

Location: \_\_\_\_\_

## Venue Assessment Criteria

In order to help evaluate and select potential pop-up venues for TVA, please use the following characteristics and provide back to the group as a part of you're a assessment and recommendation. This information will be incorporated into our planning spreadsheet.

- 1) **Destination/Location.** Name \_\_\_\_\_  
Does the location of the venue provide ample draw of our targeted market? Towns that offer high traffic of potential art buyers would be preferred over other locations that would not. Towns that offer the potential for lots of leisure foot traffic with stores and restaurants are an example of a destination draw.  
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- 2) **Exposure.** Does the venue cater to/draw our target market? People interested in viewing, and accumulating, new art with available disposable income to afford purchases.  
?
- 3) **Environment.** Does the venue offer adequate space and lighting to showcase our work, including 3D works? Are there any limitations on volume or type of work?  
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- 4) **Sponsorship.** Is the venue willing and interested in creating an event, or other special opportunities, to increase exposure to TVA exhibits?  
?
- 4) **Terms.** Are there any business terms that need to be considered, e.g., commission, insurance, etc.?  
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- 5) **Engagement Period.** For how long could our work be displayed?
- 6) **Return Engagement Potential.** Would TVA be able to establish a recurring engagement? Is there potential to develop a permanent display space in this venue?

Name: \_\_\_\_\_

Date: \_\_\_\_\_