

Frequently Asked Questions About Rebranding

Q. Why did you make this change?

We rebranded to help ensure that we continue to grow and remain vital for everyone we serve. Our new name will help in several ways. It communicates the artistic excellence and regional impact of our programming. It also clarifies for audiences, artists, funders, and other stakeholders that we're an independent, nonprofit arts organization – one of seven – based in the city-owned Bloomington Center for the Arts. We produce programming in the Center and many other locations throughout the Twin Cities.

Q. Why did you pick the name Artistry?

In just one word, Artistry evokes the kinds of experiences we strive to provide for audiences and the attributes we seek to nurture in artists, including creativity, virtuosity, talent, mastery, craftsmanship, and finesse. It weaves together our current artistic disciplines while allowing for future exploration and experimentation. Finally, Artistry is easy to say, spell, remember, and search for online—and even in the absence of any further explanation, it says a lot about us.

Q. What was the process for picking the new name and logo?

We worked closely with our consultants at PadillaCRT to design a rebranding process that reflected their deep experience with rebranding in general and with past nonprofit clients. The process unfolded over nine months.

At the first stage, the consultants learned about our organization; our current programming and our goals; our relationship with the City of Bloomington and the facility in which we're based; and how our current stakeholders perceive all of the above. They accomplished this by holding numerous meetings with a Rebranding Advisory Committee (RAC) comprising nine board members, staff, and a past board president; by visiting the Center for the Arts under a variety of circumstances; by attending our performances and visiting our exhibitions; and by reviewing materials we provided. Most importantly, they interviewed 30 people representing key stakeholder categories such as theater patrons, gallery visitors, students, artists, donors, and volunteers. Where possible, we selected interviewees who reflected two or more categories.

The PadillaCRT team analyzed what they learned about us in the context of our market and developed a group of potential names. From these, the RAC recommended the name Artistry to our Board of Directors, which voted unanimously to adopt the recommendation. With the name decided, the PadillaCRT team developed a group of potential logos, a potential tagline, and ultimately, color palettes for the logo and related design work. With authorization from our Board of Directors, the RAC selected the logo and tagline we announced on February 3 and launched July 1.

We're extremely grateful to PadillaCRT and the consultants who worked on our project for donating their time and deep expertise to help us arrive at a name and logo we love.

Q. Who was involved in picking the new name?

Our Board of Directors unanimously approved the new name on the recommendation of a nine-member Rebranding Advisory Committee (RAC) that comprised four board members, a past board president, and our executive director and three program directors. Thirty people representing key stakeholder categories such as theater patrons, gallery visitors, students, artists, donors, and volunteers participated in interviews conducted by PadillaCRT consultants to inform the development of name and logo options.

Q. Does the rebranding signal a change in programming?

Our new name and logo signal our commitment to *continue* the artistic and organizational growth that we've demonstrated over the last five years. We seek to continue increasing the quality and reach of our programming, and to provide ever greater value to audiences and artists. We'll soon begin work on a strategic plan for the next three to five years with these broad goals in mind.

Q. How does rebranding help ensure continued growth?

We've grown a lot in recent years. To give just a few examples:

- Sales of tickets to our Black Box Theater productions have increased 78% over five years, and we sold a record number of theater tickets (35,488 total) during our 2013-2014 season.
- The number of children and adults participating in our outreach programs has increased by 470% from 575 in 2010 to more than 3,200 in 2013-2014.
- We became eligible for the Ivey Awards in 2013 – the same year we received a prestigious National Endowment for the Arts “Our Town” grant to partner with the City of Bloomington on a multi-year creative placemaking initiative in the South Loop district.
- Our exhibitions generated more than 55,000 visits in 2013-2014.

As the quality and regional impact of our programming have grown, so has our operating budget, which increased 50% over the past five years. To build on the momentum of this growth for current audiences and artists and to ensure our future success, we need to broaden our base of theater patrons, students, and gallery visitors in Bloomington and beyond; further expand our pool of talented artists; and generate new sources of philanthropic support. We're confident that by focusing on the quality of our programming and its region-wide appeal, our new name and logo will be powerful tools for accomplishing these objectives.

Q. How will people know that Artistry is a place?

We're not a place. We're one of seven independent nonprofit arts organizations based in the city-owned Bloomington Center for the Arts. We produce theater and exhibitions and provide a variety of arts education programming at the Center. We also provide arts education programming in schools, libraries, senior centers, and other community settings throughout the region in collaboration with many partners, and public art and creative placemaking projects are a growing part of our work.

Q. Where do your audiences come from?

Our audiences include people who come to our theater productions, people who take our classes and participate in outreach activities, and people who visit our exhibitions. For theater, 28% of our ticket purchasers live in Bloomington ZIP codes and 23% live in adjacent suburbs. The remaining 51% come from the core cities of Minneapolis and St. Paul (15%), other seven-county metro communities, and greater Minnesota/neighboring states.

For classes, 37% of our students live in Bloomington and 21% in adjacent suburbs. The remaining 58% come from the core cities of Minneapolis and St. Paul (17%), other seven-county metro communities, and greater Minnesota/neighboring states.

We know from surveys that many of our theater patrons and students also visit our exhibitions, but because we don't charge admission for exhibitions, it's difficult to estimate geographic breakdown of the thousands of other gallery visitors we serve every year.

Q. Where do your artists come from?

We work with performing artists, teaching artists, and visual artists to accomplish our programming. Across these groups, 11% live in Bloomington and 11% in adjacent suburbs. The remaining 78% come from the core cities of Minneapolis and St. Paul (43%), other seven-county metro communities, and greater Minnesota/other states.

Q. How much did the rebranding cost?

We were honored and very grateful that PadillaCRT—an internationally-recognized public relations firm based in Minneapolis—selected us as a pro bono client for this rebranding project.

Q. What does the shape next to the A in the new logo symbolize?

The simple trapezoid form leads the eye into the word Artistry and evokes both a framed work of art and a proscenium stage seen from the audience "house left." What do you see?