Great Barrington had just received its Cultural District designation in the fall of 2018, and we were looking for ways to spotlight what was already happening within and around our district without creating a brand new event in our first year. ArtWeek provided a great solution. It comes with far-reaching marketing benefits, has no application fee, and allows for existing programs to be featured, making participation easy for artists and organizations whom may already be stretched too thin.

“ArtWeek provided a great solution. It comes with far-reaching marketing benefits and has no application fee.”

ArtWeek provides a wonderful “toolkit” for community partners, which made marketing ArtWeek a lot easier for us. The logos and social media cards, along with the inspiration and examples on the ArtWeek website, helped us promote individual programs and at the same time clearly connecting them to the statewide initiative.

Many of our cultural venues participated in our first year, often by recasting already-scheduled programming for ArtWeek. We hosted a Spark Session in the early winter, and we’re doing that again with even more lead time so that more venues and individual artists will have time to consider their event submissions.
WHAT WOULD YOU DO AGAIN AND/OR DO DIFFERENTLY LOOKING BACK AT THE FIRST YEAR?

We would really like to see some lodging and restaurant properties get involved. The examples on the ArtWeek website show how easy it is to tie into this as a business owner, and we’re working with our Regional Tourism Council to encourage their participation in 2020.

HOW WOULD YOU COACH OTHER CULTURAL DISTRICTS TO LEVERAGE ARTWEEK IN THEIR COMMUNITY?

Emphasize that being featured in ArtWeek is FREE and EASY. Also, consider collaborating with neighboring cultural districts to further leverage ArtWeek. We use ArtWeek as a way to collaborate with 4 other districts in the Berkshires. Everyone commits to co-promoting what’s happening throughout the region through the marketing channels they already use: social media and e-newsletters. It’s simple and helps raise the profile of the Berkshires on a state-wide stage.

KEY TAKEAWAYS

- Promote Cultural District Designation
- Explore ‘Recasting’ Existing Events
- Use the Marketing Toolkit
- Cultivate Local Business Involvement
- Seek Co-Promotion Opportunities