

ArtsDirect

An Overview

**A Collaborative Idea
from
The Alliance for Arts and Culture
And
Quantumideas**

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What is ArtsDirect

ArtsDirect is a collaborative enterprise of people who are interested in the arts and who want to participate in creating a more vibrant and economically sustainable arts community.

ArtsDirect serves arts patrons who want to receive more information about the arts to allow them to pursue their individual interests and enjoy an enhanced arts experience.

ArtsDirect serves artists and arts presenters who want to learn more about the people who are interested in the arts, communicate with them more easily, and be able to serve their individual interests better.

ArtsDirect serves community businesses that contribute to creating a strong local economy and the unique character of our community.

What ArtsDirect Does

Artsdirect provides the arts community with a communication and media system that can be used by artists and arts presenters to give arts patrons the information they like to pursue their individual interests.

The media system includes a monthly calendar of events that provides a complete listing of all current and upcoming events, a website that provides on-line information and services, and personalized email, fax and direct mail services that can be used to reach individual patrons who request specific information about upcoming events and opportunities related to their interests.

Arts patrons who are interested in receiving the monthly calendar of events and personalized communications related to their interests may provide ArtsDirect with their name, address, email address, phone and fax numbers, indicate their areas of interest in the arts, and request notification and information about events and opportunities related to their specific interests.

ArtsDirect provides artists and arts presenters with information about the individual interests of arts patrons to assist them in communicating the opportunities, offers and events that are most likely to attract and serve their interest. Arts presenters can use the system to communicate through personalized communications with individual patrons or with groups of patrons selected for their common interests through personalized communications, or with all of the audiences served by ArtsDirect through the Arts Calendar. The presenters determine the audiences to be reached, the content of the messages and the media to be used.

ArtsDirect also provides arts presenters with the ability to track customer activity to assist them in learning more about their individual patrons and allow them to further personalize and target their communications.

ArtsDirect provides community businesses and corporate partners who support the arts with the opportunity to attract arts patrons by offering purchase rebates in the form of ArtsCredits. Patrons can redeem ArtsCredits for future purchases with arts organizations and participating community businesses.

ArtsDirect is administered by the Alliance for Arts and Culture as the custodians of the interests of the arts community in British Columbia and by Quantumideas as the custodian of the interests of the enterprises who fund, support and service the operation of the system.

How the System is Financed

Patrons interested in receiving information from ArtsDirect who also wish to support the ArtsDirect system and community arts organizations may purchase an ArtsDirect card for ten dollars.

Supporting patrons can use the ArtsDirect card when they make purchases at participating businesses and arts organizations. They will receive a minimum of ten percent of the value of their purchases in ArtsCredits.

Fifty percent of the ArtsCredits earned by patrons are deducted from their accounts when they are earned to finance the operation of the system, to contribute to the support of the Alliance for Arts and Culture and one or more arts organizations of their choice. The balance of their ArtsCredits can be redeemed for future purchases at arts organizations and participating community businesses.

The ArtsDirect system is also financed by paid advertising in the monthly calendar of events and on the ArtsDirect website and by businesses who wish to sponsor personalized communications to arts patrons by including exclusive offers tailored to their interests.

Initial financing to create and market the system will be raised by creating an income trust that will provide a fixed return to investors and by corporate partners who wish to earn a place in the system as a host of one of the ArtsDirect services.

How ArtsDirect Works for Arts Presenters

All arts presenters can list information about their events and activities in the monthly Arts Calendar and on the ArtsDirect website at no cost and may place advertising at a preferred rate. Arts presenters can also direct email, fax, or direct mail to patrons through the personalized communication services provided by ArtsDirect to service the specific interests of individual patrons for a nominal fee.

Arts presenters can create their own ways of using the system. Arts presenters can limit their participation to redeeming ArtsCredits for their full dollar value. They may also choose to offer ArtsCredits in order to learn more about the purchase activity of their patrons, to attract new patrons, to reward regular patrons for their continued support or to stimulate interest and attendance. Presenters can determine when and the degree to which they offer ArtsCredits. Discounts currently provided by presenters as benefits or incentives can be offered as ArtsCredits. Presenters may encourage patrons to donate some or all of their ArtsCredits to support their organization.

Arts presenters who offer ArtsCredits will receive detailed electronic information about the purchase activity of patrons that can be integrated with their own databases and used to direct personalized email, fax and direct mail communications as they decide. Customized reports analyzing patron activity can be produced by ArtsDirect as requested for a nominal fee to cover costs.

ArtsCredits can be awarded to patrons automatically by presenters who use a ticketing service, have a credit card processing terminal or have access to the Internet. Redemptions of ArtsCredits can be processed directly by the presenter or by the Alliance for Arts and Culture through their facilities.

Arts presenters can use their knowledge of their patrons to structure exclusive benefits and offers either on their own or in collaboration with their corporate partners and supporters or participating community businesses.

How ArtsDirect works for Community Businesses

Local community businesses that are interested in attracting arts patrons and supporting the arts community can participate by giving ArtsCredits equivalent to a minimum of ten percent of the value of purchases made to ArtsDirect cardholders. This gives smaller independent business operators the opportunity to become part of a customer reward program that encourages people to patronize their businesses and which competes favourably with reward programs offered by larger enterprises.

Participating businesses will be listed in the monthly Arts Calendar and on the ArtsDirect website with information about their businesses and the services they offer at no cost, will be able to purchase advertising at a preferred rate. They will also have the opportunity to communicate promotional offers and exclusive benefits to interested cardholders through the personalized communication services provided by ArtsDirect.

Artsdirect will provide the names of arts patrons who do business with them along with their purchase activity so they can track their customers and the success of their promotional offers. Participating businesses will be able to communicate to their customers directly or through the communication services provided by ArtsDirect to strengthen their relationship and stimulate more customer activity. They can also use their knowledge of their customers to assist in structuring collaborative partnerships and promotional offers with arts presenters or other participating businesses.

Participating community businesses have the flexibility to award additional ArtsCredits to reward preferred customers or to create more attractive promotional offers for ArtsDirect cardholders.

How ArtsDirect Works for Corporate Partners

Corporate partners who host one or more of the services provided by ArtsDirect or who are established partners and supporters of one or more of our community arts organizations can offer ArtsCredits to their customers and to ArtsDirect cardholders.

Advertising space in the calendar and on the website will be available at market rates. The use of the personalized communication services provided by ArtsDirect will also be available to communicate with arts patrons who have indicated an interest in receiving promotional offers that earn ArtsCredits.

ArtsDirect will provide information to corporate partners to allow them to track the purchase activity and revenue generated from ArtsDirect cardholders.

ArtsCredits awarded by corporate partners can only be redeemed at arts organizations or participating community businesses.