



2012 Internship | Art-A-Whirl The Historic Thorp Building & CBC

ART EVENT & PR COORDINATOR

Bohm CRE, LLC is a commercial real estate company responsible for the marketing and management of The Historic Thorp Building & CBC in Northeast Minneapolis. The Thorp & CBC is a creative light industrial building of historical significance that houses over 80 artists and creative businesses. Located in the heart of the Northeast Minneapolis Arts District on Central Avenue, the building is prominent in the thriving Minneapolis art scene. It is also the Birthplace of Art-A-Whirl –the largest art crawl in the nation.

The Bohm company - consisting of 5 people, along with the Thorp & CBC participating tenants, coordinate the Art-A-Whirl event for the building every year in May. For the past few years, a large “group show” event has been held in one of the vacant warehouse spaces in the building. This has given the building distinction and opportunity to promote the Art-A-Whirl event at the Thorp & CBC in a different light.

Event & PR Coordinator:

This internship provides the opportunity to assist in the organizing and promotion of the Art-A-Whirl 2011 event at the Thorp & CBC. The Event & PR Coordinator will experience a wide variety of event planning, marketing and creative promotional activities that are vital to the management of a large art studio building. They will also have the opportunity to network with numerous artists and creative professionals, as well as get involved in the community. The contributions of this position will greatly enhance the group show and the overall experience at the Thorp & CBC during the Art-A-Whirl event.

The responsibilities of the Event and PR Coordinator include, but are not limited to:

- Assist in the efforts to boost participation in the event from the Thorp & CBC tenants.
- Seek out and call on sponsorships, promotional partners, community organizations and artist groups.
- Source opportunities for food and drink for the event, obtain appropriate licensing/permitting requirements and monitor implementation.
- Management of orphan artists and groups for the large group show in the warehouse space.
 - o Layout of event area
 - o Communication with Group Show participants on assigned spaces, keys, responsibilities, fees/deposits, leases and insurance.
- Assist in event production and way finding.

- Implement a hand bill campaign to create street promotion. Distribute flyers/posters throughout the community and be an ambassador for the Thorp & CBC.
- Manage all printing materials for event and contribute marketing and branding ideas.
- Write a press release for the event and distribute to various media outlets (online, print, radio and news stations).
- Assist in the development and promotion of the *Annual Thorp & CBC Art a Whirl Sculpture* program – a grassroots effort to display sculptural art along Central Avenue in front of the Thorp & CBC.
- Source and coordinate volunteers for the event, including the implementation of an information booth for the weekend of AAW.

Preferred Background/qualifications

- Excellent communication and writing skills
- Dependable, proactive follow through
- Highly organized and detail oriented
- Creative with enthusiasm for the arts
- Experience in event planning and obtaining press
- Ability to carry out tasks through to completion
- Must have an outgoing personality
- Graphic design abilities

Benefit

The Event & PR Coordinator will receive a Letter of Recommendation upon completion of the internship. This position has the ability to provide the intern with a multitude of contacts in various creative businesses, as well as the opportunity to participate in one of the largest art crawls in the country.

Dates/Hours

January, 2012 – May 23rd, 2012

20 hours / week + Art-A-Whirl event weekend

Supervisor: Krista Armbrust

Contact Information

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