



SpaceFinder **Alberta**
BY FRACTURED ATLAS

Start Your Engines! SpaceFinder Alberta is Online

On behalf of **Calgary Arts Development**, thank you again for participating in SpaceFinder Alberta.

We want to take this opportunity to share ways that your organization can help promote the use of this online tool to direct more people to your listings on SpaceFinder Alberta.

On June 10, 2016 we began promoting SpaceFinder Alberta to the community and driving users to your venue listings. This is still a soft launch phase and we will continue to work towards a fuller, more robust site. The full launch will take place during Alberta Culture Days at the end of September.

We've included a toolkit below to help you promote your listing on SpaceFinder Alberta during the summer to people who are seeking space.

Warm regards,

Joni Carroll & Kari Watson

Handy Links

[SpaceFinder Alberta](#)

[Background Information for Venues](#)

[SpaceFinder Knowledge Base](#)

[Calgary Arts Development Landing Page](#)

[SpaceFinder Alberta on Twitter](#)

Promoting SpaceFinder Alberta to Your Community

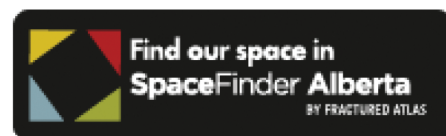
SpaceFinder Canada Brand Guidelines

In collaboration with [Fractured Atlas](#), SpaceFinder is one of the many tools and resources that [ArtsBuild Ontario](#) (ABO) has brought to the arts and culture sector in Canada. SpaceFinder is unique in that ABO has partnered with regional organizations to bring the free resource to new communities where it is needed, including Alberta.

A helpful metaphor for the relationship might be one of a franchise, in which the parent brand is placed into different marketing contexts based on region. As a regional partner, Calgary Arts Development is expected to be insightful and creative with the context, stories and messages we craft.

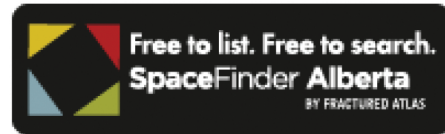
On Your Website

Help spread the word and post a web button on your website. Web buttons can be used on any of your sites as long as they remain unmodified and link to the proper page.



The “Find our space...” button is for space managers to promote your SpaceFinder listing. The button should link directly to your SpaceFinder listing or organization page.

The “Find our space...” button is for space managers to promote your SpaceFinder listing. The button should link directly to your SpaceFinder listing or organization page.



The “Free to list. Free to search.” button can be used for organizations to promote SpaceFinder Alberta. The button should link to the SpaceFinder site at spacefinder.alberta.org.

If you have any questions on how to use these buttons, please contact Calgary Arts Development’s Communications team at [403.264.5330 ext. 201](tel:403.264.5330) or news@calgaryartsdevelopment.com.

Social Media

On Twitter, tag us at [@SpaceFinderAB](https://twitter.com/SpaceFinderAB) or use [#SpaceFinderAB](https://twitter.com/SpaceFinderAB). On Facebook we will occasionally share information on [Calgary Arts Development's Page](#). Please follow us to stay up to date and share our posts, we will try do the same. Suggested shares include:

- Use your accounts to let people know you are on SpaceFinder Alberta and link directly to your listing.
- Showcase photos of your space and tag us in them. We'd love to share them.
- Have an open house or an event where people can get to know you more? Let us know.
- Have Instagram? Tag your images with [#yycLCL](#) and [#SpaceFinderAB](#).

Promoting your Space through Calgary Arts Development

help get the word out and would love to do so. Contact Calgary Arts Development’s Communications team at [403.264.5330 ext. 201](tel:403.264.5330) or news@calgaryartsdevelopment.com.

Key Messages + Facts for Venue Spokespeople

- SpaceFinder Alberta: List a space. Find a space. For free.
- This online marketplace links organizations with space to rent with those who need space.
- SpaceFinder is a tool to help Albertans get more use out of existing space. Less existing space will go under-used less often.
- SpaceFinder is an online marketplace for hourly, daily, weekly and long-term rentals.
- SpaceFinder will strengthen the creative, non-profit and small business sectors.
- Calgary Arts Development has partnered with [ArtsBuild Ontario](#), [Arts Habitat Edmonton](#) and [Fractured Atlas](#), to bring SpaceFinder Alberta to Calgary.
- SpaceFinder Alberta is supported in part by a grant from the Alberta Real Estate Foundation.
- Many groups in the creative, non-profit and small business communities need space for meeting, creating, rehearsing, presenting, collaborating, gathering or celebrating. They spend considerable resources trying to find suitable and affordable spaces—and SpaceFinder Alberta can help!
- SpaceFinder Alberta can help venues reach new renter audiences! Venues spend significant resources trying to find the right renters for their spaces. These might include commercial renters to cross-subsidize non-profit rentals, or it might be renters who fit the venue's mandate (e.g., youth and education).
- SpaceFinder Alberta will strengthen the creative, non-profit and small business sectors. From the user's standpoint, SpaceFinder Alberta will streamline the search for appropriate and affordable space. It will bring more awareness to the community about your facilities and less space will go under-used.

Contact Information

Joni Carroll

Arts Spaces Consultant

joni.carroll@calgaryartsdevelopment.com

Kari Watson

Spaces Database Coordinator

kari.watson@calgaryartsdevelopment.com

SpaceFinder Alberta is a collaborative project by:



Copyright © 2016 Calgary Arts Development, All rights reserved.

You have received this message because you have previously expressed interest in spacefinder.alberta.org.

Our mailing address is:

Calgary Arts Development
501, 237 8th Ave. SE
Calgary, Alberta T2N 0A1
Canada