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Online Marketing Tools Expand PlacerArts' Reach

DECEMBER 12, 2007, AUBURN – AUBURN, CA – PlacerArts has developed two online marketing tools for artists and arts organizations, both accessible on their website, placerarts.org.

The Arts Registry is a listing of visual and performing artists, segmented by medium or type of performance art, along with arts organizations and venues. The Arts Registry is designed to connect patrons, developers, businesses and event coordinators directly with artists for potential exhibitions and sales, public art projects, performances and special events. It provides links to services such as classes, workshops, community events, festivals and Art in Public Places.

The Event Calendar is a centralized database of county-wide events, available via multiple online portals. Events posted via the PlacerArts.org portal are also considered for publication in PlacerArts' bi-monthly arts newsmagazine *Perspectives*. The calendar is designed to exchange information with local, state and national outlets, increasing visibility of Placer County's arts-related events.

The two projects are made possible in part by a grant from the Placer Community Foundation's Arts Initiative, which seeks to promote the arts for the benefit of residents in Placer County. "It is our intention to build an arts endowment through local philanthropy," said J. Richard Couzens, board member for the Placer Community Foundation. "We believe PlacerArts was right on target to make this happen through their registry and calendar", he added.

These two projects fill a critical need in Placer County, providing instant access to information formerly available only in print format. "The Arts Registry and Arts & Culture Calendar are the next steps in the continuum of organizational growth for PlacerArts," said Priscilla Richter, PlacerArts board member. "We are committed to providing a forum for communication between artists, arts and culture organizations and the public."

Increasing the profile of arts in our community helps create advocates for the arts, culture and humanities of the region, according to PlacerArts Executive Director Angela Tahti. "We're encouraging new connections through this virtual marketplace, where individuals and companies can search for the right artist – whether for a family wedding or a corporate function", Tahti says. "Think of it as an online dating service – matching artists to patrons."

To explore PlacerArts' Arts Registry and Arts Calendar, visit PlacerArts.org, and choose either "Artist Registry" or "Arts Calendar" from the main menu. Organizations interested in adding an online calendar portal to their website may contact PlacerArts at (530) 885-5670 or office@placerarts.org.

PlacerArts is the Arts Council of Placer County, a non-profit, public benefit agency founded in 1983 and the designated state-local partner of the California Arts Council for the County of Placer.

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