

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 23, 2017

Klamath County
305 Main Street
Klamath Falls, OR 97601

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Janann Loetscher,
Executive Director

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Museum Curator

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Dear Tourism Grant Committee,

Please accept our application for funding for the **Favell Museum Juried Art Show & Sale 2017, September 15 to October 28**, through the County's 2017 Tourism Grant Program.

Five years ago the museum renewed its annual art show tradition. In an effort to grow and improve the show, we continually make adjustments and upgrades—from the artist selection process to the event production and marketing. Once again the show will feature world class wall art and sculpture.

Our goal remains the same – 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.

This show raises funds for the Favell Museum, which **American Byways** and **Frommers** travel guides call **"One of the three best such museums in the United States."** It also helps fund our **Community Art Program**. Established Fall 2016, the after-school art program, integrated into our city elementary schools, is dedicated to enriching the lives of our children by teaching them about art, history, and museums.

Sincerely,

Janann Loetscher,
Museum Director

Klamath County Tourism Grant Application 2017

Grant Cycle: Spring 2017 (for Fall project)

Title of Project: Favell Museum Juried Art Show & Sale 2017 (Fifth 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 2017 • September 15 to October 28, 2017 – Five years ago the Favell Museum renewed a tradition of hosting an annual art show. Each year, in an effort to grow the show and keep it from getting stale, we have adjusted the schedule of events in search of the perfect formula! Our upcoming show will once again feature wall art and sculpture. Like last year, this year we will host a juried show. The show is open to applicants through May 7, 2017. Final exhibitors will be selected by a team of judges who are not closely associated with the museum. The show is currently posted on national online 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. We will award three substantial cash prizes for **Peoples Choice**, opening the door to attract more professional artists, along with their collectors. We have received applications from prior participants and new artists from as far away as Los Angeles.

The 2017 exhibition will begin September 15-17. Exhibiting artists will join us for the weekend. Plans for the opening weekend include an artist reception on Friday evening. This event will be open to museum patrons, as well as the general public. Saturday will feature artist demonstrations throughout the day. On Sunday we will return to hosting our Sunday Champagne Brunch, which was missed by all last year. The brunch gathering will feature entertainment and demonstrations, along with great food and champagne.

On September 23rd, in association with the second annual **Arts on the Flyway** (Klamath Falls Downtown/Main Street art festival) we will host family friendly activities throughout the day. On September 29th we will collaborate with the **Klamath Falls Chamber of Commerce** as they host a statewide gathering of **Oregon Chamber Ambassadors** at the Favell Museum. 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 and 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 **Community Art Program**. The after-school art program, established Fall 2016, is currently working with city elementary schools. It is dedicated to enriching the lives of our children by teaching them about art, history, and museums. We are also dedicated to promoting our community.

2016 Art Show Outcomes:

- Over 1,325 individuals visited the show throughout the month.
- Approximately 430 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.
- Approximately 48 out-of-town artists/spouses came, many of them twice, for opening and closing events.
- Art was sold to repeat customers, including, for a third time, to visitors from Napa, CA.
- 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, otherwise unlikely).
- Efforts resulted in over \$45,000 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:

Signature of Organization:

Date:

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, and 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 always conscientiously working to upgrade the details to keep the show fresh. 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. The show has also become a cultural event that locals look forward to.

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 15th. The show will run through October 28th, with numerous events planned to draw visitors throughout the six week show. Plans include, but are not limited to the following:

- **Friday, September 15, 2017; 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.
- **Saturday, September 16, 2017; 10:00 AM to 4:00 PM** – Artists will be on hand to share their art. Artist demonstrations will highlight the talent on display. Collaborative art projects, and refreshments will be included in the festivities.
- **Sunday, September 17, 2017; 11:00 AM to 4:00 PM** – Sunday brunch featuring a large selection of breakfast appetizers, desserts, Mimosas and more, will be offered as a ticketed event. At some point (TBD) the brunch will close and the show will open for general admission. Last year we did not have the brunch (we had hosted it for two years prior). It was missed by many.
- **Saturday, September 23, 2017;** – The museum will host family friendly activities throughout the day in association with the second annual **Arts on the Flyway** Downtown/Main Street art & music festival.
- **Friday, September 29, 2017;** The museum will collaborate with the **Klamath Falls Chamber of Commerce** as they host a statewide gathering/reception for **Oregon Chamber Ambassadors** at the Favell Museum. This will be a wonderful opportunity for both organizations to make a great impression!
- **Saturday, October 28, 2017; 6:00 PM to 9:00 PM** – We will host a closing reception. Artists will have another opportunity to mingle with guests, prior to taking their unsold art home with them the following day. We will also announce the **Peoples Choice** award winners, and the winners of our yearly drawings for prizes. Last year, the first time we hosted a closing event, more than half of the artists returned to take part.
- **Throughout the show** we engaging with tour groups from prior years, and entertain other small groups of people, keeping in mind that the show is only beginning after opening weekend. This is when most of our sales actually happen.

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 2016, at least 1,325 individuals visited throughout the show. Over 430 came from at least 80 miles away, including repeat customers from Napa CA, who purchased art for a third time. Approximately 48 out-of-town artists/spouses came, many of them twice, for opening and closing events. We 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 and events encourage extended stays. The show runs for six weeks. Almost all artists attending the opening weekend are from out of the area. They bring their friends, fellow artists, and collectors with them.

Our previously outlined collaborations with the local **Chamber of Commerce**, as well as our participation in the second annual **Arts on the Flyway**, should be beneficial in drawing in new visitors.

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
- 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 Board of Trustees has grown from 5 to 14 people over the past 6 years. It has become a "working board." Along with staff, the team has 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 of whom continue to be excited about growing and improving the show. 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, Arts on the Flyway Event, Chamber Event, Favell Museum Community Art Program, and 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. From 1973 to 2001 (as a private Favell Family entity) the museum hosted annual art shows that attracted artists and collectors from across the United States. 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 start up a new version of the show. The upcoming show will be the fifth for the non profit.

The **Favell Museum Art Show & Sale** has been a great success. Participants love the show, appreciate our hospitality, see tremendous potential, and want to return. New artists want to participate. Because of this, last year we upgraded 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 2016 bringing in approximately \$45,000 in profit. With each passing year all numbers, including attendance, indicate that the show is headed in the right direction. Benefits from hosting the show are numerous. Beyond financial profit, the show has raised awareness of the museum in general

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**, as promoting Klamath County benefits us all.

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

- From June 9 to August 31, 2017, we will host **By Her Hand, Native American Women, Their Art, and the Photographs of Edward S. Curtis**. Exhibited with artifacts from the Favell Museum's unparalleled collections, the traveling exhibit celebrates the lives and the art of traditional Native American women. Curtis spent 30 years in the early 20th century photographing Native Americans before their traditional way of life vanished. This exhibit is part of the **Christopher Cardozzo Collection**, the largest collection of original Curtis photographs.

Mr. Cardozzo will be with us for the photography exhibit's opening weekend. We have an extensive marketing plan in place to promote the Curtis exhibit. We expect thousands of visitors throughout the summer to see this exhibit. We will take the opportunity to promote the **Invitational Art Show** during what we anticipate will be a busier than usual summer. **GRANT RECEIPTS WILL NOT BE ALLOCATED TO CURTIS, SOME AD BUYS WILL BE SHARED WITH COSTS ALLOCATED.**

- **January** – Collaborated with community on **Arts on the Flyway**. Consulted with professionals on how to improve the show. Board committed to support the production of the show by signing on to committees.
- **March** – Began “jury/call for artists” process to fill the 2017 artist roster, using online services, email, and Facebook. In doing so plans needed to be somewhat finalized for events associated with the show. The marketing budget was finalized, along with the Curtis advertising budget. Multiple buys secured better pricing for each event. Print advertising reserved for Curtis exhibit and tentatively reserved for art show – there will be some sharing of ad space, beginning in May through August with **Western Art Collector**, a premier Western art publication. Focus of the full page ads, running throughout the summer, will moving from one event to the other as the summer progresses (first of four ads is devoted only to Curtis is has been created and submitted). Reserved full page ads/shared space in Rogue Valley's quarterly **Southern Oregon Magazine** and Oregon's bi-monthly **1859**, as well as a full page (for the art show only) in **Art of the West**, a bi-monthly art magazine primarily distributed in Oregon, Washington, Montana, Idaho, Nevada and California – a new option this year.
- **April/May** – Start to identify sponsors; begin working with volunteers to fine tune the schedule of activities; begin to populate our website and Facebook/Instagram; reserve **Discover Klamath** electronic/web opportunities; consider direct mail options; develop press release and materials for editorial; continue promoting “call for artists” with May 8th deadline for artists to apply; roster finalized by May 26th. \$50 non-refundable jury fee, per applicant collected to more than cover the cost of **Peoples Choice Awards** – first (\$1,000), second (\$500), third (\$250); finalize show posters and flyers, in place in museum in time for Curtis exhibit; begin working on art show ad.
- **June** – Finalize budget; begin production of television spots (update from previous year); reserve television placement including **KOB's 5 on 5** (free); 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; continue to identify show sponsors – update show posters after sponsors are all in place; begin development of direct mail or email element of the marketing plan; finalize and deliver ad to **Southern Oregon Magazine**; 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.
- **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 14th (or be prepared to execute email plan); develop show program; special invitations mailed August 14th; 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 updates after the opening weekend; continue to work with artists on promotion; heavy Facebook/Instagram; show opens, schedule of events begin; work closely with **Arts on the Flyway** and the **Chamber of Commerce** on collaborative events.
- **October** – Continue promotion; final event as show closes October 28th; 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. They are likely professionals, ages 40+, with above average income. Currently our marketing budget is focused on the Northwest, including Northern California, with print ads, television, etc., directed at those areas. Print ads will run in lifestyle and art magazines, including our Invitational Art Show/Curtis collaborative advertising in **Western Art Collector**, a prestigious national art magazine. Our advertising choices are important for the success of each 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; sharing space with Curtis exhibit
- ***Art of the West Magazine***, Bi-Monthly (September, October); National but with Northwest focus – Oregon, Washington, Montana, Idaho, Nevada, Northern California and beyond
- ***Western Art Collector***, Monthly (May – August); sharing space/focus with Curtis exhibit
- ***1859 Magazine***, Bi-Monthly (July, August); throughout Oregon; sharing space with Curtis exhibit

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 ***Ross Ragland Theater Playbill***
- Newspaper editorial leading up to opening weekend
- Endorsement and cross-promotionals with other community partners, i.e. ***Discover Klamath, 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 throughout the run of the show.

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

IN-KIND DONORS...

Ted & Suzanne Abram	Rayna Larson	Janice Woodhouse
Kelly Armijo	Karen Lynch	Work First Casualty
Biagio's Bar and Grille	Patty Neel	Woodhouse Potatoes
Kendall Bell	PEO Chapter AU	Numerous restaurants per needs
Heidi Neel Biggs	Judy Phearson	other anonymous donors
Julie Boyd	Reames Golf & Country Club	
Cleos at the Running Y	Kimberly Squera	
Diversified Contractors	Tamarack Cellars Winery	
Diamond Home Improvement	Lisa Vaughn	
Herald & News	Karen Wendt	
Klamath Basin Brewing Co.	Nancy Wendt	

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.

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

We would go ahead with much of our marketing plan, per our commitment to participating artists. However, we would trim where we can – we could cut some magazine space, perhaps the direct mail piece, and we would trim down the television. We might also trim where we can from the production aspect of the show. Although tourism dollars are not spent on show production, some of the museum funds budgeted for production, could be diverted to advertising – which is imperative to reaching the out-of-county art collectors, which we must attract to make the show successful.

Klamath County Tourism Grant Application • 2016 Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		\$13,000	\$13,000		
Cash Revenues -					
Source: Museum-Advertising	\$3,900		\$3,900		10% Advertising Budget
Source: Museum-Adv. Production	\$3,000		\$3,000		Organization Budget ⁽¹⁾
Source: Museum-Operations/misc	\$6,850		\$6,850		Organization Budget ⁽¹⁾
Source: Coop Adv./Support		\$5,000	\$5,000		Discover Klamath; other
Total Cash Revenues	\$13,750	\$18,000	\$31,750		
In-Kind Revenues -					
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 ⁽⁴⁾
Total In-Kind Revenues	\$4,000	\$6,500	\$10,500		
Total Revenue	\$17,750	\$24,500	\$42,250		
EXPENSES					
Cash Expenses -					
Operations- museum personnel	\$5,000		\$5,000		Event operations ⁽¹⁾
Marketing - museum personnel	\$3,000		\$3,000		Marketing operations ⁽¹⁾
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 ⁽³⁾
Other: Miscellaneous	\$250		\$250		
Total Cash Expenses	\$13,750	\$18,000	\$31,750		
In-Kind Expenses -					
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 ⁽⁴⁾
Total In-Kind Expenses	\$4,000	\$6,500	\$10,500		
Total Expenses	\$17,750	\$24,500	\$42,250		
Net Income <Expenses>			0		Museum income

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 prior years.
3. Additional trac lights fixtures and LED bulbs. Costly bulbs/10 year life. Must properly light art. Diamond Home Improvement provided below cost pricing. Continually working on upgrading. To sell art it is imperative that the proper light is provided.
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
CASH INCOME					
Tourism Grant Request		\$13,000	\$13,000		
Other Sources – Museum Discover Klamath, etc.	\$6,900	\$5,000	\$11,900		See project budget
Total Revenue	\$6,900	\$18,000	\$24,900		
CASH EXPENSES Advertising Budget \$24,900					
<i>Advertising -</i>					
Print: Publications	\$1,325	\$6,000	\$7,325		Lifestyle & art related ⁽¹⁾
Web & Social Media Advertising		\$2,000	\$2,000		See info below ⁽²⁾
Website programming	\$575	\$1,000	\$1,575		See info below ⁽³⁾
Design (in house)	\$3,000		\$3,000		Graphics in house ⁽⁴⁾
Television		\$6,000	\$6,000		Market ⁽⁵⁾
Video Creation		\$400	\$400		Production ⁽⁵⁾
Newspaper local)	\$1,000		\$1,000		
Ross Ragland Playbill (local)	\$500		\$500		
Total Advertising			\$21,800		
Other – Targeted Mail/Print – with Postage		\$2,600	\$2,600		Additional in kind ^(6,7) Possible redirection ⁽⁷⁾
Misc. Print/postage (local)	\$500		\$500		
Total Expenses	\$6,900	\$18,000	\$24,900		
Net Income <Expenses>			0		

Total \$24,900 budgeted for Marketing – Cash Expenses valued at \$21,900 + in-house graphic design, web (does NOT include programming to include images/pricing of all art for sale in the show/must be outsourced), facebook, etc. valued at \$3,000.

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

1. Western Art Collector (National), Southern Oregon Magazine (Rogue Valley), 1859 (Oregon), Art of the West (Northwest Oregon, Washington, Idaho, Montana, Nevada, Northern California and beyond).
2. DK Calendar of Events & leaderboard ad & Fall Digital Magazine, DK long & short E-newsletter, etc.
3. Addition to website – all art exhibited/for sale in show – programming required
4. Graphics produced in house.
5. Update television spots from previous year, 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 20, 2017

Ms. Janann Loetscher, General Manager
Favell Museum of Western Art and Native American Artifacts
125 West Main Street
Klamath Falls, Oregon 97601
RE: Letter of Support – Traditional Grant for Annual Art Show & Sale

Dear Janann,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports your group's efforts to secure a **Klamath County Tourism Traditional level Grant**, which (if granted) would help facilitate development and implementation of the 5th annual Juried Art Show and Sale at your museum, from September 15th through October 28th, 2017.

As we have seen in prior years, this event has been building each year due to the improving marketing and exposure this event receives.

We at the tourism office look forward to, once again, supporting you and your event and bringing new visitors to the area, and extending their stays.

Good luck on your grant application.

Jim Chadderdon

Jim Chadderdon
Executive Director



April 20, 2017

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 improving our quality of life. Moreover, growing the arts culture is a proven way of drawing visitors to Klamath County.

This fall, the Favell Museum will again hold Southern Oregon's longest-running art show featuring nationally-acclaimed artists from around the country. The Favell's planners pack the show with events, including the chance to watch the *plein air* artists in action on the banks of the Link River. Music, appetizers and Southern Oregon wine make this event a destination for art aficionados and newcomers alike.

Last year, 5,000 people from outside the area visited the Favell, which *American Byways* magazine called "one of the three best such museums in the United States." And attendance should grow given the Favell Museum's aggressive advertising of its Art Show & Sale in prominent national magazines such as *Southwest Art*, *Western Art Collector*, *Native American Art*, and *Art of the West*. It will also be promoted in *1859 Oregon's Magazine* and the *Southern Oregon Magazine*.

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

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Theresa Tucker
At-Large

Executive Director

Mark R. McCrary

April 24, 2017

Tourism Grant Review Committee
305 Main Street
Klamath Falls, OR 97601

Dear Review Committee:

I am familiar with a quote stating "art speaks where words are unable to explain." With that in mind, I am writing a letter of support for your full consideration of supporting two tourism grants from the Favell Museum.

The Favell Museum has created a track record of providing tremendous cultural assets in our community. The exhibit "By Her Hand" is another example of stretching the cultural canvas and leveraging the Favell's growing reputation by providing access to this rare exhibit for Klamath visitors and residents. This exhibit represents a delightful opportunity to illuminate Native American women and their art through the lens of photographer Edward S. Curtis. It is truly a rare treat to have Mr. Cardozo's collection exhibited at the Favell Museum and we are fortunate to enjoy such an event.

The second grant is for the Favell Museum's Juried Art Show and Sale. This event has now become a tradition for locals and visitors to attend. It also stands as a testament to how the Favell Museum has worked tirelessly to compete in the art world and bring national attention to Klamath Falls. The Juried Art Show and Sale is much more than the title suggests. It positions the community to be a cultural destination for arts lovers and adds a tremendous cultural asset to Klamath Falls. It also anchors the Arts on the Flyway event the following weekend.

I cannot encourage the committee enough to support both of these events. Not only are they impressive cultural programs but they also help to create another opportunity for visitors to come to Klamath Falls, especially for cultural travelers who tend to spend more dollars than average visitors.

Kind Regards,



Mark R. McCrary
Executive Director



KLAMATH FALLS DOWNTOWN ASSOCIATION
425 Walnut Ave.
Klamath Falls, OR 97601

April 20, 2017

Klamath County Board of Commissioners
305 Main St #224, Klamath Falls
Klamath Falls, OR 97601

Dear Commissioners:

On behalf of the Klamath Falls Downtown Association, I am writing to express our support for the Favell Museum's tourism grant applications for the following projects; **Favell Museum Art Show & Sale 2017**, and the upcoming exhibit titled "**By Her Hand – Native American Women, Their Art, and the Photographs of Edward S. Curtis.**" We feel that both projects are thoughtfully designed to promote tourism in Klamath County through providing attendees with historical and cultural enrichment as well as the opportunity to see a revered exhibit that has been shown nationwide.

The Favell Art Show and Sale is quickly becoming one of the most anticipated events taking place in Klamath Falls and attracts several tourists, community members, and historians to the downtown area each year. The art show is unlike any other event offered locally and with the addition of new activities and performances surrounding the show, I believe this year will be better than ever.

In addition to the art show, the Favell will be one of the first in the West to exhibit the Curtis collection, dedicated to Native America Women. The exhibit will be hosted from June 9 to August 31, 2017 at the Favell Museum including opening Weekend June 9 & 10 with exhibit owner Christopher Cardozo. Curtis exhibits are featured at large, prominent museums across the country, attracting hundreds of thousands of visitors.

The Klamath Falls Downtown Association is enthusiastic to partner with the Favell Museum in promoting Klamath County's historical and cultural heritage. We hope that you will approve the both grants as proposed.

Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brenna".

Brenna O'Sullivan-Fulks
Executive Director, Klamath Falls Downtown Association