



# Talentum Meritus Arts Foundation

“For those who strive...”

Presented In recognition of the generous souls in our local fine arts community of Tampa Bay, and the many men and women who strive to bring their great works of art to fruition... to foster a more vibrant artistic community for all of you.

## FACT SHEET

- Goal: The formation of a new, curated art museum to continuously present the works of under-recognized fine artists of the local community, as well as the provision of a dedicated space for ongoing art classes and community cultural arts events.
- Purpose:
- 1.) To foster the success of promising under-recognized fine artists, by supplying them affordable, professional gallery space, in which to exhibit saleable artwork to a diverse audience of potential buyers, and display work representative of their skill in commissioned projects.
  - 2.) To supply affordable classroom space from which artists can educate students of all ages.
  - 3.) To supply under-recognized artists with opportunities to grow, with the help of classes and lectures by established professionals, and the opportunity to network and collaborate with peers at scheduled events.
  - 4.) To collaborate with area schools in order to host and facilitate student-artist interaction and educational opportunities.
  - 5.) To facilitate interaction between local artists and local businesses.
  - 6.) To supply the community with an attraction that will bolster tourist and visitor throughput while presenting works of art representative of a culturally diverse community.
  - 7.) To supply the community with a new attraction that will bolster interest in the arts as a profession.

## Introduction:

Industry is subject to time and the advent of new technologies, creativity blossoms where it finds the resources to grow, and businesses that cultivate creativity benefit from the rewards. Creativity is the most precious resource, freely expressed in art, in all its various forms, and art is the one true universal language that binds all innovators. Art is a permanent fixture of culture and the foundation of all novel thought. Where it is found, art will inspire creative minds to innovate, it will embody powerful ideas, and it will grow into concepts which shape society and the future of business. Art will drive community to higher goals and to new frontiers, if and only if, it is nurtured, not suffocated, by the prevalent environment.

We, among the community of fine artists, recognize a concern worth addressing... namely diminishing opportunities for career fine artists in our community, as well as a reduction in the number of young men and women entering the field. In particular, we will recognize:

- 1.) The closure of numerous local brick-and-mortar galleries and studios in our area, which provided venues for the sale of fine art,
- 2.) A loss of city-sponsored festivals featuring fine art as the primary interest,
- 3.) A reduction in membership in local fine artists societies and artists meet-up groups,
- 4.) A reduction in fine art classes in public schools, and
- 5.) A reduction in the number of fine art graduates entering the community.

We do not seek, in this article, to place blame for these conditions or to present a case for the many scientifically-established advantages that the fine arts offer, to students, residents, travelers or to the community at large. Rather, we seek to initiate measures that will provide long-lived facilities for:

- 1.) The continuous presentation of original works of art, created by our community's underrecognized artists, and representative of our community's diverse cultures,
- 2.) The sale of such artwork for the advancement of the same underrecognized artists,
- 3.) The presentation of community/cultural art events,
- 4.) Fine art classes and training for adults, and
- 5.) Supplemental classes and electives for students of all levels.

The purpose of this document shall be to introduce this initiative to individual artists, business-people, corporations and committees. Our project, *Talentum Meritus Arts Foundation*, hereafter TMAF, seeks to educate individuals and groups regarding the great need for facilities and programs, to bring promising artistic talent to the marketplace, and to connect these creative minds to local businesses in need of creative support. Through our efforts we hope to provide a pathway for implementation.

"Talentum Meritus" is of Latin origin and means "Earned Talent." This phrase speaks to the years of study and practice which earns an individual mastery as a fine artist. This moniker perfectly suits TMAF's interests, in supporting the community of under-recognized artists, and our mission, to present our community's diverse culture through the arts.

This project, aimed at connecting individual artists with businesses and to the community at large, will culminate in the purchase and renovation of a local edifice into a fully functional gallery, museum and lecture hall. This will act as a hub, for the continuous display of local art, and as a classroom, for the education of eager learners in time honored artistic traditions. We shall implement this goal in four phases:

### Phase one: Feasibility Study

We will begin a study to identify individuals and businesses, whose unique talents and backgrounds offer crucial avenues to procure necessary real estate and marketing, which will make our effort a success. We will proposition these individuals and businesses to join a team and collaborate on identifying the realistic costs of our venue, and planning our marketing strategy.

## Phase two: Funds Acquisition

We will form a team to identify grants and other funding sources that will meet the sum identified by our feasibility study, seeking the same from these sources, as well as City and School District contributors.

## Phase three: Build-out

We will identify an available location that meets our needs and renovate the same incorporating galleries, warehouses, classrooms and a minimum number of administration offices into the floorplan.

## Phase Four: Marketing

### Overall Scope of Marketing

Marketing funds will be allotted to maintain a vibrant web presence including a storefront for all hosted artists. The museum will be further marketed through television advertisement, print media, travel media, local art centers and schools where they are agreeable to the same, and the local Chamber of Commerce.

### Marketing of Artists

We will identify the best possible fee per-artist-per-month and assess this to each member for a fairly-sized exhibition area, incorporating the wage of venue curator(s), web developer, as well as facilities maintenance personnel.

- 1.) We will endeavor to catalogue pertinent facts about each artist and artwork and present the same to potential customers both on-site via our curator(s) and via our online presence.
- 2.) We will house and switch out artworks on a regular basis to keep our exhibitions fresh and dynamic and communicate with artists to obtain new works of art as they become available.
- 3.) We will seek to advertise our venture regularly through local artists societies and art centers, obtaining the maximum number of exhibitors.

### Marketing of Education

We will partner with artists, art centers and schools to present a series of ongoing classes. We will identify a fair price for facilities rental relative to the amount of time each space is needed and the maintenance of the spaces in question.

### Marketing of Community

We will partner with representatives of local city government to present events that embody our community's cultural identity, history and aspirations.