Klamath County Tourism Grant – “Traditional” Final Report

Title of Project: Favell Museum Juried Art Show & Sale 2019 (Seventh 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: Oct.4-Nov.16, 2019; extended to Dec.24, 2019; Opening Weekend Oct.4–6

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/October-December; Rogue Valley; full page
   -- 1859 Magazine; Bi-monthly/September, October; Oregon; half page
   -- Bend Magazine; Bi-monthly/September, October; Central Oregon; full page
   -- Jefferson Journal; Bi-monthly/September, October; Southern Oregon, Northern California; full page
   -- Herald and News, prior to opening artist reception and end of show, various sizes
   -- Klamath’s Home & Outdoor, Quarterly, Fall Issue, Winter Issue, various sizes
   -- Radio, Wynne Broadcasting (in kind)
   -- Television, September-November, KOBI NBC covering Southern Oregon & Northern California
   -- Social Media Targeted Ads, facilitated by DK
   -- Art Show Program, created in house, printed at SmithBates
   -- Invitations/envelopes/postage – for patron, sponsors, artists, guests; printed at SmithBates
   -- Event Tickets; printed at SmithBates
   -- Show Outdoor Banner, created & printed at Smith Bates, (in kind)
   -- Posters, Flyers, Signage, etc, created in house (copies in kind WorkFirst Casualty)
   -- Website, in house
   -- Email blasts, in house
   -- Facebook, in house (in addition to paid, targeted Facebook through DK)
   -- DK event calendars, DK (in kind)
   -- Ad design & production; produced in house and Lindsay Smith, independent contractor
   -- Video editing of previous year’s television commercials; Basin Video
   -- Informational articles and notices of event; compliments of H&N and others
   -- Extension of show 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, including targeted print magazines, television, and social media, which all played a positive role. This having been our seventh version of our current art show, we have narrowed our efforts to what we know works.

**Successful** – Four print magazine buys include *Southern Oregon Magazine* (Rogue Valley lifestyle magazine), *1859* (Oregon lifestyle magazine), *Bend Magazine* (Bend lifestyle magazine) and *Jefferson Journal* (Southern Oregon & Northern California JPR membership magazine). These target areas we know visitors to the show and artists in the show come from.

**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 appears to be widely seen.

**Successful** – Social media. DK made placements and monitored feedback on our behalf. In terms of what they look for, it was very successful.

**Successful** – Klamath Home & Outdoor Magazine. Locally distributed, ads were widely seen.

As part of our “ticket stub” information collection, we asked guests to indicate how they heard about our show – we also directly ask people. All of the above and more 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 run of the show. Overall approximately 1,290 people saw the show.

**Approximately 670 guests attended the opening weekend events** including our Friday evening party for patron, sponsor, artist and their guests, and other invited guest; Saturday general admission/wine tasting; Sunday brunch with two seatings followed by general admission.

- Artists and spouses or guests (41)
- Local volunteers, board members, etc (36)
- Out-of-County (besides out-of-county artists) (170 Approx.) – from throughout Oregon, including Portland, Eugene, Corvallis, Salem, Bend and throughout Central Oregon, throughout the Rogue Valley, the Southern Oregon Coast, and more. People came from throughout Northern California, Nevada, and Washington.
- Klamath County (besides local artists) (420 Approx)

**Following the opening reception approximately 620 visitors saw the show. We estimate 500 of them came from out-of-county.** Many visitors came from throughout Oregon and Northern California. Whether for the art show or to visit the museum, visitors came from throughout California, including the Bay Area and Southern California. Visitors came from throughout Nevada and Washington, from Hawaii, Arizona, Texas, Ohio, Maine, Georgia, Florida, New York, and from other countries as well, including Canada, Ireland, Italy, Germany, and France.

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. After the opening weekend, we also asked visitors about things like where they were from, if they knew about our art show, and if so how did they hear about it. We note comments on our daily tracking sheet. And people often sign our guest book which includes a space for where they are from.

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) generally stayed for up to two nights. A small number of our artists are local.
   - Many artist are joined by art associates, friends, family who come from out-of-county to see the show. Some attend our Friday evening preview party as guests of the artists, as well as the Saturday reception, and Sunday brunch – so they also spend at least one night.
   - We sold art to numerous out-of-county visitors, some from a great enough distance away that they would have spent the night.
   - In the weeks following the opening reception 620 visitors came to the show. It is safe to say that the overwhelming majority of them were from out-of-county. We know when a visitor is local. In regard to travelers from far away, we can't determine exactly what brought them to Klamath Falls in the first place. Considering someone from the East Coast for example, we assume they are in the area for other reasons!

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 $23,800:

IN KIND ADVERTISING – TOTAL $2,675
• Wynne Broadcasting Co – $2,160 (radio, estimate based on same donation last year)
• Smith Bates Printing – $185 (banner)
• Discover Klamath – $350 miscellaneous event calendars, etc.
• Herald and News – editorial leading up to opening event and closing event.

IN KIND – VALUE NOT AVAILABLE:
• Biagios – catering
• Running Y – food trays
• Wayne & Sharon Snoozy – wine, service
• Dr. Michael Casey & Terry Wagstaff/KBB – beer
• Workfirst Casualty – copies/flyers, posters, event signage
• Diversified Contractors – general labor
• Museum Board Members – misc food, drink, service items, etc, for all special events
• Numerous volunteers, including museum board, for set-up and all special events

FAVELL MUSEUM – IN HOUSE EXPENSES:
• Most advertising/promotional materials produced in-house
• Web – labor intensive/highlight of all art in show
• All aspects of the show production managed in-house
• Brunch & miscellaneous expenses – $4,710
• People’s Choice Awards – $1,750

VOLUNTEER COMMITTEES:
• Set Up – hung art display 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 250 people
## FAVELL MUSEUM INVITATIONAL ART SHOW & SALE 2019 MARKETING EXPENSES

**$12,333.33 COUNTY AWARD – $3,699.99 REQUIRED FAVELL MATCH**

### COUNTY GRANT (Submitted 9-4-19; drawdown received $4569)

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<thead>
<tr>
<th>Publication</th>
<th>Amount</th>
<th>Notes</th>
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<tr>
<td>Jefferson Journal</td>
<td>$530.00</td>
<td>out-of-county; reserved by DK</td>
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<tr>
<td>1859 Magazine</td>
<td>$1,000.00</td>
<td>&quot;</td>
</tr>
<tr>
<td>Southern Oregon Magazine</td>
<td>$1,000.00</td>
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</tr>
<tr>
<td>Bend Magazine</td>
<td>$1,995.00</td>
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<tr>
<td>Posters</td>
<td>$44.00</td>
<td>out-of-county; no sponsors, early dist.</td>
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### COUNTY GRANT (New/Final drawdown request for $7,743.38; balance available $7,764.33)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Television S. Oregon, N. California</td>
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<td>Social Media</td>
<td>$1,251.16</td>
<td>out-of-county; reserved/placed by DK</td>
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<td>DK Admin Fee</td>
<td>$750.00</td>
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<td>Television Production/Basin Video</td>
<td>$275.00</td>
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<td>Lindsay Smith, Graphic Designer</td>
<td>$240.00</td>
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<tr>
<td>Postmaster</td>
<td>$27.22</td>
<td>out-of-county poster distribution</td>
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• **Total Expenses Submitted** $12,312.38

## FAVELL ADVERTISING MATCH

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<tr>
<td>Posters</td>
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<td>in county with sponsors; show extension</td>
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<td>Programs</td>
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<td>Tickets</td>
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<td>art show invitation mailing</td>
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• **Total Favell Museum Match** $4,697.85

## IN KIND ADVERTISING

- Wynne Broadcasting Co. – $2,160 (radio)
- Smith Bates Printing – $185 (banner)
- Discover Klamath – $350 (miscellaneous event calendars, etc.)
- Herald and News – (editorial)

• **Total In Kind Marketing** $2,675.00

## TOTAL MARKETING BUDGET $19,685.23
An annual exhibition featuring original, contemporary and representational wall art and sculpture by 33 artists from throughout the West

Favell Museum
ART SHOW & SALE
SHOW HELD OVER THROUGH CHRISTMAS

ART SHOW

When You Give a Gift from the Favell Museum, You Give Twice!

Choose from a diverse assortment of contemporary art, including landscapes, cityscapes, figure, still life, wildlife and more. Forty percent of all sales benefit the nonprofit museum.

Thank you to Diversified Construction Inc. for sponsoring this advertisement.

125 West Main Street, Klamath Falls | Open Tues. - Sat. 10am-5pm | 541.882.9996
favellmuseum.org
Favell Museum
Native American Artifacts
Contemporary Western Art

JURIED ART SHOW & SALE
OCTOBER 4 - NOVEMBER 16, 2019

OPENING WEEKEND & ARTIST RECEPTION
OCTOBER 4 - 6, 2019

Call 541.882.9996 to reserve event tickets.
Visit our website for a full event schedule!
WWW.FAVELLMUSEUM.ORG
Favell Museum Art Show & Sale

Extended Through the Holiday Season!

Featuring original, contemporary art by 32 acclaimed artists from across the west – various subject matter, mediums, and styles. 40% of sales benefit the museum.

Favell Museum
Native American Artifacts - Contemporary Western Art

125 W. Main St., Klamath Falls • favellmuseum.org • Tues.-Sat. 10 am/5 pm
An annual exhibition featuring original, contemporary and representational wall art and sculpture by 32 artists from throughout the West

Favell Museum
Native American Artifacts
Contemporary Western Art

JURIED ART SHOW & SALE
OCTOBER 4 - NOVEMBER 16, 2019
KLAMATH FALLS, OREGON

ART SHOW

OPENING WEEKEND & ARTIST RECEPTION
OCTOBER 4 - 6, 2019

Join us Saturday for artist demonstrations and more, and Sunday for a champagne brunch.

Call 541.882.9996 to reserve Brunch table for 8 or individual tickets.
Visit our website for a full event schedule!


WWW.FAVELLMUSEUM.ORG
125 West Main Street, Klamath Falls, Oregon
An annual exhibition featuring original, contemporary and representational wall art and sculpture by 32 artists from throughout the West

Favell Museum
Native American Artifacts
Contemporary Western Art

JURIED ART SHOW & SALE
OCTOBER 4 - NOVEMBER 16, 2019
KLAMATH FALLS, OREGON

OUR 2019 FEATURED ARTISTS

Stefan Baumann
Steve Bennett
Sue Bennett
JM Brodick
Michael Bryant
Sheri Dinardi
Janice Druian
Barbara Enochian
Iiene Gienger-Stanfield
Susan Greaves
Bonnie Griffith
Mark Holland & Cindy Lewis
Norma Holmes
Charity Hubbard
Dale Landrum
Karen Leoni
Gretha Lindwood
David Mensing
Judy Phearson
Don Prechtal
Chuck Prudhomme
Ron Raasch
Sharlene Rayl
Stefan Savides
Vicki Shuck
Pam Stoehsler
David Terry
Randall Tillery
Russ Walker
Shelli Walters
Garth Williams
Ni Zhu

OPENING WEEKEND & ARTIST ReCEPTION | OCTOBER 4 - 6, 2019

Join us Friday evening for our opening event, Saturday for artist demonstrations and more and Sunday for a champagne brunch. Visit our website for more details or call 541.882.9996 to reserve event tickets.

125 West Main Street, Klamath Falls, Oregon | www.FavellMuseum.org
An annual exhibition featuring original, contemporary and representational wall art and sculpture by 32 artists from throughout the West

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WWW.FAVELLMUSEUM.ORG

SPONSORED IN PART BY:

125 West Main Street, Klamath Falls, Oregon | www.FavellMuseum.org
### INCOME

<table>
<thead>
<tr>
<th>LINE</th>
<th>BUDGET</th>
<th>Actual</th>
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<tr>
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<td>Cash</td>
<td>In-Kind</td>
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<tr>
<td>1</td>
<td>Klamath County Matching Grant</td>
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<tr>
<td>2</td>
<td>Source: Museum–Marketing Grant Match</td>
<td>$5,000.00</td>
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<tr>
<td>3</td>
<td>Source: Museum–Advertising Design/Production In-House</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>4</td>
<td>Source: Museum–Operations and Other Miscellaneous</td>
<td>$7,000.00</td>
</tr>
<tr>
<td>5</td>
<td>Source: Coop Marketing DK</td>
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<td>6</td>
<td>Source: Misc. Food &amp; Drink, etc.</td>
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<td>7</td>
<td>Source: Misc. Maintenance, etc.</td>
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<tr>
<td>8</td>
<td>Source: Advertising Related–Printing, Radio</td>
<td>$2,200</td>
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<tr>
<td>9</td>
<td>Source: DK support, herald &amp; news editorial</td>
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<tr>
<td>10</td>
<td>Source: Misc. Donations</td>
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<tr>
<td>11</td>
<td>Source: Volunteers</td>
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**SUB TOTAL INCOME** | $35,000.00 | $8,700.00 | $29,010.22 | $10,675.00 |

**TOTAL INCOME** | $43,700.00 | $39,685.22 |

### EXPENSES

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<td></td>
<td>Cash</td>
<td>In-Kind</td>
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<tr>
<td>1</td>
<td>Operations – museum personnel</td>
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<td>2</td>
<td>Marketing – Advertising Production In-House</td>
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<td>Marketing Budget Specifics</td>
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<td>— Print: Publications/Lifestyle &amp; Art Related–$7,000</td>
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<tr>
<td></td>
<td>— Web Buys/Digital &amp; Social Media Advertising–$2,000</td>
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<tr>
<td></td>
<td>— Design (beyond in-house) &amp; Website Programming–$1,500</td>
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<tr>
<td></td>
<td>— Television–$7,500</td>
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<td>— Video Production–$500</td>
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<td>— Newspaper (out-of-county)–$1,500</td>
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<td></td>
<td>— Newspaper (local)–$1,500</td>
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<td></td>
<td>— Ross Ragland Playbill (local)–$500</td>
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<tr>
<td></td>
<td>— Programs, Tickets, etc. (local/used throughout show)–$500</td>
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<td></td>
<td>— Invitations/Postage (some local) &amp; Misc. Print –$500</td>
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<td>9</td>
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<tr>
<td>10</td>
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<tr>
<td>11</td>
<td>Source: Advertising related - Printing, Radio</td>
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<tr>
<td>12</td>
<td>Source: DK ad placement, herald &amp; news editorial</td>
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<td>13</td>
<td>Source: Misc. In-kind Donations</td>
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<td>14</td>
<td>Source: Volunteers</td>
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<td>15</td>
<td>Source: Copy Machine Support/Use</td>
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**SUB TOTAL EXPENSES** | $35,000.00 | $8,700.00 | $33,720.82 | $10,675.00 |

**TOTAL EXPENSES** | $43,700.00 | $44,395.82 |

*Special Events expenses all related to cost of brunch – ticket sales offset the cost of special events expenses to break even*

*Profit to museum primarily from art sales minus commissions and business sponsorships*

*Actual Marketing Budget Specific outlined in last page of final report*