

# WELCOME!



# **AGENDA**

**Thanks for being here!**

- Welcome - Ian Fortier, Grandin Theatre
- It's Here! Collective Marketing Team Update
- Year End Celebration Game
- Arts & Culture Planning - Culture Check
- Cross promotion strategy
- Next Meeting - September 11, 12, or 13?

# Collective Marketing Update



it's  
HERE  
ROANOKE





[GET INVOLVED](#)

[SCHEDULE](#)

[STAGES](#)

[MERCH](#)

[INFO](#)

[NEWS](#)

# Anthem GO Outside Festival

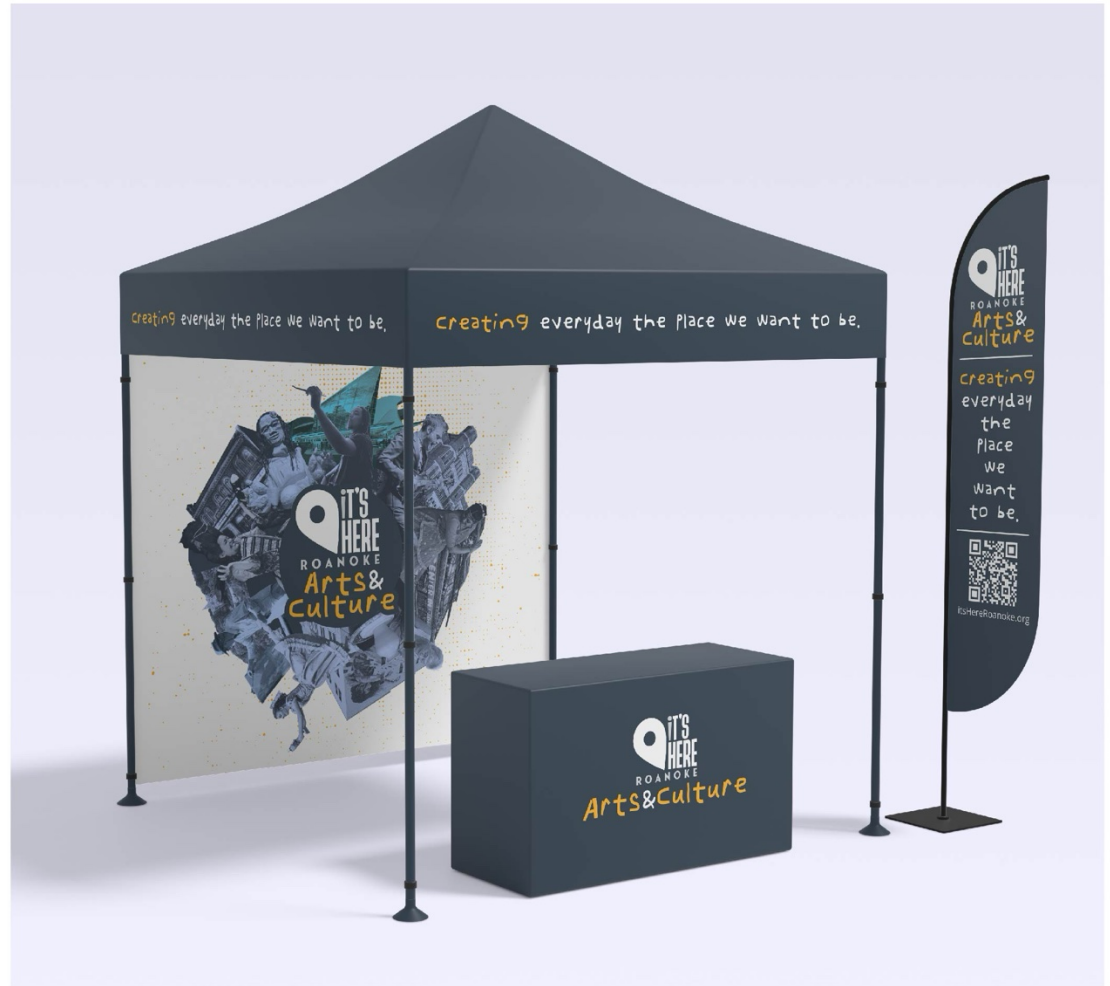
October 18-20, 2024 in Virginia's Blue Ridge | Wander. Explore. Discover.

Project-Budget



## BOOTH, TENT, FLAG

Display Arts and Culture brochures, calendars, etc.





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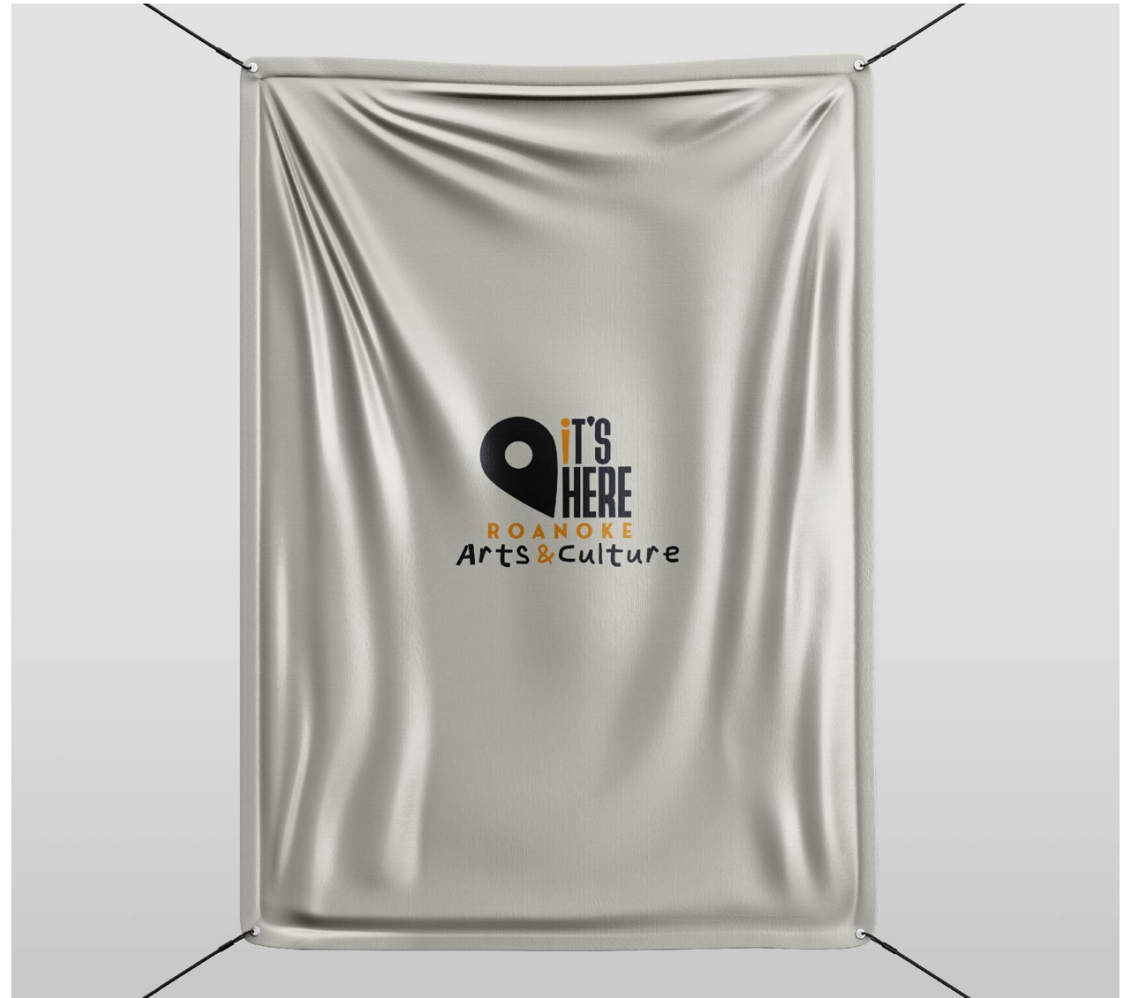
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## **CANVAS**

Have a giant "It's Here" canvas for people to have fun and paint on - leave their mark - and then we continue to use that when we present.





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## TSHIRTS

T-shirts are given out to anyone who fills out our contact form, begin building contact list.







IT'S  
HERE  
ROANOKE  
ARTS &  
CULTURE

# CONNECT

COMMUNITY THROUGH THE ARTS.

Every day, we're creating our community through the arts – right here where we belong.

We are using our creativity to improve our lives, our place, and our community. Our collective exploration brings together artists, our nonprofit arts sector, arts businesses, and our community development partners.

It's right here, right now in Roanoke that we're creating the community we want, and we invite you to join us.

# CREATE

OUR ARTS ECO SYSTEM

With the combination of incredibly talented local artists, a robust nonprofit arts and culture sector, and a host of events through the year that celebrate all the ways art intersects our community, we have a THRIVING arts eco-system

Here are some of the ways we are helping that happen!

**Neighborhood Investment**  
(Arts Connect: Neighbors)

**Inviting Artists to be Community Development Partners**  
(Arts Connect Tuesday Meetings)

**Collective Marketing of the Arts**  
(It's Here!)

**Roanoke City's 2025 Arts & Cultural Plan**

**Roanoke City's \$20 million Cultural Endowment**



# SAVOR

## WHAT IS HAPPENING RIGHT HERE, RIGHT NOW.

The best way you can help keep creating this community through the arts is by **ENJOYING** it! Here are just a few ways you can do that.

### GO TO EVENTS

Check the community calendars to see what is going on in the area, be curious, try something new!

### STAY CONNECTED

Sign up for our weekly Arts and Culture Newsletter and Strategy Team updates.

### FOLLOW AND SHARE

Share your art experiences and follow accounts like @gettoknownoke and @hello.roanoke who do a lot to celebrate our artistic community.

### PLAN A "ARTS CONNECT NEIGHBORS" EVENT

These free events are funded by the Roanoke Arts Commission - all you have to do is host!

### USE THE ARTIST DIRECTORY

If you are an artist, sign up to be in the directory - if you're not, use the directory to find artists in your community.



VISIT THE "IT'S HERE ROANOKE" WEBSITE  
AS A ONE STOP PLACE  
TO HELP YOU DO ALL THESE THINGS  
[www.itsHereRoanoke.org](http://www.itsHereRoanoke.org)

**CONNECT  
CREATE  
SAVOR** **HERE**

**YOUR ONE-STOP PLACE  
TO STAY CONNECTED TO ARTS  
IN COMMUNITY AND HELP  
IT THRIVE.**



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# Collective Marketing

- Aggregated outreach - Go Fest start
- Aggregated Festival concept
  - Arts Pop through Down by Downtown Festival
  - March 7 through April 20
    - Explore what you have on the calendar
  - Focused weekend festival