

# FAVELL Museum

*The Favell Museum is a non-profit organizations 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.*

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

April 28, 2016

Klamath County  
305 Main Street  
Klamath Falls, OR 97601

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Dear Tourism Grant Committee,

Please accept our application for funding through the Klamath County Tourism Grant Program to assist with marketing our six week **Favell Museum Juried Art Show & Sale 2016**, beginning September 9th.

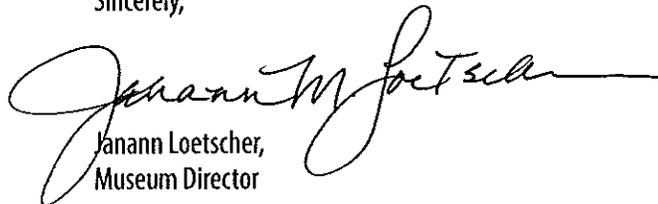
Our show has been met with tremendous enthusiasm by participants and visitors alike. Our goals have remained the same since the 2013 inception – to bring art collectors to Klamath Falls to experience and purchase world-class artwork, to grow the show into a premier cultural event and ultimately to raise money for the non-profit museum, *(as well as our new Community Art Program, serving city school children in after school programs)* while promoting our community and beautiful natural surroundings.

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 September 2016 show will feature the wall art and bronze and wood sculpture of approximately 32 world-class, West Coast artists. Upgrades to this years show include a new juried format, cash awards for *Peoples Choice*, and we will highlight all exhibited art on our website. The new format is encouraging new applicants to apply. The recommended website update will encourage collectors of specific artists to make the trip to see the show.

The 2015 art show resulted in nearly \$50,000 in much needed profit to support museum operations. Meanwhile show attendance was up significantly from 2014. We are hopeful for the future of the Favell Museum. Your support has made this possible.

Sincerely,



Janann Loetscher,  
Museum Director

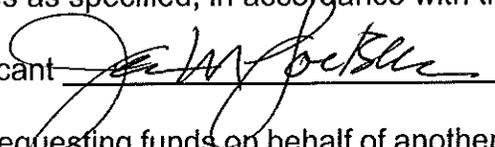
**TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE**

Title of Project: Favell Museum Juried Art Show + Sale 2016  
Funds Requested: \$13,000  
Organization Applying: Favell Museum  
Contact Person: Janann Loetscher  
Phone Number: 541-281-1770 (cell)  
Email Address: janannloetscher@gmail.com  
Mailing Address: 125 West Main Street  
Klamath Falls, OR 97601  
Web Site Address: FavellMuseum.org

Brief Description of Project including date, time and location: \_\_\_\_\_

- SEE Next Page -  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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 4/28/2016

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization \_\_\_\_\_ Date \_\_\_\_\_  
Executive Director/Signer

## Klamath County Tourism Grant Application 2016

**Title of Project:** Favell Museum Juried Art Show & Sale 2016 (Fourth 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 Juried Art Show & Sale 2016 • September 9 to October 22, 2016** – In 2013 the Favell Museum renewed a tradition of hosting an annual art show. We have made adjustment to the schedule of events every year since. Our upcoming show will once again feature wall art and sculpture. However, unlike the prior invitational format, this year we will host a juried show. The show is open to applicants through May 13, 2016. Final exhibitors will be selected by a team of judges, who are not associated with the museum. We show is currently posted on national resources that connect artists to exhibits. While applicants from anywhere may apply, our prospectus encourages West Coast participation, as we request their presence for our opening weekend. New to this year's show, we will award three substantial cash prizes for **Peoples Choice**. This move opens the door to attract even more widely acclaimed artists, along with their collectors, while raising awareness throughout the artist & collector community. We have received applications from prior participants and new artists from as far away as Los Angeles. Rogue Valley and Bend area artists have recently visited the museum, all saying they plan to apply!

In an effort to grow the show and keep it from getting stale, we are bringing in a new management/production person with years of event and marketing experience! While the general timeline will remain the similar, the individual scheduled events will be updated. The 2016 exhibition will begin September 9-11. Exhibiting artist will join us for the weekend. Plans for the opening weekend include an artist reception on Friday evening. In the past, this event has been primarily for museum patrons. This year it will be open to the public. Beyond Friday evening, specific plans are not finalized – however we anticipate lots of food, refreshments, and demonstrations. This year we will encourage families to attend, especially during morning/afternoon hours. The overall show has been extended from four weeks to six, with the final day being October 22rd.

Following the opening weekend we will collaborate with Discover Klamath to host **Crater Lake Ride-the-Rim Cyclist Registration Parties** at the Favell Museum, on September 16th and 23rd. Hundreds of cyclist from around the world are expected to preregister for the events each Friday afternoon & evening, while taking in our show. They will be treated to food, refreshments, and entertainment. Two events are being considered for September 24th, in association with **Arts on the Flyway**, a Klamath Falls Downtown/Main Street art festival, including a late morning/early afternoon collaboration with the **Link River Festival/Klamath Greenway Foundation**, designed for families and then a late afternoon music, wine, and cheese gathering, in collaboration with a Rogue Valley Winery. We will host another event during the final weekend of the show.

Our goals 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. Our ultimate goal is to raise money for the museum, as well as our new **Community Art Program** – an after-school program, currently city elementary schools, dedicated to enriching the lives of our children by teaching them about art, history, and museums. We are also dedicated to promoting our community.

### 2015 Art Show Outcomes:

- Over almost 1,300 individuals visited the show throughout the month.
- Over 400 individuals came from at least 80 miles away – mostly from throughout Oregon and Northern California, included repeat visitors from as far away as Sacramento and Palo Alto, CA. and Washington State.
- Art was sold to the visitors from Sacramento and Palo Alto, CA, among many others.
- Once again, many volunteers dedicated hundreds of hours to the show. In-kind donations were abundant. Local businesses and individuals made financial contributions to support the museum (as a result of the show, unlikely otherwise).
- Efforts resulted in nearly \$50,000 in 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: *Janann Loetscher* Date: 4-28-2016

Signature of Organization: *Executive Director* Date: *JS*

## PROJECT DESCRIPTION

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

The **Favell Museum Juried Art Show & Sale** was conceived with the goal of raising funds to sustain the non-profit 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. While the goals remain the same, and the show generally remains unchanged, we are working hard to upgrade the details and keep the show fresh and exciting. The show's long term growth and its impact on the viability of the museum, are dependent on attracting art enthusiasts from outside the Basin.

**Project Activities:** The show will highlight the art work of 30 plus world-class artists, who will be joining us for a **three-day opening weekend reception/festivities** beginning on September 9th. The show will run through October 22nd, with numerous events planned to draw visitors throughout the six week show. Plans include, but are not limited to the following:

- **Friday, September 9, 2016; 6:00 PM to 9:00 PM** – Artists and their invited guests, museum patrons, show sponsors, and the public, will have an opportunity to be the first to view the art show. The reception will include music, food, and drink. We will collaborate with the *Ross Ragland Theater* if possible – their schedule for this weekend is not yet determined.
- **Saturday, September 10 & Sunday, September 11, 2016** – 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. Collaborative art projects, music, food, and drink will be included in the festivities. Exact details are yet to be decided as we look to our new show manager and volunteers for new ideas.
- **Friday, September 16 & Friday, September 23, 2016; afternoon/evening** – We will collaborate with Discover Klamath to host *Crater Lake Ride-the-Rim Cyclist Registration Parties* at the Favell Museum. Participants will pre-register for the event as they take in our show. They will be treated to food, refreshments, and entertainment. It will be beneficial to all involved, and the community, as we encourage the cyclists to visit and spend the night in Klamath Falls – research indicates that successful cycling events offer outside opportunities for entertainment!
- **September 24, 2016** – Two events are being considered, in association with *Arts on the Flyway*, our downtown art festival (also the day following our second *Crater Lake Ride-the-Rim Cyclist Registration Party*).
  - Late morning/early afternoon collaboration with the *Link River Festival/Klamath Greenway Foundation*, designed for families.
  - Late afternoon music, wine and cheese gathering, in collaboration with a Rogue Valley Winery.
- **October 21-22, 2016** – We will host another event prior to the show closing, exact details to be decided. We will encourage participating artists to attend once again. The show will be closing, and they will be planning to pick up their unsold art.
- **Throughout the show** – We will have a collaborative art project going on throughout the run of the show. Museum visitors will be able to put their mark, so-to-speak, on our wall, and ultimately create an art installment. After we solidify plans on this project, we will submit it to *Oregon Public Broadcasting's Art Beat* in an attempt to bring them here to cover our show and do a segment at the Favell Museum. By then *Sugarman's Corner* should be nearing completion (*our director worked with other on park concept, created marketing materials*) and perhaps *Arts on the Flyway* will be in full swing!

## 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

We expect repeat visitors as well as new visitors. Word of the show is growing as people take note of repeat advertising and new artists from various locations are being brought into the fold.

In 2015, approximately 1,300 individuals visited throughout the show. Over 400 came from at least 80 miles away, including people from Sacramento and Palo Alto, CA, who purchased art (**overall a 38% improvement over the prior year**). Our marketing plan will continue to focus on attracting art enthusiasts and collectors while promoting the Basin and bringing culture to our community.

Admission to the show will require an admission tickets with a removable "contact info" stub for entry into a drawing. We will request zip codes, as well as other specific information (outlined next question).

**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/events encourage extended stays and it has been lengthened from four to six weeks. Almost all artists attending the opening weekend are from out of the area. Then bring their friends, fellow artists, and collectors with them.

Our previously outlined collaboration with *Discover Klamath* to host *Crater Lake Ride-the-Rim Cyclist Registration Parties* at the Favell Museum (Friday, September 16 & Friday, September 23) as well as our participation in *Arts on the Flyway*, will draw the cyclists to Klamath Falls, as well as others celebrating the *Crater Lake Centennial*.

We will host another notable event prior to the show closing, likely on October 22nd. This will be a new event to our schedule. Details are yet to be worked out.

To track stays, we will use our ticket stub/drawing for door prizes. Experience tells us that this works to track where visitors are coming from. Signage will be placed on the entry/door prize table, crediting the *Klamath County Tourism Grant* program and explaining that we are collecting information per our commitment to the program. To enter the raffle, the following information will be required:

- Contact information (to contact winners of drawing)
- Zip code
- Number of nights spent in area hotel (changed from "length of stay" used in prior years)
- How did you learn about the show (to help determine future marketing)

**QUALIFICATIONS OF APPLICANT**

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

The Favell Museum is a non-profit organization with a 45 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 growing "Board of Trustees" and staff (including a new person to manage this show and bring in new ideas) 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 love art and the museum. Each year we welcome new volunteers – all continue to be excited about growing and improving the show. They are learning and taking on responsibility. We will operate the following committees: Artist Committee, Receiving & Set Up, Marketing, Artist Hospitality, Schedule of Activities, General Food & Refreshments, Sponsors (Museum Board of Trustees), Friday Evening Event, Ride-the Rim, Arts on the Flyway, Favell Museum Community Art Program, 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 renew the tradition four years ago.

The *Favell Museum Art Show & Sale* has been successful beyond our expectations. Participants love the show, appreciate our hospitality, see tremendous potential, and want to return. Others want to participate. Because of this, we are upgrading from a free invitational show to a juried show with a non-refundable application fee. The event has been financially beneficial to the museum from the beginning, with approximately \$30,000 profit in our inaugural year. In 2014 and 2015 the museum made approximately \$50,000 in profit. With each passing year all numbers, including attendance, continue to be headed in the right direction.

This year we will upgrade our website to allow for posting and pricing of all exhibited art. We have been advised that this will draw in many more out of town buyers and increase profits.

## 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 and a credit line. The county will be recognized throughout the museum during show. We will also promote "things to do" in the Basin. We are open to requests from *Klamath County* and *Discover Klamath* – promoting the county benefits us all.

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

- **January** – Collaborate with community on *Arts on the Flyway* (a small group of us began working on this idea in May 2015, later joined by others, now an official committee has been formed); began researching/consulting with others about juried shows and how they work.
- **March** – Contracted with new person to manage/market our show; listed the show on "Call for Artists" websites, which connect artists to shows; decided to offer substantial cash prizes; began collaborating with *Discover Klamath on Ride-the-Rim*.
- **April/May** – Start to identify sponsors; begin working with volunteers to determine the schedule of activities; collaboration with *Discover Klamath* to finalize marketing plan/budget; develop print ad; early placement required for Rogue Valley's quarterly *Southern Oregon Magazine* – a must regardless of final budget; begin to populate our website and Facebook/Instagram; reserve *Discover Klamath* electronic/web opportunities; consider direct mail/email options; develop a press release and materials for editorial; May 13th is the deadline for artists to apply to participate with roster finalized and announced on May 26th.
- **June** – Finalize budget; reserve print advertising space, i.e. *Southwest Art, Art of the West, Enjoy Magazine, 1859*; begin production of new television spots from previous footage; reserve television placement—reserve *KOBI's 5 on 5* (free) and look for and reserve other free opportunities associated with buys in Bend and Redding; late June our website home page will focus on the 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; deliver final ad to *Southern Oregon Magazine*.

*NEW IN 2016* – Begin programming new website pages – all exhibited art will be identified, priced, and posted for viewing – important to attract collectors of certain artists, encouraging them to make the trip if they see a piece they wish to acquire – strongly advised investment.

- **July** – Carrying out our marketing plan with distribution of art for print ads, video, etc.; continue to work with *Discover Klamath*; finalize show poster with sponsors; provide email materials, posters, etc., to artists so they can assist; begin a heavy focus on Facebook; finish direct mail art (or email); finalize mail lists and print; finish video; produce tickets, begin selling by the end of the month; work closely with volunteers and in-kind donors.
- **August** – Distribute posters to target area; continue focus on Facebook/Instagram; mail direct mail piece by August 12th (or be prepared to execute email plan); develop show program; special invitations mailed August 12th; distribute video; look for last minute opportunities for editorial; work with local newspaper; outside banner; full time preparation for event; delivery of art/set up; all art posted on website by the end of the month; distribute reserved tickets.
- **September** – Television advertising will begin running, continuing for several weeks, with update ready for after the opening weekend; continue working with artists; heavy Facebook/Instagram; show opens, schedule of events begin; work closely with *Discover Klamath on Ride-the-Rim* weekends; also *Link River Festival/Klamath Greenway Foundation* and *Arts on the Flyway* on September 24th.
- **October** – Continue promotion; final event as show closes October 22nd; invite artists to attend event/pick up art upon show closure.

### 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 ads, television, etc., directed at those areas. This includes Oregon and Northern California lifestyle magazines – the exception being a national art publication and some electronic media. Previously we ran advertising in *Southwest Art*, the western version of the most widely distributed art publication in the United States. We will consider alternatives and additions before placement, including bi-monthly *Art of the West*, with more (not limited to) focus on the Northwest. Our advertising choices are important for the success of our show and strategic to building a long term reputation.

**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
- *Southwest Art Magazine*, Monthly (September); National; adds legitimacy, attracts notable artists; strengthens reputation
- *Art of the West Magazine*, Bi-Monthly (September, October); Northwest focus – Oregon, Washington, Montana, Idaho, and beyond
- *Enjoy Magazine*, Monthly (September); Redding, Chico, Shasta, and beyond
- *1859 Magazine*, Monthly (September); throughout Oregon

**Television** (Video spots for television commercials from previous events):

- 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; collaboration with *Discover Klamath*

**Electronic:**

- *Upgrade museum website to enable posting of all exhibited art on the web – increasing the likelihood of attracting collectors*
- 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, Instagram; collaborate with artists – provide electronic media posts to share, email blasts

**Other:**

- Posters & flyers, created in house, copies in kind/WorkFirst Casualty
- Radio, Wynne Broadcasting, in kind
- Strategically featuring artists from target areas as they promote through their personal websites, Facebook, galleries and the events they attend throughout the summer – *professional artists must aggressively promote themselves*
- List in Travel Oregon and Oregon Events Calendar
- 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
  - 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, and special guests for Friday evening’s opening event
- Event tickets with detachable raffle stub, used to gather information about show visitors
- Outdoor banner
- Show program & signage
- Newspaper advertising *Herald and News* and possibly *Ross Ragland Theater Playbill*
- Newspaper editorial leading up to opening weekend
- Endorsement and cross-promotionals with other community partners, i.e. *Discover Klamath* on *Ride-the-Rim*, *Arts on the Flyway*
- Connections with other art or history related organizations, locally and in our target area

**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/raffle stubs during our opening weekend (as previously described). During *Ride the Rim* registrations we will track registrants through *Discover Klamath*. During *Arts on the Flyway* weekend and beyond we will once again track ticket/raffle stubs.

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

We are already at work, building on our prior success. This grant will enable us to implement our marketing strategy in outlying markets. Our strategy, aimed at attracting outside buyers, is imperative to the show’s success and the museum’s bottom line.

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, Schedule of Activities, General Food & Refreshments, Sponsors (Museum Board of Trustees), Friday Evening Event, Ride-the Rim, Arts on the Flyway, Favell Museum Community Art Program, Entry & Security. The Board of Trustees is responsible for identifying additional event sponsors and identifying door prizes, as well as playing an active role in other committees. In 2014 and 2015 *approximately 50 volunteers* (aside from museum trustees) helped put on this event, with approximately 10-15 playing an integral role in planning, while the others carried out assigned tasks. This year, beyond the opening weekend, we will also collaborate with some other organizations, as well as their staff members and volunteers.

**We will seek in-kind donations when possible.** Examples of last year's in-kind donations included food, drink, music, artist hospitality, prizes, radio, printing, grounds clean-up, janitorial, lighting updates below cost, maintenance and more.

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

*Sponsorships cover additional costs, but moreover, along with ticket and art sales, contribute to our fundraising profit.*

**SPONSORS...**

Bell Hardware/M'Bellish Home Décor	Bob & Winifred Hood (Trustee)	Sky Lakes Medical Center
Don & Sherrill Boyd	IMS Capital Management	SmithBates Marcomm Solutions
Cascade Comprehensive Care	Doug & Shelly Kintzinger	Mark Wendt & Karen Lynch (Trustee)
Cascade East Family Medicine	Klamath Falls Downtown Association	Nancy Wendt (Trustee)
Columbia Forest Products	Knife River	Woodhouse Farming and Seed Co.
Diamond Home Improvement	Lithia Motors	Wynne Broadcasting
Discover Klamath	Midland Empire Insurance	other anonymous donors
Diversified Contractors	Molatore, Scroggin, Peterson & Co.	
Fremont Millwork	John & Ann Silvestri (Trustee)	

**IN-KIND DONORS...**

Ted & Suzanne Abram	Herald & News	Jill Russell
All That Glitters	Kingsley Field	Kimberly Squera
Kelly Armijo	Klamath Basin Brewing Co.	Tamarack Cellars Winery
Biagio's Bar and Grille	Rayna Larson	Thai Orchid
Kendall Bell	Karen Lynch	Lisa Vaughn
Heidi Neel Biggs	MC's on Main	Karen Wendt
Julie Boyd	Mias and Pias Pizzeria	Nancy Wendt
Cleos at the Running Y	Patty Neel	Janice Woodhouse
Crater Lake Zip Line	PEO Chapter AU	Work First Casualty
Crazy R Pizza	Judy Phearson	Woodhouse Potatoes
Diversified Contractors	The Pikey Irish Pub	other anonymous donors
Diamond Home Improvement	Reames Golf & Country Club	
For the Love of Food	Mick Roberson	

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, as well as other artists, the *Ross Ragland Theater* and other cultural and community organizations from the basin and beyond, media organizations we work with to market the event, especially print and television, volunteers, sponsors and in-kind donors, and more.

## Klamath County Tourism Grant Application • 2016 Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
<b>INCOME</b>					
Tourism Grant Request		\$13,000	\$13,000		
<b>Cash Revenues -</b>					
Source: Museum-Advertising	\$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		\$5,000	\$5,000		Discover Klamath <sup>(2)</sup>
<b>Total Cash Revenues</b>	<b>\$13,750</b>	<b>\$18,000</b>	<b>\$31,750</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		\$2,000	\$2,000		Printing, Radio
Source: Misc. In-Kind Donations		\$2,500	\$2,500		Hospitality, prizes, etc.
Source: Volunteers/350 hours	\$3,500		\$3,500		Estimate based past
Source: Copy machine support	\$500		\$500		See details below <sup>(4)</sup>
<b>Total In-Kind Revenues</b>	<b>\$4,000</b>	<b>\$6,500</b>	<b>\$10,500</b>		
<b>Total Revenue</b>	<b>\$17,750</b>	<b>\$24,500</b>	<b>\$42,250</b>		
<b>EXPENSES</b>					
<b>Cash Expenses -</b>					
Operations-- museum personnel	\$5,000		\$5,000		Event operations <sup>(1)</sup>
Marketing - museum personnel	\$3,000		\$3,000		Marketing operations <sup>(1)</sup>
Marketing budget	\$3,900	\$18,000	\$21,900		Together \$24,900 budget
Rentals	\$100		\$100		
Supplies	\$500		\$500		
Other: Paid entertainment	\$500		\$500		Based on past & plans
Other: Hospitality, prizes, etc.	\$200		\$200		Above donations
Other: Lighting	\$300		\$300		See details below <sup>(3)</sup>
Other: Miscellaneous	\$250		\$250		
<b>Total Cash Expenses</b>	<b>\$13,750</b>	<b>\$18,000</b>	<b>\$31,750</b>		
<b>In-Kind Expenses -</b>					
Labor: Volunteers/350 hours	\$3,500		\$3,500		Estimate based past
Marketing costs: Adv. related		\$2,000	\$2,000		Printing, Radio
Other: Misc. Food & Drink, etc.		\$1,500	\$1,500		
Other: Misc. Maintenance, etc		\$500	\$500		Indoor, outdoor prior
Other: Misc. In-Kind Donations		\$2,500	\$2,500		Hospitality, prizes, etc.
Other: Copy machine support	\$500		\$500		See details below <sup>(4)</sup>
<b>Total In-Kind Expenses</b>	<b>\$4,000</b>	<b>\$6,500</b>	<b>\$10,500</b>		
<b>Total Expenses</b>	<b>\$17,750</b>	<b>\$24,500</b>	<b>\$44,250</b>		
<b>Net Income &lt;Expenses&gt;</b>			<b>0</b>		<b>Museum income <sup>(5)</sup></b>

1. Staff is primarily responsible for organizing all aspects of event, as well as event marketing. In-house graphic design. Allowance included for miscellaneous event expenses.
2. Based on 2015 plan, other conversations.
3. Additional trac lights fixtures and LED bulbs. Costly bulbs/10 year life. Must properly light art. Diamond Home Improvement provided below cost pricing.
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 • 2016 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	\$6,900	\$5,000	\$11,900		See project budget
<b>Total Revenue</b>	<b>\$6,900</b>	<b>\$18,000</b>	<b>\$24,900</b>		
<b>CASH EXPENSES</b>					
<b>Advertising Budget \$24,900</b>					
<i>Advertising -</i>					
Print: Publications	\$1,000	\$6,000	\$7,000		Lifestyle & art related <sup>(1)</sup>
Web & Social Media Advertising		\$2,600	\$2,600		See info below <sup>(2)</sup>
Website programming	\$1,200	\$800	\$2,000		See info below <sup>(3)</sup>
Design (in house)	\$3,000		\$3,000		Graphics in house <sup>(4)</sup>
Television		\$6,000	\$6,000		Market <sup>(5)</sup>
Video Creation		\$400	\$400		Production <sup>(5)</sup>
Newspaper local)	\$700		\$700		
Ross Ragland Playbill (local)	\$500		\$500		
<b>Total Advertising</b>			<b>\$22,200</b>		
Other – Targeted Mail/Print		\$1,000	\$1,000		Additional in kind <sup>(6,7)</sup>
Targeted Mail/Postage		\$1,200	\$1,200		Possible redirection <sup>(7)</sup>
Misc. Print/postage (local)	\$500		\$500		
<b>Total Expenses</b>	<b>\$6,900</b>	<b>\$18,000</b>	<b>\$24,900</b>		
<b>Net Income &lt;Expenses&gt;</b>			<b>0</b>		

**Total \$24,900 budgeted for Marketing – Cash Expenses valued at \$21,900 + in-house graphic design, web (does NOT include programming for new pages outlined/must be outsourced), facebook, etc. valued at \$3,000.**

**Does NOT include approximately \$2,000 in-kind radio/print based on 2015**

1. Southwest Art (National), Enjoy (Redding), Southern Oregon Magazine (Rogue Valley), 1859 (Oregon) – TBD, may substitute one for Art of the West (Northwest/Oregon, Washington, Idaho, Montana and beyond).
2. Trip Advisor/banner ad, DK Calendar of Events & leaderboard ad & Fall Digital Magazine, DK long & short E-newsletter.
3. Addition to website – all art exhibited/for sale in show – programming required to set up initial pages, useful in future years.
4. Graphics produced in house.
5. Production of 2 new spots, (video from prior events), Rogue Valley, Bend, Redding/Northern California.
6. With access to copy machine through a board member/associated business much of our extra need, aside from a large mailing, tickets, and event program will be produced without cost – includes posters, signage, etc. Last year printing in-kind included outside banner as well as reduced rates on the rest of the printing.
7. **We will purchase out of county mailing list targeted at postal routes with homeowners most likely to fit our target audience. The targeted mail & postage budget may be redirected to an email campaign or other. Email expands reach but limit impact. Print allows for more impact without the reach. Each prior year we have used targeted mail, likely will again, but will again consider electronic media options.**

DISCOVER  
KLAMATH  
OREGON UNEXPECTED

April 28, 2016

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 4<sup>th</sup> Invitational Art Show in fall 2016.

Discover Klamath has supported the museum's efforts and partnered with the museum during years one through three. We believe your event improves each year, as evidenced by more out of area artists, and out of area visitors in attendance. Clearly, the event's reputation is expanding. Your marketing efforts, as well as your efforts to keep the event "fresh" are undoubtedly key components to the ongoing recognition this event receives.

Our group believes there continues to be tourism upside by fostering arts-related events and content in our community. Your Invitational Art Show & Sale reflects positive momentum towards this goal which is why we support it and recommend continued funding from the tourism grant program.

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, 2016

Klamath County Commissioners  
Klamath County Finance  
305 Main Street  
Klamath Falls, Oregon 97601

Dear Commissioners:

The Klamath Community Foundation's core purpose is "to enhance and sustain the quality of life in the Klamath Basin. The Favell Museum is one of our strongest partners in growing Klamath's arts culture and enhancing our quality of life. Moreover, growing the arts culture is a proven way of attracting more visitors.

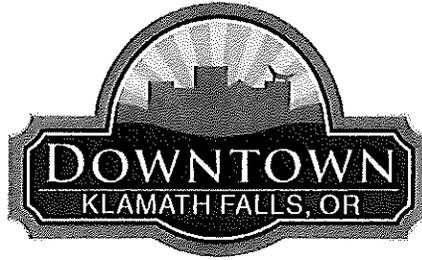
Last year, 5,000 people from outside the area visited what *American Byways* magazine called "one of the three best such museums in the United States." The Favell's impressive art collection along with extraordinary sculptures, carvings, and one of the largest private collections of Native American artifacts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

And because this summer marks the National Parks Centennial, it is an enormous opportunity to attract even more visitors to Klamath County, to see not just the crown jewel of our region but all of the other local attractions, including the Favell Museum and in particular its Invitational Art Show.

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



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

April 28, 2016

RE: Tourism Grant

Dear County Commissioners

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

The Favell Art Show and Sale is quickly becoming one of the most anticipated events taking place in our beautiful downtown. We are a proud sponsor and hope to support the event for many years to come. It is unlike any other event offered locally. With the addition of several new events surrounding the show, I believe this year will be better than ever.

The new additions are designed to attract even more people to the event and possibly keep them in our community for a longer period of time. This is important in creating an event that will give a definite economic boost to our area. The coordination of the Favell Art Show and Sale events with other events that are happening locally, (ie. Rid the Rim), will further enhance the attendees enjoyment of our community.

Advertising for events like this is very expensive. I encourage you to consider supporting this event with a Tourism Grant so that it may grow into one of the premier Art events on the West Coast.

Sincerely,

A handwritten signature in cursive script that reads "Kendall Bell".

Kendall Bell  
KFDA President

April 29, 2016

RE: Favell Museum Grant Funding

Dear Grant Committee,

My name is Greg O'Sullivan, 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; it also means serving the community by helping shape a local environment where the best quality of life can be obtained.

As we seek to diversify and enhance the components of our area's economy, it is critical that we as a community continue to 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 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 efforts in the past few years, getting highly involved in the community through projects such as the "Arts on the Flyway" festival, the after-school art programs within the city, or the revitalization of Sugarman's Corner. They depend on financial resources such as this to help keep their doors open. We want them to continue to build on the strong momentum they have created. We ask that you please thoroughly consider supporting the Favell with this grant, as it can help position the museum to further make an impact on "arts and culture's pulse" in Klamath County.

Sincerely,



Greg O'Sullivan

Executive Director, KCEDA