



# WELCOME

## NORTH PARK FOR THE ARTS

On behalf of the collective community of North Park for the Arts and the San Diego Art Institute, we would like to introduce you to our organization. With the success of North Park Nights, **North Park for the Arts (NPA)** was created to unite the community behind the many art events throughout North Park.

NPA members participate in and support North Park Nights, Ray @ Night, the North Park Festival of the Arts and many other arts and culture happenings throughout the community. Not to be confused with any one art event, *NPA is a group of businesses working to protect and promote the arts in North Park and San Diego at large.*

This information packet has been designed with you, as a member, in mind. We hope that it will provide you with answers to the many questions you may have about our goals, programs, and services. Please read through and refer to this packet throughout your membership for information and advice on how to maximize your membership in our association.

Enclosed you will find some information on the following:

- Mission and goals
- San Diego Art Institute (SDAI) Affiliation
- NPA Member benefits
- Road Map to Membership Success
- Answers to frequently asked questions
- NPA Member Application and Donation Form

Become involved in the association by attending monthly NPA meetings, utilizing NPA to further market your event, business, and neighborhood. Through collective promotion and channeling resources we will retain the existing arts in our community and stimulate new growth.

NPA meetings occur on the first Friday of each month at Art Produce Gallery / Café Carpe Diem at 10am.

Again, thank you for your interest and involvement in supporting the arts and culture of North Park.

Sincerely yours,

NPA Executive Committee



# MISSION & VISION

NORTH PARK FOR THE ARTS

## Mission Statement:


North Park for the Arts promotes access to and appreciation of the San Diego visual and performing arts within the Arts and Culture District of North Park through exhibition, education, outreach, and local partnerships.

## Vision Statement (long-term):

North Park for the Arts promotes and supports a diversity of venues, activities, and opportunities to engage the arts, support artists/organizations/businesses that inform, invigorate, and advocate for the cultural and economic vitality of the North park community.

## Goals:

1. Collective Promotion
2. Generating revenue for NPA and its members
3. Hosting and promoting events that advocate for the arts
4. Retaining the existing arts and stimulating new growth



# SDAI

NORTH PARK FOR THE ARTS

**North Park for the Arts (NPA), a community based organization  
& program of The San Diego Art Institute, nonprofit organization.**

**SDAI is a registered 501c3 organization,  
all donations are tax deductible.**

## **About SDAI:**

The San Diego Art Institute's "Museum of the Living Artist", with its main gallery located in historic Balboa Park, is a Center for the Visual Arts for the Southern California / Baja California region. The Institute is much like a municipal gallery for the city/county. It is SDAI's vision to promote San Diego as a living arts community that fully integrates visual arts into everyday life through their three-fold mission of Education, Exhibition, and Outreach.

## **SDAI BELIEF:**

The creative process is essential for a healthy quality of life.

## **SDAI VISION:**

To see the Visual Arts elevate San Diego to a world-class creative and vibrant community.

## **SDAI MISSION:**

To develop artists and supporters of the Visual Arts through exhibition, education and outreach with innovative programs, first-class facilities, and select partnerships that reach out to schools, business, government and our global community. Please visit SDAI's web site for more information about our programs.

**[www.sandiego-art.org](http://www.sandiego-art.org)**

# MEMBERSHIP BENEFITS

NORTH PARK FOR THE ARTS

- ✓ Use of NPA name and logo on marketing materials
- ✓ Website listing and link to your website
- ✓ Business location listed on NPA map, printed annually (more frequently if needed)
- ✓ Promotional opportunities for you and/or artists exhibiting at your business
- ✓ Networking and support
- ✓ Increased advocacy for the development of North Park as an Arts & Culture District
- ✓ Increased pedestrian traffic
- ✓ Eligibility for election to the governing board of NPA (beginning January 2010)
- ✓ Feature in NPA marketing publications

# ROAD MAP TO SUCCESS

## NORTH PARK FOR THE ARTS

- **Participate in Quarterly Events and submit information for marketing:** Moving forward in 2010 NPA will help to promote quarterly events. In order for your event to be properly promoted you must submit your organizations event details to the NPA Secretary by emailing: [calendar@northparkarts.org](mailto:calendar@northparkarts.org) and include "Upcoming Event" in the subject line. Please send information at least 6 weeks in advance. Early submissions will be given priority in marketing.

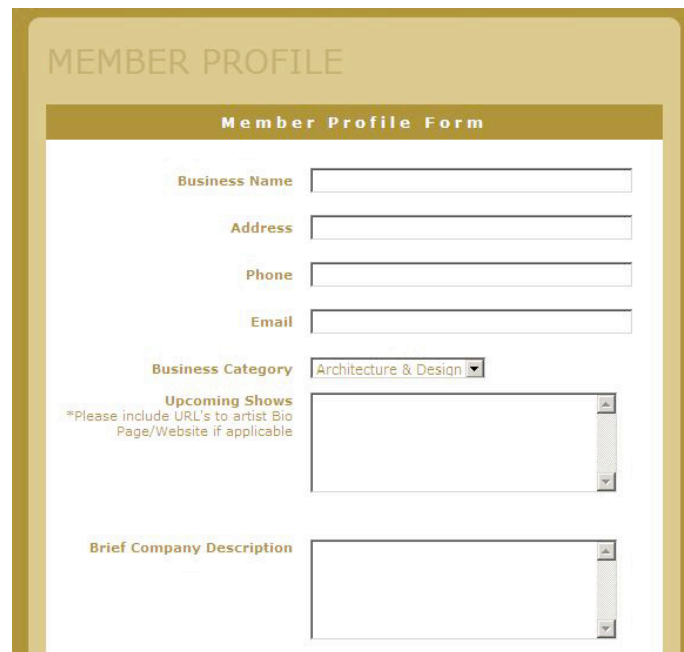
### **NPA Quarterly Dates for 2010 will be held on:**

**February 20 / May 16 / Sept 11 / November 20**

- Notify NPA about other upcoming events you are hosting throughout the year.
- Regularly attend monthly meetings or review meeting minutes via e-mail.
- Update NPA Website with upcoming event information (see attached form).
- Submit information to the online NPA Blog by emailing Anna Gamboa at [anna@a7dgraphicdesign.com](mailto:anna@a7dgraphicdesign.com).
- If possible volunteer your time. Host an event, distribute flyers, and/or participate on a subcommittee.
- Forward NPA announcements and/or press releases to your contact list.
- Participate in social networking tools: Become our friend on FaceBook / Post a link to the NPA Website on your website.
- Speak UP! If you have an event idea or feedback to help better develop the organization please communicate at meetings or through email.
- Spread the word – talk to your neighbors and let people know about the arts in North Park.
- Recruit new NPA members.
- Recruit artists to participate in NPA events and exhibitions (whether they are in North Park or not). Artists interested in showing can contact: NPA Co-Chair, Amy Paul, at [amy@artbyamypaul.com](mailto:amy@artbyamypaul.com).

To fill out the online member information, please visit:

[http://www.northparkingnights.org/Member\\_Signup.html](http://www.northparkingnights.org/Member_Signup.html) (caps are necessary for the link to work) to enter information. Once you have opened the webpage, it should look like the screenshot below:



The screenshot shows a web form titled "MEMBER PROFILE" with a sub-header "Member Profile Form". The form contains the following fields:

- Business Name:
- Address:
- Phone:
- Email:
- Business Category:
- Upcoming Shows:   
\*Please include URL's to artist Bio Page/Website if applicable
- Brief Company Description:

Please also visit [http://www.northparknights.org/showing\\_event\\_submission.html](http://www.northparknights.org/showing_event_submission.html) to enter any upcoming events that you would like to advertise. Refer to the screenshot below:



The screenshot shows a web form titled "SHOWING EVENT FORM" with a sub-header "Showing Event Form". The form contains the following fields:

- Business Name:
- Phone:
- Email:
- Business Category:
- Upcoming Shows:   
\*Please include URL's to artist Bio Page/Website if applicable
- Additional Notes:

At the bottom of the form, there is a link: **Click here to download Image Template**. Below this link, there is a small text block: "Please download the template for image submissions and email the images to [anna@a7dgraphicdesign.com](mailto:anna@a7dgraphicdesign.com)".



# F.A.Q.

## NORTH PARK FOR THE ARTS

**Q:** Is North Park for the Arts an attempt to compete with Ray at Night? Is there bad blood between the two?

**A:** NPA does not intend to compete with Ray @ Night. Many members of NPA are long time supporters of and participants in Ray @ Night. Like so many artists in the community, we look forward to hosting quarterly events and increasing opportunities to exhibit and sell work.

The confusion and controversy surrounding a second event is understandable, but the distinction is simple: Ray at Night is focused on Ray St, while NPA is working to organize art events throughout the entire North Park community. Hopefully the competitive nature that's fueling this controversy will be translated in to the planning and organization of ever more stellar art events.

**Q:** Will there be an attempt by North Park for the Arts to have events every Saturday of the month instead of just one Saturday a month? If so, when?

**A:** In light of all the creative energy in North Park, it wouldn't surprise if eventually there were events happening every weekend. In fact, that would be great. It's not, however, something that's on the NPA agenda. For now, we are planning quarterly events in 2010 that will include extensive coordinating between galleries, restaurants, retailers and other local business owners.

**Q:** What would you like to see North Park for the Arts become in your most optimistic look at the future?

**A:** In addition to serving our immediate community and promoting art and art education, we hope NPA can put North Park on the map as a place to come and buy quality art. That North Park will be a district teeming with creative people, successful businesses and committed community organizations where stimulating, thought provoking events happen every day of the year; all you need do is walk outside your door.

**Q:** The dominant theme is art. Why is that? Do you want NP to become sort of an artist's colony?

**A:** If what you mean by 'artist colony' is a haven for artists where they can create and sell their work successfully, then "yes." It is important to note, however, that our vision extends well beyond the visual arts and aspires to see all locally owned businesses thrive. North Park has long been an arts and entertainment district. We don't want to change anything, but to nurture that which is already here.

# COMING SOON...

# 2010

## NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK



We are pleased to announce that North Park for the Arts is currently developing the 2010 North Park Arts & Entertainment Guide Book.

As a member of the NPA community you will enjoy the benefit of having your own custom feature pages to promote your business, showcase your location, highlight the attractions, list your calendar of events and more...

Our aim is to create a complete, informative, magazine quality, walking guided tour of our emerging Arts & Entertainment Community.

North Park as a whole has become the Artistic Melting Pot of San Diego and premiere location for Dining, Entertainment, Music, Shopping, and Style.

We want to tell the story, show off what we have to offer and gain Local, Regional, and National recognition by putting North Park on the map!

### KEY FEATURES

- Keep-N-Carry walking guided tour of North Park.
- 1/4 page booklet that easily fits in pocket or purse.
- Fold out map showing all NPA member locations.
- Full feature pages for NPA members.
- Plenty of room for Artist, Gallery, Retail, Bar, Restaurant, Beauty, Fashion, & Professional descriptions.
- Magazine quality stylish design.
- Doubles as a coupon promotional booklet.
- Informative and chock-full of reasons to come and enjoy North Park.
- Part Mini-Zine, Part Gallery Guide, Part NPA Promotion, Part Coupon Clipper Savings Booklet.

### MEMBER BENEFITS

- Promote your business.
- Increase revenue.
- Showcase your Gallery Space or Business Location.
- List your upcoming calendar of events.

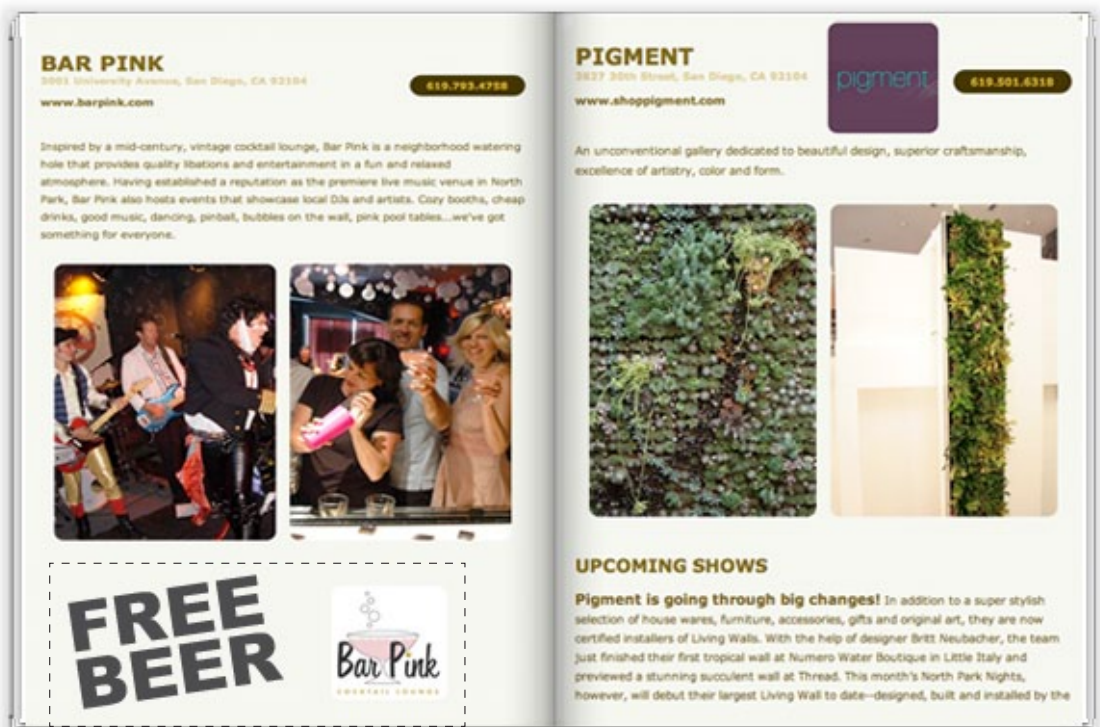
### COMMUNITY GOALS

- Expand the attraction to North Park for the Arts Events.
- Collectively benefit from increased pedestrian traffic.
- Nurture, cultivate, and grow the emerging Arts & Entertainment Scene.
- Gain Local, Regional, & National response.

# SNEAK PEAK...

A sample idea of what's to come.

We are currently working hard on the specific details of design, such as page layout styles, dimensions, sections, maps, articles, etc.



Ultimately, it will be up to you as participating members to provide us your custom content for each of your own feature pages. We'll need your Photos, Logos, Text Descriptions, Contact Information, Promotional Coupon Offers, Calendar of Events, etc.

You'll receive a Content Request Form from NPA via e-mail with all the details about what we'll need from you such as number of words per template, image and file requirements.

So be thinking, be creative, be planning your promotional offers, take some photos of your space, track down your graphics guru, or update your marketing copy to best depict your location.

The better the content, the better the book will be.

## MEMBER CONTENT

- Business Name
- Address
- Web Url
- E-mail Address
- Phone Number
- Vector or High Resolution Logo
- Print Quality High Resolution Photos
- Calendar of Events
- Promotional Coupon Offers
- Text Descriptions

## TEMPLATE STYLES

Additionally, you'll be able to select template style pages that best fits your Gallery / Business needs. For example, some pages will be designed to have:

- More photos and less text.
- More text less photos.
- Calendar sections to list upcoming events
- Coupon Promotions (recommended)

# ROLL OUT...

As some of you are well aware, print costs for large quantities and quality printing can shoot through the roof.

Although we do our best to make your Membership Fees provide consistent results throughout the year, our visions and enthusiasms for what we *can* achieve collectively, is at times larger than our Non-Profit budget currently allows.

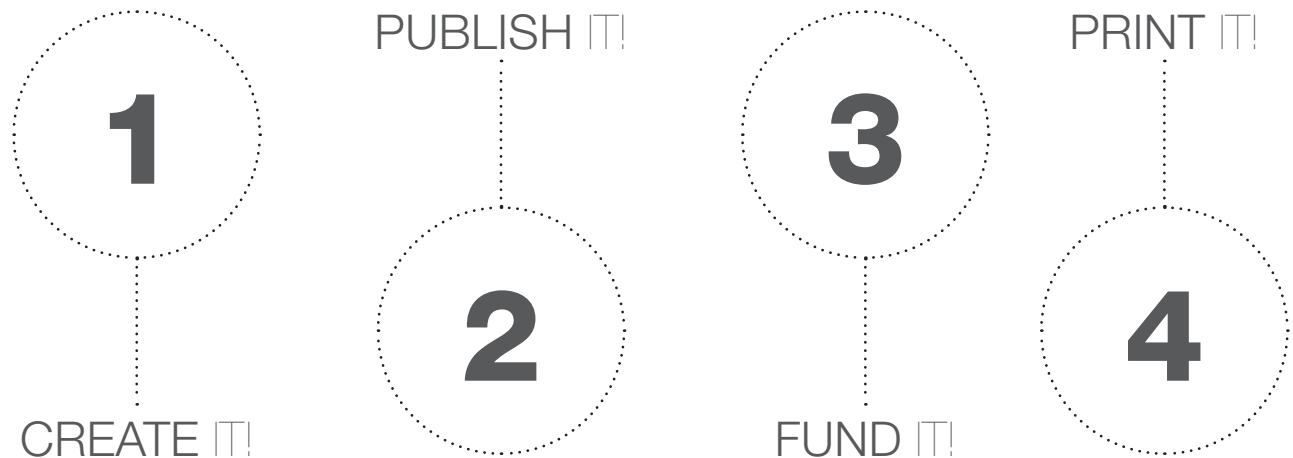
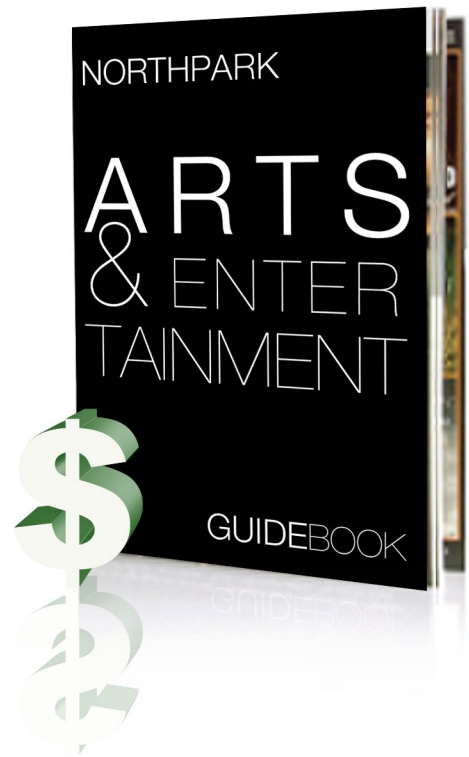
Unfortunately our Membership Fees alone can't cover the costs of our broad ambitions.

We are exploring fresh ideas for new streams of revenue, seeking contributions beyond North Park, grant monies, and potential 3rd party advertising to help raise the funding in order to print the NP Arts & Entertainment Guide Book.

Additionally, we're searching San Diego for a printer willing to work with us Pro-Bono since all donations to our organization are 100% Tax Deductible.

In the meantime, we are building, designing, we'll need your content materials.

Our plan is to self-publish the NP Guide Book as a "Web Guide" resource to start, and as funding is received the NP Guide Book will metamorphose into the gorgeous, full quality, printed version we imagine it to become.



# NPA – Membership Application

North Park for the Arts (NPA), a collective of North Park businesses, provides members with an effective advocacy and marketing approach to support the continued growth of North Park as an Arts & Culture District. The launch of NPA marks the expansion of the arts in North Park by highlighting artists, performers, designers, restaurants, retail businesses, services, etc.

Below you will find a list of membership options, benefits, and criteria. Membership levels are not determined by the business or individual's geographic location in North Park. All North Park businesses and residents are encouraged to support this community-enriching and economy-stimulating event by becoming a member.

## Benefits of Membership

- Use of NPA name and logo on marketing materials
- Website listing and link to your website
- Business location listed on NPA map, printed annually (more frequently if needed)
- Promotional opportunities for you and/or the artists exhibiting in your business
- Networking and support
- Increased advocacy for the continued development of North Park as an Arts & Culture District
- Increased pedestrian traffic
- Eligibility for election to the governing board of NPA (beginning January 2011)

## Levels of Membership

- Arts Member** - \$200 per year
  - Participation in NPA by featuring a regularly rotating element of art (rotating every 4-6 weeks) that is the primary focus of your business or mission whether it is performance, visual, design, etc.
  - Core members are open to the public during NPA.
- Business Member** - \$400 per year
- Community Artist Member** - \$50 per year
  - Local artists living or working in North Park and the surrounding area
- Group Organizations** - \$150 per year
  - Public schools, art societies, clubs, etc.

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**NPA Mission Statement:** North Park for the Arts promotes access to & appreciation of San Diego's visual and performing arts within the Arts and Culture District of North Park through exhibition, education, outreach, and local partnerships.

Questions? Please contact:

- **Amy Paul**, Co-Chair at [amy@artbyamypaul.com](mailto:amy@artbyamypaul.com)
- **Andrea Chamberlin**, Treasurer at [eduprogramsdai@gmail.com](mailto:eduprogramsdai@gmail.com)

For more information, please visit: [www.NorthParkNights.org](http://www.NorthParkNights.org)

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Please fill out the back of this application and mail with your payment to:

**North Park Nights – SDAI (NPN and NPA are programs of SDAI)  
c/o the San Diego Art Department  
3830 Ray St. San Diego, CA 92104**

North Park for the Arts is a program of the San Diego Art Institute and North Park Nights. All donation and membership dues are tax deductible. You will receive a letter that reflects your donation, including the SDAI 501 c-3 identification number.

*Thank you for supporting North Park for the Arts!*

# NPA – Membership Application

## Levels of Membership (please select one)

- Arts Member** - \$200 per year
  - Participation in NPA by featuring a regularly rotating element of art (rotating every 4-6 weeks) that is the primary focus of your business or mission whether it is performance, visual, design, etc.
  - Core members are open to the public during NPA.
- Business Member** - \$400 per year
- Community Artist Member** - \$50 per year
  - Local artists living or working in North Park and the surrounding area
- Group Organizations** - \$150 per year
  - Public schools, art societies, clubs, etc.

## Information (please print clearly):

Contact Name: \_\_\_\_\_

Artist / Gallery / Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website (domain to be featured on NPA website): \_\_\_\_\_

Description of Art / Gallery / Business (to be published on NPA website):

Select a category which best describes your business type (please circle only one):

- Architecture &  
Design

- Music

- Clothing & Fashion  
- Retail

- Beauty and Health

- Artists

- Performing Arts

- Education

- Other:  
\_\_\_\_\_

- Gallery

- Bars & Restaurants

- Professional Services

## Payment Information:

Check enclosed (make payable to North Park Nights): \$ \_\_\_\_\_

Charge Amount: \$ \_\_\_\_\_ to my credit card (Visa or MasterCard only)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

*Upon receipt of membership dues, you will be contacted via email for your business logo and/or other information for the NPA website. Membership to NPA will run on an annual basis.*

**North Park Nights – SDAI (NPN and NPA are programs of SDAI)  
c/o the San Diego Art Department  
3830 Ray St. San Diego, CA 92104**