

Klamath County Tourism Grant – “Traditional” Final Report

Title of Project: Favell Museum Juried Art Show & Sale 2017 (Fifth Annual)

Name of Organization: Favell Museum

Contact Person: Janann Loetscher, Museum Director

Address: 125 West Main Street, Klamath Falls, OR 97601; **Phone Number:** 541-882-9996

Date of Event/Project: September 15 – October 28, 2017 (Opening Weekend September 15 – 17)

1. For an event, provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.)

See question 4 for detailed list of marketing.

2. Detail the matching funds expended and provide proof of their expenditure. – See attachments.

3. Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan. – See budgets.

4. Where did you spend your marketing dollars? (DK refers to Discover Klamath)

- *Southern Oregon Magazine*; Quarterly/July, August, September; Rogue Valley; full page shared half/half with advertising for Edward Curtis photography exhibit. (Expenses were allocated per space used to appropriate project.)
- *Western Art Collector*, Monthly/July, August; National; full page shared one-third art show/two-thirds Curtis, then half/half with advertising for Edward Curtis photography exhibit. (Expenses were allocated per space used to appropriate project.)
- *1859 Magazine*, Bi-monthly/July, August; Oregon; full page shared half/half with advertising for Edward Curtis photography exhibit. (Expenses were allocated per space used to appropriate project.)
- *Art of the West*, Bi-monthly/September, October; National/highly read in Northwest; full page
- Ross Ragland Theater, Program insert/several weeks, local; full page
- Newspaper, Herald and News, prior to opening artist reception and final two weeks of show
- Newspaper, Medford Tribune, prior to opening artist reception
- Radio, *in kind Wynne Broadcasting*
- Television, September/October, Bend, Rogue Valley, Redding area
- Public Relations, Research & Media Outreach, *compliments of DK*
- Electronic, event submitted to Northwest Travel, Travel Oregon, Oregon Festivals/Events, *compliments of DK*
- Electronic, KOBI Digital Campaign; *partial contribution DK*
- Social Media (paid campaign), Facebook, Instagram Ads, YouTube, Social Media Mentions; *partial contribution DK*
- Art Show Program, created in house, printing by SmithBates
- Invitations/envelopes/postage – for patron, sponsors, artists, guests; printing at SmithBates
- Event Tickets; printing at SmithBates
- Show Outdoor Banner, created & printed by Smith Bates, *in kind Smith Bates*

- Posters, Flyers, Signage, etc, created in house, *copies in kind WorkFirst Casualty*
- Website, populated in house and with help from independent contractor
- Email blasts, created & emailed in house
- Facebook, in house
- Printing; SmithBates
- Ad design & production; produced in house and with assistance from an independent contractor
- Video editing of 2016 television commercials; Basin Video
- Informational articles and notices of event; *compliments of H&N and others*
- Final weekend handout; created in-house; *copies in kind WorkFirst Casualty*

5. What part of your marketing efforts were most successful and least successful?

We feel our marketing effort was a success, with a variety of allocations. Print and television always seem to play a positive role. This year we budgeted for more electronic media – a change from the past.

Successful – Four large print magazine buys include a *Southern Oregon Magazine* (a Rogue Valley lifestyle magazine), *1859* (an Oregon lifestyle magazine) and two national art magazines including *Western Art Collector* and *Art of the West* (national, high readership in greater Northwest). Aside from the large distribution, ad placement/editorial/web presence in national publications brings legitimacy to the show among the professional artists we host, as well as those we hope to attract in future year—strengthening the long term reputation of our show.

Successful – Television, running prior to and throughout the run of the show, plays an important role in keeping interest alive after the opening weekend. It always seems to be widely seen.

A change from past years – In past years we always did a postcard campaign, mailing to specific postal routes throughout our target areas. It was hard to measure its success. This year we allocated those dollars to electronic, web, and social media. Discover Klamath made placements for us and monitored the feedback. They indicated in terms of what they look for it was a success

As part of our “ticket stub” information collection, we asked guests to indicate how they heard about the show. We also ask people how they heard about the show in conversation. All of the above were mentioned.

EVENT APPLICANTS ONLY

6. How many people from out-of-county attended?

Many attended during the opening artist reception weekend, and throughout the next six weeks while the art was still on display and for sale – including our final closing reception. Overall nearly 1500 people saw the show. Visitors came from all over the Rogue Valley. Others came from the Bend, Redmond, Sisters, Portland, Eugene and all over Oregon. Visitors also came from the Bay Area, Redding, throughout Northern California, and from many random places across the U.S.

Approximately 650 guests attended the opening weekend and closing reception, including those from the following areas:

- Klamath County (315)
- Local volunteers, spouses, etc./complimentary admission (47)

- Out-of-County (**106**)
- Out-of-State (**85**)
- Artists, spouses, their guests (**52**)
- Others – Zipcodes unaccounted for
- In the weeks following the opening reception almost **800** visitors came to see the show. **We estimate more than half of them were from out-of-county.** Nearly 300 visited during **Arts on the Flyway** festival in Veterans Park, we recognize that most of them were local. Out-of-county visitors came from Northern California, Rogue Valley, Bend, Portland, Washington, Idaho, and Nevada. Beyond the Northwest, visitors came from New Jersey, Virginia, Alaska, Hawaii, and Southern California, just to mention a few.

7. How did you determine how many people from out-of-county attended? Explain why this is an accurate measurement of the out-of-county attendees?

Artists and others associated with the show are easy to account for. During opening weekend we sold admission tickets with stubs, which were entered into a drawing for prizes. With the help of signage we urged visitors to leave **at least** their zip code along with a form of contact—noting the need to comply with this grant. It seemed to work. After the opening weekend guests continued to enter the drawing with another type of ticket.

8. How many extra days did your visitors stay in the area?

- Over the past five years, it has proven to be difficult for us to gather this information.
- Out-of-town artists (some with spouses) stayed for at least two nights. Some came for our closing reception too. A small number of our artists are local.
- Many artist were joined by art associates, friends, family who come from out-of-county to see the show. Some attended our Friday evening preview party as guests of the artists, as well as the Saturday/Sunday reception, so they also spent at least one night.
- We sold art to numerous out-of-county visitors, some from a great enough distance they would have likely spent the night.
- As mentioned prior, in the six weeks following the opening reception 800 visitors came to the show. We estimate at least half were from out-of-county. We know our audience. However we cannot determine who spent the night and who didn't.

9. How did you determine how many extra days your visitors stayed? Explain why this is an accurate measurement of the extra days?

We accounted for where visitors came from and what role they played in the event.

- We know artists generally spend at least 2 nights – we feel that measure is accurate.
- Several visitors come from far enough away that they most likely spent at least 1 night.
- Our accounting for length of stay beyond the two points above has been difficult. We attempt to gather length of stay information through our ticket stub, but mostly without success.

By signing this you are agreeing that you have paid all bills accrued through this process; as well as agreeing that the Logo Usage Agreement is now terminated.

Signature:

Date:

Printed Name/Title:

SPONSORS – TOTAL \$28,200:

ATRIO Health Plans, Marcella Bell, Bell Hardware, Basin Fertilizer, Biagio's Bar and Grille, Don & Sherrill Boyd, Dr. Jim Calvert & Dr. Wendy Warren, Cerule, Coldwell Banker (Holman Premier Realty), Cascade Comprehensive Care, Daily Bagel, Diamond Home Improvement, Diversified Contractors, Fisher Nicholson Realty, Gold Dust Potatoes, Great Basin Insurance, Green Diamond Resource Company, Robert & Winifred Hood, Bob & Linda Kingzett, Doug & Shelly Kintzinger, Lynch Foundation, Molatore Scroggin Peterson & Co LLP, Pacific Power, Papé, Rodeos Pizza & Saladeria, John & Ann Silvestri, Sky Lakes Medical Center, Southtowne Commerce Center, Dr. Jeff & Dr. Linda Walker, Walker Farms, Washington Federal, Mark & Karen Wendt, Nancy Wendt, Rod & Carol Wendt, Woodhouse Companies

IN KIND ADVERTISING – TOTAL \$3,910

- Wynne Broadcasting Co – \$1,980 (radio)
- Smith Bates Printing – \$155 (banner)
- Discover Klamath – \$1,775 (misc.)

OTHER IN KIND – VALUE NOT AVAILABLE:

- Biagios – catering
- Wayne & Sharon Snoozy – wine, champagne
- Bloody Point Vineyard – wine
- Dr. Michael Casey & Terry Wagstaff – beer
- Workfirst Casualty – copies/flyers, posters, event signage
- Diversified Contractors – general labor
- Rheames – tableclothes
- Janice Woodhouse & Judy Phearson – centerpieces, flowers, decorations, etc.
- Janice Woodhouse – Artist gifts
- Nancy Wendt – artist lounge
- Many miscellaneous donations of food, wine, and more

FAVELL MUSEUM – *Other expenses aside from those mentioned in advertising budget:*

- Favell Museum – many advertising/promotional materials were produced in-house
- Favell Museum – all aspects of the show were managed in-house
- Brunch and misc. expenses – \$4,363

VOLUNTEER COMMITTEES:

- Set Up – hung art with prepared signage, etc.
- Artist Hospitality – provided food/drink in artist lounge
- Preview Party – Friday evening event for members, sponsors, artists & special guests
- Sunday Champagne Brunch – for approximately 220 people
- Volunteer Organizer – organized approximately 25 volunteers who collected admissions, providing directions as needed, and helped with art purchases, security, etc.

**FAVELL MUSEUM INVITATIONAL ART SHOW & SALE 2017 MARKETING EXPENSES
\$13,000 COUNTY AWARD**

COUNTY GRANT *Submitted 10-4-17 (total \$6,956.50)*

Southern Oregon Magazine	\$500.00	(out-of-county)
1859 Magazine	\$1,275.00	(out-of-county)
Western Art Collector Magazine	\$594.00	(out-of-county)
Western Art Collector Magazine	\$900.00	(out-of-county)
Art of the West Magazine	\$2,850.00	(out-of-county)
Lindsay Smith Graphics	\$375.00	(design/web/qualifies for grant)
Lindsay Smith Graphics	\$62.50	(design/web)
Basin Video	\$400.00	(TV ad creation)

COUNTY GRANT *New/All ran through DK (total \$8,790.00 • Grant Balance \$6,043.50)*

Television Bend – 3 months	\$2,505.00	(out-of-county)
Television Redding – 3 months	\$2,025.00	(out-of-county)
Television Medford – 3 months	\$2,560.00	(out-of-county)
Social Media with DK placement	\$700.00	(out-of-county)
Digital with DK placemnt	\$1,000.00	(out-of-county) DK in-kind <u>extra</u> \$500 for total of \$1,500 digital)

<u>Total Submitted Expenses</u>	\$15,746.50	
<u>Total Grant</u>	\$13,000.00	
<u>Balance forwarded to Favell</u>	\$2,746.50	

FAVELL MATCH

Herald and News	\$855.00	(in-county)
Herald and News	\$798.00	(in-county)
Medford Tribune (Rosebud Media)	\$1116.00	(out-of-county)
Ross Ragland	\$500.00	(in-county)
Programs	\$150.00	(in-county)
Invitations	\$249.00	(in-county)
Tickets	\$88.00	(in-county)
Lindsay Smith Designs	\$412.00	(final design bill)
<i>Balance forwarded from above</i>	\$2,746.50	(out-of-county)

<u>Total museum marketing expense</u>	\$6,914.50	(over museum budget/\$3014.50)
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<u>TOTAL MARKETING EXPENSES</u>	\$19,914.50	
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Going over budget was due to using more outside graphics/web help than anticipated and newspaper buys that were not part of original budget, including Medford Tribune prior to the opening weekend—because there was such a great response from Rogue Valley to our Edward Curtis Photography exhibit throughout the Summer. Also an additional buy from the Herald and News at the close of the show.

2017 Art Show Income

Income:

Fundraising art show jury fee	1,523	
ticket sales	5260	some tickets comped
Opening weekend/gift shop consignment	2580	
Art Sales	31,380	
Fundraising grant	13,000	
Fundraising Sponsors	28,200	
<i>Total Income</i>	\$81,943	

Expenses:

Commissions art show	22,902	
Event Expenses (not marketing)	4,363	
Event Advertising	\$19,914	
<i>Total Expenses</i>	\$47,179	

TOTAL PROFIT **\$34,764**

Klamath County Tourism Grant Application • 2016 Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$13,000	\$13,000	\$13,000	
Cash Revenues -					
Source: Museum-Advertising	\$3,900		\$3,900	\$6,914	Over budget
Source: Museum-Adv. Production	\$3,000		\$3,000	\$3,000	Organization Budget ⁽¹⁾
Source: Museum-Operations/misc	\$6,850		\$6,850	\$6,850	Organization Budget ⁽¹⁾
Source: Coop Adv./Support		\$5,000	\$5,000	0	See In Kind Below
Total Cash Revenues	\$13,750	\$18,000	\$31,750	\$29,764	
In-Kind Revenues -					
Source: Misc. Food & Drink, etc.		\$1,500	\$1,500	\$1,500	
Source: Misc. Maintenance, etc		\$500	\$500	\$500	Indoor, outdoor prior
Source: Advertising related		\$2,000	\$2,000	\$3,910	Printing, Radio, Dk
Source: Misc. In-Kind Donations		\$2,500	\$2,500	\$500	Hospitality, prizes, etc.
Source: Volunteers/200 hours	\$3,500		\$3,500	\$2,000	
Source: Copy machine support	\$500		\$500	\$500	See details below ⁽²⁾
Total In-Kind Revenues	\$4,000	\$6,500	\$10,500	\$8,910	
Total Revenue	\$17,750	\$24,500	\$42,250	\$38,674	
EXPENSES					
Cash Expenses -					
Operations- museum personnel	\$5,000		\$5,000	\$6,850	Event operations ⁽¹⁾
Marketing - museum personnel	\$3,000		\$3,000	\$3,000	Marketing operations ⁽¹⁾
Marketing budget	\$3,900	\$18,000	\$21,900	\$19,914	Together \$22,914 budget
Rentals	\$100		\$100	0	
Supplies	\$500		\$500	0	
Other: Paid entertainment	\$500		\$500	300	
Other: Hospitality, prizes, etc.	\$200		\$200	0	
Other: Lighting	\$300		\$300	0	
Other: Miscellaneous	\$250		\$250	\$4,063	mostly brunch
Total Cash Expenses	\$13,750	\$18,000	\$31,750	\$34,127	
In-Kind Expenses -					
Labor: Volunteers/350 hours	\$3,500		\$3,500	\$2,000	
Marketing costs: Adv. related		\$2,000	\$2,000	\$3,910	Printing, Radio, DK
Other: Misc. Food & Drink, etc.		\$1,500	\$1,500	\$1,500	
Other: Misc. Maintenance, etc		\$500	\$500	\$500	Indoor, outdoor prior
Other: Misc. In-Kind Donations		\$2,500	\$2,500	\$500	Hospitality, prizes, etc.
Other: Copy machine support	\$500		\$500	\$500	See details below ⁽²⁾
Total In-Kind Expenses	\$4,000	\$6,500	\$10,500	\$8,910	
Total Expenses	\$17,750	\$24,500	\$42,250	\$43,037	
Net Income <Expenses>			0	-\$4,363	Museum income ⁽³⁾

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. Access to copy machine through a board member/associated business.
3. **Profit for museum comes 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	\$13,000	
Other Sources – Museum Discover Klamath, etc.	\$6,900	\$5,000	\$11,900	\$9,914	See project budget
Total Revenue	\$6,900	\$18,000	\$24,900	\$22,914	
CASH EXPENSES Advertising Budget \$22,914					
<i>Advertising -</i>					
Print: Publications	\$1,325	\$6,000	\$7,325	\$6,119	Lifestyle & art related ⁽¹⁾
Web & Social Media Advertising		\$2,000	\$2,000	\$1,700	See info below ⁽²⁾
Website programming	\$575	\$1,000	\$1,575	0	Included/design below
Design (in house)	\$3,000		\$3,000	\$3,849	In house and contract
Television		\$6,000	\$6,000	\$7,090	Market ⁽³⁾
Video Creation		\$400	\$400	\$400	Production ⁽³⁾
Newspaper local + Medford	\$1,000		\$1,000	\$2,769	
Ross Ragland Playbill (local)	\$500		\$500	\$500	
Total Advertising			\$21,800	\$22,427	
Other – Targeted Mail/Print – with Postage		\$2,600	\$2,600	0	Additional in kind
Misc. Print/postage (local)	\$500		\$500	\$487	Possible redirection
Total Expenses	\$6,900	\$18,000	\$24,900	\$22,914	
Net Income <Expenses>			0	0	

Total \$24,914 budgeted for Marketing/Cash Expenses valued at \$19,914+in-house graphic design valued at \$3,000. Does NOT include approximately \$3,910 in-kind radio/print

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. Per Discover Klamath.
3. Update television spots from previous year, Rogue Valley, Bend, Redding/Northern California.