



## Favell Museum Invitational Art Show & Sale 2015

*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.*

April 28, 2015

Klamath County  
305 Main Street  
Klamath Falls, OR 97601

Dear Tourism Grant Committee,

Please accept our application for funding through the Klamath County Tourism Grant Program to assist with marketing the month-long **Favell Museum Invitational Art Show & Sale 2015**, beginning September 25th.

Our show has been met with tremendous enthusiasm by participants and visitors alike. Our goals have remained the same since the 2013 inception – to bring art collectors to Klamath Falls to experience and purchase world-class artwork, to grow the show into a premier cultural event and ultimately to raise money for the non-profit museum, while promoting our community and beautiful natural surroundings. The show format remains consistent, with ongoing improvements to its schedule of activities. We feel fortunate, that with the support of many, a number of good decisions were made in the beginning!

The art show has received tremendous support from our community, with sponsorships, in-kind donations, and a large group of committed volunteers, to whom we owe much of our success. Our dedicated board of trustees and volunteers are community minded people, working everyday for the betterment of Main Street and Klamath Falls. The following is often noted...

*On July 25, 2014 the **Great Basin Economic Vitality Summit** was held in Klamath Falls. Keynote speaker, Maury Forman, senior manager at the Washington State Department of Commerce, and economic development expert, emphasized that **growing the arts culture is a proven way of attracting more visitors to a community and a driving reason for people to relocate.***

September 2015 will feature 32 world-class artists, coming from Portland to San Francisco—the roster was full months ahead of schedule. Inquiries continue to come in from artists who would like to take part in the future and collectors who are marking their calendars. An inquiring Rogue Valley artist (whom we had to turn away) recently wrote...

*"I must confess that although I was hopeful of gaining a spot, I wasn't optimistic! In any case, I'll be dropping in for the Invitational and perhaps in between. Long time locals (Rogue Valley) have great hope for your ever-growing success."*

The 2014 invitational art show resulted in nearly \$50,000 in much needed profit to support museum operations, up from nearly \$30,000 the first year, while it is common for a new art show to wait three years to see a profit. Meanwhile 2014 daily attendance to visit the museum's collections was up 40% from the prior year. Visitor comments tell us that the show and its marketing have had a long reach. *Visitors to the museum are never disappointed!* With everything headed in the right direction, we anticipate that soon we will be in a good position to keep the Favell Museum viable. There is a renewed sense of hope for the future of the Favell Museum in each of us. Your support has made this possible.

Sincerely,

Janann Loetscher,  
Museum Director

125 West Main Street • Klamath Falls, OR 97601 • Phone: 541-882-9996 • Website: [www.favellmuseum.org](http://www.favellmuseum.org) • Email: [janannloetscher@gmail.com](mailto:janannloetscher@gmail.com)

**Board of Trustees:** Nancy Wendt, President; Dr. James Calvert, Vice President; Judy Phearson, Secretary; Laura Pulley, Treasurer; Directors—Ann Favell Silvestri, Mel Ferguson, Wayne Snoozy, Mark Wendt, Janice Woodhouse; Emeritus—Winifred Favell Hood; **Museum Staff:** Janann Loetscher, Museum Director; Pat McMillan, Museum Curator

# Klamath County Tourism Grant Application

**Title of Project:** Favell Museum Invitational Art Show 2014 (Third Annual) **Funds Requested:** \$13,000

**Organization Applying:** The Favell Museum of Western Art & Native American Artifacts

**Contact Person:** Janann Loetscher, Favell Museum Director **Phone Number:** (museum) 541-882-9996; (cell) 541-281-1770

**Email Address:** janannloetscher@gmail.com **Mailing Address:** 125 West Main Street, Klamath Falls, OR, 97601

**Web Site Address:** www.favellmuseum.org

## **Brief Description of Project (including date, time and location):**

**Favell Museum Invitational Art Show & Sale 2015** – In September 2013 the non-profit museum hosted its first Invitational Art Show, twelve years after the Favell family hosted their last nationally recognized annual art show. The 2013 show was successful beyond expectations. Participating artists encouraged a repeat, and the subsequent 2014 show was met with even more enthusiasm by participants and visitors as well. Months ahead of schedule, our 2015 artist roster is full, while inquiries continue to come in.

The 2015 show will feature wall art and sculpture by 32 world-class artists. The “invitational” format, featuring a large variety of invited artists of superior talent, has proven to be desirable to the participants and marketable to collectors. Invitational shows are few and far between, as a result of the recent recession. However, art sales are once again on the rise!

Our goals have stayed the same since the 2013 inception – 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 are dedicated to promoting our community and our beautiful natural surroundings.

The 2015 exhibition and sale will begin with a three-day opening reception at the museum on September 25-27, when all participants will be present. All art sold will remain on display until the show closes on October 24. Plans for the opening weekend include an artist reception on Friday evening. On Saturday we will host a variety of mini-lectures and demonstrations, as well as a weekend-long silent auction. On Saturday evening we will host a reception, featuring food, micro-brews, wine, music, and more, all marketed to appeal to a slightly younger audience. In doing so we hope to attract a new audience, including bicyclists from *CASA's Ride for the Child* and the *Crater Lake Vehicle Free Day*, both scheduled for that day. Sunday will feature a champagne brunch and the conclusion of the silent auction. We are coordinating with the *Ross Ragland Theater* as they will be featuring a nationally known performer on Friday evening. This year we will offer a schedule of special events beyond the opening weekend.

## **2014 Art Show & Sale Outcomes:**

- Over 800 individuals visited the show throughout the month.
- Nearly 400 individuals came from at least 80 miles away to visit the art show throughout the month. Visitors included people from Sacramento, Napa, Los Angeles, Seattle, British Columbia, throughout Oregon and throughout Northern California.
- Among many others, art was sold to visitors from British Columbia, Napa, and Sacramento.
- 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.
- Efforts resulted in nearly \$50,000 in much needed profit to support museum operations, with commissions to the museum in the form of “finder’s fees” coming in long after the show ended. This was up from approximately \$30,000 in 2013.
- The show has been instrumental in the formulation of relationships both locally and long distance, while increasing general museum awareness and recognition. Last year regular daily attendance to the museum was up 40% over the prior year, including a substantial increase from Bend and the Rogue Valley.

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:

Signature of Board Chair:

Date:

## PROJECT DESCRIPTION

### 1. Provide a detailed description of the project and activities.

The **Favell Museum Invitational Art Show & Sale 2015** was conceived in 2013, with the goal of raising funds to sustain the non-profit Favell Museum, by bringing art collectors to Klamath Falls to experience and purchase world-class artwork, to grow the show into a premier cultural event, while promoting our community and the beautiful natural surroundings. Today much remains unchanged. We were fortunate, with the help of many supporters, that good, practical decisions were made in the initial planning process. Now we are committed to growing and improving the month-long event. Long term success for the annual show, and ultimately the museum, is dependent on attracting art collectors and enthusiasts from outside the Klamath Basin. This grant will enable us to implement our marketing plan to accomplish this.

**Project Activities:** The show will highlight the art work of 32 world-class artists, who will be coming from Portland to San Francisco, to join us for a **three-day opening weekend reception/feastivities** beginning on September 25, 2015. The exhibit and sale of the art will run through October 25, with periodic activities to continue to draw in visitors. Art sold will remain on display for a month, until the show closes. Plans for the opening weekend include, but are not limited to the following:

- **Artist Reception** (*Friday, September 25, 2015; 6:00 PM to 9:00 PM*) – Artists and their invited guests, museum patrons, show sponsors, and other guests, will have an opportunity to preview the art show before the public sale begins. The reception will include music, food, and drink. The **Ross Ragland Theater** will feature a national performer this evening, together creating a full evening.
- **Public Opening** (*Saturday, September 26, 2015*) – Beginning late morning, artists will be on hand to share their art. Mini-lectures and artist demonstrations will highlight various talents, current projects, and accomplishments. This will include outdoor painting demonstrations, weather permitting. While much of Saturday 2014 was planned around the outdoors, the weather did not cooperate! We were able to quickly alter plans and make it work, however, this year we will anticipate rain, and plan accordingly, with a back-up plan for good weather! A weekend long silent auction, music, food, and drink will be included throughout the weekend.
- **Artist Reception** (*Saturday, September 26, 2015; 6:00 PM to 9:00 PM*) – On Saturday evening we will host a ticketed reception, featuring food, micro-brews, wine, music, and more, marketed to appeal to a slightly younger audience than the show has traditionally attracted, including bicyclists from **CASA's Ride for the Child** and the **Crater Lake Vehicle Free Day** both scheduled for that day.
- **Champagne Brunch & Silent Auction Conclusion** (*Sunday, September 27, 2015; 11:00 AM*) – Sunday brunch featuring a large selection of breakfast appetizers, desserts, Mimosas and more, will be offered as a ticketed event. This was added to the roster last year. It was a great success! At some point (TBD) the brunch will close and the show will open for general admission.

## PROJECT GOALS

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

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

- Redding, Chico & Shasta, California
- Northern California/Coast
- Rogue Valley, Oregon
- Portland & Northwest Oregon
- Bend, Sisters, Redmond & Central Oregon
- Eastern Oregon & Northwest Nevada (likely new area of promotion)

We expect many repeat visitors from prior years, as well as many new visitors, while word of the show spreads and people take notice of repeat advertising and newspaper articles.

In 2014 approximately 400 individuals came from at least 80 miles away, including people from British Columbia, Seattle, Napa, Sacramento, and Los Angeles (they purchased art). This is a 33% growth over 2013. Our marketing plan will continue to focus on attracting art enthusiasts and collectors while promoting the Klamath Basin and offering our community a special event.

Admission to the show will require a \$10 ticket, or ticket combo to the Saturday evening and/or Sunday brunch event. Admission tickets will have a removable "contact info" stub for entry into a raffle. We will specifically request zip codes. It has been proven to work well in the past.

*We have experienced a remarkable 40% increase in general visitation to the museum over the past year—many from Bend, the Rogue Valley and Northern California. Last year approximately 5,000 general visitors, mostly from outside the area, toured the Favell Museum, up from 3,000 the year before. Also remarkable, in the past year numerous organizations from outside the area, i.e. the **Britt Music Festival** and the **Jackson County Historical Society** have reached out to us.*

**3. 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 track the number of extra days?**

The show format encourages extended stays. Opening weekend is three days, requiring a two night stay for all artists and their guests. Almost all invitational artists are from out of the local area. The Saturday evening offering, as well as the Sunday morning brunch will encourage visitors to stay on. Last year many out of town visitors attended the Sunday brunch, making it likely they spent a night in Klamath Falls.

We are willing to work with area hotels to cross promote and explore ideas if they are interested. We will collaborate with *Discover Klamath* to encourage *Crater Lake Vehicle Free Day* participants to spend at least one night in Klamath Falls, as well as *CASA's Ride for the Child* participants. Experience shows that the most successful bicycle events offer outside opportunities for entertainment. At the same time, bicyclists in general tend to have good incomes, a fit with our ultimate goals. This is a great opportunity to attract the Crater Lake audience that *Discover Klamath* is focused on. The *Ross Ragland Theater* will feature a national performer on Friday. The museum collaborated with the theater and *CASA* last September to promote the weekend—we have already met regarding this coming September.

To track stays, we plan to focus on our ticket stub/raffle for door prizes. Experience has taught us that it works to collect where visitors are coming from. This year we will put it to use to collect additional information. Signage will be in place on the entry table and near a raffle collection receptacle, crediting the *Klamath County Tourism Grant* program and briefly explaining that we are collecting information per our commitment to the program. We will keep the format simple. To enter the raffle, the following information will be required:

- A form of contact information (their choice, allowing us to make contact if their ticket stub is drawn)
- Zip code (where they are from)
- Length of stay (number of days)
- Information relating to how they learned of the show (to help determine future marketing allocations)

**QUALIFICATIONS OF APPLICANT**

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

Little has changed since our 2014 application – 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 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 our inaugural show, and again last year – all continue to be excited about growing and improving this show. They will operate the following committees: Artist Committee, Receiving & Set Up, Marketing, Artist Hospitality, Entertainment/Lectures, General Food & Refreshments, Sponsors (Museum Board of Trustees), Patron Event, Saturday Evening Event (new volunteers/2015), Champagne Brunch, Entry & Security.

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

The Favell Museum features some of the finest art in the country. As a private entity, the museum successfully hosted art shows from 1973 to 2001, featuring well known artists. During that time, an enduring reputation for successful art shows was built. This had a tremendous impact on the non-profit museum's ability to begin a new art show from scratch.

The recently new *Favell Museum Invitational Art Show & Sale* has been successful well beyond our expectations. Proof that our team is headed in the right direction is suggested by the following...

Participants love the show, appreciate our hospitality, see tremendous potential, and want to return. Many others from outside the area want to participate. I recently received another inquiry, this one from the Bay Area.

The same applies to show visitors. Just a few days ago an art collector from Sisters, Oregon called. She wanted to put the event on her calendar and gave us her contact information. I asked her if she knew the Central Oregon participants. She replied that she did not know them personally but had heard about the show.

The show was financially beneficial to the museum in 2013 (approx. \$30,000 profit) and even more so in 2014 (approx. \$50,000 profit). All numbers, including attendance, are headed in the right direction.

## **PROJECT PLAN**

### **6. How will you give credit to Klamath County for its support in our event or project?**

While our marketing includes print, television, electronic, and some radio, Klamath County will be credited with usage of its logo, as well as a credit line. The county will be recognized throughout the museum during the month-long show. As in the past we will also promote “things to do” in the Basin. We are open to special requests from the county and *Discover Klamath* in support of the Basin.

### **7. Provide a detailed timeline of your marketing efforts leading up to the event or project.**

- **March** – Identify artists—they bring their own marketing plans into play—perhaps the primary reason word of the show has spread so quickly; begin working with *Discover Klamath*, *Ross Ragland Theater*, and *CASA* to support/promote coinciding efforts.
- **April/May** – Begin to identify sponsors; work with volunteers to determine the schedule of opening weekend activities; work with *Discover Klamath* to finalize marketing plan based on budget assumptions and the prior two years; develop print ad; early placement required for Rogue Valley quarterly (July, August, September) *Southern Oregon Magazine* – a must regardless of final budget; begin to populate our website and Facebook page; reserve *Discover Klamath* electronic/web opportunities; consider direct mail/email options; develop a press release and materials for editorial.
- **June** – Finalize budget; reserve all print advertising space; begin production of new television spots from 2014/13 footage; reserve television placement—reserve *KOBI's 5 on 5* and look for and reserve other free opportunities associated with buys in Bend and Redding; consider radio; by late June our website home page will focus on the show—we are hosting another show through June/July which will require homepage space—June/July show is another positive result of our art show); provide *Discover Klamath* with materials needed to carry out electronic/web marketing plan; work on show poster to be finalized after sponsors are identified; begin development of direct mail or email element of the marketing plan; early June deliver final ad to *Southern Oregon Magazine* along with press release and materials for editorial (included with ad purchase); reserve *KOBI's 5 on 5*; look for and reserve any free television coverage/interviews associated with television buys in Bend and Redding; carefully track requests for show tickets.
- **July** – Continue doing what is necessary to carry our marketing plan including distribution of all necessary art for print ads, video, etc.; finalize show poster to include sponsors; provide artists with email materials, posters, etc., so they can assist; begin a heavier focus on Facebook; finish direct mail art (or email); finish video; begin working more closely with volunteers and in-kind donors in preparation for event.
- **August** – Heavy distribution of posters to our target marketing area; continued focus on Facebook; finalize direct mail list (or email) as well as any other mailing lists—mail end of the month; develop show program and special invitations; develop tickets early in the month and begin selling—distribute to those who have reserved them; distribution of any video that has not been distributed; follow through with all plans. Late August watch for distribution of print magazines per ad buys to be on the shelves through September—Oregon's *1859* and *Discover Klamath* magazines are bi-monthly on the shelves through October.
- **September** – Television advertising will begin to run, continuing throughout October—updated after the opening weekend; look for last minute opportunities especially for editorial; continue to work with artists; continue Facebook; local newspaper; outside banner; full time preparation for event including intake of art as well as set up.
- **October** – Continue to promote; offer special weekend events to attract visitors to the show through its close on October 25.

### **8. Describe your target market/audience.**

Our target audience includes people who collect art or have an interest in art—likely professionals, ages 40+, with above average income. Currently our marketing budget is focused on Oregon and Northern California, with ad, television, and possibly radio buys directed to those respective areas. This includes Oregon and Northern California lifestyle magazines. The exceptions to this area of concentration include a national art publication and some electronic media. In the past we ran a full page ad in *Southwest Art*, including additional editorial, web presence, and calendar of events. The name of the publication is somewhat deceiving as to its distribution. It is the western version of the most widely distributed art publication in the United States. We will take another look at other national/western art publications to consider alternatives and additional advertising before placement, including bi-monthly *Art of the West*, with more (not limited to) focus on the Northwest, however a smaller circulation. We are exploring expanding our advertising reach into northwest Nevada, to decide if that would be a worthwhile investment. While our advertising choices are important for the success of our 2015 show, they are also strategic to building a legitimate and long term reputation for the show and the museum as well.

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

### Print Advertising (All print design & production and web programming in house):

- **Southern Oregon Magazine**, Quarterly (July, August, September) Rogue Valley (full page ad), with free editorial, calendar of events
- **Southwest Art Magazine** (or other national publication), Monthly, September, National (full page ad) – brings legitimacy to the show allowing us to attract artists with notable reputations and large followings, and it strengthens the long term reputation of our show
- **Enjoy Magazine**, Monthly, September, Redding (full page ad)
- **1859 Magazine**, Bi-monthly, September/October, Oregon (full page ad)
- **Discover Klamath Magazine**, 2 page spread, September/October
- We will look into options and consider expanding into Reno, Nevada, where the museum is fairly well known

### Television (Video spots for television commercials from 2013 & 2014 events, Basin Video):

- Television, September through October, Bend, Rogue Valley, Redding area, *spots updated after show opening weekend*
- Television, Rogue Valley, complimentary “5 on 5” interview with KOBI prior to show opening
- As with print, we will consider Reno options

### Electronic:

- Web, Trip Advisor Ad, September/October
- Web, **Discover Klamath** Calendar of Events, July-October
- Web, **Discover Klamath** Leaderboard, August-October
- Web, **Discover Klamath** E-Newsletter, both long and short version, September/October
- Web, **Discover Klamath** Digital Magazine, September
- Social Media, KOBI, Facebook, YouTube, Twitter through **Discover Klamath**
- Favell Museum IN HOUSE Website & Facebook (collaboration with artists), provide email blasts to artists for their use

### Other:

- Posters & flyers, created by museum director, copies in kind/WorkFirst Casualty
- Radio, Wynne Broadcasting, in kind
- Public Relations Media Outreach/**Discover Klamath** – Regional newspapers and other publications
- Strategically featuring artists from target areas as they promote through their own websites, Facebook pages, galleries and the events they attend throughout the summer – professional artists must aggressively promote themselves
- List in Travel Oregon and Oregon Events Calendar
- Possible radio including Southern Oregon Public Radio and Jefferson Public Radio, as well as others (TBD)
- Distribution of posters throughout our target region with the help of attending artists and other contacts
- Purchase targeted out-of-county mailing list for postcards, or email list (we compared both last year, will again this year)
  - Focus on households or mailing routes most likely to be home to our target audience, or email list that meets our criteria
  - Favell Museum general guest list – includes visitors from Northern California, Oregon, Nevada and Washington
  - Favell Museum art show list
  - Artist mailing lists

### Local or FREE resources (not part of grant):

- Participating artists play a huge role, with support from the museum
- Invitations/envelopes, for patron, sponsors, artists, guests, art per museum director (Friday evening event)
- Event tickets with detachable stubs, used to gather information about show visitors
- Banner
- Show signage, etc,
- Newspaper advertising, Herald and News, Sunday prior to artist reception and following
- Newspaper editorial leading up to opening weekend
- Endorsement and cross-promotionals with other community partners, i.e. **Ross Ragland Theater** and **CASA's Ride for the Child**. This year we will also attempt to draw in people from **Crater Lake's Vehicle Free Day**.
- New connections made over the past 2 years with other art or history related organizations

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

We will measure “out of county attendance” largely by tracking ticket sales stubs (as previously described).

We will measure show success by attendance, 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. We must continue 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 marketing 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, Entertainment/Lectures, General Food & Refreshments, Sponsors (Museum Board of Trustees), Patron Event, Saturday Evening Event (new volunteers/2015), Champagne Brunch, Entry & Security. The Board of Trustees is responsible for identifying additional event sponsors, as well as playing an active role in other committees. In 2014 approximately 50 volunteers (aside from museum trustees) helped put on this event, with approximately 15 playing an integral role in planning and production, while the others carried out assigned tasks, mostly throughout the opening weekend.

**We will seek in-kind donations when 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.

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

**Prior Sponsors** (*list includes four museum board members*):

- Bell Hardware & M’Bellish
- Don & Sherrill Boyd
- Columbia Forest Products
- Diversified Contractors
- Mel & Renee Ferguson (Trustee)
- Robert & Winifred Hood (Winifred Favell—Trustee)
- IMS Capital Management
- Klamath Falls Downtown Association
- Knife River Corporation
- Lithia
- Molatore Scroggin Peterson & Co.
- Rusth, Spires and Associates
- Sky Lakes
- Nancy Wendt (Trustee)
- Mark & Karen Wendt (Mark Wendt—Trustee)
- Chris & Debra Wetle (with Pape Machinery)

**Prior Donors:**

- Dr. Michael Casey & Terry Wagstaff
- Robert & Julia Jackman
- Geoffrey & Nancy Marx
- John & Ann Novak
- Justin & Joyce Rodriguez
- Dr. Carl & Anne Wenner

**Prior In-Kind Donations:**

- Biagios/food and service
- Creamery-Beer
- Diamond Home Improvement/lights below cost
- Paul White Janitorial
- Smith Bates Printing
- Vargas Lawn Service
- Wynne Broadcasting/radio
- Donations of wine, food, artist gifts, linens, flowers, centerpieces, decorations, and much more

**14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.**

Our marketing network includes *Discover Klamath*, participating artists and other artists, the *Ross Ragland Theater* and other cultural organizations from the basin and beyond, media organizations that we work with to market the event, and community organizations volunteers, and other supporters from the Basin.

## Klamath County Tourism Grant Application • Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
<b>INCOME</b>					
Tourism Grant Request		\$13,000	\$13,000		
<b>Cash Revenues -</b>					
Source: Museum-Advertisng	\$3,900		\$3,900		10% Advertising Budget
Source: Museum-Adv. Production	\$3,000		\$3,000		Organization Budget <sup>(1)</sup>
Source: Museum-Operations/misc	\$6,850		\$6,850		Organization Budget <sup>(1)</sup>
Source: Coop Adv./Support	\$9,000		\$9,000		Discover Klamath <sup>(2)</sup>
<b>Total Cash Revenues</b>	<b>\$22,750</b>	<b>\$13,000</b>	<b>\$35,750</b>		
<b>In-Kind Revenues -</b>					
Source: Misc. Food & Drink, etc.	\$1,500		\$1,500		
Source: Misc. Maintenance, etc	\$500		\$500		Indoor, outdoor prior
Source: Advertising related	\$3,000		\$3,000		Printing, Radio, etc
Source: Misc. In-Kind Donations	\$1,000		\$1,000		Artist hospitality, music
Source: Volunteers/350 hours	\$3,500		\$3,500		Estimate based on 2014
Source: Copy machine support	\$500		\$500		See details below <sup>(4)</sup>
<b>Total In-Kind Revenues</b>	<b>\$10,000</b>		<b>\$10,000</b>		
<b>Total Revenue</b>	<b>\$32,750</b>	<b>\$13,000</b>	<b>\$45,750</b>		
<b>EXPENSES</b>					
<b>Cash Expenses -</b>					
Museum – operations personnel	\$5,000		\$5,000		Event operations <sup>(1)</sup>
Marketing – museum personnel	\$3,000		\$3,000		Marketing operations <sup>(1)</sup>
Marketing budget	\$12,900	\$13,000	\$25,900		<b>Together \$28,900 budget</b>
Rentals	\$100		\$100		
Supplies	\$500		\$500		
Other: Paid entertainment	\$500		\$500		Based on 3014
Other: Artist hospitality	\$200		\$200		Cost above donations
Other: Lighting	\$300		\$300		See details below <sup>(3)</sup>
Other: Miscellaneous	\$250		\$250		
<b>Total Cash Expenses</b>	<b>\$22,750</b>	<b>\$13,000</b>	<b>\$35,750</b>		
<b>In-Kind Expenses -</b>					
Labor: Volunteers/350 hours	\$3,500		\$3,500		Estimate based on 2013
Marketing costs: Adv. related	\$3,000		\$3,000		Printing, Radio, etc.
Other: Misc. Food & Drink, etc.	\$1,500		\$1,500		
Other: Misc. Maintenance, etc	\$500		\$500		Indoor, outdoor prior
Other: Misc. In-Kind Donations	\$1,000		\$1,000		Artist hospitality, music,
Other: Copy machine support	\$500		\$500		See details below <sup>(4)</sup>
<b>Total In-Kind Expenses</b>	<b>\$10,000</b>		<b>\$10,000</b>		
<b>Total Expenses</b>	<b>\$32,750</b>	<b>\$13,000</b>	<b>\$45,750</b>		
<b>Net Income &lt;Expenses&gt;</b>			<b>0</b>		Museum income <sup>(5)</sup>

1. Staff is primarily responsible for organizing all aspects of event, as well as event marketing. Director is experienced graphic artist (print & web) with graphics done in-house. Allowance included for miscellaneous event expenses.
2. Based on 2014 plan/Jim Chaddardon – commitment to coop and continue support.
3. Most lighting was updated in 2014, must be finished. Lighting update to LED. Costly but with 10 year life. Absolutely must to properly light art. Diamond Home Improvemtn sold to us for under their cost.
4. Access to copy machine through a board member/associated business.
5. Profit for museum comes primarily from ticket sales, art sales, & business sponsorships

## Klamath County Tourism Grant Application • Marketing Budget Form

	Committed	Pending	Total	Actual	Comments/Explanations
<b>CASH INCOME</b>					
Tourism Grant Request		\$13,000	\$13,000		
Other Sources – Museum & Discover Klamath	\$15,900		\$15,900		See project budget
<b>Total Revenue</b>	<b>\$15,900</b>	<b>\$13,000</b>	<b>\$28,900</b>		
<b>CASH EXPENSES Advertising Budget \$28,900</b>					
<i>Advertising -</i>					
Print: Publications	\$5,000	\$4,500	\$9,500		Lifestyle & art related <sup>(1)</sup>
Web	\$1,800		\$1,800		See more info below <sup>(2)</sup>
Public Relations		\$700	\$700		
Social Media		\$500	\$500		Facebook/ <b>beyond FREE</b>
Design (Museum Personnel)	\$3,000		\$3,000		Graphics in house <sup>(3)</sup>
Television	\$5,400	\$2,400	\$7,800		Production/Market <sup>(4)</sup>
Radio		\$2,000	\$2,000		Production/Market <sup>(5)</sup>
Newspaper (local expenditure)	\$400		\$400		
<b>Total Advertising</b>	<b>\$15,600</b>	<b>\$10,100</b>	<b>\$25,700</b>		
Other – Print & Targeted Mail	\$300	\$1,200	\$1,500		Additional in kind <sup>(6)</sup>
Postage		\$1,200	\$1,200		Possible redirection <sup>(7)</sup>
Mailing or email lists		\$500	\$500		Reach/budget options <sup>(7)</sup>
<b>Total Expenses</b>	<b>\$15,900</b>	<b>\$13,000</b>	<b>\$28,900</b>		
<b>Net Income &lt;Expenses&gt;</b>			<b>0</b>		

**Total \$28,900 “Cash” budgeted for Marketing – Marketing Costs at \$25,900 and Design (Museum Personnel) devoted to graphics, web development, facebook, etc. at \$3,000.**

**Does not include approximately \$3,000 In-kind radio/print based on 2014.**

1. Southwest Art (National), Enjoy (Redding), Southern Oregon Magazine (Rogue Valley, quarterly), 1859 (Oregon) and TBD either Art of the West (National, focused on Northwest, or a Reno Publication. *Most come with lengthy editorial, and strong web presence.* Also DK Fall Magazine.
2. Trip Advisor/banner ad, DK Calendar of Events & leaderboard ad & Fall Digital Magazine, DK long & short E-newsletter.
3. 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, budget allowing, possibly redirected to another option.
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 outside banner (and reduced rates).
7. **We will purchase out of county mailing list targeted at likely art collectors within certain delivery routes, and/or identify comparable email lists. This budget will be directed to print with postage OR email (TBD). Email will expand reach but limit effect. Print allows for more effect without the reach. Decision to be made after careful analysis.**

Additional Note: Saturday evening, Sunday Brunch will be a ticketed event with costs buildt into ticket prices.



April 24, 2015

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 the Favell's efforts towards receiving a Klamath County Tourism Grant in the current (spring) grant cycle to produce and implement its 3<sup>rd</sup> Invitational Art Show in fall 2015.

Discover Klamath has supported the museum's efforts and partnered with the museum during year one and year two activities. We thought your event went well and attracted both artists and art buyers from in and out of the community. We would like to note to the grant committee 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. It was a professionally run event. The Favell Museum appears to be an excellent choice as a venue, and it's worth noting the event has grown year over year in terms of attendance, sales to the artists, and overall interest.

Our group believes there continues to be tourism upside by fostering art-related events and content in our community, and this event reflects positive momentum towards this goal.

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



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

April 26, 2015

RE: Tourism Grant

Dear County Commissioners,

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

It is with great pleasure that we again recommend the Favell Art Show and Sale for one of the Tourism Grants available this year. It is in its third year and is quickly becoming an annual tradition that locals and tourists alike look forward to. It is a quality event with great local support. The Favell Museum is such an important part of our beautiful downtown. This event, being it's largest fundraiser, is very important to keeping the museum alive and thriving.

Please consider supporting this year's Favell Art Show and Sale with a tourism grant so that it may continue as one of the premier art events on the west coast and raise funds for the continued operation of one of Klamath's important tourist attractions.

Sincerely,

Kendall Bell

President, KFDA



**Klamath County Economic Development Association (KCEDA)**  
205 Riverside Dr, Klamath Falls, OR 97601 / (541)-882-9600

April 27, 2014

RE: Tourism Grant

Dear Grant Committee,

My name is Trey Senn, and I am writing on behalf of the Klamath County Economic Development Association (KCEDA) to endorse a tourism grant for the Favell Museum. KCEDA is a 501(c)(4) organization, that's primary purpose is to lead economic development and diversification of Klamath County through areas such as marketing, targeted recruitment, business expansion, retention, and completion of strategic projects. Essentially, our goal is to be a proactive force in generating a flourishing economic climate, where organizations within the area have the best opportunities to be successful.

As we seek to diversify and enhance the components of our area's economy, it is critical that we as a community invest in art entities such as the Favell, for it offers us numerous opportunities to help achieve a better Klamath. It assists in creating a centerpiece for downtown redevelopment, resulting in improved urban quality of life, expanded business and tax revenue base, as well as helps establish a positive and confident community image. In addition, it also contributes to our area's desire to create an "innovation habitat", by making our community more attractive to knowledge-based employees, therefore permitting new forms of knowledge-intensive production to grow in our area. Every day, across the nation, more than 100,000 nonprofit arts and culture organizations act as economic drivers. These entities independently and collectively create an industry that supports jobs, generates government revenue, and is the cornerstone of a healthy tourism industry. It is together our responsibility as community leaders to make Klamath County a stronger economy. This is done by design, not default, and requires engagement, enthusiasm, and investments like the Klamath County Tourism Grant to work. We need to encourage and utilize the potential of economic and cultural drivers like the Favell if we wish to give Klamath County a better future.

The Favell has been very successful with its most recent efforts in the past few years, and we want them to continue to build on the strong momentum they have created. We ask that you please thoroughly consider supporting this year's Favell Art Show and Sale with a Tourism Grant, as it has the potential to grow into so much more in the years to come.

Sincerely,

Trey Senn

Executive Director, KCEDA

April 27, 2015

Klamath County Tourism Review Committee  
c/o Klamath County Finance  
305 Main Street  
Klamath Falls, OR 97601

Dear Committee:

The Ross Ragland Theater is committed to high quality performing arts and educational experiences that enhance community life and positively impacts tourism. One aspect of our mission is to partner with organizations that fit well with our organizational goals.

The Favell Museum is one of the few "attractions" in Klamath County that is open throughout the year and provides visitors with a unique cultural and historical experience. We have had the fortune to partner with them in cross-promoting events and activities to encourage additional stays by visitors and to support their efforts as a fellow cultural attraction.

Last year, we partnered on the Klamath Cultural Kick-off weekend in September, a collaborative promotion to package marketing with the Favell's national art exhibit, which is another high quality and unique event for Klamath.

The Favell has demonstrated excellence in providing an anchor for visitors and the Ross Ragland will continue to partner with the museum to support tourism in Klamath County. We highly encourage you to support this cultural asset and attraction through tourism marketing support!

Sincerely,



Mark R. McCrary  
Executive Director



P.O. Box 1903  
Klamath Falls, OR 97601  
541.314.4438  
www.klamathcf.org

April 28, 2015

Klamath County Commissioners  
305 Main Street  
Klamath Falls, Oregon 97601

Dear Commissioners:

I am writing to state my support for the Favell Museum's request for funding.

The Klamath Community Foundation co-hosted last summer's Great Basin Economic Summit featuring Maury Forman of the Washington State Department of Commerce. Forman shared strategies for economic revitalization in rural communities and stated specifically that growing arts and culture is a proven way of attracting more visitors.

Last year, 5,000 people from outside the area visited The Favell Museum, which *American Byways* magazine called "one of the three best such museums in the United States." The Favell's impressive art collection along with extraordinary sculptures, carvings, and one of the largest private collections of Native American artifacts in the country, do yeoman's work at bringing people into Klamath Falls. The Favell's annual Invitational Art Show, held each September, features some of the best West Coast artists and brings even more visitors to our community.

Moreover, the National Parks system celebrates its centennial this summer, presenting an enormous opportunity to attract even more visitors to Klamath County. Visitors can see not just Crater Lake but all of the other local attractions, including the Favell Museum and in particular its Invitational Art Show.

The Klamath Community Foundation's core purpose is "to enhance and sustain the quality of life in the Klamath Basin." I could not be more enthusiastic about what the Favell Museum does to lift up our quality of life here. I urge your full support of their funding request.

Sincerely,

Heidi Neel Biggs  
Executive Director

