

Northwest Connecticut Arts Council

Rural Region OPEN STUDIO - HOW TO SHEET

- Form Committee and determine committee's responsibilities
- Determine name/branding and get logo created (something you can live with years forward)
- Determine geographic area/general route
- Determine date(s) and times of Tour and Preview Party if you are doing one
- Create Event Time Line with deadlines for registration, ads, PR, sponsorship, mailings, print deadlines, all promo activities
- Determine budget – very heavy on the promotional items
- Create Tour Intro Sheet and Artist Registration Form with all expectations/responsibilities
- Send out Call to Artists and actively recruit (let your town leaders and business leaders know and seek their suggestions for artists you might not know about)
- Compose pitch to Sponsors, develop Sponsorship levels, create Sponsorship sheet – Get to work!
- Track all responses and materials/items sent in from participating artists in relation to deadlines
- Create Tour webpage/site with basic info
- Finalize Artists list and begin creating their webpages for the Tour's website/page
- Get PR plan in gear – both full release and calendar listings with photos
- Schedule pre-tour visits and determine number of Road Signs
- Order Road Signs/directional signs
- Reach out to local eateries and Inns/hotels/B&Bs for special offers for event Tourists
- Plot Artists' Studios on a working map (google maps) for routing and checking with artists
- Work with designer to create tour map/brochure, ads, poster, signage, etc.
- Get mailing list together, if you are doing a direct mail piece (postcard or map/brochure)
- Determine your sign-in methods to collect this data and prepare materials/coach Artists
- Distribute map/brochure (newspaper insertion, mailing, local hot spots, tourist info centers, accommodations – beyond your region too)
- Do the Tour – quality control, checking in, support, etc.
- Collect all materials and road sign, and sign in info
- In-put sign-in data to spreadsheet and provide relevant lists to Artists
- Sent out post-tour survey to Tourists and to Artist via email
- Report on tour to the press, to sponsors and to the Artists (results from survey and other data)
- Post mortem to evaluate with your committee and staff.