



# **Perspectives**

**July 2020**

## Art Center Update

### Planning

Each year the TAC Board meets to discuss our strategic goals and plan for the upcoming year. In case you are not aware here are our current goals:

- Establish TAC as a quality gallery with talented artists.
- Keep TAC financially sound and growing
- Re-establish TAC as a force in the Jacksonville Art Community.
- Create a new board, officers and committee. Recruitment and succession plan with committed passionate individuals.

However, this planning was done last August, before any impact from COVID-19. Future impact of the virus is uncertain and all organizations are having to develop contingencies to cover a host of different paths. The Board is meeting in a couple of weeks to do our Strategic Planning for next year. We want your input about what things are most critical to you.

### Member's Meeting

Remember that we have a **Member's Meeting this Saturday from 11:30-12:30**. Some of the things we want to go over are:

- The new website and how to link your info from the on-line gallery to your social media outlets
- How to help us by liking and following our social media platforms
- Give you an opportunity to provide input for our upcoming Strategic Planning meeting

- If you have some extra time, stay and we'll do a short video to add to the website and social media.

### **Videos of You**

We would like to take short videos of each of you to promote yourself, TAC and provide potential sales opportunities. We're talking about videos that are between 2-3 minutes long. For those who have been working on this the easiest way to structure what you'll say is to base it on your artist statement.

Here are the basics:

- Introduce yourself
- Mention how long you have been interested in art and do a quick review of how you got started
- Add and special arts education you have
- Talk a little bit about your favorite medium and why it's your favorite also talk about your favorite subjects
- Mention any recent awards or shows you might have won

You can add more, but it's amazing how quickly 2-3 minutes flies by.

### Opportunities

#### **YoungArts 2021**

Application Now Open

YoungArts is now accepting applications from visual, literary and performing artists ages 15–18 or in grades 10–12 through October 16, 2020.

[More Info](#)

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#### **44<sup>th</sup> Annual Arts Awards**

Every year the Cultural Council of Greater Jacksonville hosts the Arts Awards to recognize individuals who have contributed to arts and culture in a significant way. There's still some time left for nominations. If you want to nominate someone, click [here](#).

Normally this event has been a fancy evening out, this year's **awards** will be an exciting hybrid event that will combine videos and interactive streaming for a virtual **Arts Awards** event that can't be missed!

The theme, Bridges, will focus on the interconnectivity between the arts, business and the community as key to a thriving city. To work within the unknowns of the current public health and social climate, this year's awards will be an exciting hybrid event that will combine videos and interactive streaming for a virtual Arts Awards event that can't be missed! More details [here](#).

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#### **Call for Artists: alt\_space - Now accepting exhibition proposals for 2021-2022**

Located within Arts on Douglas, the alt\_space gallery is an exhibition space dedicated to Florida artists working in a variety of genres that may include: conceptual art, site specific installation, new media, digital media, video, sculpture, or any other experimental practices and alternative processes. The gallery hosts a total of six alt\_space exhibitions per year, with each

display on view for a period of six weeks.

More info [here](#).

#### **Gallery Info**

We started to get more visitors to the gallery. We've had 144 so far this month. This mostly from daily visitors, since we haven't been promoting large crowd events. In fact, we decided to back off a bit on trying to get a lot of people to come to the show opening. Instead, we focused most of our efforts into a virtual show opening with live streaming of the winner announcement and additional hourly livestreams.

#### **Art Center Group Project**

I'm sorry to say that we approached mall management on the mural idea. They discussed with their corporate offices in New Jersey and I suppose because of the pending sale, they asked us to hold off.

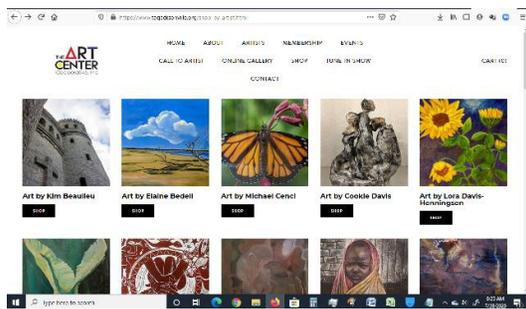
However, we are still planning to go ahead with a mural for the Arlington Market Pantry, across that hallway from us.

#### **Website**

**Lisa Lofton** has really made significant improvements to our website. As mentioned last month we now have an on-line [gallery](#). Right now you have the option of the work you currently have hanging in the gallery displayed or a link out to your external personal gallery. After we curated earlier this month, **Kim Beaulieu** took quality pictures of your work and that is what Lisa used to update the gallery.

A special tab has been created for each show. If you click on the [Tune-In tab](#), you'll see all the works that were accepted into the show.

Another big addition is the ability to sell your work from the website. Lisa created a [SHOP tab](#) and a shopping cart that links with our Square account. Right now, we're not planning to provide shipping, but rather are telling people that we have a safe storefront pickup capability.

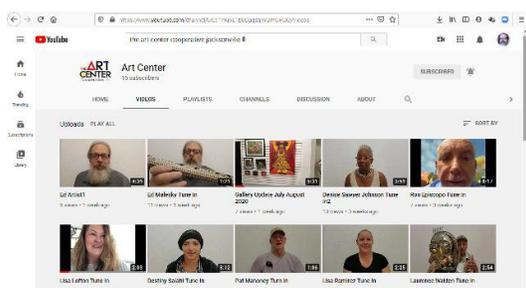


Lisa also linked both the show and member galleries to the selling option to make it that much more convenient for a potential customer.

The events [calendar](#) now works and is updated.

## **Social Media**

We are trying to expand our on line reach, so we now have created our own YouTube channel. You can check out all our videos [here](#).



We're also able to share these videos on Facebook and Instagram. To promote the show, we posted

videos of the Tune In artists every other day for two weeks. We managed to video 12 of the 17 artists in the show. Some of the artists got quite a few views of their videos.

We never had done too much with Instagram, but recent videoconferences that some of the Board members have attended have reinforced the fact that Instagram is even better than Facebook for promoting ourselves, so we have now begun to post onto Instagram as well.

We have 252 followers on Instagram and 1900+ on Facebook. That's a lot of potential purchasers of your work.

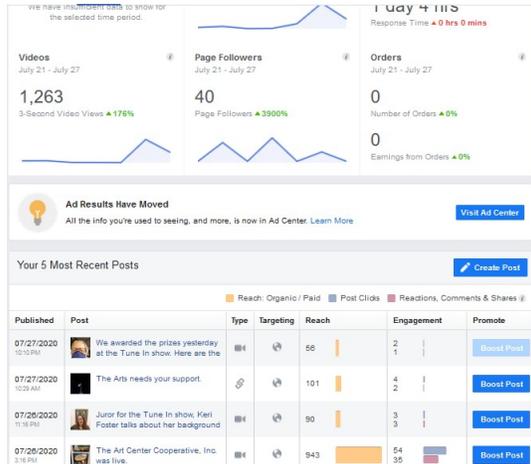


We really need your help getting even more people to see and follow our social media pages.

**One thing we plan to do at the Member's meeting is show you how to "Like" and "Follow" our social media pages.**

The more we are liked, the higher we get in the search algorithms. That means more people will find us and offer you more opportunities to have your work seen and more sales opportunities. We follow each platform "Insights" or "Analytics" to understand our audience better and which posts do the best.

For example, our "reach" for the live Tune In broadcast was nearly 1000 people.



We'll be doing more of that.

### **Membership**

During the COVID-19 situation, **Theresa Manigault** decided to leave us. If you know any potential members contact a Board member and we can tell them about the benefits of membership.

By the way, I confirmed that our substantial discount still applies at Reddi Arts after the new owner took over.

### **Programs and Shows**

The "Tune-In" show is now hung and will be up until September 11<sup>th</sup>.

After that it's the "Purple Rain" show, which will open on September 14<sup>th</sup>.

You can find the Call to Artist and application [here](#).

### **Grants**

Our grant application was filed along with our Quarterly Update. Kim, Lisa and Ed also met with Ellen Williams this month. Ellen is the Cultural Council Grant Committee person linked to us this year. The linked person has the responsibility to read

our application in depth and then make an onsite visit to scope us out and ask any questions arising from our application. We had a very positive meeting with her and felt she will give us some support in the defense of our application that we need to do in September.

The only other grant activity coming up shortly will be the compliance visit. This is pretty significant and took us preparing a 100+ page book and which was reviewed in depth during a four hour visit last year. This year it should be a bit easier and it will be virtual, rather than onsite.

One good piece of news is that as of now we hear that the Mayor has approved the same level of funding for the grants as last year. We were concerned that the COVID-19 initiated drop in the City's revenues would reduce the grant funding.

### **Thoughts**

The Art Center has always relied on having the gallery as the center of our world to sell and display our art. Now with the COVID-19 virus we have had to broaden that approach. In the past we have always asked members to support The Art Center by coming to our events and participating in gallery oriented activities. Now we're asking you to support us by getting engaged in our social media presence and linking it as much as possible into your social media efforts.

One good aspect of the pandemic is that it has pushed us into the new social media world where we can help push The Art Center to a greatly expanded group of people interested in the arts. Where the gallery was

primarily a local effort, adding our social media presence pushes our reach onto a much bigger playing field.

We're willing to work with you to help you jump into this world. Just let us know how we can help.