

**Town Meeting 2011: Johnstown**

In the coming years how can participation in and support in the arts be expanded in your area?

Horn

Relevant-Accessible-Inclusionary

Building Relationship w/Audience (Audience Development & Retention)	Arts Organizations Working Together Networking to Maximize Resources for Mutual Benefit	Content Matters	\$	Foster Arts As Fundamental Education
Engage Social Groups	Coordinated Big, Sexy Media Campaign	Small, Many Inexpensive Events	New Revenue Streams (Out of Box)	Arts Education Funding
Grandparents Night	Organizational National Collaboration	Break Down Cultural Stereotypes		School Trips to Arts Organizations
Incentives for First Timers	Incentivize Collaboration	Make Good Art!		Hands-on Legislator Involvement
Bold Marketing to Lapsed Patrons	Central Ticket Sales	Leverage Related Events		Arts Education Requirement *Accountability
Marketing Outside Your Comfort Zones	Central Hub for Sharing Resources			
Effective Use Social Media				
Encourage Participation & Support Using Clear, Consistent				