

# Cultural Arts Council

Annual Meeting • 2022

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# The Polk Arts Alliance Team

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**Daryl Ward, PhD**

Executive Director



**Bev Hendricks**

Editor, *Art-i-facts*



# The PACA Board of Directors

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**Margarita Alfaro**  
Board Member



**Betsy Bohrer**  
Board Member



**Jennifer D'hollander**  
Board Member



**Tracy Mullins**  
Board Member



**Crystal Norman**  
Secretary



**Cindy Rodriguez**  
Treasurer



**Martha Santiago**  
Board Member



**Amy Sexson**  
Board Member



**Amy Wiggins**  
President

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Polk Arts &  
Cultural Alliance

POLK ARTS & CULTURAL ALLIANCE

# OUR MISSION

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Cultivating an environment for the arts to flourish through Advocacy, Collaboration, Economic Development, Education, and Promotion.

## THE CHAMBER FOR THE ARTS

PACA markets Polk County as a “Destination for the Arts” by supporting arts and cultural organizations that provide unique programming and cultural opportunities.

## THE LOCAL ARTS AGENCY

PACA advocates for all the Cultural Arts Organizations in Polk County and promotes the impact of the Cultural Arts Sector as integral to the quality-of-life in our county.

## Ways to make PAA memberships more valuable:

- Communicate and provide more ways to market my organization
- Communicate the benefits and create ways to engage and learn about PAA and related topics
- Create ways to help organizations find and secure funding opportunities

## PAA's role in the community should be to:

- Promote, market, and advertise events and programs of Polk County cultural organizations
- Promote, create appreciation of, advocate for all types of cultural organizations
- Promote, advocate, and share funding resources for cultural organizations
- Provide professional development opportunities for organizations' staff
- Connect individuals working at different organizations with each other
- Communicate information pertinent to the cultural field

## PAA's future focus priorities should be to:

1. Create brand awareness for arts and culture in Polk County – networking, connecting, liaison, community awareness
2. Secure and find funding for cultural organizations
3. Market arts and culture venues in Polk County
4. Connect cultural colleagues – educational workshops, networking opportunities, ways to dialogue collaborations, sharing cultural resources (artists and services)

# MARKETING



Promoting the various arts and cultural organizations and their respective offerings to Polk County and beyond

# MEETING



Offering professional development opportunities and convening the alliance members for educational purposes

# MOOLA



Supporting the alliance members with supplemental funding and enhanced partnership opportunities





# MARKETING

Promotional Support for Members

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## ● **Enhanced Social Media Support**

Revamped social media (IG, FB, Twitter) campaigns for member organizations.

## ● **Polk Art-Beat E-Newsletters**

A new, consistent e-newsletter that is focused on promoting events, artists, and cultural opportunities in Polk County.

## ● ***Art-i-facts***

Added an additional edition (back to 4), with one focusing specifically on Winter-Holiday events.

## ● **Partnership Opportunities**

Collaborative engagements that involve more than just promotional campaigns.

## ● ***Polk Arts Guide***

A visitor-focused guide detailing the arts and cultural organizations found within Polk County.

## ● **Coordinated Marketing Initiatives**

Work in tandem with other chambers, alliances, and guilds to promote specific events in the community.

# MEETING

Professional Development & Education

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- **Professional Development**

Opportunities for members to learn about the business of artmaking and entrepreneurship.

- **SmART Business Symposium**

Continuing to nurture the connection between a thriving arts and cultural community and economic advancement.

- **Community Education**

Convening public awareness/education sessions that are art-and-cultural-centric.

- **PACA-Specific Events**

The Polk Arts Hall of Fame and other events sponsored specifically by PACA.

# MOOLA

## Funding and Partnership Opportunities

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- **ACH Grants**

Facilitate the administration of the “bed tax” grant dollars via a competitive-grant process

- **Mini-Grants and/or DCA Re-Grants**

Grants to support alliance members who may not qualify for the ACH grants.

- **Partnership Opportunities**

Collaborative engagements that involve more than just promotional campaigns. This can involve money and other “hands-on” involvement on behalf of PACA.



# Other Polk Arts and Cultural Alliance Initiatives

What else we're working on

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**Rebranding**

**New Programs**

**Website Refresh**

**Increased Community  
Presence**

**Improved  
Membership  
Process**

**Organizational  
“Housekeeping”**

# What We Need From You!

Your support is integral to our success

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## Join the Polk Arts & Cultural Alliance

Between COVID lapses and a lack of a centralized membership platform, most every group/person needs to re-join the alliance. Info is on our [website](#) AND will sent via email to attendees.

# Non-Profit Arts & Cultural Organizations

Please select the membership level that reflects the annual expenses for your organization.

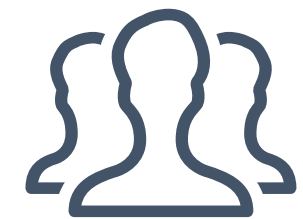
NonProfit	NonProfit	NonProfit	NonProfit
Annual <b>\$50</b> Expenses under \$50K	Annual <b>\$75</b> Expenses: \$50K-\$199K	Annual <b>\$100</b> Expenses: \$200K-\$399K	Annual <b>\$150</b> Expenses over \$400K
Representation on the Cultural Arts Council	Representation on the Cultural Arts Council	Representation on the Cultural Arts Council	Representation on the Cultural Arts Council
Event-specific partnerships and funding support	Event-specific partnerships and funding support	Event-specific partnerships and funding support	Event-specific partnerships and funding support
Event marketing via PACA media	Event marketing via PACA media	Event marketing via PACA media	Event marketing via PACA media
Reduced at rates in Art-i-facts	Reduced at rates in Art-i-facts	Reduced at rates in Art-i-facts	Reduced at rates in Art-i-facts
Members-only events	Members-only events	Members-only events	Members-only events
... click "join" for more!	... click "join" for more!	... click "join" for more!	... click "join" for more!
JOIN	JOIN	JOIN	JOIN



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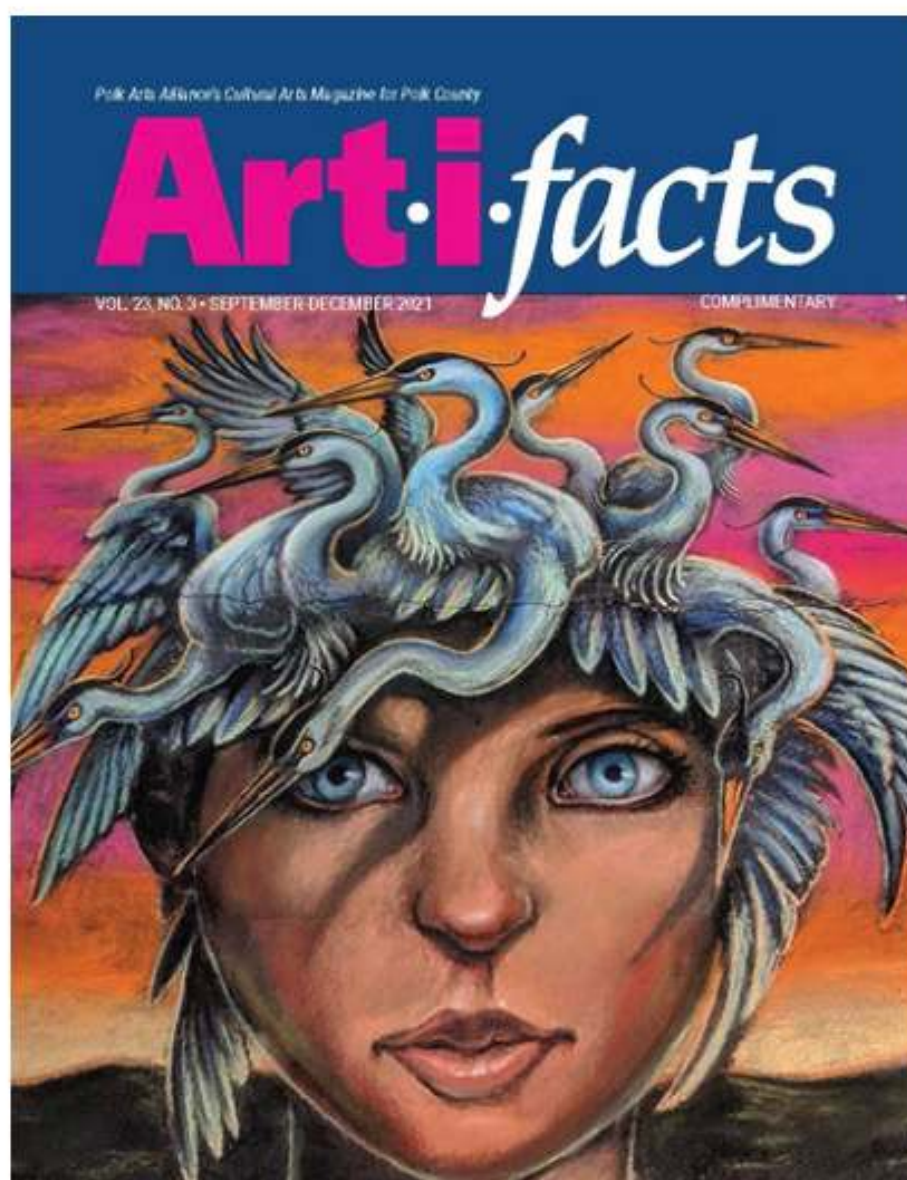
Between COVID lapses and a lack of a centralized membership platform, most every group/person needs to re-join the alliance. Info is on our [website](#) AND will sent via email to attendees.



## Submit Info (photos and copy) for *Art-i-facts*

Please give us the info to make this publication useful – that means good, high-quality photos and event-specific information. [Art-i-facts info is on our website.](#)





# Art-i-facts

## Art-i-facts Magazine Deadlines/Rates/Specs For Fall 2022 through Summer 2023

Reach the cultural enthusiast and tourist community through the cultural arts magazine of Polk County. A minimum of 10,000 copies of each issue of Art-i-facts Magazine are distributed to area tourist attractions, restaurants, hotels, museums, art galleries, theatres, venues, concert halls and member homes.

### Ad Specs/Rates

#### Full Page (With bleeds)

Please include a minimum 1/8" bleed  
8.75"w x 11.25"h (2625px x 3375px)  
The live area is 8.5"w x 11"h  
(2550px x 3300px)

**Full Page**  
(Without bleeds, has 1/2" margin)  
7.5"w x 10"h (2250px x 3000px)

**Half Page**  
3.5"w x 10"h [vert] (1050px x 3000px)  
7.5"w x 4.75"h [horiz] (2250px x 1425px)

**Quarter Page**  
3.5"w x 4.75"h (1050px x 1425px)

**Eighth Page**  
3.5"w x 2.25"h (1050px x 675px)

Artwork should be CMYK and 300dpi.

Magazine Issue	Deadline	Distribution
Sep-Nov 2022 (Fall/Season Preview)	<b>July 18, 2021</b>	10,000
Dec 2022 - Jan 2023 (Winter/Holiday)	<b>Oct 19, 2022</b>	10,000
Feb-Apr 2023 (Spring)	<b>Dec 14, 2022</b>	10,000
May-Aug 2023 (Summer/Summer Camp)	<b>Mar 15, 2022</b>	10,000

## Advertising Rates

### PAA/CAC MEMBER RATES

# of Ads	Full Page	1/2 Page	1/4 Page	1/8 Page
Single Ad	\$400	\$250	\$150	\$100
3 Ads Adv. purchase*	\$1000	\$625	\$375	\$250



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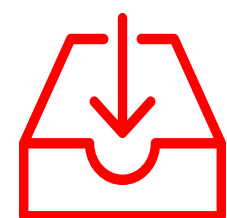
## Submit Info (photos and copy) for *Art-i-facts*

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## Purchase Ads in Art-i-facts

Members get a discounted rate (sponsors get an even bigger discount) and these funds assist PACA in day-to-day operations.



## Stay Informed

Make sure to sign up for *Polk Art-Beat*, the revised e-newsletter from Polk Arts & Cultural Alliance.





# Contact Us

Polk Arts & Cultural Alliance

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Dr. Ward

[director@polkarts.org](mailto:director@polkarts.org)

Art-i-facts (Bev)

[admin@polkarts.org](mailto:admin@polkarts.org)

# Thank You

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