

CultureCapital Benefits for Arlington Arts Grantees

Arlington Cultural Affairs & CultureCapital Benefits

As part of their grant award, all Arlington Arts grantees benefit from a basic Marketing Plan on CultureCapital.com. Arlington Cultural Affairs purchases an annual CultureCapital group membership, known as the Arlington Umbrella, paid for with funds from the Cultural Affairs budget that are separate from the Arts Grants Program. The market value for this year is \$300 per grantee.

What is CultureCapital.Com ?

CultureCapital.com promotes, engages, and informs the public of performing arts, visual arts, and educational events occurring throughout Metro DC. Run by CultureCapital, the site promotes events from 203 arts presenters. Monthly traffic to the site: 77,818 sessions, 62,502 users, 221,244 page views (60%+ increase in traffic over previous year). Over 45,000+ opt-in subscribers have selected to receive one or more of the CultureCapital.com e-newsletters: weekly [Insider](#) and/or [Weekend](#) and monthly, the newly launched [Arts Preview](#).

Your CultureCapital.com Membership includes:

- Basic CultureCapital.com Marketing Plans provided to grantees.
- Administration of the plans by CultureCapital for each of the organizations including sign-up, training, and maintaining submission of events. Arlington County Cultural Affairs is mentioned in copy and link on each Umbrella organization's profile page.
- A direct feed of Arlington County events from CultureCapital to Arlington Cultural Affairs's webpage <http://arlingtonarts.org>.
- Mid-year and closeout usage statistics include Page Views and Value Statements.

The Basic Marketing Plan includes:

- USER ID/Password needed to enter events by date, description, and category
- Link to the organization's webpage
- Link to the organization's website for patrons to buy tickets
- A locator map
- Directions to the venue
- An event image

Events are also mentioned in the corresponding CultureCapital e-newsletter; weekly Insider and Weekend preview; and monthly Arts Preview. Events may also be featured as a Hot Hit or Hidden Jewel in digital or print media, or both.

How to Access Your Membership

Each grantee is responsible for entering their events into CultureCapital.com. Arlington Cultural Affairs does not participate in posting events or sending events to CultureCapital.com or arlingtonarts.org on behalf of grantees.

The following process takes place after the grant awards are approved by Arlington County Board:

1. Arlington Cultural Affairs sends grantee contact information to CultureCapital.
2. CultureCapital staff then contact grantees directly with their CultureCapital.com account information.
3. Grantees use information sent to them by CultureCapital to access their CultureCapital.com account and enter their event information.
4. CultureCapital staff approve and post events submitted to their website by grantees.
5. All events submitted to CultureCapital.com are automatically forwarded to arlingtonarts.org after CultureCapital staff approves and posts them.
6. Once events are forwarded to arlingtonarts.org, they will automatically be listed online under the appropriate category.

Please be aware that a grantee's event will not be listed on arlingtonarts.org if the grantee does not submit it to CultureCapital.com.

CultureCapital staff are available to offer assistance with how to access and use their portal. Grantees must contact CultureCapital staff directly to request this assistance.

About CultureCapital.Com Users

75% of CultureCapital.com visitors reside in Metro DC.

Breakdown:

Washington, DC: 28.24% Northern VA: 25.50% Suburban MD: 21.97%.

50.65% of CultureCapital.com visitors are age 25-44.

Breakdown:

30.60% Ages 25-34 20.05% Ages 35-44 14.17% Ages 45-54
13.6% Ages 55-64

From August 1, 2015, through May 15, 2016, 95% of the page views to Arlington events on CultureCapital.com came from users who visited CultureCapital.com to locate an arts event. During this time, 35 Arlington Cultural Affairs grantees entered 337 events that were viewed 40,388 times by 34,969 users.