

## **Post Studio Tour / Art-on-the-Fence Feedback and Ideas**

Below you will find the results of the **Post Studio Tour / Art-on-the-Fence meeting** held at Patt Nearingburg's cottage on August 7, 2018. The comments are thoughtful and cover a range of issues.

The goal of the meeting was to find ways to continue the delivery of high quality art events by the Shoreline Artists. Please take the time to carefully read all the comments and suggestions. To allow us to move forward we need to discuss and employ some of these ideas at our upcoming Shoreline Artists meetings. Very creative minds were at the meeting with great ideas and thoughts. Let's explore the possibilities to move forward.

Gerald

+++ The number in brackets (2) refers to duplicate comments made. Not statistically sound.

+++ 'Crazy Ideas' was request for new ideas with no judgement attached. Very interesting!

### **Studio Tour – Strengths**

- Crowds (2)
- Good opportunity to network with people (2)
- Good advertising
- Brochure was appealing (6)
- Swap Event (5)
- Repeat customers (3)
- People set aside this date for the tour
- Brochure map well received for navigation
- Signs were good (6)
- Excellent radio coverage
- Weather
- Pre-studio tour meeting was great with hints and ideas
- Good variety of work on the tour
- Sponsorship from community

### **Studio Tour – Improvements**

- Better signage where people can read them
- More signage (4)
- Sturdier signs (3)
- Signs need upgrading- poor condition
- Need to attract more people to Sauble Beach and Tara
- Postal code survey was not well received (2)
- Brochure map needs to better placed on brochure (2)
- Tourism info dispensaries used better (ie what's happening today in the area) (3)
- Better use of website and Facebook (4)
- Need to attract customers to distant art studios
- Is there TV coverage
- Some said e-map didn't work
- More brochures just before the event in motels, restaurants

## **Post Studio Tour / Art-on-the-Fence Feedback and Ideas**

- Attract people beyond 'the Bruce'
- Encourage a larger range of mediums on the tour

### **Studio Tour Crazy Ideas**

- Chance on \$13 on Hwy 13 (plain paper wrapped art) (surprise art)
- Daily draw (2)
- Blitz of advertising the week before the event
- Send out invitations to past customers / visitors (2)
- More long weekend outside events in the summer
- On the Studio Tour weekend all signs have balloons on them to say it's ON! (3)
- QR code on signs
- Announcement of e-maps on radio
- Reporter on site at different studios during the tour to create buzz
- Pop up 1 month art show in a vacant shop
- Young people award winner shown in our brochure
- Like Xplore the Bruce – have people get their brochure checked off for eligibility of a prize
- More partnering with other art organizations
- Create a 'hub of artists' that encourage people to see artists in more distant locations
- Email lists for attendees with a prize perks for going on the mail list. Organized for Tour
- Signs with the Studio Tour number at the front of all Studios to better guide the public
- Short one pager / postcard handout on event days

### **Art-on-the-Fence – Strengths**

- Large amount of traffic (5)
- Wonderful venue for showing art (5)
- Great weather (3)
- Lots of volunteer help
- Great to connect with other artists- build community (2)
- Good to get feedback from local community and visitors
- All the other art events in town (2)
- Shady spots!

### **Art-on-the-Fence – Improvements**

- Tent for those in the sun
- Soft life music to encourage people to stay longer in the area (2)
- Tourism info dispensaries used better (ie what's happening today in the area)
- Weak use of website and Facebook for promotions (4)
- Discuss length of time of show 9:00am to \_\_\_\_?? (2)
- Discuss stump safety issue near entrance
- What to do about the 1pm-3pm slow time in the show
- Why is the Olive Oil Company with us?
- Update picture of the event for the Studio Tour brochure

## **Post Studio Tour / Art-on-the-Fence Feedback and Ideas**

- Need more signs in various parts of town during the event day
- More brochures just before the event in motels, restaurants

### **Art-on-the-Fence – Crazy Ideas**

- consider a \$100 gift cert to Chantry Breezes from \$50
- First Aid Kit available
- Music (5)
- Refreshments lemonade / coffee (4)
- Have the parking spots in front of Chantry Breezes designated for us during the show
- Handout of all art activities on the street
- More long weekend outside events in the summer
- Do Art on the Fence on Green St, Port Elgin for a weekend in the summer
- Have an events raffle and/or music to draw people in between 12:00 and 3:00
- On the Studio Tour weekend all signs have balloons on them to say it's ON!
- Reporter on site at different studios during the tour to create buzz
- Need tent for people in the sun (2)
- Chairs for folks while partners are shopping
- Increase the area (next property or side of Chantry Breezes)
- Chalk art down the street to direct traffic to event
- Short one pager / postcard handout on event day (under windshield, restaurants, on the street)

### **Some results from the Studio Tour survey**

- Visitors mainly from Bruce, Kitchener, Guelph and London
- Some from Ottawa, Toronto, Vietnam, Australia, New Zealand, US
- How did you hear about the Tour? , 1<sup>st</sup> Brochures, 2<sup>nd</sup> Signs, 3<sup>rd</sup> Friend
- Lot of repeat customers
- Number of customers at the Studios ranged from 45 and up