

**DATE:** February 13, 2019

**TO:** Nels R. Leutwiler, President  
Preservation Foundation Board of Directors

**FROM:** Nan Buckardt, Director of Education  
Rebekah Snyder, Executive Director

**RECOMMENDATION:** Recommend approval of a \$15,789 grant from unrestricted funds to be the presenting sponsor of MARVELOCITY: the Art of Alex Ross.

**FINANCIAL DATA:** As of December 31, 2018, the foundation had a total of \$240,507 in unrestricted funds.

**BACKGROUND:** The Bess Bower Dunn Museum opened on March 24, 2018 with a new name and new location. In addition to new permanent exhibit galleries, a collections care facility, immersive teaching spaces, a dedicated classroom, and an archives reading room, the Dunn Museum features a temporary exhibit gallery for hosting traveling exhibitions and temporary exhibits developed by museum staff. The first exhibit in that gallery was associated with the Illinois bicentennial, which was celebrated throughout 2018.

The first major special exhibition planned for the Dunn Museum is Marvelocity: The Art of Alex Ross, which will run from March 9 through September 8, 2019. Marvelocity will feature the original artwork of Alex Ross, considered the greatest artist working in the field of comic books today. Ross has revitalized classic superheroes through works of fine art by illustrating characters including Spider-Man, Captain America, Iron Man, the Avengers and more. Marvelocity will be the first museum exhibition of Mr. Ross' artwork in the Chicago area.

Successful special exhibitions help fulfill the Dunn Museum's mission by "...provid(ing) captivating educational experiences for the benefit of every Lake County resident," while exposing new visitors to the museum's permanent collections and galleries. Many visitors that are attracted by a special exhibition become lifelong supporters.

Effective advertising is a critical factor in determining the success of a special exhibition. The average advertising budget of the 10 most popular special exhibitions at the former lake county discovery museum was \$8,500/month. Due to budget reductions, the current budget for the Dunn Museum will not support this level of advertising for Marvelocity.

In fiscal year 2016, the museum's advertising budget was cut from \$57,000/year to \$25,000/year. This was done as a cost savings measure prior to the museum's closure and relocation to Libertyville. As the museum enters its second year of operation and its first year with an active special exhibition program, the advertising budget has not caught up to its pre-relocation level. As a result, the current budget will only support an estimated advertising budget of \$5,500/month during the run of the Marvelocity exhibition.

Given the current popularity of marvel comic books and movies and Mr. Ross's following among fans, we anticipate the exhibition to be highly successful if advertised appropriately. The district's public affairs staff has developed an advertising plan specific to the Marvelocity exhibition. This plan includes billboards, movie theater advertising, a direct mail campaign, and

a variety of print and multi-media promotions. To implement the complete recommended promotional plan would require additional resources of \$15,000, which would extend the district's \$34,000 advertising budget for the exhibition. The attached promotion plan provides additional detail.

With a grant of \$15,000, the preservation foundation would be presenting sponsor of the Marvelocity exhibition. As presenting sponsor, the preservation foundation's logo would be prominently positioned on all feasible promotional materials, generating millions of impressions throughout Lake County. In addition, the foundation's support will be acknowledged at a pre-opening event with Mr. Ross and at public programs during the run of the exhibition

On May 7, 2013, the Preservation Foundation Board of Directors adopted a Policy Regarding Use of Unrestricted Charitable Gifts. The policy instructs the Foundation to maintain a minimum level of operating reserves equal to 10 percent of the Foundation's annual fundraising and administrative expenses. Proposals must be submitted by a Forest Preserve department director or the executive director. A majority of Foundation board members must approve the proposal for funding to be released. Votes must be indicated in writing, either in person or via email.

**PRESERVATION FOUNDATION BOARD:**

Date: \_\_\_\_\_  Roll Call Vote: Ayes: \_\_\_\_ Nays: \_\_\_\_\_

Voice Vote Majority Ayes; Nays: \_\_\_\_\_

## MARVELOCITY Promotion Plan

Project	Project Information	Current Budget	Pres Fdn Request	Estimated Impressions
<u>February</u>				
Direct Mail on Special Exhibition	Ad and email, 45,985 homes, Libertyville, Mundelein, Vernon Hills, Grayslake through the Tribune. Email goes to same zip codes.	\$2,161		45,985
102.3 WXLC Radio Ads	15, 30-second radio ads to promote special exhibit	\$750		
Ads on WBEZ streaming app, tablet, desktop	Promoting the special exhibit, 10,000 impressions	\$250		10,000
Daily Herald Ad	half page ad promoting the special exhibit	\$500		
Billboard	1 billboard, location TBD	\$2,325		1,142,064
Instagram Ads	Promoting the special exhibit	\$50		
Facebook Ads	Promoting the special exhibit	\$50		
Little Lake County	Story about special exhibition	\$300		
Little Lake County	Small ad on website	\$225		
CTM Rack Card distribution	Rack cards displayed at local hotels + header display at four Libertyville hotels	\$420		
Movie Theater Ads	Captain Marvel: 3/8/19. Screen Vision Media in theater ads. 30-second ad, for 4 weeks promoting upcoming special exhibition		\$2,350	80,000
<u>March</u>				
Free Admission Promo	First 100 free on opening day, March 9		\$600	
102.3 WXLC Radio Ads	15, 30-second radio ads to promote special exhibit	\$750		
Ads on WBEZ streaming app, tablet, desktop	Promoting the special exhibit, 10,000 impressions	\$250		
Daily Herald Ad	Half page ad	\$500		
Billboard	1 Billboard 1 Location	\$2,325		
Instagram Ads	Promoting the special exhibit	\$50		
Facebook Ads	Promoting the special exhibit	\$50		
Little Lake County	Story about special exhibition	\$300		
Little Lake County	Small ad on website	\$225		
CTM Rack Card distribution	Rack cards displayed at local hotels + header display at 4 Libertyville hotels	\$420		
Movie Theater Ads	Captain Marvel: 3/8/19. Screen Vision Media in theater ads. 30-second ad, for 4 weeks promoting upcoming special exhibition	\$2,350		80,000
Billboard	1 extra billboard in one additional location.		\$8,150	1,142,064
<u>April</u>				
Ads on WBEZ streaming app, tablet, desktop	Promoting the special exhibit, 10,000 impressions	\$250		
98.7 WFMT radio ads	5, 30-second radio ads promoting the special exhibit	\$495		
Daily Herald Ad	half page ad promoting the special exhibit	\$500		
Billboards	2 Billboards at train station 1 month/2 months	\$2,100		
Instagram Ads	Promoting the special exhibit	\$50		
Facebook Ads	Promoting the special exhibit	\$50		
Little Lake County	Larger ad promoting special exhibition	\$450		
CTM Rack Card distribution	Rack cards displayed at local hotels + header display at four Libertyville hotels	\$420		

## MARVELOCITY Promotion Plan

Project	Project Information	Current Budget	Pres Fdn Request	Estimated Impressions
Movie Theater Ads	Avengers: 4/8/19. Screen Vision Media in theater ads. 30-second ad, for 4 weeks promoting upcoming special exhibition	\$2,350		80,000
Direct Mail on Special Exhibition	Ad and email, 45,985 homes, Libertyville, Mundelein, Vernon Hills, Grayslake through the Tribune. Email goes to same zip codes.		\$2,161	45,985
 <u>May</u>				
Ads on WBEZ streaming app, tablet, desktop	Promoting the special exhibit, 10,000 impressions	\$250		
Daily Herald Ad	half page ad promoting the special exhibit	\$500		
Chicago Tribune	Ad in Sunday Life and Style Section	\$565		
Instagram Ads	Promoting the special exhibit	\$50		
Facebook Ads	Promoting the special exhibit	\$50		
Little Lake County	Larger ad promoting special exhibition	\$450		
CTM Rack Card distribution	Rack cards displayed at local hotels + header display at four Libertyville hotels	\$420		
Lake County Pop Con	Table or Booth at the Lake County Fairgrounds event	\$115		
 <u>June</u>				
Ads on WBEZ streaming app, tablet, desktop	Promoting the special exhibit, 10,000 impressions	\$250		
Pioneer Press Ads	Ad note + Email	\$900		
Chicago Tribune	Ad in Sunday Life and Style Section	\$565		
Instagram Ads	Promoting the special exhibit	\$50		
Facebook Ads	Promoting the special exhibit	\$50		
Money Mailer	Promoting the special exhibit	\$1,100		
CTM Rack Card distribution	Rack cards displayed at local hotels + header display at four Libertyville hotels	\$420		
Little Lake County	Larger ad promoting special exhibition	\$450		
 <u>July</u>				
PF Member and Public Book Signi	Preview for PF donors, with Alex Ross and Chip Kidd		\$950	
Chicago Tribune	Ad in Sunday Life and Style Section	\$565		
Lake County Journal	Full Page Ad	\$399		
Travel Illinois	1/3 page vertical ad. General promotion	\$2,500		
Instagram Ads	Promoting the special exhibit	\$50		
Facebook Ads	Promoting the special exhibit	\$50		
Money Mailer	Promoting the special exhibit	\$1,100		
Movie Theater Ads	Avengers: 4/8/19. Screen Vision Media in theater ads. 30-second ad, for 4 weeks promoting upcoming special exhibition	\$2,350		80,000
<b>Total</b>		<b>\$34,115</b>	<b>\$14,211</b>	<b>2,706,098</b>