

Paris Gibson Square Museum of Art, Great Falls, Montana

Cultural Trust and Aesthetics Grant: Operational Support FY24-25

Grant Number: 2449

Communities Served: Cascade County, all of Montana, and Beyond



3rd Grade Tours



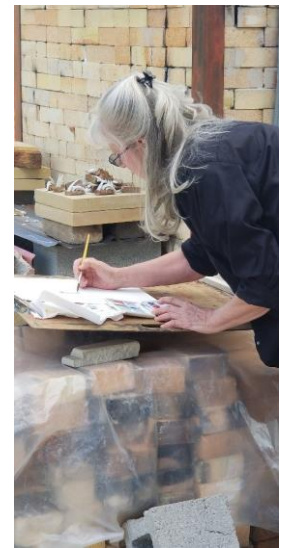
Senior Drawing Class



Love for the Arts: Adults with Disabilities Class



Curative Art Collective



Veterans Art Program

Dear Legislators,

1/8/23

Paris Gibson Square Museum of Art (The Square) has been providing art programming throughout Cascade County, all of Montana, and beyond for 46 years. A highlight of the museum is the education department which offers 6 free art programs year-round under the umbrella of Love for the Arts Programming, which include, 3rd grade tours, a senior drawing class weekly, Love for the Arts adults with disabilities quarterly, Curative Art Collective for high-risk teens weekly, bi-monthly Veterans Art program. and ASL Sign Language Interpreter assistance in the classroom for deaf and low hearing students.

A new online class is being developed to serve the deaf and hearing-impaired population taught by a deaf professional artist. Once launched this art class will be marketed statewide and the state on social media.

The Cultural trust and Aesthetic Grant will be used to support The Square’s mission by spreading community awareness about the museum throughout North Central Montana. The Square strives to reach new audiences and excite our existing patrons. The COVID-19 Pandemic has made it imperative to continue with marketing outreach strategies such as print material but even more importantly through digital marketing, such as geo-targeting, geo fencing, and museum TV commercials, to highlight the museum’s free community art programming and museum art exhibitions. These marketing efforts will increase revenue for overall operations as well as an increase in museum visitation, museum membership, program participation, as well an increase in tourism for Great Falls Montana. The Museum Outreach Marketing Initiative focuses on 2 goals that align with the museum’s strategic plan. The first goal is to produce a commercial about The Square’s Love for the Arts Program and air it throughout Cascade County. The second goal is to raise brand awareness in Great Falls and throughout North Central Montana through digital marketing efforts that will promote exhibitions programming, events, and virtual and in-person art education programming.

Over 30,000 people visit the museum each year to view our rotating exhibitions, over 3,000 of these visitors are from out of state and we provide in-studio art classes for over 2,500 people per year..

Paris Gibson Square Museum of Art is the only contemporary art museum in North Central Montana, and it is our mission to bring contemporary art and culture to our state.

Thank you for your consideration, for all your hard work and for all that you do for the state of Montana.

Kindly,



Sarah Justice, Executive Director



Exhibition Beyond Intention Art Opening Reception

Fall 2022