

## Klamath County Tourism Grant – Traditional Grant Final Report

**Title of Project:** Favell Museum Art Show & Sale 2020 (Eighth 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 26 – November 7, 2020; Opening Weekend September 26 & 27

- 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 – Discover Klamath)**
  - Southern Oregon Magazine; Quarterly/July-September; Rogue Valley; half page
  - Southern Oregon Magazine; Quarterly/October-December; Rogue Valley; half 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; print and digital
  - Herald and News, end of show; print and digital
  - Medford Mail Tribune, package/6 week campaign; print and digital
  - Radio, Wynne Broadcasting (in kind)
  - Television, September-November, KOBI NBC 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
  - Posters, Flyers, Signage, etc, created in house; printed at SmithBates
  - Website & 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 years; television commercials; Basin Video
  - Informational articles and notices of event; in-kind H&N and others

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

For years we experimented with various mediums, publications, and regions. After eight years, we learned how/where to reach people who appreciate original art and may visit our show.

Successful – Four print magazine buys include *Southern Oregon Magazine* (Rogue Valley lifestyle), *1859* (Oregon lifestyle), *Bend Magazine* (Bend lifestyle) and *Jefferson Journal* (Southern Oregon & Northern California JPR membership magazine). These reach people who like art.

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 makes placements/monitors feedback, throughout run of the show.

As part of our "ticket stub" information collection, we asked guests how they heard of show. We also directly ask them. All of the above are mentioned

## EVENT APPLICANTS ONLY

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

After eight years, our annual art show is well known and respected. We receive many artist inquiries about participation each year. Many who have come to appreciate our art show have also developed an appreciation for the museum. With COVID restrictions, 2020 turned out to be a different year than we had planned for. We were unable to host our typical three day opening weekend, including receptions, brunch, artist demonstrations, more. We were able to incorporate the dedication of our new "outdoor" bronze monument into the weekend. This was a draw.

At least 964 people visited the six-week show, not including artists, and others closely associated with the museum, i.e. volunteers. From an art sales standpoint alone, it was our best show ever.

Opening Weekend: Last year nearly 700 attended opening weekend. This year approximately 300 attended opening weekend, many to see the dedication of our monument. In an effort to control crowd size (per COVID) the dedication program was held twice, Saturday and Sunday. Some who attended the outdoor dedication were reluctant to go inside. Because of COVID we did not charge admission. We counted outdoor attendance but couldn't capture information about where outdoor attendees were from, per our usual manner outlined in question seven. Although most were clearly local, a number were from out-of-town, especially from the Rogue Valley. If they came inside we were able to capture information.

After Opening Weekend: Approximately 664 visitors saw the show. We estimate 424 of them came from out-of-county. Visitors came from throughout Oregon and Northern California. We saw visitors from Jacksonville, Ashland, Medford, Central Point, and Grants Pass on a daily basis. Whether for the art show or to visit the museum, visitors came from 19 zip codes throughout California, including the Bay Area, Sacramento, and Southern California. Visitors came from Nevada, Washington, Idaho, Utah, Arizona, and New Mexico.

Our show and the museum, have developed a Rogue Valley following. We hear again and again "We have nothing like this." This is mostly due to exposure from our annual art show.

**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?**

Yearly we collect information by offering a drawing for prizes. We urge visitors to leave **at least** a zip code along with a form of contact. We also asked where they are from and how they heard about our show. We note the need to comply with this grant, generally people comply. In past years, we have also collected information with our guest book. Per COVID and the concern of sharing pens, we did not use a guest book. That likely impacted the number who entered our drawing also.

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

This year it was especially difficult to capture this information. Per COVID original plans had to be altered. We could not offer our packed-full opening weekend itinerary. It stands to reason that without, fewer people spent the night. A number of out-of-town artists spent at least one night, however, per COVID, a number of them did not attend. We collected information from people throughout the West – they must have spent the night. However we cannot be certain they spent the night because of our show. If they came specifically for our show, they likely spent one night.

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

In the past we accounted for where visitors came from and what role they played in the event, but again, per COVID, the nature of the entire show and our visitors and their stay was different.

- Attending artists generally spent at least one night.
- Visitors come from far enough away likely spent at least one night.

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: 12/28/2020

Printed Name/Title:

Janann M. Loetscher  
Executive Director

**FAVELL MUSEUM ART SHOW & SALE 2020 MARKETING EXPENSES**

\$14,000 COUNTY AWARD – \$4,200 FAVELL MATCH

**1. COUNTY GRANT DRAWDOWN; Submitted 10-7-20**

• Jefferson Journal	\$530.00	
• 1859 Magazine	\$2,000.00	
• Southern Oregon Magazine	\$500.00	first ad buy; July–September
• Bend Magazine	\$1,595.00	
• Rosebud Media Medford Tribune	\$1,250.00	
• Creative Services, Lindsay Smith	\$195.00	
• Creative Services, Lindsay Smith	\$315.00	
• Social Media	\$477.44	
• Social Media	\$143.70	
• KOBI Television	\$1,560.00	
• Television Production/Basin Video	\$300.00	

**Drawdown Received \$8,866.14**

**2. COUNTY GRANT DRAWDOWN; Current/Final drawdown; available \$5133.86**

• KOBI Television	\$860.00	
• KOBI Television	\$2,850.00	
• Southern Oregon Magazine	\$500.00	second ad buy; October–December
• Social Media/Digital	\$52.39	invoice \$1,274.66; \$1,222.27 to museum match
• DK Admin Fee	\$750.00	
• Creative Services, Lindsay Smith	\$60.00	

**Current/Final Drawdown Request \$5,072.39**

**TOTAL EXPENSES SUBMITTED \$13,938.53** all out-of-county; all through Discover Klamath

**FAVELL ADVERTISING MATCH**

• Herald and News	\$1,044.56	
• Herald and News	\$1,060.92	
• Posters/SmithBates	\$25.00	earlier, out-of-county without sponsors
• Posters/SmithBates	\$60.00	later, in-county with sponsors
• Programs/SmithBates	\$105.00	
• Invitations/SmithBates	\$58.00	
• Invitations/SmithBates	\$152.00	
• Invitations/SmithBates	\$30.00	
• Tickets/SmithBates	\$95.00	
• Banner/SmithBates	\$170.00	
• Social Media/Digital	\$1,222.27	see above, final drawdown, museum share
• Postage	\$55.00	art show invitation; small gatherings
• Postage	\$110.00	art show invitation; opening weekend
• Postage	\$12.25	sponsorship mailing

**TOTAL FAVELL MUSEUM MATCH \$4,200.00**

**IN-KIND ADVERTISING**

Wynne Broadcasting	\$2,160.00	radio
Discover Klamath	\$450.00	miscellaneous event calendars, etc.
Herald and News	—	editorial, value not available

**TOTAL IN-KIND \$2,610.00**

**TOTAL BUDGET \$20,748.53**

**SPONSORS – TOTAL \$21,550:**

Bell Hardware, John & Kendall Bell, Marcella Bell, Don & Sherrill Boyd, Dr. Jim Calvert & Dr. Wendy Warren, Dr. Michael Casey & Terrel Wagstaff, Todd & Marilyn Christian, Coldwell Banker Holman Premier Realty/Randy Shaw, Diversified Contractors, Gold Dust Potato Processors, Bob & Linda Kingzett, Doug & Shelly Kintzinger, Dr. George & Cindy Kubac , Molatore, Scroggin, Peterson & Co., Dr. Nagi & Kasturi Naganathan, Howard & Judy Phearson, Pacific Power, Papé, Powley Plumbing, John & Ann (Favell) Silvestri, Sky Lakes Medical Center, Wayne & Sharon Snoozy, Phil Studenberg & Jody Daniels, Walker Farms, Mark Wendt & Karen Lynch, Nancy Wendt, Dr. Karl & Anne Wenner, Winema Elevator, Workfirst Casualty Company, Wynne Broadcasting

**IN KIND ADVERTISING – TOTAL \$2,550**

- Wynne Broadcasting Co – \$2,100 (radio, estimate based on same donation last year)
- Discover Klamath – \$450 miscellaneous event calendars, etc.
- Herald and News – editorial leading up to opening event and closing event.

**IN KIND – VALUE NOT AVAILABLE:**

- Wayne & Sharon Snoozy – wine, service
- Diversified Contractors – general labor
- Museum Board Members – food, drink, etc, as needed
- Numerous volunteers, including museum board, for set-up and all special events

**FAVELL MUSEUM – IN HOUSE EXPENSES:**

- Some advertising/promotional materials produced in-house
- Web – labor intensive/highlight of all art in show
- All aspects of the show production managed in-house
- Miscellaneous expenses – \$425.19 (reception expense of previous years were not incurred)
- People's Choice Awards – \$1,750

**VOLUNTEERS:**

- Set Up – hung art display with prepared signage, etc.
- Hosted eight "small gatherings" necessary to sell art, per COVID restrictions

**FAVELL MUSEUM ART SHOW & SALE 2020**

**Award \$14,000/spent 13,938.53 • Match \$4,200/spent \$4,200**

<b>INCOME</b>				
	<b>BUDGET</b>		<b>Actual</b>	
	<b>Cash</b>	<b>In-Kind</b>	<b>Cash</b>	<b>In-Kind</b>
<b>Klamath County</b>				
<b>Matching Grant</b>	<b>\$15,000.00</b>		<b>\$13,938.53</b>	
				<i>marketing budg</i>
<b>OTHER INCOME</b>				
Source: Museum-Marketing Grant Match	\$5,000.00		\$4,200.00	
				<i>marketing budg</i>
Source: Museum-Advertising In-House/design and web	\$5,000.00		\$5,000.00	
Source: Museum-Operations and Other Miscellaneous	\$7,000.00		\$7,000.00	
Source: Support-DK	\$500.00		\$450.00	
				<i>marketing budg</i>
Source: Ticket Sales; misc. income opening weekend	\$4,900.00		\$0.00	
				<i>see remarks belc</i>
Source: Special Event & Exhibit Set Up (Ross Ragland)		\$0		\$1,000
Source: Misc. Food & Drink, etc.		\$2,000		\$1,500
Source: Misc. Maintenance, etc.		\$500		\$500
Source: Advertising Related-printing, radio, digital		\$2,500		\$2,160
Source: Herald & news editorial		\$1,000		\$1,000
Source: Misc. Donations		\$1,000		\$500
Source: Volunteers		\$3,000		\$2,000
Source: Copy Machine Support/Use		\$500		\$500
<b>SUB TOTAL INCOME</b>	<b>\$37,400.00</b>	<b>\$10,500.00</b>	<b>\$30,588.53</b>	<b>\$9,160.00</b>
<b>TOTAL INCOME</b>		<b>\$47,900.00</b>		<b>\$39,748.53</b>

<b>EXPENSES</b>				
	<b>BUDGET</b>		<b>Actual</b>	
	<b>Cash</b>	<b>In-Kind</b>	<b>Cash</b>	<b>In-Kind</b>
Operations – museum personnel	\$7,000.00		\$7,000.00	
<b>Marketing – Advertising Production In-House</b>	<b>\$5,000.00</b>		<b>\$5,000.00</b>	
<b>Marketing Budget – Specifics Proposed below</b>	<b>\$20,500.00</b>		<b>\$18,588.53</b>	
				<i>actual expenses</i>
— Print: Publications/Lifestyle & Art Related--\$5,500				5,125.00
— Web, Digital, Social Media, Event Calendars --\$2,000				2,345.80
— Deslgn (beyond In-house), Web Programming--\$500				1,320.00
— Television--\$6,500				5,270.00
— Video Production--\$500				300.00
— Newspaper (out-of-county)--\$1,500				1,250.00
— Newspaper (local)--\$2,000				2,105.48
— Klamath Home & Outdoor Magazine--\$1,000				-
— Programs, Tickets, etc. (local/used throughout show)--\$500				200.00
— Posters, Invitations/Postage (some local) & Misc. Print --\$500				672.25
Special Events/Rentals	\$200.00			
Special Events/Food, Supplies, etc.	\$4,000.00			
Special Events/Entertainment	\$200.00			
Source: Special Event & Exhibit Set Up	\$500.00			\$1,000
Source: Misc. Food & Drink, etc.		\$2,000		\$1,500
Source: Misc. Maintenance, etc.		\$500		\$500
Source: Advertising related - Printing, Radio		\$2,500		\$2,160
Source: Herald & news editorial, other		\$1,000		\$1,000
Source: Misc. Donations		\$1,000		\$500
Source: Volunteers (based on prior year)		\$3,000		\$2,000
Source: Copy Machine Support/Use		\$500		\$500
<b>SUB TOTAL EXPENSES</b>	<b>\$37,400.00</b>	<b>\$10,500.00</b>	<b>\$30,588.53</b>	<b>\$9,160.00</b>
<b>TOTAL EXPENSES</b>		<b>\$47,900.00</b>		<b>\$39,748.53</b>

*Per COVID, usual 3 day opening event had to be greatly simplified (outlined in full report)*

*Income from art sales (40%) & business sponsorship of event - Art sales most ever*