



**CULTURAL COUNCIL BOARD OF DIRECTORS
COMMUNICATION AND PUBLIC ENGAGEMENT REPORT
June 18, 2020**

Arts Directory of Greater Jacksonville

The Arts Directory is a searchable directory of professional artists and arts organizations, of all disciplines, located in the five county region of Greater Jacksonville. Since we launched in March, we have almost 90 local artists, venues and organizations participating.

Our goal is for this to grow into a comprehensive list that becomes the “go-to” source for anyone looking to hire, commission, learn from or experience anything arts related in the region.

The directory offers two options. A basic listing that is always free of charge and provides limited information, contact and one image. The enhanced listing will be a charge of \$35 per year and has ability to post unlimited images and text information, serving as a mini website. We have waived the annual cost of the enhanced membership through July 15th in order to encourage membership in its inaugural stage, as well provide a financial break to artists during the pandemic.

The income from the listings will not only pay the nominal monthly fees for the directory, but also serve as a fundraiser for further programs.

(Monthly pricing is \$29/ month up to 300 people and incrementally increases thereafter)

Every Single Artist Lounge

Every Single Artist Lounge has continued to meet the second Tuesday of each month, despite the quarantine. As we have had to go to virtual meetings, the learning portion of the meetings has taken precedent over the social part, due to logistics.

Our last regular event was held at the Haskell Gallery at JIA in March. There were over 40 people in attendance for an hour of socializing and networking and a thirty minute presentation by Jen Jones-Murray, about the business of art.

Since the quarantine, we have had three virtual ESAL events:

- April – Financial Health presentation by Alicia Sommers from Regions Bank
- May – Writing an artist statement with Erin Kendrick
- June – Promoting your Art on Social Media panel discussion with four successful, local artists. This event was a zoom meeting that was put on Facebook live. We had 47 comments and questions during the event and several hundred engagements.

We have a complete calendar of locations and topics for the rest of 2020 and will be revised, as needed, depending on our ability to meet in person or not.

Workshops

Prior to the pandemic, we had community workshops, generously funded by Regions bank, that were originally scheduled for May, July and September. Due to the coronavirus situation, we

moved everything to a later date, hoping that we will be able to hold the majority of the workshops, physically. We decided to move ahead with our first workshop over three one-hour virtual workshops in June.

June 11, 18, 25 – Copyright in Three Parts with Deborah Reid, PA

Future 3-hour workshops this year include:

- The Business of Art
- Creative Entrepreneurship - Taking your show on the road with Ulysses Owens Jr.

Fundraisers

When the pandemic hit, we immediately realized the resulting loss of revenue to the local artists and created the Artist Relief Fund under the umbrella of The Fund for Arts and Culture. The Artist Relief Fund raised enough money to be able to provide 43 individual artist micro grants of \$200. (Amy's report goes into this in more detail)

The Fund for Art and Culture was formed to raise funds through the Cultural Council to directly contribute to our programming and administration of those programs. In response to the unknowns of the economic landscape and how it would affect us, we took a week in April to focus on raising money for the Cultural Council. This campaign consisted of social media posts, short videos of leaders in our arts and business communities stating why they support the Cultural Council, newsletter announcements, and a successful Facebook Live discussion between Joy, Ellen and Megan, discussing the past and future of The Cultural Council. This week long campaign raised almost \$1500.

Webpage and Resources

Our new website was quickly completed and launched, as we realized the impact of the pandemic and how it would become vital for the Cultural Council to be a major provider of information and resources for the arts community during the time of uncertainty. Due to this need, the COVID-19 resource page was added to the new site and contains important and ever changing information regarding funding, legislation, virtual events and more.

The webpage is now more user friendly and allows for easy navigation to find information on grants, public art, news and events. The website also contains a new, user-driven, aesthetically attractive calendar, as well as a link to the aforementioned Arts Directory – making the website a resource for the community to find and be found.

Newsletters

The weekly newsletter has become a main vehicle for disseminating information regarding upcoming Cultural Council news, resources we are offering to the arts community and a way to promote other's events. The email list of over 20k received a 10 % - 14% open rate on average, per newsletter.

Blog

In the past, the blog was a great source of connection between the Cultural Council and the community. This has been restarted and focuses on interesting things happening in the arts, in Jacksonville and beyond. We have also moved the popular "10 Questions" blogs from past years, to the new blog, and will be re-using them from time to time. You can view the blog at: <https://www.culturalcouncil.org/blog>

Messaging for Local Arts Organizations

As a response to the pandemic, we formed a Collective Messaging Committee to develop cohesive communications around donor support, staying engaged during lock-down, and safe reopening. We've been having regular meetings with members of our CSG orgs, to come up with the best way to accomplish this communication to the public.

As a result, we are currently working on a media campaign to enforce the message of safety and encourage people to return to our museums, symphony, etc., when things begin to re-open. One example of this is below:

- A montage of clips from a variety of our cultural organizations, with voice over messaging, welcoming people back and ensuring that they are taking every precaution for everyone's safety.