

IndianaArts.org / ArtsConnection Engine (ACE) Overview – General Partnerships Draft

This document provides an overview the IndianaArt.org ArtsConnection Engine (ACE), a new Web 2.0 online content distribution and arts resource-sharing program offered by Arts Place, Inc.

What is IndianaArts.org?

IndianaArts.org is the only state-wide, centralized online arts and cultural resource and web portal designed to:

- Centralize statewide collection of, and access to Indiana's arts and cultural information.
- Streamline and improve processes for the communications, marketing and promotion, and research for Indiana's arts and culture
- Decentralize access to all resources to enable all to share information about Indiana's Arts and Culture.

Who uses IndianaArts.org & what services are available?

The website offers artists, arts organizations, IAC's Regional Arts Partners, suppliers, businesses, the media, and arts patrons, following free and low-cost services.

- A free, self-service artist registry/directory
- A free, self-service registry/directory for arts organizations and businesses
- Free image portfolios for artists and organizations
- Free self-service event calendars with images
- Free classified listings with automated email notifications for jobs, professional development and income opportunities
- Low cost e-Commerce service directory system with item sales-transaction support
- Low-cost Arts Partner Programs allowing access to registry information and data sharing, outbound opt-in email services to directory members, a partner intranet system, grant data collection support and analytics

What is the ArtsConnection Engine (ACE) ?

ACE offers a unique online system to connect six key groups: artists, arts organizations, suppliers of goods and services, patrons, the media and our corporate sponsors. ACE can provide you with 4 valuable new web pages for your website. Web visitors can browse your customized ACE pages which will display rich arts-related content fed by the IndianaArts.org portal and data base.

Each ACE page will have the look and feel of your website, and can be set to show pre-selected content, such as your events, classifieds, or portfolio. ACE also offers visitors advanced search options which access additional regional and statewide arts content. This makes your website a source of valuable information for your all your visitors – and it keeps visitors coming back for more. The 4 ACE pages include:

- **Events Calendar** – A custom searchable calendar offering detailed listings of events, shows, exhibitions, workshops or performances, times, dates, maps, fees, and up to 3 images per event
- **Classified Ads** – A searchable regional and statewide database with detailed listing of employment, internships, calls for entries, workshops, grant opportunities, fellowships, etc.
 - **Classified Email Alert Subscription:** IndianaArts.org members may subscribe to automated email alerts to notify the member when a classified ad that matches their interests or region is posted on IndianaArts.org and the ACE partner site.
- **Artists Directory** – Detailed personal Artist profile(s) along with online Portfolios of up to 20 images for each artist

All ACE content is stored and organized by the IndianaArts.org web team. All content and updates, such as event dates, classified ads, and artist portfolio images, are managed by the individual IndianaArts.org member/content owner. The ACE website partner is not required to host ACE pages, install any complex online application or code, or even manage any Arts content other, than the content the partner owns as an IndianaArts.org member.

ACE Benefits:

- **Enhanced Content:** As an ACE Partner, your site will access and display searchable content related to Indiana's arts and culture. This enhanced content makes ACE partner sites more relevant, valuable, fresh, interesting, and "sticky" for the user.
 - **Events Calendar** to display your own events, as well as other arts events in your area or around the state.
 - **Classified Ads** to provide your visitors with up-to-date statewide arts-related employment and income opportunities.
 - **Artist and Organization Search Engine** to display pre-selected listings based on region or specialty, and/or all listings in the state.
- **Statewide Collaborative Efforts & Rewards:** ACE partners will share the efforts, rewards, and added visibility by participating in this exclusive statewide Arts and Cultural programs, which will be promoted by us, the IAC, our ACE partners – to reach a wider, more diverse audience which will support our partners, tourism, and economic development on a local, regional, and statewide level.
- **Effective Promotions:** ACE is an effective online promotional tool to help all ACE partners and IndianaArts.org members - by re-distributing Member content and promotional information through ACE partner websites across the state.
- **Streamlined Content Management:** ACE streamlines data entry and eliminates the need for Partner websites to develop, host or manage their complicated web directories, calendars, or classifieds. IndianaArts.org Members enter their own arts and cultural content through our single, centralized online portal - which automatically feeds all ACE Partner websites fresh content, images, events and classifieds.
- **Fast & Easy Set Up:** Minimal technical and web support will be required from the Partner Website staff. We create the pages. You simply add links to your new ACE pages one time.
- **Affordable:** The basic ACE setup costs a low one-time set-up fee of \$300, and an affordable \$100 annual subscription fee which helps us offset our costs to manage the engine. We'll take care of the rest. Your webmaster simply adds links on your website for the ACE Pages. Customized filters, configurations, and layouts are available at an additional fee based on scope.

Who uses ACE?

Sign up today as a founding ACE partner, and you'll be joining many other prestigious ACE Partners including:

- **Indiana Arts Commission** (state-wide) - www.IN.gov/arts
click Arts Opportunities & Events link on the left side of the home page.
- **Columbus Area Arts Council**, An official Regional Arts Partner (RAP)
<http://artsincolumbus.org/>
click the Events Calendar and Directories link on the left side of the home page.
- **Arts Place** - Portland, An official Regional Arts Partner – Live
[Http://www.artsland.org](http://www.artsland.org)
Click the top link EVENTS, then click ALL EVENTS -- also click the top link Find Artists, Organizations, Opportunities , then click Find an Artist, Find an Organization, or Opportunities - Classified Ads
- **Arts United** - Fort Wayne, An official Regional Arts Partner
<http://www.artsunited.org/>
- **Cornerstone Center for the Arts**–Muncie
<http://www.cornerstonearts.org/>
click the CALENDAR, CLASSIFIEDS, ARTISTS, or ORGANIZATIONS links on the right side of the home page. - Live
- **Whitewater Valley Arts Fusion** – Wayne County
<http://www.whitewatervalleyartsfusion.com/>
- We plan to sign up hundreds of other websites over the coming months.

How to become a Partner

It's easy to get started. We can answer any questions and explain the simple steps to get things going.

To sign up or get more info, call or email Arts Place, Inc.

260-726-4809 / ace@IndianaArts.org

ArtsConnection Engine Examples (Beta Testing)

Arts Place, Inc. Region 5 Regional Arts Partner

www.ArtsLand.org

Artist Directory & Search



The screenshot shows the 'Artists' section of the website. It features a search bar, a list of artist profiles, and a sidebar with navigation options. The artist profiles include names, contact information, and short biographies. For example, 'Dorothy Chen, China' and 'Allen, Thane' are listed.

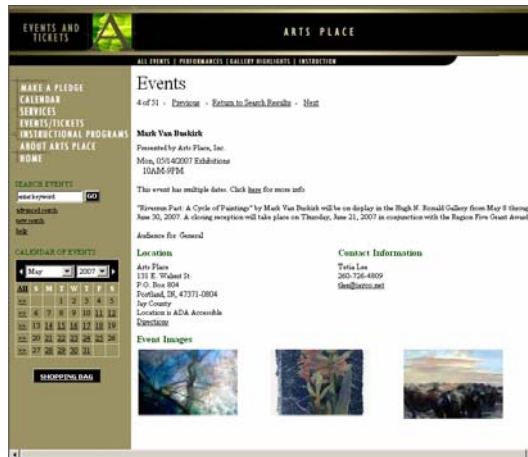
Events Calendar



The screenshot shows the 'Events' section of the website. It includes a search bar, a calendar view for the month of May 2007, and a table of event listings. The table has columns for Date, Event Name, Type, and Price. Events listed include 'Mark Van Duijk' and 'Mark Van Duijk'.

Events Calendar

Event Detail (w/ Ticketing)

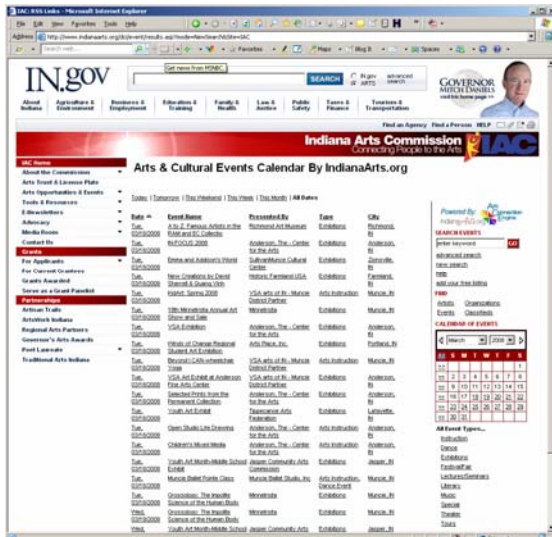


The screenshot shows the 'Event Detail' page for 'Mark Van Duijk'. It provides information about the event, including the location (Arts Place), contact information, and a list of event images. The page also includes a search bar and a calendar view.

DIRECT LINKS

- ARTISTS <http://indianaarts.org/dci/artists/category.asp?st=Artists&Site=Artsplace>
- ORGS <http://indianaarts.org/DCI/Organizations/category.asp?mode=NewSearch&site=Artsplace>
- EVENTS <http://indianaarts.org/dci/event/results.asp?mode=NewSearch&Site=Artsplace>
- CLASSIFIEDS <http://indianaarts.org/DCI/Classifieds/Results.asp?mode=NewSearch&site=Artsplace>

Events Calendar

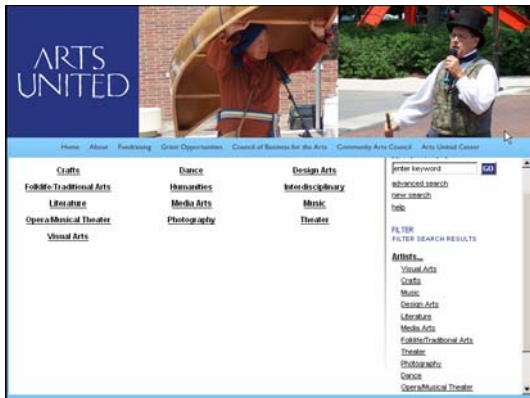


Artist Directory

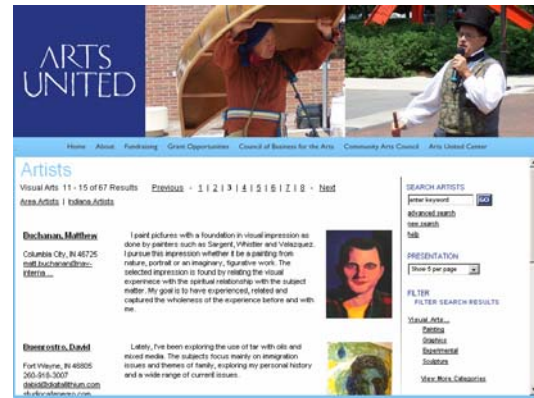


Arts United, Inc. Region 3 Regional Arts Partner <http://www.artsunited.org/>

Artist Search

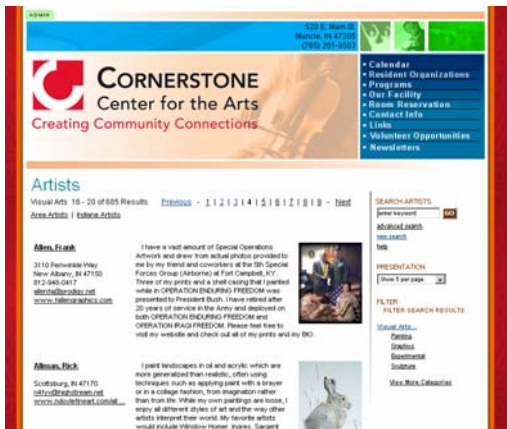


Artist Search Result List

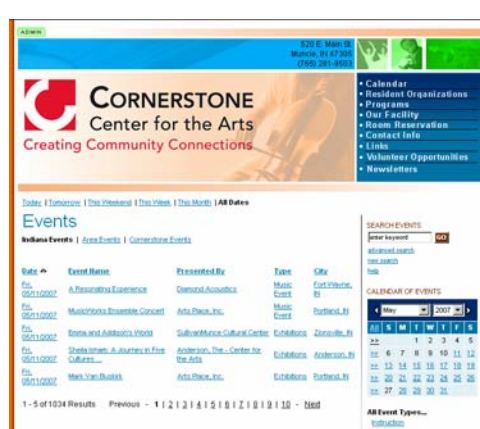


Cornerstone Center For the Arts <http://www.cornerstonearts.org/>

Artist Search Results



Events Search



program of Arts Place, Inc P.O. Box 804 Portland, Indiana 47317

www.IndianaArts.org | www.Artsland.org 260-726-4809

