

## **Summary of Final Report**

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

**Project Title: North Coast Open Studios Tour #2**

**Amount of Grant Award: \$15,000**

**Date of Final Report: 10/19/06**

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

North Coast Open Studios (NCOS) seeks to develop arts and culture as part of a branded image for Humboldt County and to develop artists' ability to be successful in the business of art. The primary goal for NCOS in 2006 was to make a significant economic impact within the Prosperity! Arts and Industry cluster. This goal was achieved through increased participation levels from the artists as well as increased marketing of the event.

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

179 artists and 4 manufacturers participated in the Open Studio Tour. This is a 50% increase over the previous year (from 120 artists to 179). Approximately 5000 patrons visited the studios.

The Arts Tour booklet was produced in full-color with 48 pages (16 more than in 2005). A total of 10,000 booklets were distributed between Southern Oregon and San Francisco. Other marketing tools included bookmarks, business cards, posters and post cards. Paid media ads and sponsored public service announcements were placed on Humboldt County television and radio stations, all local newspapers and a selection of organizational newsletters. Local hotels were given booklets to place in the rooms of guests and in the hotel lobby.

The tour was expanded from two weekends to three. Each weekend focused on a specific geographic area: Northern Humboldt, Southern Humboldt and Central Humboldt. Three art docent tours were offered in conjunction with the NOCS weekends.

The funding from sponsorships for ads and registration fees increased to over \$30,000. In addition, there were 20 scholarships awarded to economically disadvantaged artists to offset their registration fees.

In preparation for the actual tour, we held a business workshop series for artists, which was attended by 31.

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

NCOS's expansion to include three weekends afforded more tourists and local patrons time to visit and buy art. The art guide booklet will serve as a year round publication that details information about local artists as well as other cultural events in the community. The 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.

The NCOS has been acknowledged by other communities as a model to follow for success. Del Norte County and Southern Oregon are interested in replicating our program.

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

The NCSBRC has continued to work with artists through counseling and workshops specifically designed for the arts. There are 15 artists who have committed to a 10-month intensive business support program. This special assistance will be offered annually.