

# Discover San Angelo Artist of the Quarter Terms

## 1. Purpose and Goals:

- The main objective of the Artist of the Quarter program is to celebrate and promote San Angelo as the Visual Arts Capital of Texas by featuring the work of local artists in the Visitor's Center on a quarterly basis. Specific goals include:
  - Bringing awareness to San Angelo's vibrant artist community.
  - Providing local artists with an opportunity to showcase their work in a prominent location.
  - Embracing the "Cowboys and Creatives" marketing campaign by featuring artwork that embodies this theme and is marketable to tourists.

## 2. Eligibility Criteria:

- The Artist of the Quarter program is open to artists residing in the San Angelo area, including painters, sculptors, printmakers, silversmiths, blacksmiths, and other visual artists.
- Each quarter, the program will feature artwork from a specific medium, with the medium rotation determined in advance.
  - ❖ Q1 Medium (Jan-March)- Mixed Media
  - ❖ Q2 Medium (April-June)- Painting & Drawing
  - ❖ Q3 Medium (July-September)-Ceramics & Sculpture
  - ❖ Q4 Medium (October-December)- Textiles & Craftsman
- Artists must adhere to the theme of the current marketing campaign, "Cowboys and Creatives," and create artwork suitable for purchase by tourists. (See page 3 for more information).

## 3. Nomination and Selection Process:

- Artists interested in being considered for the Artist of the Quarter title will nominate themselves by submitting their work for review.
- Submissions must include high-resolution images of the artist's work and a written explanation detailing how their work embodies the theme of the marketing campaign.
- Submissions will be reviewed and evaluated by a selection committee appointed by Discover San Angelo. The selection committee will assess submissions based on criteria including adherence to the theme of the marketing campaign and artistic quality.

## 4. Recognition and Rewards:

- Discover San Angelo will host a launch party at the beginning of each quarter to celebrate and unveil the work of the selected Artist of the Quarter.
- Proper marketing efforts will be made to promote the launch party and showcase the artist's work.

**5. Duration and Frequency:**

- Each artist selected as the Artist of the Quarter will be featured for a duration of one quarter.
- The Artist of the Quarter program will operate on a quarterly basis.

**6. Promotion and Communication:**

- The Artist of the Quarter program will be promoted through a dedicated landing page on DiscoverSanAngelo.com and Discover San Angelo's Facebook and Instagram accounts.

**7. Rights and Permissions:**

- Discover San Angelo will request rights to use high-resolution images of the artwork created by the Artist of the Quarter for marketing purposes only. Artists retain full ownership of their work.
- Artwork selected for display and sale in the Visitors Center will be on a consignment basis, with Discover San Angelo making 20% of all sales of artwork. Payments will be distributed at the end of the quarter duration.

**8. Disqualification and Appeals:**

- Artists who do not agree with the consignment process for the sale of their artwork will be disqualified from consideration for the Artist of the Quarter title.

# Cowboys & Creatives Description

The "Cowboys and Creatives" marketing plan celebrates the unique blend of Western heritage and artistic creativity that defines San Angelo, Texas. Inspired by the city's rich history as a hub for both cowboy culture and the visual arts, this marketing campaign aims to showcase the dynamic intersection of tradition and innovation that makes San Angelo the Visual Arts Capital of Texas.

## Theme:

- The central theme of the "Cowboys and Creatives" marketing plan is the fusion of cowboy culture and artistic expression. Artists are encouraged to explore this theme through their artwork, creating pieces that capture the spirit of the American West while also showcasing their own creative vision and talent.

## Key Elements:

1. **Western Aesthetic:** The "Cowboys and Creatives" marketing plan incorporates elements of Western aesthetics, drawing inspiration from cowboy imagery, rodeo culture, and the rugged beauty of the Texas landscape.
2. **Artistic Diversity:** While rooted in Western tradition, the campaign also celebrates the diversity of artistic styles and mediums found in San Angelo's vibrant arts community. Artists are encouraged to bring their own unique perspectives and creative techniques to the theme.
3. **Tourist Appeal:** As part of the Artist of the Quarter program, artwork created for the "Cowboys and Creatives" campaign should be designed with tourists in mind. This includes creating versions of artwork that are marketable to visitors, such as postcards, prints, and other souvenirs.

## Objectives:

- The primary objective of the "Cowboys and Creatives" marketing plan is to promote San Angelo as a destination for both Western enthusiasts and art lovers alike. By showcasing the city's unique blend of cowboy culture and artistic creativity, the campaign aims to attract visitors, support local artists, and strengthen San Angelo's reputation as a cultural hotspot in Texas.