

A community effort, intent on creating ARTFUL space on the East side of Cleveland.

Vision Statement

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Mission Statement

To establish and nurture affordable space that supports and educates artists in their mission to create, sell and display their art while making creativity and inspiration more accessible to the community at large.

About ARTFUL

ARTFUL OHIO INC., is a 501(c)3 organization that has been operating and gaining a steady following for 1.5 years. The Heights area which includes, Cleveland, Shaker and University Heights, is home to the largest population of artists in Greater Cleveland, however offers little to no studio space. We have leased approximately 5,300 square feet of space in the Coventry school building and are now entering Phase II of our plan.

dutiFUL

Phase I

Examine needs of community

Gauge depth of local support

Establish non-profit

Introduce Artful to the community
(*eventFUL*)

Secure first location/space



Develop internet marketing strategy
(*purposeFUL*)

thankFUL

Phase II

Raise money/funds
(*grateFUL*)

Establish artful space/studios

Develop artist support and programs

Build partnerships
(*powerFUL*)

Continue to build database
(*useFUL*)



Move artists into studios

successFUL

Phase III

Launch artist support programs

Build on established partnerships

Establish on-site gallery

Research additional locations or
partnerships

Design and launch app



Develop membership program that engages
the community

dutiFUL

Phase I

We have done our due diligence. An idea was hatched and our founding team developed quickly. It was clear that our timing was impeccable, and the surveys we conducted showed an overwhelming need for affordable studio space within our abundant artist community. We jumped in with both feet, nurturing relationships in the community and having fun (*eventFUL*) while paying specific attention to our social media and web presence (*purposeFUL*) to continue to push forward.

purposeFUL

targeted marketing and social media

ARTFUL's marketing strategy currently includes the social media platforms of Facebook, Twitter, YouTube and Instagram. The specific purpose of our online presence is to raise awareness of as many art related activities in Northeast Ohio as possible. Through this online exposure we draw attention to the importance of art in our everyday lives, and invite all to participate. Everyday we accept new followers, opting in and becoming a part of the ARTFUL online community.

The corresponding ARTFUL website anchors and reflects our social media efforts, and features the ARTFUL blog. Currently the blog focuses on two specific areas, artists at work, and art education.

ARTwork: Through photographs and thoughtful questions we enter the mind and studio of local talent. We learn about their unique process, and tour the studio. This intimate access will help bridge the gap between the artist and her/his audience.

meaningFUL: A documentary series highlighting the lifelong impact of art education on our youth. Each installment features a student either past or present interviewing one of their most influential teachers. We delve into this formative and lasting relationship by allowing the student to lead the conversation.

eventFUL

community engagement

ARTFUL hosts a number of events at its home base as well as out in the community. We believe that art in all its forms should be accessible to everyone. Through our events we invite everyone to engage and have fun. Follow us on Facebook, Twitter, or Instagram, and be sure to check our website for updated events and classes. (Dates subject to change.)

playFUL | September 18th, 2016: 2nd annual playFUL Kickball Tournament

Nature Center | September 18th, 2016 (morning): The Nature Center 50th anniversary celebration

stART | September 23-24th, 2016: Cleveland Heights Music Hop

Cleveland Flea | October 8th, 2016 : ARTFUL at The Cleveland Flea

Gods & Monsters | October 29th, 2016: 2nd annual Gods and Monsters Halloween costume party

Cleveland Heights/University Heights All District Student Art Show: Sponsor & organizer

+ MORE...

thankFUL

Phase II

We now enter Phase II, thankFUL for all of the help and guidance we have received, ready and excited to move forward and create an ARTFUL space. We are thrilled to announce that John Williams of Process Creative is our architect, and he is currently applying his vast knowledge of working artist studios to our project. Our home will be unique, vibrant and attractive to area residents and businesses. In addition to providing secure creative space we will offer programming to aid in area artists' success, and engage with the community that supports them.



grateFUL

fundraising initiatives / get involved

Without your steady, consistent donations we are nothing.

Programs like ours only exist with the help and kindness of those in our community. The ARTFUL board has been working diligently over the last 18 months, listening to the needs of area artists and the interests of our community. We have secured a location and are building artist studios that will rent for below-market costs, right in the heart of the arts and entertainment district in Cleveland Heights. As we enter Phase II, we are asking our community to consider making a donation to ARTFUL. Funds raised will be used to cover the cost of building our first studios, developing classes and sessions to assist our artists and residents in creative career development, and programs that engage the community. Founding donors will receive future benefits once our membership program has been developed and established.

In honor of your generosity, we are working with local artist, Steve Manka, to create a public sculpture that will reflect your kindness. Each donation will be represented in the final piece, and those giving at specific levels will have a say in the final design. This is our special way of saying thank you and making our community even more ARTFUL.

In-kind donations are also welcome and appreciated.

Donations can be made online, or by mail.
(Please make checks payable to ARTFUL OHIO INC.)

artfulcleveland.org/donate

ARTFUL Cleveland
c/o Shannon Morris
2542 Kingston Rd.
Cleveland Hts., OH 44118

Masterpiece | \$5,000 & up:

A masterpiece is a cultural contribution of outstanding importance and has a lasting significance to society. Benefits of this level include voting for the final design of the ARTFUL sculpture, and representation of your name or company, or special message.

Archival | \$2,500 - \$4,999:

Archival is a piece that is permanent and lasting. Benefit for this level includes voting for the final design of the ARTFUL sculpture.

Rare | \$1,000 - \$2,499:

Something that is unusually excellent, admirable or fine.

Technique | \$500 - \$999:

The method one uses to accomplish the goal of a specific outcome.

Fundamental | \$150 - \$499:

The building-blocks needed for successful art-making.

Universal | \$50 - \$149:

The movement to share the arts throughout the world.

Line | \$1 - \$49:

A mark that spans the distance between two points.



sponsorship and partnership opportunities

Our new home is located in the heart of Cleveland Heights in Coventry Village, a well known and loved business and arts community. The Coventry School building is home to many established area non-profits. Our prime location will be an invaluable tool that will aid us in creating powerFUL relationships within the local business and non-profit community. We believe that for profit and non-profit businesses must support each other. When these symbiotic relationships are healthy all parties win. As we close out Phase I and enter Phase II, we will develop enriching partnerships that answer the needs of our local artists and businesses, and establish working relationships with other area non-profits. We will research and develop creative opportunities to promote our artists work and avenues for further exposure within the community, and build off our current partnerships with reputable non-profits such as Heights Arts, Ensemble Theater and Future Heights.

Tools, resources and programs that engage the community

Sponsorship of events or classes

Cash mobs

Goods in exchange for exposure and advertising on marketing outlets

Destination for ARTFUL excursions

Retail space

Gallery space

Access to the ARTFUL community and supporters

Full lists available upon request.



useFUL

connecting artists and patrons

useFUL is a long term project that we are building and expanding consistently over time. We are currently in the early stages of creating a comprehensive database that will connect artists with patrons. We ask interested parties to fill out our online form housed on our website, www.artfulcleveland.org. The form is a way for us to track patrons with specific needs and skill sets, as well as artists interested in being a part of the ARTFUL programming. We will use this data to seek out unique opportunities to connect the artists and the needs of the community.

Additionally, ARTFUL is in the beginning stages of developing an app which promises to be a useFUL tool with which we can feature local artists and events. The ARTFUL app will drive visitors to artists, galleries and special events in a unique, fun and user-friendly way.

There will be several opportunities for revenue generation through featured placement, advertising and in-app purchases.

successFUL

Phase III

Once we have moved artists in and tended to the early needs of establishing their studios and early programs for career development, ARTFUL can enter our third phase. This will be a key marker for our growth and we will pivot to a program rich environment. Building off our research and progress during Phase II, we will continue to develop and institute meaningful educational classes and lectures that continue to benefit the careers of our artists (*skillFUL*), and launch helpful, fun and user-friendly educational programs for our community members (*hopeFUL*). We will further develop creative partnerships with local businesses and non-profits (*fruitFUL*), and establish an on-site gallery that will feature our ARTFUL artists and other emerging talents within the art world. From here will evaluate new growth opportunities and partnerships.

skillFUL

practical programming specifically designed to guide artists professionally

Basic business assistance: resumé building, record keeping, inventory tracking, software options, shipping

Money handling: what to charge for your work, how to get paid, tax preparation, banking, pricing, online shopping carts

Legal issues: intellectual property, business structure, insurance, licensing & permits, contracts

Brand identity: search engine and domain optimization, online presence, social media platforms, portfolio building and editing, basic graphic design for logo and print media, artist representation, gallery and studio events and classes for artist exposure and support

Informative techniques: framing, canvas building and stretching, matting, photographing of work, new and old techniques, grant and proposal writing

Collaboration: Unique opportunities to work with other artists, local businesses and galleries

hopeFUL

programming geared towards inspiring and motivating the artists individually and enhancing their work

health and wellness

peer critiques

tool swap/ loan/share

access to extra/donated
materials

peer-to-peer support &
events

fruitFUL

programming connecting artists with learning and career opportunities

Curated opportunities for exposure, retail and gallery exhibitions on and off site, artist highlight and promotion through social media and website/blog, teaching and lecturing opportunities

Full lists available upon request.

helpFUL

The ARTFUL team

Founders

Our founding committee consists of artists, educators, professionals, and local business owners, all with strong ties to the area. We bring with us artistic passion, a love for our community, and a vision for making the Heights even more ARTFUL.



Shannon Morris
Executive Director

Artist, blogger,
Cleveland Heights
native



Rachel Williams
Board Secretary

Librarian, officiant,
musician



Eric Mundson
Board Member

Web designer,
business owner, movie
connoisseur



Brady Dindia
Board President

Designer, business
owner, work-a-holic



David King
Board Member

Artist, harmonica
player, art educator,
collector



Hillary Lyon
Board Member

Active volunteer,
arts advocate, yoga
instructor



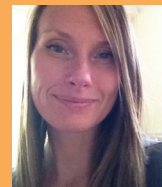
Kevin Khayat
Board Treasurer

Excel guru, education
advocate, Shaker
native



Sarah Curry
Board Member

Artist, educator,
occasional miracle
worker

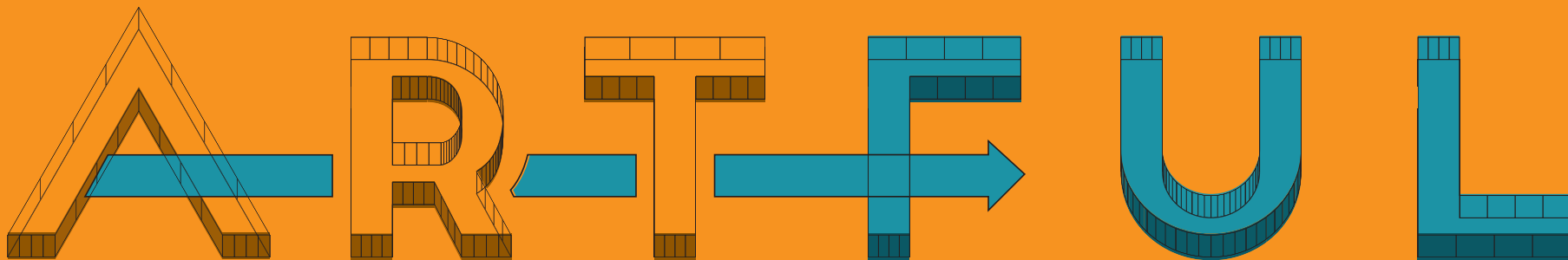


Louise Khayat
Board Member

Artist, blogger,
volunteer, UK native

Advisory Board

As an up-start non-profit, we are deeply humbled by the outpouring of assistance offered by the extraordinary members of our community. To ensure a strong start, we have developed an Advisory Board to help guide us through specific subjects, issues and fundraising. Their wealth of knowledge and their network is an invaluable addition to the promise of ARTFUL. We are thrilled to have their support, and we look forward to adding to this board in the upcoming weeks and months. For a current list of Advisory Board members, please visit our website, artfulcleveland.org.



artfulcleveland.org | contact@artfulcleveland.org |  [artfulcleveland](https://www.facebook.com/artfulcleveland) |  [@artfulcleveland](https://twitter.com/artfulcleveland) |  [@artful_cleveland](https://www.instagram.com/artful_cleveland)