

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

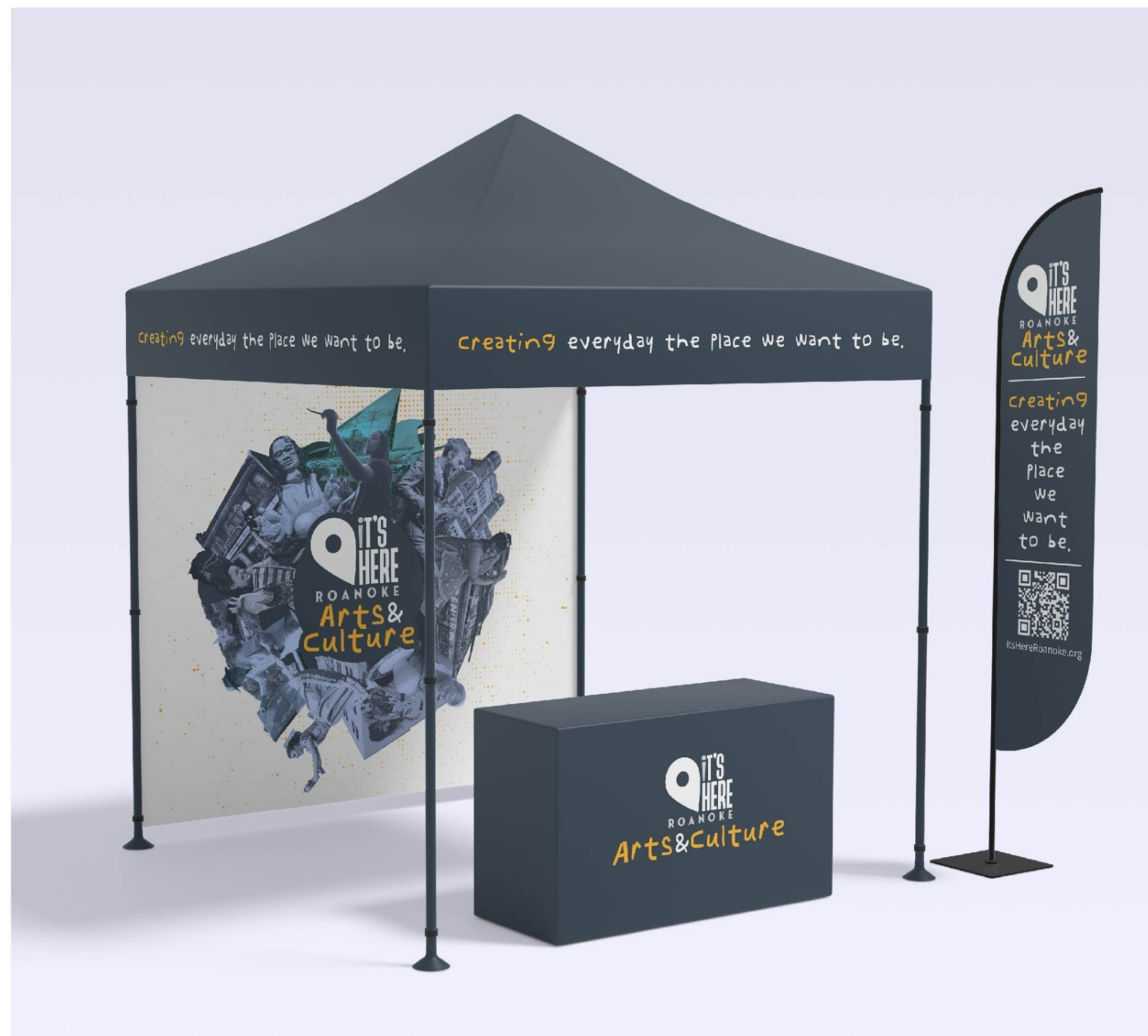
October 18-20, 2024 in Virginia's Blue Ridge | Wander. Explore.
Discover.

Project-Budget



BOOTH, TENT, FLAG

Display Arts and Culture brochures, calendars, etc.





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IT'S HERE HANDOUT

Begin Marketing "It's Here Roanoke" as the one-stop place to connect and contribute to the arts.





BOOTH, TENT, FLAG

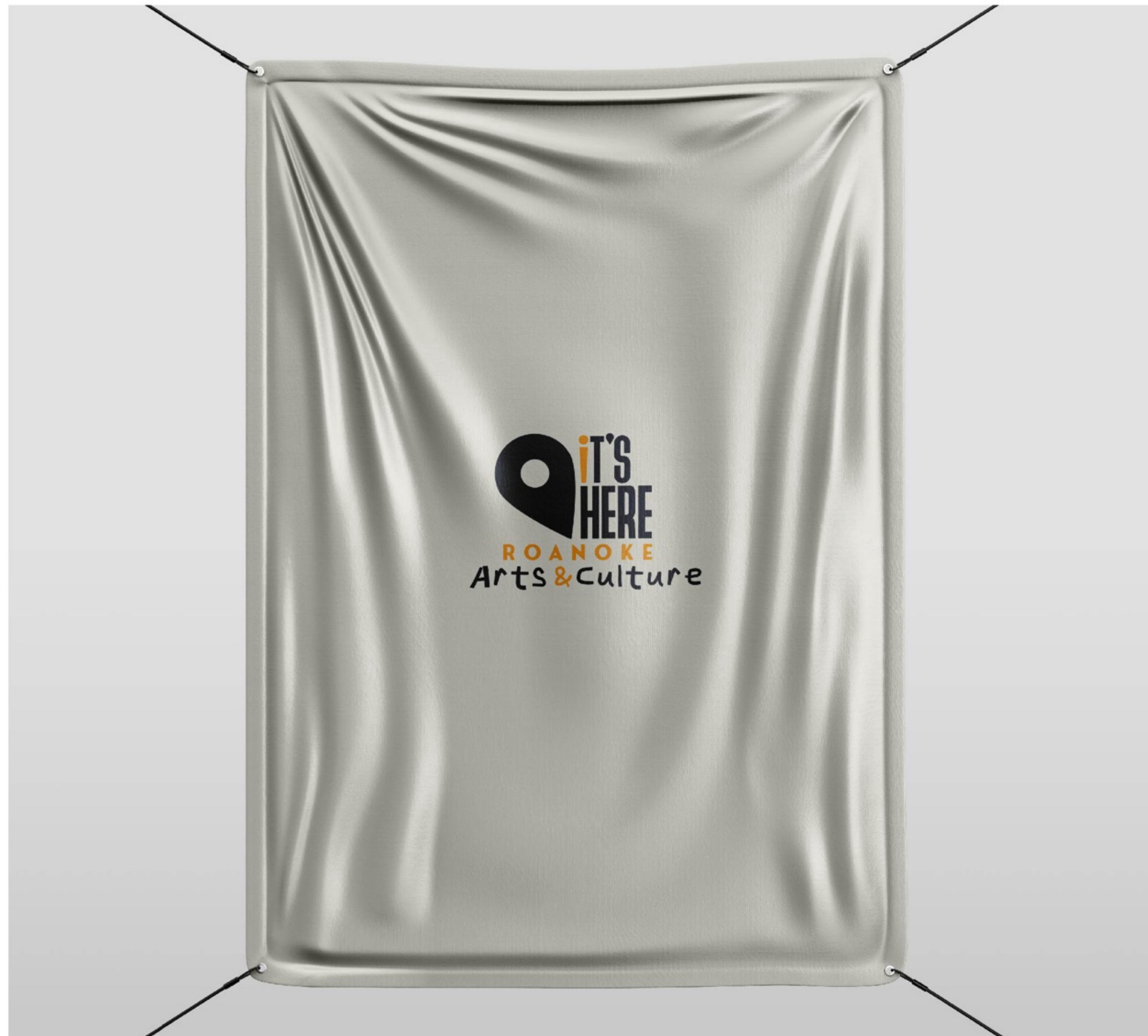
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CANVAS

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 your 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

CONNECT CREATE SAVOR **HERE**

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



www.itsHereRoanoke.org

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

Vive le culture!

Tour de Roanoke

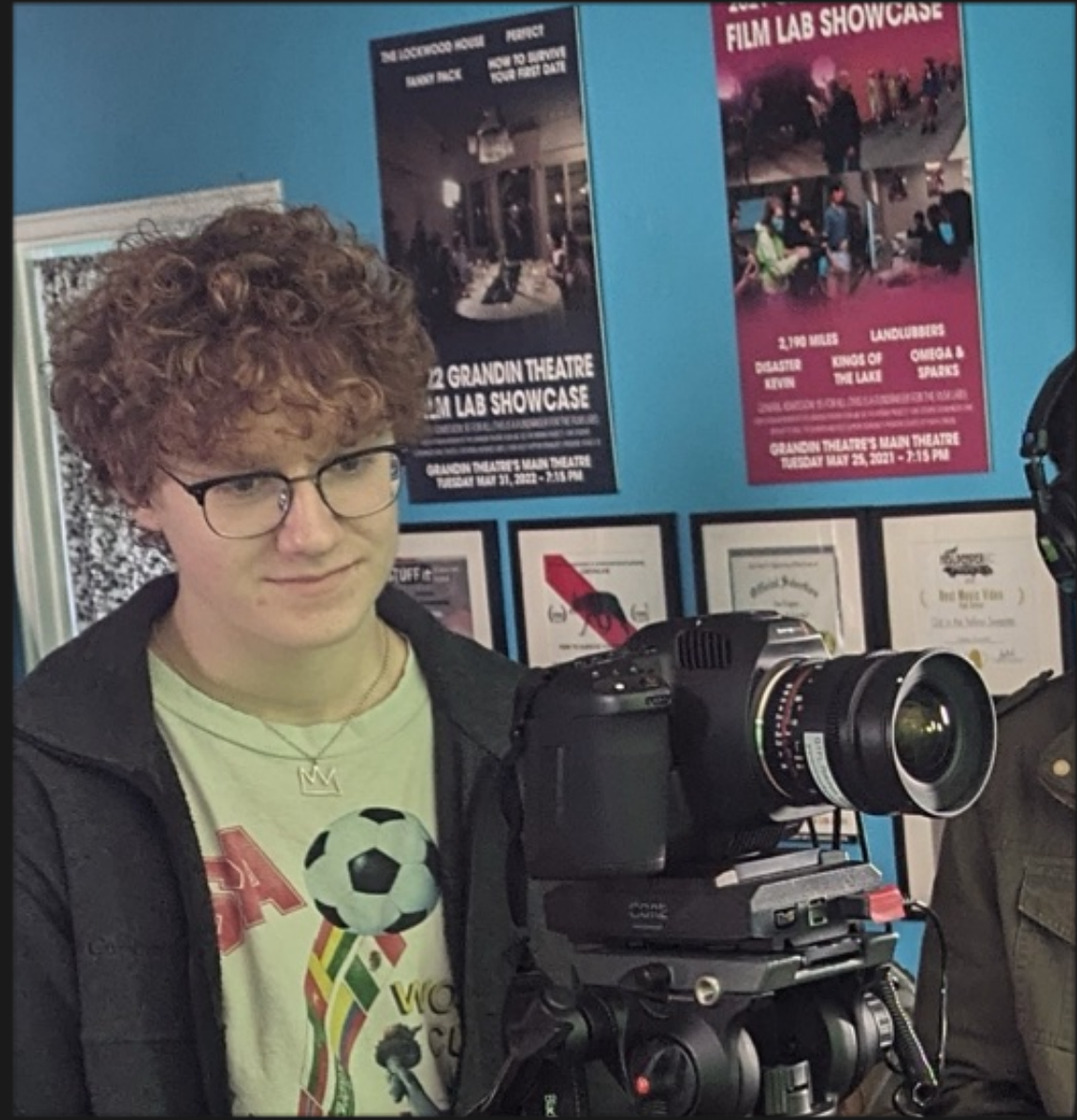














2023 GRANDIN THEATRE
FILM LAB SHOWCASE
TUESDAY MAY 30, 2023 - 7:00 PM
GRANDIN THEATRE'S MAIN THEATRE

THE LOCKWOOD HOUSE PERFECT
DANNY PICKS
HOW TO SURVIVE
YOUR FIRST DATE
2022 GRANDIN THEATRE
FILM LAB SHOWCASE
TUESDAY MAY 23, 2022 - 7:15 PM
GRANDIN THEATRE'S MAIN THEATRE

2021 GRANDIN THEATRE
FILM LAB SHOWCASE
2,190 MILES
DISASTER
KEVIN
WINGS OF
THE LARK
LANDSLIDERS
CHLOE &
SPARKS
GRANDIN THEATRE'S MAIN THEATRE
TUESDAY MAY 25, 2021 - 7:15 PM

DETECTIVE TEXAS TOAST THE PROTECTOR
HOURGLASS UNDEVELOPED
2019 GRANDIN THEATRE
FILM LAB FILM FESTIVAL
GENERAL ADMISSION \$5 FOR ALL OTHERS \$10 FOUNDER FOR THE FILM LAB
GRANDIN THEATRE'S MAIN THEATRE
TUESDAY MAY 21, 2019 - 7:15 PM

TRUE SIGHT
FREEDOM ABRIDGED
WANDERER

GRANDIN THEATRE
FilmLab



TAUBMAN
MUSEUM OF ART





Roanoke Valley Children's Choir











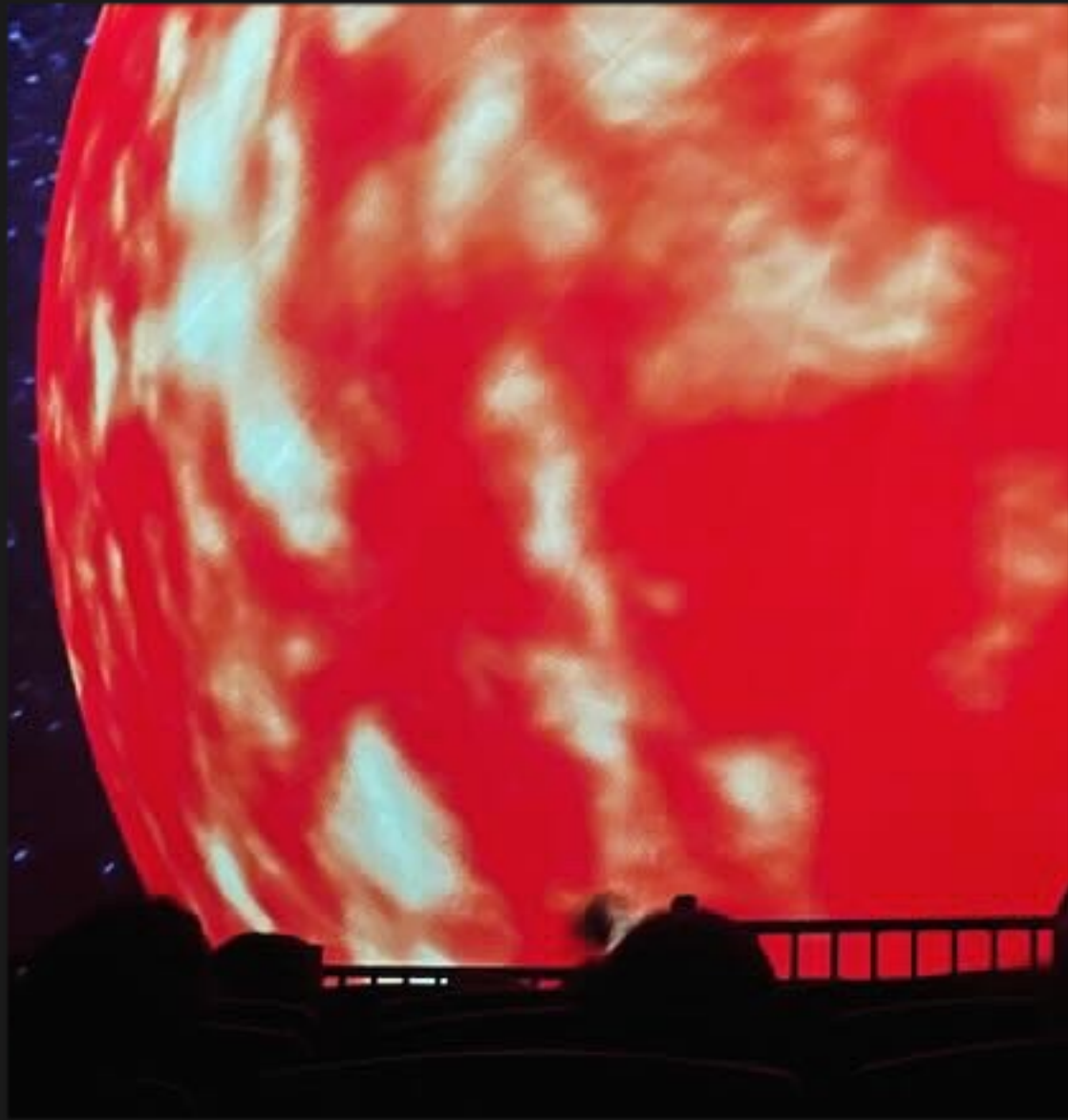


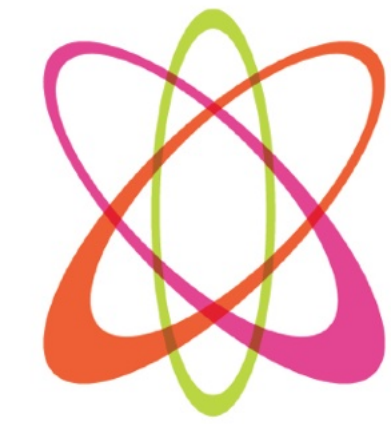


RSO

ROANOKE
SYMPHONY
ORCHESTRA

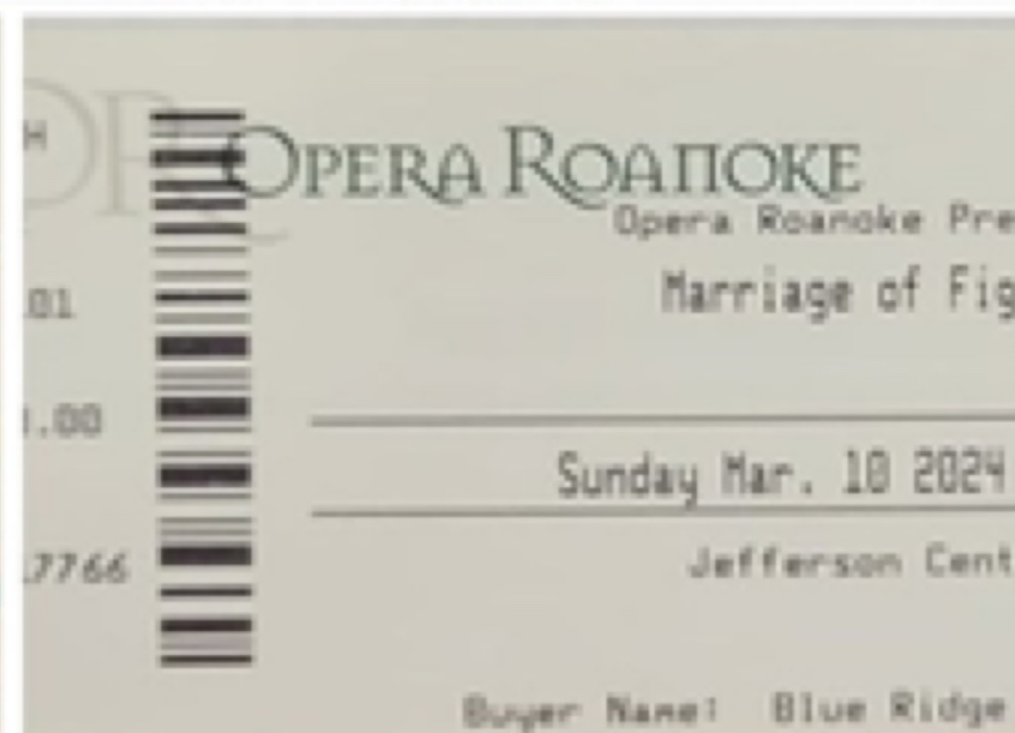
David Stewart Wiley, Music Director





SCIENCE MUSEUM
of WESTERN VIRGINIA





3/10/2024: Field Trip to Opera Roanoke- Marriage of Figaro





OR OPERA ROANOKE





SOUTHWEST VIRGINIA *S Ballet*







THEN. NOW. ALWAYS.

In its lifetime, Jefferson Center's function has evolved from high school to a world-class performance venue and community space. And despite these changes and interior improvements over time, there is **one thing the building has done and always will do: enrich lives.**






**LOCAL
COLORS**







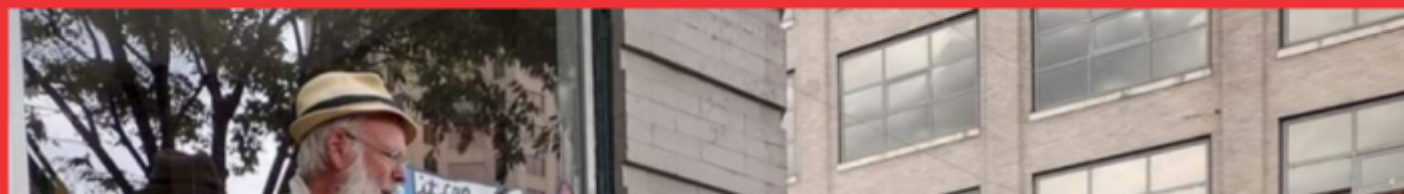
Theater in the Square First Ever!

Street Performance Workshop

Learn how to STREET PERFORM and grow in this community.



**Roanoke City
Market Building**
July 19th - 6:00 p.m.



The Roanoke City
MARKET
EST BUILDING 1922





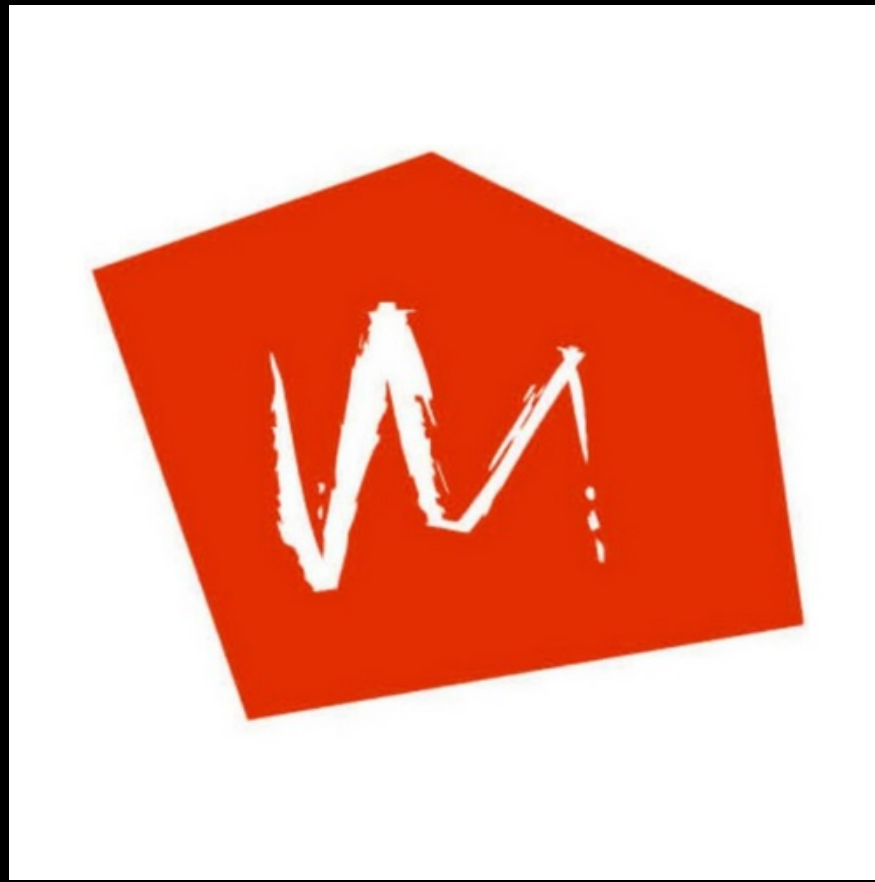
TAUBMAN
MUSEUM OF ART



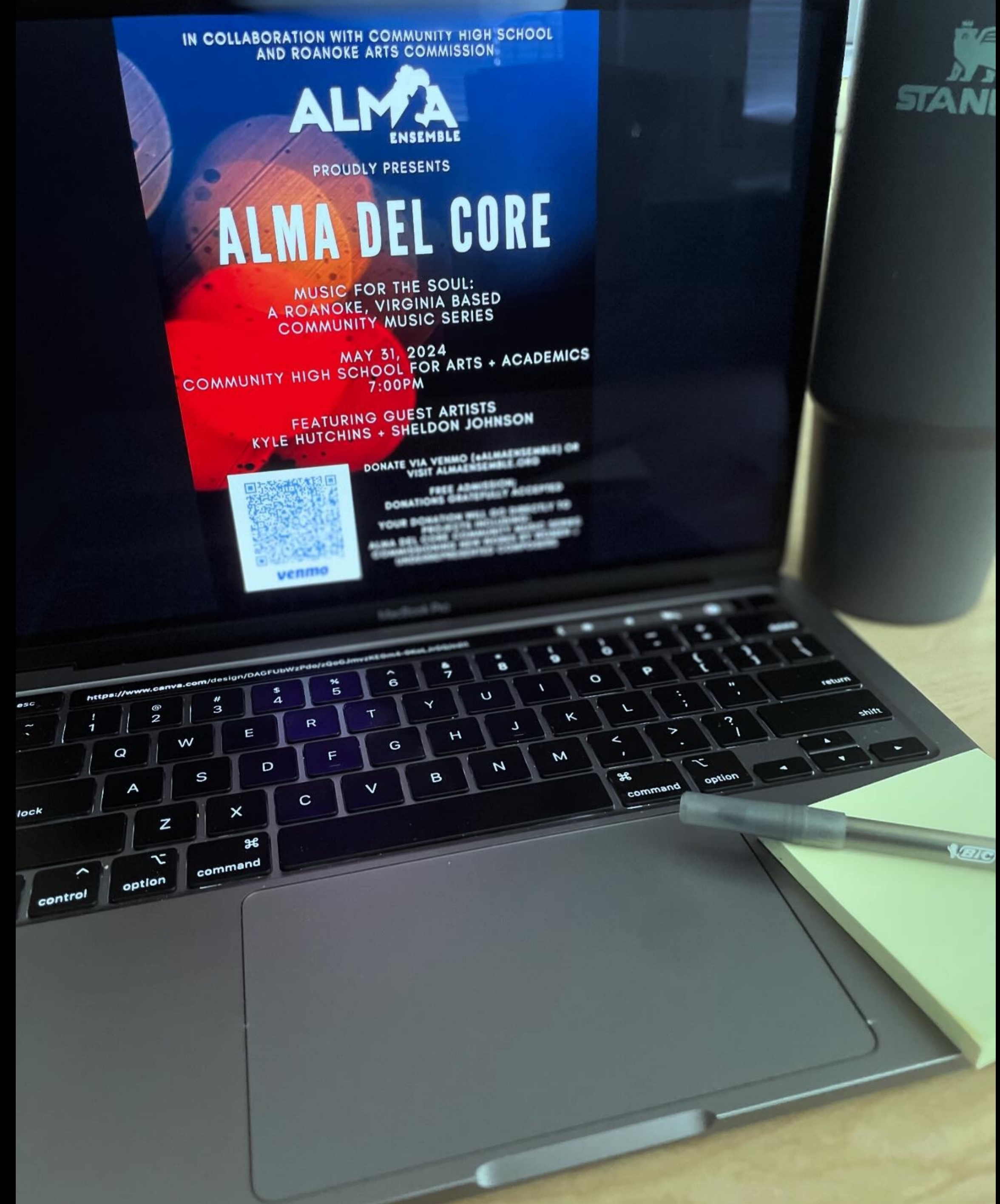




















Artemis

Artists & Writers from the Blue Ridge Mountains & Beyond - Volume XXX - 2023

Artemis

-Volume XXX-2023-



CENTER IN THE SQUARE®







Community

ARTS
★
Reach







2ND ANNUAL LICK RUN FARM OKRA FEST!

- FOOD TRUCKS!
- LIVE MUSIC!
- FARM TOURS!
- YARD GAMES!
- RECIPE DEMOS!
- COMMUNITY
MURALING!
- 5:00 THEATRE
PERFORMANCE!



OKRA FEST 2023



**SUNDAY
SEP 10
3PM-8PM**
1626 10TH ST NW



**\$5 PRESALE
\$10 DAY OF**



GARDEN VARIETY HARVESTS
ROANOKE FOODSHED NETWORK
ROANOKE ARTS COMMISSION
THE HARVEST COLLECTIVE
COMMUNITY ARTS REACH
AGRICULTURAL COMMUNITY
HOT KNOTS ROANOKE
GIGGLES THE LICK RUN





 **WINDS OF THE BLUE RIDGE**

ALLELUIA

ALLELUIA
HE HAS
RISEN

I am
the
Resurrection
and the
Life



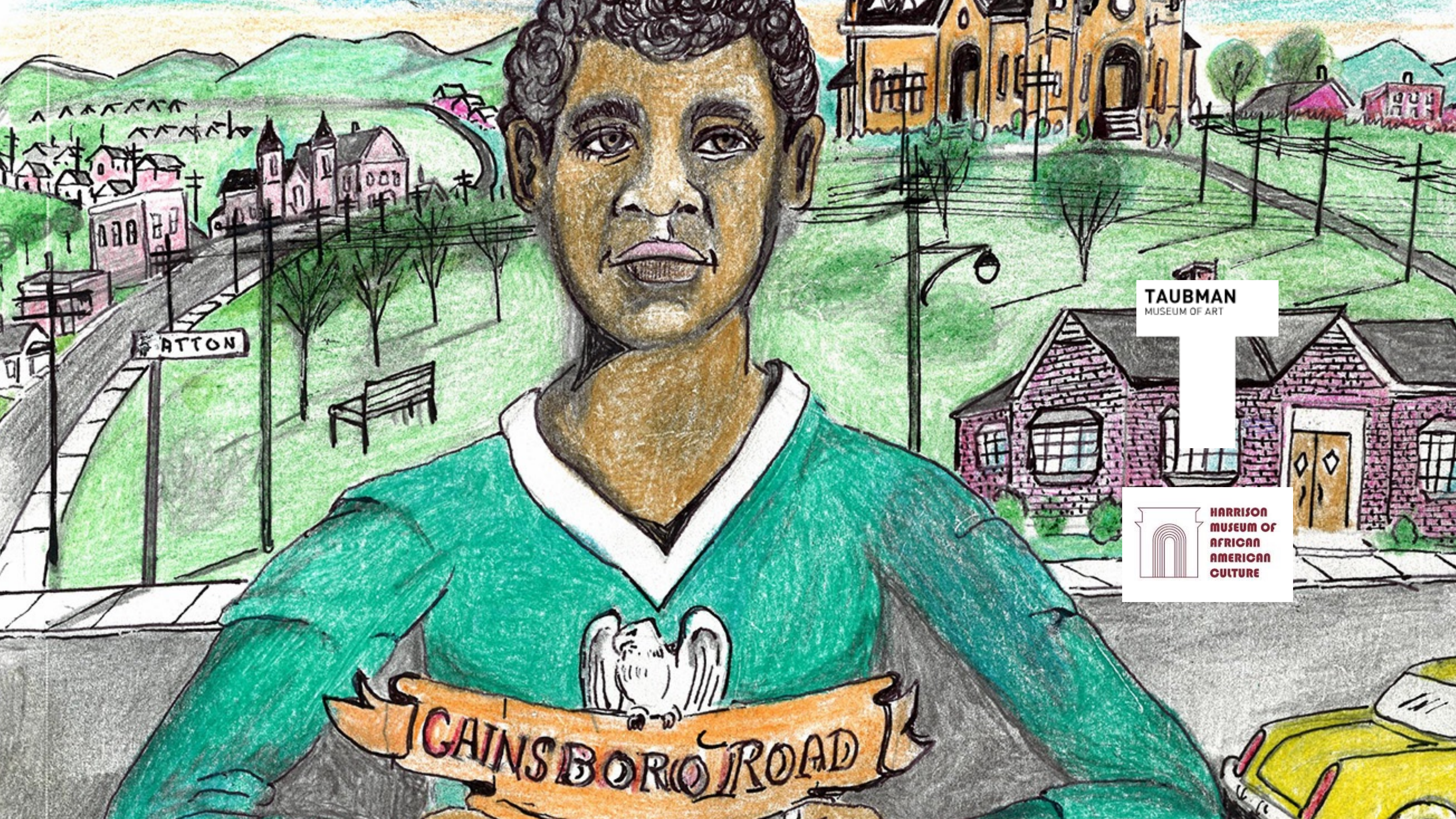
BEYOND THE DARK PARANORMAL AT LINK



TONIGHT AT 7PM

101 SHENANDOAH AVE NE
\$5/FREE FOR HSWV MEMBERS





ATTON

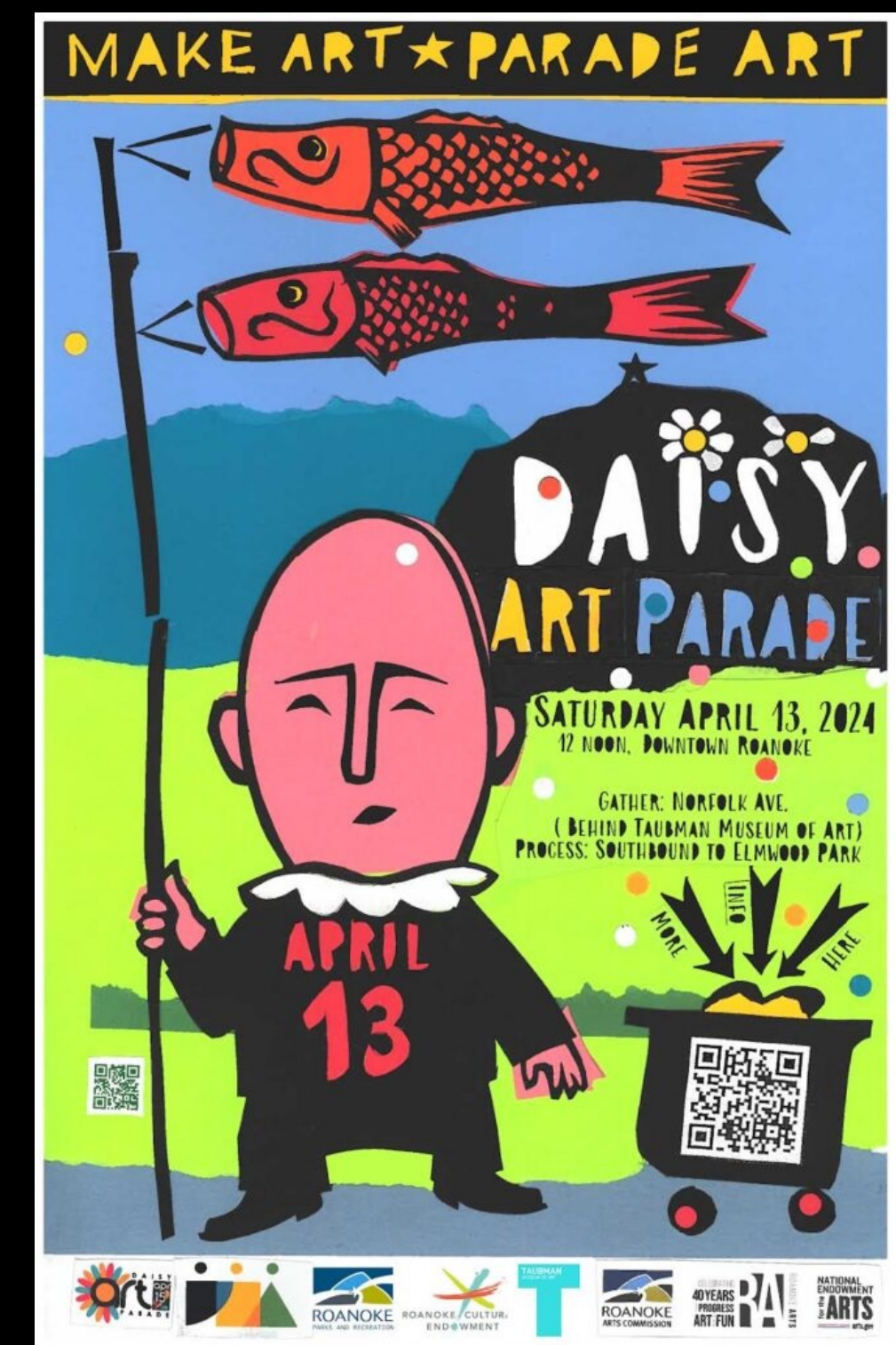
TAUBMAN
MUSEUM OF ART

HARRISON
MUSEUM OF
AFRICAN
AMERICAN
CULTURE













P R E S E N T S

Candy Land



TITLE SPONSOR
ROANOKE ARTS COMMISSION



**END OF THE SEASON
ICE CREAM/WATER BALLOON**

Party

ALL MISH MOVES DANCERS
WHEN: 5/30/24
TIME: 4:45PM-7:00PM
WHERE: MISH MOVES STUDIO

FREE
Ice Cream

Music and Fun

A colorful illustration of a soft-serve ice cream cone with three scoops (vanilla, green, and yellow) and a cherry on top. Next to it is a yellow bucket filled with water balloons, with some balloons splashing out.





Thanks for riding!

Vive le culture!

Tour de Roanoke



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PAHumanities.org

CELEBRATING



pa humanities

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CultureCheck

It's our story, let's tell it.

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