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Arts Council
in Buffalo and
Erie County

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December 18, 1998

Chairman Charles M. Swanick
Erie County Legislature
25 Delaware Avenue
Buffalo, New York 14202

Dear Mr. Swanick:

Celeste Lawson, Executive Director of the Arts Council in Buffalo and Erie County, requested that I prepare an update on the activities linking arts and tourism between the Arts Council and the Greater Buffalo Convention and Visitors Bureau (CVB). Since September 24, 1998, when the report on cultural tourism was submitted to you, much has happened with the initiative. Following please find an update on our progress.

A cultural tourism committee has been formed under the Tourism Advisory Council of the CVB. Facilitated by the Arts Council in Buffalo and Erie County, this committee represents the first time the Arts Council and the CVB have worked together on marketing the region. The cultural tourism committee has met four times. Copies of the minutes of each meeting and a listing of the committee members are enclosed.

As its first project, the cultural tourism committee chose to work on the creation of a cultural events brochure to support the Monet exhibition coming to the Albright-Knox Art Gallery in the summer of 1999. The purpose of the brochure is to entice the estimated 140,000 tourists expected to visit the Monet exhibition to partake in other offerings presented by Buffalo's rich cultural community. The committee surveyed area non-profit arts organizations, and gathered information on their Summer 1999 events. This information is being condensed into a monthly calendar format. This project represents the first time the entire local cultural community has come together to work on a tourism initiative. More than 45 organizations are represented.

The business and philanthropic communities have also rallied around this project. Crowley, Webb and Associates is designing the brochure pro bono. Through the dedicated work of the Arts Council, the Oishei Foundation has pledged \$20,000 to fund the collaboration.

The timeline for the completion of the brochure is February 1, 1999. Forty thousand brochures will be distributed to One Source Services, the official packaging agency for the Monet exhibition. The company will send a brochure to each person who calls and inquires about the exhibition. Forty thousand brochures will be given to the CVB for the same purpose. The remainder of the brochures will be used for community outreach and will be available at the Arts Council, Albright Knox Art Gallery and area hotels and attractions. In all, more than 125,000 brochures will be printed.

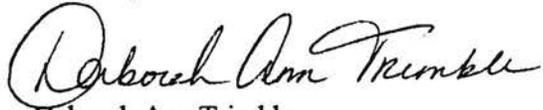
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Once the brochure is completed, the committee will focus its attention of other cultural tourism initiatives currently being explored by the CVB and the Arts Council.

I hope this information demonstrates the substantial amount of work accomplished by the cultural tourism committee in only the span of 2 ½ months. I believe it shows the value the community places on cultural tourism and the community's commitment to a prosperous working relationship between the Arts Council and the Greater Buffalo Convention and Visitors Bureau. If supported properly, this partnership will reap economic benefits for Western New York for years to come.

Sincerely,



Deborah Ann Trimble
Chair, Cultural Tourism Committee on
behalf of the Arts Council in Buffalo and Erie County

Cc: Erie County Legislator Lynn Marinelli
Erie County Legislator Crystal Peoples

