

2018 CLARK COUNTY OPEN STUDIOS

Vancouver's Lodging Tax Grant at work



January 21, 2019

OVERVIEW

Arts of Clark County (AoCC) was awarded an \$8,500 grant from the City's Lodging Tax Grant Program to assist in funding the continuing development of the Open Studios program, one of 15 nonprofit or government programs that were awarded funds for tourism-related impact in the community.

2018 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.

Advertising

Publication/media	Distribution area	Circulation/reach
Art in the Pearl guidebook	PDX metro area, including at AoCC-sponsored booth	10,000+
Visit Vancouver Magazine	95,000 outside Clark Co. + 46,000 inserted in <i>Portland Monthly</i> and <i>Seattle Met</i> magazines	141,000
Gorge Magazine	Columbia Gorge, PDX metro area, Seattle, Boise	75,000
Columbia River Reader	Longview + Lower Columbia River area in WA, OR	13,500

Arts of Clark County
P.O. Box 191
Vancouver, WA 98666

Web: artsofclarkcounty.org

Jennifer Williams
Arts of Clark County
Open Studios Director
360-991-3295
jennifer@jenniferwilliamsfineart.com

Karen Madsen
Arts of Clark County
Chair
503-274-4475
madsenkc@gmail.com

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.

Social media

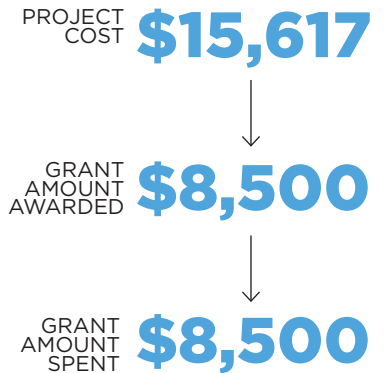
Social media also played a key role in promoting the tour. Facebook data show the love the community has for this event, with posts about Open Studios receiving record “likes” and “shares” which spread excitement and anticipation for the event. Facebook data indicated that the two paid event promotions funded by the grant reached **over 12,860 views**.

Website

This year the grant also provided funding to make critical updates to the Open Studios website with a new platform that will serve the program for many years. Along with providing detailed information about the program for both visitors and participating artists, the Open Studios website’s artists pages also acts as an artist registry with the potential to reach art lovers around the world throughout the year.

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. Highlights in coverage included a feature article and two follow-up stories about the program’s impact in *The Columbian* and the *Camas-Washougal Post Record*.



EXHIBIT/OPENING RECEPTION

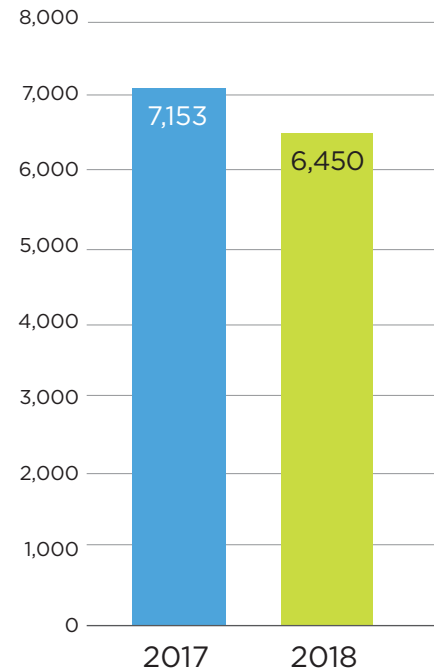
The 2018 tour kicked off with an opening reception and preview exhibit on First Friday, November 2, hosted by the CAVE Gallery in downtown Vancouver. High school volunteers greeting guests at the door counted **665 visitors to the opening reception** and the month long exhibit continued to draw visitors throughout November.

TOUR WEEKEND

On November 3-4, Saturday and Sunday, following the First Friday reception, 50 artists opened their studio doors to visitors from around the county. 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 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 six years, the program has shown 150 different artists representing a variety of disciplines, backgrounds, and artistic styles.

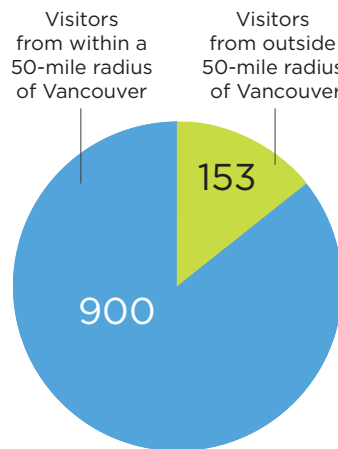
TOTAL STUDIO VISITS¹



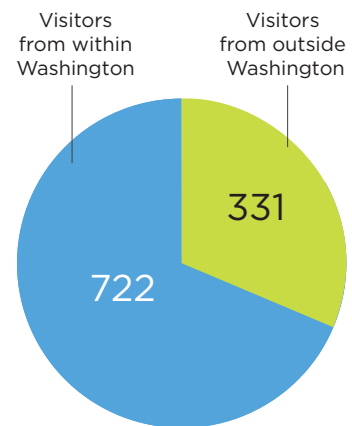
Total studio visits¹ were down 10% from 2017 although estimated total numbers of visitors was up by 3%

1,053

TOTAL ESTIMATED VISITORS¹ TO THE 2018 CLARK COUNTY OPEN STUDIOS TOUR



14.5% CAME FROM MORE THAN 50 MILES OF VANCOUVER



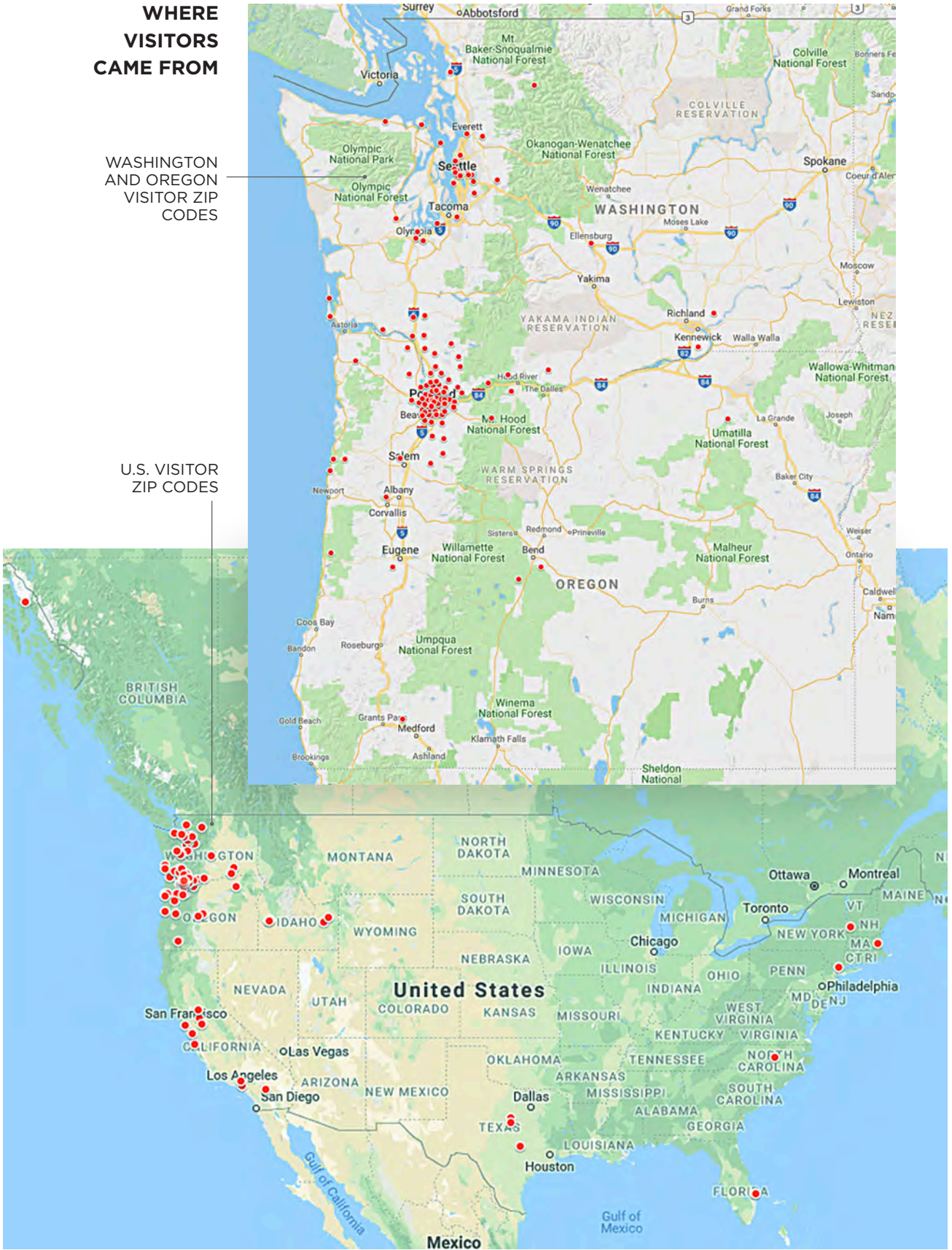
31.4% CAME FROM OUTSIDE WASHINGTON STATE

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.

WHERE VISITORS CAME FROM

WASHINGTON AND OREGON VISITOR ZIP CODES

U.S. VISITOR ZIP CODES



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. A survey of tour visitors indicated they spent an estimated \$56,176 on art. In keeping with the past six years, participating artists consistently report 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.

\$56,176

TOTAL ESTIMATED
AMOUNT SPENT
ON ART

\$1,124

ESTIMATED
AVERAGE AMOUNT
SOLD PER ARTIST



Woodcrafting artist John Furniss in his studio

\$53

ESTIMATED AVERAGE
AMOUNT SPENT ON
ART PER VISITOR

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 guide-books 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.

As we begin planning for the 2019 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, Arts of Clark County will continue working to encourage the arts as a driver of economic development and community revitalization.