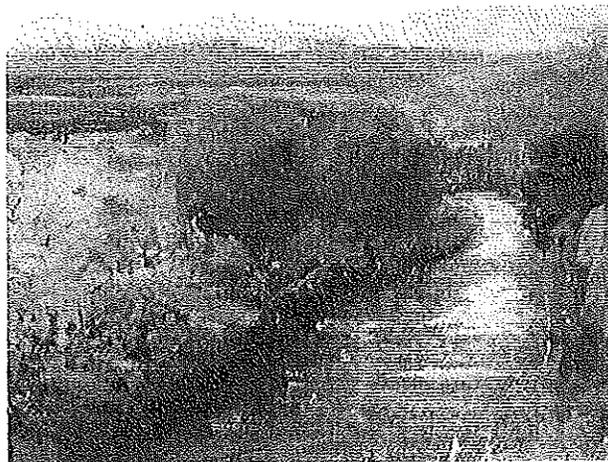
kschildmeyer@me.com

Dear Janann,

Thank you for inviting me to be a part of the Faurel Museum Invitational Art Show, it was fabulous! Lots of talent, artist talks and painting demos, fun weekend! The community participation made this a special experience. Healthy lunches, locally inspired gift baskets and a beautiful dinner thoughtfully labeled for those with allergies (thank you!) were all wonderful! It is funny, I have collectors in Romania, Amsterdam, England and Japan... Somehow I found myself to be most moved with sentiment to have my paintings find homes in the place where my inspiration originated. Klamath county continues to be a favorite place to paint with its bright clear sunlight, beautiful landscapes and abundant wildlife.

I am proud to be a part of this event and look forward to collaborating with you in the future. Thank you for a truly special experience.

Sincerely, Kathleen Schildmeyer



kschildmeyer@me.com

Dear Janann,

Thank you for inviting me to be a part of the Faurel Museum Invitational Art Show, it was fabulous! Lots of talent, artist talks and painting demos, fun weekend! The community participation made this a special experience. Healthy lunches, locally inspired gift baskets and a beautiful dinner thoughtfully labeled for those with allergies (thank you!) were all wonderful! It is funny, I have collectors in Romania, Amsterdam, England and Japan... Somehow I found myself to be most moved with sentiment to have my paintings find homes in the place where my inspiration originated. Klamath county continues to be a favorite place to paint with its bright clear sunlight, beautiful landscapes and abundant wildlife.

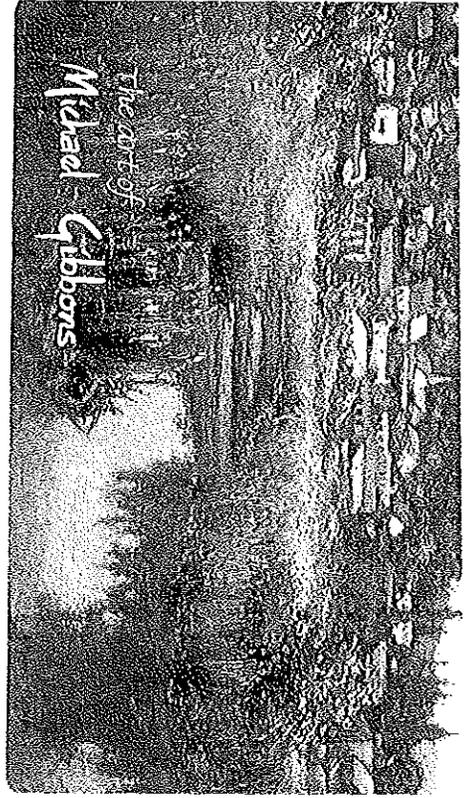
I am proud to be a part of this event and look forward to collaborating with you in the future. Thank you for a truly special experience.

Sincerely, Kathleen Schildmeyer

2013

the **ART** of

Michael Gibbons





Native American Artifacts and Contemporary Western Art

MISSION: 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.

May 14, 2014

Klamath Co. Finance & Budget Office
305 Main Street
Klamath Falls, OR 97601

RE: *Favell Museum Invitational Art Show & Sale 2014* – Grant Application Question

Dear Tourism Grant Committee Members,

This is in response to your request for more information regarding the Favell Museum's tourism grant application, specifically – *What is your organization doing to encourage patrons to the exhibit to stay overnight in the community?*

The *Favell Museum Invitational Art Show & Sale* sprung from efforts to support the museum, a 42 year old Klamath Falls institution. With a national reputation, the Favell Museum is widely considered to be one of the three best museums of its kind in the nation. Each year thousands of out-of-town visitors from across the United States come to Klamath Falls to visit the museum.

The museum's growing board and staff are working diligently to secure the museum's future and fulfill its mission. This art show is a major component of our strategic plan to build a solid foundation, with opportunities for traveling exhibits, research and overall increased interest in the museum. We are fortunate, in our efforts to build this show, that the museum's reputation for art shows, built by the Favell family years ago, has not been lost. What a difference one year can make – we are receiving inquiries from accomplished artists as far away as Arizona and New Mexico to fill our few remaining spots.

Attracting art buyers from outside the basin is critical to the future of this show and the museum. Along with attracting exceptional artists, it must be our top priority. The show will attract two groups of people to Klamath Falls with potential to stay one or several nights in area hotels. The first group includes participating artists, their spouses and their friends. The second group includes visitors/art collectors to the opening weekend events, and throughout the duration of the month-long show. The nature of the show itself has great potential to attract overnight stays, and as outlined below, we are tapping into opportunities without significant representation throughout Oregon and Northern California.

Artists:

- Up to 35 professional artists will participate this year, with all but six being from out-of-town. They will spend two or more nights in local lodging, as they are required to be present throughout the three-day opening reception.
- If 2013 is a predictor, most will come with a spouse and several will bring friends for the weekend, requiring extra rooms.
- Since participants prefer to deliver and pick up their art, many will spend extra nights sometime before and after the show.
- Several participants will visit Klamath County throughout the summer to paint a local piece for the show, once again this may require a stay.
- Aside from supporting the museum, this show is providing exposure to Klamath County and our beautiful scenery which is second to none. Last year many participants commented that they were first time visitors to Klamath County. Several took the opportunity to explore the countryside in search of subject matter and later commented on its beauty and the "color" that is not found on the other side of the mountains. Others commented on the downtown's historic buildings. Combined with the hospitality of our volunteers, they saw some the best Klamath Falls has to offer. With continued exposure, there is tremendous potential to attract artists in search of new subject matter to Klamath County – traveling is routine in the lives of professional artists. We plan to do our best to educate them on what the area has to offer.

- Last year several participants came a day early or stayed on to explore, we anticipate that they will do so once again. *Our Hospitality Committee is made up of local volunteers who are actively committed to the betterment of Klamath Falls – generally this was their motivation for joining the effort.* Among other responsibilities, the committee corresponds with the artists prior to the show, highlighting things to do, places to visit, and other scheduled events, in an effort to promote Klamath County. Once again, this year, we will highlight Discover Klamath, local events, and information regarding lodging partners in our correspondence with the artists, including email and direct mail packets to all participants.
- We will *plant the seed* regarding our goal to host a large scale Plein Air (outdoor painting) event in Klamath County in the near future with our attending artists. Artists, spectators, and buyers across the country flock to these popular events. Large scale plein air events are very limited in Oregon and Northern California. We will encourage the artists to explore the area in hopes of getting feedback regarding an event in Klamath County by creating an informational map & outline of well known and lesser known scenic highlights.

Show Visitors/Buyers:

- The Favell Museum expects to draw hundreds of art enthusiasts. As much as we enjoy offering this opportunity to the local community, we must attract collectors from areas that will often require an overnight stay. Otherwise the show will not be successful from a fundraising standpoint.
 - In 2013 approximately 300 individuals came from 80 to 450 miles away to visit the art show throughout the month. With favorable word of the show spreading, we plan to expand our outreach through increased print advertising, which is important to attract our target audience – art buyers. Publications will include one or more national art magazines (with a focus on the Western United States) and several regional lifestyle publications. We will purchase targeted mailing lists from specific zip codes. We will also utilize television and radio (including public radio) to target our audience, as well as electronic media and public relations to connect with as many organizations as possible.
 - As with plein air events, large invitational art shows such as this one, are not commonplace in Oregon and Northern California. The unique format of the show itself will increase the likelihood that we will be successful at attracting our target audience.
 - While the opening weekend will remain our primary focus, more attention will be given to the month following with all art, *for sale or sold*, remains on display until the end of the show. More focus on the duration of the show will increase the likelihood of visitors throughout the month.
 - Participating artists are being encouraged to submit mailing lists, allowing us to contact their collectors. We are miles ahead of where we were last year right now, leaving ample time to accomplish this and leaving the artists ample time to promote the event, which is equally important to them.
 - The opening weekend schedule of events will encourage overnight stays for the visitors. We will host a small scale plein air event on Saturday morning with participation from several of our guest artists. Those interested in purchasing one of the paintings produced on Saturday morning, must remain in town for the Sunday auction/champagne brunch, which promises to be a very nice event.
 - This year the nationally recognized band *Stray Cats* will be featured at the *Ross Ragland Theater* coinciding with our opening weekend. We will do our part to work with the *Ross Ragland Theater*, as well as lodging partners, to identify incentives for overnight stays.

If you have further questions, please call me at 541-281-1770 or email janannloetscher@gmail.com.

Sincerely,



Janann M. Loetscher
Favell Museum Director
541-882-9996