## **Klamath County Tourism Grant Sponsorship Final Report**

Title of Project: By Her Hand — Native American Women, Their Art, and the Photographs of Edward S. Curtis

Funds Awarded: \$2,500

Date of Event: June 9 – September 2, 2017

Organization Applying: The Favell Museum of Western Art & Native American Artifacts

Contact Person: Janann Loetscher, Favell Museum Director

Phone Number: 541-882-9996 Email Address: janannloetscher@gmail.com

Address: 125 West Main Street, Klamath Falls, OR, 97601

Web Site Address: www.favellmuseum.org

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

See attached marketing budget; no budget for audio/video except in kind from Wynne Broadcasting

2. Where did you spend marketing dollars?

See attached marketing budget

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

Visitors often pointed out that they saw our ad in one magazine or another (which accounted for most of our budget)—especially 1859 and Southern Oregon Magazine. Discover Klamath handled our social media. Reports they received regarding their campaign indicated it was successful. For all the dollars we spent on marketing, probably the most significant contribution to our overall success was a full page article about Edward Curtis and our exhibit that ran in the Medford Tribune—submitted by local writer Lee Juillerat. It included several captivating Curtis photographs. We had many visitors from the Rogue Valley this summer. Although Rogue Valley visitors do not generally spend the night (per the mission of the grant program), their response to the exhibit, and their interest in the Favell Museum was overwhelming and gratifying.

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

Nearly 2000 people paid to visit the museum during the run of the Edward Curtis exhibit. Although we did not track where people were coming from, it is safe to say that at least 90% of them were from out-of-county—which is in line with our visitorship in general. Almost all locals visitors who come to the museum, do so with their own visiting friends or relatives.

5. 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?

I have been with the museum a long time, and I am aware of statistics regarding visitorship. We have a guest book. Our front desk keeps tabs on where people are coming from, by engaging in conversation. Aside from the uptick in summer attendance numbers, this summer was much the same as every summer. I am confident in my estimate.

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

Drintad Nama/Titla

10-4-17

Museum Director

+1 dickinson/ -2 emails with pdf files

Curtis Advertising Budget (includes misc. shared Art Show project buys in magazine publications)

	<u>Curtis</u>	Shared Art Show
<b>Southern Oregon Magazine</b> (\$1000) Quarterly • July, August, September	\$500	\$500
<b>1859</b> (\$2550) Bi-Monthly • July, August	\$1275	\$1275
Western Art Collector (\$1800/mo x 4 = \$7200) Monthly • May, June, July, August May – Curtis 100% \$1800 • Art Show 0% \$0 June – Curtis 100% \$1800 • Art Show 0% \$0 July – Curtis 67% \$1206 • Art Show 33% \$594 August – Curtis 50% \$900 • Art Show 50% \$900	\$5706	\$1494
Native American (\$1100) Bi-Monthly • July, August	\$1100	
SOCIAL MEDIA	\$950	
LOCAL ADVERTISING	\$747	
Print Collateral	\$300	
In Kind Discover Klamath	\$850	
In Kind Wynne Broadcasting	\$3,456	
TOTAL CURTIS BUDGET	\$14,884	

## DRAWDOWN REQUEST FORM

## **KLAMATH COUNTY TOURISM GRANT PROGRAM**

Sponsorship
Please complete and submit this form to the Tourism Grant Coordinator at the address listed below to receive your grant funds. 20% of the grant is withheld until the final report is submitted.
Name of Organization 19-5 West Main St.  Address  Klamath Falls, OR 9760/ City, State, Zip  Tanann Loctscher  Contact Person  Phore Number  Gaward Corts Photography Exhibit (June 9 - Bept. 2, 2017)  Title of Project
Balance of Award: \$ 500
Drawdown Requested: \$(500)
Remaining: \$
I/We, the administrator(s) of this project, certify that the attached invoices are accurate and that our project did receive the services/supplies being billed in accordance with the provisions of the Tourism Grant program.

Attach documentation of the expenses to justify your request: (documentation could include copies of bills, invoices, canceled checks, receipts, etc.) The amount requested must equal or exceed your documentation.

Date

- All or a portion of the awarded grant funds may be drawn down, as necessary.
- Checks will be issued according to the County's usual Accounts Payable schedule.

Title

✓ Please contact the Klamath County Finance Office at 541-883-4202 with any questions.

Remit to: Klamath County Finance 305 Main Street Klamath Falls, OR 97601

Signature

## **Curtis Advertising Budget**

(including some Art Show buy in to magazine publications)

	<u>Curtis</u>	Art Show
<b>Southern Oregon Magazine</b> (\$1000) Quarterly • July, August, September	\$500	\$500
<b>1859</b> (\$2550)  Bi-Monthly • July, August	\$1275	\$1275
Western Art Collector (\$1800/mo x 4 = \$7200) Monthly • May, June, July, August May – Curtis 100% \$1800 • Art Show 0% \$0 June – Curtis 67% \$1800 • Art Show 0% \$0 July – Curtis 67% \$1206 • Art Show 33% \$594 August – Curtis 50% \$900 • Art Show 50% \$900	\$5706	\$1494
Native American (\$1100)  Bi-Monthly • July, August	\$1100	
SOCIAL MEDIA	\$950	
LOCAL ADVERTISING	\$1000	
TOTAL CURTIS BUDGET	\$10,531	

### Western Art Collector Art Due:

May • March 17 June • April 19 July • May 12 August • June 16

## **Invoice**

Thank You.

We appreciate your business.

corrected **Invoice Number:** 2017\_123 Date: 2017/06/06 **Order Number:** Terms: Upon Receipt Company: Favell Museum Address: 125 W Main St State/Province: Klamath Falls, OR Zip/Postal code: 97601 Phone: Fax: Nancy Wendt/Janann Loetscher **Contact Name:** 



Discover Klamath Visitor & Convention Bureau 205 Riverside Dr, Ste B Klamath Falls, OR

**Internal Use Only** 

Amount Paid: Date: 97601 Phone: 541-882-1501 Fax: 541-273-0217 www.DiscoverKlamath.com

item	Description	Quantity	Unit Price	Amount
	By Her Hand: Curtis Exhibit - Marketing			
1	Western Art Collector: May (100% of Full-Page Print Ad)	1	\$1,800.00	\$1,800.00
2	Western Art Collector: June (100% of Full-Page Print Ad)	1	\$1,800.00	\$1,800.00
3	Native American Art: June/July (100% of Full-Page Print Ad)	1	\$1,100.00	\$1,100.00
4	1859 Magazine: July/August (50% of Full-Page Print Ad)	1	\$1,275.00	\$1,275.00
ments:		1	Sub-total	\$5,975.00
			Grand Total	\$5,975.00

Fun Page - 100% Curtis



## INVOICE

DISCOVER KLAMATH VISITOR & CONVENTION BUREAU WAC 205 RIVERSIDE DR SUITE B KLAMATH FALLS, OR 97601

Invoice #:

00052190

Date:

4/21/2017

ISSUE NO.	DESCRIPTION		AMOUNT	
WAC-AD 00117	FOUR COLOR, FULL-PAGE ADVER THE FLAVELL MUSEUM IN WESTE COLLECTOR MAY 2017 ISSUE 117	RN ART	52190 30 Amt 18 Amt	5.21.17 CO
PAYMENT ARRANGEMENT:	Invoice Due Date; Payment Terms: Net 30 INVOICE	Amount Total: Paid To Date: Balance Due:	\$1,800.00 \$0.00 \$1,800.00	

Please remit this portion and return with your payment to the address below by the date due

Full Page = 100% Curtis



## INVOICE

DISCOVER KLAMATH VISITOR & CONVENTION BUREAU WAC 205 RIVERSIDE DR SUITE B KLAMATH FALLS, OR 97601

Invoice #:

00052191

Date:

5/21/2017

ISSUE NO.	ISSUE NO. DESCRIPTION		AMOUNT
WAC-AD 00118	FOUR COLOR, FULL-PAGE ADVERTISEMENT FOR THE FLAVELL MUSEUM IN WESTERN ART COLLECTOR JUNE 2017 ISSUE 118		\$1,800.00
Date Rec 5 25 Due Date	on receiped		
Inv # 00052191	<u></u>		
Acct. 4020 Amt 1, 80	00.9		
And And Ant Ant And And And And And Andre Approved 6-1-	12 QB		
PAYMENT	Invoice Due Date: Payment Terms: Net 30	Amount Total: Paid To Date:	\$1,800.00 \$0.00
ARRANGEMENT: INVOICE		Balance Due:	\$1,800.00

Please remit this portion and return with your payment to the address below by the date due.

Ful Page-100% Curtis



## INVOICE

DISCOVER KLAMATH VISITOR & CONVENTION BUREAU NAAM 205 RIVERSIDE DR SUITE B KLAMATH FALLS, OR 97601

Invoice #:

00052186

Date:

5/21/2017

ISSUE NO.	DESCRIPTION		AMOUNT
NAAM-AD 00009	FOUR COLOR, FULL-PAGE ADVER FLAVELL MUSEUM IN NATIVE AMI MAGAZINE, JUNE/JULY 2017 ISSU	\$1,100.00	
Date Rec 5 20 Due Date OV	receipt		
Inv # 00052186			
Acct. 6020 Amt 1,100	<i>ల</i> ల		
Acct. Amt Challes			
Date Apprvd 6 -1-17			
PAYMENT	Invoice Due Date: Payment Terms: Net 30	Amount Total: Paid To Date:	\$1,100.00 \$0.00
ARRANGEMENT:	INVOICE	Balance Due:	\$1,100.00

Please tear off this portion and return with your payment to the address below by the date due.

### **Tonia**

crom:

To: Subject: admin@statehoodmedia.com Monday, June 5, 2017 2:20 PM

Tonia@meetmeinklamath.com

Invoice: July/Aug 2017 - 1859 Oregon's Magazine

ent:

Full Page - 1/2 curtis, 1/2 Art Show



Statehood Media, LLC 1859 Oregon's Magazine/OnTrak 70 SW Century Drive Suite 100-218 Bend. OR 97702

Bill To:

Tonia Ulbricht Meet Me in Klamath 205 Riverside Dr, Suite B Klamath Falls, OR 97601

Advertiser:

Meet Me in Klamath

Date Rec 10-5-17 Due Date 1400 receept
10000 100000
Acct. 0020 Amt 255000
AcctAmt
Apprvd by
Date Apprvd

DATE	INVOICE #	DUE DATE	SALES REP
6/5/2017	2017-10182	6/5/2017	Jenny Kamprath

Publication	Year	Issue	Ad Size	Prod Charge	Net
1859 Magazine	2017	July/August	Full Page	0.00	2,550.00

Invoice Total:

\$2,550.00



### **CLICK HERE** TO MAKE YOUR PAYMENT

or go online to: https://statehood.magazinemanager.com/payonline/

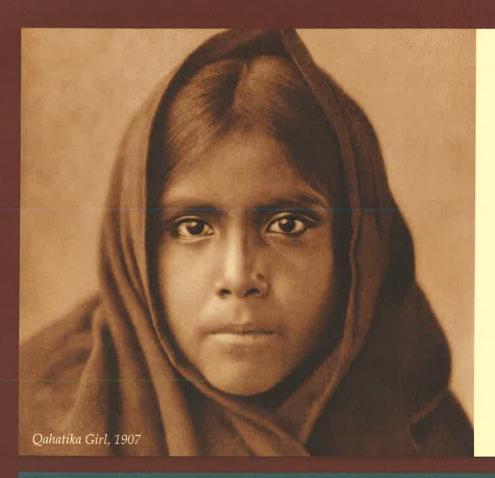
CUSTOMER ID: 2083

INVOICE #: 2017-10182

BILLING EMAIL: Tonia@meetmeinklamath.com

CLIENT NAME: Meet Me in Klamath

**DUE DATE: 6/5/2017** 



### BY HER HAND

Native American Women, Their Art, and the Photographs of Edward S. Curtis

BY HER HAND, exhibited with artifacts from the Favell Museum's renowned collections, celebrates traditional Native American women.

Edward S. Curtis spent 30 years in the early 20th century photographing Native Americans before their traditional way of life vanished.

JUNE 9 - AUGUST 31, 2017



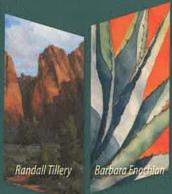
Christopher Cardozo Fine Art Exhibition











Don't miss this annual exhibition featuring original, contemporary and representational wall art and sculpture from over 30 artists from Oregon, Washington, Idaho and California.

OW & SALE | SEPTEMBER 15 - OCTOBER 28, 2017

CEPTION WEEKEND | SEPTEMBER 15 -17

for a list of participating artists and opening weekend events and details.



This will run in . 1859

. Final Western Art Collector

· And Souther Origon Magazine

THE

WWW.FAVELLMUSEUM.ORG

125 West Main Street Klamath Falls, Oregon

## Invoice

Thank You.

We appreciate your business.





Discover Klamath Visitor & Convention Bureau 205 Riverside Dr, Ste B Klamath Falls, OR

**Internal Use Only** 

Amount Pald:

97601 Phone: 541-882-1501 Fax: 541-273-0217 www.DiscoverKlamath.com

Item	Description	Quantity	Unit Price	Amount
	By Her Hand: Curtis Exhibit - Marketing-FINAL BILL			
1	Southern Oregon Magazine (Half of Full Page-Summer)	1	\$500.00	\$500.00
2	Social Media Advertising: Aug-Sep (multiple receipts)	1	\$600.00	\$600.00
			41	\$1,100.00
omments:			Sub-total	<b>\$1,100</b> 100
			Grand Total	\$1,100.00

Y2 By Her Hand - Edward Curtis

## ROSUES M E D I AS

# PRINT ADVERTISING CONTRACT

SOUTHERN OREGON MAGAZINE • LAS VEGAS GOLF & LEISURE MAGAZINE • GOLFING SOUTHERN CALIFORNIA GOLFING OREGON MAGAZINE •GOLFING NEVADA MAGAZINE • GOLFING PALM SPRINGS MAGAZINE

1574 COBURG RD #206, EUGENE, OR	97401 • EMAIL RYAN@R	OGUE5ME	DIA COM • 702	802-9776
PRIMARY INFORMATION:	PUBLICATION(S): (PLEASE MARK ALL/ANY THAT APPLY)			
DATE: 02/08/17	SOUTHERN OREGON	AS VEGAS GOL	F & LEISURE	
NEW EXISTING	GOLFING SOUTHERN CAL	OLFING OREG	ON	
CUENT 4	GOLFING NEVADA	OLFING PALM	SPRINGS	
CLIENT #:	ISSUE(S):			
ACCT. EXEC: Leslee Ryerson	(PLEASE MARK ALL/ANY IHAT APPLY)			
BUSINESS NAME: Discover Klamath	FALL WINTER SPRING	G SUMM	ΛER	
	SIZE(S): (PLEASE MARK ALL/ANY THAT APPLY)			
PARENT COMPANY OR AGENCY:	2-PAGE SPREAD FULL PAG	E / FP BLEED	2/3 (NON-or-BLEED)	_ J 1/2 HORIZ
CONTACT Jim Chadderdon or Tonia Ulbricht	1/2 VERT. 1/3 VERT.	1/3 SQUARE	☐ 1/4 ☐ MARKETP	_
ADDRESS: 205 Riverside Dr. Suite B		1/3 360ARE		DICE DICE
	PAID POSITION: FC III	вс Вс	COVER (galf pubs only	()
CITY: Klamath Falls	AD TYPE: DISPLAY GO	LF SPREAD	INSERT	
STATE: ZIP: OR 97601	INSERTION ORDER DETAIL:			
	PUBLICATION NAME	AD SIZE:	FREQUENCY: x CHARGE	TOTAL CHARGE
PHONE: 541 882-1501	Southern Oregon Magazine	Full Page	1 x \$1000.00	\$1000 00
FAX.	Choose a publication	Ad size		
	Choose a publication	Ad size		
tonia@discoverklamath.com	Choose a publication	Ad size		
	Choose a publication	Ad size		
SPECIAL BILLING INSTRUCTIONS: (PLEASE PROVIDE AMOUNT TO BE BILLED FOR EACH MONTH)	Choose a publication	Ad size,		
	Choose a publication	Ad size		
JAN (YEAR): \$ FEB (YEAR): \$	Choose a publication	Ad size		
MAR (YEAR): \$ APR (YEAR). \$	Choose a publication	Ad size		
TOTAL CIECULO V	Choose a publication	Ad size		
MAY (YEAR): \$ JUN (YEAR): \$	Choose a publication	Ad size		
JUL 17 (YEAR) \$ 1000.00 AUG (YEAR): \$	NOTES:		SUBTOTAL	\$1000.00
JUL (TEAK) V	1/2 page for Bill Collier Ice Arena		DISCOUNT	
SEP(YEAR)* \$OCT(YEAR): \$			TOTAL CHARGE	\$1000.00
NOV (YEAR): \$ DEC (YEAR): \$	INITIAL PAYMENT/CREDIT FINAL BALANCE			
OTHER SPECIAL BILLING INSTRUCTIONS	AGREEMENT			
	Advantage poor for the transport of the state of the stat	nory with all pixians a Alloyes (et to C	ichesquizements set fortnin the Mixto F	il and within this Contract
	(ADVERTIGER OR ALTHOUGH REPRESENTATIVE OF I		Ú	
	Sth	I	-ebruary (month	2017
	Asu Mun	9	orlicom)	(year)
CONTRACT INPUTED:	(POGUE 5 MEDIA ACCOUNT EXECUTIVE)			



Account ID: 208471714



Payment Date Sep 3, 2017 6:48pm

Payment Method VISA \*0835 Reference Number: BWA4MDS5N2

Transaction ID 1397087633739707-2813087

Product Type Facebook Paid

\$663.59 USD

You're being billed because you reached your billing threshold.

Critter Co	ontest 3		\$74.82
From Aug	29, 2017 2:30pm to Sep 3, 2017 6:48pm		41-11-02
	US - 18+	5,485 Impressions	\$74.82
Klamath I	Film Festival 2017 Slideshow		\$214.17
From Aug	29, 2017 2:30pm to Sep 3, 2017 6:48pm		3219.17
	Klamath Falls, Medford, Ashland, Roseburg, Grants Pass 18+	23,043 Impressions	\$214.17
By Hor H	and-2		1100.12
From Aug	29, 2017 2:30pm to Sep 3, 2017 6:48pm		and the second of the second o
	Redding, Bend, Portland, Ashland, Chico, Sacramento 25+ -	29,664 Impressions	\$162.12
Klamath i	Film Festival 2017 Video		\$212.48
From Aug	29, 2017 2:30pm to Sep 3, 2017 6:48pm		<b>\$2</b> (2.40
	US - 18+	36.816 Impressions	\$212,48

Account ID: 206471714



Payment Date Sep 3, 2017 6:48pm

Payment Method VISA \*0835 Reference Number: LWA4MDS5N2

Transaction ID 1397087663739704-2613088

Product Type Instagram Paid

\$86.79 USD

You're being billed because you reached your billing threshold.

By Her Hand-2		\$86.42
From Aug 30, 2017 12:00am to Sep 3, 2017 6:00pm		
Redding, Bend, Portland, Ashland, Chico, Sacramento 25+ -	20,978 impressions	\$86.42
Critter Contest 3 From Aug 30, 2017 12:00am to Sep 3, 2017 6:00pm		\$0.17
US - 18+	46 Impressions	\$0.17
Klamath Film Festival 2017 Slideshow From Aug 30, 2017 12:00sm to Sep 3, 2017 6:00pm		\$0.20
Klamath Falls, Medford, Ashland, Roseburg, Grants Pass 18+	24 Impressions	\$0.20

Account ID: 206471714



Payment Date
Aug 31, 2017 7:53am

Payment Method VISA \*0835 Reference Number: 8272MDS5N2

Transaction ID 1396859250429212-2802001

Product Type Instagram Paid

\$77.19 USD

Remaining ad costs at the end of the month.

By Her Hand-2	\$76.19	
From Aug 23, 2017 2:00pm to Aug 30, 2017 12:00am		
Redding, Bend, Portland, Ashland, Chico, Sacramento 25+ - 27,186 impressions	\$76.19	
Critter Contest 3	\$0.90	
From Aug 23, 2017 2:00pm to Aug 30, 2017 12:00am	<b>\$0.30</b>	
US - 18+ 167 Impressions	\$0.90	
Klamath Film Festival 2017 Sildeshow		
From Aug 23, 2017 2:00pm to Aug 30, 2017 12:00am	\$0.10	
Klamath Falls, Medford, Ashland, Roseburg, Grants Pass 18+ 15 Impressions	\$0.10	

Account ID: 206471714



Payment Date
Aug 31, 2017 7:53am

Payment Method VISA \*0835

Reference Number: 5Z72MDS5N2

Transaction ID 1396859240429213-2801999

Product Type Facebook Paid

\$281.63 USD

Remaining ad costs at the end of the month.

By Her Hand-2		\$25.03
From Aug 22, 2017 7:30pm to Aug 30, 2017 12:00am		\$23.03
Redding, Bend, Portland, Ashland, Chico, Sacramento 25+ -	9,024 Impressions	\$25.03
Critter Contest 3		\$110.64
From Aug 22, 2017 7:30pm to Aug 30, 2017 12:00am		<b>\$110.04</b>
US - 18+	6,254 Impressions	\$110.64
Klamath Film Festival 2017 Slideshow		\$70.46
From Aug 22, 2017 7:30pm to Aug 30, 2017 12:00am		\$10.40
Klamath Falls, Medford, Ashland, Roseburg, Grants Pass 18+	4,135 Impressions	\$70.46
Kiamath Film Festival 2017 Video		
From Aug 22, 2017 7:30pm to Aug 30, 2017 12:00am		
US - 18+	12,788 Impressions	\$75 50

Account ID: 206471714



Payment Date
Aug 23, 2017 2:02pm

Payment Method VISA \*0835 Reference Number: A2N8QDJ5N2

Transaction ID 1408048269310308-2783059

Product Type Instagram Paid

\$457.15 USD

You're being billed because you reached your billing threshold

Ride the Rim 2017-2		\$158.43
From Jul 31, 2017 12:00am to Aug 23, 2017 2:00pm		\$155.45
Sacramento, Chico, Santa Clara, San Francisco, Portland 18+ - Copy	55,381 Impressions	\$158.43
Critter Contest 2		\$407.00
From Jul 31, 2017 12:00am to Aug 23, 2017 2:00pm		\$107.65
Sacramento, Redding, Medford, Bend, Dorris, Yreka, Chico 18+ - Copy	41,409 Impressions	\$107.65
By Her Hand-2		\$188.56
From Jul 31, 2017 12:00am to Aug 23, 2017 2:00pm		7.00.00
Redding, Bend, Portland, Ashland, Chico, Sacramento 25+	81,760 Impressions	\$188.56
Critter Contest 3		
From Jul 31, 2017 12:00am to Aug 23, 2017 2:00pm		
US - 18+	585 Impressions	\$2 51

Account ID: 206471714



Payment Date
Aug 23, 2017 2:02pm

Payment Method VISA \*0835

Reference Number: 92N8QDJ5N2

Transaction ID 1408048265976975-2763058

Product Type Facebook Paid

\$292.98 USD

You're being billed because you reached your billing threshold.

Ride the Rim 2017-2		
From Jul 30, 2017 3:30pm to Aug 23, 2017 2:00pm		
Sacramento, Chico, Santa Clara, San Francisco, Portland 18+ - Copy	21,611 Impressions	\$62.92
Critter Contest 2		
From Jul 30, 2017 3:30pm to Aug 23, 2017 2:00pm		\$86.24
Sacramento, Redding, Medford, Bend, Dorris, Yreka, Chico 18+ - Copy	32,189 Impressions	\$86.24
By Her Hand-2		\$61.68
From Jul 30, 2017 3:30pm to Aug 23, 2017 2:00pm		
Redding, Bend, Portland, Ashland, Chico, Sacramento 25+ -	26,936 Impressions	\$61.68
Critter Contest 3		
From Jul 30, 2017 3:30pm to Aug 23, 2017 2:00pm		
US - 18+	5,723 Impressions	\$82.14