

STUDIO TOUR ACTION STEPS TIMELINE

(This is an ongoing work-in-progress. Suggestions/additions are welcome)

JANUARY:

- Listing in TEMPO for first annual meeting in February—V.P.
- Determine Sub-committee leads/facilitators (hopefully between October and January)
 - These folks will organize sub-committee meetings outside of the monthly group meeting; update the larger group on that group's progress
- Membership Drive Planning

FEBRUARY:

- TOUR SIGN-UP: Studio Tour Sign-Up and Payment: Feb1-May 1
 - make tour sign up application available on website
 - make tour sign up application available in public space during normal business hours
 - email the tour application with each month's group email
- TOUR PROMOTION: Meet with TAOS NEWS for Yearly TAO advertising Plan Feb 1-7.
- MONTHLY MEETING: Discuss finances, agreed ad plan with TAO, sign up for committees if need be; get updates from sub-committees as applicable.
- SPONSORSHIP: Members in this committee begin reaching out to potential sponsors. Timeline: Feb 1-May 1.
- PREVIEW SHOW AND PARTY: This committee begins to reach out to potential venues for our preview show and party.

MARCH:

- TOUR SIGN UP: Ongoing Tour Sign Up Process:
 - When participants sign up, they are required to send 2-3 images to taostudiotour@gmail.com Images must be 300 dpi 4" x 6"
 - All tour participants must choose a sub-committee when they sign up
 - Reminder email for all tour participants about sending in hi-res images
- DESIGN DEADLINE: Gallery Guide Ad
 - Use submitted images from early signups or email Group to Submit Images for this early Ad
- Monthly Meeting: Sub-committees Members/Leaders discussed/confirmed. Sub-Committee updates.

APRIL:

- TOUR SIGNUP: Tour Sign Ups Continue
 - Treasurer is collecting all paperwork from participants, tracking all payments, passing on info to a point person in Design group who converts info to a digital file.
- PROMOTION: Strategize Further Promotion and Advertising
 - Share actions and decisions made with larger group at the monthly meeting
 - One team member attends the monthly Taos Marketing Meeting at the Town Hall on

the 2nd Wednesday of the month at 9:30. Ongoing.

- Create team for social media/instagram sharing—taking monthly turns rather than one person doing it.
- SPONSORSHIP: Begin/Continue outreach to potential sponsors
- WEBSITE: Update and expand the website. Perhaps offering members' pages, listing our efforts, etc. Connect with promotions team as necessary. Update email lists and newsletter lists.
- PREVIEW SHOW AND PARTY: If necessary, continue outreach to venues to secure a venue for the show. Brainstorm about the opening party and any other events, depending on location. Develop a structure for delivering art/picking up art; and creating tags.
- DESIGN DEADLINE: Summer Guide Ad: date?

MAY:

- TOUR SIGN UP ENDS: MAY 1
 - Treasurer gathers all forms submitted with checks and delivers to appointed member of DESIGN team who types up all the participants written info so that the designer can cut and paste into brochure template.
 - Word Doc of all written info + marked maps delivered to Brochure/Map designer
- SPONSORSHIP DEADLINE: MAY 1:
All logos of current committed sponsors sent to Brochure/Map designer sometime that week of May 1-7.
- PROMOTION:
Strategize Further Promotion and Advertising, shares ideas with larger group.
- WEBSITE:
Add info to site about the PREVIEW SHOW AND PARTY. Is there a way to sign up for a TAO newsletter or quarterly updates?
- PREVIEW SHOW and PARTY:
Finalize Location and Work out all Details--SHARE with larger group at monthly meeting.

JUNE:

- PROMOTION ON SOCIAL MEDIA AMPS UP
 - Social Media team starts to share images more often--FB, Instagram. Team takes turns being the social media point.
 - Members send social media point person action images of their studio, their activities, etc.
 - Press Releases developed for distribution in the summer.
- DESIGN:
 - Designer begins work on Map with DESIGN team PROOFER.
An email gets sent out to whole membership once the rough draft of the map is done. The HAS TO BE DONE before June meeting so the designer can bring a hard copy to the meeting for everyone to look at the map and verify their spot. Once the map is finalized, it gets inserted into the brochure template. The

brochure template is updated with the new participants. ~May 15TH-June 12TH

- Designer creates Brochure
- DESIGN TEAM PROOFER proofs Brochure and Final Changes are made. ~ 6/12-6-15
- Mid-June: Brochures gets sent to Aspen Printing in ABQ
- Designer also creates the Tour poster and gets it printed. This poster is given to all sponsors to hang in their businesses. ~June 24-July 1
- DISTRIBUTION:
JUNE 30: One member picks up brochure from printer. Distribution team begins to create Artist packets to hand out to the group at the July Monthly Meeting along w/ a list of distribution spots for members to sign up for.

JULY:

- MONTHLY MEETING:
 - Artist Packets and posters are handed out.
 - Discuss Distribution Strategies and sign up for distribution areas. All members distribute maps. Posters also go on bulletin boards around the town.
 - SPONSORSHIP: Give posters to sponsors for their counters and windows
- WEBSITE:
 - All tour info is updated and available on the site
 - All sponsors/sponsor logos are also on the site
- PROMOTION:
 - Social Media
 - Radio Interviews
 - How are Colorado and Texas being reached?
 - Press Release written and delivered to area media outlets + other key cities.
- DESIGN TASKS AND DEADLINES:
 - Copy written and 2 Fall Arts Ads created and files delivered to Taos News ~ 7/22 - 8/5

AUGUST:

- PROMOTION:
 - 2 Ads for Tempo delivered and checked over
 - Radio Interviews--a few participants get interviewed
 - Social Media in full swing.
- WEBSITE: New Info continues to get updated
 - Links added to anything in Taos News/TEMPO
- DISTRIBUTION:
 - All participants continue to distribute maps to different areas; efforts documented.
 - Hang Tour Banner--where?
 - Put up Sandwich Boards?
 - Put together Packets of Brochures and Maps for Taos Visitor's Center and all participating studios

- PREVIEW SHOW and PARTY:
 - Artists bring work to gallery--dates?
 - Artwork is hung
 - Party ensues
 - How is this opening party promoted?
- DESIGN:
 - Designer gets files to Taos News for the Tour Map Insert

SEPTEMBER:

- DISTRIBUTION:
 - All signs and banners collected and returned to Storage
 - Work with the PREVIEW SHOW & PARTY team to gather signs and banners when participants are picking up their artwork at the preview venue.
 - Track Inventory
- PROMOTION:
 - Collect Studio Tour data from participants for GRANT money.
 - Participants send images from their studios during the tour to the Social Media person, who shares images of the tour on social media
- WEBSITE: TOUR RECAP:
 - Upload pics from Opening Show and any individual studios
 - Other
- PREVIEW SHOW and PARTY:
 - Artists pick up their work from the show venue and return banners
- SPONSORSHIP
 - Mid-Sept: Thank you notes sent to sponsors
 - Need a couple volunteers committed to doing that
- MONTHLY MEETING:
 - Follow up about the tour:
 - Participants meet to discuss what went well/what could be better?
- In both Sept. and Oct. meetings--plan for next year based on fresh observations--find members to be leaders of each committee for tour in the following year, etc.