

Print

Tourism Traditional Application - Submission #130

Date Submitted: 3/27/2018

I have read the Grant Guidelines posted on March 1, 2018

yes/no*

I plan to apply for two projects

yes/no

If yes please rank this project for level of priority

priority

Project Title*

Favell Museum Art Show and Sale 2018

Grant Cycle*

Spring 2018

Amount Requested*

\$15,000

Total Project Cost*

\$33,000 without in-kind – \$42,000 with in-kind

Entity Federal Tax ID Number

200524744

Do not enter if putting in SSN

Entity Name*

Favell Museum, Inc.

Grant Contact Name*

Janann Loetscher

Email Address*

janannloetscher@gmail.com

Address*

125 West Main Street

City*

Klamath Falls

State*

Oregon

Zip Code*

97601

Phone Number*

541-882-9996

Fax Number

none

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

Janann Loetscher (both)

reply email

janannloetscher@gmail.com

reply email

janannloetscher@gmail.com

Are you or is anyone in your organization an employee of Klamath County Government or a relative of an employee of Klamath County Government?

yes/no

no

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no

no

If yes, please enter name

Name

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Drive year-round desti

Project (250 words or less)*

The annual Favell Museum Art Show and Sale was conceived in 2013 with the goal of raising funds to help sustain the non-profit museum, by bringing artists and collectors to Klamath Falls to experience world-class artwork. The 2018 show will feature 32 world-class artists—joining us for our three-day opening weekend reception, September 14-16. The six-week show will run through October 27th. Throughout the past five years we have hosted artists from Southern California to Washington State to Montana. Among artists this show has a reputation for being one of the finest in the Northwest. Visitors come from all over the Northwest and beyond. Long-term success is dependent on attracting art collectors from outside the Basin. Local residents also look forward to the show as well. Proceeds support museum operations, including our Community Art Program, dedicated to enriching the lives of our children by providing free art education to local after-school programs. Plans include:

- September 14th—Artists/invited guests will preview the show with food, refreshments, more
- September 15th—Artist demonstrations, with food, refreshments, more
- September 16th—Champagne brunch with entertainment—general admission in the afternoon
- September 22—Collaboration/family activities in association with Arts on the Flyway
- September 27th—Collaboration/statewide gathering of The Nature Conservancy of Oregon
- October 27th—Closing reception, People’s Choice Awards announcement, artists will attend with food, refreshments, more
- Over the following six-weeks we will host regular tour groups and more

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

The Favell Museum is a non-profit museum with a 46-year history in Klamath Falls—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. American Byways and Frommer’s Travel Guides call it “One of the three best such museums in the United States.” From 1973–2001, as a private entity, the museum hosted annual art shows, attracting artists and collectors from across the U.S. During that time an enduring reputation was built. In 2013 the non-profit museum proudly renewed the tradition of supporting and promoting exceptional artists with this new show. Because of the Favell Museum Art Show and Sale, each year we introduce new visitors to the museum, in-turn raising awareness and appreciation for its collections. The art show helps facilitate our goal—to become a regular stop for people from all over the region—a place where people bring others. Through this growth we see opportunity for additional grant support from foundations—to provide for facility upgrades, to enhance the museum’s educational experience, and to allow for traveling exhibits. This is all part of our strategic plan to attract tourism to the Favell Museum and our community as well.

Describe the need for your project

Long-Term (250 words or less)*

Our long-term plan is to continue to host the Favell Museum Art Show and Sale each year. We will continue to build a solid reputation by improving the quality of art with each passing year. Through marketing we will reach our target audience, people who appreciate art. We will increase attendance, sales, and profit. We will continue to earn the respect of the artists we host, as well as those who visit the show yearly. And we will continue to work toward our plan outlined in the prior question—to increase general interest in the museum so that we can improve and modernize the museum, and bring more opportunities for art and culture to our community.

What is the long-term plan for your project

Measurability (250 words or less)*

Success is measured against our long-term plan. We will continue to monitor quality, sales, attendance, and specifics about who our visitors are and where they are coming from, per drawing/ticket stub collection and by word of mouth. Once again, we expect to draw artists, art enthusiasts, and collectors from: Northern California including Redding, Chico, Shasta, the Coast; Portland and Northwest Oregon; Bend, Sisters, Redmond and Central Oregon; Rogue Valley Oregon; Eastern Oregon; Northwest Nevada; and beyond. We will continue to work to grow and solidify our reach.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

"Art and Culture Tourism" covers a large segment of the tourism industry. People travel to visit, explore, and engage in activities related to art and culture. "Art and Culture Tourism" is a potent force in the lives of communities, making them more attractive, and increasing the likelihood of visitorship. Art and culture are also key to a community's quest for economic development. The Favell Museum has a 46-year history in the Klamath Basin. Known as "One of the three best such museums in the United States," the museum has an important role to play in growing county tourism, as well as contributing to the general well-being of the community.

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

Over the past seven years, the museum's Board of Trustees has transitioned into a working board, growing from five to sixteen members. The board and staff have decades of experience in fundraising, marketing, accounting, and community service projects, including art show production. Our dedicated volunteers have run some of the most successful events in the Klamath Basin. Each year we welcome new volunteers to help grow the show. This year we will operate the following committees: Artist Committee, Receiving & Set Up, Marketing, Artist Hospitality, Entry & Security, Schedule of Activities, General Food & Refreshments, Sponsors (Board of Trustees), Friday Evening Event, Sunday Champagne Brunch Event, and "Arts on the Flyway" Event. Approximately 30 volunteers will help put on the show and its events.

POTENTIAL SPONSORS...

ATRIO Health Plans, Bell Hardware, Basin Fertilizer, Don & Sherrill Boyd, Cascade Comprehensive Care, Cascade East Family Medicine, Columbia Forest Products, Cerule, Coldwell Banker, Daily Bagel, Diamond Home Improvement, Diversified Contractors, Fisher, Nicholson Realty, Gold Dust Potatoes, Great Basin Insurance, Green Diamond Resource Company, Knife River, Lithia Motors, Lynch Foundation/Running Y Ranch, Molatore, Scroggin, Peterson & Co., Sky Lakes Medical Center, SmithBates Marcomm Solutions, Pacific Power, Papé, Southtowne Commerce Center, Washington Federal, Woodhouse Companies, Wynne Broadcasting

IN-KIND DONORS...

Biagio's, Diversified Contractors, Diamond Home Improvement, Herald & News (editorial), Klamath Basin Brewing Co., Reames Golf & Country Club, SmithBates Marcomm Solutions, Tamarack Cellars Winery, Work First Casualty, other local restaurants and many more

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

As previously addressed in question five—when a community has a vibrant art and culture scene, it is more likely to attracting tourists. The Favell Museum Art Show and Sale has a successful five-year history of attracting out-of-town visitors to Klamath Falls, many for the first time ever.

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

While the project doesn't specifically address diversity and inclusion, the museum has made it a mission to expose children in our community to art, through the Favell Museum Community Art Program, our after-school program partnership in the city schools. During Arts on the Flyway last year, approximately 300 people, mostly local, came through the museum free of charge to visit our art show and to see the museum's collections. Free tickets are always available for local non-profits that support local children in need.

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

The volume of sponsorships and in-kind donations demonstrates the support the museum has in this community. The Favell Museum helps to fill the art and culture niche in Klamath Falls, that is necessary for vibrant tourism, as well as economic development. We are always a partner in working for the betterment of Klamath Falls.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season? **yes/no*** Does the project/event occur outside urban growth boundaries? **yes/no***

Required supporting documents*

attachments.zip

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

Submission Instructions

After submission of this application, please print 8 copies, and attach all your supporting documentation (8 copies) and turn in to Klamath County Finance office, 305 Main St., Room 230, Klamath Falls, OR 97601. If mailing, must be postmarked by 2:00 PM March 31, 2018.

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfilment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature

Janann M. Loetscher, Favell Museum Executive Director

Date/Time*

3/27/2018

12:00 PM

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

4-8881

Date: APR 01 2004

FAVELL MUSEUM INC
C/O RICHARD L WENDT
PO BOX 606
KLAMATH FALLS, OR 97601

Employer Identification Number:
20-0524744
DLN:
17053062052024
Contact Person: LORI PERRY ID# 31107
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
DECEMBER 31
Addendum Applies:
NO

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3). We also determined that you are a private foundation within the meaning of section 509(a) of the Code.

Based on the information you submitted with your application, we have determined that you are likely to qualify as a private operating foundation described in section 4942(j)(3) of the Code. Accordingly, you are treated as a private operating foundation for your first year. After that, you will be treated as a private operating foundation as long as you continue to meet the requirements of section 4942(j)(3).

This ruling satisfies the good faith determination requirement of section 53.4942(b)-3(b)(2) of the Excise Tax Regulations.

If you change your sources of support, your purposes, character, or method of operation, please let us know so we can consider the effect of the change on your exempt status and foundation status. If you amend your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, let us know any changes in your name or address.

As of January 1, 1984, you are liable for social security taxes under the Federal Insurance Contributions Act on amounts of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA). However, since you are a private foundation, you are subject to excise taxes under Chapter 42 of the Code. You also may be subject to other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Letter 1075 (DO/CG)

FAVELL MUSEUM INC

Donors may deduct contributions only to the extent their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Publication 1391, which sets forth guidelines on when payments made by taxpayers for admission to, or other participation in fundraising activities for charity are deductible as charitable contributions.

You are required to file Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as a Private Foundation. Form 990-PF must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5 percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You are required to make certain returns available for public inspection for three years after the later of the due date of the return or the date the return is filed. The returns required to be made available for public inspection are Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Nonexempt Charitable Trust Treated as a Private Foundation, and Form 4720, Return of Certain Excise Taxes on Charities and Other Persons Under Chapters 41 and 42 of the Internal Revenue Code. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents must be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

You need an employer identification number even if you have no employees. If you did not enter an employer identification number on your application, we will assign a number to you and let you know. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If we have indicated in the heading of this letter that an addendum

Letter 1075 (DO/CG)


FAVELL MUSEUM INC

applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your exempt status and private foundation status, you should keep it for your records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

A handwritten signature in cursive script that reads "Lois G. Lerner". The signature is written in dark ink and is positioned above the typed name.

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) FAVELL MUSEUM, INC	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification (required): <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input checked="" type="checkbox"/> Other (see instructions) ▶ 501c3 PUBLIC NON-PROFIT	
	<input checked="" type="checkbox"/> Exempt payee	
Address (number, street, and apt. or suite no.) 125 WEST MAIN STREET		Requester's name and address (optional)
City, state, and ZIP code KLAMATH FALLS, OR 97601		
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number									
<table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>					<table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>				
Employer identification number									
<table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 25%;">20</td> <td style="width: 25%;">-05</td> <td style="width: 25%;">24</td> <td style="width: 25%;">744</td> </tr> </table>	20	-05	24	744					
20	-05	24	744						

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here	Signature of U.S. person ▶	Date ▶ 3-26-2018
-----------	----------------------------	-------------------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business.

Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

Collateral Distribution Plan and Budget

***Budget item under Marketing Budget Specifics:
Miscellaneous Print, Invitations & Postage – \$500***

This line item refers to printed/mailed invitations to our opening event

- Museum members, sponsors, volunteers, miscellaneous (mostly in-county)
- Artist, special guests of artists, previous buyer, miscellaneous (mostly out-of-county)

Favell Museum Art Show and Sale 2018 • September 14-October 27, 2018

February 1 – Post “Call for Artists” for the Favell Museum Art Show and Sale online at onlinejuriedshows.com where artists can apply to be part of the show

February 1 – Information regarding “Call for Artists” and link to onlinejuriedshows.com is posted on museum website

February 1 – Information regarding “Call for Artists” and link to onlinejuriedshows.com is emailed to potential artist mailing list and others gathered through research

February 1 – Information regarding “Call for Artists” and link to onlinejuriedshows.com is posted on Facebook

March 31 – Grant application due to Klamath County

March 31 – Begin contacting marketing vendors regarding possible purchases

March 31 – Grant application due to Klamath County

April 1 – Sponsorship search begins

April 11 – County grants are awarded

April 11 – Sponsors search begins

April 30 – Items in marketing budget are reserved

May 15 – “Call for Artists” ends, roster is chosen for 2018 show. Contact with exhibitors begins regarding timelines, specs, etc. (all previously posted in “Call for Artists”)

June-August – Art per advertising created/submitted, including to several magazine publications, newspaper and more (depending on due date), video for television updated/submitted (depending on due date), paid Facebook and digital media, calendar of events, programs completed/printed, invitations designed/printed/mailed, in-house signage, in house Facebook and email ongoing, posters printed/distributed

June-August – Ongoing correspondence with artists who will exhibit/arrange for demonstrations/collect information for programs etc., work with volunteers, plan for events, planning for exhibiting show, work with food vendors, pinpoint in-kind donors

August 31 – All art to be in exhibit is posted on museum website

August 31 – Arrange for editorial with Herald and News, and in-kind radio

August 31 – Art delivery, hanging begins

September 1 – Television begins to run and continues throughout the run of the show, in-kind 5 on 5 KOBI, Facebook and digital marketing continues

Six Week Show – Project Activities from September 14-October 27, 2018

The show will highlight the art of approximately 32 world-class artists, who will join us for a **three-day opening weekend reception** beginning on September 14th. The show will run through October 27th. Numerous events are planned to draw visitors throughout the six-week show. Plans include, but are not limited to the following:

- **Friday, September 14, 2018; 6:00 PM to 9:00 PM** – Artists and their invited guests, museum patrons, show sponsors, and the public, will have an opportunity to be the first to view the art show. The reception will include music, food, and drink.
- **Saturday, September 15, 2018; 10:00 AM to 4:00 PM** – Artists will be on hand to share their art. Demonstrations will highlight the talent on display. Collaborative art projects and refreshments will be part of the festivities.
- **Sunday, September 16, 2018; 11:00 AM to 4:00 PM** – Sunday brunch featuring a large selection of breakfast dishes, desserts, mimosas and more, will be offered. At 1:00 PM the brunch will close and the show will open for general admission.
- **Saturday, September 22, 2018** – The museum will host family friendly activities throughout the day in association with the third annual *Arts on the Flyway* art & music festival, held in close proximity to the museum.
- **Thursday, September 27, 2018** – The museum will collaborate with local individuals to host a reception at the museum for a statewide gathering of *The Nature Conservancy of Oregon*.
- **Saturday, October 27, 2018; 6:00 PM to 9:00 PM** – We will host a closing reception and announce the *People's Choice* award winners. Many artists will return to mingle with guests and retrieve unsold art upon the close of the show.
- **Throughout the show** we engaging with small groups of people. The show is only beginning after opening weekend. Most sales happen after opening weekend.

October 27 – Show ends/taken down, artists paid commissions

November – Final report for county grant prepared and submitted.

2017-18 Officers

Theresa Silver
Board Chair

Janine Henry
Vice-Chair

Josie Hudspeth
Secretary

George Rogers
Treasurer

Nancy Warrington
Past Chair

2017-18 Directors

Todd Christian
At-Large

Rhonda Frakes
Ragland Guild

Bernice Hantzmon
At-Large

Mary Hurley
At-Large

Jeanne LaHaie
At-Large

Janet Larsen
At-Large

Kate Marquez
Rife Endowment

Molly O'Keeffe
At-Large

Pam Olsen
At-Large

Kelly Patterson
At-Large

Jean Pinniger
Member Emerita

Amanda Squibb
At-Large

Joan Staunton
Member Emerita

Joe Wall
At-Large

Executive Director
Mark R. McCrary

March 12, 2018

Tourism Grant Review Panel
305 Main Street
Klamath Falls, OR 97601

Dear Review Panel:

The Klamath Basin is a place of beauty and wonder. We are fortunate to have some of Oregon's most incredible natural resources available to residents and visitors alike. We are also fortunate to have some of the finest cultural resources available. The Favell Museum on one such resource.

The Favell is one of the foremost museums of Western and Indian art in Oregon. The collection is unsurpassed with its native representation and its private store of Western art is a testament to a vision by Gene Favell from many years past.

One of the most exciting things, however, is the annual Favell Museum Invitational Art Show and Sale. Not only does this exhibit display some of the finest Western art in this country but it also draws hundreds of people to Klamath Falls. This exhibition is easily as good as anything in much larger cities and provides visitors with a unique and surprising glimpse of what Klamath Falls area can culturally offer.

The Ross Ragland has had a long-standing relationship with The Favell Museum as a cultural partner on projects and as a cornerstone of the cultural community in Klamath County.

The value of the arts in developing tourism cannot be overstated. The Favell Museum is a valuable cultural icon in our community and I encourage your serious consideration of its request for tourism funding support.

Kind Regards,



Mark R. McCrary
Executive Director



March 7, 2018

Klamath County Commissioners
Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601

Dear Commissioners:

The Klamath Community Foundation's core purpose is "to enhance and sustain the quality of life in the Klamath Basin." The Favell Museum is one of our strongest partners in growing Klamath's arts culture and improving our quality of life. Moreover, growing the arts culture is a proven way of drawing visitors to Klamath County.

This fall, the Favell Museum will again hold Southern Oregon's longest-running art show featuring nationally-acclaimed artists from around the country. The Favell's planners pack the show with events, including the chance to watch the *plein air* artists in action on the banks of the Link River. Music, appetizers and Southern Oregon wine make this event a destination for art aficionados and newcomers alike.

Last year, 5,000 people from outside the area visited the Favell, which *American Byways* magazine called "one of the three best such museums in the United States." And attendance should grow given the Favell Museum's aggressive advertising of its Art Show & Sale in prominent national magazines such as *Southwest Art*, *Western Art Collector*, *Native American Art*, and *Art of the West*. It will also be promoted in *1859 Oregon's Magazine* and the *Southern Oregon Magazine*.

I could not be more enthusiastic about what the Favell Museum does to lift up our quality of life here. I urge your full support of their funding request.

Sincerely,

A handwritten signature in cursive script that reads "Heidi Neel Biggs".

Heidi Neel Biggs
Executive Director

DISCOVER
KLAMATH

OREGON UNEXPECTED

March 15, 2018

Ms. Janann Loetscher, General Manager
Favell Museum of Western Art and Native American Artifacts
125 West Main Street
Klamath Falls, Oregon 97601
RE: Letter of Support – Traditional Grant for Annual Art Show & Sale

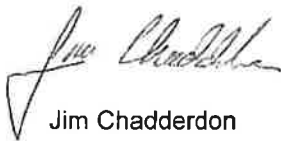
Dear Janann,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports your group's efforts to secure a **Klamath County Tourism Traditional level Grant**, which (if granted) would help facilitate development and implementation of the 6th annual Juried Art Show and Sale at your museum, from September 14th through October 27th, 2018.

As we have seen in prior years, this event building each year due to improved marketing and exposure this event receives, as well as how the event is well-managed/run.

We at the tourism office look forward to supporting you and your event and bringing new visitors to the area, and extending their stays.

Good luck on your grant application.



Jim Chadderdon
Executive Director



March 5, 2018

Ms. Janann Loetscher
Favell Museum of Western Art and Native American Artifacts
125 West Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support- Traditional Grant for Annual Art Show & Sale

Dear Janann,

As the regional tourism office for Southern Oregon, we appreciate all the support the Favell Museum does for the Klamath County tourism economy. We fully support your efforts to acquire a Klamath County Tourism Traditional Level Grant.

We understand these funds will be used to support your annual Art show and Sale, which is a fundraiser for the museum. Klamath County and Southern Oregon is lucky to have such a fantastic venue for showcasing western art and being a destination to increase visitor experiences in the county.

We look forward to your grant award and know that you are providing a great product for our visitors.

All the best,

Brad Niva

Brad Niva
Executive Director

FAVELL MUSEUM ART SHOW & SALE 2018					
INCOME					
		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	<i>Klamath County Matching Grant</i>	\$15,000.00			
	OTHER INCOME				
2	Source: Museum--Marketing Grant Match	\$5,000.00			
3	Source: Museum--Advertising Design/Production In-House	\$3,000.00			
4	Source: Museum--Operations and Other Miscellaneous	\$7,000.00			
5	Source: Coop Marketing/Adv. Support, i.e. DK	\$3,000.00			
6	Source: Misc. Food & Drink, etc.		\$1,500.00		
7	Source: Misc. Maintenance, etc.		\$500.00		
8	Source: Advertising Related--Printing, Radio		\$3,000.00		
9	Source: Misc. Donations--Hospitality, Prizes, etc.		\$1,500.00		
10	Source: Volunteers--200 Hours Estimate (based on 2017)		\$2,000.00		
11	Source: Copy Machine Support/Use		\$500.00		
	SUB TOTAL INCOME	\$33,000.00	\$9,000.00	\$0.00	\$0.00
	TOTAL INCOME	\$42,000.00			\$0.00
EXPENSES					
LINE	ITEM	BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Operations - museum personnel	\$5,000.00			

marketing

marketing

marketing

2	Marketing – Advertising Production In-House	\$3,000.00			
3	Marketing Budget Specifics	\$23,000.00			
	— Print: Publications/Lifestyle & Art Related—\$7,000				
	— Web Buys/Digital & Social Media Advertising—\$2,000				
	— Design (beyond in-house) & Website Programming—\$1,500				
	— Television—\$7,500				
	— Video Production—\$500				
	— Newspaper (out-of-county)—\$1,500				
	— Newspaper (local)—\$1,500				
	— Ross Ragland Playbill (local)—\$500				
	— Programs, Tickets, etc. (local/used throughout show)—\$500				
	— Invitations/Postage (some local) & Misc. Print —\$500				
4	Rentals/Special Events	\$200.00			
5	Supplies/Special Events	\$500.00			
6	Entertainment/Special Events	\$500.00			
7	Hospitality, Prizes, etc. (beyond in-kind)/Special Events	\$300.00			
8	Lighting, etc./Exhibit Set-Up	\$500.00			
9	Source: Misc. Food & Drink, etc.	\$1,500.00			
10	Source: Misc. Maintenance, etc	\$500.00			
11	Source: Advertising related - Printing, Radio	\$3,000.00			
12	Source: Misc. In-Kind Donations-Hospitality, prizes, etc.	\$1,500.00			
13	Source: Volunteers—200 Hours Estimate (based on 2017)	\$2,000.00			
14	Source: Copy Machine Support/Use	\$500.00			
	SUB TOTAL EXPENSES	\$33,000.00	\$9,000.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$42,000.00			\$0.00

Profit per museum fundraiser is from ticket sales, art sales, and business sponsorships