Hi, my name is Emily Blankenhorn and I am here to talk to you about my passion for my new art gallery called Embolden that I am eager to launch in Providence, Rhode Island.

Our mission statement is as follows: Embolden is a not-for-profit organization who gives the most talented youth of America the chance to display their artwork in an art gallery in Providence, Rhode Island: a top rated city for creative art scenes due to its nerdy, hip, and offbeat nature. Through their displays, the artists will make a profit from their pieces and gain recognition from both nationwide and local art dealers.

Embolden is an art gallery for the best of high school artists. It’s located in Providence, Rhode Island for many reasons, one of them being that Providence’s population is a little less than 200,000 compared to New York City’s 8.5 million and Chicago’s 2.7 million. This makes Providence the perfect place for aspiring artists because New York City and Chicago are too large and high schoolers art may get lost in the commotion of everyone else who is also trying to “make it big.” With that being said, Providence’s population isn’t too small, either, to the point that nobody will come. Providence is also rated number two in an article about “America’s 20 Most Cultured Cities” written by Katherine Hunt on travelandleisure.com. Another reason Providence is a perfect location for an art gallery of this type is because Providence is also home to over 20 arts organizations including recording studios, performance centers, art galleries, youth art programs, and more. Many of these are similarly non-profit organizations who are successful within the community, which shows that a new art gallery would have similar success because the Providence community is largely art focused. The gallery is located downtown, but don’t worry, there is lots of parking (there’s an entire website with a list of places to park, most of them are inexpensive if not free). It’s also a simple walk if you live in the city apartments. Embolden is located by the river and neighboring restaurants in order to be a perfect place to hang out for the night after or before coming to the art show. There are also many hotels in the city which I think is important because of the families who may come to visit the city in order to view their child’s work in the gallery.

Embolden holds the show on the first 50 Saturday’s of the year (starting with the first Saturday in January), and finishes on the very last Saturday of the year with the winners show (this means that the 51st Saturday will not have anything going on that night).

Inside the venue there will be wine, soft drinks, crackers and cheese, pretzels, and similar snacks available for individual sale by a local vender.

To further describe Embolden, it is an art gallery that gives passionate, young teen artists the chance to display their artwork in a quirky and creative city. This is an art gallery solely for the display of the greatest high school artists’ works, separated by state. The winning 20 art creations
of each state high school art exhibitions from the previous year will be sent to be displayed here. Each of the 50 U.S. states will have its own Saturday to display its 20 pieces. States will be arranged in alphabetical order, so the first Saturday in January will display the 20 winning pieces from Alabama. And by “art” I mean any physical thing that a student personally, artistically, and physically creates, for example a painting, sculpture, etc.

The viewers who attend the displays will vote on any works they find the best ($1 per vote). After the 50 Saturdays, the winners from each night will be announced and asked to come back during the 52\textsuperscript{nd} week of the year for a 50-piece art show.

The top 3 winners of the final art show will have their art displayed as their own art show in Embolden for a weekend, having all desired pieces for individual sale. All art enthusiasts and dealers will be invited to purchase and give feedback on the art.

I have some fun plans in order to further interest the community to attend our opening night. In order to attract the most guests possible, opening night of the art gallery will be free to get in the door for everyone. I, the owner, will present a simple speech about what the organization is, why it is important to me, and why it should be important to the local community. There will also be samples from local breweries, wineries, and restaurants. Something I think is really cool is that the neighboring restaurant will have a promotion that if you go to the restaurant after you attend the gallery and show them proof that you were at the showing (red x stamped on your hand), then you get half off your individual meal.

As for how Embolden produces an income, there is a $3 entrance fee per person just to enter the gallery. All high school students are free with ID, though, in order to promote their attendance. All proceeds from the $3 entrance fee go directly back to the Embolden and the sustainment and improvement of it. Furthermore, this $3 entrance fee grants the viewer one free vote. All additional votes are $1. How it works is there will be a mail chute underneath every art piece and to vote on the ones you like, you stick the dollar bill through the slit. At the end of the night all the money per artwork will be tallied up and the piece with the most money wins. All of the dollar bills entered into an artist’s work will go directly back to him/her. Another way to make an income is to have Embolden available to be open during a day of the week for local high schools or grade schools to rent out and tour the gallery. I think this is important because this gives the kids an idea of what it’s like inside of one if they’ve never been. It also provides inspiration to the kids because all the works in the gallery are created by kids just like them—anything is possible. Additionally, the employee giving them a tour would not only showcase the works of art but also educate the students about what it’s like to own an arts organization, for those interested in that aspect. I relate this to myself, as I am incredibly horrible at art yet I am still passionate and moved by it, which is why I sought to manage an arts based organization rather than be an artist myself. This could promote and help kids get involved with the arts even if they’re not personally artistic.
We use the income we receive from each viewer/voter for upkeep of the building and lease, utilities, renting contact lists from similar local organizations, and paying all employees. Employees include food/drink vendors, ones who open/close the gallery each Saturday in which there will be around 3-5 hired employees, ones who transport all the art to the gallery, the accountant, and the marketing and advertising team.

We need your help because the local community benefits from Embolden and we wish to continue it, yet we do not have the needed funding to accomplish everything desired. Local food/drink vendors profit from this, it’s an intellectual and educational social event for the community, it’s a simple and fun way to get in touch with other artists not only locally, but nationally too, and it improves one’s networking.

Embolden creates all these amazing things but without your help, there are not enough funds to make it a reality. There is not enough overall income to pay for the marketing and advertising team and state representatives, which is a key ingredient for this gallery. Marketing and advertising would not only have to be conducted locally, but nationwide, too. The team would work on marketing and raising awareness of the event by speaking to schools, handing out flyers, getting radio time, and spreading awareness on all social media. The state representatives would have to keep in touch with the state competitions and relay all information about the gallery to the winning students.

Embolden personally benefits you because as a member of the government, think of all the members of the community who are improving their networking and getting to know more people in the business who can help provide them with a job—this will raise unemployment rates and poverty rates. Also imagine the amount of tourists that a successful art gallery will bring to the city, which will raise the overall GDP of the city itself.

Embolden personally benefits you as a local artist because wouldn’t it be amazing to be able to improve your networking by getting in touch with seeking art dealers locally and nationally and to have educational and inspirational conversations with other art enthusiasts.

Embolden personally benefits you as a local art dealer because the greatest young artists are here at the tip of your fingers, eager for whatever deal they can get from you. Not only will this event help you continue finding unique and original pieces of art, but it also won’t be as expensive to purchase this art compared to the art of someone who has already created a name for himself.

Embolden personally benefits you as a general member of the public because this is a great place to educate your children about art and continue to keep them inspired by viewing the art of other kids their age from around the United States.
Embolden personally benefits you as a **donor** because think of the kids. Not only will this art gallery benefit members of the community, but benefit high schoolers around the United States, too.

Embolden personally benefits you as an **aspiring artist** because it would be a dream come true to have your artwork recognized and sought after by other art enthusiasts. It’s also a great way to begin a career as an artist by getting your name out into the eyes of the public.

So, I ask you to relate to one of the above groups mentioned, and keep an open mind about progressing the art community of Providence, Rhode Island. By donating to this cause, you will be aiding the continuation of success of the inspired youth of the United States of America.