

## THE CHALLENGE

Artsopolis.com, Silicon Valley's Ultimate Online Guide to Arts and Culture, is constantly seeking options to also provide all-in-one Internet marketing solutions for community-based arts organizations. A program of Arts Council Silicon Valley (ACSV), in partnership with the San Jose Convention and Visitors Bureau, Artsopolis.com is a leader in providing services such as website design and hosting. Their technology also enables member communities to implement their own content management solutions, but needed an option for those communities without an in-house system.

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## THE OPPORTUNITY

"BeDynamic is the only content management solution for which we have developed a special import tool to integrate with our online marketing services," says Jeff Trabucco, Director of Network Licensing, Artsopolis.com. "They are clearly the leader in this category. We have never been approached by, nor are we aware of any national or international provider that matches BeDynamic's ability to aggregate relevant content on such a massive scale. It's the best solution for our non-profit clients with limited staff and resources."

## PARTNERSHIP IN PRACTICE

"Our collaboration with Artsopolis is the best way for non-profits to effectively promote regional and cultural events that result in increased audiences and new revenue streams," said Anne Payne, CEO, BeDynamic. "Together with their online marketing services, BeDynamic's content aggregation services can help customers build their brand while also decreasing the ever-increasing reliance on donor donations."

## THE OUTCOME

Trabucco says Artsopolis-licensed websites currently exist in about one-third of the U.S. "Our goal is to be the leader in online marketing services for the non-profit community and to license websites in every community in North America, including Canada. We challenge all arts and cultural organizations to join our collaboration with BeDynamic to provide audiences with the most pleasing website available populated with comprehensive destination content."

Increased Ancillary Revenue

Fewer Staffing Demands

A Memorable Customer Experience

Larger Audiences

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