



*Welcome New  
Arts Alliance Member!*

### **HELLO and Welcome!**

Pueblo Arts Alliance provides services to local arts organizations and downtown businesses that promote the production, enjoyment, and collaboration of the arts for the purposes of economic development and enriched quality of life in Pueblo. The Arts Alliance services that support our goals include:

- Programs that link the Arts, Business, and Community- the *ABC's* of the Arts Alliance.
- *First Friday Art Walk* and *Street Beat*, Pueblo's Summer Arts Festival
- Arts Alliance Studios-Artistic hub in the Creative Corridor provides creative space for over 40 artists.
- Leadership for Arts -Developing Business Members for Arts Boards- Making a stronger, more informed, more inspired creative community
- Administration of the Pueblo Creative Corridor, a Colorado Certified Creative District
- Collaborative Marketing-Increasing marketing of arts by collaborating with organizations for increased exposure of the arts, and marketing arts events through partnership with PuebloEvents.net and bi-weekly e-blasts to our 500+ list serve

To make it easier for you to take full advantage of your Art Alliance membership we've developed a check list that lets us help you!

### **MARKETING**

- The Arts Alliance is so pleased to be able to provide an interactive web site for our members! Each member can have a listing on the [www.PuebloArts.org](http://www.PuebloArts.org) member page. If you would like to personalize your listing, please send the following items to us by email:
  1. 160 x 160 picture in JPEG format (photograph, logo, etc.)
  2. Brief description of what you do.
  3. Please tell us if you would like the address you've provided to be publicly listed.
- The calendar on our website is now managed by [www.PuebloEvents.net](http://www.PuebloEvents.net). To Add an Event, Audition, or Gallery Show to [www.PuebloArts.org](http://www.PuebloArts.org), click on the add button on the calendar. This will take you to [www.PuebloEvents.net](http://www.PuebloEvents.net), where you can submit your event. Please note, since we are not managing our own calendar, we no longer enter this information for you.
- Add Pueblo Arts Alliance to your press release list; the more information we have the better we can find opportunities for you.
- Each month we send emails requesting your information for the First Friday Art Walk. In order to be included in the First Friday press release, we must receive your information by the 15<sup>th</sup> of each month. If you are not receiving these emails, please let us know at [PuebloArtsAlliance@gmail.com](mailto:PuebloArtsAlliance@gmail.com) so that we can fix it.
- Link Arts Alliance logo from your web site, logos can be downloaded at [PuebloArts.org](http://PuebloArts.org), by including this link web site searches will place both your site and Art Alliance site higher on a search list.
- Send your pictures to be included on Arts Alliance web banner and for your events to [events@PuebloArts.org](mailto:events@PuebloArts.org). (Arts

Alliance reserves all design decisions and may choose not to use photos)

- We ask that you provide a space in your event program for an Arts Alliance ad. The intent of the ad is to bring more recognition to the arts in Pueblo and usually is devised to advertise our collective marketing programs. You need to tell us how much space you can provide for the ad and the specifications required. You will send this information to [Office@PuebloArts.org](mailto:Office@PuebloArts.org).
- Consider purchasing an ad in the Explorer's Guide. These are published once a year and distributed throughout the Creative Corridor and beyond. Listing on the map is a benefit exclusive to ad purchasers. If you would like to reserve a space, please contact us for pricing details. As a member, you always receive 10% off any ad purchase.
- Make arrangements to drop off posters and info for us to take to business/community meetings
- Like us on Facebook [www.fb.com/PuebloArts](http://www.fb.com/PuebloArts) & [www.fb.com/PuebloCreativeCorridor](http://www.fb.com/PuebloCreativeCorridor)
- Utilize the two Facebook pages to promote events and share news of your organization

### **PERFORMANCE OPPORTUNITIES**

Look for performance opportunities for summer events, *First Friday Art Walk*, *Pueblo Chile & Frijoles Festival*, and more. When you perform at an Arts Alliance scheduled event we ask you to sign a contract that states performance standards, gives photo release, and limits liability to the Arts Alliance. We are committed to finding you paid performance and gallery opportunities, and we will tell you when scheduling if payment is possible.

### **MEETINGS AND WORKSHOP SCHEDULE**

You are what makes the Pueblo Arts Alliance so successful. Our members agree that one of the top three greatest services the Arts Alliance provides is Networking opportunities. If you participate in meetings and *After Hours with the Artists* you will see positive results in terms of increased audience size, collaborative performance opportunities, and more funding possibilities. Our meeting schedule is posted on-line, MAC (Member Advisory Council) is what you'll be most interested in attending.

Our members have established quarterly "mix & mingle" meetings, so we've dubbed these *After Hours With the Artists*. These move between downtown restaurant/bar locations and we invite our business partners and friends. We encourage you to attend and invite friends, board members, and business associates.

### **FINANCIAL TRANSPARENCY**

You are invited to join the Arts Alliance Finance Committee, you may ask the director or any Arts Alliance Board member for financial statements at any time, they will provide you with the most current information available.

The Arts Alliance Board follows the Colorado Nonprofit Associations "Principles & Practices for Nonprofit Excellence in Colorado."

### **Art Alliance Staff**

The Arts Alliance staff is dedicated to you by representing the arts at business & civic meetings, maintaining and developing projects, and answering your questions. Our office is located at 107 S. Grand, Studio I. We can be reached at (719) 242-6652.

Program Coordinator  
Brandie Peterson - Brown  
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We are always interested in your comments, suggestions and new ideas. Please share them with staff or board.