



First Friday ArtWalk mobile app

Problem: Lane Arts Council organizes the popular First Friday ArtWalk each month in downtown Eugene, as well as many other popular tours including the Springfield Mural Tour, Mural Bike Tours, Downtown Eugene Historic Sites Tour, and Public Art Tours. We need to increase awareness of the ArtWalk and other community arts assets and events to students and young professionals, and support their access to the arts and their own creativity. We currently have ArtWalk and special event information on our website www.lanearts.org and printed guides, but this outreach method does not engage a younger demographic.

Challenge: We need a mobile app that will focus on the First Friday ArtWalk in downtown Eugene, and have a map that highlights galleries, public art, murals, and historic buildings. We would also like the app to have push notifications for these special events.

Assets: The Lane Arts Council website, information about all 30 of the participating ArtWalk galleries and businesses, printed/online guides of murals, public art, and historic sites, and a dedicated ArtWalk Coordinator.

Prizes:

- \$100 Off the Waffle gift card and your business listed as a Summer Program sponsor (\$1500 value) with the following perks:
- Logo on the back of the ArtWalk guide as sponsor of Summer Programs (500 printed; guide also available on website)
- Logo on the monthly poster (75 posters distributed)
- Logo on Lane Arts Council's website www.lanearts.org
- Logo in Lane Arts Council's newsletter (Over 2000 contacts)
- Mention at all five guided tour stops on the ArtWalk
- Mention on our social media pages

Sponsor: Lane Arts Council & Off the Waffle

Fine Print: Software will be released under the MIT license <https://opensource.org/licenses/MIT>