



## **What is Arts Night Out?**

Designed to redefine how we think about art, business and community and their co-existence for mutual benefit in greater Lansing, Arts Night Out is a series of free, Friday-evening, once-monthly events held from 5 – 8 p.m. These events will transform four alternating local neighborhoods—Old Town, REO Town, downtown Lansing and downtown East Lansing—into newly vibrant and thriving spaces through the addition of the arts.

The Arts Council chose these neighborhoods and Friday nights specifically for their appeal to a wide demographic and their ability to provide potentially profitable business hours. By creating a lively, festival-like atmosphere and incorporating a variety of street art and artists, Arts Night Out events will engage attendees, and peak their desire to stay, shop and play.

Each neighborhood will take its turn as the featured monthly location, transforming into a collection of impromptu creative experiences, as participating venues (law firms, restaurants, yoga studios, boutiques, hair salons, your business!, etc.) showcase artistic work, drawing people in to experience both the art and the venue. We envision creative mash-ups, such as a neighborhood pub becoming an intimate spoken-word speakeasy or an art gallery and neighboring coffee house, partnering to showcase delicious latte foam art. Such collaborations will engage large crowds, bringing more people through your doors.

## **How will this benefit my business?**

Your business will receive a multitude of benefits from Arts Night Out, including advanced levels of marketing and increased public awareness, formation of positive relationships from event collaborations and exposure to the sheer number of attendees (an est. 15,000 total for 2016).

The Arts Council will incorporate a large-scale marketing campaign highlighting your business and ensuring Arts Night Out success. Traditional and digital marketing has been established, including a full-color, in-house designed print campaign with local arts and cultural news leader, *City Pulse* (20,000 copies weekly, 50,000 readership), and a contract with Redhead Design Studio who are creating a modern and mobile-friendly Arts Night Out website that will prominently feature your business on the months you participate. Boosted social media will also feature your business on a variety of platforms including eblasts, Facebook, Twitter and Instagram.

Arts Night Out will also showcase strong event marketing, providing your business with official Arts Night Out signage to hang on your storefront and featuring your business in the neighborhood event map and materials all designed to ensure people to see and visit your business.

Additionally, your business will benefit from positive collaborations and networking outcomes created during each event. Imagine your business brings in a featured artist who invites his/her own network of friends and supporters (est. 50 attendees based on Arts Council opening-exhibit receptions). Then, you reach out to your network (est. at least another 50 attendees). Together, you just invited 100 people to your neighborhood to shop and check out the local scene! Multiply your collaboration impact by the other 25 participating businesses and that's 2,500 people, on one Friday evening alone, just from word-of-mouth marketing, not to mention the Arts Night Out marketing campaign!

### **What do I have to do to participate?**

For only \$40 per Arts Night Out event, your business can participate as an official venue and receive all these benefits! Once you agree to become a venue, you have the freedom to choose how to display creative endeavors in a manner that works best for your business. The Arts Council encourages your creativity and personal expression!

If assistance is needed for partnering with an artist, the Arts Council will help connect you with known artists, art organizations and other creatives. We are here to assist you in every way possible to ensure this event is successful for your business. Once the event is over, we'll ask you how your business did and brainstorm what could be improved to help you host future successful events.



## Instructions for Becoming an Official Arts Night Out Venue

Thank you for choosing to participate as a venue in Arts Night Out! The Arts Council will be here to assist you in every way possible to ensure this event is successful for your business, local artist(s), and our Greater Lansing community. It is an easy 3-step process to register and become an official Arts Night Out venue!

Begin by visiting [lansingarts.org/Events/ArtsNightOut.aspx](http://lansingarts.org/Events/ArtsNightOut.aspx) and clicking **BECOME A VENUE**.

**Step 1: VIEW VENUE GUIDELINES** By becoming an official Arts Night Out venue, you agree to adhere to these guidelines.

**Step 2: REGISTER & PAY** Click on the appropriate Arts Night Out neighborhood for your venue. You will be directed to the payment page where you will be asked to input your venue information and select and pay for however many Arts Night Out events you wish to participate in. This is a secure, online form and the only way to register as an official Arts Night Out venue!

Upon successful registration and payment you will receive an email welcoming you as an official Arts Night Out venue. This email will provide your deadline schedule (also shown below in Step 3) for sending event-specific information to the Arts Council before each Arts Night Out event, which will be used for marketing purposes.

**Step 3: SEND INFORMATION** Required information as outlined below must be sent to [info@lansingarts.org](mailto:info@lansingarts.org) prior to each event:

1. Artist(s) contact information (name, email, telephone, website)
2. Artistic discipline
3. Exhibit name (if applicable)
4. Venue event hours (5-8 p.m. is encouraged)
5. Arts Night Out event description (40 words or less)
  - a. *E.g. A whimsical boutique with an amazing assortment of jewelry, gifts, and Junk Gypsy paint, Polka Dots Bead-A-Full Boutique presents the dreamy transparent watercolor works of Pamela Wilburn, in an exhibit aptly entitled, "Childish Games".*
  - b. *E.g. While serving up southern style B.B.Q. and carnivore cuisine, MEAT invites you to swoon over the soulful sounds of local blues duo, Andy Wilson & Johnny D. Stop in for a song and free tasting!*
6. 2-3 images of artist work

## Arts Night Out 2016 Calendar and Marketing Information Deadlines\*

<b>Date</b> <i>(All events 5-8 p.m.)</i>	<b>Neighborhood</b> <i>(Rotates monthly)</i>	<b>Deadline to Send Event Information</b>
Friday, May 6	Old Town Lansing <i>(Kickoff Event)</i>	April 18
Friday, June 3	Downtown East Lansing	May 13
Friday, July 1	Old Town Lansing	June 3
Friday, August 5	REO Town Lansing	July 8
Friday, September 2	Old Town Lansing	August 5
Friday, October 7	Downtown Lansing	September 9
Friday, November 4	Old Town Lansing	October 7
Friday, December 2	Downtown East Lansing	November 4

*\*(Note: In 2016, Arts Night Out will rotate bi-monthly to the Old Town Lansing, the home neighborhood of the Arts Council of Greater Lansing. This rotation schedule is solely to establish best practices in the 2016 pilot year and may be subject to change in the future.)*

### Questions?

If you have any questions about these instructions, how to become an official Arts Night Out venue, or would like assistance in finding an artist to partner with for an Arts Night Out event, please contact the Arts Council of Greater Lansing at [info@lansingarts.org](mailto:info@lansingarts.org) or (517) 372-4636.