Klamath County Tourism Grant Final Report

Name of Organization: Favell Museum
Address: 125 West Main Street, Klamath Falls, OR 97601
Contact Person: Janann Loetscher, Museum Director; Phone Number: 541-882-9996
Title of Project: Favell Museum Invitational Art Show

1. Detail the matching funds received and provide proof of their receipt. See attachments

2. Complete the budget expense templates for both the project and the marketing plan. See attachments

3. Where did you spend advertising dollars and did they provide the desired results?
   -- Southern Oregon Magazine, Quarterly (July, August, September) Rogue Valley (full page ad) – Because of last years buy plus the potential of this buy, the museum received 2 feature articles in 2 prior SOM magazines
   -- Southwest Art Magazine, Monthly, September, National (full page ad), Discover Klamath paid half
   -- Enjoy Magazine, Monthly, September, Redding (full page ad), Discover Klamath paid for a portion
   -- 1859 Magazine, Bi-monthly, September/October, Oregon (full page ad), Discover Klamath paid half
   -- Design & production of all advertising produced in house
   -- Discover Klamath Magazine, 2 page spread, September/October, Compliments of Discover Klamath
   -- Television, September/October, Bend, Rogue Valley, Redding area, Discover Klamath paid for a portion
   -- Television, Rogue Valley, complimentary “5 on 5” interview with KOBI prior to show opening
   -- Video spots for television commercials, Basin Video
   -- Video of artist reception weekend, for future use, in kind, Discover Klamath
   -- Public Relations, Research and Media Outreach, Discover Klamath
   -- The museum was also highlighted two times prior to the show in the Medford newspaper, likely due to PR and/or Southern Oregon Magazine article mentioned at top of this list
   -- Web, Trip Advisor Ad, September/October
   -- 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, paid for by Discover Klamath
   -- Targeted email list buy, Discover Klamath
   -- Direct Mail Postcards, created by museum director, printed by SmithBates, out of county mailing list purchase, approximately 6353
   -- Postcard Postage
   -- Art Show Program, Created by museum director, printed by SmithBates
   -- Invitations/envelopes, for patron, sponsors, artists, guests, created by museum director, printed by SmithBates
-- Invitation Postage
-- Event Tickets, quantity 1000, created by museum director, printed by SmithBates
-- Banner, in kind from Smith Bates
-- Posters, Flyers, signage, etc, created by museum director, copies in kind, WorkFirst Casualty
-- Newspaper Advertising, Herald and News, Sunday prior to artist reception and the following
  Friday & Saturday, weekend of artist reception
-- Radio, Wynne Broadcasting, in kind
-- Website, Art show page created/programmed last year, populated in house this year
-- Facebook, in house

Much of this year’s event marketing was a repeat of last years marketing plan our inaugural show. Four large print magazine buys include a Rogue Valley lifestyle magazine, Redding lifestyle magazine, Oregon lifestyle magazine, and widely distributed “Southwest Art,” a national art magazine. Among our visitors, were many artists who are interested in participating in future shows—including an official “National Park” artist. Aside from its large distribution, our ad placement/editoral/web presence in “Southwest Art” is meaningful to the artists in attendance. It also brings legitimacy to the show, allowing us to attract artists with notable reputations and large followings, and it strengthens the long term reputation of our show.

This year we added considerable television advertising—it ran throughout the month long show and played an important role in keeping interest alive, after the “opening reception” ended. Many commented on seeing the television ads.

We will implement much of the plan again. Many attended during the opening artist reception weekend and throughout the following month (while the art was still on display and for sale). Visitors came from the Rogue Valley including Ashland, Medford, Jacksonville, and Grants Pass. Several came from the Bend area, Portland, and other parts of Oregon. They came from Redding, Chico, Shasta, Eureka, the Bay Area and as far away as Southern California. A few visitors came from Washington State.

4. Provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.)

See advertising budget, attachments, and CD. A copy and/or a receipt is enclosed for each item in the advertising budget. Materials associated with Discover Klamath are on the enclosed CD that Discover Klamath provided.

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

Not including complimentary tickets, approximately 555 guests attended the opening weekend including those from the following areas:

• Klamath Falls area (206)
• Klamath Falls area, volunteers & spouses (est. 70)
• Klamath Falls area – many others with complimentary tickets
• The surrounding area, i.e., Chiloquin, Merrill, Dorris, Bonanza, etc. (27)
• A greater distance away, i.e. Medford, Redding, further away, (81)
  – including 26 from California, from at least as far away as Redding, several from the Bay Area, Sacramento, Napa Valley, and as far away as the Los Angeles area. 5 people in attendance came from Washington State, all from the Seattle area including Renton, Federal Way, Walla Walla, and Seattle. 7 people came from the Portland area. 5 came from the Midwest, Michigan,
Wisconsin, Indiana (my guess is that likely they were in the area anyway). These DO NOT include artists and their guests or spouses.

- (33) individuals considered to be artists/spouses from out of town were also in attendance. We hosted 32 artists. 6 are local, they are NOT included in this count. Some came alone, some brought a spouse.
- We also hosted a patron/sponsor preview party on the evening before the public event with approximately (138) people in attendance
- In the month following the opening reception (273) visitors came to see the art show – mostly from out-of-town, including many from the Redding area, Rogue Valley, or Bend.

6. How did you determine how many people from out-of-county attended? Why do you feel this is an accurate measurement of the out-of-county attendees?

Some people associated with the show were included in lists. In general we sold admission tickets with perforated stubs that were entered into a drawing as attendees walked through the door. We separated them to determine where guests came from.

7. How many extra days did your visitors stay in the area?
- We know that 33 out-of-town artists/spouses stayed for at least two nights, accounting for 21 rooms x 2 nights = 42 rooms.
- Many artist were joined by art associates who come from out-of-town to see the show – some of them 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 collected many business cards from artists wanting to participate in the future, over the opening weekend and the month following. Exact number we cannot account for.
- We know that at least 43 other visitors came from far enough away that they likely spent at least one night. We cannot account for how many rooms they rented. It is likely most shared a room so we estimate that at least 20 rooms were rented by this group of people. Almost no children were in attendance – the few who attended were local.
- As mentioned prior, in the month following the opening reception 273 people came to the museum to see the art show, most from out of town. We cannot determine who spent the night.

8. How did you determine how many extra days your visitors stayed? Why do you feel 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 spent at least 2 nights, we feel this 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 cannot be considered accurate – an area we must improve upon should we apply for and receive these grant dollars in the future.

9. Do you plan on sponsoring this event again? YES

10. Do you have any comments or suggestions for the Tourism Review Committee regarding the application, award or reimbursement process?

Thank you for your support. The Favell Museum Invitational Art Show & Sale was a productive fundraiser for the museum—last year, and even more so this year. While your grant award opened the door to many marketing opportunities, it effect, it also supported our effort to keep the Favell Museum doors open. Each year thousands of travelers from across the country visit what is referred to as "one of the three best museums of its kind in the nation"—right here in Klamath Falls.

Regarding the grant process, it all worked efficiently. Everyone involved was helpful and easy to
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: [Signature]

Date: 11/10/14

Printed Name and Title:

Johann Loetscher, Museum Director
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<th>Discover Klamath</th>
<th>Favell</th>
<th>Grant</th>
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<td>• Production 2 spots (comp)</td>
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<td>• Rogue Valley (KOBI)</td>
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<td>• Bend</td>
<td>275</td>
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<td>• Redding</td>
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<td>1300</td>
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<td><strong>Web:</strong></td>
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<tr>
<td>• Trip Advisor Banner Ad/Sept-Oct</td>
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<td>• KOBI</td>
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<td>450</td>
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<td>-</td>
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<td>• Art Show Program</td>
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<td>• Invitation</td>
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<td><strong>Targeted Email List:</strong></td>
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<tr>
<td>• List Buy</td>
<td>478</td>
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Favell Museum Invitational Art Show and Sale  
September 26 – October 25, 2014  
Klamath County Grant Reimbursement Request, continued

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<th>IN COUNTY ADVERTISING</th>
<th>Discover Klamath</th>
<th>Favell</th>
<th>Grant</th>
<th>Total</th>
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<td><strong>Newspaper:</strong></td>
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<tr>
<td>• Herald &amp; News</td>
<td>-</td>
<td>170</td>
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<td>– $500 buy/$330 comp</td>
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**TOTAL ADVERTISING EXPENSE**  
$9,258  $2,726  $8,000  $19,984

**OTHER NOTES:**

Other In Kind Advertising/Marketing Support  
• Wynne Broadcasting/Radio – 2640  
• Smith Bates Museum Banner – 145  
• Hundreds of posters and flyers – provided at no cost

Favell Museum In-house graphic design  
• All graphic design of all ads and marketing materials associated with the art show  
• All Favell Museum website and Invitational Art Show Facebook associated with the art show

See enclosed attachment outlining sponsors, donors, in-kind donations, volunteers

**SEE ENCLOSED CD FROM DISCOVER KLAMATH**

• Documentation regarding Discover Klamath’s contribution (UNDER DK COLUMN)  
• Television & web expenditures – placed with DK help (UNDER GRANT COLUMN)  
• Favell Museum – web expenditures – placed with DK help (UNDER FAVELL COLUMN)
# FAVELL MUSEUM INVITATIONAL ART SHOW & SALE 2014
## FINAL PROJECT FINANCIAL REPORT

### INCOME

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Opening Weekend Admissions</td>
<td>$5,488</td>
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<tr>
<td>Sponsors/Donors</td>
<td>$25,850</td>
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<tr>
<td>Art Sales</td>
<td>$42,598</td>
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<td>County Tourism Grant</td>
<td>$8,000</td>
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<td>Discover Klamath Contribution</td>
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<td><strong>Total</strong></td>
<td><strong>$91,194</strong></td>
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### Expenses

<table>
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<tr>
<td>Artist commissions – 60%</td>
<td>$25,558</td>
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<tr>
<td>Misc. expenses</td>
<td>$1,676</td>
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<td>Advertising Expenses</td>
<td>$19,984</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$46,894</strong></td>
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| **Total Project Profit**                  | **$43,976** |

*Does not include:*

- *In-kind contributions of food, refreshments, services, decorations, artist hospitality, artist dinner and much more.*
- *Many complimentary tickets (under admissions) to associates, sponsors, patrons, art show participants and their invited guests, volunteers and their family, and many more*
- *Admissions collected throughout the month following the opening weekend*
SPONSORS:
- Bell Hardware/M'Bellish – $500
- Columbia Forest Products – $500
- Diversified Contractors – $1,500
- Mark & Karen Wendt Foundation – $1,500
- Don & Sherrill Boyd – $1,000
- Klamath Falls Downtown Association – $500
- Mel & Renee Ferguson – $500
- Robert & Winifred Hood – $4,000
- IMS Capital Management – $500
- Knife River Corporation – $300
- Molatore Scroggin Peterson – $500
- Nancy Wendt – $10,000
- Chris & Debra Wetle (Pape) – $2,500
- Lithia Motors – $500
- Rusth, Spires & Associates – $500
- Patrick Maveety – $500

TOTAL $25,300

DONORS:
- Geoffrey & Nancy Marx – 50
- John & Ann Novak – 100
- Justin & Joyce Rodriguez – 100
- Dr. Michael Casey & Terry Wagstaff – 100
- Dr. Carl & Anne Wenner – 100
- Robert & Julia Jackman – 100

TOTAL $550

IN KIND:
- Wynne Broadcasting Co – $2,640 (radio)
- Paul White Janitorial – $200 (janitorial)
- Smith Bates Printing – $145 (banner)
- Diamond Home Improvement – $1,250 (bulbs – savings)*
- TOTAL $4,235
  *See explanation under “Favell Museum,” to follow

MORE IN KIND (VALUE NOT AVAILABLE):
- Biagio & Kimberly Squera – catering, Friday evening patron/sponsor/guest/artists preview
- Ted & Suzanne Abram – wine, Friday evening patron/sponsor/guest/artists preview
- Dr. Mike Casey & Terry Wagstaff – beer, Friday evening patron/sponsor/guest/artists preview
- Vargas Lawn Service – lawn maintenance, all grounds, prior to event
- Kendall Bell – considerable contribution toward artist hospitality
- Nancy Wendt – considerable contribution toward artist hospitality
- Workfirst Casualty – hundreds of copies, flyers, posters, event signage
- Mark & Karen Wendt – Saturday evening dinner for artists and guests
- Many miscellaneous donations of food to Mark & Karen Wendt dinner
- Many miscellaneous donations of food to Sunday Brunch, entertained at least 200 people
- Rheames – 25 tableclothes
- Numberous centerpieces, flowers, other decorations for the weekend
FAVELL MUSEUM — Other expenses aside from those mentioned in advertising budget:

- Favell Museum – all graphics for ads, posters, flyers, signage, more done in house
- Favell Museum – managed all aspects of the show in house
- Entertainment – Phil Moore (Saturday); Tom Della Rose/Bob Pickle (Friday & Sunday ($400)
- Provided meat for Saturday evening artist dinner (approx. $300)
- Party Time table rentals ($104.50)
- Brunch expenses – i.e. champagne, turkey, ham, events large expense items ($871.82)

VOLUNTEER COMMITTEES:

- Set Up – Arrangement, hanging of art with prepared signage, clean up, etc
- Artist Hospitality – provided food drink in private artist lounge all weekend
- Patron Preview Party – Friday evening for museum patrons/sponsors/donors/special guests/artists & their guests
- Activity organizers – i.e. Saturday & Sunday morning plein air event and artist demos
- Silent Auction organizer – auction of pieces produced by artists throughout the weekend, finalized after champagne brunch held on Sunday morning
- Organizer of greeters/volunteers – collected admissions, took tickets, roamed exhibit area providing directions as needed, helped with art purchases, security, etc.
- Approximately 35 other volunteers – recruited by volunteer organizer to help at some point throughout the weekend
- Artist Dinner – Saturday evening, volunteers to help, others provided salads, desserts, wine
- Sunday Champagne Brunch – museum paid for major expenses, i.e. champagne, turkey, ham. However a great deal of food was contributed by the brunch event committee and many others