



**Chatham County Arts Funding Application**  
2019-20

**Contact Information**

Organization name	Chatham Arts Council
Organization mission	We nurture creative thinkers in Chatham County.
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**Proposal**

Describe the program for which funds will be used.

**Program Title: Meet This Artist and Go See This**

We seek \$5,000 in county funding to support our Meet This Artist and Go See This programs, programs that have already shown tangible economic benefit in Chatham County.

**The Challenge:** The Chatham Arts Council learned unequivocally through its outreach work in 2013 and 2014 that Chatham County residents didn't have a central place to find out about the many arts offerings in Chatham. As a result, Chatham County residents tend to spend their arts dollars—and their dinner-beforehand and drinks-afterward dollars—in Carrboro, Chapel Hill, Durham, and Raleigh, even on the weekends. As Chatham County is poised for extreme growth, we want to be sure those new residents see the value in staying in Chatham County to spend arts and entertainment dollars. The new restaurants will be here. The new bars will be here. We can show that the artists are here, too.

**Our Solution:** The Chatham Arts Council has put a stake in the ground as the central place for finding artists and arts events in Chatham County. To help with that, we feature two promotional series: Meet This Artist and Go See This. These programs are part of our focus area that seeks to directly impact economic development in Chatham County: Investing in Artists. Below are the details of these efforts:

**Meet This Artist**

Through our Meet This Artist series, we aim to interview and feature 12 Chatham County artists each year via our website, social media, and e-news.

Past artist features have included:

- Hannah Brown, painter/designer (Pittsboro)
- Emma Skurnick, visual artist/writer (Bynum)
- Sarah Graham, painter (Pittsboro)
- Megan Clark, vocalist (Siler City)
- Hamidou Sissoko, sculptor (Unincorporated)
- Gary Phillips, poet (Silk Hope)



- Andrew Wilson, multi-media visual artist (Pittsboro)
- Mike Wiley, theatre artist (Pittsboro)
- Gilda McDaniel, event designer (Pittsboro)
- Antonio Lynn, drummer (Siler City)
- Michele Tracy Berger, writer (Pittsboro)
- Snuffy Smith, bass fiddler (Silk Hope)
- Vidabeth Bensen, screen printer (Pittsboro)
- Shannon Bueker, painter (Pittsboro)
- Dorrie Casey, mixed media artist (Chapel Hill)
- Ruth Moose, short story and poetry writer (Ferrington)
- Lara O'Keefe, potter (Moncure)
- Onicas Gaddis, painter (Pittsboro)
- Eddie White, sculptor (Silk Hope)
- Allison Tierney, mixed media (Pittsboro)
- Derrick Ivey, actor/director/designer (Pittsboro)
- Diali Cissokho, a Senegalese-born musician and songwriter (Pittsboro)
- Serena Ebhardt, the nationally recognized theatre artist (Apex)
- Joey Howell, a painter and musician (Siler City)
- Meredith Bridges, shoemaker, weaver, sculptor, teacher (Pittsboro)
- Linda Booker, documentary filmmaker (Ferrington)
- Liz Bliss, aerial silks dance artist
- Julia Kennedy, painter (Pittsboro)
- JR Butler, sculptor (Siler City)
- Lizbeth Hickey, Latin folkloric dancer (Pittsboro)
- Clyde Jones, folk artist (Bynum)
- Jonathan Davis, glass blower (Pittsboro)
- Jody Cedzidlo, textile artist (Pittsboro)
- Elisabeth Lewis Corley, theatre artist and playwright (unincorporated)
- Breadfoot a.k.a. Stephan Myers, musician and visual artist (Bynum)

### **Go See This**

Through our Go See This series, we aim to feature 12 Chatham County arts events each year via our website, social media, and e-news.

Past Go See This features have included

- "NCAI ArtShop" (Siler City)
- "Pickin': A Music Celebration" (Pittsboro)
- "Fiesta!" (Siler City)
- "Hot & Blue Folk and Roots Revue" (Pittsboro)
- "Summer Fest 2018" (Pittsboro)
- "Music by Shiloh Hill" (Bynum)
- "David Sedaris Reads from 'Calypso'" (Ferrington)
- "Pittsboro Youth Theater" (Pittsboro)



- The “Art of Rural” Reception
- “Saturdays in Siler City” (Siler City)
- “25<sup>th</sup> Anniversary Exhibition,” Chatham Artists’ Guild (Pittsboro)
- “Sunday Afternoon Poetry,” Joyful Jewel (Pittsboro)
- “Old-Time, Celtic, and World Music,” St. Bartholomew’s Episcopal Church (Pittsboro)
- “Bynum Front Porch Music Series,” Bynum Front Porch (Bynum)
- “Spring Concert,” Sisters’ Voices (Pittsboro)
- “Day of the Books/El Dia de los Libros,” Chatham Partnership for Children (Siler City)
- “Once Upon a Mattress,” Northwood High School (Pittsboro)
- “The Courthouse,” Pittsboro Center for the Arts (Pittsboro)
- “STRAWS” Documentary Film, By the Brook Productions (Ferrington)
- “The Bluegrass Experience 45<sup>th</sup> Anniversary Concert” (Ferrington)
- “ClydeFEST,” Chatham Arts Council (Bynum)
- “The Small Museum of Art,” (Pittsboro)
- “New Era Gospel,” Historic Haywood (Moncure)
- “Goodnight Death,” Phoenix Theatre Company (Pittsboro)
- “Fourth Annual Mardi Gras Party,” NC Arts Incubator (Siler City)
- “Winter Concert,” Sisters’ Voices (Pittsboro)
- “Art in the Park,” Ferrington Artists’ Studios (Ferrington)
- “Come Out & Play,” JimGin Farm (Pittsboro)
- “Community Photo Project,” Hispanic Liaison (Siler City)
- “ClydeFEST,” Chatham Arts Council (Bynum)
- “Day of the Book,” Child Care Networks (Siler City)
- “POP! Siler City,” NC Arts Incubator (Siler City)
- “Ferrington Folk Art Show,” Ferrington Village (Ferrington)
- “Mural,” Sprott Youth Center (Moncure)
- “Chatham Studio Tour,” Chatham Artists Guild (Chatham County)

### **How the Features Work**

Meet This Artist artists and Go See This arts events are selected with intention toward geographic, racial, age, gender, and artistic discipline diversity.

We offer the artist or event:

- An interview via email, phone, or in person
- A photo shoot
- Front page slideshow feature on our website
- Full-length blog feature
- Facebook promotion with a pinned post when the blog post goes live
- Twitter promotion with 10-15 tweets once the blog post goes live
- Inclusion in e-news
- Print ad shared with other Meet This Artist artists by end of fiscal year



The artist/event producer provides:

- Information via interview
- Personal photos as requested by the deadline
- Promotion of the blog post on his/her email, website, or social media channels
- Feedback on effects of participation

Our stats for our blog series show that they're hugely popular:

- Website page views: Range from 163 to 2,111
- E-news opens and clicks: Averages between 5% and 50% of 1,073 monthly and 70 weekly subscribers
- Facebook reach, likes, shares: Range from 4 to 6,046 (on the Chatham Arts Council page)
- Twitter retweets: Rare

Results of Meet This Artist and Go See This include direct referrals to Kickstarter funding, re-uses of the features by the artist for other promotions, up to 50% increases in the artist's web traffic, increased sales and attendance, increased social media engagement for artists, class and concert sell-outs, and contract art /workshop commissions.

How does this program advance your organization's goals?

Meet This Artist and Go See This advance the following three goals of the Chatham Arts Council:

Goal One: To invest in artists in Chatham County

Meet This Artist and Go See This are clear, consistent ways to invest in both individual artists and the creativity and arts brand in Chatham County. Individual artists benefit by being showcased in a central place because they're introduced to audiences they couldn't otherwise get in front of. The creativity and arts brand in Chatham County benefits from the consistency and high quality presentation we provide through this series.

Goal Two: To serve potential audience members and arts patrons in and around Chatham County

As modern life is being conducted and orchestrated online, the Chatham Arts Council's home for finding arts and arts events in Chatham County is also online. Our Meet This Artist series allows potential audience members and arts patrons a window into individual artists' work, process, personality, and offerings—all in a way they can't get anywhere else. Our Go See This series points potential audience members and arts patrons to events they may not have known about—giving them inside scoop on the history and uniqueness of each event. Greater awareness of Chatham County's arts offerings can keep residents in town on the weekends—and draw visitors here, too—and arts patrons tend to spend money at restaurants, bars, and retail. By serving audience members and arts patrons, the Chatham Arts Council can positively influence Chatham County's economy.



Goal Three: To honor the Core Commitments of the Chatham Arts Council

The Chatham Arts Council Board made a formal commitment to being: exemplary, impactful, sustainable, inclusive, innovative, unique, intentional, and reliable. This is a tall order for any tiny nonprofit, and we are weighing our every decision against these commitments. Meet This Artist and Go See This are helping us live up to many of these commitments, particularly in the areas of impact, inclusivity, innovation, uniqueness, and intentionality.

- **Impact:** Meet This Artist and Go See This have already resulted in tangible impact, including increased class enrollment, increased event attendance, and increased Facebook likes for artists and arts organizations. Some of our artists have gone on to form unique partnerships with each other and civic orgs in Chatham because of connections made through these features.
- **Inclusivity:** With a commitment to geographic diversity, our Meet This Artist and Go See This series are pushing us to highlight artists and arts events from the full range of the county.
- **Innovation and Uniqueness:** No other organization in the county is doing this.
- **Intentionality:** These series fully sync with our focus on Investing in Artists and our mission.

**Reach and Impact**

Whom will this program serve?

1. **Artists:** At least 20 artists and arts groups directly featured, and more than 100 artists currently in our Arts Directory can be accessed through links.
2. **County Nonprofits and Civic Groups:** At least 10 county nonprofits and civic groups, and more than 100 events throughout the year through our Arts Calendar.
3. **Arts Audiences:** A range between 163 and 3,184 arts audience members at least twice a month, not including shares through social media.

Tell us how you will measure the program's success.

In FY19, we'll measure success of Meet This Artist and Go See This in the following quantifiable ways:

Objectives toward Goal One: To invest in Chatham County artists

- (1) Completion of at least 10 Meet This Artist web features, toward a benchmark of 12 features
- (2) Completion of at least 10 Go See This web features, toward a benchmark of 12 features
- (3) Completion of at least 1 Meet This Artist print or online ad in a regional publication, toward a benchmark of 4 features
- (4) Completion of at least 1 Meet This Artist press release, toward a benchmark of 2 press releases

Objectives toward Goal Two: To serve potential audience members and arts patrons in and around Chatham County

- (1) Web traffic for Meet This Artist posts to an average of 450, toward a benchmark of 2,500



(2) Web traffic for Go See This posts to an average of 350, toward a benchmark of 2,500

Objectives toward Goal Three: To Honor the Core Commitments of the Chatham Arts Council

(1) 100% of featured artists and organizations rate Meet This Artist or Go See This as a positive experience, toward a benchmark of 100%

**Budget**

The maximum amount available is \$35,000. Attach a budget that shows how funds will be used, as well as other funding sources for the project.