

ARTS & ECONOMIC PROSPERITY

TOOLBOX



Content and resources to help you promote your organization
and the importance of Arts & Culture in Placer County.
We've done the work so you don't have to,
share that **#ArtsMatter!**

 **SHARE INFO**

- Step 1: Pick your favorite graphic
- Step 2: Copy the link below
- Step 3: Share with your friends & family on social media.

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism. Learn more: <https://placerarts.org/arts-economic-prosperity>
(Copy and paste this link in your posts)

Download graphics:

<https://placerarts.org/arts-economic-prosperity/#resources>
See the "Resources" tab

tag us on Facebook and Instagram "@theACPC" using:

#theACPC #visitplacer #ArtsMatter #placerarts #PlacerCounty



Suggested text for a social post:

The non-profit arts and culture sector generated \$26.1 million in economic activity in Placer County, during 2022. Arts are business.

Arts and culture supported 436 jobs, and provided \$15.3 million in personal income to residents in Placer County.

Beyond its contribution to the human experience, arts and culture is an economic driver of vibrant communities. #ArtsandCultureBuilds



MARKETING TIPS

Top 5 tips to promote arts in Placer County:

1. **Engaging Visual Content:** Use captivating images, videos, and graphics to showcase artwork, behind-the-scenes moments, and cultural experiences.
2. **Interactive Content:** Engage your audience with polls, quizzes, and challenges related to arts and culture.
3. **Live Streams and Webinars:** Host live sessions with artists and experts to facilitate real-time interactions.
4. **User-Generated Content:** Encourage your followers to share their own artistic creations and cultural experiences using a specific hashtag.
5. **Consistent Posting:** Maintain a regular posting schedule throughout Arts and Culture Month to keep your audience engaged and informed.



PROMOTE EVENTS

Add your events to Facebook, and add ACPC as a **co-host**. Your event will then be automatically added to the event calendar on: placerarts.org

Have a class, new exhibit, open house, performance, or special event?
Make it an Event on Facebook.

New to creating a Facebook event? Here's how: [facebook.com/help](https://www.facebook.com/help)

Arts Scene Newsletter: Share info and photos to be considered for inclusion in the Arts Council of Placer County monthly newsletter. Submit by the 15th of the month prior. Email to:
news@placerarts.org

Other calendars:

AARP: <https://local.aarp.org/roseville-ca/recommend-event/>

Visit Placer: <https://www.visitplacer.com/submit-an-event/>



MORE RESOURCES

Visit the ACPC website for great stats on the impacts of the arts, from our AEP6 Economic Impact study! Here are a couple of samples

Beyond the immense economic and social contributions, arts and culture bring inspiration and joy to residents.

-85% of attendees to arts and culture events "would feel a great sense of loss if this activity or venue were no longer available."

Communities that invest in artists, creative workers, and arts organizations can strengthen their creative economy by fueling innovation, attracting and retaining a creative workforce, and stimulating job growth. o Nonprofit arts and culture generated \$151.7 billion of economic activity and created 2.6 million jobs in 2022.