

## **I Event Sponsor Information**

Sponsor Organization: Butte-Silver Bow Public Archives  
Project Contact: Ellen Crain, Director  
Mailing Address: 17 West Quartz Street, Butte, Montana 59701  
E-Mail: [ecrain@bsb.mt.gov](mailto:ecrain@bsb.mt.gov)  
Telephone: 406-782-3280  
Web Site: [buttearchives.org](http://buttearchives.org)

## **II Organization Background**

Event Name: Antique Appraisal Fair for Butte-Silver Bow

Organizational History:

The Butte Silver Bow Public Archives was established in 1981 by ordinance to maintain the non-current records of the city-county of Butte-Silver Bow. Given the significant industrial, political and social history of Butte in the American West, the government records and archival holdings are in great demand by scholars, authors and genealogists. The Mission of the Archives is to:

- Be the official repository for all non-current government records of Butte-Silver Bow
- Acquire, maintain and preserve historical documents, photographs and manuscripts pertaining to the history of Butte-Silver Bow
- Provide public access to the document and manuscript collections at the Archives
- Work with educators to enhance the classroom experience
- Provide service to the preservation community of Butte-Silver Bow

Governance: The Archives is governed by a seven-member Board of Directors, three full time and four part-time professional staff. The staff is supplemented with 49 volunteers. (See attachment #1 for a list of board and staff members.)

Capacity to execute the event:

The Archives board and staff have managed large and small projects with great success. The board and staff oversaw a seven-million-dollar renovation and new construction project, provide more than 40 public programs, annually and conduct a major fundraising event every year.

## **III Event Summary**

The Butte-Silver Bow Public Archives proposes to hold an Antique Appraisal Fair event for Butte, Montana. This event would bring three expert appraisers fresh off the Antiques Roadshow to Butte for a full day of antique appraisals. The event would be in partnership with the Butte-Silver Bow Public Archives, the Mai Wah Museum in Butte and the Montana History Foundation of Helena.

The Archives receives calls on a weekly basis asking us what something is worth, who can appraise a collection. We are not able to provide that expertise. The cost of an appraiser is significant. Brining appraisers into the city to conduct this work could provide a truly beneficial service to the people of Butte-Silver Bow. The Antique Appraisal Fair would allow an individual to have an item appraised for a fee of \$15.00, and the Museums and Archives staff could assist the public with information on preservation of the items. The event will also be available to the public for a nominal fee.

The Montana History Foundation has held antique fairs in other cities with significant success. In Fort Benton an Antique Appraisal Fair attracted people from all over Central and North Central Montana to the event. The Fort Benton Museums and Heritage Center were the beneficiaries of the fair with many important items being donated to the Fort Benton Museum and Heritage Center as a result of the event. This Antiques Appraisal Fair could draw as many as a thousand people to Butte which could boost the economy of local hotels, restaurants and gas stations. An understanding of what artifacts and ephemera are in our community builds on our knowledge of our culture, and the artifacts that define and enhance the understanding of our culture, our place, and our history.

The main goal of this event would be to identify historically important artifacts, antiques, and ephemera (papers) that would inform on the history of Silver Bow County. History is best interpreted with artifacts, architecture, and ephemera that document or inform on historical activity, a time, or place of an event. Butte is the Mecca of Montana History, and we would expect collectors and pioneer families to bring their western artifacts, art, and antiques to the event. We would expect those artifacts to enhance and broaden our understanding of Butte and the events that shaped our culture. Educators use images and artifacts all the time to link the historical fact to a tangible item. The initial activity of identifying those collections that are in our community may inspire the owners to allow one of the museums to acquire the collection which will improve the quality of the collections of three institutions in Butte.

The marketing strategy will be comprehensive and widespread which will promote traveling to Butte, highlighting visitor attractions, and the event.

The SARTA funds would be used to pay for the Appraisers' travel, small stipend and the event space rental.

#### **IV Scope of Work**

The Butte-Silver Bow Public Archives will contact the Montana History Foundation when the grant funds are authorized to support the Antique Appraisal Fair for Butte Butte-Silver Bow. Once the Montana History Foundation is notified, they will begin to arrange for the appraisers to come to Butte in mid-to-late September of 2019. The Butte-Silver Bow Public Archives will coordinate with the local museums and venue operators to ensure the appropriate museum staff and event venue is available for the Antique Appraisal Fair. The Archives will ensure the event is kept within its budget and will work with the Montana History Foundation on the marketing strategy.

The Archives will create an event website and work with local hotels to ensure the most reasonable hotel rates for appraisers and support staff of the Montana History Foundation. The following outline of tasks will be adhered to as the event timeline moves forward:

## **Butte Montana Antiques Appraisal Fair**

### **Planning Timeline**

#### **8-9 Months Prior**

- Work with the Montana History Foundation to confirm appraiser availability
- Confirm costs of venue and miscellaneous needs
- Meet with partners
- Confirm event venue
- Select an event date
- Create "Save the Date" webpage
- Create hotel room block for appraisers and staff
- Finalize marketing plan

#### **5-6-Months Prior**

- Confirm number of tickets to sell (items appraised) and price with appraisers
- Site visit
- Confirm equipment provided or needed for venue
- Explore sound and video options
- Plan event flow and layout
- Volunteer solicitation
- Marketing/PR
- Create online registration or work with venue
- Finalize design work on save the date, poster, and digital graphics
- Upload event to online calendars and social media accounts
- Contact tourism region for additional promotion

#### **3-Months Prior**

- Marketing/PR
- Send press release

#### **1-Month Prior**

- Marketing/PR
- Send follow up press release
- Send needed signs to print shop
- Contact media sources to confirm filming/interview schedule
- Gather fair materials
- Host volunteer training
- Track registrations and prepare for sell-out
- Check in with all vendors prior to event (i.e. sound, AV, food, décor, venue, rentals, etc.)

**Budget**

Expenses				
Description			Total	
Hotel Hampton Inn	129/ night x 2 nights X 7 people	\$1,806	\$1,806	SARTA
Stipends	\$1,500 for 5 appraisers	\$7,500	\$7,500	SARTA
Venue	Butte Civic Center	\$2,800	\$2,800	SARTA
Event Insurance		\$200.00	\$200	Friends
Linen, lights, table set up for appraiser		\$500	\$500.00	Friends BSBA
Public Relations and marketing	printing of tickets, posters, print adds, postage	\$2,361	\$2,361	Friends, BSBA, MHF
Set-up crowd assistance, appraiser support	10 Volunteers @19.00 per hour at \$19.00/ hour	\$1,520	\$1,520	BSBA, MHF
Co-ordination with appraisers	3 staff members @ \$25.00/hr. for 6 hrs.	\$450	\$450	MHF
<b>Event Total</b>		<b>\$17,137</b>	<b>\$17,137</b>	
<b>Revenue</b>				
<b>Source</b>	<b>Amount</b>	<b>In Kind</b>	<b>Cash</b>	<b>Total</b>
SARTA	\$12,106		\$12,106	\$12,106
Friends of the Butte Archives	\$2,626		\$2,626	\$2,626
Butte-Silver Bow Archives		\$760	\$435	\$1,195
Montana History Foundation	\$1,210	\$1,210		\$1,210
<b>Total Revenue</b>		<b>\$1,970</b>	<b>\$15,167</b>	<b>\$17,137</b>

**Budget Narrative:**

The Montana History Foundation advises us to offer a stipend of \$1,500 to each appraiser which they can use to offset their costs of travel and per-diem.

The stipends are figured at \$1,500 per appraiser. The total cost to have five appraisers will be \$7,500.

The venue costs of \$2,800 came from Bill Melvin at the Butte Civic Center which is the appropriate venue for this event. The appraisers often see large pieces of furniture and oddly shaped items. The

civic center has the capacity to move large items and has the appropriate pipe and drape to control the traffic as well as additional seating for the public.

Event insurance is estimated at \$200.00, and the fees are also in flux as the time frame of the appraisal is firmed up quotes will be obtained. The Friends of the Butte Archives will pay for the insurance.

For linens, lights, and table set up for the appraisers we used the figure from the Fort Benton event at \$500.00 This cost will be paid for by the Friends of the Butte Archives and the Butte-Silver Bow Archives.

Marketing costs of \$2,361, include print two ads at \$313. per day for a total of \$626. A television advertisement at \$1,500, 100 posters \$102.70, 1,000 tickets \$106, Invitations 100 for \$26.06. See attached estimates from Montana Standard, KXLF and Insty Prints

The Archives and the Friends of the Butte Archives will pay the marketing costs. Much of the costs will be paid through the Friends and the Archives will do the printing in house.

# BOARD OF DIRECTORS

Attachment #1



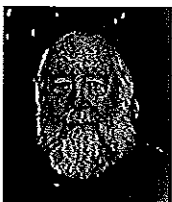
## BRIAN HOLLAND

Brian Holland is an attorney heading up the Butte office of the Crowley Fleck law firm. His work focuses on large energy-related projects and transactions. He joined the Crowley firm in 2004 after serving as Senior Counsel with the Montana Power Company Legal Department, where he worked starting in 1992. Prior to that position, he was in private practice in Seattle for four years, and the Butte-Silver Bow County Attorney's Office for four years. Brian graduated from the University of Montana Law School, with his undergraduate degree in Economics from Carroll College.



## LAUREL EGAN

Laurel is the Medical Librarian for St. James Healthcare from 1991 to present. She received her Masters of Library and Information Science from the University of Alabama, and her B.A. from the University of Montana, Missoula. Laurel is also an artist, working in watercolor and pencil drawing. Laurel previously worked as an Art Instructor and a Children's Librarian for the Butte-Silver Bow Public Library, and as U.S. Government Documents Librarian at Montana Tech of the University of Montana.



## JIM MCDONALD

Jim was born and raised in Anaconda, Montana and has resided in Butte for the past 30 years. He retired after a 40 year career in education and mental health services. His maternal grandparents had a turkey farm in Brown's Gulch and his paternal grandparents had a dry land farm on the Spokane Bench in the Helena valley. Jim has always had an interest in Irish and Butte history and their role in the development of Montana. He graduated from Carroll College with a B.A. in history and received an M.S. in special education from Eastern Montana College.



## MARISSA NEWMAN

Marissa Newman is a native Montanan and retired Realtor with McLeod Realtors of Butte Montana. Marissa is a founding member of the Friends of the Butte Archives, a private non-profit. She has been active as a community volunteer and involved with the Public Radio Transmission Project, Butte Junior League and the University of Montana GSA. Marissa takes an active part at the Archives designing and setting up exhibits.



## SARA SPARKS

Sara was born and educated in Butte, and works as a Remedial Project Manager for the Environmental Protection Agency. She is a graduate of Butte Central High School and Montana Tech with the degree in Occupational Safety and Health. She has been employed with EPA for 25 years and during that time has been involved with the Superfund activities in Butte. Sara has served on the Archives Board for a number of years. She also is involved with the Granite Mountain Memorial, Our Lady of the Rockies and the Chamber of Commerce's Pit Viewing Stand Project.



## BILL MCKENZIE

Bill McKenzie joined the Board of the Archives in October of 2013. He has been an Accounting Manager with Northwestern Energy since 2004. Prior to joining Northwestern, Bill spent 26 years in various financial and accounting management positions with the former Montana Power Company. Bill is a Butte native and a graduate of the University of Montana with a B.S. degree in Financial Management.



## JUSTIN RINGSAK

Justin Ringsak is a communications and technology professional with an M.S. degree Technical Communications from Montana Tech. He has worked in several vertical markets including healthcare, environmental, education, small business and government. Currently, Justin is an adjunct professor at Montana Tech, where he teaches Web Design. He also runs his own communications, consulting, and web design business, Red Mountain Communications. Justin is also an avid musician, writer and photographer, and has performed around the U.S. and Asia. Justin's Butte roots go deep - his great-grandfather Clarence Miller was a survivor of the Granite Mountain Mine fire in 1917 who later went on to start Miller's Boots & Shoes, a Butte business that was operated by Justin's family until 2014.

# STAFF

Attachment #1



## ELLEN CRAIN

Ellen has served as the Director of the Butte-Silver Bow Public Archives since 1990. Under her leadership the Archives successfully executed a \$7.5 million capital project to build an archival vault and restore the Historic Fire Station that the Archives called home. Ellen is past President of the Montana Preservation Alliance, Humanities Montana Board, and Montana Cultural and Aesthetic Projects Advisory Committee. She is currently a member of the Montana State Historical Records Advisory Council and of Northwest Archivists. Ellen has co-edited three books: *Images of America: Butte*, 2009; *Motherlode: Legacy of Women's Lives & Labors in Butte, Montana*, 2005; and *Remembering Butte, Montana's Richest City*, 2001. Ellen is a graduate of Montana Tech and a Butte native.



## NIKOLE EVANKOVICH

Nikole Evankovich has recently taken over the position of Assistant Director. Nikole was born and raised in Butte and graduated with a BS in Liberal Studies from Montana Tech. Nikole has over ten years of experience in communications including public relations, event coordination, technical writing and project management. She has planned strategic campaigns and created key messaging, social media plans as well as press releases, case studies and project collateral for Fortune 500 technology companies. Nikole has a passion for Butte's rich history and is grateful for all of the stories about growing up in Butte handed down to her by her grandparents.



## AUBREY JAAP

Aubrey brings her considerable technology and organizational skills to the position of Administrative Assistant. Aubrey serves as the Archives digital specialist, specializing in digitizing historical manuscripts and photographs as well as working with other agencies on digital programs. She also heads our social outreach program. Aubrey was the recipient of a Montana Memory Project grant which funded the digitization of the Charles Hauswirth Papers and *Eye Opener*, an alternative newspaper from the 1930s. Aubrey is currently pursuing her degree in Public Relations from Montana State University-Billings.



## IRENE SCHEIDECKER

Irene came on the Archives staff in 2011 from the Butte Public Library where she was working as a certified librarian. Irene has a degree in Chemistry, but has spent her career working with her true passion in the library and archives fields. Irene is our Senior Technical Archivist and is responsible for the acquisition and cataloging of all incoming collections. Irene has accepted over 1,000 collections comprising over 2,000 linear feet of material. In 2012 Irene co-wrote, edited, and designed *Butte's Croatian-Slovenian Americans* which was published by the Friends of the Archives.



## KIM MURPHY KOHN

Kim first came to Butte in 1999 to serve as the founding Executive Director of Mainstreet Uptown Butte. Kim has most recently taken on the position of Scheduler and Archives Technician. Kim's skills are a perfect match for her role of collection management, keeping up with collection back log and assisting with exhibit development. Kim has stepped up to assist with the management of the Clark Chateau, in which she develops exhibits and assists in maintenance of the historic home.



## HARRIET SCHULTZ

Harriet Schultz is a native of Louisiana, and received her Masters of Library and Information Sciences from the University of Alabama. Harriet has worked as a librarian at the University of Louisiana, the Mobile Public Library, and the Dauphin Island Sea Lab of the Alabama Consortium of Marine and Environmental Sciences. Since moving to Butte, she has been both a volunteer and a staff member at the Archives for several years, and has also served as the Manager at the Mai Wah Museum. Harriet is currently working as our Archives Technician and assists with the cataloging of incoming collections and government records.



## MITZI ROSSILLON

Mitzi Rossillon has served as the Government Records Specialist at the Archives and currently is serving as the Clark Chateau manager, which is under the supervision of the Archives. Mitzi is an historic archaeologist with over 30 years of experience in the field. Her interest in the life ways and material culture of historic peoples in the American West have proven to be particularly valuable for her various roles at the Archives.

## Cost estimates

1. Civic Center
2. Insty Prints
3. Montana Standard
4. KXLF Estimates



# INVOICE



BUTTE CIVIC CENTER  
1340 HARRISON AVE  
BUTTE, MT 59701  
406-497-6400

11/20/18

INVOICE NO.  
112018

**BILL TO**

BUTTE ARCHIVES  
C/O ELLEN CRAIN  
17 W. QUARTZ  
BUTTE, MT 59701

DESCRIPTION	QTY	UNIT PRICE	TOTAL
MAIN ARENA RENT 11/21/19	1	\$2,800	\$2,800
Rent Includes Full Use of Main Arena- Setup per User's Request with Pipe & Drape, Ticket Takers, & Sound and Video.			0.00
			0.00
			0.00
			0.00
Remarks / Payment Instructions:		<b>SUBTOTAL</b>	<b>0.00</b>

**Balance Due** **\$2,800**

## Crain, Ellen

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**From:** InstyButte <instybutte@bresnan.net>  
**Sent:** Tuesday, November 20, 2018 11:27 AM  
**To:** Archives, BSB  
**Subject:** quote

Ellen,

I have some prices...

To print

100 postcards, color, single sides, 4.25" x 5.5" \$26.06

100 posters, full color, 11" x 17" \$102.70

500 tickets, 2" x 5.5", color single sides \$53.12

You can reference to E#13289 if you decide to order.

Thanks!

Miranda

## Crain, Ellen

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**From:** Kim LaBreche <kim.labreche@mtstandard.com>  
**Sent:** Tuesday, November 20, 2018 9:13 AM  
**To:** Crain, Ellen  
**Subject:** RE: cost per inch for advertisement

Sorry I didn't know when the event for that time of the year.

The ad size would have to be a 4.889 inches wide by 7 inches tall, to fit our column width.  
Price for this ad would be:

### Black and White

1 time- \$294.50  
2 times - \$232.92 per day – Total Cost \$465.86  
3 times - \$210.03 per run – Total cost \$630.08  
4 times - \$196.79 per run – Total Cost \$787.16

### Full Color

1 time- \$374.50  
2 times - \$312.93 per day – Total Cost \$625.86  
3 times - \$290.03 per run – Total cost \$870.08  
4 times - \$276.79 per run – Total Cost \$1,107.16

I hope this is what you needed, please let me know if you have any other questions.  
Thanks Kim

### Kim LaBreche

Marketing Consultant  
Montana Standard | 25 W. Granite | Butte, MT 59701  
406-496-5540 | 406-498-4165 | [kim.labreche@mtstandard.com](mailto:kim.labreche@mtstandard.com)



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**From:** Crain, Ellen [mailto:[ecrain@bsb.mt.gov](mailto:ecrain@bsb.mt.gov)]  
**Sent:** Tuesday, November 20, 2018 8:59 AM  
**To:** Kim LaBreche <kim.labreche@mtstandard.com>  
**Subject:** cost per inch for advertisement

Kim I am writing a grant which has a marketing component and I am required to include cost estimates for the advertisements. I am requesting standard advertising costs for a 5 by 7 advertisement to run at least two times. This event will be in September of 2019. So the estimate should include any increases being discussed for an advertisement. Thank You Ellen Crain

# TV advertising costs for grant

**Evankovich, Nikole**

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**Subject:** FW: Advertising for Butte Archives

**From:** Randa Schimerowski [mailto:rschimerowski@kxlf.com]

**Sent:** Tuesday, November 27, 2018 12:50 PM

**To:** Evankovich, Nikole <nevankovich@bsb.mt.gov>

**Subject:** RE: Advertising for Butte Archives

Hi Nikole,

I would recommend doing a Butte/Bozeman combo market. That way you reach all of the surrounding areas as well.

Production usually runs around \$500, but depending on where we land with the schedule, we might have a little room to work with it.

I would recommend morning news 5:30 am – 9am, that is our Mt. This Morning, and CBS morning news. The other great placement would be in our early local news cast 5:30 pm, and our 10pm news.

If we start the campaign in September all of the new season premiers will be running so we could even look at some prime time spots.

These are our largest viewing audiences, so a good schedule in these programs would run somewhere between \$ 1,800 and \$ 2,500 a month.

If you would like I can do a sample schedule and show you reach and frequency to back up the recommendation ☺. If this is acceptable , and you would like me to do, please let me know.

Thanks again for the opportunity.

Have a great day

Randa