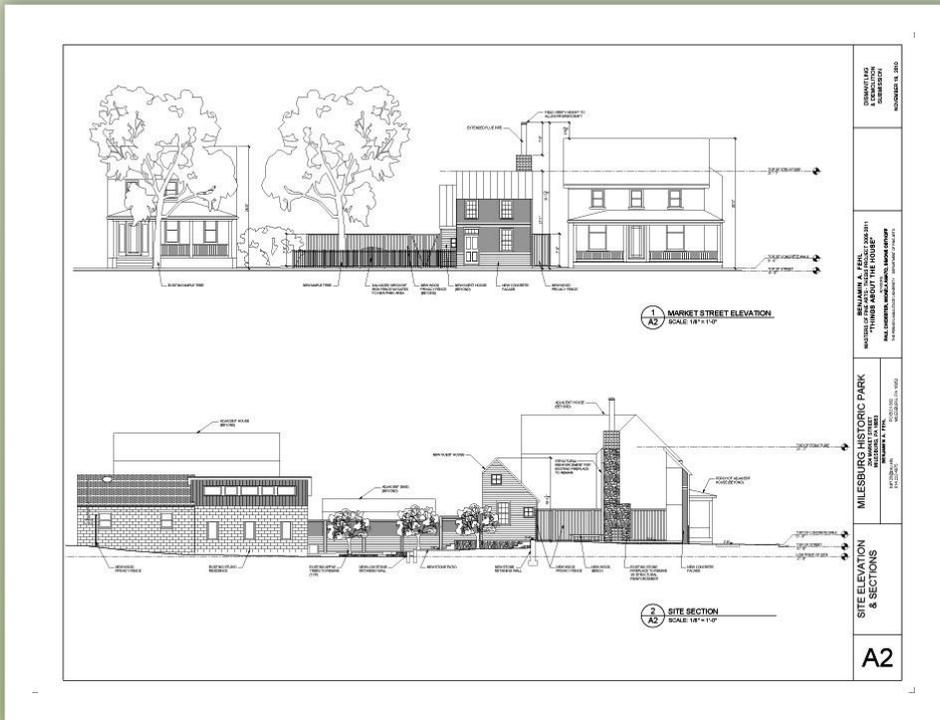


Benjamin FehI Milesburg Historic Park

Things About the House



Client

Benjamin Fehl Milesburg Historic Park – *Things About the House*

Contact

Benjamin Fehl
baf120@psu.edu

Account Executive

Kelly Newburg
(814) 880-0466
Kburg48@gmail.com

Account Associates

Amanda Vazquez
(646) 479-3355
amv5142@gmail.com

Brenna Thorpe
brenna.thorpe@gmail.com

Brittany Schoonover
(908) 246-4047
brittanyschoonover@gmail.com

Carolyn Harpster
(814) 933-8194
carolyn.rose.harpster@gmail.com

Katie Dziki
(412) 551-2177
katie.dziki@gmail.com

Katie Lynch
kpl5048@psu.edu

Laura Schmitt
(410) 241-3349
lauras1708@gmail.com

Taylor Kidd
(717) 649-2303
taylorashleykidd@gmail.com

Table of Contents

Client/Account Contact Information	2
Client Needs Assessment	4
Client Summary	6
Target Audience	6
Research/SWOT analysis	7
Goals and Objectives	8
Campaign Results	8
Evaluation of goals and objectives	8
Media Coverage	9
APPENDIX	10

Client Needs Assessment

How did you hear about Happy Valley Communications? *A colleague in the college of engineering at Penn State University informed me of the professional public relations services provided by Happy Valley Communications.*

What services are you looking for from HVC? *Develop a marketing plan that would include press releases and other public relations materials to plan a fundraising drive for a community public artwork in Milesburg, PA.*

What obstacles do you face, that made you reach out to HVC? *The time demands for designing and building the artwork are not allowing sufficient time to move forward with the necessary public relations component to the project. Nor do I do not have the expertise in public relations or fundraising for this non profit project.*

How do you anticipate that HVC can overcome these obstacles? *Develop a plan for public relations and fundraising and assist in carrying out these activities.*

What has your organization/company done in the past to overcome these obstacles? *Successfully utilize my visual communication skills by building a large architectural model with drawings in order to receive zoning and building permits from the borough. Submitted the proposed community artwork into the Penn State Graduate Exhibit in Visual Arts and was awarded first place.*

What projects would you be interested in having HVC work on? *The project that I am interested in having HVC work on is a large scale permanent public artwork located locally in the town of Milesburg, PA. I have designed and received zoning approval from the township to construct a full scale concrete facade replicating an 1850's historic house. The wooden façade will be removed from the existing house and physically recorded with plaster casts. The plaster casts will be used to pour concrete to permanently replace the former wooden façade. Only the concrete facade and existing fireplace will remain standing, as this will no longer be a house to live in, but rather a sculpture to reflect on the places in which we have lived and called "home". Please visit my website www.benjaminfehl.com to see pictures of the existing house and the model of the proposed artwork.*

What is your organization/company's marketing/PR budget for this upcoming semester? *To date I have spent close to \$6,000.00 to prepare architecture models and construction documents for zoning approval and building permits. I presently have a reserve of \$1,000.00 to continue forward on the project and hope to raise more. I am willing to use \$500.00 of this reserve to begin PR work with HVC. If it serves to benefit the project's PR, I will authorize more cash released.*

How many students would you anticipate needing on your HVC account team? *Not knowing the skills or time each student will work on the project, it is difficult to gauge how many students are needed. I imagine three to start - one directing with two others to assist.*

How often would you be interested in meeting with your account executive? *My schedule is flexible and I would be willing to meet as much as necessary in the beginning to explain my project and goals. After the initial meetings, I think once a week would be suitable. If more or less time to meet is required, arrangements could be made.*

How many hours a week do you need public relations services? *Without the expertise in the area of PR I am not sure of the time dedication required. Much work has been completed already in preparing graphic presentation. I would need whatever time it takes to prepare, organize and execute a PR plan to raise approximately \$40,000.*

Are you a member of the Small Business Development Center? *No, the project is a non-profit public artwork.*

What would you be willing to donate to HVC for a semester of services? *I would donate financial funds once the project is completed. HVC will be acknowledged on a permanent plaque at the site of the project. I would donate architectural or planning services where might be needed. I will obviously extend an invitation to HVC for the private opening reception at the site.*

Client Summary

Benjamin Fehl is an instructor of engineering design in Penn State's College of Engineering. He is the recent recipient of a Pennsylvania Partners in the Arts grant and the creator of the Milesburg Historic Park titled *Things About the House*, in Milesburg, Pa.

The project examines whether site-specific public art in a neighborhood setting can be a catalyst for community development. Drawing from multiple disciplines, including art and architecture theory, community planners, and artists – both, professional and students – the project demonstrates why art is important to the fabric of a neighborhood.

This public artwork is located in the center of Milesburg, Pennsylvania, is being constructed on the site of an 1857 house. Initiated in 2006, the Milesburg Historic Park is scheduled to be completed in the fall of 2011. The goals of the project are to call attention to the multiple ways public art can be significant in strengthening a neighborhood while emphasizing art's inherent value in our daily lives through utilizing the iconic structure of the house.

Target Audience

The Milesburg Historic Park spans to a large target audience. The project was developed to examine whether site-specific art in a neighborhood setting can be a catalyst for community development. Drawing off of this aspect, the main audience for the Milesburg Historic Park is families and community members surrounding Centre County. The project encourages community involvement; therefore the target audience is the community members.

Research and SWOT Analysis

Strengths

- Fehl recently received a grant from the Pennsylvania Partner of the Arts, a funding program of the Pennsylvania Council
- This past spring Fehl received first place in Visual Arts for the 2011 Graduate Exhibition at Penn State

Weaknesses

- The location of the project is in Milesburg, Pa. which is a 20 minute drive outside of State College
- The project's completion date was unset and unclear
- Small to no budget for public relations related materials

Opportunities

- Large audience opportunity ranging from community members to college students

Threats

- Lack of understanding of Benjamin Fehl's vision for the Milesburg Historic Park
- Weather heightens risk of not completing project on time

Goals and Objectives

Goal: To generate exposure of the Milesburg Historic Park on a local and regional level by December 9, 2011.

Objective: Place stories in local and regional media sources

Objective: Place stories in media sources relating to arts and community

Campaign Results

Media Hits = 1

Evaluation of Goals and Objectives

There was one media hit for the Milesburg Historic Park on Penn State Live.

Instructor's creation to serve as community gathering place

Penn State Live

Wednesday, November 16, 2011

Benjamin Fehl, an instructor of engineering design in Penn State's College of Engineering, is the recent recipient of a Pennsylvania Partners in the Arts grant and the creator of the Milesburg Historic Park in Milesburg, Pa., modeled above.

Benjamin Fehl, an instructor of engineering design in Penn State's College of Engineering, is the recent recipient of a Pennsylvania Partners in the Arts grant and the creator of the Milesburg Historic Park in Milesburg, Pa.

Fehl received a grant from Pennsylvania Partners in the Arts (PPA), a funding program of the Pennsylvania Council of Arts for the Milesburg Historic Park. The PPA's goals are to expand constituent access to the arts by making art programs available to communities that may have been undeserved in the past by state arts funding, and supporting a wide variety of arts activities in the community, developed in a variety of local settings.

Located in the center of Milesburg, his public art project is being constructed on the site of an 1857 house. Fehl modified the old house down to its original basic structure and rebuilt a new facade, which will serve as a place where the local community can come together. The project, initiated in 2006 and titled "Things About the House," will be a community-centered park.

In addition to receiving the distinguished grant, Fehl's Milesburg Historic Park project was awarded first place in Visual Arts for the 2011 Graduate Exhibition at Penn State. He was recognized for his emphasis on communication research and creative endeavor to a general audience.

For further information regarding the Milesburg Historic Park and future events, visit www.benjaminfehl.com or email Kelly Newburg at kan5121@psu.edu.

APPENDIX

Supporting Documents

Press Materials

News Release

Fact Sheet

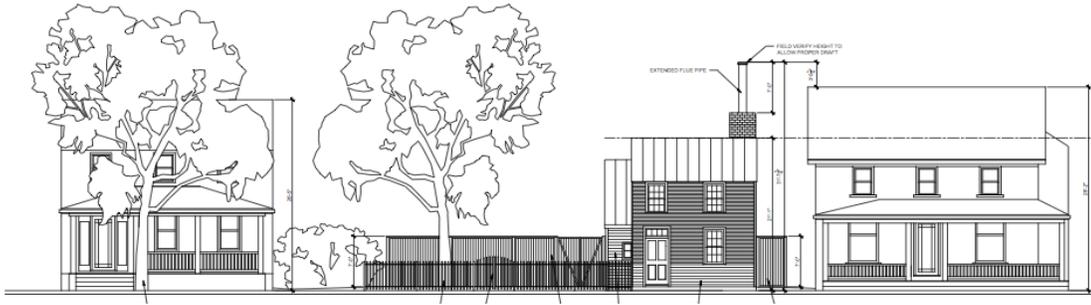
Feature Story

Creative Materials

Information Card

Save the Date

Sponsorship Package



MILESBURG HISTORIC PARK

204 MARKET STREET MILESBURG, PA 16853

NEWS RELEASE

Contact: Benjamin Fehl, title, Penn State University
Email address, phone number

Kelly Newburg, Account Executive, Happy Valley Communications
kan5121@psu.edu, (814) 880-0466

Date **For immediate release**
Milesburg Historic Park Uses Art to Bring Community Together

The Milesburg Historic Park is a public art project created by Penn State architectural engineering instructor Benjamin Fehl. In the heart of Milesburg, Pennsylvania, Fehl is transforming an 1857 home into a community-centered park called *Things About the House*.

Initiated in 2006, the structure will serve as a place where the local communities can come together and experience history. Fehl is removing the current structure and adding a new concrete façade in its place. He hopes this unique mixture of historical detail and modern enhancements will demonstrate that art can help unite a community.

The project began as a graduate thesis which examined whether site-specific, public art in a neighborhood setting can be a catalyst for community development. Fehl's work was awarded first place in Visual Arts for the 2011 Graduate Exhibition at Penn State for his emphasis on communication research and creativity.

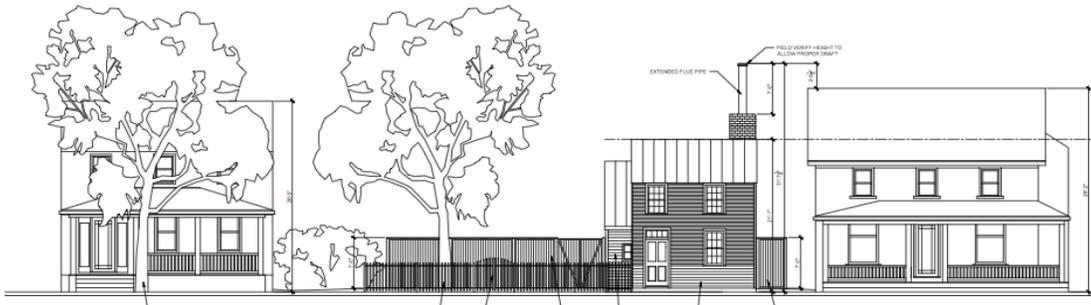
In September, Fehl received a grant for the Milesburg Historic Park from Pennsylvania Partners in the Arts (PPA), a funding program of the Pennsylvania Council of Arts. The grant is intended to make arts programs available to communities that may have otherwise been overlooked.

With the support of the PPA, Fehl is continuing renovations to the structure. Once complete, the land will be open for visitors of all ages. Community members will use the space for events and social activities which will help foster community development.

Fehl hopes the Milesburg Historical Park will teach people that a home does not necessarily have to consist of four walls and a roof. Instead, a home can be anywhere one feels comforted and connected with the community. By calling attention to the ways public art can strengthen a neighborhood, Fehl has revealed the value of art in each person's daily life.

For further information regarding the Milesburg Historic Park and future events, please visit www.benjaminfehl.com or email Kelly Newburg at kan5121@psu.edu.

###



MILESBURG HISTORIC PARK

204 MARKET STREET MILESBURG, PA 16853

QUICK FACTS AND BACKGROUND

The Milesburg Historic Park is a public art project created by Penn State architectural engineering instructor Benjamin Fehl. In the heart of Milesburg, Pa, Fehl is transforming an 1857 house into a community-centered park called *Things About the House*.

Initiated in 2006, the structure will serve as a place where the local communities can come together and experience history. Fehl is removing the current structure and adding a new concrete façade in its place. He hopes this unique mixture of historical detail and modern enhancements will demonstrate that art can actually help unite a community.

The Milesburg Historic Park received a grant from Pennsylvania Partners in the Arts (PPA), a funding program of the Pennsylvania Council of Arts. The grant is intended to make arts programs available to communities that may have otherwise been overlooked.

Milesburg Historic Park Details:

___ square miles

Purchased by Fehl in 20__

Surrounding landmarks:

Milesburg Museum

About Milesburg:

Borough in Centre County, Pennsylvania

Population 1,187

13 miles from Penn State campus

Upcoming Events:

December __, 2011 - __event__ from time to time

Contacts:

Media and Sponsorship: Benjamin Fehl
Phone
bfehl@benjaminfehl.com

Things About the House – by Carolyn Harpster

A home is much more than a structure; much more than a compilation of walls, boards and nails. It's about the familiarity right inside those doors that offers you a sense of security. It's the chair you always sit in, the bed you fall asleep in and the kitchen that feeds your mind, body and soul. It's a personal sanctuary, a refuge from the outside world and a protection from anything bad. It's a place that embraces you like a warm hug when you walk through the front door, and always accepts you no matter what. Everyone needs a place they can be themselves, where they can shake off the world and share the good and the bad with people who accept them and shower them in unconditional love. It's the only place you can be exactly who you are and take off the face you put on for the outside world. A home is where you can put your feet up on the table, use your sleeve as a napkin, sing along to that embarrassing song and cry at a movie you've seen a million times.

In a broader sense, your community is your home. It's your neighbors, your friends, your church and your school. It's the teacher or the coach who went that extra mile, or the cashier at the deli who knows you by name.

Benjamin Fehl, an architectural engineering instructor at Penn State University, emphasizes the importance of coming together as a community through art and architecture in his project called *Things About the House*. It is a façade of a home being built on the site of an 1857 house that Fehl began working on in 2006. When completed, it will be open to the community of Milesburg, a small town outside of State College, to walk through, host events and essentially have everyone be able to come together.

According to his website, this project will examine, “whether site-specific public art in a neighborhood setting can be catalyst for community development.” Fehl explains that this façade is a way to show art’s role in a home and in our every day lives. “The goals of the project are to call attention to the multiple ways public art can be significant in strengthening a neighborhood.” Fehl is on a one -man mission to bring his vision of the word home to a small rural town in Pennsylvania and we will be able to see the results of his work when this project is completed
| sometime in the next two years.

Save the Date



**Benjamin Fehl cordially invites you to
the grand opening of
*Things About The House***

When:

Where:

RSVP by:

Please visit www.benjaminfehl.com for more information

Information Card

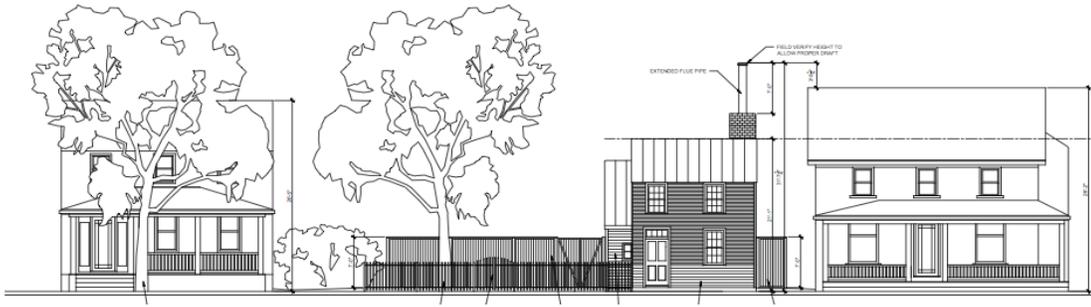


Benjamin Fehl Presents *Things About The House*

Benjamin Fehl Presents *Things About The House*

Benjamin Fehl, architecture professor and artist, is the creator of an art project in Milesburg, Pennsylvania a public art project is being constructed on the site of an 1857 house. Fehl stripped the old house down to original basic structure and rebuilt a new façade which will serve as a place where the local communities can come together. Initiated in 2006 and scheduled to be completed this fall, the structure will be a community centered park called, Things About the House.

Please visit www.benjaminfehl.com for more information



MILESBURG HISTORIC PARK

204 MARKET STREET MILESBURG, PA 16853

SPONSORSHIP IDEAS

We have created a list of sponsorship ideas that can also be set up into sponsorship packages. These packages will give Benjamin Fehl an added source of income to go towards his project, which will enrich Milesburg.

We created the sponsorship packages to accomplish three objectives

- Offer different levels of sponsorship with different titles
- Offer specific incentives at each level
- Each package would have a different price

The sponsorship packages will be comprised of the different sponsorship ideas we came up with

- Name or Family name on a stone at the site. These stones could be placed to create a walkway.
- Name or Family name on a large rock. The rocks would be placed in the landscape and would be visible to the visitors.
- There is one building that is fully enclosed on the site. The purpose of the building is not known, but an idea is to hang pictures of Milesburg families inside the building to decorate the walls.
- List the names of sponsors on Ben Fehl's website
- Sponsor a plaque that would be at the entrance to the site and give the history of the house and basic facts about the town of Milesburg.

The sponsorship packages combine the ideas and have different levels based on the amount of money donated.

Level One- Friend of Milesburg

- Level One is the most basic sponsorship package. It would require a \$15 donation. This level would allow the sponsor to put their name/ family name on a stone.

Level Two- Friend of the Arts

- Level Two would require a \$30 to \$50 donation. The sponsor would put

their name/ family name on a large rock at the site.

Level Three- Preserver of History

- Level Three would be a donation greater than \$50. The sponsor would put their name/ family name on a large rock at the site. They would also be published in a newsletter and on Ben Fehl's website. They would be able to write a short message of whatever they choose.

Level Four- Plaque Sponsor

- Level Four is the highest sponsorship level. This sponsor would donate \$500 or more. This person would have their name on the plaque that is based at the entrance way to the site. They would have a press release written about them and also get a write up on Ben Fehl's website.