

2019 CLARK COUNTY OPEN STUDIOS

Vancouver's Lodging Tax Grant at work



January 14, 2020

OVERVIEW

Artstra was awarded a \$2,500 grant from the City's Lodging Tax Grant Program to assist in funding the continuing development of the Open Studios program. Artstra is one of a number of nonprofit and government agencies that were awarded funds for tourism-related projects that leave an impact in the community.

2019 was another successful year for the Clark County Open Studios (CCOS) tour. Grant dollars enabled an increase in our advertising reach to communities and potential visitors far beyond Vancouver. Open Studios marketing and promotion not only shines a light on the variety and talent of individual visual artists in our community, it enhances Vancouver's identity and image. The program encourages growth of the local economy through the arts and the development of a rich cultural climate for people to live, work and visit.

EXTENDING OUR REACH

Our target audience includes art enthusiasts and supporters as well as the curious and novice visitor from near to far. We strive to include in Open Studios a diversity of artists and attract visitors of all ages and backgrounds.

Promotional printed material included: 300 yard signs, 5,000 tour guidebooks, 10,000 postcards, and 1,000 posters.

North County Production, a professional distribution company distributed CCOS postcards and posters in key locations in and around Portland beginning Sept 1st and restocked as materials depleted.

Grant-funded advertising

Publication/media	Distribution area	Circulation/reach
Art in the Pearl guidebook	PDX metro area, including at Artstra-sponsored booth	10,000+
Gorge Magazine	Columbia Gorge, PDX metro area, Seattle, Boise	75,000
Columbia River Reader	Longview + Lower Columbia River area in WA, OR	13,500
PADA (Portland Art Dealers Association)	PDX metro area and 2,750 mailed out-of-area.	11,500

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With the Lodging Tax Grant from the City, we were able meet our goal of reaching a wider audience by extending the distribution of our marketing materials and also by targeting advertising beyond Vancouver while remaining true to our mission to support diverse local artists. Looking to our target audience of art enthusiasts, CCOS produced ads are strategically placed and targeted key regional magazine publications that are event and activity sources for both tourists and locals. This year, we focused the budget on essential ads that reach the widest audience.

2019 OPEN STUDIOS PROGRAM	
TOTAL EXPENSES AND ADMIN. COSTS	\$11,204
INKIND PROFESSIONAL SERVICES	\$10,000
2019 TOTAL PROGRAM BUDGET	\$21,204

Social media

Social media also played a key role in promoting the tour. Facebook data show the love the community has for this event, with posts about Open Studios receiving record “likes” and “shares” which spread excitement and anticipation for the event.

2019 LODGING TAX GRANT AMOUNT	\$2,500
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Earned media

In addition to the program’s paid advertising, Artstra issued press releases to regional print and online news sources, which led to featured stories in local newspapers. Highlights in coverage included a feature article as well as a follow-up story about the program’s impact in [The Columbian](#).



EXHIBIT/OPENING RECEPTION

The 2019 tour kicked off with an opening reception and preview exhibit on First Friday, November 1, hosted by the CAVE Gallery in downtown Vancouver. High school volunteers greeting guests at the door counted 562 visitors to the opening reception and the gallery sold 8 artworks by the end of the night. The month long exhibit continued to draw visitors throughout November.

TOUR WEEKEND

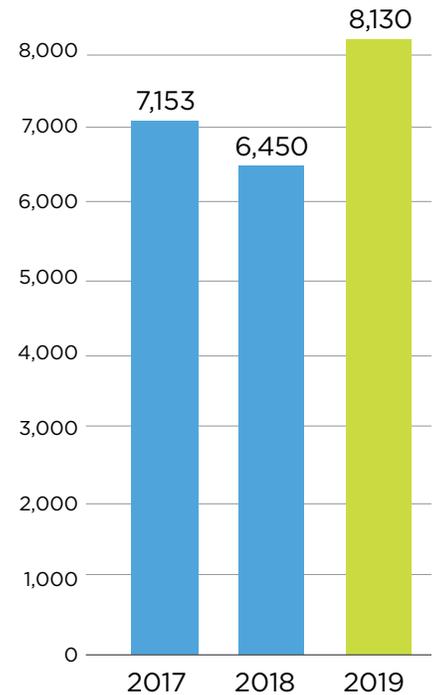
On November 2-3, Saturday and Sunday, following the First Friday reception, 50 artists opened their studio doors to visitors from around the region. Participating artists were asked to keep track of the number of visitors each day and where they were coming from by zip code. After Open Studios weekend, Artstra routinely surveys all participating artists. These surveys provide data on who visited and allows Artstra to measure and understand attendance levels. Our zip code guest tallies and post-event artist survey indicate estimated numbers of visitors and their origin as shown in the charts below.

The number of participating artists continues to grow. With new artist applications and new jurors each year, the tour is kept fresh and is always uniquely different from previous years. In the past seven years, the program has shown 159 different artists representing a variety of disciplines, backgrounds, and artistic styles.

ECONOMIC IMPACT

The selling of artwork is not required of participating artists, however, the number of sales does provide insight into the tour's economic impact on the community. A survey of tour visitors indicated they spent \$90,346 on art. This year's sales were up \$30,000+ from previous Clark County Open Studios Tours. When visitors go on the self-guided tour, they are not only buying art from the artists, they are also exploring new routes, discovering new restaurants, coffee shops and other places of interest.

ESTIMATED TOTAL STUDIO VISITS¹



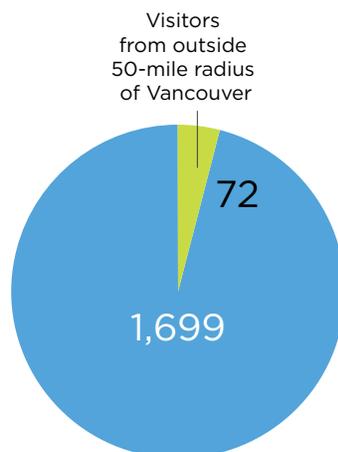
Estimated total studio visits¹ were up 20% from 2018.

1,771

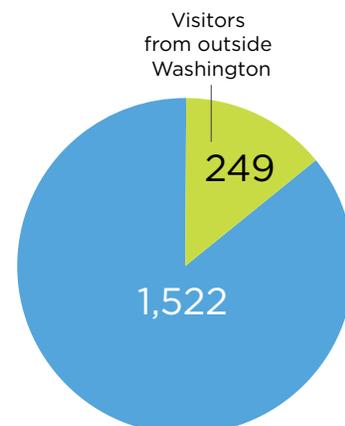
TOTAL ESTIMATED VISITORS¹ TO THE 2019 CLARK COUNTY OPEN STUDIOS TOUR

UP 40%

FROM 1,053 IN 2018



Visitors from within 50-mile radius



Visitors from within Washington

1. One person visiting one studio is a "visit." Visit estimates are based on artists' zip code tallies taken at each studio. Visitors' "first stops" were recorded in the zip code tally in order to determine total estimated visitors.

SUPPORTING THE ARTS AND BOOSTING PUBLIC AWARENESS

Open Studios ignites relationships, inspires conversations, and bridges gaps of understanding between art appreciators and artists, creating connections that extend far beyond the tour. Open Studios guidebooks and website are used throughout the year as a means of promoting local artists for additional exhibitions and sales. Open Studio's artists continue to report new contacts with collectors, galleries and publications as the result of participating.

The Open Studios program supports our artists living and working here while at the same time bringing arts education to our neighborhoods. And numbers don't tell the most important stories. The connections made, like meeting their neighbors for the first time, create bonds that build a strong community.

The Open Studios program would not be successful without the support of the Vancouver community, the donations received, and hours of volunteers' time. As a nonprofit with a volunteer board of 10 and no paid staff, this funding was instrumental in developing an advertising campaign outside of Vancouver. A high level of marketing design and advertising continues to promote Vancouver as an arts and cultural destination.

As we begin planning for the 2020 Open Studios tour, we are always looking for ways to improve the program. With the continued support of the City of Vancouver, we will use what we've learned from previous years and continue to promote the arts. Beyond our regular programming and behind the scenes, Artstra will continue working to encourage the arts as a driver of economic development and community revitalization.

\$90,346

TOTAL AMOUNT
SPENT ON ART

AMOUNT SPENT ON
RESTAURANTS, FUEL, ETC.:

unknown

AMOUNT SPENT
ON LODGING:

unknown



A moment in artist Pamela Johnson's studio