

SPACETAKER

ARTIST RESOURCE CENTER



WHAT ARE WE ABOUT?

Grow

A sculptor graduates with a degree in art or a cellist finishes studies at a conservatory...and then what? Business classes are typically absent from even the best arts training. Spacetaker meets that need. From marketing workshops to QuickBooks training, we're focused on equipping artists with the skills required to succeed in the business of art.



Thrive

Spacetaker endeavors to make the 'starving artist' cliché a thing of the past. Spacetaker provides opportunities for artists to generate income—whether it's through sales at our Winter Holiday Art Market, proceeds from our Cultured Cocktails program, partner exhibitions with local businesses, or performance fees for our special events



Connect

Networking sounds so daunting! Instead, Spacetaker wants to be a home base for artists who have moved out of nurturing studio environments and into the big, bad world. Spacetaker facilitates artist collaboration, peer-to-peer feedback, relationships with local businesses, and connections with the community at large. Everyone is welcome at the weekly Cultured Cocktails, the monthly Artist SPEAKeasy events, and at any of our other family-oriented activities.



MISSION

Spacetaker is a 501(c)3 professional organization and Artist Resource Center located in Houston's First Ward whose mission is to provide artists and non-profits access to economic development, continuing education, and networking opportunities to support their professional growth.

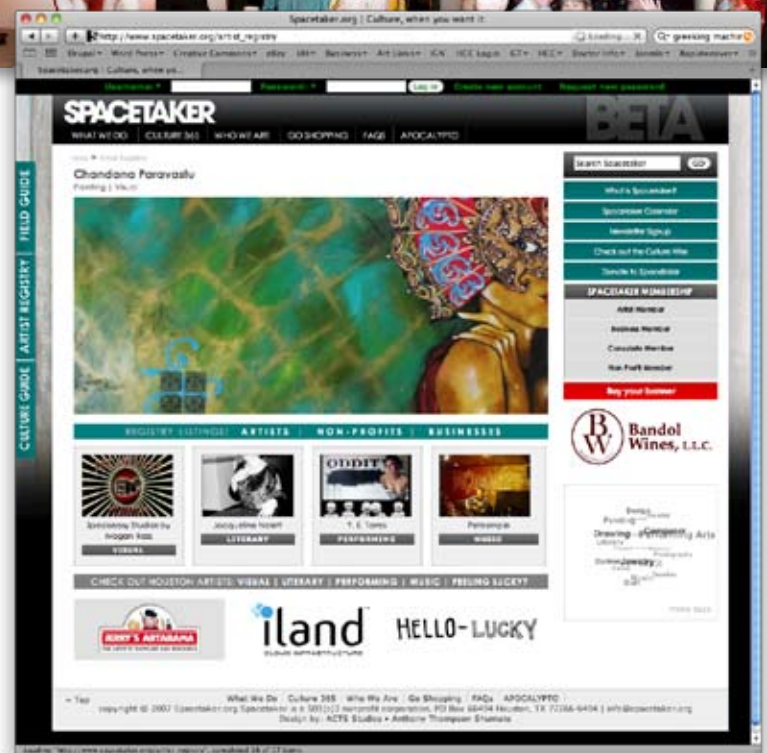
THE SPACETAKER STORY

In 2001, Spacetaker.org began with a simple idea: provide a place on the web for Houston artists and organizations to promote their work. Since its inception, Spacetaker has grown into a dynamic, multifaceted organization dedicated to equipping local artists to succeed in the business of art.

Most notably, Spacetaker opened the Artists Resource Center or ARC in 2008 — a haven for local artists to gather. It continues to evolve as a workshop classroom, exhibition space, technology lab, and complement to Spacetaker's presence on the web.



In the fall of 2009, Spacetaker launched the latest manifestation of Spacetaker.org with an updated look and expanded capabilities. The new site gives artists and organizations control over their web portfolios, so the Artists Registry is always up to date. Artists can now upload their upcoming events and sell their pieces at the ecommerce shop. The new Field Guide provides an extensive database of tools, materials, and services. And, the popular Culture Guide has been expanded and reorganized to bring audiences the finest art events Houston has to offer.



The launch of the site begins a new chapter in Spacetaker's exciting history. The organization is focused on keeping Houston artists and the businesses who support them on the cutting edge of economic, educational, and network opportunities.

THE NEW SPACETAKER.ORG

With the launch of Spacetaker's new website, the organization made the shift into user-driven content and put the most cutting edge networking opportunities into the hands of Houston artists. The site is a unique community on the web that links artists and businesses in Houston's powerful creative ecosystem.

The Culture Guide

All the details on Houston's exciting art events in one user-friendly guide

Features Houston's finest exhibitions, performances and events >>

Listings include links to those involved in the production and sponsorship to foster strong networks >>

Events seachable by genre >>



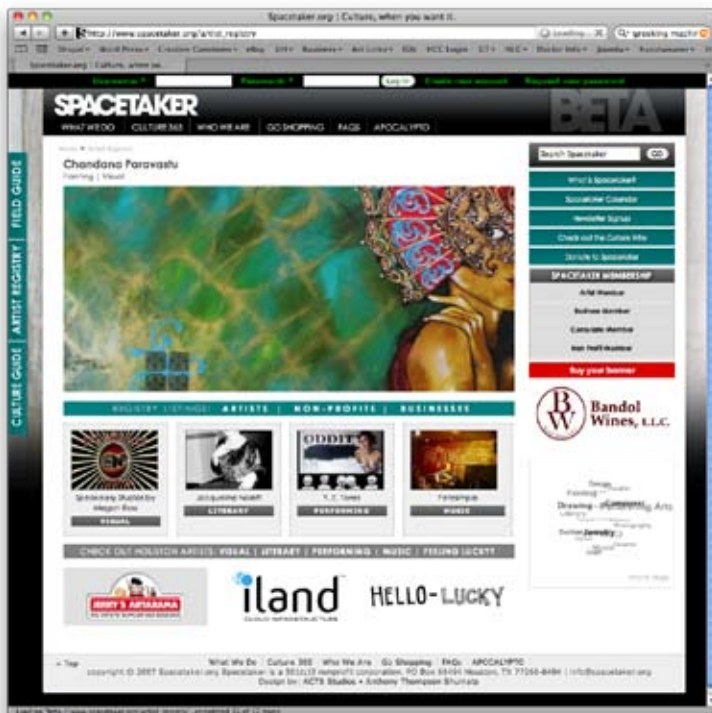
The Artist Registry

Place for local artists and organizations to showcase their work, promote their events and link to social media

<< Artist Profiles randomly showcased with each page load for a taste of new talent

<< Specific listings for users so they can browse by interests

<< 2nd highest traffic on Spacetaker.org



The Houston Artist Field Guide

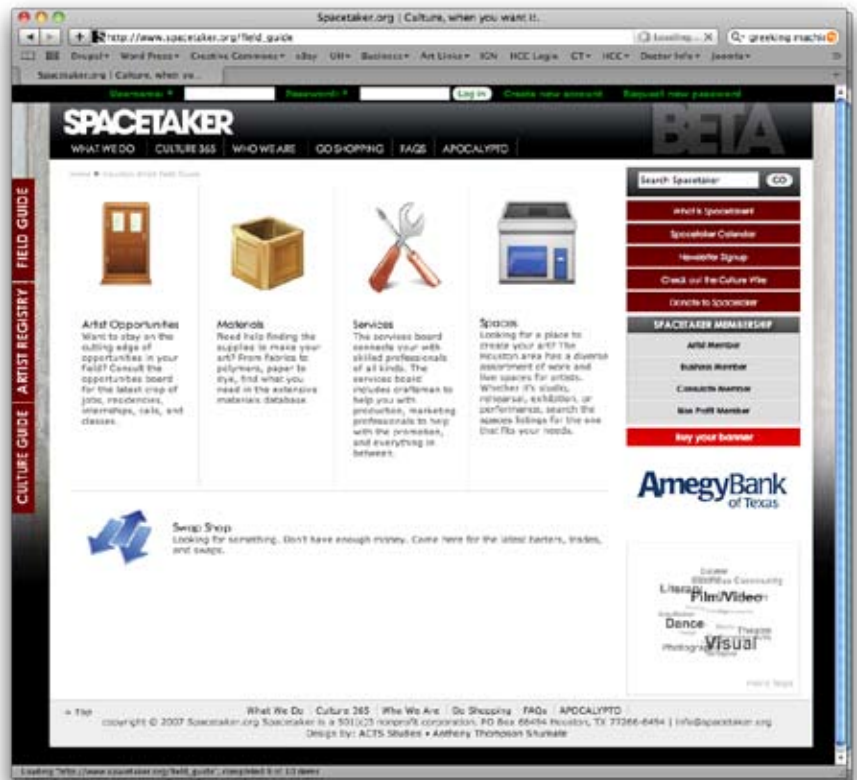
Database of career opportunities and arts-related resources including materials, services and rental spaces

Artist opportunities range from jobs and internships to residencies, calls and classes >>

User-created entries form free online art specific classifieds >>

Up to date listings for available materials, services and spaces >>

Online swap postings for barter of goods and services >>



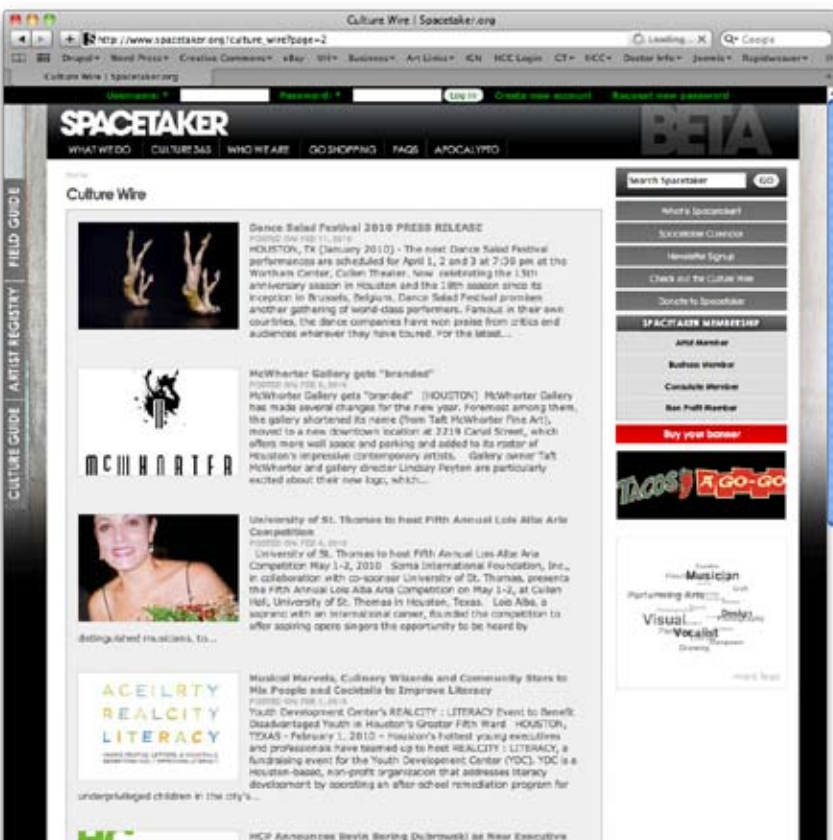
The Culture Wire

Feed of press releases for openings, performances and events

<< Powerful Spacetaker social network broadcasts newly posted press releases

<< Resource hub for press and users to get official press information on an upcoming event

<< All press releases archived for Google and other search engines for indexing of artists and locations



ONLINE BANNER PRICING

Advertising with Spacetaker lets businesses tap into extensive and diverse community of artists and patrons. Banners spotlight those companies that want to take part in Houston's creative ecosystem. When businesses become part of the Spacetaker network, audiences, artists and cultural consumers take note.

General

1 Month	\$250
3 Month	\$675
6 Month	\$1,350
12 Month	\$2,700

Artist Membership Ads

1 Month	\$50
3 Month	\$135
6 Month	\$270
12 Month	\$540

Nonprofits/Consulates Ads

1 Month	\$130
3 Month	\$351
6 Month	\$702
12 Month	\$1,404

Businesses Ads

1 Month	\$188
3 Month	\$506
6 Month	\$1,013
12 Month	\$2,025

The screenshot shows the Spacetaker website interface. At the top, there's a navigation bar with links like 'WHAT WE DO', 'CULTURE 365', 'WHO WE ARE', 'GO SHOPPING', 'FAQS', and 'APOCALYPTO'. A search bar is on the right. The main content area is titled 'Online Banner Locations' and contains the following text:

Each banner randomly appears on each page load with a link to your designated location. The more banners you purchase the more times you fall into the rotation.

Each landing page is an additional change to declare where you would like your banner to rotate.

Below this text, there are three yellow boxes labeled 'BANNER SLOT #1', 'BANNER SLOT #2', and 'BANNER SLOT #3'. Arrows point from the text above to these slots. To the right, there's a sidebar with a 'Buy your banner' button and a 'BANNER SLOT #4' box. The footer contains copyright information and contact details.

Premium Fee for Specific Placement

Frontpage Banner: \$50/Banner
 Culture Guide Banner: \$50/Banner
 Artist Registry Banner: \$50/Banner

IN THE FLESH

ARC: Artist Resource Center

Spacetaker's Artist Resource Center is a workshop and gathering place for local artists. The ARC hosts classes, provides technical equipment and support and functions as a community meeting place. Continuing education includes business and marketing workshops. Furthermore, the space is utilized to foster artists through affordable space rental for rehearsals, exhibitions and special events.

ARC Exhibitions take the spirit of the ARC into the community. In addition to hosting exhibitions in the ARC space, the program partners artists with local businesses to display their work.



The Artist SPEAKeasy

The Artist SPEAKeasy is a monthly public event in which three artists present creative presentations about their work, affording the audience further insight into the artist, the aesthetic and the creative process. Visual and performing artists share slides and video, while writers may choose to read their latest piece.

The supportive and informal atmosphere encourages dialogue about the creative process. A question and answer session concludes the event, where the audience can find out more about methods, technical challenges and everything in between.

Winter Holiday Art Market (WHAM)

Every year, Spacetaker hosts the Winter Holiday Arts Market – one part curated festival, one part holiday party, and all kinds of fun. Houston artists come together at this alternative winter wonderland of paintings, jewelry, clothing and more. Shoppers enjoy food and entertainment, and Houston artists tap into the holiday revenue stream. WHAM has become not just a market, but a celebration!



Cultured Cocktails

Spacetaker invites the community to raise a glass to a specific arts group every Thursday. Hosted by a local bar, this special happy hour is an opportunity for audience and supporters to get up close and personal with the artists that make Houston unique. Even better, a portion of the proceeds from the event benefit the participating group.



OUR REACH

On the ground in 2009...

- Spacetaker placed over \$57,000 in the hands of more than 160 local artists and raised roughly \$8,000 for local nonprofit arts organizations.
- Spacetaker's Artist Resource Center (ARC) hosted 24 professional development workshops for artists and arts organizations, assisting over 1,200 individuals.
- Through its programming, Spacetaker collaborated with over 50 Houston-area nonprofit organizations and directly impacted over 7,000 Houstonians.

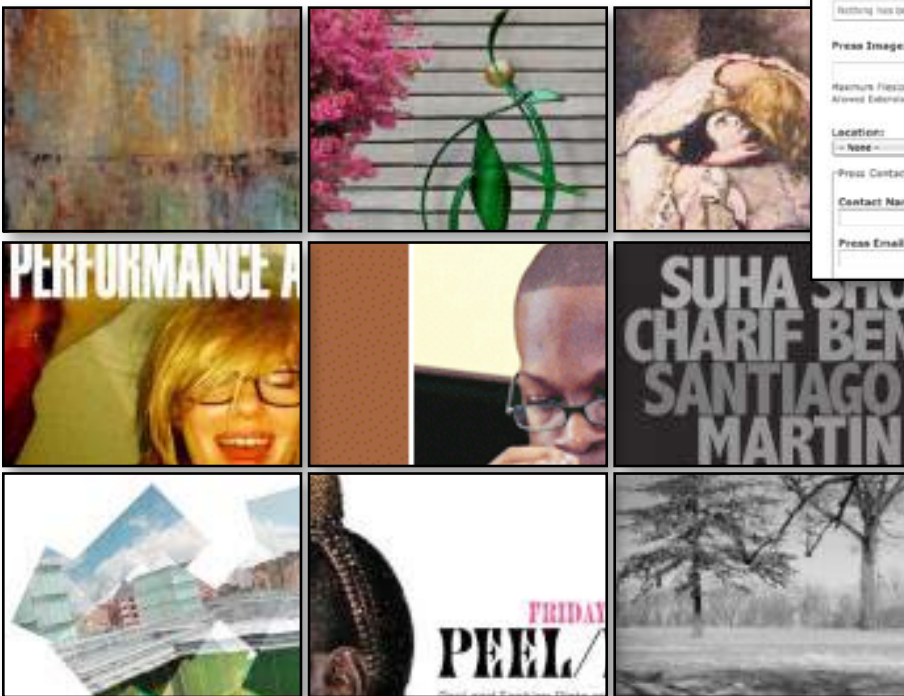
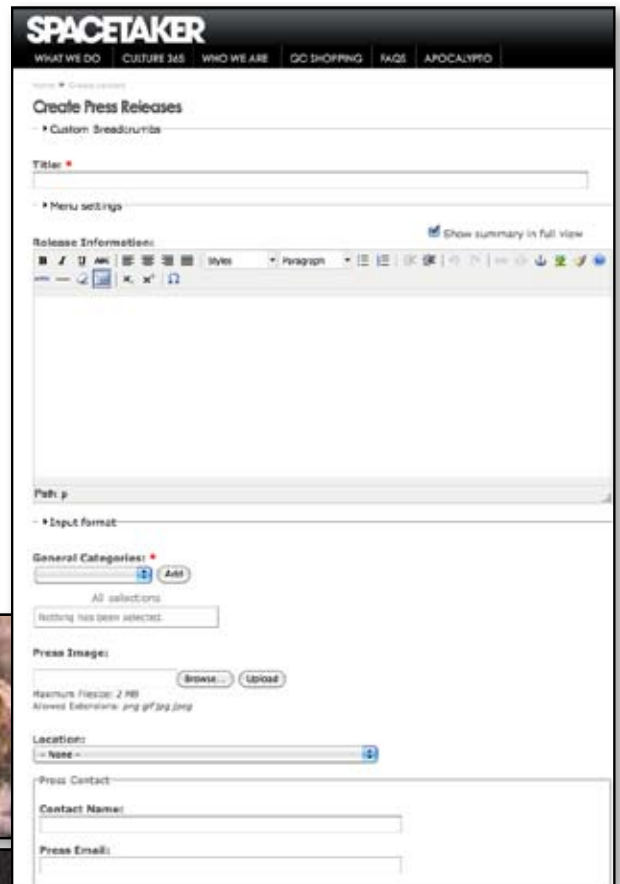


Outlets	12/1/2009	1/1/2010	2/1/2010	3/1/2010	4/1/2010
Website Page Views / last month	16589	16327	20143	19448	23503
Average Time on Site	2:57	3:44	3:56	3:26	3:23
Social Media Reach	2984	3128	3332	3434	3558
Total Email Subscribers	2914	3409	3421	3458	3609

THE SPACETAKER NETWORK

Our website was specially designed to help propagate users' information throughout the web. Our site optimizes web content to be easily digested by Google and made available for all of the major search engines, including Bing, Yahoo, MSN and Google.

In addition, our event and posting system takes user content, pushes it to the major social networking sites and distributes it directly through direct feeds.



Press releases and artist opportunities are filtered directly to our social media network >>

CULTURE 365 - ARTISTS & NONPROFITS

Membership in the Culture 365 program cultivates meaningful relationships between artists and arts organizations and those businesses and patrons who support their endeavors.

At the basic free level, all artists and nonprofits can:

- Create an online profile and digital portfolio
- Add events to the Culture Guide calendar
- Post Press Releases to Culture Wire
- Add listings for space, opportunities, service, materials and swaps to the Field Guide

Culture 365 artist and arts organization members sign on to reap the full rewards of the Spacetaker community:

- Enjoy preferred placement in the front page of Spacetaker.org and featured blocks on the registry
- Receive Spotlight Promotion in Spacetaker newsletters
- Create UNLIMITED digital portfolios showcase work
- Enjoy discounted web advertisement rates
- Benefit from special discounts and partnerships with local businesses
- Potential for inclusion in Spacetaker media coverage
- Sell directly through the ecommerce feature (Launching soon!)



MEMBERSHIP

Artist Culture 365 Membership: \$50

Nonprofit Culture 365 Membership: \$250

CULTURE 365 - BUSINESSES

Business Membership in the Culture 365 program cultivates meaningful relationships between artists, arts organizations and those businesses and patrons who support their endeavors.

At the basic level, all businesses can:

- Create an online profile in our Business Directory
- Add listings for space, opportunities, service, materials and swaps to the Field Guide

Culture 365 businesses benefit from their investment in Houston's creative ecosystem

- Enjoy preferred placement in the front page of Spacetaker.org and featured blocks on the registry
- Receive Spotlight Promotion in Spacetaker newsletters
- Enjoy discounted web advertisement rates
- Become part of Spacetaker's preferred business referral network
- Distribute promotional discounts directly to local artists and organizations
- Become an exhibition space for local work
- Place company promotional materials at Spacetaker events
- Enjoy recognition on Donor Page of Spacetaker.org



MEMBERSHIP

Business Culture 365 Membership: \$500

Culture 365 members play a critical part in the success of Spacetaker's mission.

Staff

Jenni Rebecca Stephenson - Executive Director
K.C. Scharnberg - Program & Marketing Manager
Anthony Shumate - Web Manager

Executive Board

Amy Tanner (President), CanCare
Elaine Conway (VP, Organizational Development), Jackson Walker
Jim Stevens (VP, Fund Development), Physical Systems Integration
David Mackie (Treasurer), Attorney
Nicole Laurent (Secretary), Mitchell Center for the Arts

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Michelle Cruz Arnold PHD., Greater Houston Partnership
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Grace Rodriguez, AynBrand
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Jennifer Brugh, Idea Architect & Entrepreneur
Mitch Cohen, Perez Cohen Gallery & First Saturday Art Market
Elaine Dillard, Planned Parenthood
Peter Glynn, Community Member
Nicole Haagenson, SagePR and YogaOne
Lester Marks, International Art Advisory Services, Ltd.

Artist Advisory Board

Michael Crowder, Artist and Mixed Media Sculptor
Saba Jawda, Artist and Designer
Lindsay Peyton, Artist
Misha Penton, Singer and Performing Artist
Y.E. Torres, Artist and Performer
Gwendolyn Zepeda, Writer

