

Klamath County Tourism Grant Application

Organization Applying: The Favell Museum

Address: 125 West Main Street

City, State, Zip: Klamath Falls, OR, 97601

Contact Person: Janann Loetscher, Favell Museum Director

Phone Number: (museum) 541-882-9996; (cell) 541-281-1770

Tax ID # or SSN: 20-0524744

Email Address: janannloetscher@gmail.com

Web Site Address: www.favellmuseum.org

Title of Project: First Annual Favell Museum Fall Art Show

Brief Description of Project: The Favell Museum Fall Art Festival –

Last year 2,500 people from outside the area visited what *American Byways* magazine called "one of the three best such museums in the United States." The first annual *Favell Museum Fall Arts Festival* expects to draw hundreds of art enthusiasts to experience our diverse artwork and beautiful natural surroundings. We believe this Arts Festival will become widely recognized as one of the premier cultural events in Southern Oregon. This three-day, open-air, invitational art show will take place in September and feature approximately 40 artists made up of both nationally acclaimed artists from around the region and our best local artists. The Favell's devoted visitors will have reason to return to the Basin to experience world-class installments of contemporary art along with an exceptional array of other art, music, food, and wine.

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant:  * Date: March 26, 2013

Signature of Board Chair:  Date: March 26, 2013

* Museum Director

RE: SIGNATURE PAGE

The Favell Museum Board President, Ann Favell Silvestri, is from New Jersey and was traveling while we were in the process of preparing this application. Her signature was submitted by FAX. After consultation, a County Finance Office employee confirmed to me that this would be sufficient.

Thank you for your consideration.

Janann Loetscher
Favell Museum Director

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$10,000	\$10,000		
Cash Match -					
Source: Favell Museum	\$1,000		\$1,000		Advertising Budget - 10%
Source: Favell Museum	\$8,000		\$8,000		Organization Budget
Source:					
Total Cash Match	\$9,000	\$10,000	\$19,000		
Other Funding Sources:					
Source: Sponsorships		\$5,000	\$5,000		Other Organizations*
Source:					
Source:					
Total Other Funding Sources		\$5,000	\$5,000		
Total Projected Revenue	\$9,000	\$15,000	\$24,000		
EXPENSES					
Advertising					
Print		\$5,000	\$5,000		Newspaper, Publications
Web		\$1,500	\$1,500		Art/Festival Related Sites
Other Internet					
Other Broadcast		\$2,500	\$2,500		TV/Radio
Total Advertising		\$9,000	\$9,000		
Printing		\$6,000	\$6,000		Print - Invitation, Program,
Postage		\$1,000	\$1,000		Signage, Design**
Misc/Other (Explanation Req'd):					
Other: Management, salary	\$8,000		\$8,000		
Other:					
Other:					
Other:					
Total Miscellaneous/Other	\$8,000		\$8,000		
Total Projected Expenses	\$8,000	\$16,000	\$24,000		
Net Projected Income<Expense>					

** Only in one instance has the museum engaged in looking for event sponsors, and for that particular event it was limited to 1 - \$1,000 sponsor. We have been waiting for a special opportunity to do so. We believe because of personal support that we receive from members of the community, that we will receive corporate sponsorship for this event.*

*** Management with design background, will be able to contribute in-house in this area*

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Signature of Applicant:

Date:

Signature of Board Chair:

Date:

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To promote the first annual *Favell Museum Fall Arts Festival*, we have developed a marketing strategy. This grant will enable us to implement our marketing strategy and thereby maximize the number of people who will travel from outside our area to experience our world class artwork and beautiful natural surroundings.

2. What are the project activities?

- ***Artist Party (Friday evening)***

Artists and patrons will have an opportunity to view the art and mingle before the sale. The evening will include delicious fare, a cash bar, and entertainment.

- ***Open-air, Juried Art Fair (Saturday & Sunday)***

Over 40 artisans will display paintings, drawings and pastels, print makings, photography, sculpture, wood, glass, ceramics, fiber and textiles, and jewelry during the two day exhibit sale.

- ***First Annual Favell Museum Miniature Show & Sale (Saturday & Sunday)***

Miniature art is a genre that focuses on paintings that are much-smaller-than-usual sizes. On the practical side, miniature art, with its minimal space requirements and favorable cost comparisons, places original fine art within the reach of both art lovers and collectors.

- ***First Annual Favell Museum QuickDraw Art Sale (Saturday)***

Artists will paint as spectators look on. The one-of-a-kind artwork will be sold following the creative process.

- ***Drink & Dabble (Saturday)***

Participants will have a chance to throw aside their inhibitions and let their inner artist out at a one-hour session with an art instructor. Participants will get two glasses of house wine and food for order. We will provide canvas, paints, and brushes.

- ***Fall Food Extravaganza (Saturday)***

Basin restaurants and caterers will put their best culinary work on display for sampling. Participants will also enjoy a wine tasting and musical entertainment.

- ***Mimosa Morning (Sunday)***

On the closing-day celebration of the Fall Arts Festival participants will enjoy exhibits from 40 artists with music, brunch and festive beverages including Mimosas and Bloody Marys.

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

The Favell Museum's Fall Art Festival will take place on September 27-29, 2013—including Friday evening, Saturday and Sunday until 2:00 p.m.

4. Who is the target market? What is your strategy for reaching the target market?

2,500 people from outside the area visit the Favell Museum every summer. We plan on giving our many visitors a reason to return to the Basin. The Favell Museum expects to draw artists and hundreds of art enthusiasts from Redmond to Redding and from Lakeview to Medford and Ashland.

Our marketing strategy includes:

- Direct mail to:
 - Favell Museum's guest list, which includes visitors from all over Northern California, Southern Oregon and Washington.
 - Favell Museum's art show list, which encompasses approximately 175 out of town art enthusiasts who have purchased art from the Favell Museum in the past.
 - Artists' mailing list
- Website
- Facebook page
- Print advertising
- Program
- Feature articles in regional publications
- Endorsement and cross-promotionals with other community partners, i.e. Ross Ragland Theater, Running Y Resort, and the Downtown Association.

Our marketing strategy will promote not only the Favell Museum's Fall Art Festival, but the entire Klamath Basin. We believe that the strength of our festival will draw travelers from outside of Klamath, but by promoting our many community assets, we will increase the likelihood of people choosing to spend an entire weekend here. To that end, our direct mail, website, Facebook page, and program will highlight our outstanding local amenities, which include world class golf, the Bill Collier Ice Rink, the Ross Ragland Theater, OIT, our medical campus (Cascades East, the Sanford Pediatric Clinic, the Martha Anne Dow Center), as well as our beautiful and quaint downtown. We will also lure guests here with the promise of our beautiful surroundings including Crater Lake, the Lava Beds and Klamath Lake.

PROJECT GOALS:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

The Favell Museum's Fall Art Festival will sell admission tickets. All ticket purchases will include a request for zip codes. Sales receipts will also indicate a visitor's place of residence. We will also request participants to sign our guest list.

The Favell Museum's Fall Art Festival anticipates an attendance of 1500 people with at least 300 people coming from outside the area.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

The Favell Museum's Fall Art Festival is a three-day event. Artists will arrive early Friday to set up their exhibitions. Art enthusiasts and patrons will arrive Friday evening for the Artists' Party. Saturday is an all day event featuring the Open-air, Juried Art Fair, Miniature Show & Sale, QuickDraw Art Sale, and closing the day with the Drink & Dabble art class. We will cross-promote this event with the Ross Ragland Theater to further entice out-of-town guests. On Thursday evening, the day before the art festival begins, the Ross Ragland Theater will feature a #1 selling country western band. A Saturday evening event will be offered as well, as part of the Ross Ragland Theater's *Eat, Stay, Play* promotion. Sunday visitors will linger in town for "Mimosa Morning," the closing-day celebration of the art festival.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Favell Museum is a non-profit organization with a forty year history in the Klamath Basin. *We are dedicated to the enhancement and understanding of the history of the West, preservation of Native American artifacts and culture, and exhibits of notable contemporary Western art.*

Members of the Favell Museum's board of directors boast talents and skills that include fundraising, marketing, accounting, and decades of community service experience. And several members have direct and recent experience in producing art shows.

The Favell Museum's dedicated corps of volunteers has run some of the most successful events in the Klamath Basin. We boast volunteers who know and love art and have a deep passion for the Favell Museum and its mission. And since beginning work on the Fall Art Festival, the museum has welcomed many new and enthusiastic volunteers.

Volunteers will help operate the following 15 committees: Artist Committee, Children's Art Committee, Entertainment Committee, Maintenance Committee, Food Committee, Sponsors Committee, Drink & Dabble Committee, Miniature Show Committee, Patron Event Committee, Finance/Accounting Committee, Marketing Committee, Security Committee, Ambassadors, Artist Hospitality, and Artist Registration.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

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2012 marked the Favell Museum's 40th anniversary. During that time the Favell Museum has featured some of the finest art in the country, successfully hosting art shows from 1973 to 2001, that featured both well and lesser known artists. The three day event included two days of art sales as well as an annual banquet. Several successful artists credit the Favell Museum art shows for giving them their start.

Most recently, The Favell Museum hosted an extraordinary artist and author presentation by Lynda Lanker, the acclaimed portrait painter who has, among other things, painted commissioned portraits of five University of Oregon presidents and a Justice of the Oregon Supreme Court. Lanker presented her new book *Tough by Nature*, a portrait of Western ranch women which included area resident Gerda Hyde. Lanker also displayed lithographs, engravings and paintings from her private collection. The museum was filled to capacity for this event, which pulled visitors from Portland, Eugene and the local community. The Favell Museum received numerous requests for additional programming and artistic showcases.

Little know to area residents, several nationally acclaimed artists live in the Klamath Basin and have been invited to show their work in leading galleries around the country. These artists do not show their work locally, but because of the Favell Museum's experience, collection, and facility, as well their interest in helping the community, these artists have agreed to participate in the Favell Museum's Fall Art Festival.

Whether one is interested in history, art, or just a beautiful place for a gathering, the Favell Museum is one of Klamath's most unique assets. For more than 40 years, the Favell Museum has protected its invaluable collections. Over 100,000 Indian artifacts dating from 10,000 B.C. through the Modoc War stand side-by-side with outstanding examples of original Western art, including Charles M. Russell's oil "The Scout." Our collection of art and artifacts has earned the Favell Museum high marks from *American Byways* magazine, *Frommer's Travel Guide* and even newspapers such as the *Seattle Post-Intelligencer*. This reputation among art enthusiasts, collectors and travelers, along with our experience in organizing art shows, makes the Favell Museum uniquely qualified to carry out this project. As the anchor to Klamath's Main Street, a three-day juried art show that draws hundreds from Northern California and Southern Oregon will certainly impact Klamath's downtown area if not the entire community.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

- Strategically feature artists from our target area – in itself this will help to promote the event to the area where the artists call home
- Work with the various art councils from the area where we draw our featured artists
- Invitations to primarily out-of-town customers who purchased art from the museum in the past, as well as people on the featured artist's invitation lists
- Work with Discover Klamath to highlight some of the featured artists in their online magazine; distribute to potential attendees
- Promote the event throughout the summer, when we expect to draw most of our museum visitors, including 2,500 to 3,000 visitors primarily from out-of-town
- List on Discover Klamath website and promote throughout the summer during their busy season
- List in Travel Oregon and Oregon Events Calendar
- List on festival websites/directories in multiple states
- Update museum website to include and highlight event
- Create a Facebook page pertaining to the event, engage Art Councils throughout the West to promote through Facebook
- Co-op with Discover Klamath's broadcast media
- Radio including Southern Oregon Public Television and Jefferson Public Radio, as well as others, one of our featured artists will arrange an interview in Medford – we will look for similar opportunities elsewhere
- Distribute posters to Oregon and California art-related organizations, through the support of the various Art Councils throughout our target area
- Target Chamber of Commerce offices in Oregon and Northern California
- Run printed ad before the event in Southern Oregon Magazine, Bend's "Source Weekly" – a weekly guide to events around the state, Enjoy Magazine and After 5 – monthly publications distributed in Redding and throughout Northern California, and if our budget allows us to do so, a national publication such as Western Art Collector
- In our festival program we will promote Klamath Falls

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales.

(Be specific)

The Favell Museum's Fall Art Festival will sell tickets. All ticket purchases will include a request for zip codes. Sales receipts will also indicate a visitor's place of residence. We will also request participants to sign our guest list.

We will also measure success qualitatively. Since we hope that this becomes an annual event, the caliber of artists is very important in creating a draw for art enthusiasts continuing to put the Favell Fall Art Festival on their calendar year after year.

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

Volunteers are already planning and implementing logistical planning for the Art Festival. But success will depend in large part upon the number of out-of-town art enthusiasts attending the event. This grant will enable us to implement our marketing strategy in the surrounding outlying markets. This is critical if not imperative to our success.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

Volunteer committees include: Co-Chairs; Artist Committee; Children's Art Committee; Entertainment Committee; Maintenance Committee; Food (main event, drink & dabble, Mimosa) Committee; Sponsors Committee; Drink & Dabble Committee; Miniature Show Committee; Patron Event Committee; Finance/Accounting Committee; Marketing Committee; Security; Ambassadors; Artist Hospitality; Artist Registration; Cashiers; and Greeters.

Each committee will seek in-kind or reduction in cost donations.

We will also continue to search for other sponsors to contribute to the success of the event.