



Greater Williamsburg CHAMBER & TOURISM ALLIANCESM

For Immediate Release

May 29, 2009

Media Contact: Linda Stanier

757.253.2967

stanier@williamsburgcc.com

ALLIANCE HOSTS WORKSHOP FOR HISTORIC TRIANGLE ARTS BUSINESSES ON JUNE 2

Williamsburg, VA — The Greater Williamsburg Chamber & Tourism Alliance is holding a workshop and networking session specifically designed for arts businesses on June 2, from 1:30 – 4:30 p.m. at the Williamsburg Community Building, 401 N. Boundary St. The free event is open to individual artists and artisans whose livelihood is derived from their art, and to galleries, museums and organizations that generate income from the arts.

Topics covered during the workshop will include the role and economic impact of the arts in today's communities; ideas on marketing an arts/creative business; publicity and promotional opportunities for arts businesses; and current initiatives underway to support the visual and performing arts in the Historic Triangle, including the *Discover the Arts in Greater Williamsburg* brochure and website, www.williamsburgareaarts.com. Speakers will include Stephanie Slocum, Office of Economic Development, College of William and Mary; Kathy Howell, president of Howell Creative Group; and Jodi Miller, assistant city manager, City of Williamsburg, who will lead an interactive session on professional development, local resources and networking opportunities. Also on the agenda will be Bob Harris, vice president, tourism marketing for the Alliance, and Linda Stanier, director, communications for the Alliance.

This event is supported by a grant from the Virginia Commission for the Arts and the National Endowment for the Arts.