



*Evening Bloomers* is a one-year program designed to provide comprehensive marketing and support services to senior-aged artists at Leisure World, Maryland. The initiative aims to empower senior artists by enhancing their visibility, offering technical support, and creating platforms for showcasing their work. By fostering community engagement, stimulating creativity, and improving the well-being of senior artists, Evening Bloomers seeks to make a significant positive impact on their lives and artistic careers.

Goal: to empower senior artists by enhancing their visibility, providing technical support, offering exhibition opportunities, engaging the community, and increasing sales and revenue

At the end of this program, participants will have benefited from the following objectives:

- Develop and implement a strategic marketing plan that highlights the artists' work and achievements, reaching a broader audience.
- Provide regular workshops and one-on-one sessions focusing on digital tools, social media management, and online sales platforms.
- Organize at least four exhibitions per year, including online galleries, local art shows, and collaborative events with other art organizations.
- Host monthly workshops and bi-monthly social events to encourage networking, skill-sharing, and mutual support among senior artists.
- Develop partnerships with local galleries, online marketplaces, and art fairs to provide artists with multiple avenues for selling their art, aiming to increase their sales by at least 20% within the program year.