

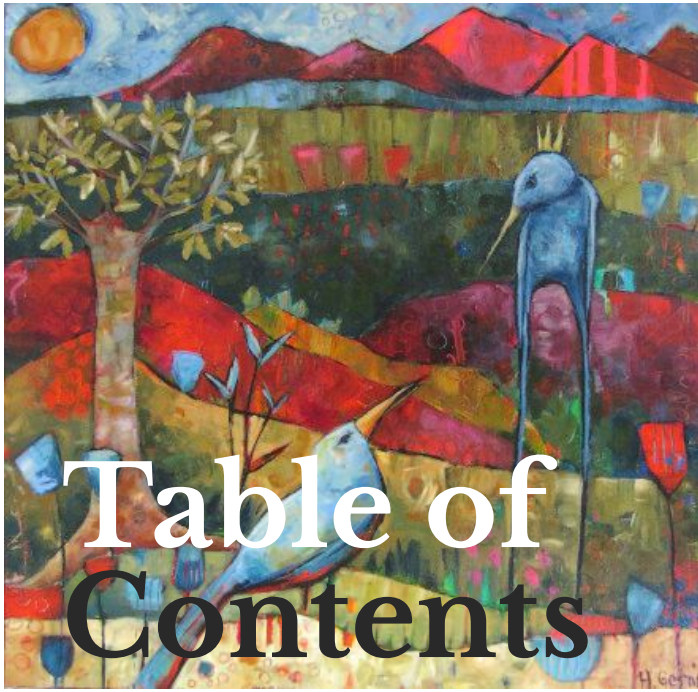
GreensboroArtsHub

2023 YEAR END REPORT



Online portal to the Arts and Culture of Greater Greensboro.

Contact: Roch Smith, Jr. admin@greensboroartshub.com



Art by Heather Gerni, Greensboro, N.C.

↑	EXECUTIVE SUMMARY
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Executive Summary

More than a calendar: an online ecosystem promoting local arts and culture.

The most significant event of 2023 for GreensboroArtsHub was the financial support of Creative Greensboro, the City's Office of Arts and Culture. This underwriting improved the way GreensboroArtsHub promotes the arts and artists resulting in increased online and in-person engagement. Discussed in more detail in these pages, these improvements included:

- Better and more frequent newsletters.
- Free pop-up neighborhood artists workshops.
- Colorful branded stickers, flyers, banners and apparel.
- Special online spotlight features.
- In-person community representation.

Key performance metrics include:

- Visitor growth.
- Subscriber growth.
- Contributor growth.
- Increased number of listings.

"GreensboroArtsHub shines a well-deserved spotlight on our community's vibrant cultural scene and talented creative residents. I encourage all citizens to connect with and support the arts through this exciting platform."

Nancy Vaughan,
Mayor of Greensboro



Website

By the Numbers

Percentage change since May 1, 2023, the start of Creative Greensboro trial period.

Monthly Visits

31,682
+496%

Monthly Visitors

2,364
+305%

Listings per Month

68
+518%

Contributors

238
+33%

It was a great experience working with the lovely people at GreensboroArtsHub! I loved Roch's energy, professionalism and creative direction during our interview.

Sunqueen Kelcey,
Musician & Singer



Newsletter

By the Numbers

Percentage change since May 1, 2023, the start of Creative Greensboro trial period.

Subscribers

711
+74%

Newsletters Sent*

58

* Since May 1st

Monthly Opens

1,485
+209%

Total Opens*

5,863

* Since May 1st

"GreensboroArtsHub is a new way to connect artists directly to their audiences while building a diverse art community in Greensboro. We have loved utilizing the services so far and would highly recommend it. "

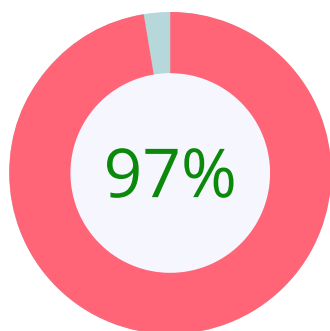
Nicole Brown ,
Communications Director
African American Atelier



User Survey

By the Numbers

36 respondents; November 13th - 19th.



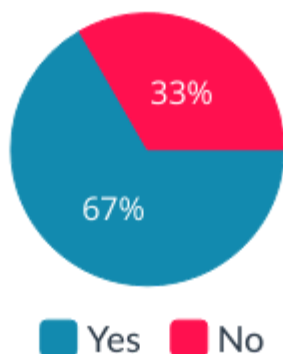
Would recommend to a friend or colleague.

4.4

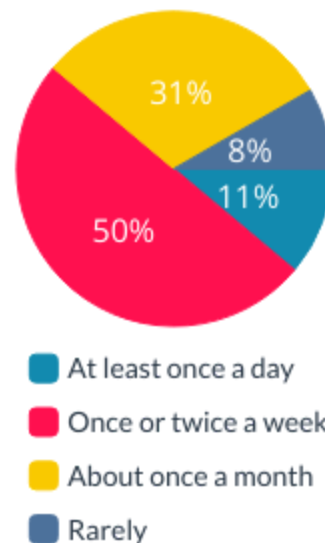


Equitable representation of the community.

Have you attended an event you saw on GreensboroArtsHub.com?



How often do you visit GreensboroArtsHub.com?



"Greensboro Arts Hub is an incredible resource for local artists and arts businesses as we don't have any other platform like it for our community. We've been needing a platform like this to bring us all together and continue fostering Greensboro's vision for arts and culture."

Amiyah D. Johnson,
Artist & Gallery Assistant
Center for Visual Artists



COMMUNITY OUTREACH

Pop-Up Workshops

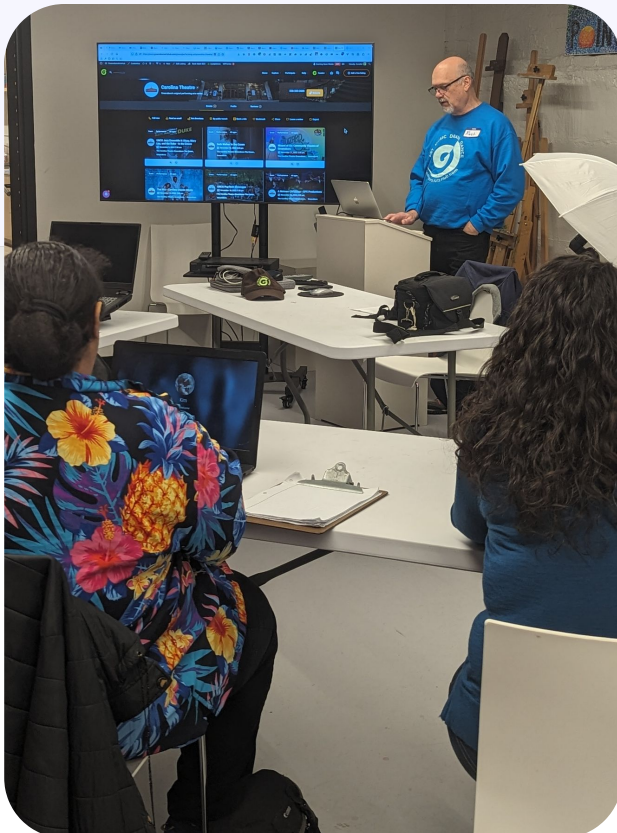
Greensboro City Council districts 2 & 3 and in High Point

To facilitate participation among artists who need some guidance and encouragement.

6

Workshops

African American Atelier
Creative Aging Network - NC
McGirt Horton Branch Library
The Art Gallery at Congdon Yards (x2)
Center for Visual Artists



25



Artists on-boarded

"Using GreensboroArtsHub and working with Roch has been a blessing and a pleasure. The site has offered a much needed confidence boost to the validity of my artistic pursuits as well as exposure to a wider audience."

Jennifer Grace,
Visual artist



COMMUNITY OUTREACH

Event Tables

To engage the public in-person and collect email newsletter subscribers.

4
Events

NC Folk Fest

Art in the Arboretum

Carolina Theatre of Greensboro (x2)



100+



Newsletter subscribers

"Greensboro is a great place to Live, Work, and Play! The GreensboroArtsHub newsletter and website make it fun and easy for residents and visitors to find 'Play' activities in the area!"

Hugh Holston,
Greensboro City Council



COMMUNITY OUTREACH

Promotional Materials & Merchandise

Signage, flyers, banner and merch as raffle prizes and gifts for potential partners.



"GreensboroArtsHub is a thoughtfully created web portal for artists who want to connect directly with others but also it is a place where the public at large can find artists for their various needs and projects. Roch has created this space in a time where social media algorithms only present those who get the most likes. This site/portal is a wonderful breath of fresh air."

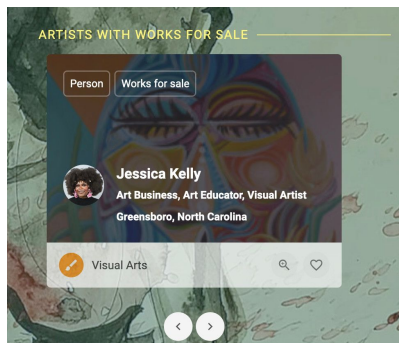
AE Reed, III
Visual artist



SPECIAL PROJECTS

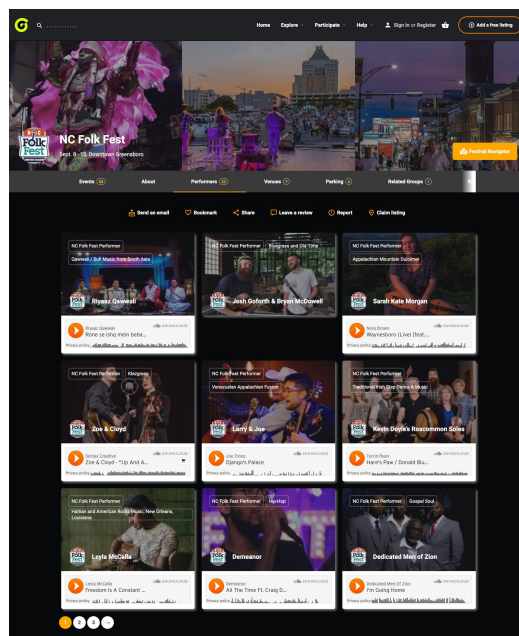
Leveraging the platform.

Holiday Shopping Guide



Seasonal promotion of artists who have art for sale with promotional interface. Also promoted in special newsletters.

NC Folk Fest



Special content of performers, venues and parking. Relational, time and location aware. List view & map view with music samples.

"I had a meeting with Roch about GreensboroArtsHub in November of 2022. Here it is one year later and I am thrilled at the exposure it has given to our arts community. One can go to the site and find events, programs, auditions, art galleries, art in the community - the list goes on and on. I guarantee you will find something on the site that will pique your interest and you will not be disappointed. Enjoy exploring arts and culture in Greensboro!"

Marikay Abuzuaiter,
Greensboro City Council



What's Next?

Opportunities for 2024



Automatically send email to local media when an event is added.



User selectable light theme as an alternative to the default dark theme.



Pop-up workshops in City Council districts one, four and five.



Transfer of GreensboroArtsHub to newly formed non-profit. (See next page.)

"Love working with Roch and GreensboroArtsHub. A great calendar option for the Arts in Greensboro! Easy to enter information with lots of options for add-ons.

Brenda Studt
Special Projects Manager
Carolina Theatre of
Greensboro

The Non-profit Option

The option of establishing a non-profit to take ownership of GreensboroArtsHub offers several possible advantages.

- More equitable ownership.
- Greater diversity of opinion on operations.
- Broader funding landscape.
- Opportunity for more stakeholder involvement: Artists, Orgs and Audiences.

Here is a roadmap to getting there in six months.

Month
1

- File incorporation paperwork and IRS Form 1023 to register nonprofit status.
- Recruit diverse board of directors, emphasizing leaders from marginalized artist communities.
- Draft bylaws, conflict of interest policy, financial procedures guided by board .

Month
2-3

- Obtain Employer Identification Number (EIN) from IRS.
- Apply for tax exemption status as 501(c)(3) organization.
- Set up business banking relationships, accounting systems.
- Start prepping fundraising materials, sponsorship decks.

Months
4-5

- Finalize details transferring website assets, accounts, trademarks contractually.
- Payment execution to purchase site utilizing city seed funding infusion along with any preliminary fundraising.
- Plan transition communication strategy with current user base.

Month
6

Public launch of nonprofit assuming responsibility of GreensboroArtsHub operations, committing to equity in access, representation and economic mobility facilitation across local creative professions.