



Coordinated Promotion and Support for the Visual Arts in Our Region

The Background:

Brush with Art (BwA) is a unique grass roots organization that has been raising friends and funds for the visual arts in Waterloo Region since 1999. BwA has established a reputation for team-building in the Visual Arts. BwA is evolving into a strong coordinated infrastructure which raises funds and volunteers for the Region's public galleries. We have redeveloped and extended the volunteer capacities which formerly established and supported the galleries. Traditional volunteer networks have declined due to changing societal values and patterns, family and employment circumstances. BwA re-conceptualized and delivered an exciting, new and innovative kind of volunteerism to support regional public galleries which are fundamental to our creative cultural offering in the Region through independent revenue projects.

Our Goal:

Brush with Art will increase support and awareness for the visual arts in Waterloo Region through the use of uniquely branded products and creative initiatives. The result of these activities translates into sustainability through increased revenue, volunteerism and expanding public participation to support galleries and emerging artists.

Our Objectives:

Develop a line of quality and innovative products and expand our initiatives to:

- Raise money
- Provide a cooperative offering across galleries to reinforce the 'community' feel
- Increase the range of products galleries can offer
- Showcase the unique talents resident in Waterloo
- Promote pride in the artistic richness of the area in individuals and business
- Provide more opportunities to engage in the arts and with artists outside of traditional boundaries.

Our Strategy:

- Work with *local* business - brainstorm to develop product ideas and business cases
- Develop a strong brand for the product line and its association with Waterloo Region within the context of an innovative creative community
- Develop a powerful marketing and distribution system for **BwA** products

Our Product Offerings:

- Business products
- Cross-region events
- Retail items

Requirements to Move Forward:

In order to achieve our goals, we are reaching out to the Waterloo Region business community for assistance in obtaining the following:

- Volunteer staff time and resources to brainstorm, develop and market.
- Opportunities to sell products to local businesses designed to generate excitement about and appreciation of the local visual art scene
- Opportunities to present and promote BwA and the local visual art opportunities within organizations

Contacts

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