

SAMPLE ITINERARY FOR AMERICANS FOR THE ARTS SPEAKER

If your organization is planning to have someone from the Americans For The Arts speak in your community, the following are activities often scheduled during those visits. Pick as many as you can pack into a day. The AFTA team likes to share the good news story with as many people who we can get to listen!

- Dinner with your board of directors
- Business breakfast/lunch with the Chamber of Commerce
- City/County Council work session
- State legislature committees (e.g., tourism, economic development)
- Media interviews before, during, and even after the visit (print, radio interviews on news and public broadcasting stations, TV morning shows)
- Editorial board meeting with the newspapers
- Lunch speech with the Rotary, Kiwanis Clubs, and Junior League
- Lunch presentation to the Foundation and funding community
- Detailed presentation about AEP6 to the arts community—plus how the arts also strengthen the community socially, educationally, and in healthcare promoting better well-being (*i.e.*, mobilizing the arts community to be red-hot arts advocates!)
- Individual meetings with key business and government leaders
- Meetings with the tourism and economic development professionals
- University lecture to arts administration and public policy students
- Reception with funders, board members, and arts organization leaders
- 5-minute testimony to the City Council
- Meeting with your staff and board about how other communities are using the study.

SAMPLE ITINERARY

Day 1

- Flight arrival
- Transportation to hotel; Hotel check in
- Evening Reception
 - Light fare, There will be a cash bar.
 - Audience: "New audience" to AEP6 data
 - Speakers can include: Elected officials, Business Leaders, Arts Industry Leaders



→ Reception ends; Transportation back to Hotel

Day 2

→ (Breakfast) Local Industry segment: Tourism

- Coffee, fruit and pastries
- Audience: Tourism & Hospitality industry primarily
- Speakers can include: Art & Tourism Leaders, Americans for the Arts

→ (Lunch) Local Industry segment: Economic Development & Planning

- Lunch will be provided
- Audience: Event is for town planners and community and economic development professionals and committee volunteers
- Speakers can include: Economic Development & Planning Leaders, Americans for the Arts

→ Open Afternoon:

- Show off your city with a guided tour or stops at local arts and cultural organizations.
- Media interviews (see sample pitches for local media coverage)

→ (Dinner) Local arts and culture donors/supporters - small gathering

Day 3

→ (Breakfast or Lunch)

- Food and beverage provided
- Audience: Specifically for arts organization leadership, marketing, and development staff and volunteers
- Speakers: Panel with local arts leadership; Americans for the Arts as Keynote

→ Open Morning/Afternoon:

- Show off your city with a guided tour or stops at local arts and cultural organizations.
- Media interviews (see sample pitches for local media coverage)

→ Transportation to airport

→ Flight Departure



PITCHING TO PRODUCER/BOOKER/NEWS EDITOR:

(Use your local data for highlighted text below)

On (Day, Date), (Organization Name) will present the newly released **Arts & Economic Prosperity 6 (AEP6)** local findings; an economic and social impact study of (CITY/REGION) nonprofit arts and culture industry. Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 provides detailed findings on 373 regions from across all 50 states and Puerto Rico—ranging in population from 4,000 to 4 million—and representing rural, suburban, and large urban communities.

[PERSON NAME/TITLE - AFTA Spokesperson] is available to join you on air to discuss how arts and culture industry is essential to the growth and prosperity of [CITY NAME].

America's nonprofit arts and culture sector is a \$xxx.x billion industry—one that supports x.x million jobs and generates \$xx.x billion in government revenue. Arts and culture have a powerful ability to attract and hold dollars within the community. Few other industries can compete with its event-related spending, which brought in an additional \$xxx billion in event-related expenditures by their audiences in 2022.

Given the importance of arts and culture to our community, I hope you will report on the local findings the Arts & Economic Prosperity 6 study on (DATE). Please let me know if you are also interested in speaking with [PERSON NAME/TITLE - Local Arts Leader] for his/her local perspective on this dynamic arts and culture sector.

