## WHO IS MADART?

MadArt is a website, an organization and an public service dedicated to providing informative and engaging information about Madison's art scene.

## OVERVIEW:

The goal of MadArt is to promote awareness of the Madison art scene and increase student involvement. This service will supply information about local art venues and events.

After conducting an online survey, reaching out to our target demographic (University of Wisconsin-Madison students, ages 18-24), MadArt found that 82% of those surveyed agreed with our observation that there is a significant lack of information available in regards to downtown Madison's art scene.

With the data collected, the team found a niche in an untapped market that allowed them to bring information about different forms of local art events to one convenient website and mobile app. The survey found that 85% of respondents would be more likely to attend art-related events in the area if such a website existed. From this data, MadArt was created.

## PLATFORMS:

MadArt's website and mobile app creates an engaging platform for participants to interact with. The website acts to inform, while the app focuses on participation and involvement.

## REVENUE PLAN:

The revenue strategy consists of diverse and reliable sources. The funding received from organizations will go towards promotional material and initial fees.

- **Local Art Initiatives:** Madison provides a variety of grants and organizations. Grants are the main source of startup revenue.
- **Commercial Entities:** These include alumni and university connections, commercial entities like bars and concert venues, website traffic fees and advertising space on multiple online platforms.
- **Ad Space and Donations:** Selling ad space on MadArt's website (banner and audio) and via a "Donate" button located on both the site and the mobile app.

## PROMOTION:

- **Advertising:** Using the MadArt logo to signify "Certified" locations around the downtown Madison area. MadArt will also buy online ad space as well as display posters and banners around the university, bars and restaurants and at venues.
- **Social Media:** MadArt has multiple social networking accounts (Facebook, Twitter, Wordpress, Pinterest and Instagram) and an analytic strategy to track participation through #MadArt.
- **Community Outreach:** Booths will be set up at certified events to engage with the public and further expose the MadArt brand.
- **Reward System:** App users will be able to gain points to earn discounts and other prizes by "checking-in" via their smartphones or MadArt venue booths.