



Preservation Foundation of the Lake County Forest Preserves

DATE: August 11, 2021

MEMO TO: Nels Leutwiler, Chair
Preservation Foundation Board

FROM: Nan Buckardt
Director of Education

RECOMMENDATION: Recommend approval of a \$12,500 grant from the Bess Bower Dunn Museum Fund to support the upcoming exhibition *Bill Sienkiewicz: Pop Culture Revolution*.

FINANCIAL DATA: The \$12,500 grant will be used to expand promotions for the exhibit beyond District budget capabilities (\$7,500) and program support that includes the artist travel to the opening and an additional signing event near the end of the exhibition run (\$5,000).

As of June 30, 2021, the Preservation Foundation had \$301,882 in unrestricted funding. Staff anticipates raising an additional \$58,000 by December 31.

The total of grants payable from unrestricted funds is: \$11,798 (2021); \$100,965 (2022) and \$57,350 (2023).

BACKGROUND: The exhibition will feature the original artwork of Bill Sienkiewicz. Mr. Sienkiewicz is an Eisner Award-winning, Emmy Award-nominated artist best known for revolutionizing the style of comic and graphic novel illustration over the past four decades. He is a classically trained painter influenced by modern and abstract expressionist artists. He is best known for his groundbreaking work on *Moon Knight*, *Elektra: Assassin*, and his acclaimed graphic novel *Stray Toasters*, which has earned him an international reputation and cult status across a wide variety of media. This will be the first solo exhibition of Mr. Sienkiewicz' work in a museum.

Given the ongoing popularity of comic books and movies, the success of a similar exhibition in the past (*Marvelocity*, 2019) and Mr. Sienkiewicz cult following among fans, we anticipate the exhibition to be highly successful if advertised appropriately. Public Affairs staff has developed an advertising plan specific for the exhibition. This plan includes movie theater advertising, radio, digital media, a direct mail campaign, and a variety of print promotion.

In addition, we propose to arrange for Mr. Sienkiewicz to travel from his home in California to the exhibition for an opening event with the Preservation Foundation and two public signings, one at both the beginning and end of the exhibition schedule. These will be Mr. Sienkiewicz' first public signings since before the COVID-19 pandemic and we anticipate they will be well attended.

As an exhibition sponsor, the Preservation Foundation's logo will be prominently positioned within the exhibition as well as on all relevant promotions including:

- *Horizons* magazine Special Exhibitions page (33,000 subscribers)
- Dunn Museum Exhibitions web page (9,451 average monthly Museum page views)
- Commissioner e-newsletter (23,012 subscribers)
- E-news (25,016 subscribers)
- News releases

REVIEW BY OTHERS: Superintendent of Educational Facilities, Chief Development Officer/Executive Director of the Preservation Foundation.

PRESERVATION FOUNDATION BOARD:

Date: _____

Roll Call Vote: Ayes: _____ Nays: _____
Voice Vote Majority Ayes: _____ Nays: _____