

AGM 2021 REPORT FROM COMMUNICATIONS

Prepared by outgoing board director, STEPHANIE KIERNAN

Home is where the Art is.

With a purpose-driven approach to uplift the arts council's image and reinforce credibility, the communications activities accelerated in the beginning of last year. The flagship being the launch of the new website and web domain, nicolavalleyarts.com

Through streamlined design elements and a strong brand identity, the website introduces citizens and visitors to the non-profit society that oversees the Nicola Valley Arts Centre, now occupying 2051 Voght Street in downtown Merritt, BC.

A new website & domain ~ www.nicolavalleyarts.com

Our new website has established unity between the governing body (the NVCAC - Nicola Valley Community Arts Council), and the place that is home to the Gallery, Artisan Gift Shop, Artist Studio and Program Space, and the Co-working office space.

The structure of the website hinges on a simple menu that delineates these components. Also, within the website, we are able to house for resourcing our new print brochure, volunteer promotion brochure and application, the media and brand guidelines document, media releases, and operational documentations like council reports, bylaws, policies and procedures, and our constitution.

Logo Update

After much discussion and with many projects in play, especially with the move into the new building, the council is represented by the original Doug Strand umbrella logo, but with an updated appearance that features our branded yellow and black colour scheme.



Brand Guidelines

The Media and Brand Guidelines first edition is accessed through the website, under the Arts Council page. In it, the council's brand colours, typefaces, and elements are simply described.

Marketing Collaterals

From an updated Membership form, Arts Centre tri-fold brochure, to the electronic multi-page Volunteer Interest Brochure, our personality is bright, enthusiastic, inclusive and yet professional.

Marketing Initiatives

Featured in the art gallery and artisan gift shop, we now feature an artist member as an ongoing initiative. On the website, a landing page under GALLERY + GIFT SHOP, you'll find **Artists in Residence** where we showcase the interesting and talented people who call the Nicola Valley home. In person and online visitors will learn more about the local artists among us, understand their passion, purpose and discover their portfolio of creations. This initiative is further bolstered by a video series that the art curator is calling "bio promos videos".

Our **social media** presence continues to grow on Facebook and through it's main Instagram account @nicolavalleyartscouncil (as opposed to @nvartscentre). A consistent and branded instagram feed now engages over 350 more followers since mid-April of this year, grown organically and not through paid sponsorship.

A big part of our marketing strategy continues to be connecting with the community in all possible ways. In the spring of this year, the **'People Powered - Our Superpower is You!'** flyers, advertisements and volunteer brochures were deployed through various in-person and online methods.

The **monthly newsletters** highlight what is upcoming in terms of receptions, programs, art events and art exhibitions. Through the newsletter we bring highlights and leave out lengthy information, or too many images, and we rely on driving more engagement to our website and social media channels.

In closing, brochures for the seasons are being considered, and printing in smaller batches. The Artists in Residence program requires more volunteers to interview and write the profiles. Our promotion of artists who exhibit in the gallery need to be supported more and the website can easily feature them if only we could have access to the artists' biographies and contact information. This is something we can definitely improve upon.