



Why a nonprofit?

GreensboroArtsHub.com was launched in 2020 by website designer Roch Smith, Jr.. Roch was inspired by the 2018 Greensboro Cultural Master Plan that called for a centralized online portal to the arts.

In 2023, GreensboroArtsHub received temporary financial support from Creative Greensboro. This allowed Roch to better engage the community online and in the real world. The result was phenomenal growth in user engagement (see 2023 Year-End Report). Taking GreensboroArtsHub nonprofit is an effort to sustain that momentum.

There are four primary benefits to taking GreensboroArtsHub nonprofit.

1. Diversity

A governing board will allow for greater diversity of demographics, backgrounds and perspectives in setting the goals and direction of GreensboroArtsHub.

2. Broader Funding Landscape

As a nonprofit, GreensboroArtsHub will have these funding options:

Government grants:

- Municipal/County
- State arts council grants
- Federal grants

Foundation grants:

- Community foundations
- Arts-focused foundations
- Civic engagement funders
- Tech/innovation

Individual supporters:

- Memberships
- Donor drives
- Crowdfunding campaigns

Corporate sponsorships:

- Local banks
- Developers
- Hospitality and tourism
- Food and beverage

Earned revenue:

- Web design/support services for other arts organizations
- Premium member subscriptions
- Event ticketing fees
- Artist commissions

Leveraging a mix of government, corporate, foundation and individual funding alongside sustainable earned income streams should provide more stable recurring revenue.

3. Long Term Viability

Over time, bring onboard additional people capable of operating GreensboroArtsHub through paid hires, volunteer training and mentorship programs.

4. Expanded Scope of Activities — Online and real world

Envision GreensboroArtsHub 2.0...

GreensboroArtsHub 2.0

Site Improvements

Enhancements can be made to GreensboroArtsHub.com to further advance its function as a platform supporting local arts and culture.

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| <ul style="list-style-type: none">• Event posts auto-emailed to local media• E-commerce (artists' store)• Web app | <ul style="list-style-type: none">• More social media-like; quicker posts, collections, follow, timeline, post feeds• Design refresh• Improve user experience |
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Real World Activities

Extend artist support mission to real world activities.

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| <ul style="list-style-type: none">• Pop-up workshops• Destination artists retreats• Fields trips, near and far• Exhibitions | <ul style="list-style-type: none">• Scholarship fund, for local student artists• Mentor emerging creatives• Talent showcases• Web services to other arts orgs |
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Memberships

Create an ongoing funding source by creating memberships that benefit local artists.

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| <ul style="list-style-type: none">• Participation in exhibitions/showcases• Dental insurance• Vision insurance | <ul style="list-style-type: none">• Low/no commission online sales• Discounts at arts supply, dining, musical supply stores |
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It starts with you

Get Involved in a Way of Your Choosing

We are seeking to assemble a group of people with diverse backgrounds and experiences to fill leadership and support roles.

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| <ul style="list-style-type: none">• Artists and art lovers with ideas about improving the online and real world arts scene and the energy to make them happen.• Arts organizations who want a seat at the table. | <ul style="list-style-type: none">• Professionals who enjoy the arts and have skills and services they can donate.• The socially connected who will take pride in rallying their friends and colleagues to support the arts through this grassroots initiative. |
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Choose Your Role

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| <ul style="list-style-type: none">• Serving on the board of directors and committees• Volunteering | <ul style="list-style-type: none">• Providing professional services• Organizing/hosting fund raising• Making a financial contribution |
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Take the Next Step

Go to **www.GreensboroArtsHub.com/nonprofit** or scan this code:

Additional information, email: admin@greensboroartshub.com

