

2017 CLARK COUNTY OPEN STUDIOS

Vancouver's Lodging Tax Grant at Work



January 22, 2018

OVERVIEW

Arts of Clark County (AoCC) was awarded an \$11,000 grant from the City's Lodging Tax Grant Program to assist in funding the continuing development of the Open Studios program. AoCC is one of 17 nonprofit and government agencies that were awarded funds for tourism-related projects that leave an impact in the community.

2017 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

With the Lodging Tax Grant from the City, we were able meet our goal of reaching a wider audience by targeting advertising beyond Vancouver while remaining true to our mission to support diverse local artists. To optimize the granted funding, we looked for opportunities to target audiences of art enthusiasts by strategically placing CCOS advertisements at other art events. We also targeted key regional publications that promote tourism and are local or regional event and activity resource guides.

Advertising

Publication / media	Distribution area	Circulation/reach
PADA (Portland Art Dealers Association)	PDX metro w/ 2,750 mailed out-of-area	11,500
Art in the Pearl guidebook	PDX metro area, also at AoCC-sponsored booth	10,000+
Portland Open Studios guidebook	PDX metor area	not disclosed
Washington Co. Open Studios guidebook	Throughout Washington County, OR	6,000
Visit Vancouver Magazine	95,000 outside Clark Co. + 46,000 inserted in PDX monthly and Seattle Met magazines	141,000
Gorge Magazine	Columbia Gorge, PDX metro area, Seattle, Boise	75,000
Willamette Week Fall Art Guide	PDX metro area	70,000
Columbia River Reader	Longview + Lower Columbia River area in WA, OR	13,500

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Social media

Social media also played a key role in promoting the tour. In October, one month before the tour, we posted sneak peeks of interesting studios along 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. The week before the tour we maximized these posts with Facebook advertising funded by the grant. Facebook data indicated that the digital guide received **over 7,000 views and 137 shares.**

Earned media

In addition to the program’s paid advertising, AoCC issued press releases to regional print and online news sources, which led to multiple featured stories in local newspapers. Coverage included articles in *The Columbian*, *The Reflector*, *The Camas/Washougal Post Record*, and *The Senior Messenger*, as well as local online news sources *North Bank Now*, *Daily Insider*, *Clark County Today*, and *Clark County Talk*. This year we also shared an in-depth conversation about the program and its impact in an interview on *Hello Vancouver’s* podcast that aired on KXRW and XRAY FM radio stations.



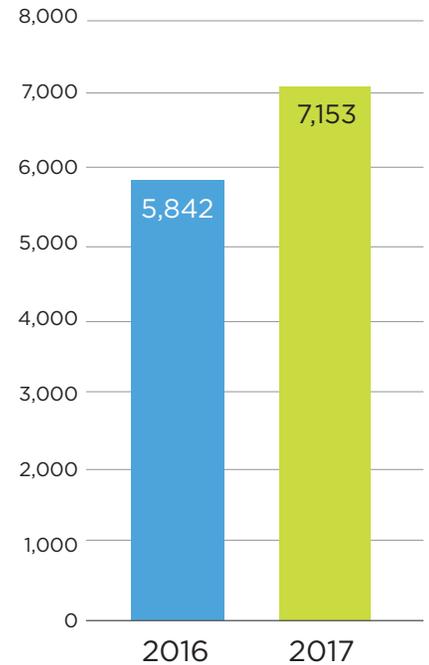
EXHIBIT/OPENING RECEPTION

The 2017 tour kicked off with a celebration of the fifth year of Clark County Open Studios at an opening reception and preview exhibit on First Friday, November 3, hosted by Vancouver’s newest addition to the Downtown Arts District, the CAVE Gallery. High school volunteers greeting guests at the door counted **697 visitors to the opening reception.**

TOUR WEEKEND

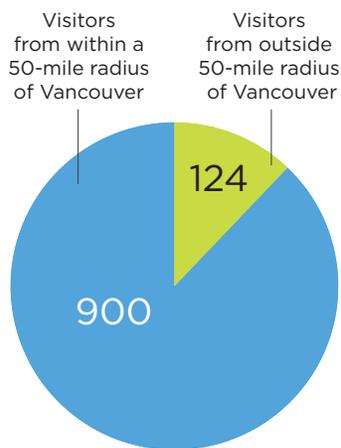
On November 11-12, the weekend following the reception, 53 artists opened their studio doors to visitors from around the region. Participating artists were asked to keep track of the number of visitors each day and where they were coming from by zip code. After Open Studios weekend, AoCC routinely surveys all participating artists. These surveys provide data on who visited and allows AoCC 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 also 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 five years, the program has shown over 130 different artists representing a variety of disciplines, backgrounds, and artistic styles. In 2017, over half of the artists were new to the program.

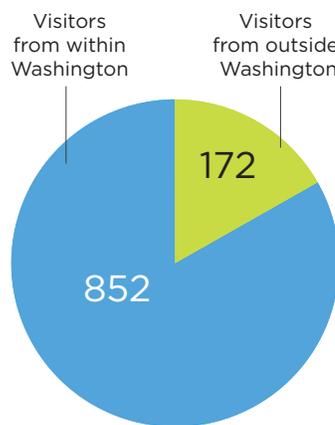


20% more visits¹ than 2016

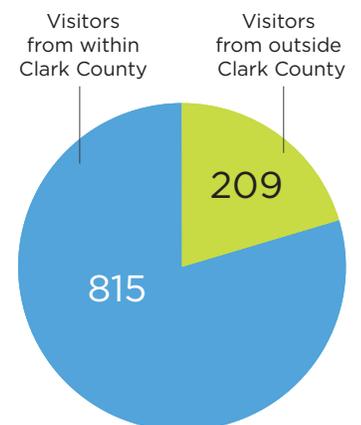
1,022 TOTAL ESTIMATED VISITORS¹ TO THE 2017 CLARK COUNTY OPEN STUDIOS TOUR



12% CAME FROM MORE THAN 50 MILES OF VANCOUVER



17% CAME FROM OUTSIDE WASHINGTON STATE



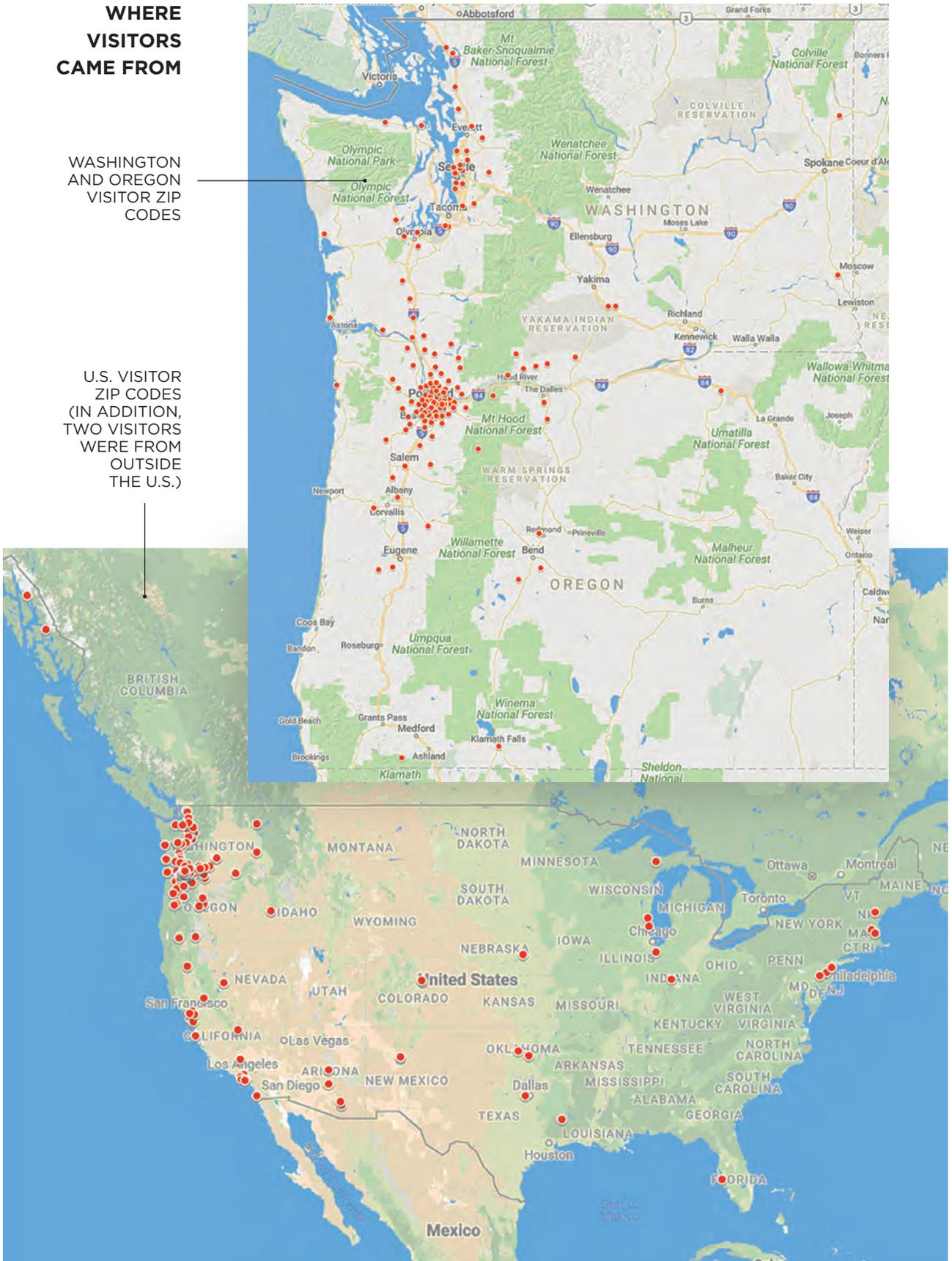
20% CAME FROM OUTSIDE CLARK COUNTY

1. One person visiting one studio is a "visit." Visit estimates are based on artists' zip code tallies taken at each studio and estimates reported in a post-tour artist survey. A separate visitor survey indicated that Clark County Open Studios visitors went to an average of seven studios in their tour. So the methodology for determining total estimated visitors is as follows: 7,153 visits ÷ 7 studios = 1,022.

WHERE VISITORS CAME FROM

WASHINGTON AND OREGON VISITOR ZIP CODES

U.S. VISITOR ZIP CODES (IN ADDITION, TWO VISITORS WERE FROM OUTSIDE THE U.S.)



ECONOMIC IMPACT

The selling of artwork is not required of participating artists and is not even a primary goal for this community event. However, the number of sales does provide insight into the tour's economic impact on the community. In 2017 surveys, reported visitors spent an estimated \$53,775 on art. In keeping with the past five years, participating artists consistently reported over \$50,000 in total sales. 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.



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 are used throughout the year as a means of promoting local artists for additional exhibitions and sales. The Open Studios website also acts as an artist registry with the potential to reach art lovers around the world. Many artists have reported new contacts with collectors, galleries and publications as the result of participating.

As we begin planning for the 2018 Open Studios tour, we are always looking for ways to improve the program. With the continued support of the City of Vancouver, this year we begin revamping the Open Studios website with an updated platform. We will use what we've learned in 2017 and continue to promote the arts.

Beyond our regular programming and behind the scenes, Arts of Clark County will continue working to encourage the arts as a driver of economic development and community revitalization.

\$53,775

TOTAL ESTIMATED
AMOUNT SPENT
ON ART

\$1,015

ESTIMATED
AVERAGE AMOUNT
SOLD PER ARTIST

\$53

ESTIMATED AVERAGE
AMOUNT SPENT ON
ART PER VISITOR

AMOUNT SPENT ON
RESTAURANTS, FUEL, ETC.:

unknown

AMOUNT SPENT
ON LODGING:

unknown