

**Schneider Museum of Art
City of Ashland 2017-2018 ECTS Grant
Grant Report**

Thanks to funding from the City of Ashland, the Museum was able to continue its successful *FREE Family Day* programming and launch a new marketing and advertising campaign. With a decrease of funds granted for *Free Family Day* (\$5,300.00 granted) compared to the amount requested (\$6,400.00 requested), the Museum limited the number of *FREE Family Days* from twelve to ten. With a decrease of funds granted for an *Expanded Marketing Project* (\$6,300.00 granted) compared to the amount requested (\$35,900.00 requested), the Museum limited its marketing to print advertising. The City of Ashland funds had a significant impact on exposing new audiences and tourists to the visual arts and cultural institution that is the Schneider Museum of Art. The Museum's attendance for *Free Family Day* totaled 959 and total for the year reached 11,000+ with 40+% residing 50+ miles away.

The City of Ashland funding also deepened patrons' experience of art in a very qualitative way. In addition to the in-museum activities and scavenger hunts that the Museum had been providing at these events, the City of Ashland funds were used to bring in exceptional artists to lead sessions with families in the professional artist studios on campus. Artists of this caliber provided meaningful guidance for participants, affording visitor's insight into the conceptual development of professional artists.



Families in the studio with Visiting Artist Maria de Los Angeles for hands on *FREE Family Day* activities.

Our visiting artists have the critical skills that pertain to meaning and content which ultimately encourages a comprehensive examination and critique of the function and role of art from a variety of views and contexts. They range from Yale University MFA level visual artist like Maria de Los Angeles to recent SOU Alumna Grace Pretchtel. The activities span from traditional art making materials to the use of digital technology. Below is a series of images during a Free Family Day where patrons engaged in creating identity crowns relating to the work of New Jersey based artist Maria de Los Angeles that was on view in the Schneider Museum of Art.





Left: Installation view of work by New Jersey based, Schneider Museum of Art exhibiting artist, Maria de Los Angeles.

Along with these hands on activities, children engage with the exhibitions on view with scavenger hunts, cross word puzzles, coloring sheets, and building exercises.

1. Financial summary of the utilization of grant funds towards the objectives set forth in the grant award application.

GRANTS PROGRAM BUDGET AND ACTUALS

| Schneider Museum of Art | | |
|---|--|------------------|
| City of Ashland Request | | |
| | | Total |
| Revenue | | |
| Received from City of Ashland | | \$ 8,900 |
| Southern Oregon University Budgeted Operations | | \$ 22,123 |
| Federal Work Study and PEAK Jobs Program | | \$ 2,568 |
| Total Revenue | | \$ 33,591 |
| Expenses | | |
| Salaries and Wages | | |
| Director | 1/10 of annual budgeted salary | \$ 5,168 |
| Office Manager/Marketing | 1/10 of annual budgeted salary | \$ 1,499 |
| Artist/Coordinators | \$4,000 for Coordinator (10 Family Days) | \$ 4,000 |
| Guest Artists | Honoraria for 3 artists at \$500 each | \$ 1,500 |
| Student Assistants | 4 assistants x 5 hours @ \$10/hour x 12 Family Days | \$ 2,400 |
| Salaries and Wages Subtotal | | \$ 14,567 |
| Fringe Benefits | | |
| Director | 1/10 of annual budgeted OPE of 28,364 | \$ 2,836 |
| Office Manager/Marketing | 1/10 of annual budgeted OPE of 12,685 | \$ 1,268 |
| Artist/Coordinators | 2 Visiting Artist Instructors, Independent Contractors | \$ 600 |
| Guest Artists | Independent Contractors | \$ - |
| Student Assistants | Student OPE rate of 7% | \$ 168 |
| Fringe Benefits Subtotal | | \$ 4,872 |
| Supplies and Services | | |
| Art/Studio Supplies | | \$ 600 |
| Marketing and Advertising Costs: | | |
| Local Advertising - Full Page Ads for One Year | Marketing All Museum Programs | |
| Sneak Preview | 3 issues/\$640 per issue | \$ 1,920 |
| Rogue Valley Messenger | 3 issues \$350 per issue with \$30% discount | \$ 1,050 |
| Locals Guide | 2 issues \$350 per issue with \$30% discount | \$ 750 |
| Total Supplies and Services | | \$ 4,320 |
| Travel | | |
| Guest Artist Travel | | \$ 170 |
| Total Travel | | \$ 170 |
| Other Costs | | |
| Rent, Utilities, IT services, and other overhead costs | 1/10 of annual cost of 98,521 | \$ 9,852 |
| Total Other Costs | | \$ 9,852 |
| Total Project Budget | | \$ 33,611 |
| Total from City of Ashland with SMA Budget to supplement | | \$ 9,090 |

2. Statistical summary of the positive economic, cultural or sustainability impacts

associated with the utilization of grant funds based on the scoring categories used to make the grant award. Applicants should provide actual data on one or more of the following outcomes:

- **Number of actual jobs created as a direct result of the City grant.**
 - Two coordinators and two incoming visiting artists were provided temporary, contractual work to full our needs and grant requirements.

- **Number of new business licenses issued as a direct result of the City grant.**
 - N/A

- **Median wage of actual jobs created as a direct result of the City grant.**
 - Two visiting artists were paid \$300 for each for their FREE Family Day activities and two coordinators were paid \$2,000 each for their coordination of 10 FREE Family Days.

- **Number of people who travelled to Ashland from over 50 miles away as a direct result of activities funded by the City's grant.**
 - We had 10,972 attendees and 565 of those attendees filled out surveys. This results in 5% of patrons filling out surveys. Of participants surveyed, 48% reported that they would support another local business while they were out and 38% reported staying at nearby hotels. 62% say they will dine elsewhere after attending the museum. 42% of our surveyed patrons are visiting from 50+ miles away.

 - **Customer Age**
 - 0-17: 38%
 - 18-39: 20%
 - 40-64: 20%
 - 65+: 21%

 - **Customer Residence**
 - Ashland: 44%
 - Rogue Valley: 11%
 - Undeclared: 3%
 - 50+: 42%

- **Number of additional overnight stays in Ashland transient lodging businesses as a direct result of the City's grant.**

Of the 10,972 total attendees with a 5% return on our survey, 38% of those respondent reported staying at nearby hotels. That is 208 guaranteed.

- **Number of additional events offered in Ashland as a direct result of the City's grant.**
- Due to support from the City of Ashland, the Schneider Museum of Art provided a total of ten *FREE Family Days*.

- **Number of additional people who attended a cultural event in Ashland as a direct result of the City's grant.**
 - Due to support from the City of Ashland, the Museum's *FREE Family Days* were attended by 959 patrons.

 - **Number of additional children, seniors, or low income residents who attended a cultural event in Ashland as a direct result of the City's grant.**
 - We estimate that 630+ children attended the *FREE Family Day* programs. Our surveys did not collect data regarding senior status or income level. However, our comprehensive flyer distribution to the Ashland and Phoenix/Talent school districts, as well as to area preschools including Head Start, attracts a significant amount of lower income families to the program.

 - **Amount of conservation or reduction in use of a critical natural resource by Ashland residents, businesses or visitors that is directly attributable to the grant. Document the resource and the evidence that the grant activity resulted in its conservation.**
 - N/A
3. **Any other program or activity specific data associated with the grant award.**
N/A