



Attachment A: Program Outcome Information - Marketing & Service Programs

Agency Mission and Description:

ArtsBuild's mission is to galvanize broad participation in and widespread support for the arts. Since 1969 ArtsBuild, previously known as Allied Arts of Greater Chattanooga, has served as the catalyst and singular voice for the arts in our community. We provide general operating support for 14 of the city's major arts and cultural organizations. Additionally, ArtsBuild supports Chattanooga through arts education programs, raising awareness of the value of the arts through advocacy, and serving as the leader to assure successful implementation of *Imagine Chattanooga 20/20*, our community's long-range cultural plan.

Program Goal:

The goals of this program are: 1) to provide non-monetary resources to arts organizations including joint marketing, advocacy, and technical assistance, that will strengthen programming, help increase audiences, and improve efficiency and effectiveness, 2) to help area schools make better use of the community's cultural resources, and 3) to expand mutually-beneficial relationships with Chattanooga area community governments, arts centers, ethnic organizations, education institutions, Chambers of Commerce and Convention and Visitors Bureau for joint marketing programs and activities.

Outcome Objectives:

ArtsBuild will work with the Chattanooga Convention & Visitors Bureau and 14 major arts organizations to develop a plan to brand Chattanooga as an arts destination. ArtsBuild collaborated with the Chattanooga Times Free Press on the recently launched *ChattanoogaNow* online events calendar. This website fills the need for providing a centralized, community-wide site that promotes arts and culture events and attractions to Chattanooga residents and visitors.

We also produce the annual *ArtsDirect*, which lists all the educational programming of area arts organizations and artists for the coming school year along with information about how that programming relates to the educational standards of the HCDE. Finally, ArtsBuild maintains a comprehensive website and a branding campaign to showcase the arts in Chattanooga.

Priority Area Addressed:

This program addresses our priority of ensuring the cultural development of young people and advocating for cultural organizations, activities and initiatives throughout the community.

Means of Measurement:

We measure the effectiveness of our arts publications through the number of requests for services, through the number of hits to the ArtsBuild calendar of events on our website, and through anecdotal evidence from area arts groups about the value in helping promote their activities. We also make adjustments each year in the format of *ArtsDirect* to make sure it is as effective as possible for area teachers in helping them make better use of area cultural activities for their students.



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Outcome Results:

We expect increases in tickets purchased to arts events, more tourists to attend events when they visit the Chattanooga area, and greater number of students to be served in HCDE schools. More revenue will be generated for Chattanooga area restaurants, motels, businesses and arts organizations.

Comparative Information:

Locally, the Chattanooga Times Free Press provides the *ChattanoogaNow* online calendar of events. Arts-Build emails a weekly calendar of events to more than 2,000 people. Nashville maintains a similar online events calendar, *NowPlayingNashville.com*. ArtsMemphis publishes *Living Arts* magazine every four months, and WSMC-FM maintains a calendar of cultural activities on its website.