

Lake Street 2023 Art Drop Toolkit

Below are high-level talking points, sample social media content and email copy for you to use as a starting point in your Lake Street Art Drop promotion. Please tailor this template copy to best suit your business's style and voice.

To make the campaign feel even more special, consider offering a discount or promotion to complement the Lake Street Art Drop (ex: Come in any time between 6-8 pm on the night of an Art Drop and you get a BOGO 50%, HH deal, etc.). These art drop specials will help promote your business and entice visitors to visit after they're done art hunting.

If you have any questions about art drop logistics or would like additional support for your business to participate, please reach out to Charise Canales at charise@lakestreetcouncil.org.

High-level talking points

Below are high-level talking points about the Lake Street Art Drop that you are welcome to use as a starting point for any marketing or communications materials.

About the Lake Street Art Drop

- The Lake Street Council has launched a new Lake Street Art Drop series that encourages people to explore, discover local artists and support small businesses along Lake Street.
- The Lake Street Art Drop is a monthly scavenger hunt featuring photo clues on social media and local artwork prizes.
- These art drops will be hosted on the first Thursday of every month, beginning May through September. The first one will be Thursday, May 4.
- The Lake Street Art Drop is a fun way for people to visit the corridor and support local artists.
- Participants who come for the hunt are invited to stay for dinner, drinks or shopping at a local Lake Street business!

How to participate in the Lake Street Art Drop

- To participate in the Lake Street Art Drop, follow the Lake Street Council on Facebook or Instagram at @visitlakestreet.
- On the first Thursday of each month at 6 p.m., the Lake Street Council will release photo clues on social media.
- Scavenger hunt participants will use the clues to successfully locate that week's hidden art piece, which will be somewhere along Lake Street in a public space.
 - Hints will be staggered every 5-10 minutes.
- The first person to find the art piece gets to keep it.
- All art is made by local artists. Each artist and piece will be different every month.
- Hidden art pieces could include everything from photo prints and paintings to pottery, jewelry, and creative apparel like painted t-shirts and shoes.

- If you're successful in finding the hidden art, post your discovery to social media and tag @visitlakestreet and the artist.

Template social media graphics

[Click here to access editable graphics](#)

Template social media copy

Facebook

Template:

Looking for something fun to do on Thursday night? Look no further! @VisitLakeStreet is hosting a fun Lake Street Art Drop series for people to explore, discover local artists and support small businesses along Lake Street.

Follow them to get your first scavenger hunt photo clue at 6 p.m. on Thursday to successfully locate a hidden art piece along Lake Street. If you find it first, you get to keep it! [INSERT YOUR ART DROP DISCOUNT/PROMOTION INFORMATION HERE.]

#CAMPAIGN/BUSINESS HASHTAG

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Example:

Looking for something fun to do on Thursday night? Look no further! @VisitLakeStreet is hosting a fun Lake Street Art Drop series for people to explore, discover local artists and support small businesses along Lake Street 🧐

Follow them to get your first scavenger hunt photo clue at 6 p.m. on Thursday to successfully locate a hidden art piece along Lake Street. If you find it first, you get to keep it! And be sure to visit us for a post-hunt snack – to celebrate, we'll have a \$5 special on tap beers and select appetizers.

#VisitLakeStreet #LakeStreetArtDrop #SupportLocalMn

Twitter

Template:

🧐 Join @VisitLakeStreet for a fun Lake Street Art Drop series!

Follow them for a scavenger hunt photo clue at 6 p.m. on Thursday to locate a hidden art piece along Lake Street. If you find it first, you get to keep it!

[INSERT YOUR ART DROP DISCOUNT/PROMOTION INFORMATION HERE.]

#CAMPAIGN/BUSINESS HASHTAG

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Example:

🎨 Join @VisitLakeStreet for an Art Drop!

Follow them for a photo clue at 6pm on Thursday to find a hidden art piece along Lake Street. If you find it, you keep it!

Visit us for a post-hunt snack – we'll have a \$5 special on tap beers and apps. #VisitLakeStreet

Instagram

Template:

Join @VisitLakeStreet for a fun Lake Street Art Drop series! Follow them for a photo clue at 6pm on Thursday to locate a hidden art piece along Lake Street. If you find it first, you get to keep it!

[INSERT YOUR ART DROP DISCOUNT/PROMOTION INFORMATION HERE.]

#CAMPAIGN/BUSINESS HASHTAG

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Example:

Join @VisitLakeStreet for a fun Lake Street Art Drop series! Follow them for a photo clue at 6pm on Thursday to locate a hidden art piece along Lake Street. If you find it first, you get to keep it!

And don't forget to visit us for a post-hunt snack – to celebrate, we'll have a \$5 special on tap beers and select appetizers. #SupportLocal #VisitLakeStreet

Lake Street Art Drop hashtag considerations


- #LakeStreetArtDrop
- #MinneapolisArt
- #VisitLakeStreet
- #SupportLocalMn

Template marketing email/e-newsletter blurb copy

Template:

[ATTENTION-GRABBING TAGLINE]. Join the Lake Street Council for its inaugural Lake Street Art Drop! Follow them on [Facebook](#) or [Instagram](#) for a photo clue at 6pm on Thursday to locate a hidden art piece along Lake Street. If you find it first, you get to keep it! **[INSERT YOUR ART DROP DISCOUNT/PROMOTION INFORMATION HERE.]**

Example:

 **The art hunt has begun!** Join the Lake Street Council for its inaugural Lake Street Art Drop! Follow them on [Facebook](#) or [Instagram](#) (and while you're at it, make sure you're following us! **[INSERT HYPERLINK(S) TO YOUR BUSINESS SOCIAL CHANNELS]**) for a photo clue at 6pm on Thursday to locate a hidden art piece along Lake Street. If you find it first, you get to keep it! And don't forget to visit us for a post-hunt snack. **To celebrate, we'll have a \$5 special on tap beers and select appetizers.**