

*Metrics Associated with the*  
***Impressionism to Modernism:***  
***Masterworks of Early Photography Exhibition 2017***  
*Held February 9 – April 8, 2017*

***April 10, 2017***

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# *Introduction*

- All data was collected by the David McCune Gallery staff during the event.
- The David McCune Gallery management estimated **3,000** attendees prior to the event.
- There were **473** completed surveys.
- Using the **3,000** attendees, the Confidence Interval for this presentation with a **473** Sample Size is **+/- 4.14%**. Because of the size of the sample the Confidence Interval **surpassed** the “best practice” of +/- 5%.



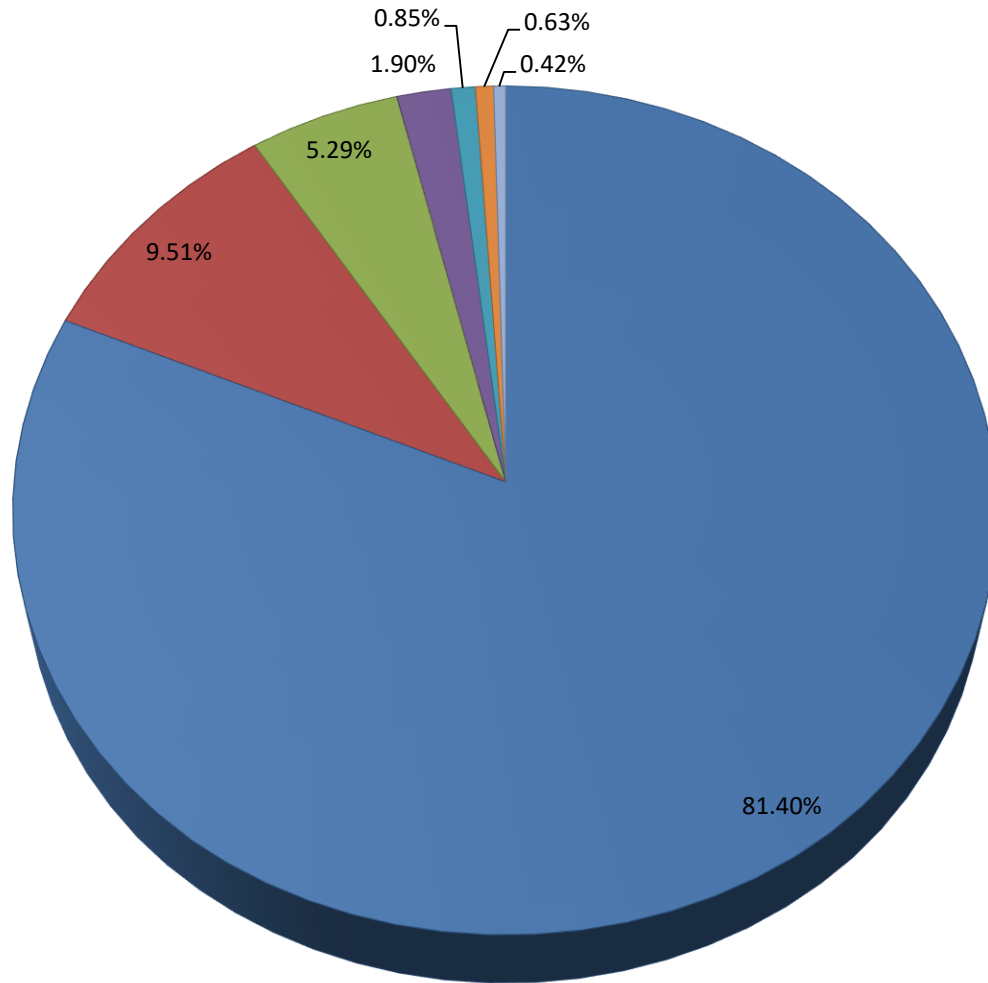
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# *They Identified Themselves as...*



- 81.40% ■ I am from Fayetteville, Cumberland County, or stationed at Fort Bragg.
- 9.51% ■ I am from a nearby county and drove in for the day to attend.
- 5.29% ■ I am visiting the area for other purposes, but heard of this event and came.
- 1.90% ■ I am in the area visiting family or friends and they encouraged me to attend or brought me to this event.
- 0.85% ■ I am here for this event and I am overnighing.
- 0.63% ■ I am here for this event and am staying with family or friends.
- 0.42% ■ I am staying at a hotel and the hotel referred me to this event.



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# Where Were They From?

## Overview

- Only **2** of the **473** completed surveys provided an invalid zip code.
- **447** were from North Carolina and **30** were from more than 100 miles from Fayetteville.
- **4** identified themselves as being here specifically for the event and overnighting in a hotel.

### Top 5 by State

1. North Carolina	447
2. South Carolina	6
3. Virginia	5
4. Georgia & Indiana	2
5. 9 Other States	1

### Top 5 by County

1. Cumberland, NC	373
2. Moore & Wake, NC	11
3. Robeson & Johnston, NC	7
4. Harnett & Lee, NC	6
5. Sampson, NC	4

### Top 5 by City

1. Fayetteville, NC	315
2. Hope Mills, NC	47
3. Raleigh, NC	8
4. Sanford, NC	7
5. Clayton, NC	5

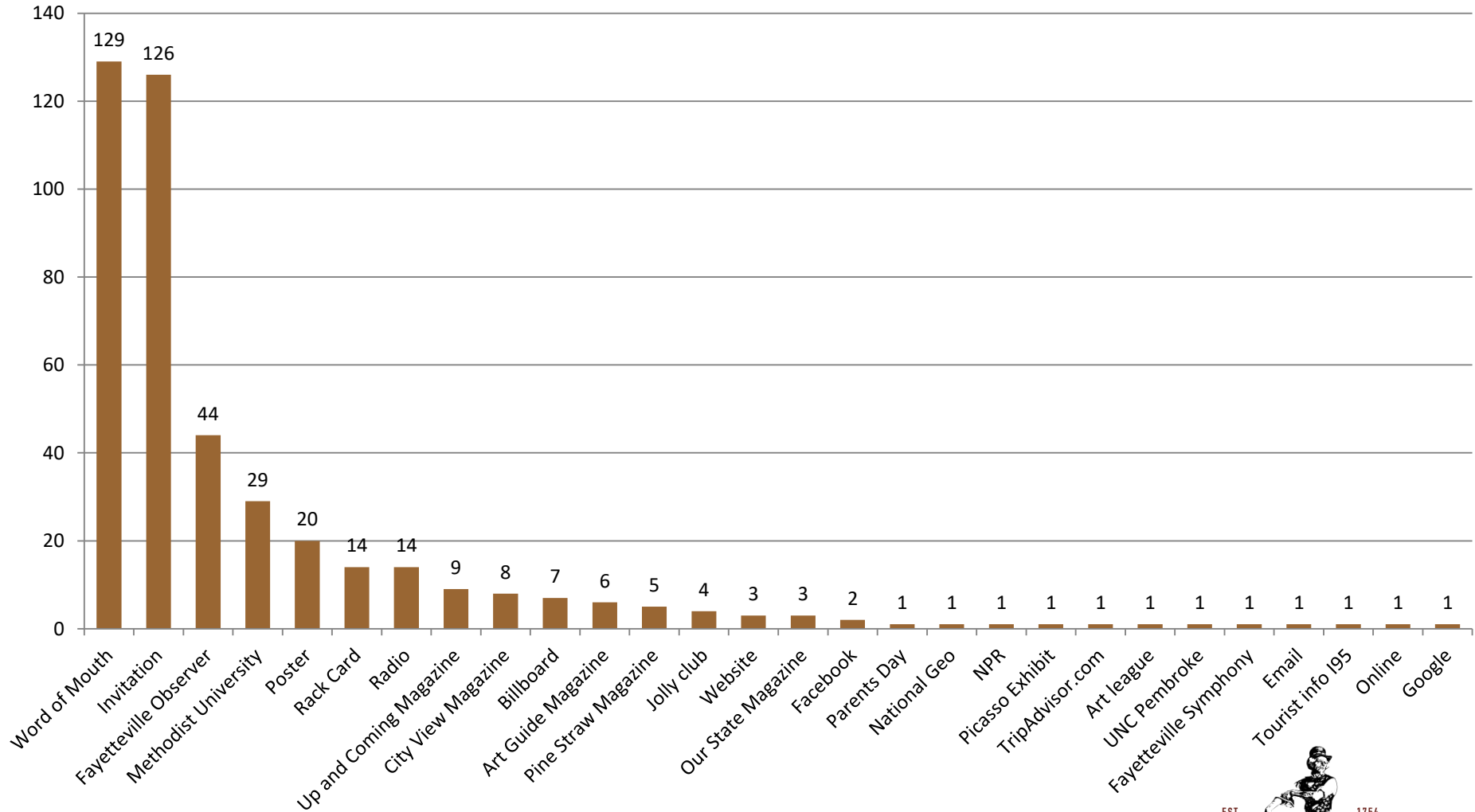


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# How Did They Find Out About Event?



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# Survey Requirements

## Requirement

What is the zipcode where you currently live: \_\_\_\_\_  
(must be a valid 5 digit zipcode)

### I AM: (Select One)

- (1) A resident of Fayetteville/Cumberland County
- (2) Stationed or affiliated with Fort Bragg and live in Cumberland County
- (3) From a surrounding county and drove in for the day for this event
- (4) Visiting the area for other purposes, but heard about this event and came
- (5) Staying at a hotel and the hotel referred me to this event  
A. Which Hotel?
- (6) Here for this event specifically and am overnighting in a hotel  
A. Which Hotel?
- (7) Here for this event and staying with family/friends
- (8) In the area visiting family and friends and they brought me to this event

How did you hear about the event:

- Billboard
- Brochure
- Invitation
- Magazine
- Newspaper
- Posters
- Word of Mouth
- Other: \_\_\_\_\_

\*Specific mediums listed based on presentation made on advertising to be used.

## Information Provided

Page Summary Report					
TDA Masterworks of Early Photography					
As of: 4/10/2017 3:05:13 PM					
Drill down to the answers by clicking on View Results for the entire survey or a given page.					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	545	473	86.79%	00:09:38	<a href="#">View Results</a>
1	543	473	87.11%	00:09:40	<a href="#">View Results</a>



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# *Bureau Generated Publicity*

## Press Release

### Explore the Arts Spring '17 in Greater Fayetteville (NC) 21 Exhibits Showcase a Range of Artistic Expression

Fayetteville, NC – Lovers of arts don't have to look further than the communities of Cumberland County (NC) to explore their passions. The community boasts 21 exhibits in the first six months of 2017. A few of the exhibitions, which feature a range of mediums, are highlighted below. For all exhibits in Cumberland County, go to [www.VisitFayettevilleNC.com](http://www.VisitFayettevilleNC.com).



On January 9<sup>th</sup> at 7 pm, Rosenthal Gallery at Fayetteville State University opens *The Body as a Photographic Narrative: Works by Gray Lyons*. The artist is a contemporary photographer that uses 19<sup>th</sup> century monochrome photographic process called cyanotype. As the name suggests, the process creates cyan-blue images. [www.FSUArts.com](http://www.FSUArts.com)

On February 3, *Reflections: African-American Life* from the Myrna Collet-Lee collection opens at the Arts Council of Fayetteville/Cumberland County. *Reflections* is a celebration of African-American identity through paintings, collages, photographs, textile pieces and works on paper. The exhibit includes noted artists such as Elizabeth Catlett, Romare Bearden, Gwen Knight and James Van Der Zee. See this exhibition during regular gallery hours through March 4. [www.TheArtsCouncil.com](http://www.TheArtsCouncil.com)

On February 9, the David McCune International Art Gallery opens "*Impressions to Modernism: Masterworks of Early Photography.*" The collection chronicles the progression of photography from the painterly Impressionistic work to the modernist aesthetic that calls for photographs to represent the real world. The 46-piece exhibition is organized around Alfred Stieglitz, famed American photographer and husband of Georgia O'Keefe. The exhibition closes April 8. [www.DavidMcCuneGallery.org](http://www.DavidMcCuneGallery.org)

From February 24 to April 8, the Rosenthal Gallery at Fayetteville State University hosts An Invitational Exhibition of Women Artists featuring the work of Sonya Clark. The exhibition features Clark along with acclaimed women artists of color from across the United States. [www.FSUArts.com](http://www.FSUArts.com)

From March 24 through April 25, Cape Fear Studios presents *Cats, Dogs & Ewe Pet*, an exhibition of guest artists' work depicting their pets. This is an invitation-only exhibition. [www.CapeFearStudios.com](http://www.CapeFearStudios.com)

From April 8 through May 27, Ellington-White Gallery hosts an exhibition of mixed media paintings by Savannah, GA based artist Randy Akers. Akers presents a collection of site specific and memory based paintings from locations in the Low Country. [www.Ellington-White.com](http://www.Ellington-White.com)

On June 23, Cape Fear Studios opens the 2017 National 2-D Competition and Exhibit. In its ninth year, this exhibition draws artists from throughout the United States. [www.CapeFearStudios.com](http://www.CapeFearStudios.com)



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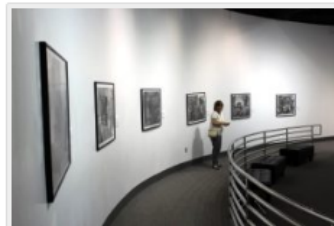
## Blogging

January 3rd – Go Fayetteville Blog Written <http://www.gofayetteville.com/fayetteville-fine-arts/>

### FAYETTEVILLE'S FINE ARTS SCENE

January 3, 2017

The greater Fayetteville area boasts several unique art venues that bring regional, national, and even international exhibits to our front door. Visitors might stumble across a temporary installation on a downtown street, find regional artwork on display in a studio or bookstore, or take in a renowned exhibit at a university gallery. Two such galleries are located at Fayetteville State University (FSU) and Methodist University (MU). As 2017 dawns, we are already anticipating many art exhibits on our calendar, but we are especially excited about the two photography exhibits coming to FSU and MU over the next month.



Rosenthal Gallery, FSU

On January 9, Fayetteville State University will be unveiling ***The Body as a Photographic Narrative*** at the Rosenthal Gallery, located in the Rosenthal Building on FSU's campus. One of the more exciting exhibits to be hosted in this space over the past year was ***Black Panther: The Revolutionary Art of Emory Douglas***, featuring graphic art created by Douglas during his time serving as Minister of Culture for the Black Panther Party.

Now, Rosenthal's upcoming exhibit is bringing to the university works by contemporary photographer Gray Lyons. The artist's technique is that of cyanotype—a 19th century monochrome photographic printing process. Using the female body as subject matter, Lyons has created "narrative-based self-portraits, focusing on issues of identity." This exhibit will remain on display to the public through February 11, 2017.

Housed in the William F. Bethune Center for Visual Arts on MU's campus, the David McCune International Art Gallery has the reputation of consistently bringing renowned fine art exhibits to Fayetteville. Last year was no exception with the celebrated exhibit ***Rodin: Portraits of a Lifetime***. On February 9, McCune's intimate space will be transformed by ***Impressionism to Modernism: Masterworks of Early Photography***.

As artists were struggling to establish photography as "fine art" at the turn of the 20th century, Alfred Stieglitz became the leader of this artistic movement. The photographs featured in this exhibit show off the archetypal works created by the Pictorialist photographers that Stieglitz brought recognition to, but also the works that transitioned this art form from Pictorialism to Modernism. A reception will be held on opening night, and the exhibit will then remain on display to the public through April 8, 2017.

We would be remiss if we failed to mention **The Art Gallery**—located at Fayetteville Technical Community College—which is known to host rotating exhibits that feature local and regional artists. The Fayetteville Area Convention & Visitors Bureau (FACVB) offers a wonderful resource in the **Patri-Arts & Gardens Trail**, for use when tracking down our many other galleries and more. Additionally, details on current and upcoming art exhibits, as well as other events, may be found on the FACVB's **Calendar of Events**.



David McCune International Art Gallery, MU

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# *Bureau Generated Publicity*

## Calendar of Events

Event Calendar Listing Submitted to the following outlets: AAA Go Magazine, ABC 11 Website, Carolina Country, Carolina Festivals, Event Crazy, Fayetteville Observer , VisitFayettevilleNC.com, Our State Magazine, News 14, SC Living, Trip Advisor , VisitNC, WRAL.com

Event Calendar Listing Published at the following outlets: AAA Go Magazine Web, AAA Go Magazine Print, Carolina Country Web, Carolina Country Print, Event Crazy, Fayetteville Observer, News 14 Carolina, Trip Advisor, VisitFayettevilleNC, VisitNC, WRAL.com



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## Social Media Outlets

Information was shared on  
Facebook, Twitter and Instagram



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# *Public Relations Recap*

- 1 press release
- 1 blog post
- Calendar of Events Listings Secured
- Social Media posts



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# *Bottom Line*

- All Tourism Development Authority (TDA) requirements were met.
- The sample size was **excellent** and **exceeded** the “best practices” for sample versus participants.
- Of those participants staying at a hotel, the overall average length of stay was **1** night.
- **0.84%** of participants (**4**) were overnights and came specifically for the event – extrapolated out to 3,000 participants this means potentially **24** people X **1** nights = **24 room nights** (+/- 4.14%)
- **2** participants were referred by hotels.
- **81.40%** were from Cumberland County, including Fort Bragg.
- **9.51%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**30%**) and Invitation (**29%**).
- **19** attendees signed up for the FACVB’s E-Promotion Program and provided a valid E-mail address.
- Those that came for the event and stayed at a hotel listed the following hotels; **Fairfield Inn.**
- Official Hotel Pick Up: **0** Pickup reported.



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# Impressionism *to* Modernism

MASTERWORKS OF EARLY PHOTOGRAPHY

This exhibition has been organized by art2art Circulating Exhibitions, LLC.

*Thank You*

*Proudly promoting the Communities of Cumberland  
County.*



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