



## Art Trail Benefits and Statistics 2010

### The Art Trail is designed to

- Create a stronger community of fine artists and craftspeople in the Ithaca area with **commercial and educational benefits.**
- Develop the greater Ithaca area as a viable center for the arts.
- Invite visitors to tour the studios of local artists **to view art along with their art making process; to discuss artwork with the artists who make it.**
- **To improve the income of area artists and to contribute financially to the local community through increased tourism.**

### Mainstays of the Art Trail

- The Art Trail annual **BROCHURE** is a full color directory of participating artists with contact information, a brief blurb, one image, and map showing studio locations.
- There is an active **WEBSITE**, [www.arttrail.com](http://www.arttrail.com) with a page highlighting each artist.

### Benefit to the Artist

The trail is more than the Open Studio Weekends. Being on the Art Trail brings artists an enormous amount of exposure, locally and nationally. CAP values the amount of publicity that each artist receives **at about \$36,000 a year.** \$425/\$450 for this amount of exposure is remarkable. For example, one ad for one day in the Journal (about 2" x 4") can run \$570. Artists make sales, connections, commissions, receive offers for shows, and other opportunities for being on the trail. The longer folks are on the trail, the more people hear about them, the more benefit. There is a great deal of word of mouth that happens for artists who are on the trail year after year.

### The Artists Fee and Art Trail Expenses

Each artist pays either \$425 (returning artists) or \$450 (first time artists). Those artist fees (approximately \$22,000) along with funds from fundraising and ad sales (approximately \$4,000) are spent on marketing the trail as follows:

- \$12,000: Brochure design, printing of 40,000, distribution of 40,000 from Erie, PA in the south to Rochester in the North
- \$3,000: Web site design, updates, hosting
- \$8,500 Radio, Print, Television (CAP has agreements with the Ithaca Times, Time Warner Cable and CNY Radio Group for year round marketing campaigns. The Art Trail gets about **\$20,000** worth of year round marketing but only \$8,500 comes directly out of the Art Trail budget.)
- \$950: 10,000 Postcard Printing, Postage
- \$700: Cayuga Wine Trail Member, Supplies & Gallery receptions

## Marketing and Visitor Details

### **The Brochure - 40,000 printed and distributed**

- The brochure is updated each year and is an integral part of the trail and reflects the professionalism of the event.
- 10,000 are distributed year round through “Grapevine Distribution” which own 62 racks in Chemung, Corning, Ithaca, Keuka-Seneca, Pennsylvania.
- 12,000 go to “Brochures Unlimited” to be distributed in July through October in Binghamton/Fingerlakes East, Erie, PA and Rochester.
- 13,000 are distributed to wineries around Cayuga and Seneca Lakes, all regional B&B’s, all local art teachers including universities, all college art students, all over Ithaca, galleries, and to trail artists. Targeted shipping to other places like regional galleries, museums, etc.
- 5,000 to Convention and Visitors Bureau to mail, distribute.

### **ArtTrail.com - 1,700,000 hits in 2010**

- is updated each year and offers the visitor a well designed and active website.
- has a rotating slide show of artists’ work on the home page.
- offers the visitor the entire brochure right off the website in full color or an easily printable format.
- Can promote art trail artists’ packages with their local B&B’s.
- promotes the artists’ year round activities and new art trail shows.
- Has guest book so that visitors can provide their e-mail and name.
- A three minute film on the home page greatly enhances the event.

### **Additional Promotion**

- **E-Blasts** - CAP uses Constant Contact to send e-blasts to over 5,000 updated e-mail addresses. Since most of these e-mails were gathered at Art Trail events, the people receiving these e-mails are definitely interested.
- **Ads** - CAP has placed \$10,000 worth of ads in local and regional print before the Art Trail Open Studio weekends
- Art Trail ad in **Cayuga Wine Trail** brochure and website
- **Postcard mailing** - 5,000 mailed before October Open Studio weekends
- *Artists encouraged to promote the trail year round on their own. If one artist promotes to their own list of 100, they are promoting for all.*
- CAP has engaged in a **Year Round Marketing Plan** that will include promotion of the Art Trail as a flagship program in local print, radio, and web advertising.
- A **FaceBook Fan Page** has been added for the Art Trail and will be one more way to contact our arts audiences about Open Studio Weekends and special events throughout the year.

### **Open Studio Weekend Visits**

**2010: 2,048 individuals visiting an average of 3.0 studios each (6,144 total visits)**

**2009: 1,990 individuals visiting an average of 3.0 studios each (5,972 total visits)**

2008: 1,746 individuals visiting an average of 3.0 studios each (5,240)

2007: 1,704 individuals visiting an average of 3.0 studios each (5,113)

2006: 1,374 individuals visiting an average of 3.0 studios each (3,824)

2005: 1,250 individuals visiting an average of 3.0 studios each (3,763)

2004: 1,120 individuals visiting an average of 3.0 studios each (3,389)

## Visitors

Artists on the Trail receive anywhere from 8 visitors to 250 visitors. There are over 50 artists on the trail and visitors pick and choose which studios to visit. The more years an artist is on the trail, the more visitors. This has to do with reputation, quality of the work, access and word of mouth.

## Sales

2010: Total sales for now reported at \$64,868, up from \$59,944 in 2009.

Here is breakdown of what artists earned.

1 earned in \$10,000 range

1 earned in \$6,000 range

1 earned in \$4,000 range

3 earned in \$3,000 range

4 earned in \$2,500 range

2 earned in \$1,700 range

2 earned in \$1,400 range

7 earned in \$1,100 range

2 earned in \$900 range

4 earned in \$800 range

3 earned in \$700 range

3 earned in \$650 range

2 earned in \$600 range

1 earned in \$550 range

2 earned in \$450 range

1 earned in \$350 range

3 earned in \$250 range

1 earned less than \$100

4 earned \$0

6 artists haven't responded.

## Where were visitors from in 2009? (I don't have 2010 figures yet.)

Tompkins 52%

Rochester area 9%

Binghamton area 5%

NYC/NJ area 6%

Syracuse area 3%

Buffalo area 2%

Other parts of NY 15%

Other states 8%