

③ Doug Cox (SAT. PANEL)

BWA Narrative 1-5-12

Brattleboro-West Arts (BWA) is an organization of artists and craftsmen defined by the geography of the Whetstone Brook Watershed, approximately 6x9 miles located west of Brattleboro, VT. The membership covers a wide range of media, and intensity of business activity, but all are engaged commercially with their art in some way. BWA is four years old and currently has about 30 members.

The purpose of BWA is: **Section 2. Purpose:** The purpose of the Organization is to improve the artistic life of the West Brattleboro area and the business health of its members through mutual inspiration and support, collaborative marketing, brand development, and improvement of public awareness of the benefits of arts and crafts.

BWA holds monthly potlucks include times for personal and professional sharing, studio tours, trainings and discussion on topic of common interest. BWA also holds an annual open studio tour, occasional group shows and sales events, local and regional publicity, and events for the public. The last has included a series "Making it in the Arts" in which a successful artists is interviewed to share how they got where they are and how their business model works.

Douglas Cox has served as the coordinator of BWA from its founding.

BWA website: [www.brattleboro-west-arts.com](http://www.brattleboro-west-arts.com)

The presentation would describe the formation of BWA as an economic development strategy of the West Brattleboro Association and its evolution. Doug will share what has been learned about what is effective at helping artists be more successful, most recent methods of measuring success, and how BWA fits into the Economic Development Strategy for Windham County.