

## **Summary of Final Report**

**Organization Name: North Coast Small Business Resource Center (NCSBRC)**

**Project Title: North Coast Open Studios (NCOS)**

**Amount of Grant Award: \$23,000**

**Date of Final Report: September 1, 2005**

### **1. What were the project goals and were they achieved?**

The primary goal for Open Studios 2005 was to make a substantial economic impact within the Arts and Culture industry cluster. This was achieved.

The overall event had 5000 studio visits, with approximately 400 patrons from outside the area. NCOS is now being viewed as an economic opportunity for local artists, many of whom experienced increased art sales from the previous year. Artist participation grew from 92 artists in 2004 to 122 in 2005, a 25% increase in one year. Sponsorship and advertising sales equaled \$11,305, exceeding previous years revenue by 65%. The NCSBDC art business classes were full with 32 participants who were taught about marketing, pricing, presentations and sales skills. The HSU Art Business class was attended by 73 students and their enthusiasm cultivated into forming an Arts Business club on campus.

### **2. What were the activities undertaken and accomplishments through the completion of this grant?**

- Previously held over one weekend, Open Studios was held over two weekends in 2005 and covered a much greater geographic area, including studios from Carlotta and Orick and as far east as Blue Lake.
- Sales from the events exceeded anecdotal evidence from last year. Although not all participants reported their earnings, those that did averaged \$1,675, bringing an estimated total to over \$210,000 for the entire group.
- Six thousand full-color Open Studios guidebooks were produced and professionally distributed between San Francisco and Southern Oregon. In the past, a two-color book was produced and 2000 printed copies distributed minimally.
- Several of the art based manufacturing community opened their studios, all of which reported a successful event.
- NCOS project developed an expanded website to encourage tourism and year-round sales opportunities for Humboldt County artists.
- For the first time, quantitative measures were administered to develop a baseline of economic activity spawned from this event.
- Marketing collaborations continue to be developed with local lodging, food, and arts and cultural performance organizations to develop tourism packages.

### **3. What are the lasting benefits of the project?**

The success for the 2005 Open Studios tour has laid the grown work for the future growth of the Arts and Culture and Tourism clusters. The tour this year included 25% more artists, expanded to two weekends and generated over \$210,000 in revenue for the artists. There is also no way to predict the additional revenue that may be garnered from contacts made during the event. Most importantly, artists were afforded an opportunity to educate themselves on how to be a successful business. The workshops and one-to-one counseling offered by the North Coast Small Business Development Center have been building blocks that can assist in the sustainable economic future for the artists.

This grant has been a catalyst for the arts cluster. After the grant was awarded, Cultural Coalition meetings started again, bringing together staff from many of the arts organizations, artists and interested businesses to continue to update our collective vision for the arts in Humboldt County. Another benefit is that a significant number of Open Studios artists are continuing to seek business education through the North Coast Small Business Development Center. Arts marketing classes are at capacity there.

### **4. How will you continue work started by this project?**

The Open Studios Tour for 2006 planning is underway already. We held a meeting with artists to garner their input for next year. We believe there is enough commitment from art agencies, artists and volunteers to continue the work and to add in new components for 2006. The momentum is growing to position Humboldt County as an Arts Mecca.