
THE CREATIVE ECONOMY CREATING COMMUNITY – HOW REAL ESTATE DEVELOPERS CAN PARTNER WITH THE ARTS

1. IDENTIFY REAL ESTATE – NEW CONSTRUCTION OR REDEVELOPMENT

- Make contact with developer or sales team
- What are the developer's goals? Residential sales or rent. Commercial space sales or rent
- Do they conduct open houses?
- Do they have a marketing budget?
- Ensure that the developer understands that hosting an event that benefits artists and non-profits is part of the marketing budget and not to try to offset expenses with event income. Event income should benefit a artists and non-profit organizations. The return on the investment comes through the sale/lease of property
- Do they have the carpenters to dedicate to hanging a show and the sale personnel to staff the event?

2. IDENTIFY NONPROFIT ART ORGANIZATION PARTNERS

- Identify strong and established non-profit arts organization(s) with the capacity to help produce an art show off-site
- Do they curate visual art shows?
- Do they have resident artists?
- Are they able to send out a call for artists?
- Do they work with musicians who draw a crowd?

3. DESIGN AN EVENT

- Date, time and theme needs to work for the developer and arts partner. Timing should be sensitive to the work load of both the developer and the arts organizations
- The sale of art is handled by the arts organization. No hanging fee for the artists however the arts organization receives their typical commission from the sale of the art.
- Artists may submit work that has been previously shown elsewhere.
- An agreement between the developer and the arts organization should reflect the division of responsibilities and expectations:
 - Arts organization – Call for Artists, artists contracts, curating the show, provide support for communicating and problem solving with artists, handling of art sales, promote the show as per usual
 - Developer – Provide carpenters to hang and create displays for artwork, market the show through promotional avenues (eblasts, direct mailing, social media, radio, TV, print ads, etc), provide or arrange for donated food, beverages, provide live entertainment, provide adequate sales staff for the event
- Be clear about the intent of the event – create foot traffic in a building to expose the real estate opportunity to the community through hosting an event that supports, celebrates and benefits the arts. The long term goal is real estate sales, the short term goal is art sales and the immediate goal is to have a darn good time.