

**Print**

**Tourism Traditional Application - Submission #435**

**Date Submitted: 3/14/2019**

I have read the Grant Guidelines posted on March 1, 2019

**yes/no\***

yes ▼

I plan to apply for two projects

**yes/no**

no ▼

If yes please rank this project for level of priority

**priority**

N/A ▼

**Project Title\***

Favell Museum Art Show & Sale 2019

**Grant Cycle\***

Spring 2019

**Amount Requested\***

\$15,000

**Total Project Cost\***

Cash \$35,0000; In-Kind \$8,700; Total \$43,700

**Entity Federal Tax ID Number**

20-0524744

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\***

OR

**Zip Code\***

97601

**Phone Number\***

541-882-9996

**Fax Number**

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

**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 ▼

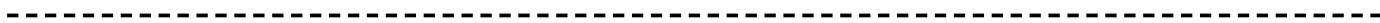
If yes, please enter name

**Name**

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

**choose one\***

Drive year-round destir ▼



**Project (250 words or less)\***

The Favell Museum Art Show and Sale is an annual event. The first show was held in 2013. Our ultimate goal is to raise funds to help sustain the non-profit museum, while bringing artists and collectors to Klamath Falls to experience world-class artwork. Our 2019 show will feature 32 artists. They will join us for our three-day opening weekend reception, October 4-6, 2019. The six-week show will run through November 16, 2019. Throughout the past six years we have hosted artists from Southern California to Washington State to Montana and Utah. 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 Klamath Basin, but local residents also look forward to the show. Plans include:

- October 4th—Artists/guests will be invited to our opening reception/show preview, food/refreshments will be served.
- October 5th—Artist demonstrations, with food/refreshments, other activities.
- October 6th—Champagne brunch with entertainment, general admission at noon.
- November 16th—Closing reception, People’s Choice announcement, artists will attend, food/refreshments will be served.
- Each year we are presented with opportunities for collaboration with other organizations during the six-week show. We anticipate the same this year, resulting in increased attendance.
- As always, will host yearly tour groups to visit our show.

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.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. 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 47-year history in Klamath Falls—dedicated to the 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, the privately-owned Favell Museum hosted annual art shows, attracting artists and collectors from across the United States. 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 the annual Favell Museum Art Show and Sale. Because of this show, each year we introduce new visitors to the museum and in-turn this also raises awareness and appreciation for the museum’s collections. The art show helps facilitate our goal—to become a regular stop for people from throughout the region, and a place where people want to bring friends and family. Through this continued growth we see opportunity for grant support from private 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 encourage 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 on our solid reputation by improving the quality of art with each passing year. Through marketing we will reach our target audience, anyone appreciative of 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. 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 upgrade 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 economic development. The Favell Museum has a 47-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 fourteen 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: Staff: Marketing; Sponsorships: Board of Trustees; Volunteer/Board of Trustees: Receiving & Set Up, Hospitality, Friday Preview Party, Sunday Champagne Brunch, Volunteer Organizer; Approximately 25 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, Diamond Home Improvement, Diversified Contractors, Fisher Nicholson Realty, Gold Dust Potatoes/Walker Family Farms, 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, Rocky Mountain Construction, Washington Federal, Winema Electric, Woodhouse Companies, Workfirst Casualty Company, Wynne Broadcasting and others.

**IN-KIND DONORS:**

Biagio's, Diversified Contractors, Diamond Home Improvement, Herald & News (editorial), Klamath Basin Brewing Co., SmithBates Marcomm Solutions, Work First Casualty, Wynne Broadcasting, and other local restaurants and private individuals.

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 attractive to tourists. The Favell Museum Art Show and Sale has a successful six-year history of attracting out-of-town visitors to Klamath Falls, some 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. Free tickets are always available for local non-profits that support people in need. Each year local partnerships with other organizations (i.e. Winter Wings, Link River Festival) bring in many people, free of charge, who would otherwise, not have an opportunity to visit a museum.

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 our region. The Favell Museum strives 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 County.

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

Is this project/event in shoulder season?

yes/no\*

yes ▼

Does the project/event occur outside urban growth boundaries?

yes/no\*

no ▼

**Required supporting documents\***

Klamath CO grant supporting files.pdf

\*\*\*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

**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 fulfillment 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

**Date/Time\***

3/14/2019

9:00 AM