

HAYFORK OUTREACH

July 9, 2021

1. Seek Person to become a TCAC Board Member

2. FAR

- A) Follow up re Contract
- B) Plan for PR Installation (Trinity Journal)
- C) PR story TJ, CAC. BIPOC, resiliency of community

3. Art for Arts Sake; Timeline

- A) Date
- B) Artists participating (Hmong, Native American ?)
- C) Wineries
- D) Catering
- E) Permits
- F) PR
- G) Budget

PR / **This year we will expand our advertising on many fronts.**

Facebook: We will create and boost Facebook posts for the artists, catering, wineries, Shop Hayfork, Shop Trinity, with expectation of reaching several thousands of interested targeted consumers. Previous FB campaign for 1st Saturday Art Walk reached 6,800 people, increasing the out-of-town participation by an estimated 25% and expanded markets in Trinity by 25% . We will budget 8 posts @\$25 each. **Cost: \$200**

Local: We will run two stories and a 21" color ad in the Trinity Journal as this has been successful in attracting locals from Hayfork, Douglas City, and Weaverville. **Cost: \$291**

Posters and ½ sheet flyers distributed to businesses in Hayfork, DC, Weaverville, and JC Store: **Cost \$140**

This was key in drawing people to the event.

Redding & Coast: Record Searchlight *DATE* publication, ¼ page ad: **Cost \$295**

After 5 Magazine: Distributed through-out Northern Counties, **Cost \$195**

Budget for promoting this event: \$1,121

The Total Budget for the event: \$2,721

4. Art Shop

- A) Art lessons, Arts Exhibited
- B) Live Music
- C) Participation with the Arts Community Involvement

5. Northern Delights

- A) Live Music
- B) Art Exhibition
- C) Let's Roll

6. Hayfork Chamber of Commerce

- A) Summer in the Park
- B) Support of Tourism

7. County Fair ??

Contacts:

Chris Semer, 628-5445, 739-5877, johncsemer@gmail.com (teacher HF High, teaches adult ceramic class, Mountain Actors)

David Matt Johansing, 739-2138, johansing.david@gmail.com - artist, managing Northern Delights, discuss music

Lisa Howell, 739-2692 l.hamwich@gmail.com owner of Art Shop, new catering business, artist

Angel McMorrow, 739-3509 chicrafts@yahoo.com artist

Choua Yang; 784-1028, chewyaj@gmail.com Let's Roll, Hmong

Charlene Dunetz, 628-4302 bargulch2@gmail.com HF Chamber

Carrie Bayley, 628-5223, 739-5216, fairmanager@trinitycountyfair.com Fair

Rafael Koferal, HF Art Dept

Native American outreach?