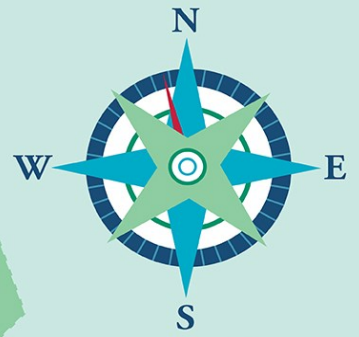


Sunapee Region Arts Atlas

Where Community
+ Culture Meet

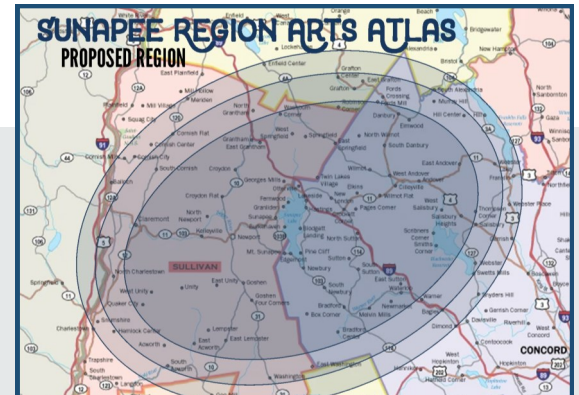


THE ARTS & BUSINESS ALLIANCE of the greater Lake Sunapee Region

The Arts & Business Alliance is a coalition of area arts organizations, business owners, and community leaders that creates strategic arts and business partnerships to boost the local economy. The group's primary work is to develop synergistic relationships among businesses, arts organizations, with specific benefits to each. The Coalition is spearheading the creation of the **Sunapee Region Arts Atlas**, under joint leadership of the *Center for the Arts—Lake Sunapee Region* board chair Jean Connolly, *Lake Sunapee Region Chamber* executive director Ashlee Rowley, *Library Arts Center* executive director Kate N. Luppold and marketing coordinator, Fran Huot. **The economic vitality and quality of life of our community rely on thriving arts and business sectors. The two are integrally connected, and the health of each sector relies heavily upon the other.**

PROJECT NEED + DESCRIPTION

The geographic area covered by much of Sullivan and Merrimack counties does not fully fit into the well-resourced Upper Valley and Monadnock regions, but is rich with 100+ arts and cultural assets that are not well represented or networked in the greater region. The ABA is connecting and developing the **Sunapee Region Arts Atlas** to define the region, with a geographic epicenter of Lake Sunapee, and spans out 15 to 20 miles with soft borders.



The project consists of two main components:

- 1) **An artful, hand-illustrated, engaging paper map** to be a widely distributed, free public resource, and will be a helpful tool to entice residents to explore the region. It will be an illuminating guide for municipalities and real estate agents to showcase the many cultural hidden gems that contribute to quality of life, making the region a great place to live, work and play. Equally, it will be a powerful tool for tourism, as destinations in this region have been frequently under-represented state-wide. *Map printing and distribution will take place July 2021.*
- 2) **An interactive website highlighting arts and cultural assets in further detail and with added layers— including recreation, natural resources, dining and accommodations.** The site will also boast an extensive directory of these related businesses and services along with the cultural assets, as well as listings for area artists and musicians, and a centralized “cultural calendar” to showcase upcoming events. *The site has a planned launch of late fall 2021.*

PROJECT GOALS of the SUNAPEE REGION ARTS ATLAS

The project aims to highlight valuable arts and cultural assets within the region to:

- **Define a sense of place & quality of life—pointing to what makes the region an ideal place to call home or to visit**
- **Promote greater community and economic development, as well as civic pride**
- **Create an engaging tourism tool to draw visitors to explore the region**
- **Provide added value to area businesses**

PROJECT BUDGET + FUNDING

Support for the project is provided by Sullivan County, all the area Chambers of Commerce within the map region and project core partners. Additional support will come from local municipalities, business sponsorships, private foundations and a crowd-funding campaign with Vital Communities/The Local Crowd in May.

Project Budget: \$30,000 (\$2,500—professional artist illustration and graphic design for map/brochure layout, \$4,000—offset printing for 20,000 copies of the paper map —printed locally, \$2,000—advertising in New England, state & regional publications, \$500—brochure rack space, \$16,000—website with custom interactive map, hosting, design & development by a New England-based digital cartographer, and \$5,000—three years planned stewardship, maintenance and promotion of the site.)

PROJECT PARTNERS + INVESTORS:

*to date

