

ARTIST TOUR OF HISTORIC KENWOOD

INPUT AND FEEDBACK

Input received from 14 participating artists, 3 non-participating artists, and 7 patrons

Best Components of the Tour:

- a. Marketing, publicity & promotion (newspaper, social media, maps, large size postcards)
- b. Number of stops & variety of artists.
- c. Communication with artists
- d. Well organized & smoothly executed
- e. Stops well marked and artists directed participants to other stops
- f. On line maps
- g. Participants were interested in buying & promoting the work
- h. Developed contacts and working with other artists & promoters
- i. Further bolstered the reputation of the Artist Enclave of Historic Kenwood
- j. Meeting and working with other artists
- j. Additional: Good turnout. Enthusiastic, appreciative, friendly & engaged visitors. Good weather. Hearing all the positive feedback. Fun to share space with other artists. Liberating to open studio to the public. Positive reflection on the neighborhood. Wide area covered. Variety of work. Artist Demos. Artist name tags

Suggestions for Improvements:

- a. Need more artists to contribute to the social media platforms, to share posts & need more frequent posts
- b. Tour map: include numbered stops, include visual sample of each artist's work, provide suggested route, include map on postcard
- c. Additional signage: at each artist studio to note the artist name, entry directions (i.e. "Come in"), directions to studio, etc.
- d. Arrange for the participating Artists to see the Tour ahead of time
- e. Gather info: sign in sheets, visitor count, and feedback form

f. Each stop needed greeter and volunteers to welcome & guide visitors and also to free up artist to do demonstrations

h. All participating artists should assist in the work of the event (distribution post cards, marketing via email, social media, and committee meetings, set up, finding volunteers, etc.)

i. At some stops it was not clear that the art was for sale. Need to encourage buyers

j. A couple homes/studios/yards were not as well presented as others

j. Additional: Timing: too close to BungalowFest. Include more studios. More visibility in City events calendars. Ran out of maps. More info on front of card. Keep name of event consistent. Consistent food theme. Fund the food. Have a starting point. Trolley. Mail postcards. Increase visitation by Historic Kenwood residents. More coverage in Historic Kenwood newsletter with earlier distribution. Promote donations to the Artist Enclave via Pay Pal. Difficult for artists to demonstrate with crowds & activity. Prefer artists in one area like last March. Prefer an entrance/ registration area.

Recommended Actions

a. Provide instruction & tips to membership to learn about and utilize social media to promote the event. Establish expectations for individuals to promote the event

b. Set up time for artists to tour, perhaps the evening before

c. Establish metrics & data collection. Collect mailing list (address, email) at each stop to develop collective list for future marketing (use of mail chimp)

d. Provide more maps at each stop

e. At least one volunteer per stop in addition to the artist

f. Provide mentor to artists new to displaying and selling their work to provide advice regarding presentation & pricing

g. Assure marketing efforts promote art sales

h. Set times for the artists to demonstrate their work or talk about their work "live" (will require scheduling & crowd control)

i. Consider having starting point, registration area for map distribution.

Preferred Frequency:

One tour per year: NO: 8 YES: 2

Two Tours per year: NO: 5 YES: 9

More than two per year: NO: 6 YES: 2

One Day Tour: NO: 5 YES: 5 (Sat) OTHER: Not sure: 1 Either: 2

Two Day Tour: NO: 3 YES: 6 OTHER: Do one of each: 1, Either: 2

Additional: Include one tour with BungalowFest (2). If two day event, allow artists choice to do 1 or both days (1). If one tour per year do at time of year different than BungalowFest (Spring) (2). BungalowFest art show (1). Tours should be in Spring and winter if two or in Spring (Feb or Mar) if one.

Additional: Very pleased overall. Congratulations on a wonderful event. Two plus BungalowFest is enough. Would prefer a route with stops closer together. Fantastic event. Many thanks to the Committee for putting this great event together! Proud of the Artist Enclave! Proud to live in this unique artsy neighborhood!