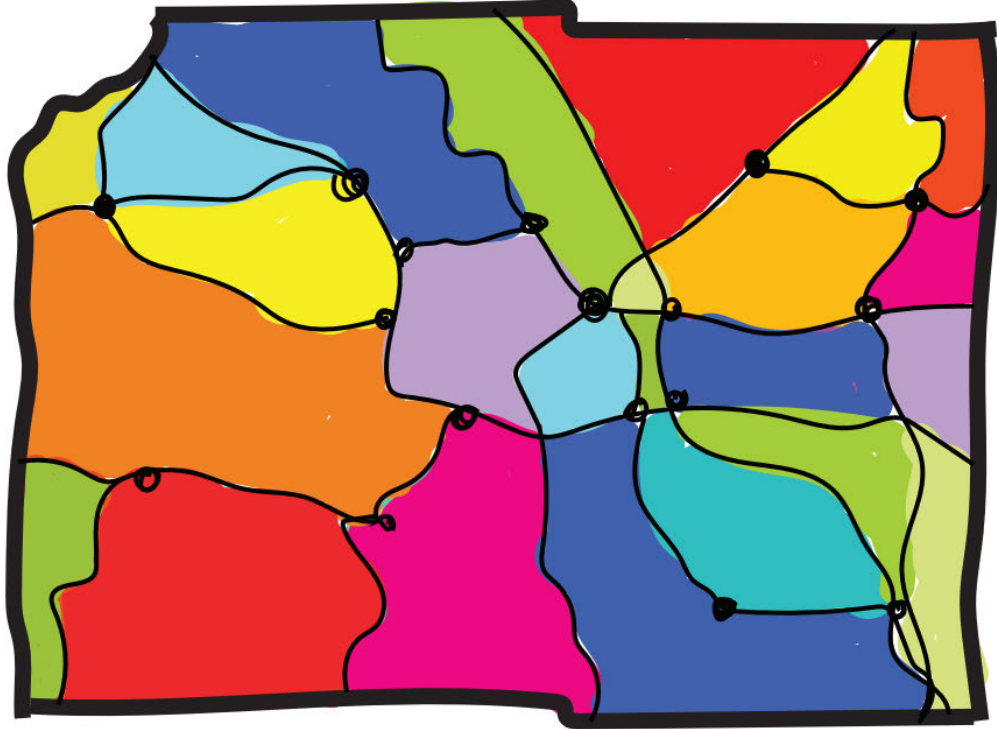


Dane County



Artist Directory

Dane County Artist Directory

University of Wisconsin–Madison Arts Business Competition Proposal
March 6, 2023

Author: Augusta Brulla

Master of Arts-Business: Arts and Creative Enterprise Leadership Candidate
Bolz Center, Wisconsin School of Business, UW-Madison
Class of 2023

Table of Contents

Executive Summary	2
Key Personnel and Partners	3
Enterprise Plan	4
Current Resources and Opportunities	5
Timeline	6
Beta Artist Directory	7
Market and Audience	8
Marketing and Promotional Plan	9
Budget	10
Challenges, Risks, and Troubleshooting	11
Appendix	12
Author's Resume	12
Data from the National Assembly of State Arts Agencies	13
Additional Community Partnerships	14

Executive Summary

Mission: To provide an inclusive platform for artists, administrators, and patrons to seamlessly connect.

Vision: A Dane County where artists, administrators, and patrons have the necessary tools to engage in equitable and symbiotic collaboration.

Dane County is home to hundreds of artists whose artwork enriches our lives and stimulates the economy. Knowing where to start when searching for artists can be a challenge for patrons and artists seeking interdisciplinary collaboration. The purpose of the Dane County Artist Directory (DCAD) is to break down barriers to connection by providing an easy and affordable way to connect with local visual artists.

Scheduled for launch in June 2023, DCAD is a user-friendly comprehensive online directory of Dane County's visual artists. DCAD connects artists to patrons, opportunities, and each other by bringing together Dane County's rich multitude of independent visual creatives in one centralized database. DCAD is a democratic platform that is open to artists of all career levels and visual mediums.

The Dane County Artist Directory was founded and will be administered by Augusta Brulla. Ms. Brulla has over ten years of experience in the visual arts as a gallery coordinator, preparator, and art consultant, and currently serves as the Dane Arts Cultural Affairs Specialist. Ms. Brulla is an arts administrator who believes that connection and communication between artists, administrators, and patrons is critical to the health of an artistic community.



Chele Ramos, *Night at the Mason* (detail), Acrylic on Wood (Sun Prairie, WI)

Key Personnel and Partners



Augusta Brulla, *Founder/DCAD Administrator*

Augusta Brulla is an arts administrator and lifelong Madisonian specializing in art installation, curation, and community outreach. Ms. Brulla has conceptualized and managed programs with numerous arts organizations in the nonprofit and corporate sectors, including the James Watrous Gallery, Overture Center for the Arts, Integrated Art Group, LunArt Festival, and the Women Artists Forward Fund. Ms. Brulla graduated from UW-Madison with bachelor's degrees in Art and Communication Science and Rhetorical Studies in 2015 and is currently pursuing a Master of Arts-Business: Arts and Creative Enterprise Leadership at the Bolz Center for Arts Administration.



Dane Arts, *Key Partner*

Founded in 1976, the Dane County Arts and Cultural Affairs Commission (Dane Arts) is a department within Dane County government whose mission is to engage participation, connect people, and inspire expressive living in Dane County, Wisconsin. The vision of Dane Arts is for all Dane County citizens and residents to lead expressive lives in connection with one another. Dane Arts distributes over \$200,000 annually through its biannual grant cycles, produces an annual calendar and poster of local artwork, and serves as a resource hub, providing innovative educational opportunities for artists of all levels.



Mark Fraire, *Key Partner, Dane Arts Director*

Mark Fraire has worked as an arts administrator for over 35 years and has been involved in supporting theater arts on every level from producer, writer, actor, comic, playwright, manager, director to funder. The Dane County Executive hired Fraire in the spring of 2014 to lead Dane Arts. In addition to administering the annual two cycle grant program, funding nearly \$250,000 in awards, producing the annual poster and calendar, and providing technical support for hundreds of artists and arts organizations. Fraire has created five new programs and projects supporting the work of arts organizations and individual artists.

Enterprise Plan: Administration, Equipment and Materials

Administration:

Augusta Brulla will design, set up, and maintain the DCAD database. Ms. Brulla has experience maintaining several Wix-based websites as well as building her own website. She has administered and project managed art calls regionally that have tracked hundreds of artists and thousands of individual art works. Ms. Brulla will solicit local artists and administrators for feedback throughout the entire database development process to incorporate diverse perspectives.

Website:



The Dane County Artist Directory (DCAD) will exist exclusively online with a dedicated website as a point of access for the artist database. This hub will be created as a landing page for the directory, provide instructions, and link to the point of sale for memberships. The directory's website interface will be hosted through the Wix platform and linked to the domain name **danecountyartists.org**.

Database:



An all-inclusive database hosted on the Airtable platform is the heart of the directory. Artists will self-submit their profile through an online survey form on Airtable. Required information includes artist name, city, media, subject(s) of artwork, approximately 150-word bio, up to six artwork examples, and at least one method of contact. Website and social media handles are optional. It is preferred that artists include both an email and phone number, but both are not required.

Airtable will also provide the interface that the end user will interact with. Once an artist submits their profile, all information uploads into a data table. The administrator then receives an email notification of the submission and can review the submission before publishing to the public directory. The Airtable software enables a shareable view set with a URL of the data called "gallery view." This gallery view will be embedded in the Wix website and serve as the point of interaction for directory users. For an example, see the *Beta Artist Directory* section on page 7.

Contact Phone Number:



A designated number for DCAD will be created through the Skype platform. This will enable submitting artists and end users to call and leave messages for administrative staff. It will also serve as a way to connect with artists who have digital limitations or simply prefer over the phone communication.

Current Resources and Opportunities

Partnership with Dane Arts:

In October 2022, the Dane County Arts and Cultural Affairs Commission (Dane Arts) agreed to host the Dane County Artist Database as an incubator by funding the first year of administrative staff costs and software expenses. As an agency within the Executive branch of county government, Dane Arts provides access to hundreds of local artists, longstanding relationships with additional partner organizations, and the stability of institutional support. In 2021 alone, Dane Arts distributed 1.2 million dollars across 400 independent working artists and 99 local arts organizations, which will serve as a starting point for the Dane County Artists Directory.

The mission of Dane Arts is to “engage participation, connect people, and inspire expressive living in Dane County, Wisconsin” and vision is “for all Dane County citizens and residents to lead expressive lives in connection with one another”. These aspirations dovetail beautifully with the mission of DCAD to provide an inclusive platform for artists, administrators, and patrons to seamlessly connect with each other and opportunities.



Molly Krolczyk, *Summer Night, Indian Lake*, 2022 Dane Arts Poster (Madison, WI)

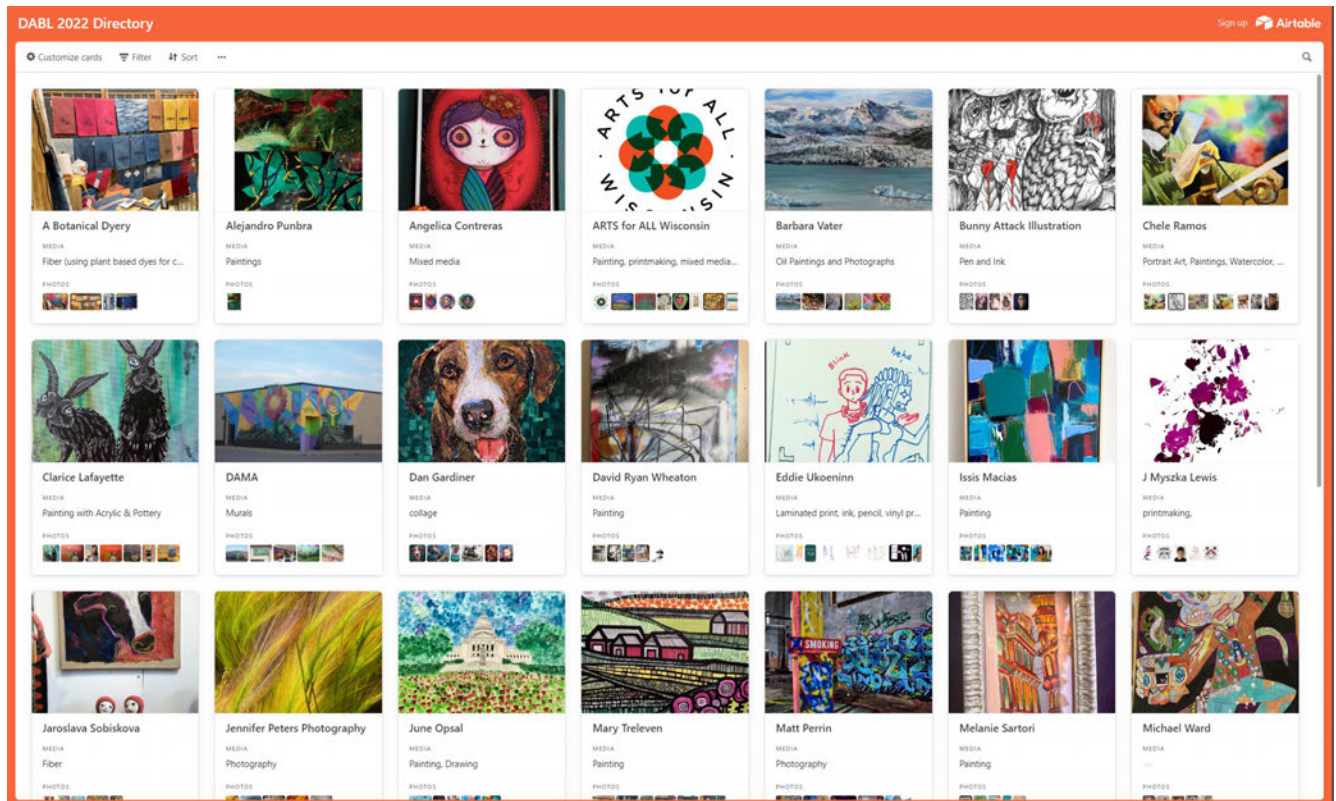
Timeline

2022	
August – October	- Preliminary research, partner outreach, and discussion
October – December	- Business Plan development
2023	
February – March	- Apply to UW-Madison Arts Business Competition
March – April	<ul style="list-style-type: none"> - Reach out to potential partner organizations - Receive feedback on survey from partners - Research membership POS - Design and create print materials
May	<ul style="list-style-type: none"> - Soft open: Invite artists to complete profile prior to public release-goal of 50 artists minimum - Print materials in production
June - July	<ul style="list-style-type: none"> - Official launch of directory - Print materials mailed out - Posters distributed - Paid advertising launched - Begin collecting membership dues
July – August	- Continue marketing efforts
August – September	- Maintenance and promotion during Dane County summer art fairs
September Onward	- Continued maintenance and periodic marketing
2024	
June Onward	- Begin monthly billing cycles for year 2 memberships

Beta Artist Directory

In September 2022, Ms. Brulla developed a trial artist directory for the two-day outdoor Dane Arts Buy Local (DABL) art market. She created a “DABL Directory” as a resource for customers to learn more about the exhibiting artists and provide a platform for them to connect after the in-person art market. This beta directory contains thirty-three artists and provides an example of the intended Dane County Artist Directory interface and search/filter capabilities.

View the directory at <http://tinyurl.com/dabl2022>



Screenshot from the 2022 DABL Directory

Soft Open

Before DCAD opens to the public, a minimum of 50 artists will be briefed on the project and invited to submit their information for the directory. Artists with a prior relationship to Dane Arts who have a diverse range of media, professional experience, educational experience, and cultural backgrounds will be selected. Ensuring directory population begins prior to full public release is intended to spark interest and buy-in from potential partners and members by providing a foundation with which to grow the directory.

Market and Audience

Current Market:

According to the National Assembly of State Arts Agencies, in 2022, legislative appropriations to the Wisconsin Arts Board totaled just over \$807,000 while our neighbor, the Minnesota Arts board received nearly \$42,000,000. Wisconsin is tied with Georgia for lowest legislative arts appropriations in the nation. As a result, opportunities for artists are limited, putting more pressure on artists to secure relationships with private patrons to support their practice.

Despite the discouraging lack of funding, there is a talented and driven community of artists in Dane County. Groups like the Art Party, a monthly networking event for Madison-area artists, has over 900 members on Facebook. Pop-up markets are becoming more widespread, connecting local businesses with artists. In the absence of sustainable gallery representation, artists are learning how to run their artistic practice as a business, while using networking as a key component for success.

Artists:

Visual artists of all mediums and career levels are encouraged to create a DCAD profile. Many artists are active within their neighborhood communities but are either unaware of or have not had the opportunity to meet other artists across the county. Networking is an incredibly valuable resource to share calls for art, recommendations for supplies, or for business advice. Additionally, artists in other disciplines such as music or dance may want to collaborate with a visual artist, but do not know how to reach them. DCAD promotes connection not only between visual artists but across artistic disciplines.

As with all communities, there is also a detrimental digital divide within the artistic community. When most communication and research is conducted online, artists without websites are left behind. From an online perspective, is as if they simply do not exist. Through DCAD, artists who currently do not have websites will have an online presence that gives them equal visibility and is a first step toward creating a more equitable arts community for all.

Nonprofit Arts Organizations and Curators:

Nonprofit arts organizations hosting calls for art frequently reach out to other organizations to spread the word. As a member of DCAD, arts organizations can reach a wide range of artists across Dane County in one place. DCAD makes the outreach process efficient by providing a list of artist contact information and enabling mass communication. Artists will self-report media and subject matter of artwork, making it easier for organizations and curators to filter their artist search for specific needs.

Businesses and Individual Patrons:

Over the past several years, local businesses have begun hosting pop-up events of local artists to stimulate interest and bring people into their establishments. Many businesses want to buy local and collaborate with local artists, but do not know where to search for them because a comprehensive directory does not currently exist. DCAD provides a centralized location for their artist search and introduces artists they may not be able to find through a Google search. It is also a great starting place for businesses or individuals who would like to purchase original art or commission a work.

Marketing and Promotional Plan

Marketing and promotional efforts are intended to reach local artists who are selling work, seeking exhibition opportunities, or interested in networking with other artists. Additionally local organizations and businesses interested in engaging artists to showcase artwork, purchase, or commission artwork will be targeted. Marketing materials will be comprised of paid social media ads, posters, mailings, email campaigns, strategic canvassing, and word of mouth.

Social Media:

Social media advertising will be conducted through Dane Arts' Instagram and Facebook platforms targeted toward individual artists. Paid social media advertising enables DCAD to target a specific geographic region (Dane County) and users who list visual arts, and all related sub-categories as an interest or occupation. Since DCAD is an online platform, reaching potential members through web advertising is anticipated to be the most efficient and wide-reaching tactic to engage individual artists.

Printed Materials:

Printed materials will be essential in reaching artists and patrons who may not be as active online or are not currently part of Dane Arts' audience. Posters and business cards will be displayed at community centers, stores, libraries, and cafés around Dane County. These print assets will share the website and contact information for DCAD staff. A phone number will be included so that any artists who do not use email are still able reach DCAD for assistance in creating an online presence for their art.

Postcard mailings are intended to reach local businesses to gain awareness and recruit additional memberships for DCAD. Companies most likely to engage local artists will be targeted, such as galleries, home remodeling companies, realtors, co-working spaces, gift shops, and marketing and design firms.

Email:

Partnering with Dane Arts provides access to hundreds of contacts including Dane Arts' growing mailing list of over 2,000 individuals, approximately 1,000 past grant applicants, and over 100 Dane Arts Buy Local exhibiting artists. In addition to artists, Dane Arts often communicates via email with numerous local businesses seeking to engage with local artists for commercial or community engagement purposes.

Canvassing, Word of Mouth:

Canvassing and word of mouth will be critical in generating awareness for the Dane County Artist Directory. A DCAD representative will attend monthly art networking events as well as seasonal art fairs around Dane County. A press kit will be created for partner artists and organizations to promote the artist directory. Additional arts organizations and businesses have been identified as potential partners and will be reached out to directly to spread the word and become members of DCAD. A list of intended partner organizations is included on page 14.

Budget

	Budget	Status	Notes
REVENUES			
Earned Income			
Artist Memberships	\$ 2,500.00	Pending	Sliding scale memberships for one year - anticipated average of \$25 each x 100 members
Business/Organization Memberships	\$ 1,500.00	Pending	Sliding scale memberships for one year - anticipated average of \$75 each x 20 members
Partnerships			
Dane Arts	\$ 3,225.00	Confirmed	For administrative staff time and software expenses
Grants			
UW Madison Arts Business Competition	\$ 2,000.00	Pending	For consulting personnel and marketing
TOTAL	\$ 9,225.00		
EXPENSES			
Personnel			
Administrative Staff	\$ 4,500.00		100 hours x \$45/hour for database and website set-up and maintenance
Artist/Administrative community Consultant	\$ 1,000.00		10 hours x \$50/hour each to consult with two individuals about reaching new artist communities
Software			
Wix Website Subscription	\$ 325.00		1 year membership
Airtable Database Subscription	\$ 240.00		1 year membership
Skype Designated Phone Number	\$ 40.00		1 year membership
Website Domain	\$ 20.00		1 year membership
Marketing			
Printed Advertising Materials	\$ 1,000.00		Postcards, business cards, posters
Paid Social Media Ads	\$ 1,500.00		Facebook and Instagram
Mailings	\$ 600.00		Postcard mailings
TOTAL	\$ 9,225.00		

Challenges, Risks, and Troubleshooting

A current challenge is reaching artists who are not yet connected with DCAD partners. Artists who are underrepresented (or not represented) online and in dominant Dane County visual artist networks must also have an equitable opportunity to present their work on the directory. This has been a challenge in many facets of the local art community, and DCAD is committed to expanding its network with a radically inclusive and collaborative mindset.

As with any public forum, there is risk of abuse by the user. For example, someone may submit offensive or potentially harmful content to the database. Since membership fees are flexible, a price barrier would not be a deterrent to someone wishing to misuse the platform. To prevent this, all submissions must be approved by DCAD administrative staff. The directory is not intended to be curated or censored, but content will be reviewed before it goes public. Artists who choose to explore more challenging or potentially disturbing subjects may be required to include a trigger warning on their profile, in which case the artist would be engaged in a sensitive and respectful discussion about their work.

There is also risk of non-artist users utilizing the directory for generally unprofessional or non-art related inquiries, obtaining “free art,” or downloading images of artists’ work without consent. To set expectations, the DCAD website will include a “best practices” page for engaging artists and commissioning work. User terms will be clearly outlined. Artists choosing to submit their work to the directory will be asked to agree to terms which establish that their provided information will be publicly available. Posting anything online is a liability and will be up to the artist to watermark their artwork images. DCAD plans to consult with Jeffrey Glazer, Clinical Associate Professor, at the UW Madison Law and Entrepreneur Clinic about terms of service and best practices to protect the intellectual property of artists.



Christopher Schultz, *Pheasant Branch*, 2021, Photography (Middleton, WI)

Appendix

Author Resume

AUGUSTA BRULLA

PROFILE

Experienced art administrator specializing in communications, project management, art installation, and community outreach both in the nonprofit and private sectors. Excited to further grow non-profit management and leadership skills through a Master of Arts-Business and serve the community as a leader in arts administration.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI 2022 – 2023

Master of Arts-Business: Arts and Creative Enterprise Leadership Candidate

- Recipient, Together Forward Scholarship

University of Wisconsin, Madison, WI 2013 – 2015

Bachelor of Science

- Major: Art, Communication Science and Rhetorical Studies
- GPA: 3.9

SELECTED PROFESSIONAL EXPERIENCE

Dane County Arts and Cultural Affairs Commission, Madison, WI 05/21 – Present
Cultural Affairs Specialist

- Coordinated grant reviews, artist communications and data entry resulting in distribution of 566 awards to 400 independent working artists and 158 arts organizations totaling 1.3 million dollars from May 2021 to May 2022.
- Managed call for art and production of Dane Arts annual calendar and poster including development of an online application process and online store resulting in a 300% increase in artists submissions and 50+ additional clients.
- Facilitated Dane County Cultural Affairs Commission and Executive Committee meetings including Commissioner communications, attendance tracking, taking minutes and inputting into Legislative tracking software according to county government standards.

Integrated Art Group/Marzen, Madison, WI 04/19 – 07/22
Business Development Associate/Curator

- Facilitated art calls regionally and nationally and developed a new artist intake method using the Airtable platform, adding 400+ artists submissions and 2,700+ unique pieces of artwork to the company inventory.
- Led marketing initiatives including email campaigns social media posts and event planned in-person and virtual events
- Interfaced with clients nationally in-person and remotely to conceptualize and deliver projects with budgets ranging from \$5,000 to \$300,000.

ACTIVITIES

Women Artists Forward Fund 07/20 – 08/22
Administrative & Digital Media Assistant

- Organized Forward Art Prize jury and application process which received 153 applicants and resulted in distribution of \$50,000 in awards to 14 women-identifying artists in Dane County, Wisconsin over two years.
- Coordinated digital media initiatives including email campaigns, annual reports, and 70 social media posts in 2021.

LunART Festival 06/20 – 08/22
Visual Arts Coordinator

- Commission artwork used for virtual festival promotion oversaw production of limited-edition fine art prints.
- Produced content for blog, conducted livestreamed artist interviews, and led call for youth art culminating in a virtual showcase of over 50 artwork submissions.

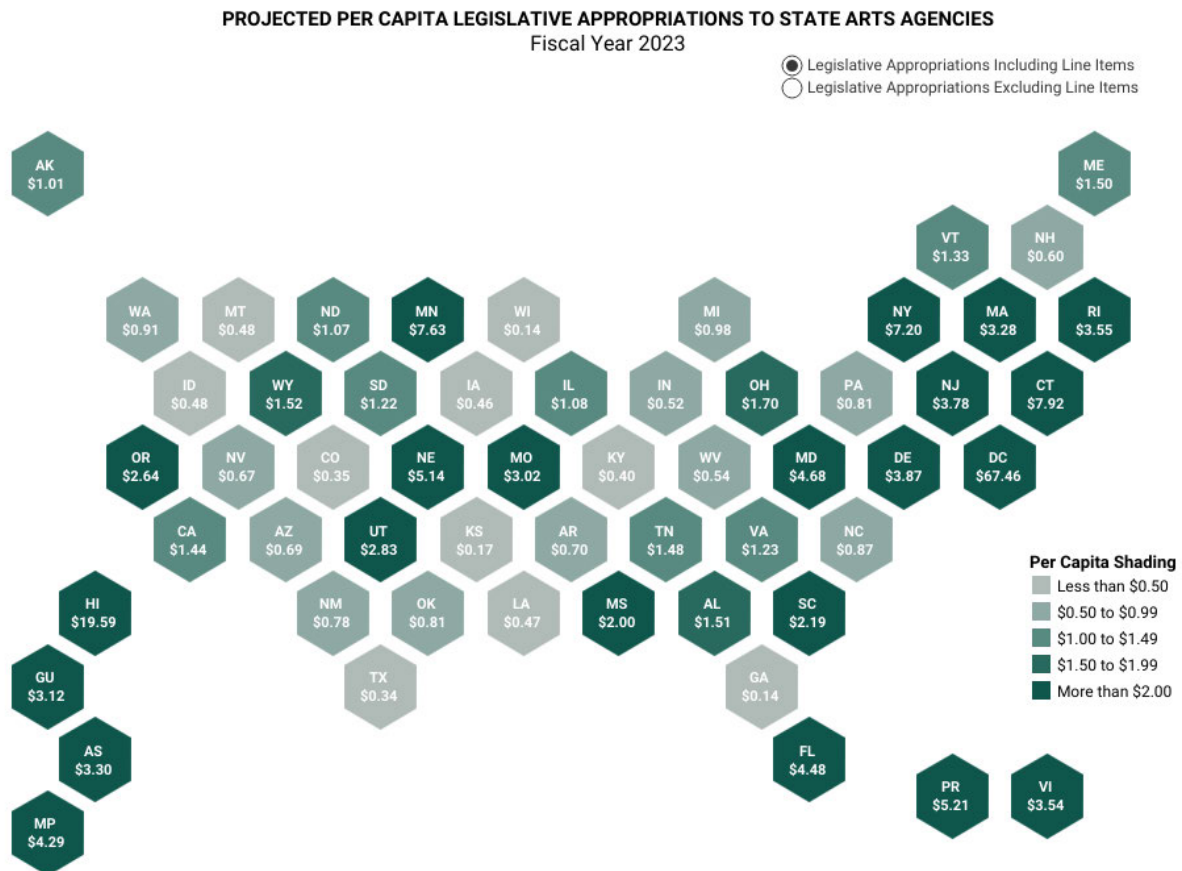
Tania Tandias Flamenco and Spanish Dance Company
Dancer

- Performing member of the Tania Tandias Flamenco & Spanish Dance Company, 2004 - present
- Assistant Dance Instructor, 2013 - 2020

TECHNICAL SKILLS

- Adobe Photoshop, Adobe InDesign, ArtSystems Pro, Canva, Legistar, MailChimp, Microsoft Excel, Wix
- Project management software including: Airtable, Asana, Monday

Data from the National Assembly of State Arts Agencies



Learn more about funding for state arts agencies at <https://nasaa-arts.org/research/funding/>
Source: State Arts Agency Legislative Appropriations Preview, Fiscal Year 2023

Additional Community Partnerships

DCAD plans to reach out to the following local arts organizations and businesses to recruit artist and business members. Administrative representatives from DCAD or Dane Arts have either personally worked with or have connections to representatives at each organization.

- [African Association of Madison](#), Ray A. Kumapayi, *President*
- [Arts for All](#), Christina Martin-Wright, *Executive Director*, and Peter Bovenmyer, *Art Director*
- [Artful Home](#), Philippa Bergmann, *Office Manager*
- [Arts + Literature Laboratory](#), Jolynne Roorda, *Co-Director*
- [Art Party](#), Samantha Crownover and Oscar Mireles, *Event Organizers*
- [ArtWorking](#), Lance Owens, *Founder and Program Director*
- [Bayview Foundation](#), Alexis London, *Executive Director*
- [Bubbler](#) (Madison Public Library), Carlee Latimer, *Program Assistant*
- [Chazen Museum of Art](#), Amy Gilman, *Director*
- [Communication](#), Sara Meredith, *Shop Manager*
- [Destination Madison](#), Ellie Westman Chin, *President & CEO*
- [Edgewood College Gallery](#), David Wells, *Director*
- [Red Clover Tattoo Collective](#), nipinet, *Tattoo Artist*
- [Gener8tor Art](#), Maureen Ragalie, *Director*
- [Hitterz Collective LLC](#), Papa Kobina Brewoo, *Director*
- [Integrated Art Group](#), Margaret LeMay, *Founder/President*
- [Inventiva Works](#), Monica Cliff, *Founder/Owner*
- [James Watrous Gallery](#), Jody Clowes, *Director*
- [Latino Chamber of Commerce](#), Jessica Cavazos, *President/CEO*
- [Madison Art Commission](#), Meri Rose Ekberg, *Community & Cultural Resources Planner*
- [Midwest Mujeres](#), Araceli Esparza, *Founder*
- [Mount Horeb Area Art Association](#), Greg Standel, *President*
- [Northside Arts Collective](#), Rhiannon Gurley, *Co-Leader*
- [Overture Galleries](#), Beth Racette, *Galleries Manager*
- [Prairie Music & Arts](#), Kari Walton, *Executive Director/Founder*
- [Pumpkin Hollow Art Center](#), Marla Hollow, *Owner*
- [Urban Community Arts Network](#), Karen Reece, *President*
- [Village of Oregon](#), Randy Glysch, *Village President*