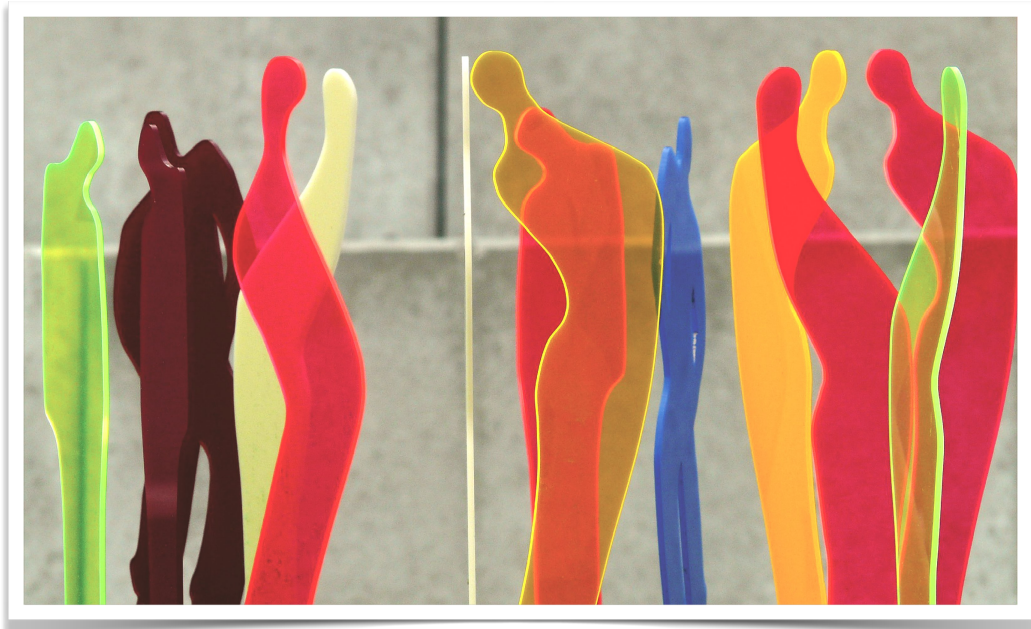


ra RUTHERFORD ARTS ALLIANCE

Connecting Creatives and Community



What kind of arts does the RAA represent?

We take an expansive view of the arts, including visual, performance, literary, culture and heritage, and more! We want to connect people of all ages and have included a youth council in our charter.

You may be wondering...

What's the purpose of the Rutherford Arts Alliance?

The Rutherford Arts Alliance is an independent, nonprofit advocacy group created to identify, unite and promote arts, culture, and heritage throughout Rutherford County. Our mission is to:

1

ADVOCATE

For all aspects of our cultural community

2

PROMOTE

Rutherford County as a cultural and heritage community and destination

3

COMMUNICATE

The social and economic impact of the arts

4

CREATE

Opportunities for networking, collaboration, education & economic success

5

DEFINE

Rutherford County as a cultural and heritage community and destination

As our tagline states, our purpose is **"connecting creatives and community."** We plan a cooperative, not competitive, approach. Partnering with existing arts organizations, individuals, and other groups—representing government, education, business, wellness, and more—is foundational to our mission and our future success.

Connect with us: rucoartstn@gmail.com | On social media as [rucoartstn](#), [#rucoartstn](#), rutherfordartsalliance.org

A list of RAA's current Board of Directors and Committee Leadership can be found [HERE](#).

Why now?

Arts in Rutherford County have reached a critical mass. Here are three examples from 2017:

- An Americans for the Arts study showed that the arts in Rutherford County generate \$31.2 million in annual economic activity—and that's a conservative estimate.
- The Nashville-Davidson-Murfreesboro-Franklin area ranked fourth nationally in arts vibrancy in large communities, according to SMU National Center for Arts Research.
- The inaugural City of Murfreesboro Arts Laureates identified a need to better connect area creatives, putting in motion a series of meetings that led to the alliance formation.

The time is right to leverage our collective strength and take the arts to the next level here in Rutherford County.

As of December 2018, the organization is a registered 501(c)(3) and all donations are tax exempt. We are thrilled with what we have accomplished, but this is only the beginning!

What's next, and how can you help?

We need volunteers and constituents representing all segments of our community to build the alliance into a viable and key resource. Help us shape its future and our local arts vibrancy!

- Sign up today for our mailing list to stay in the know.
- Join us at our next meeting – See social media and [RAA Website](#) for meeting location and time.
- Volunteer now to join a committee and help shape the direction of Rutherford Arts Alliance.
- RAA interest groups have been formed to encourage artists in their particular area of interest. Find out more by visiting our Interest Group page at <https://www.rutherfordartsalliance.org/interest-groups>.
- Become an individual member and/or organizational partner by filling out our on-line membership form [HERE](#) on our website.
- Help spread the word on social media as [RucoArtsTN](#) or tag us now with hashtag [#rucoartstn](#).

How can we help you?

- Check out our resources at www.rutherfordartsalliance.org
- Let us know your ideas!



Case study: Mural connects business and artists, reflects revitalized community

Hoover Paint Store at 200 Jefferson St. in Smyrna features a mural created by local artists and painted by community members in a 2018 project that benefited Carpe Artista community arts initiatives. Sponsored by Hoover Paint and Benjamin Moore, this project models a type of creative collaboration that Rutherford Arts Alliance hopes to foster and promote.