

2024-25 CORAL GABLES PARTNERSHIP PROGRAMS AND PLAN OVERVIEW

Arts & Business Council of Miami

Programs: Empowering Creativity and Community

The Arts & Business Council of Miami is dedicated to fortifying Coral Gables vibrant creative ecosystem. Through our targeted programs, we deliver essential resources and strategic initiatives designed to empower artists, nonprofit arts organizations, and creatives to recover, adapt, and thrive amidst today's challenges. These efforts are pivotal in sustaining the arts, enhancing financial resilience, and cultivating impactful collaborations between the arts and business communities.

Below is an outline of our proposed programs engaging Coral Gables for 2024-2025.

Arts Mean Business Initiative

This new initiative connects the arts and business communities, addressing financial recovery and capacity building for creatives. The Arts & Business Council is committed to fortifying Miami-Dade's creative ecosystem through innovative programming and strategic partnerships. These Programs aim to inspire recovery, resilience, and growth, offering tailored resources for artists, nonprofit organizations, and creatives facing today's challenges.

Events to Sustain & Strengthen

- **ArtSmart Financial Success Series:** Provides creatives with actionable financial strategies, including radical budgeting and tailored cost-benefit analysis to optimize resources.
- **Curated Cost/Benefit Analysis:** Tools that align financial planning with mission-driven outcomes for arts organizations.

Events to Empower Business Connections

- **Panel Discussions & Forums:** Hosted with chambers of commerce and business leaders to explore innovative partnerships.
- **Creative Happy Hours & Breakfasts:** Interactive networking events to cultivate relationships between business and arts communities.

Arts Mean Business Fund

- **Donor & Sponsor Impact:** Scholarships and critical resources are funded to support creative recovery and resilience.

Outreach & Awareness

- **Social Media Campaigns:** Promoting the initiative's impact through compelling storytelling and engaging posts.
- **Art Ties: Culture Connects Miami:** Features business and community leaders championing the arts as a pillar of Miami's identity.

Miami Arts Marketing Project

MAMP is a high-impact series that educates the arts and creative sector on the latest marketing trends, audience development strategies, and impactful partnerships. In 2024, we will host two in-person bootcamps, four virtual programs, and a Meet the Media workshop, along with our popular MAMP Happy Hours. Coral Gables will be highlighted as a sponsor on all MAMP

collateral and signage, and five All Access Passes valued at \$450 each will be made available to Coral Gables arts organizations to attend these valuable programs.

Serving the Arts Awards

ArtsBiz will gather arts patrons, elected officials, business leaders, and arts enthusiasts for an inspiring morning celebrating the transformative impact of the cultural community and honoring our Arts Heroes & Champions.

Creative Happy Hours

Our interactive Creative Happy Hours will offer networking opportunities alongside arts activations, creating an engaging environment for Coral Gables' business professionals and arts groups. A potential collaboration with the Coral Gables Chamber of Commerce in the summer is under consideration, with both arts organizations and business professionals invited to attend.

Arts Board Match

This program enhances leadership capacity by connecting nonprofit arts organizations with motivated board members.

- **Virtual Workshop: Building a Better Board:** Tailored for Coral Gables arts organizations, this workshop offers actionable strategies to strengthen governance and improve board member recruitment.
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Volunteer Lawyers for the Arts / Patent Pro Bono

Provide free legal and intellectual property support to artists and inventors:

- **Patent Pro Bono FL:** Helps inventors secure patents for their innovations.
 - **Volunteer Lawyers for the Arts:** Delivers pro bono legal assistance to low-income creatives, protecting their rights and work.
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Volunteer In the Arts:

Our updated webpage (<https://artsbizmiami.org/volunteer-in-the-arts/>), relaunched this year, offers our Volunteer Network a new way for business professionals and arts enthusiasts to find meaningful engagement in the arts.

Artburst Coverage

As Miami's premier media hub for the arts, Artburst continues to provide coverage for arts organizations. These articles will increase visibility and engagement with Coral Gables' arts community corporate leaders and community influencers.

Marketing Initiatives:

Coral Gables Art Social Media Campaign & Hashtag

We will continue to build visibility for Coral Gables' vibrant arts scene by amplifying social media content. Each Thursday, we will feature Coral Gables arts performances and events on our social media platforms, including Facebook and Instagram. The #CoralGablesArts hashtag will be actively promoted to expand our reach, with the goal of attracting new audiences and further establishing Coral Gables as a cultural hub. #ArtsLivesHere marketing campaign will also further illustrate Miami and Coral Gables as a cultural capital.

Culture Connection Guide

The Arts Connection Guide will be distributed bi-monthly to a growing audience of over 20,000 arts enthusiasts. We will continue to feature Coral Gables arts events, performances, and exhibits, with each listing tagged with #CoralGablesArts to cross-promote the city's vibrant arts community.

Buy the Arts for the Holidays

This annual campaign encourages people to give the gift of unique arts experiences during the holiday season. In 2024, Coral Gables' arts organizations will be prominently featured across our Arts Connection Guide and social media platforms, helping to drive awareness and sales for Coral Gables-based events and experiences.

Art Week Miami Guide

During Art Week in December 2025, we will partner with art fairs, museums, galleries, and pop-up events to showcase Coral Gables' cultural offerings. Our comprehensive Art Week Guide will be distributed to over 35,000 arts enthusiasts and will feature Coral Gables museums and special events, ensuring the city is highlighted during this highly anticipated week in the visual arts world.

Projected Outcomes

- **Community Impact:** These programs are expected to support over 500 artists and arts organizations annually, strengthening financial sustainability and fostering cross-sector partnerships.
- **Enhanced Access:** Through workshops, resources, and legal support, we aim to expand opportunities for creatives across Miami-Dade, particularly in underserved areas.

By supporting these initiatives, the Arts & Business Council continues to drive innovation, resilience, and connectivity within Miami-Dade's vibrant arts community.