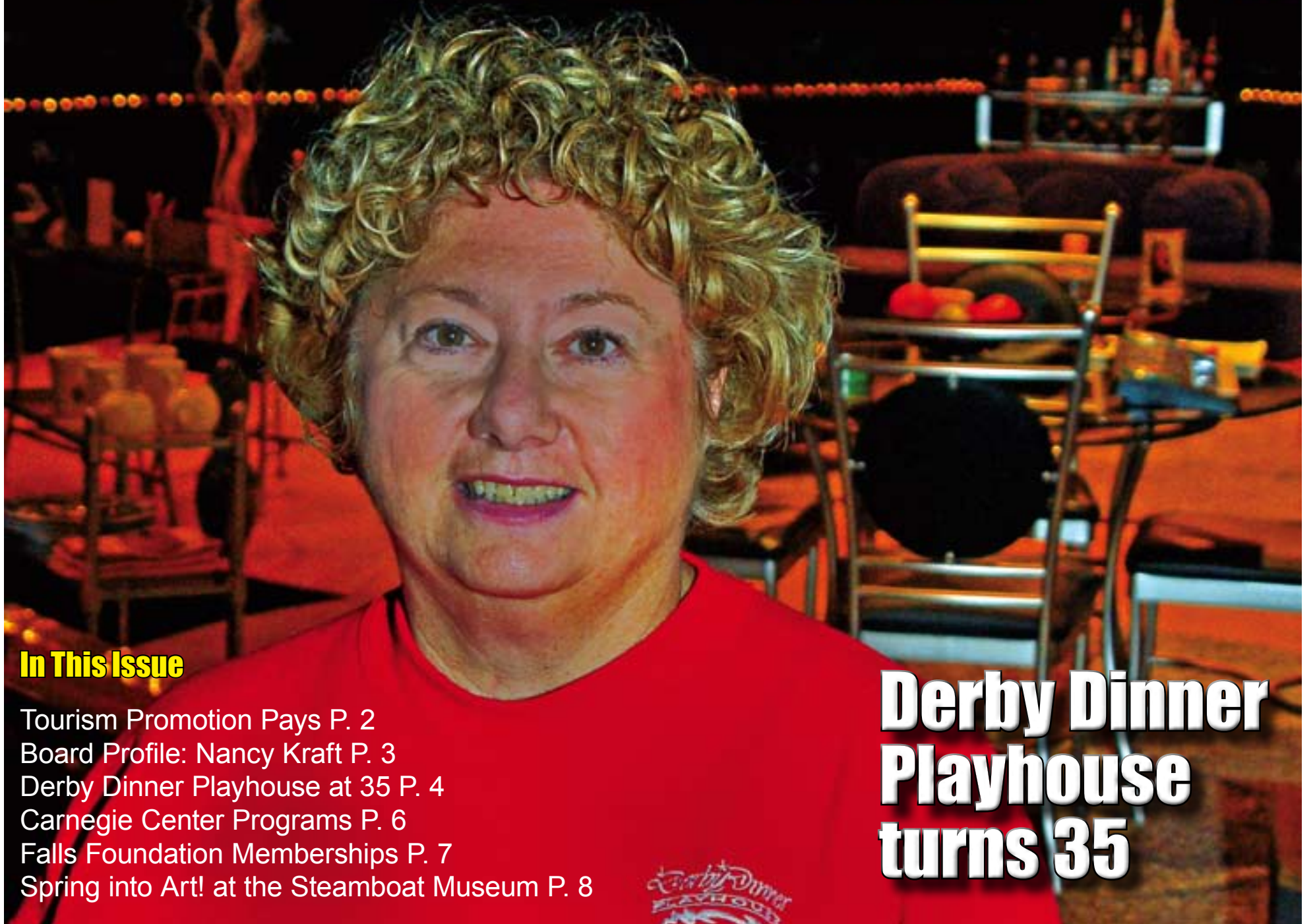


SunnySide Times

A publication of the Clark-Floyd Counties Convention-Tourism Bureau



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**Derby Dinner
Playhouse
turns 35**

You get a lot of bang for the buck promoting tourism

Would you like to see a return on investment of 15:1? Who wouldn't!

A study commissioned by the Indiana Office of Tourism Development showed just that in looking at the return on every dollar spent on tourism promotion.

Ball State University professors, Michael Hicks, PhD, Center for Business and Economic Research and Nalitra Thaiprasert, PhD of the Building Better Communities Center, reported their findings in an executive summary of the study's results released in January by the Indiana Department of Tourism Development.

"Each \$1 spent on tourism promotion and marketing by Indiana's convention and visitor bureaus generates roughly \$15 in additional tax revenues to the state," the study finds. That income is over and above the actual retail revenue generated by the spending, the study said.

The Ball State researchers pointed out that, "Tourism related tax impacts occur very quickly; within the

year the marketing and promotion expenditure is made."

The study goes on to show that, "In 2006, the average county in Indiana enjoyed over \$11.7 million in wages from hotel and motel accommodations, \$66 million in food service, \$7.5 million in amusement and gaming, almost \$2 million from museums and \$19.5 million from the arts and recreation activities." The study says the sectors reported on are "heavily or entirely" related to tourism activities.

An additional \$22 million annually is generated by the sale of general merchandise through retail outlets in the average county in Indiana, the study says.

The research showed that statewide, spending on hotels — an almost exclusively tourism related

activity — exceeded \$1.4 billion in 2006. "Almost 60 percent of the value added production from hotels and motels stays in the state in the form of wages and investments," Hicks and Thaiprasert said in the study.

According to Jim Keith, executive director of the Clark-Floyd Counties bureau, support for marketing and development for tourism occurs through private marketing and promotion, the Indiana Office of Tourism Development and

through agencies such as the Clark-Floyd Counties Convention-Tourism Bureau.

Keith says the study's results come as no surprise. The bureau recently conducted a study of tourism spending which strongly supports the Ball State study results.

"We enjoy the high rate of return

on investment of our tourism dollars shown by the Ball State Study in addition to showing an increase in tourism spending in our region," Keith said.

He points out that the Clark-Floyd bureau has an aggressive program of promoting tourism in our area which has resulted in a tourism spending increase despite the downturn in the economy.

"It's a case of having an aggressive program and working with our hotels, motels and attractions to ensure that we continue to promote the Sunny Side of Louisville to the rest of the world," Keith said.

The Clark-Floyd Counties Convention-Tourism Bureau gets its operating revenue from an innkeeper tax paid by guests when they spend the night in a hotel, motel or bed and breakfast. No local tax revenues go to the operation of the bureau.

"It's a no cost benefit as far as local residents are concerned," Keith said.

"We enjoy the high rate of return on investment of our tourism dollars shown by the Ball State Study..."

Jim Keith
Executive Director
Clark-Floyd Counties
Convention-Tourism Bureau

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The mission of the Clark-Floyd Counties Convention & Tourism Bureau is to optimize the "Sunny Side" as a tourist destination to attract visitors to our community's tourism facilities to maximize the economic and social benefits of the tourism industry.



Visitors enjoy the diorama in the Falls of the Ohio State Park Interpretive Center in Clarksville. The park is one of the area's major tourism attractions.

Board member profile: Nancy Kraft

Clark-Floyd Counties Convention-Tourism Bureau Board of Managers member Nancy Kraft is one of those people who seem to run in the same crowd as the Energizer Bunny; lots of energy and lots of projects to go along with it.

While not a native of the area she has made the Town of Clarksville and Clark County in general her adopted home and has been involved in many aspects of the community since 1966.

Raised in Indianapolis, she moved to Clarksville in the mid-1960s with her first husband, Jay Merritt. He died suddenly of a brain aneurism, and some time thereafter she met Paul Kraft whom she married in 1966. That's when her life as she knows it today started, she says.

"I had two children and Paul had three by a previous marriage so we started life out with a full house," Kraft says. They have two children of their own. "I was involved in all of the usual things; PTA, Girl Scouts and Boy Scouts but still found time to go to IUS. Education, religion and the culinary arts have always been a huge part of my life and they are still the foundations today."

As her children grew she found herself expanding her horizons. One daughter became a United Methodist Minister, and Kraft said she decided to take classes at the Louisville Presbyterian Seminary "so that we could have better discussions." Two of their children are Middle School Principals.

Her love of education resulted in her seeking election to the Greater Clark School Board for eight years in the

1980s. During that term she served as 10th District Representative for the Indiana School Board Association. She accepted an appointment to a term on the Local Government Tax Control Board in Indianapolis after leaving the school board.

She has driven a school bus for the Clarksville Community School Corporation for 26 years and says she finds it "interesting" dealing with young kids on her bus. "It's always fun to watch them grow and develop," she says.

In her spare time she was a member of the Clarksville Kiwanis Club and served as the group's first woman president. "I made them do some things differently and I was never certain they liked that," she mused. She also teaches Sunday School to middle school children, and has been a school mentor for 11 years.

After her husband got involved in Clarksville town politics, Kraft started getting involved herself as a member of the Clark County Democrat Central Committee. She has served as vice-chair and said she looks forward to continuing that work. "I get a great deal of satisfaction out of helping to make the political system work," she says. "It has given me the opportunity to get to meet some wonderful people who will be life-long friends."

Another of her loves has been her association with the Clarksville Sister Cities Association. She became involved early in the organization and has worked with numerous inbound trips. One of her high points came in 2007 when she and her husband Paul who was then president of the



Clarksville Town Council, traveled to La Garenne-Colombes, France with the Sister Cities delegation for the signing of an official document creating the sister cities connection between the two communities.

Sister Cities trips are always made at personal expense but Kraft says it was a wonderful investment in their lives personally and on behalf of the Town of Clarksville. "We have some memories that will be precious to us for the rest of our lives," she said. She remains deeply involved in Sister Cities activities.

Kraft joined the Convention-Tourism Bureau Board of Managers on a bittersweet note. She was initially appointed in 2007 to fill the remainder of Clarksville appointee Dr. Dorothy "Dot" Lewis' term when she died following a brief illness.

She was re-appointed in 2008 to a full two-year term.

In addition to her involvement in promoting international tourism with Sister Cities, she has been active in promoting national tourism with the town's rich historic heritage. "We have so much history to tell the rest of the country about it's really exciting," she says. "It's a story we need to tell over and over. You don't have to go any further away than Columbus to find people who don't know about the Lewis and Clark expedition leaving from our area. I just love telling them about our community and why it is so important in the history of our country."

Kraft serves presently on the Bureau's Marketing Committee and is treasurer of the Board of Managers.

The play's the thing

Derby Dinner Playhouse turns 35 and is still going strong

Theater is a tough business. Dinner theater is even tougher. That's why reaching a milestone like 35 years of continuous operation is so impressive and Derby Dinner Playhouse has done so in style.

There have been some extensive changes over the years, but in every case, they have been for the best according to Managing Producer Bekki Jo Schneider. "We have played to more than six million people," says Schneider. "We have to be doing something right."

Thirty-five years ago when the theater was built, it was owned by a Denver consortium called Windmill Dinner Theaters that operated a series of play houses across the country. The cast of a show would move to a theater, do a series of shows and then move on to the next. The approach allowed for big name artists to perform at the dinner theaters but had the drawback of not tailoring the shows to specific audiences.

"The theater was immensely popular from the outset," says Schneider. "The original owners paid off their investment in the first five years." It was the following five years that saw business slip as audiences became more demanding and big name stars started to leave the travel circuit for other venues like television and movies.

By the time the theater was 10 years old the consortium was ready to sell its properties. That's when Carolyn Lamb Thomas stepped up to the plate and offered to purchase Derby Dinner Playhouse. She worked out a deal with Schneider as co-owner and producer and the theater we know today was born.

A new approach

Derby Dinner changed the concept of casting by creating a resident



Managing Producer Bekki Jo Schneider is seen from the overhead space above the Derby Dinner stage which affords access to lighting, stage fixtures and is the orchestra pit for performances requiring music.

core staff of performers, bringing in outsiders only when necessary. "That proved to be the right move for us because it allowed us to control things a lot more and develop a cast that the community appreciates," Schneider said.

The cast and crew is like an extended family, Schneider points out. "We help one another out like we were relatives," she says. During late January's ice and snow storm, cast members took care of one another's needs in addition to their own, and the theater took care of all of them. I always feel that if I can take care of the employees when times are hard for them, they will help to take care of the theater when times are hard for us. We're all one big family." She says.

There have been lots of changes over the past 35 years, but none more profound than the audiences themselves. "Today's audiences are looking for an entertainment

experience not an arts experience," Schneider says. She says there are also more local people attending the theater than ever before.

Bus groups used to account for around 30 percent of the theater's business. Today that number is down to around 20 percent. Last year's overall attendance was around 200,000 which included 8,300 season subscribers. "We have a strong and growing base of loyal subscribers," Schneider says. "We do everything we can to show them how much we appreciate them."

Home cooking at the Derby

Derby Dinner Playhouse is a dinner theater and that means a big part of the experience is in dining. "We have seen our food service adapt to what our customers expect in this day and age," Schneider says. "People don't want just meat and potatoes. They want a full service buffet with salad bar and all the trimmings. We have been able to give them that and

a show at a really good price," she says. Meals are prepared daily by the theater's food service staff. "Some people have told me they thought we had our meals catered," Schneider said. "I'm proud to point out that we fix all of our food daily in our own kitchen for up to 540 patrons."

The experience goes beyond simply dining. Schneider says over the years guests asked for a gift shop and one was added. There is also a small lounge available before and after shows. "We need to be responsive to the wishes of our customers. In fact we try to look ahead at what they are going to want," she says. The theater recently undertook a half-million dollar renovation of its lobby, lavatories and the building façade. "We did so because that is what our customers wanted."

A leak and a loss

Early visitors to the theater remember the stage which was operated hydraulically much like a car lift in a garage. A hydraulic leak some years ago made it necessary for the stage to remain firmly planted on the ground. "We had someone come in to look at the stage and they told us it would cost around \$100,000 to make repairs and they could only give us a 94 percent probability that the problem would be resolved. That wasn't good enough so we have learned to operate with the stage in a fixed position," Schneider says. "It was a business decision. We had to learn to operate with the stage in the down position, but I think we have made the transition successfully. New customers don't even realize the stage once raised into the ceiling."

The theater's marketing has also changed over the years, moving away from print and broadcast media to "buzz" marketing, direct



2009-2010 Season

Regular Season Shows

Leading Ladies, May 19-June 28 2009
 High School Musical, June 30-August 16, 2009
 Joseph and the Amazing Technicolor Dreamcoat,
 August 18-October 4, 2009
 Murder on the Nile, October 6-November 15, 2009
 A wonderful Life, November 17-December 31, 2009
 Death & Taxes, January 5-February 14, 2010
 8-Track, February 16-April 4, 2010
 Hairspray, April 6-May 23, 2010

Concerts

The Diamonds, April 6, 2009
 "The 68 Comeback Special" Starring Robert Shaw
 and the Lonely Street Band, May 11, 2009
 The World Famous Glenn Miller Orchestra, June 1, 2009
 Branson on the Road, September 28, 2009
 Derby Dinner's Hall of Fame Gospel Series:
 The Florida Boys, August 3, 2009
 The Blackwood Quartet, September 14, 2009
 The Kingsmen, October 19, 2009

Children's Musical Theater

Peter Rabbit, February 21, 28, March 7, 14, 21, 2009
 Cinderella, May 23, 30, June 6, 13, 20, 2009
 Winnie the Pooh, October 10, 17, 24, 31, November 7, 2009
 Jack Frost, November 21, 28, December 5, 12, 19, 2009

Yet This Season

2008-2009 Regular Season Shows

Lucky Stiff, February 17 - March 29, 2009
 All Shook Up, March 31 - May 17, 2009

Accommodating up to 540 seats, the Derby Dinner Theater provides great seating in a theater-in-the-round environment while still allowing for dining at your table before a show. Owner/Manager Bekki Jo Schneider is pictured on the set of *Squabbles*, one of the theater's 2008-2009 season shows that drew thousands.

mail, the Internet, search engines and even advertising through social networking sites such as MySpace and FaceBook.

Customers are lured to the theater with leisure and "family and friends" travel packages. "We used to rely on just travel packages through bus tours and individual travelers but we have seen a lot more growth in other family-related forms of travel. When people travel today they seem to be doing so to visit family and friends and we have adjusted to target that market," Schneider says.

Kids are important

A large part of the theater's programming is for the youth market. Programs offered during the school day meet curriculum standards required in Indiana and Kentucky and have proven to be highly successful. In 2008 the theater played to 35,000 elementary school students. A special series of programs on Saturdays is offered to the children's market and has a subscriber base of around

2,200.

"The Children's Saturday Theater helps give kids a great exposure to theater and helps them develop an appreciation for the theatrical arts," Schneider says. She notes that families today are looking for an entertainment experience much more than an arts experience. "We're really not in competition with arts and museums," she says. "Our challenges come from sports ... and the weather."

Ranked as the fourth-largest dinner theater in the country based on paid attendance and sales, Derby Dinner Playhouse has done exceptionally well in staying at the top in a tough market but Schneider is not satisfied. "We constantly need to be looking to the future," she says. She says sampling has shown that customers want more audience participation in productions. As customers move away from the group travel market to a family entertainment dynamic, the theater experience will change

with them.

"We are constantly battling for the rights to put on the top shows available in today's market. That's what the customers demand today." They also want a shorter show, according to the owner/producer. "In the 60s people would sit through a two and one-half hour show. Today our shows are no longer than two hours."

With 132 arts and cultural experiences in the local market, Schneider says it's important to know what the public wants and to give it to them in a package they will enjoy and can afford. "In one sense we are in competition with everyone else in the market for entertainment dollars. Our job is to give people the best return on their investment of those dollars.

No Post It notes

In a market that is far from positive, Derby Dinner Playhouse managed to turn a profit in 2008. "We did so by watching every dollar we spend,"

Schneider said. "From Post It notes to pencils we watched our expenses on anything that the customer did not see as part of the dinner theater experience. We did that by listening to our employees because they are the ones who know best where we can make cuts. In the future we will have to continue to do more with less," she said.

To show the theater's commitment to holding the line on expenses, Schneider says Derby Dinner Playhouse is reducing the price of season tickets in the 2009-2010 season. You can purchase an eight-show package for as little as \$166.40 for a Wednesday matinee. The top of the line Saturday evening package will cost only \$218.40. Flex-five packages range from \$128 to \$168. "We will make up the difference in volume," Schneider says. "We want to make sure that people can continue to enjoy dinner theater at a time when the economic situation is challenging."

Carnegie Center offers wide range of programming

One mission of the Carnegie Center for Art and History, a local contemporary art gallery and history museum in New Albany, is to connect with the southern Indiana and Louisville communities. In 2008, the Center presented 145 programs serving 6,310 children, youth and adults in the metropolitan area and beyond.

The Center presents seven art exhibits a year and offers two permanent exhibits, *Grandpa Makes a Scene: The Yenawine Dioramas* and *Ordinary People, Extraordinary Courage: Men and Women of the Underground Railroad*. Each new art exhibit features related free programming, ranging from gallery talks and lectures to “try this” classes inviting participants to try different artistic techniques.

The Carnegie Center offers free

tours for children, school and adult groups. Guided tours of *The Yenawine Dioramas* include a scavenger hunt for children and a free full-color gallery guide for each family. Tours of the dioramas are usually accompanied by a tour of the current art exhibit. A staff-facilitated viewing of the video portion of *Ordinary People, Extraordinary Courage* is available as well. At least 2 weeks advance notice is needed for guided tours.

The Family Fun Workshop is one of the Carnegie Center’s most popular free programs. This year-round workshop is held the second Saturday of every month from 10 am-12 pm. Southern Indiana and Louisville families enjoy creating projects relating to an upcoming holiday or an exhibit on display in the museum.

Although this is a drop-in workshop,



Jade Coxon and her mother Pat enjoy a craft activity at a Family Fun Workshop.



Louisville fiber artist Bette Levy (right) speaks with attendees of the Senior Class program she presented on textiles in contemporary art.

pre-registration is required and participants are asked to arrive no later than 9:30 am.

The Carnegie Center’s Senior Class brown bag lunch program is held the second Tuesday of every month from 11:30 am to 1 pm. Seasonal “semesters” cover related topics and include a field trip. The first-ever semester of the program in fall 2008 addressed caring for family heirlooms, and the current semester introduces students to contemporary art. Pre-registration is required for this program and participants should bring a lunch; drinks are provided by the Carnegie Center.

In addition to offering on-site tours and programs, the Carnegie Center can “go mobile” and make presentations in the classroom and to community organizations and civic groups. Carnegie Center staff can present the award-winning interactive video program *Ordinary People, Extraordinary Courage: Men and Women of the Underground Railroad* or a more generalized presentation on the Cen-

ter’s history, exhibits and programs.

A number of outreach activities operated by the Carnegie Center also connect with youth, adults and families in the community. The Center partners with Family and Children First to present art activities to the families served by this local organization. Carnegie Center staff participates in several community and school events throughout the year, including the annual Harvest Homecoming festival in downtown New Albany.

The Carnegie Center for Art and History, a division of the New Albany-Floyd County Public Library, is located at 201 East Spring Street in downtown New Albany, in the historic Carnegie Library building. The Center is open Tuesday through Saturday, from 10 am to 5:30 pm. The Center is fully accessible and admission is always free. Please visit www.carnegiecenter.org or call 812-944-7336 for more information on exhibits and programs.

Falls Foundation memberships help programming

The Falls of the Ohio Foundation is one of those community assets that many people don't know about but from which everyone benefits as it supports the activities of the Falls of the Ohio State Park.

"Membership helps sustain the foundation in its mission to preserve and interpret the scientific, historical and cultural heritage of the Falls of the Ohio and to promote educational initiatives for a better understanding of this unique natural resource," says Executive Director Dani Cummins. "Your membership helps the Falls of the Ohio Foundation and State Park educate the next generation to be more responsive to our environment, heritage and living culture."

Cummins says Falls of the Ohio membership allows individuals to support the community's exceptional natural treasure while providing individual benefits to the member.

The foundation was originally formed as The Clarksville Riverfront Development Foundation in 1987. At that time its purpose was to preserve and protect the Falls of the Ohio and to spearhead the fund raising effort to build a first-class educational interpretive center at the Falls and oversee its development. The Foundation became partners with the Indiana Department of Natural Resources in 1990, when the Falls of the Ohio became Indiana's twentieth state park. Through the foundation's fundraising efforts and partnerships with the State of Indiana and Town of Clarksville, construction of the Interpretive Center began in 1992, and was completed in 1994.

"Since the Falls of the Ohio Interpretive Center was built 15 years ago, the Foundation has focused on assisting and supplementing the state park's efforts with additional educational program development and capital improvements to the In-



The falls of the Ohio Interpretive Center as seen from the McAlpine Lock and Dam channel.

terpretive Center and Falls area," says Cummins. In 1999 the foundation was honored with the competitive Excellence in Interpretive Support Award from The National Association for Interpretation. The Foundation received the award for its work at the Falls of the Ohio in recognition of exceptional and sustained support toward enhancement of interpretation, and for serving as a model for other interpretive venues and contributors. In 2004, the Foundation received the Indiana Department of Natural Resources' Partnership Award.

The Foundation has most recently undertaken its "Crossroads Campaign" to raise funds for new permanent exhibits at the Interpretive Center, as well as building on its current endowment for the Falls. In addition to the Crossroads Campaign, the fol-

lowing are just some of the Foundation's contributions since the Interpretive Center's opening in 1994:

Capital Improvements – children's pre-school exhibit area, aquarium exhibit, Clark Cabin, Lewis and Clark exhibit, Sun Circle and Ohio Valley Improvement Association exhibits, three new video projectors for the auditorium orientation film, a big screen video adaptor for the auditorium, 20 auditorium seats and aisle lighting, handicap accessible door opener, Woodland Loop Trail upgrade to handicap accessible, an outdoor drinking fountain, sidewalk to Ashland Park.

Educational Programs – annual summer day camps; programs for pre-school reading, Rauch in New Albany and Home of the Innocents in Louisville, and a nature club; student field trips, Lewis and Clark Falls Bi-

centennial activities; co-sponsor of Fossil Festival, Earth Day and other events, video series, over 30 temporary exhibits; co-sponsor of teacher workshops including 1997 Geography Educators Network of Indiana; support help for the Naturalist at Heart volunteer program

Materials and equipment – "Probing the Wonders of the Falls" educator's guidebook, dozens of wildlife and aquatic videos and books, Braille books, microscope for digital video camera, mussel trunk, Ohio River navigation maps, laser disc player and control system, two exhibit speakers, three televisions, two video players, two regular and one handicap accessible deck telescopes.

A majority of the targeted audience for educational programs are school-age children from the Falls of the Ohio region. Many of these programs address the Indiana and Kentucky science standards. Since the Falls State Park was established in 1990, to the Interpretive Center's opening in 1994, on through 2008, approximately 400,000 people (children and adults) have participated in over 16,200 educational programs. In addition, visitors have come from all 50 states and over two dozen countries. An estimated 500,000 visitors have used the park annually as sightseers, anglers, hikers, canoeists, bird watchers, and for a vast range of other recreational and educational needs.

Foundation membership levels are \$25, Friend; \$50, Associate; \$100, Sponsor; and \$200, Patron. Sponsor and Patron memberships include an Indiana State Park Pass. Patrons also receive a subscription to Outdoor Indiana magazine. For more information, call 812-283-4999 or write to Falls of the Ohio Foundation, 201 W. Riverside Drive, Clarksville, IN 47129.

Museum Springs Into Art

As part of the 2009 anniversary of its 50th year of operation, the Howard Steamboat Museum will offer a juried show of area art entitled "Spring Into Art!" March 14-27 in the museum's Carriage House at 1101 E. Market Street in Jeffersonville.

According to project director Janice Molnar, participating artists live within a 50 mile radius of the museum and will exhibit original artwork created within the last three years and not previously exhibited. The exhibit will include two-and-three-dimensional pieces that will be juried for acceptance.

The exhibit contains works of art from three age brackets: adults over the age of 18, teens from 13 to 18 years of age and children under the age of 13. The open-themed exhibit will take place in the museum's Carriage House. The exhibit, awards, and accompanying framing and matting workshops are funded in part by the Arts Council of Southern Indiana.

The public is invited free of charge to openings for the exhibit. The opening for adult work will be a wine and cheese award reception Saturday, March 14, from 1 p.m. to 4 p.m. The opening for the teen's and children's work is a cookies and punch award reception Sunday, March 15, from 1p.m. to 4 p.m. Judging for the cash awards being presented is being done by noted area painter and sculptor David Kocka. "People's Choice" ribbons will be judged by reception attendees. The exhibit is open Tuesday through Saturday from 10 a.m. to 4 p.m. and Sunday from 1p.m. to 4p.m. The Howard Steamboat Museum is 1101 E. Market Street, Jeffersonville, Indiana.

Molnar said the art exhibit is being shown in the Carriage House to



Visitors enjoy the Howard Steamboat Museum Carriage House at a recent Chautauqua event.

highlight the structure as a part of the half-century celebration by the museum. Major events are being held monthly by the museum in the year-long celebration.

The present Carriage House at the Howard Steamboat Museum predates the family mansion by several years, says Molnar. "The exact date of its original construction is unknown," she says.

The building was situated closer to the mansion than it is in its current location. The Howard family lived in the building until construction on their residence. The existing museum mansion was completed in

1894. Sometime between 1894 and 1898, according to a newspaper interview with Mrs. Laura Edmonds Howard, "...the house in which the family now resides [was] moved back some distance and converted to a stable." In addition to the move, at some point a second story was added to the building.

Molnar says the Carriage House was chosen as the art show's venue because of its importance over the years. It served as a stable for the family's horses and carriages and later automobiles until 1958 when Loretta Howard, James Howard's widow, opened the family home to

the public as a museum. The Carriage House has had a colorful history for the past 50 years serving at various times as a dance studio, an artist's studio; auditorium for programs, events and exhibits; haunted house; wedding reception site and antiques sales venue. The most popular community memory of its use is as the "Steamboat Cabin Theater" in the early 1970s, where plays were produced by local amateur actors and actresses during the summer months.

An Arts Council of Southern Indiana Regional Partnership Initiative Grant has helped the museum expose the public to some creative uses for the Carriage House. The second phase of the museum's capital campaign will address the adaptive restoration of the Carriage House including: accessible restrooms; facilities for catering; comfortable and flexible space for hosting events.

The capital campaign's initial phase is currently underway addressing the immediate needs of the Mansion by providing a fire suppression system and upgraded fire detection; climate control; upgraded storage and stabilization of the museum's laundry House. To date, the museum has received more than \$700,000 in pledges and donations toward its phase one goal of \$1,000,000 including major donations of \$500,000 in an "all or nothing challenge grant" to be met by December 31, of this year from the Paul Ogle Foundation and \$100,000 from the Clark-Floyd Counties Convention-Tourism Bureau.

"We hope the Spring Into Art! exhibit will help raise public awareness about the museum as we help to promote local artists and display their works," said Molnar.