

Beyond the Brush



Your Passport To The SWFL Art Scene

SWFL Passport To The Arts Program: **A Comprehensive Guide to Art Exploration**



The *SWFL Passport To The Arts Program* is not just a way to explore the local art scene; it's a full experience that integrates the work of artists, local businesses, and cultural institutions. With promotional efforts through the monthly magazine, engaging podcast, and interactive website, the program is designed to elevate the artistic community of Southwest Florida.

By offering an accessible, fun way to engage with art, the program encourages locals and visitors alike to discover the beauty and creativity that make SWFL's art scene so unique. Collect stamps, win prizes, and gain deeper insights into the artists and venues that make this region a thriving cultural hub.

Join us on this artistic adventure—whether you're a lifelong resident or visiting for the first time, there's always something new to discover with the *SWFL Passport to the Arts Program!*



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How It Works...



Participants begin by obtaining a *SWFL Passport*—a physical or digital booklet designed to be your guide to the artistic gems of SWFL. With each stamp earned from visiting participating venues, participants enter exciting prize drawings. The more stamps you collect, the better your chances of winning fantastic rewards such as:

- 📍 **Custom Art Pieces** from the featured artist of the month
- 📍 **Wine for a Year**
- 📍 **Dinner for Two** at a participating restaurant
- 📍 **Tickets to Theater Performances and Concerts**
- 📍 **Exclusive Art Experiences** such as private gallery tours or artist talks

Each month, a new exploration map will be released, highlighting different facets of the art scene—from visual art exhibitions to theatrical performances and interactive art installations.







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Our Goals...



The *SWFL Passport to the Arts Program* is designed to enrich the cultural experience of both locals and visitors by connecting them with the vibrant art scene across Southwest Florida. Our goal is to promote local galleries, art institutions, and businesses—such as restaurants, bars, and hotels—that support the arts while providing a fun and interactive way to explore the region's creative offerings. By encouraging participants to visit participating venues, collect stamps in their Passport, and engage with featured artists, we aim to foster a deeper appreciation for the arts, drive tourism, and strengthen the local economy, all while rewarding participants with exciting prizes and memorable experiences.

-  **Enhance Arts Visibility:** Provide exposure for your gallery or art institution by placing it on the map as part of a region-wide cultural exploration.
-  **Drive Traffic & Increase Engagement:** Attract new visitors and art enthusiasts to your gallery by offering them an interactive way to explore art across SWFL.
-  **Support Local Artists:** Through the program, you'll have the chance to promote featured artists and connect them with new collectors and art lovers.
-  **Foster Cultural Tourism:** Engage tourists and locals alike in a deeper, more meaningful way, giving them a reason to stay longer and explore more art venues.



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Spotlight Artist of The Month



Each month, the *SWFL Passport to the Arts Program* shines a spotlight on a talented local artist through both our *Beyond The Brush* Passport magazine and the *Behind The Brush* podcast. This monthly feature gives the artist a platform to share their creative journey, inspiration, and the stories behind their work.

In the ***Beyond The Brush* magazine**, readers will find an in-depth profile of the featured artist, complete with stunning images of their artwork, a look at their upcoming exhibitions, and details about their artistic process. This serves as a valuable resource for art lovers to explore new talent and plan their visits to see the artist's work in person.

On the ***Behind The Brush* podcast**, the featured artist is interviewed, offering listeners a deeper connection to their creative process, artistic philosophy, and personal experiences. This interview provides an exclusive behind-the-scenes look at their work, upcoming shows, and what inspires them, helping listeners feel more connected to the art and the artist.

By featuring artists in both the magazine and podcast, we provide multiple touchpoints for audiences to discover and engage with the vibrant art scene in Southwest Florida, while giving the artists much-needed exposure to new audiences.



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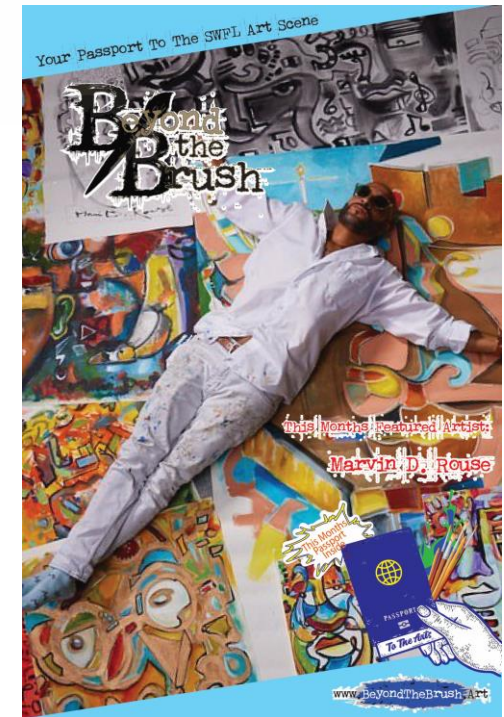
Magazine: Beyond The Brush



The *Beyond The Brush* Magazine/Passport is your go-to resource for discovering the vibrant art scene across Southwest Florida. Each monthly edition of the magazine is packed with valuable insights into the region's galleries, cultural institutions, and the businesses that support the arts—whether they're bars, restaurants, or hotels.

As mentioned, a **Spotlight Artist** each month, providing readers with an in-depth look at their work, creative process, and upcoming exhibitions. This exclusive feature allows art lovers to connect with the artist on a deeper level, while also giving local and visiting artists the exposure they deserve.

In addition to showcasing artists, *Beyond The Brush* highlights the venues and businesses that are part of the *SWFL Passport to the Arts Program*. Each issue includes a curated **Passport**—an updated map of art galleries, museums, participating bars, restaurants, and hotels that support local artists. These venues not only offer amazing experiences for art lovers but also provide a welcoming space to explore, dine, and stay while discovering new artwork.



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Podcast: Behind The Brush



Behind The Brush takes you deeper into the art world by sitting down with the local creators themselves. Join us in the studio as we chat with passionate artists from across Punta Gorda, Port Charlotte, Fort Myers, Cape Coral, Estero, Bonita Springs, and Naples/Marco Island.

On Behind The Brush, you'll hear directly from the artists about where they're from, what sparks their inspiration, and the unique creative processes behind their work. It's your chance to truly connect with the artists on a personal level and gain a deeper appreciation for their craft.

But that's not all! Behind The Brush also keeps you in the know about upcoming events in the local art scene. Artists often share details about their latest exhibitions, gallery showcases, and other exciting activities, giving you the inside scoop on where to experience art firsthand. Think of Behind The Brush as the sound of art coming to life.

Behind The Brush

The Sound of Art

Our Guest This Week

Neil Volz
Executive Director
Alliance For The Arts

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Audience Demographics

-  **Tourists:** Southwest Florida attracts millions of visitors annually, including a growing number of tourists who are seeking culturally enriching experiences. The program targets both domestic and international travelers, particularly those who are looking for unique activities beyond the beach.
-  **Local Residents:** This program also serves as a tool to engage the local community, encouraging residents to rediscover the cultural gems within their own backyard and support local artists and venues.
-  **Art Enthusiasts:** The program targets individuals with a passion for the arts, including art collectors, theatergoers, and those with an interest in local culture.
-  **Age Range:** Primarily adults aged 25-65, including couples, families, and retirees, with an interest in arts, culture, and exploration.
-  **Visitor Stats:** According to recent tourism data, Southwest Florida receives over **4 million visitors annually**, with a large portion of them being repeat visitors seeking new experiences. The average tourist spends **\$300 per day**, including dining, accommodations, and entertainment.



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Drive Visitors and Tourism to SWFL



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How Participating Galleries Benefit



Attract New Visitors: By being part of the *SWFL Passport to the Arts Program*, your gallery will be exposed to an entirely new audience—tourists looking for unique art experiences and local residents rediscovering their community.

Drive Sales and Engagement: Tourists and locals visiting your gallery as part of the program will be more likely to purchase artwork or engage with the gallery in other ways, such as attending opening receptions or participating in special events.

Collaborate with Other Local Venues: The program fosters collaboration among galleries, art institutions, and other cultural venues, creating opportunities to share resources, cross-promote events, and enhance visibility.

Enhance Your Cultural Impact: By partnering with a program that is focused on arts and culture, you'll help elevate the importance of your gallery as a cultural hub in SWFL, fostering deeper connections with the local community and art lovers from around the world.

Year-Round Exposure: With monthly features, social media promotion, and an ongoing presence in the program's materials, your gallery will be part of an ongoing conversation about art in SWFL.




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Program Goals for Hotels

-  **Increase Hotel Bookings:** Attract art lovers, tourists, and locals looking for cultural experiences, thereby increasing room occupancy.
-  **Enhance the Visitor Experience:** Provide guests with an engaging, culturally enriching activity that will enhance their stay, making it more memorable and encouraging them to extend their visit.
-  **Support Local Arts:** By participating, your hotel will contribute to the region's vibrant art scene and foster a deeper connection between art institutions and tourists.
-  **Boost Tourism & Local Engagement:** Create a compelling reason for tourists to visit SWFL, spend more time in the area, and support local art venues, restaurants, and attractions.
-  **Attract New Visitors:** By being part of the *SWFL Passport to the Arts Program*, your gallery will be exposed to an entirely new audience—tourists looking for unique art experiences and local residents rediscovering their community.
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Program Benefits for Hotels

-  **Attract New Guests:** The *SWFL Passport to the Arts Program* provides a great way to engage with a new audience—tourists and art enthusiasts who are looking for enriching activities and cultural experiences.
-  **Extend Stays:** By promoting art exploration through the program, your hotel can encourage guests to stay longer, as they discover more art venues and cultural attractions throughout the region.
-  **Increase Repeat Visitors:** Providing guests with an interactive way to explore SWFL will encourage them to return for future visits, as they will associate your hotel with a memorable, culturally immersive experience.
-  **Support the Local Arts Community:** As a hotel partner, you'll be contributing to the success of SWFL's art scene, helping to elevate local artists and institutions. This shows your hotel's commitment to the cultural growth of the region.
-  **Boost Occupancy Rates:** The Passport program will drive tourist traffic to your hotel, increasing bookings especially during off-peak times. With engaging art events and collaborations, your hotel will attract tourists looking to spend more time in SWFL.



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Program Benefits for Bars & Restaurants



Increase Foot Traffic: The *SWFL Passport to the Arts Program* attracts art lovers, tourists, and locals who are excited to explore the art scene while enjoying food and drinks at local venues. This program will drive more customers to your establishment and create a unique dining experience.



Engage with a Cultural Audience: By participating, you'll be positioned as a hub of cultural activity in SWFL, appealing to tourists looking for new and interesting experiences beyond the beach. You'll connect with art lovers and visitors who want to enjoy both art and great food.



Boost Sales and Customer Loyalty: Offering exclusive deals or promotions for Passport holders will incentivize repeat visits and encourage customers to dine at your venue while supporting the arts.



Collaborate with Local Art Institutions: Partnering with galleries, artists, and cultural institutions will help foster deeper connections with the local arts community. You'll have the opportunity to host art events, exhibitions, and cocktail hours that showcase the intersection of food, drink, and creativity.



Promote Your Unique Offerings: The program gives you an opportunity to showcase your culinary creativity by aligning with art-inspired events or offering art-themed specials, such as "paint and sip" dinners or art-inspired cocktails



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