

# Art a la Carte

## Creating Community Connections





- Mobile art studio – trailer purchased with CARES funds during the COVID 19 pandemic. Approximately \$17,000 per trailer including artistic vinyl wrap.
- 2021 – 1 Instructor/Artists, 33 Sessions, 14 Days
- 2024 – 9 Instructors/Artists, 40 Sessions, 19 Days
  - Art a la Carte now travels to community events – movies in the park, large community events, other pop-up open-house type of events.
- 1 hour sessions
- Typically, 70 – 80% of the sessions sell out.
- All-ages instruction
- Wide variety of session topics
- Learn as we go

# Art – An Effective Way to Connect Communities

- **WE-Making: How Arts & Culture Unite People to Work Toward Community Well-Being**
  - <https://www.arts.gov/news/press-releases/2021/new-report-examines-role-arts-and-culture-fostering-social-cohesion-and-community-well-being>
- **Arts, Culture and Community Development**
  - PolicyLink is a national research and action institute advancing racial and economic equity with a focus on the arts.
  - <https://www.communitydevelopment.art/>
- **Local Initiatives Support Corporation**
  - Nonprofit that invests in businesses, housing and other community infrastructure to catalyze economic, health, safety and educational mobility for individuals and communities
  - <https://www.lisc.org/>
- **Transforming Community Development through Arts and Culture – Federal Reserve Bank of San Francisco**
  - <https://www.arts.gov/stories/blog/2020/transforming-community-development-through-arts-and-culture>

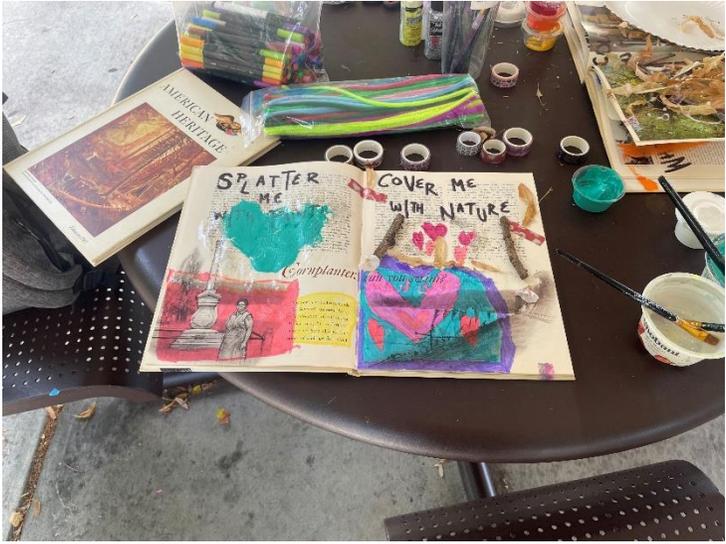
# Art a la Carte

What we  
have found:





- Outdoor art instruction is popular. People love to paint!
- Keep sessions short to avoid drop-off of participants and encourage caregivers to stay and participate.
- Offer different topics on the same day.
- Only have 30 minutes between sessions as many people will attend all sessions.
- Marketing: Facebook, Activity Guide, flyers
- Weekend sessions are unpredictable with respect to attendance.
- Evening sessions work best at a “downtown” feeling location.
- Three sessions in one day was a lot for the artists and attendees.
- Communicate with your artists about the nature of the program.









# Art a la Carte

How to:



# Bringing a mobile arts studio to your community

- This program is scalable!
- Our Goals
  - Bring arts and culture instruction and programming out to the community
  - Attract Additional Artists from All Disciplines
  - Be Flexible and Responsive
- The Program
  - A trailer can be a big piece of the program but isn't required.
  - Modest budget: \$12,000 supplies and stipends
  - \$12 per session – caregivers attend for free
  - Keep the program flexible and responsive.
  - Have attendees sit together to encourage collaboration and conversation.

