kspace
CONTEMPORARY



CAMPAIGN BOOK
2023 REPORT

COMM.4331.001 - Prof. Sining Kong

IMAGE BY COURTRNEY SACCO/CALLER-TIMES

BACKGROUND OF KSPACE



Section 2: Background of KSpace

Section 2-1: SWOT Analysis

Strength (Internal)

Unique Interactive art with customers/guests. Makes KSpace stand out and recognizes contemporary art. (Solo exhibition 2018: Edge Friction by Leticia Bajuyo- picture above made out of CD's that you can look threw an interactive art sculpture). Another interactive art is Luminous Thresholds by Cassie Normandy White



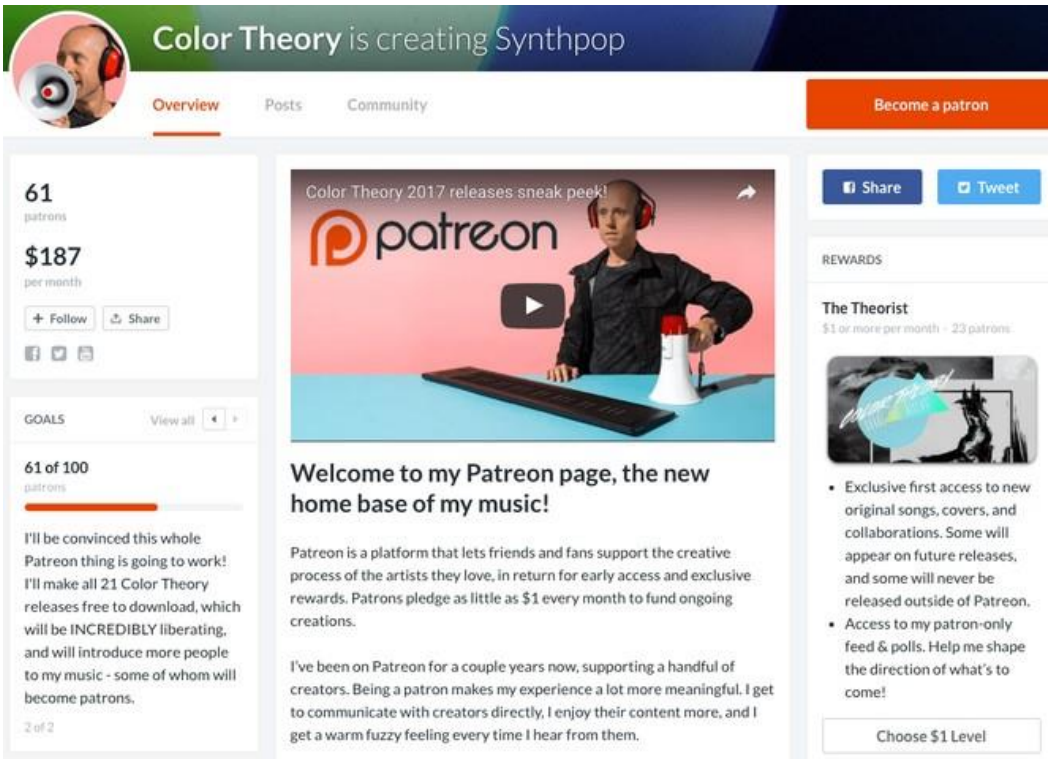
Events and monthly art walks are good at bringing in more clientele.Wig Out (picture above) is one of their popular fundraiser events that KSpace has during after hours for art education. Another popular event is the ArtWalk. It is every first Friday of the month with different art exhibits connected to different themes, depending on the month or holidays.

Educational and good connection with students (programs K-12 classrooms, Summer Mural Arts Program, Art Labs for teens). Major murals around downtown Corpus Christi. Loteria is one of the most popular murals from KSpace that have been spotted in downtown Corpus Christi.



Weakness (Internal)





Add more social medias like patreon that helps with donations and the customers that pay for the subscriptions get gifts from giveaways as well as livestream so people might also give gifts (money) while showing the gallery and art/artists

Social Media- Make more videos on TikTok that is on theme to events, Post more pictures of the whole venue and of people interacting with art on Facebook and Instagram, More followers on Facebook than Instagram so spread the demographic to teens and young adults too by posting their TikTok on the stories of other social medias and give opportunities for people to repost posts, interacting with clientele (ex: description under post: What artists are you looking forward to seeing tonight?)

Weakness (Internal))





More K-Space merchandise should be made and sold in the gift shop, it should be made with cool designs and bright colors, maybe one or multiple artists can make it every once in a while, sell it on an online gift shop as well as hold auctions for art and merchandise online

Opportunity (external)

After school programs could be held for ages 5-12 so the kids can learn how to paint, sculpt clay, use recycled trash, etc to create art

There could be adult art classes with different themes like twice a month. These can be themed for holidays like valentines day or christmas. It can range from painting christmas cards for family members to making a little clay sculpture of a heart for valentine day. There can also be art classes focused on contemporary art where a new concept is taught each class.

Renting out the museum space for events like birthday parties, luncheons, bridal showers, meetings for corporate businesses, etc (good money maker)

Get the local restaurants (waterstreet oyster bar, Citrus Bay Bistro, aka sushi downtown, portis kountry kitchen LLC, La Playa by the bay) that you sponsor and they sponsor you to work together for the space rental. They can cater the events.

There could be a little ocean themed spot where people could create sea creatures out of trash to hang on the wall or keep if they want.



Getting with local restaurants and sponsor (waterstreet oyster bar, Citrus Bay Bistro, aka sushi downtown, portis kountry kitchen LLC, La Playa by the bay) each other by handing out free samples of their food in the gallery while they hand out brochures in their restaurants



Surf shops like Benjamin's surf and skate shop and other organizations like TAMUCC host beach cleanups. They could donate the trash they collect and people can make their art out of that as well.

Once a week, have an interactive spot in the exhibit where people can create their own art with something like recycled products or trash found at the beach that has been washed. Many people like to support helping the environment. This can also just be painting a rock too.

Threats (external)

Competitors out of Town	Camps	Educational Programs
Contemporary Art Museum of Houston	Offer No camps	**Teens program:** Description: invites teens to learn about contemporary art, the world, and themselves by visiting the Museum, participating in programming curated by their peers, applying to be a part of CAMH's Teen Council, and experiencing exhibitions featuring work by Houston-based teenagers Ages: does not specify. It just says teens
Mcnay Art Museum	Offer No camps	**Educator programs:** Description: Holds programs for educators like art teachers to come and learn more!

Competitors in Town

Art Museum of South Texas



Camps

Spring Break Camp 2023

Available to: Children ages K5-12
When: March 13 – 17, 2023
Description: Rainbows, insects, birds, flowers, and more will be featured in our painting, collage, and sculpture projects in this fun-filled week of fine art! Pre and After-Care are available for an additional charge
Price: $200 for members / $275 for non-members
Pre-Care: $35 (7:30am) / After-Care: $45 (5:30pm)

Threats (external)

Previous Camps:
The Fine Art of Summer Camp
Description: The Art Museum of South Texas hosts ten different sessions of visual and performing art camps throughout the summer.
What they do?

- Students are instructed in a variety of visual and performing art activities such as drawing painting, printmaking, ceramics, pantomime, improvisation and musical theater, :

Ages: Kindergarten - 12 years old
Dates: June 6 - August 5th (Mondays- Fridays)
Time: 9am - 3:30pm
Costs:
AMST Members - $200 per session
Non Members - $225 per session
** Siblings discount and scholarship available **
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Educational Program

Secondary Touring Program
Description:
Middle school students and Art I high school students in CCISD receive a one-hour preparatory session that includes a slide show and hands-on lesson. Art classes will receive a guided museum tour and take part in in-depth discussions about the art, artists and their historical and social significance.

ArtReach Program

Description: this program makes art accessible to rural and urban populations throughout South Texas.

What they do?

- Present artworks from the Museum's Collection
- Illustrate the importance of art appreciation
- Use multimedia technologies to expand upon TEKS-integrated curriculum and student exhibits
- Facilitate Museum visits with rural schools
- Act as a regional resource for teachers
- Enrich the cultural connections of South Texas through exposure to regional artists

Corpus Christi Museum of Science and History

Offer No camps (2023)

Previous Camps:
The Wonderful World of Science Summer Camp

Description: parents are allowed to choose between 11 themed weeks of science day camps that will cover various subjects like biology, chemistry and physics.

Age: 5-13 years old
Dates/Times: June 6 - August 5th
Time : 7:30am - 5:30pm
Costs $270

Educational School Trips
Description: Allows schools to schedule trips to the Museum.

Cost: $15 per student ($20 per student for Gross Anatomy, CSI)

Maximum #: 60 students
10 students = 1 Chaperone (additional chaperones is $10)

Girl Scout Patch Program



Description: Allows Girl Scouts to learn the ever expanding universe, or the vibrant lives of historic Texas Women to build and control your own robot.

Benefits:

- Girl Scouts receive 12 patches throughout the program

Costs?
Members Fee: $285.00 for up to 19 participants ($15 per each additional participants)

Non Members: $350 for up to 19 participants ($20 for each additional participant)

Materials and instructions included in package

Boy Scout Badge Programs

Description: The museum gives Boy Scouts the opportunity to receive up to three science themed badges through programs offered during the year.

Costs:
For Members: $15
For Non Members: $20
** Materials & Instructions Included **

Section 2-2: Traditional Media & Social Media Presence

Background Traditional Media Presence:

- Partner with Hotels to showcase brochures
- Partner with media production majors in different Colleges/Universities starting in Texas (also school magazines/newspapers)
- Portal to sale the merchandise online/auction items
- Booths giving freebies and brochures
- Send out consistent newsletter (monthly, bi-monthly, etc)

Website:

- A tab to show upcoming and past events
- School Field Trips (K-12) bring pocket money for gift shop

Text Reminders:
Update on upcoming events, Keep up with news and make relevant announcements, Discount specials on renting space for birthday, wedding, & other events, referral deals

Examples-



Resources:

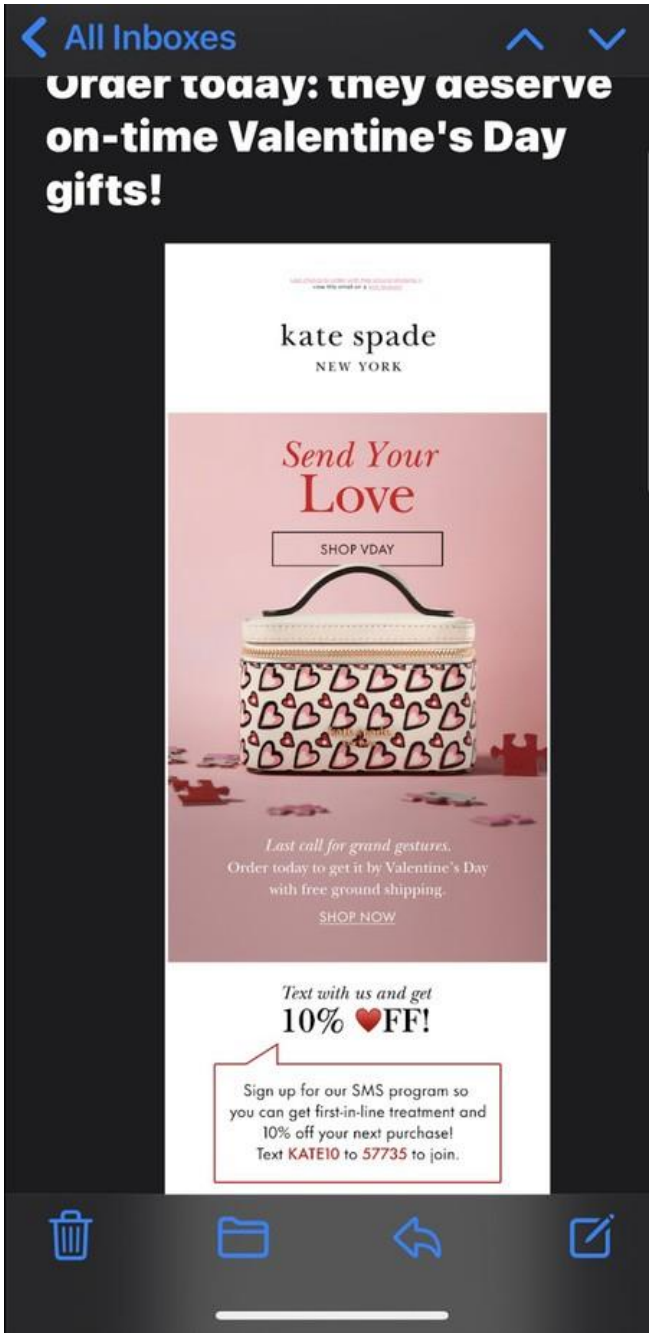
- Social Media Calendar (Add Holiday posts, National ___Day posts). A social media calendar is used to plan out what content you will post on your social media accounts. You can pre plan content so that you always have something ready to post and can push out more ideas. I added a calendar with national holidays that can be used to plan easy content that corresponds with KSpace celebrating that holiday





Background Traditional Media Presence:

- Partner with Hotels to showcase brochures
- Partner with media production majors in different Colleges/Universities starting in Texas (also incorporating school magazines/newspapers, such as Island Waves)
- Collaborate with TAMUCC Graphic design major students to create designs for a webpage or Social Media banner.
- Portal to sell the merchandise online/auction items
- Booths giving freebies and brochures (Example: Tabling at Breezeway near Bell Library)



Newsletter:

- Send out consistent newsletter (monthly, bi-monthly, etc)
- Include upcoming events/exhibition information
- Add social media handles to bottom of email chain.

Social Media Presence:

Current Social Media: TikTok, Instagram, Facebook, & LinkedIn

What is needed:

- TikTok: Create Content while at KSpace Event, Create Trends (Share your art to be featured), Keep with current trends and adapt them to their niche, Showcase the different artists (about their art, day in their life), contest for artists to be on their merchandise
- Twitter: Network with other local businesses, Update on upcoming events, Keep up with news and make relevant announcements
- Text Reminders: Update on upcoming events, Keep up with news and make relevant announcements, Discount specials on renting space, referral deals
- Social Media Calendar (Add holiday posts, national ___day posts)

How to find current trends:

- Use explore/search page to see what is trending on TikTok/Instagram
- Scroll and see what songs/skits formats are most common
- Pay attention to hashtags
- Take notes from the bigger TikTok influencers/business accounts and take inspiration from what they post

Examples:

https://www.tiktok.com/t/ZTRstbf8B/

https://www.tiktok.com/t/ZTRstKH3W/

Social Media Engagement:

- Photo opportunities (Photo Booth at studio)

Example-



- Partner with TAMU-CC to get students to post on their social media for potential credit
- Small Giveaways and Discounts

Example-



- Add Countdowns to social media

Example-



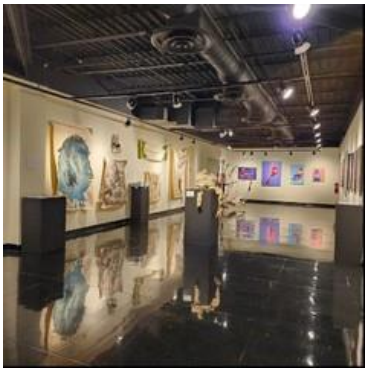
Section: 2-3 Competitors




Local

- Art Museum of South Texas - https://www.artmuseumofsouthtexas.org/
  - The Mission of the South Texas Institute for the Arts (the Institute), doing business as the Art Museum of South Texas, is to operate educational facilities and an art museum which advance the awareness, knowledge, appreciation and enjoyment of the visual arts for residents and visitors of South Texas.





- Art Center of Corpus Christi - https://www.artcentercc.org/
  - The mission of the Art Center is to nurture and promote regional artists and art as a service to our diverse community.

Local Educational Programs

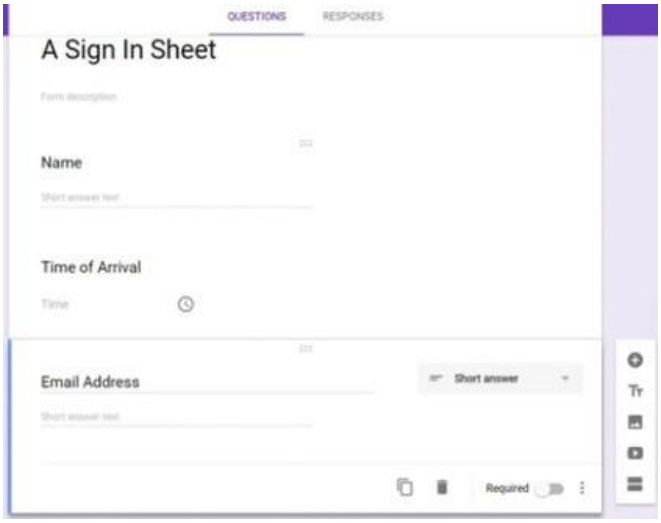
Boys and Girls Club-Corpus Christi

- The Boys & Girls Clubs of The Coastal Bend (BGCCB) fills the gap between school and home for youth ages 6-18. Through our efforts, we are able to reduce the risk of children and teens being unsupervised, unguided, and unsafe when school is not in session. BGCCB's after-school programs provide unique experiences that expand our youths learning opportunities and provides a lifeline for working parents. In 2021, BGCCB served over 2,480 youth through our after-school programs, summer camps, sports leagues, and community events at five locations: the Greenwood Unit and four on-site after-school program at London ISD, Flour Bluff ISD, and Ingleside ISD.

Section 2-4: Merchandise, Personnel and Volunteers

Personnel K Space Needs:

- A Crisis Team
- A Marketing Manager
- Advocacy Director
- Volunteer Services Director
- Social Media Coordinator
- Community Outreach Coordinator
- Fundraising Coordinator



Recruit Volunteers:

- For the skills needed you can put flexible schedule, peoples person (outgoing), creative, hardworking
- For the opportunities you can put how they could get credit for service hours that can go on their resume.
- High School students can be used for a educational program to help them get their foot in the door if they are interested in that work (High schools used can be Ray, King, flowerbluff, Veterans Memorial)
- college students(reach out to art departments), Find a graphic design team on campus so they can create flyers. (For colleges/universities use Del Mar College and Texas A&M - University Corpus Christi) you can also get college credits or extra credit in your classes for volunteering
- Set up a “refer a friend” system and give a prize whether it's money or free merch for them signing up. Each sign up can be a entry ticket for a prize
- local artists, arts lovers.
- Media platforms: Post links for volunteer sign up. (could do a 2-3 hr shift possibly giving them a free meal or merchandise bag) In order to make the form, go to google forms and there are different templates you can use and you are able to create your own questions i.e. “what shift would you like to volunteer for” and post different options and then just add any other questions needed (maybe if you want to give a free shirt for volunteering you can ask for shirt size)



- Facebook- post stories with sign-up link, upload posts to find volunteers, create volunteers groups

- Instagram- post stories daily to get the word out with flyers showing the dates and activities/post pictures to their account giving credit/showing people that came out to help, pictures of the events and the the crowd all dressed up for the DDLM festival,
- Tiktok- make a short video of the DDLM Festival to grab their attention to come out and volunteer - recommended to using trends, popular hashtag and music post stories with sign-up links
- Twitter- make hashtags and post pictures, videos, or even regular post about the DDLM Festival
- Short videos: Tiktok, Instagram's reels, Facebook's reels , Youtube's shorts
- Create short youtube ads (done) - collaborating with student's youtube channels for free advertising

EX:https://www.youtube.com/shorts/FeUzvUcamHE

- local news channels: asking the partners to help introduce the recruiting news to their audiences on media (KRIS TV 6 , TV10, Telemundo, KIII TV 3, Magic 104.9, Retro 104).
- New Merchandise Ideas:

-Stationary- Pens, pencils/color pencils, Binder, Folders, Eraser, DDLM candles, DDLM handfans, DDLM magnets, pencil sharpener, Sticky Notes with Art on them, Calendar with different art

- Apparel- DDLM Masks, DDLM Jewelry, Tote Bag with K Space logo, DDLM Tote Bag, Tank Top Hoodie, Tank Top with K Space logo, Tank Top with artwork
- Arts- puzzles, DDLM Face paint, DDLM photobooth, Paintbrushes, Temporary tattoos, DDLM Buttons, Button with K Space logo, Buttons with artwork, Stickers with K Space Logo, DDLM Stickers, Stickers of art
- Miscellaneous- DDLM koozies

Section 2-5: Local Partnership

Local Partnership (is that all on website)

1. Sponsors / Partners are located in two places online: https://www.kspacecontemporary.org/donors and https://www.diadelosmuertoscc.com/thank-you-sponsors. They are arranged in order of highest to lowest donation amount. Donors at the top are $40,000-25,000 and progress down to $250. We list in-kind partners here as well. If you have questions about specific ones, feel free to ask.
2. Sponsor Notes -
    a. Grants - National Endowment for the Arts (NEA), Texas Commission on the Arts (TCA), and City of CC ACC are Grants from $10,000 to $15,000.
    b. Visit Corpus Christi (VCC) - Statewide, National and some international advertising for Dia de los Muertos Festival (DDLM) and free online listing for all K Space events. See further info in Media Collabs.
    c. See info under Media Collaborations - some sponsors give more than cash or trade services for their sponsorship

Additional Partners:

1. City of Corpus Christi - Senior Recreation Centers for outreach, DDLM planning and security (CCPD)
2. Antonio E. Garcia Arts & Education Center - provide exhibit space for our DDLM Youth Art Exhibition, Host DDLM Kick-Off Party, and work with us on workshop space.
3. Numerous business partners for DDLM Entertainment: SKIP Entertainment, Mellon Sound, local and regional musicians / bands / entertainers.
4. RTA (Regional Transit Authority) runs Park & Ride Service for DDLM.
5. Area Art Organizations - Art Museum of South Texas, Corpus Christi Art Center, Rockport Center for the Arts, Port Aransas Art Center - usually speaking engagements to inform people about our orgs., art fairs, festivals, occasional exhibitions.
6. Local Dance Companies and college dance groups (perform at DDLM Fest)
7. Past Partners who we may partner with again in future: Esperanza de Tejas (Creating Hope - a program for art therapy workshops and exhibition), CC Main Library (Youth classes, summer camp and exhibition), GROW Local STX, The Purple Door
8. La Palmera Mall - Exhibition space and mural locations
9. Whataburger- Possible fundraiser opportunity
10. Electra Art- can partner with kspace by letting kspace use the artist at electra art to design some art pieces and kspace can sell those and generate money.
11. Retro 104.1- can partner with kspace and give a number of shoutouts to kspace per day and that'll give kspace more exposure and the potential of more people to events that'll will be held which could bring in more donations and/or even artists
12. Hill Law Firm can partner with kspace by donating some money which will allow kspace to operate with a little bit of room. Hill law firm is known to be very generous with their money.

Local Potential sponsorships

- ❖ American Bank Center- can be a space where art can be placed throughout the building or a place where art shows can be held.
- ❖ CHRISTUS Spohn Hospital- could be a place where kspace can have art up to help comfort and/or put smiles on patients faces
- ❖ Corpus Christi Aquarium- could host a show or have paintings from kspace or made by kspace artist and students of the different animals or things at/in the aquarium to promote kspace
- ❖ New Life Refuge- new life is known to be generous and help people. Their mission is to help, so we can use them for a promotion because the amount of families they reach world wide.
- ❖ United Way of the Coastal Bend- they specialize in helping plan fundraising and finding the best opportunities. They can help kspace find as many fundraising opportunities as possible.



Section 2-6: Local Artists

K-Space is well known for their outreach and connection in the coastal bend community, while they keep connections with hundreds of talented artists, we recommend new innovative approaches to art casts. Listed below is a list of local artists (and non-local) who we would recommend K-Space to use for Dia De Los Muertos and Exhibition pieces in the upcoming future.

Category	Name	Origin	Contact	Style	Relevant Link
Local Artist	Noe Perez	Corpus Christi	N/A	Contemporary Painter	https://artcloud.com/artist/noe-perez
Local Artist	Carlos Villarreal	Corpus Christi	October_flou	Photography	https://instagram.com/october_flou?igshid=YWJhMjlhZTc=
Non-Local Artist	Jill O'Bryan	New York	N/A	American Contemporary Minimalist	https://www.jillobryan.com/
Non-Local Artist	Nina Chanel Abney	Chicago/ NYC	Ig: @ninachanel	Abstract Contemporary	https://www.ninachanelabney.com/
Dia De Los Muertos Artist	Pistolera Art Albert Acosta	Los Angeles, California	Albertacostaart.com Pistoleraart@gmail.com	Animation/ Paint	N/A (see detailed portfolio)
Dia De Los Muertos Artist	David Lozeau	California	@davidlozeau	Painting/Print	https://www.davidlozeau.com/

For the Local Artists we included various photographers working out of Corpus Christi. As customers of K Space, we've noticed that photography is not as often a style that is exhibited at KSpace and is a very popular form of expression for many smaller and local artists. It could be a unique and interesting exhibit to have local photographers highlight the photos they've captured here in Corpus Christi and celebrate the art form as well as celebrating our local scene and culture.

In the Non-Local section we mention statewide and national artists. Many of these artists include more abstract and colorful styles. These recommendations are for the exhibit at K-Space which is usually already eclectic and bright. For statewide and national artists, it is imperative that K-Space recruits these artists and creates and fosters relationships with them. It is a mutually beneficial relationship as K-Space offers geographical popularity for artists constrained in their regions, and promotes these artists to potentially come to Corpus Christi and generate an overall artistic image to the city over time. Making K-Space and Downtown Corpus Christi a destination for tourists and art enthusiasts.

Dia De Los Muertos is K Space's largest and most popular event, so it seemed crucial to highlight artists who specialize in celebrating Dia De Los Muertos in their art. In our third section, we included local and national artists who provide rich and lively displays of the culture and story of Dia De Los Muertos. K Space could utilize these artists, or artists similar, with a Dia De Los Muertos exhibit in partnership with their annual festival. Another way to utilize this would be to decorate the Ofrenda or Dia De Los Muertos altar with art made by artists who celebrate the culture and tradition.



Section 3: Primary Research



Name	Age	Gender	Occupation	Hometown	Hobbies
Gina	45	Female	Realtor	San, Antonio, TX	Travel & Cooking
Francisco	24	Male	Substitute Teacher	Corpus Christi, TX	Film making & Editing
Brianna	23	Female	Co-Editor and Chief of Island Waves	Corpus Christi, TX	Gaming & Play with her dog
Sam	19	Female	Student	Portland, TX	Going to the gym
Jenna	56	Female	Real Estate Agent	Oklahoma City, OK	Doing Yoga and Live Music
George	23	Male	Sales Representative	Corpus Christi, TX	Gaming & Exploring outdoors
Rachel	19	Female	Student-Athlete	Sugar Land, TX	Playing golf, working out, listening to music, and going to the beach
Precious	18	Female	Student/KFC Employee	Corpus Christi, TX	Gaming, watching movies, eating out with friends
Ricky	21	Male	Student	Falfurrias	Playing word games, dogs, human rights activism
Brianna	27	Female	Youth Center Supervisor	Corpus Christi, TX	Being with family, watching movies & shows, listening to music, and shopping
Liz	24	Female	Student	Corpus Christi, TX	Being with family, watching movies &

					shows Listening to music, and shopping
Ang	21	Female	Fell-time student	Tomball, TX	Online shop, playing with her dogs, reading, volunteering
Christine	25	Female	Account	Hue, Vietnam	Cooking & Gardening
Jianni	20	Female	Student	Houston, TX	Painting, Playing Fortnite, Starbucks, Her cats
Simeon "Sim" Fryer	25	Male	Student-Athlete	Philadelphia, Pennsylvania	Playing basketball, shopping, being a dad, hanging with teammates
Sav	19	Female	Barista	Brouddus, Texas	Reading, writing, shopping, thrifting, going walks,longboarding
Jordan Roberts	20	Male	Student-Athlete	Dallas, Texas	Playing basketball, working out, listening to music, going out with friends
Jan	22	Female	Park Ranger	Corpus Christi, TX	Art/painting/ drawing
Sam	24	Male	Manager at Michael Kros	Corpus Christi, TX	Fashion/ Art/
Pam	23	Female	Events Specialist	San Antonio, TX	Foodie/ Music/ running

Interview Findings

Theme 1: Strength & Weakness

Common themes that our interviewers mentioned was location and knowledge of Kspace, Kspace social media presence, and specific events of Kspace. Most of the participants didn't know who Kspace was or were unaware of them. Whether they were local or outside the area like San Antonio the participants have no idea of who Kspace was. Based on this information it was concluded Kspace lacks in attracting tourism from the community and people out of town. Kspace has a decent amount of followers, however they lack in media interaction with their followers. All participants said that social media is a very big part of a business and their advertising. KSpace social media presents are most active on facebook and instagram but should have more social media presents on TikTok. "I would like to see transparency, connecting to their followers/customers. What I do not like is when brands ignore their consumers or don't show any genuine interest." Specific events of KSpace such as art walk and Día de los Muertos are important to give KSpace exposure and give back to the community. All of the participants

have been to an art walk or something like an art walk, but some participants did not know that KSpace was affiliated to the artwalk. “I think it brings in people to celebrate artists' work, especially with it being downtown it creates a party atmosphere and brings in not only people who are interested in art but the general public”.

Theme 2: Opportunity & Threat

The interview results showed that cost/price of gift shops does not affect the spending habits of the clients since they view gift shops to be high priced already. The results also implied that museum spaces make a nice place for an event because our interviewees seemed to be unopposed to the idea of having a party in museums. Relationship building seemed like a good idea as well. The interviewees mentioned having benefits for people who become members. Lastly, our interviewees expressed how they enjoy colorful art. Although there can be quality art that is not colorful, having at least some pieces that have a lot of color could also be good.

Theme 3: Social Media

Our Interview results showed that some of the people in Corpus Christi Texas want to see and experience more unique local businesses that are relatable to their culture, ethnicity, and stories. Some of the community in Corpus are also looking to support businesses that are consistent with promoting and creating their content on social media to update them of the events that are about to happen in their local areas. Additionally, some of the interviewees want to see fresh and new products to be put out for the consumers to buy that are relevant and in the current trend that they can see in social media such as Instagram, TikTok, Snapchat, and Facebook. Equally important, the interviewees also added that local businesses should create events that are attractive to younger demographics because they would love to try something different to experience and visit.

Theme 4: Competitors

Our interviewees agree that time is the main reason that people do not attend an art gallery or exhibition. They stressed that the main reasons are that they just do not have enough time to attend, and with other matters such as family, work, and school, there is not enough being offered or advertised that makes them want to go to an exhibition. Our interviewees also agree that K space could have a better presence on social media. Most people that we talked to don’t remember seeing K Space very present on social media. They don’t know very often about events they have or what galleries are up, because it just isn’t very present on their timelines. Our survey results showed that 24 out of 46 people had never been to K Space contemporary, but the majority of them said they would consider visiting an art museum or gallery. So, we believe that proves that just because half of those people have never been to K Space doesn’t mean they aren’t opposed to going. We think that if we implement new programs for kids and teens, this would be a good way to introduce them to the world of art and also an appreciation for art.

Theme 5: Merchandise

In summary, based on our group's interview results and survey's results, young people do not have much experience with art museums/galleries/ exhibitions. Though, some of them expect their time spent at those places should be relaxing and meaningful. To be more precise, their expectation is to see and learn different artworks/ styles/ mediums to appreciate the beauty of art. Others think that the museum/ gallery/ exhibition's space should be set up to create an ideal environment for people to enjoy their time admiring the artworks. Hence, most people agree to spending more time at the museums/ gallery/ exhibitions, even if they have to pay the gate fee (if they're affordable- of course). However, people are not willing to purchase merchandise because they think merchandise is usually expensive/ overpriced and useless. They will only purchase merchandise as long as the mechs are functional and worth the money. Moving to volunteering at museums/ gallery / exhibitions, some people are not interested in being a volunteer at these places, unless artworks being displayed are worth the value, or they can earn some kind of rewards. Some others have a mixed feeling - they're not 100% want to be a volunteer for these activities but will give it a try if they have a chance to learn more about art.

Theme 6: Partnership

Our survey and interview results show that most people don't know about Kspace and all the participants who took the survey have lived in Corpus Christi for at least 2 years. Based on all the results, people who took the survey or that we interviewed don't visit places like Kspace and didn't know there were any in Corpus Christi. The results show that with more advertising and gaining more awareness of Kspace will help with more exposure which will get more people there. Partnering with local business or with the Texas A&M Corpus Christi Islanders men's basketball program will help give the exposure that Kspace needs. The fans of the Islanders can learn about Kspace at games, camps, and/or from the team's social media.

Theme 7: Local Artists

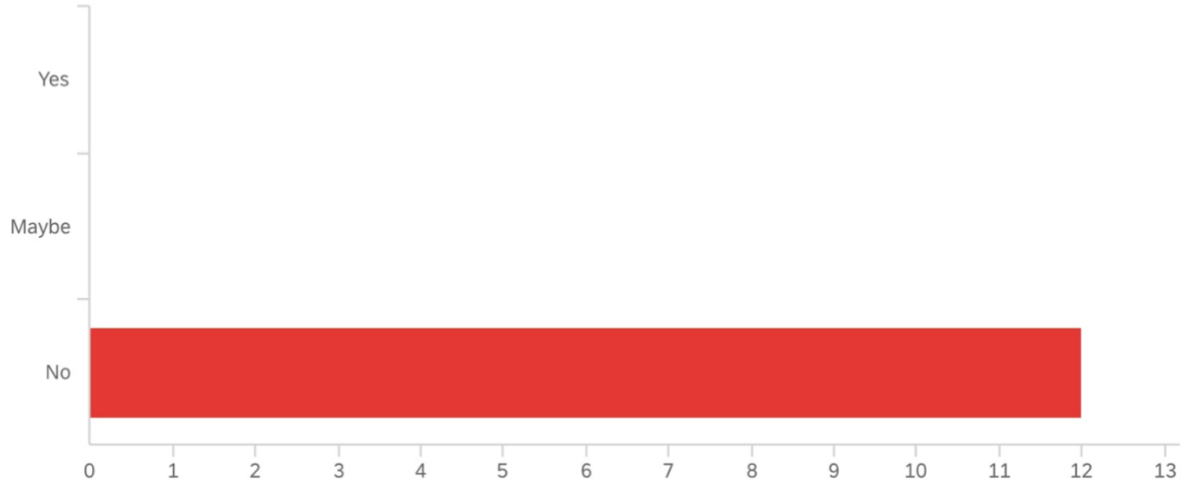
Throughout our interviews, our research found a few main themes. Our interviewees were speaking from the perspective of art lovers and artists in Corpus Christi. We asked them various questions about the local art scene and what they told us was that the art community here is extremely tight knit– which can act as both a strength and a weakness in this case. An interviewee mentioned this closeness in the community being a positive and supportive place to grow as an artist and network for opportunities, while another interviewee cited this closeness as exclusionary of new and diverse artists and can come off as intimidating to those who aren't already somehow connected to this community. Both perspectives are important to consider. This leads into the next theme which is accessible art. The community loves how accessible and affordable it is to consume art in Corpus Christi, but that we could be doing more. Overall, our interview results tell us that the art scene in Corpus Christi is thriving, and now that that foundation is there, there may be room for growth in terms of widening that community for local artists and art lovers.

Survey Results

Survey 1: Strength & Weakness

Our survey showed that the age of people that took it ranged from 19 to 27 and were all Hispanic. Based on the results we concluded that the majority of people lived in San Antonio and Corpus Christi areas and have never heard of KSpace. Everyone agreed that it is important for a business to manage a social media account. Half of the people said they have attended an Artwalk and half of the people said they have not attended an Artwalk. Most people said that they would not apply for an internship at KSpace.

Did you know the lotería mural in Corpus Christi is made from artist that work with Kspace?

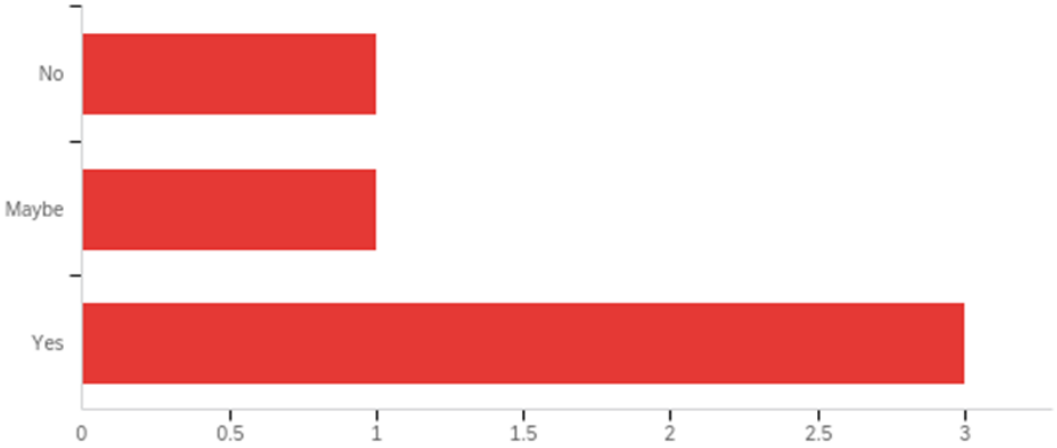


Out of 12 individuals who took the survey all 12 participants said no to knowing who was responsible for the lotería mural in Corpus Christi.

Survey 2: Opportunity & Threat

According to the people that took the survey most of them were unaware of where Kspace is located at. They also suggested pottery as the most wanted activity that they would be interested in taking a class in. The survey also indicated that people enjoy art to be collaborative and fun. More than half of the people surveyed have previously been involved / enrolled into art programs in corpus christi, the cost of enrollment somewhat affected their interests in the program.

Would you host a party at a museum?

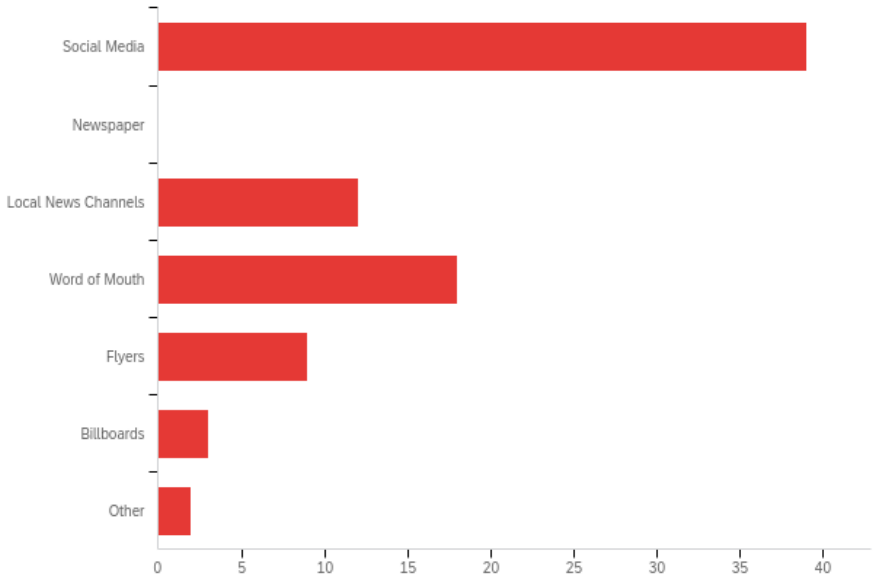


Out of the 5 people who took the survey, the majority are in favor of possibly hosting an private event in the museum space.

Survey 3: Social Media

Our survey results show that the people of Corpus Christi are not aware of KSpace as a business while more interactive activities for the general public would draw in more attention and awareness to the non-profit organization. Social media is also an element of their business that should be improved to further draw in new people to their business. Many people have attended art walks and are willing to buy merchandise made by local artists. Using these factors as well as increasing their social media presence to elevate awareness of their business would be beneficial to KSpace Contemporary. While KSpace is not widely known throughout the Corpus Christi area, highlighting these elements of their business would help bring in new people to their business and the events that they host.

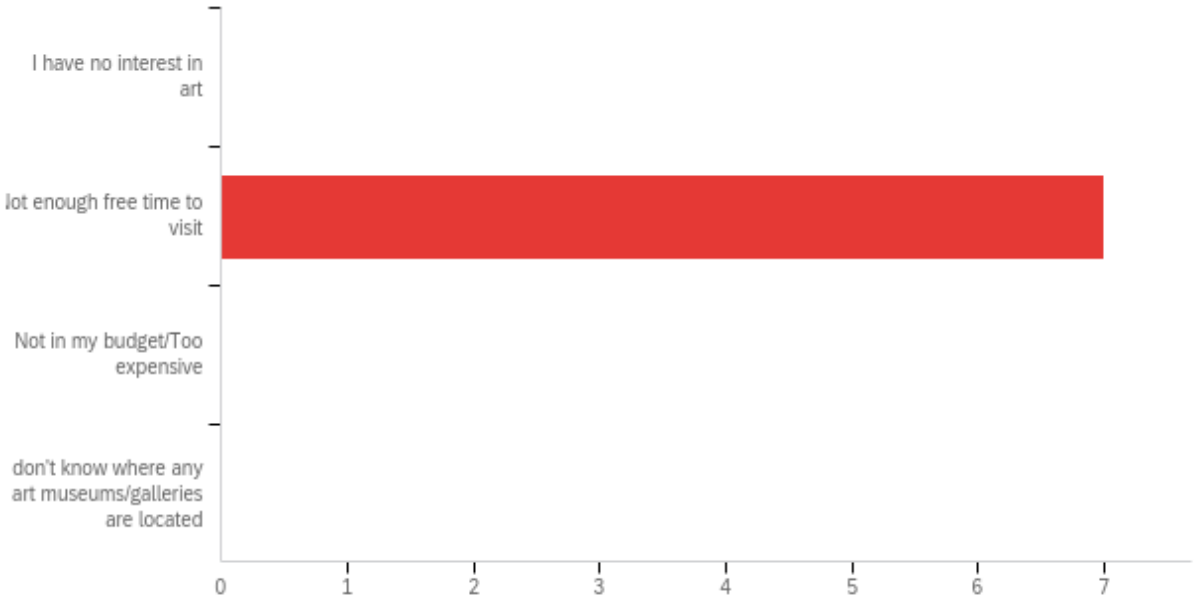
Where do you typically get information regarding upcoming local events?



This graph shows that social media is the most used platform to get information regarding the local upcoming events.

Survey 4: Competitors

What are the reasons why you may not have visited an art museum/gallery?

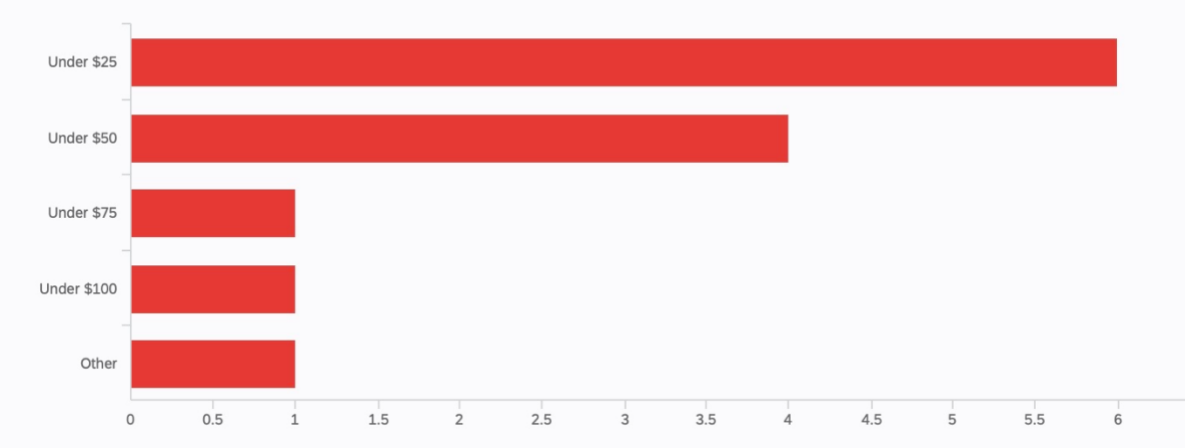


This graph shows that the main reason that people have visited is because they don't have enough free time.

Survey 5: Merchandise

In summary, based on our group's interview results and survey's results, most people agree to spending more time at the museums/ gallery/ exhibitions, even if they have to pay the gate fee (if they're affordable- of course). However, people are not willing to purchase merchandise because they think merchandise is usually expensive/ overpriced and useless.

What do you think is the perfect price for merchandise?

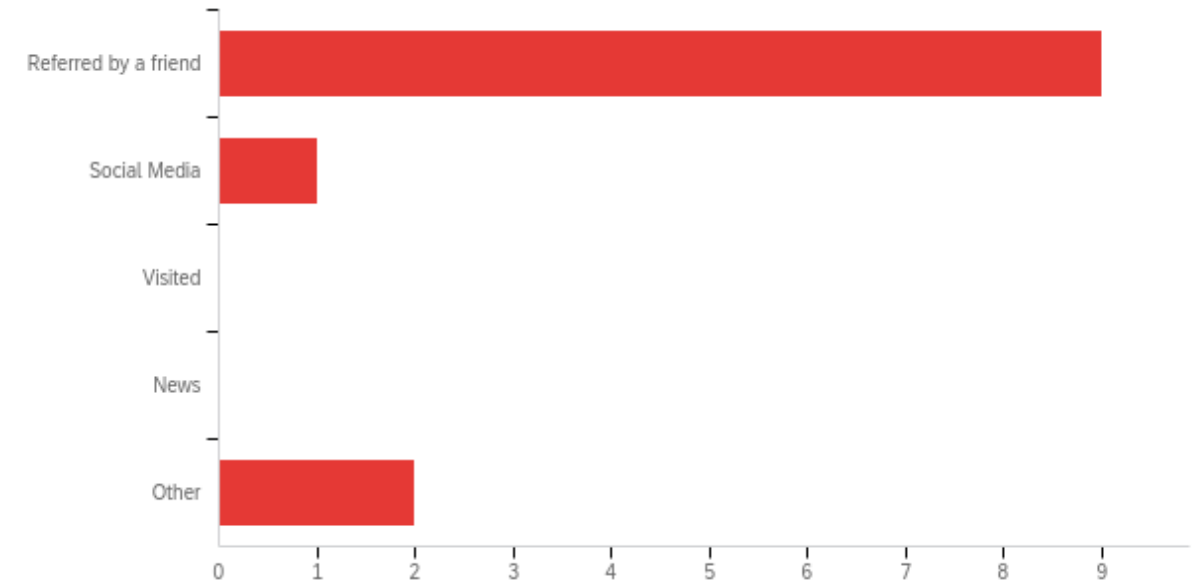


People prefer cheaper merchandise under $25.

Survey 6: Partnership

Our survey and interview results show that most people don't know about KSpace and all the participants who took the survey have lived in Corpus Christi for at least 2 years. Based on all the results, people who took the survey or that we interviewed don't visit places like Kspace and didn't know there were any in Corpus Christi. The results show that with more advertising and gaining more awareness of Kspace will help with more exposure which will get more people there. Partnering with local business or with the Texas A&M Corpus Christi Islanders men's basketball program will help give the exposure that Kspace needs. The fans of the Islanders can learn about Kspace at games, camps, and/or from the team's social media.

How did you find out about KSpace?

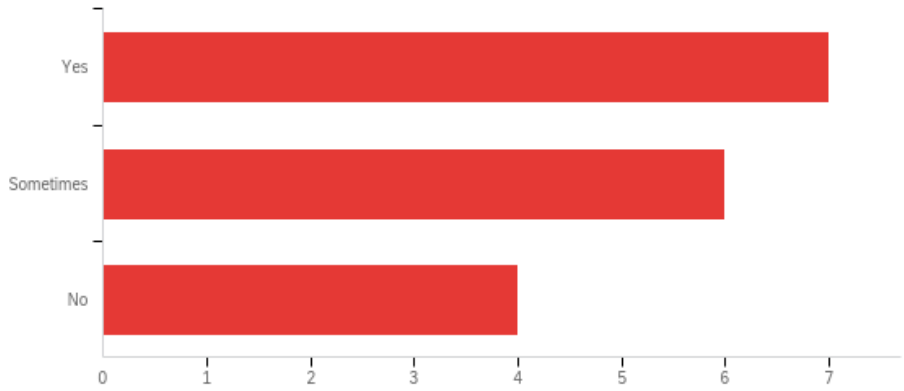


The results showed that most people found out about KSpace from friends.

Survey 7: Local Artists

Overall, our survey found largely positive attitudes towards art in Corpus Christi, but more than half of our participants said they had not been to the Dia De Los Muertos celebration– K Space's largest event. Many of our participants were artists themselves, with over half saying they create art at least sometimes. About 75% of participants were artists, but only about 30% had ever had their art shown to the public. Another noticeable take away from our survey results is that when asked to name a favorite local artist, only three responses were recorded and only two responses named specific artists. This could hint that our participants did not know any local artists or maybe had not been exposed to enough local artists to be able to choose a favorite. The last notable result that we would like to pay attention to was that while almost all participants were fans of contemporary art, only 30% of participants had visited K Space in the last year.

Do you create art?



We asked our survey participants if they create art. Most participants were local and between the ages of 18 and 28. The results tell us that many young locals are creating art.

Section 4: Goals & Strategies

Goal 1
Gaining media coverage. Create 4 radio spot ads for upcoming events or a general statement of who Kspace is to local radio stations such as KMXR and KRYS-FM.
Strategies: Reach out to media outlets more, local broadcast stations, radio, and the paper.

Goal 2
Maintaining a closer relationship with sponsors and members while also creating more opportunities to engage with the community.
Strategy: Using social media to help advertise what KSpace is offering to members, sponsors, and the community.

Goal 3
A major goal to work towards is gaining a bigger media presence using advertisements and traditional/social media.
Strategy: Create a fund to use on advertisements through Facebook, Instagram, and Twitter ads. Post more consistently on social media and reach out to local media outlets like KII, KZTV and Caller-Times to get more coverage.

Goal 4
More incentives for visitors
Strategy: Create more of an experience for visitors

Goal 5
Make merchandise more cost friendly for everyone attending
Strategy: Find a more cost efficient supplier

Goal 6
Make and develop relationships with athletes in the Corpus Christi
Strategy: Have players come to KSpace for a meet & greet.

Goal 7
Provide more exposure and representation for the local artists in Corpus Christi
Strategies: Utilize and grow Social Media platforms by implementing social media campaigns to highlight local artists. Ex. Campaign idea: Local Art Highlights–weekly posts highlighting one local artist at a time who has been or will be featured at K Space.



Section 5: Budget & Timeline



Category	Costs
Strength & Weakness	$30
Opportunity & Threat	$1,274.37
Traditional Media & Social Media Presence	$320
Community Outreach & Visitors Incentives	$792.43 $1000 max
Merchandise and Volunteer	$2,813.69
Partnership	$1,200.08
Marketing Local Artist	$556.91
Total	$6,987.74
+6% inflation:	$7,407.00

Section 5: Budget & Timeline

Timeline

May:

Strengths & Weaknesses: 10% more customers coming into the gallery. Plan summer art exhibits/events

Traditional Media & Social Media *Presence:* Refine social media accounts

Opportunities and Threats: Have a picture day for the artwork for potential social media posts

Merchandise and Volunteers: Research merchandise companies to get a price summary

Launch Local Artists Campaign: Start posting "artist of the week" on all social media platforms.

Competitors: Announce launch of summer kids programs beginning in June

June:

Strengths & Weaknesses: Do fathers day/appreciation events and Pride month events

Traditional Media & Social Media Presence: Create MailChimp Account for newsletters

Opportunities and Threats: Hang up posters and banners for advertising summer programs

Merchandise and Volunteer: Show up to pride parade to show support and to promote potential event

Local Artists: Host raffle activity at June artwalk

Competitors: Complete Registration for summer program, and begin first session of camp

Partnership: Community service event partnership

July:

Goal for the month: 4th of July event and Summer volunteer program for students

Traditional Media & Social Media Presence: Set up text notifications

Opportunities and Threats: Obtaining art supplies for summer programs

Merchandise and Volunteer: Create designs for online ads and merchandise

Local Artists: Wrap up spring/ summer campaigns for local artists social media shout-outs.

Competitors: Complete Registration for summer program, and begin second session of camp

Partnership: Community service event partnership

August:

Strengths & Weaknesses: Collaborate with students events, showcase students art work end of semester and Finger paint event for toddlers for National Coloring Book Day

Traditional Media & Social Media Presence: Back to school giveaway

Opportunities and Threats: Advertise KSpace as an open area for special events

Merchandise and Volunteer: Reach out to local colleges and high schools

Local Artists: Roll out Dia De Los Muertos campaign marketing strategy by highlighting the local artists participating.

Competitors: Invite kids & their families to a large art exhibit event showcasing campers art throughout the summer program

Section 5: Budget & Timeline

Timeline

September:
Strengths & Weaknesses: 9/11 tribute gallery and Collaboration with The Coastal Bend Food Bank during National Food Bank day (Sep. 1st)
Traditional Media & Social Media Presence: Create social media content for Día De Los Muertos
Opportunities and Threats: Preparing costs for Día De Los Muertos
Merchandise and Volunteer: Pass out flyers throughout the city
Local Artists: Continue campaign
Competitors: Begin advertising for Dia De Los Muertos Festival
Partnership: Community service event partnership

October:
Traditional Media & Social Media Presence: Implement paid advertisements for Día De Los Muertos Event
Opportunities and Threats: Host an open house for sponsors and members to advertise Día De Los Muertos Event
Merchandise and Volunteer: Prepare for small Halloween event
Competitors: Prepare for Dia De Los Muertos/ Showcase of campers art.
Local Artists: Use influencers to create content of Dia De Los Muertos
Partnership: Local partnership

November:
Strengths & Weaknesses: Thanksgiving celebration and Veternsday celebration
Traditional Media & Social Media Presence: Post about the success of Día De Los Muertos event for publicity
Opportunities and Threats: Día De Los Muertos Event
Merchandise and Volunteer: Dia de los Muertos event
Competitors: Dia De Los Muertos Event
Partnership: More advertisement with the basketball team

December:
Strengths & Weaknesses: Christmas event and New years auction
Traditional Media & Social Media Presence: Preview/Highlight upcoming events for 2024
Opportunities and Threats: Host a Christmas party for members and sponsors.
Merchandise and Volunteer: Plan and prepare for small christmas event
Competitors: Host a Christmas/Holiday kids program
Local Artists: Roll out I-Engage newsletters to increase student awareness of local art and artists
Partnership: Partnership and community service

Section 6: Evaluation & Stewardship

Evaluation

Goal 1: Creating fun and different activities such as a couples night where the couple makes pottery together or painting with wine.
Evaluation: Collect data of how many ticket sales are collected total at the end of year. Compare the results of last year's event sales to this years.

Goal 2: gaining more involvement from sponsors (adding 10 more sponsors yearly
Evaluation: Sending out invitations via an email monitor system to sponsors. Those who RSVP will be counted. The number of RSVPS counted will be kept track of in an excel sheet.

Goal 3: Increasing KSpace's overall social media presence among the Corpus Christi population
Evaluation Method: Pre-Test & Post-Test
The pre-test will be recording data based on current social media status. The post-test will involve recording the progress after implementing the social media changes and improvements. Programs like Hootsuite can be used to monitor progress.

Goal 4: Create Incentives for visitors of KSpace
Evaluation: Offer summer programs for younger ages to learn to have an appreciation for art. Offer monthly specials and exhibits to make people want to make a trip downtown to KSpace. It could be beneficial to offer these programs for community outreach as well. Since the number one reason that people do not make time to go to KSpace, if there is an incentive or special that could be offered, they will make the trip to KSpace.

Goal 5: Make merchandise more cost friendly for everyone attending
Evaluation: In order to make the merchandise more cost efficient for everyone should start with finding a more cost efficient supplier. It can help to look for a local supplier that way you won't have to pay for shipping and handling.

Goal 6: Make and develop relationships with athletes in the Corpus Christi
Evaluation: Monitor social media engagement

Goal 7: Representation for local artists
Evaluation: Pre-observation and Observation of how many local artists are displayed/shown in K Space. Event attendance counts/tracked by logging attendance at art shows. Social media monitoring of engagement between local artists and K Space. Target Audience: Local artists participation and art lovers in Corpus Christi

Section 6: Evaluation & Stewardship

Stewardship

Reciprocity: refers to an organization showing appreciation to its stakeholders	1. Partner with local businesses and create an event where both businesses are together for the community. 2. KSpace could send out holiday cards to their sponsors and members to show their appreciation and acknowledgment. 3. Organizing the giveaways as a way to show appreciation to consumers 4. After the Art camp is completed, we could have an exhibition of all the campers' art projects for their family to see and a chance to thank them with fun booths, bbq (or any food stands), bounce houses and more. 5. K-space can send out thank you letters as a verbal or written praise as well as a public recognition of their gratitude to those specific organizations. 6. (7)Access to art supplies or studio space for local artists
Responsibility: refers to an organization doing what they say they are going to do and keeping true to their promises it makes to the stakeholders.	1. Be transparent on social media, have a crisis plan if a situation happens. 2. When they post art on social media, they can tag and give information about the artist and contact information. This shows the public that they are honest and work together with the artists to achieve best results. 3. Promise to put all donations back into improving KSpace 4. Holding the summer art camp to teach younger children about the joys of art and also introduce them to KSpace 5. Merch collaboration with local artists to support them. 6. Appreciation post on social media 7. Dia De Los Muertos should highlight and celebrate artists of hispanic/Mexican heritage to ensure that it is an appreciation and celebration of the culture and not an appropriation.

Section 6: Evaluation & Stewardship

Stewardship

Reporting: refers to keeping stakeholders informed about the organization's activities.

1. Sending pitches to the local media outlets. Keeping up with Kspace social media.
2. Being active on social media and informing the public about new events and activities they are offering and hosting in the posts.
3. Creating a consistent newsletter for stakeholders to be updated
4. Rewards or prizes for tagging KSpace in their social media posts and sharing their experiences with other potential stakeholders
5. Upload frequently on social media (ex. Reels, stories, posts, videos, etc.)
6. Update the website
7. University partners receive list of upcoming events for regular I-engage updates

Relationship nurturing: refers to keeping stakeholders at the forefront of the organization's activities.

1. KSpace can send a box of gifts to the stakeholders organization of one of each item in the art gallery. Plus tickets for upcoming events.
2. Offering discounts to repeat customers, members, and sponsors could help build relationships to the public.
3. Have personal aspect to newsletter/text notifications, such as birthday messages and coupons
4. Display Campers art at various events to showcase camp activities and various talents.
5. Community outreach via having school field trips and such and hosting events that work with local schools and artists.
6. Free events
7. Hosting parties or exclusive events with invites to stakeholders, major donors, and inviting key artists to those same events