



Preservation Foundation
of the Lake County Forest Preserves

DATE: February 12, 2020

MEMO TO: Nels Leutwiler, Chair
Preservation Foundation Board

FROM: Nan Buckardt
Director of Education

RECOMMENDATION: Recommend approval of a \$10,000 grant to be the presenting local sponsor of the upcoming special exhibition *Ansel Adams: Early Works* at the Bess Bower Dunn Museum of Lake County.

FINANCIAL DATA: \$7,500.00 to extend the advertising budget for the run of the exhibition, deposited to account 14722400-413000; \$2,500.00 to extend the public programming budget during the run of the exhibition, deposited to account 14434000-709000-70005

BACKGROUND: Ansel Adams (1902-1984) was an American photographer, explorer, and naturalist best known for his high-contrast, high-gloss photographs of the un-spoiled American western landscape. His peak in popularity came during the 1970s and 1980s after a lifetime of perfecting his craft. The upcoming exhibition *Ansel Adams: Early Works* consists of 42 small-scale prints made by Adams from the 1920s through the 1950s and includes:

- One of the earliest known examples of *Moonrise, Hernandez, New Mexico*
- A print of *Frozen Lakes and Cliffs*, considered the finest known print of this image, which was used in the announcement of the blockbuster exhibition *Ansel Adams at 100* at the San Francisco Museum of Modern Art (and subsequent international tour).
- The earliest known print of Adam's most celebrated view, *Clearing Winter Storm, 1938*.

In 2011, the Dunn Museum hosted the exhibit *Classic Images: Photography of Ansel Adams*. This exhibit ranks as the third most successful special exhibition that the museum has hosted in the past 20 years. The *Ansel Adams: Early Works* exhibition will be open to the public from September 26, 2020 – January 10, 2021.

Request to the Preservation Foundation: \$10,000

As the presenting sponsor, the Preservation Foundation logo will be included in the gallery and on all relevant promotions for the exhibition including two Direct mail EZ cards and E-mail blasts from the Daily Herald (80,000 impressions each mailing), 2020 fall and winter issue of *Horizons*, Museum website, related e-newsletters, a press release, and related press coverage.

Amount requested to extend the District's advertising budget: \$7,500

A variety of public programs will be offered during the run of the exhibition. Museum staff request additional funding to offer a series of photography workshops with a local professor and

professional photographer. The request for support for these programs would include honoraria and a waiver of admission fee for up to 75 participants. In addition, we have the opportunity to host the Chief Curator for the Ansel Adams Archives at the Center for Creative Photography (University of Arizona). She will offer a one-hour private gallery tour for the Preservation Foundation followed by a one-hour lecture for the general public. Amount requested to extend the District's program budget for this exhibition: \$2,500.

In addition to line and logo credit described above, as the presenting local sponsor, the Preservation Foundation is invited to host a preview event on the evening of Friday, September 25. The cost for this event would be in addition to the funding request, and would come at no additional expense to the District.

REVIEW BY OTHERS: Chief Development Officer/Executive Director of the Preservation Foundation.

PRESERVATION FOUNDATION BOARD:

Date: _____ Roll Call Vote: Ayes: ____ Nays: _____
 Voice Vote Majority Ayes; Nays: _____