

Marketplace for the Public Art Industry



codaworx.com Madison WI    

Highlights

- 1 Poised to exploit its database of over \$4 billion in public art projects to accelerate growth
- 2 Led by a seasoned entrepreneur who raised \$52 million in VC investments for previous businesses
- 3 CODASummit - industry's largest gathering - drove 5X growth in event revenue 2018-2022.
- 4 Launched CODAMADE joint venture to bring NFTs to the public art industry
- 5 Strategic industry sponsorships: Panasonic, Barco, Epson, SNA Displays, Adobe
- 6 Strategic industry partnerships with Interior Design magazine and Architects Foundation

Our Team



Toni Sikes CEO and Founder

Extensive experience as an entrepreneur, worked in VC and investment banking, and founded four companies; Spent her career developing companies that market the work of artists through sourcebook directories, eCommerce/catalogs, software and NFTs.



Suzanne Ball Director of Art Partnerships

Veteran business development professional, Suzanne aligns corporate clients with branding opportunities. She also directs RFP programs and services, facilitating artist calls and working with commissioners through the commissioning process.



Sally Kraus Director of Member Services

Formerly a television commercial producer, Sally has spent the last 20 years working closely with artists and other creative professionals, helping them develop their careers. She directs all aspects of the company's membership program.



Matt Peterson Strategic Advisor

Has led businesses delivering digital tools and services to creative professionals ranging from design engineers to architects to VFX artists. Founded a company to deliver business information

LEAD INVESTOR



Phil C Ouellette

I'm excited to invest in this crowdfunding round for CODAWORX. After having had a front row seat with Toni and her passionate team since it all began a decade ago, I couldn't be more optimistic about the future of the company. What I love is the huge vision Toni has for this space she knows so well. That vision is to bring a highly fragmented industry of creators, buyers, and the various suppliers together into a community of people collaborating to create beautiful public spaces through a worldwide marketplace. Big visions such as this take time, patience, skill, and passion to pull off. With 10 years of growth at its back and an ever-growing commitment to make art an integral component in public and commercial projects, CODAWORX is poised to be the premier thought leader and player in this expanding worldwide market. And new revenue opportunities in live events, digital art (NFTs) and mining their incredible wealth of accumulated data are just the tip of the growth iceberg. It's a big reason I'm bullish on the future of CODAWORX.

Invested \$5,000 this round



highly engaged team of professionals providing consulting, design, construction and services to an emerging industry.



Jenifer Wetterau Content Manager

Experienced marketer with a background in the art, music, and entertainment industries, specializing in all things digital including project management, content creation, community management, email marketing, and creative direction.



Sebastian Norback Office Manager

Painter and fitness enthusiast. Sebastian runs the CODAworx RFP Opportunity page, and has years of project management and arts administration experience.



Kristian Petrov Iliev Marketing Manager

An ardent art advocate fluent in Bulgarian. As an author, creative, and the former Assistant Director of Marketing at Rotowire, he has experience and expertise in different entertainment industries. His 2017 debut album charted on two Billboard charts.



Matthew Bowden Design Manager

Specializing in graphic design, content production and user experience design, spearheads platform improvements as well as the Publication of CODAworx's weekly newsletter sharing job opportunities to thousands of industry members

What is Public Art?

Public art is creative placemaking — artwork projects that enliven and transform spaces — and connect communities, people, places, and economic opportunities.



Public Art is Everywhere

Public artworks are the creative heart of the Experience Economy



Public art is a collaborative process. We work together and take responsibility for the spaces where we live and work.

It takes an industry to create a masterpiece:

Sculpture: *Havre*
Commissioned by McGill University Health Centre
Artist: Linda Cowit
Location: Montreal, CA
Budget: \$750,000

Collaborative Team

Lighting Consultant: Jean Laurin
Fabricator: Michel Bernier
Installation: Claude Bernard, Formaviva
Construction: NCK Engineers
Lighting: Blue Hour Designs
Technical Renderings: Plan IJB Architects
Structural Engineers: Nicolet, Chartrand, Knott L'Écuyer

Plus Site Architects, Landscape Architects, and Electricians



CODAworx is at the heart of this industry with our events, proprietary software products, publications, and services.

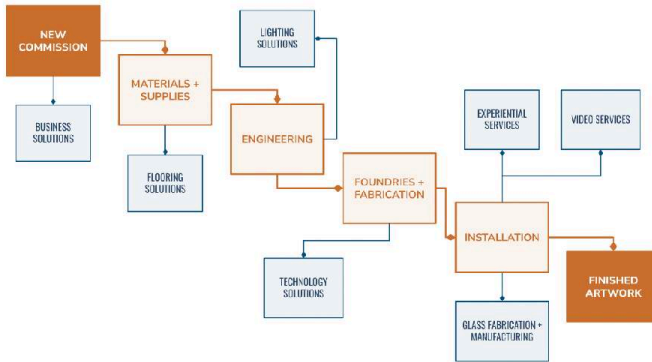
Multiple Business Sectors are Involved in Large-Scale Commissions

Every creative professional is important, because creating large, complex artwork projects require multiple players. We know and value them all.



Public Art Cycle

From the commissioner to the installer, it takes many collaborators to complete a large-scale artwork project



The CODAworx RFP software and services connects organizations and companies seeking experienced artists for public art projects. Our staff has unmatched industry knowledge of the commissioned art process, and we sponsor and distribute the most comprehensive list of commission opportunities.

ALL OPEN RFPs
Click on the # to view the details of each RFP.

ADDED #	DEADLINE #	TITLE/DESCRIP
412022023	1/23/2023	Honors/Art/UC Musical Public
C22023023	04/26/2023	CALL FOR RFP Public Art
C02022023	06/02/2023	Shops & Beach
C5022023	06/16/2023	Call for Artists: REEVE Art Sculpture Project
C1022023	06/13/2023	NE 1% for Art RFP

RFPs - New This Week

- Call to Artists: Spring Training Stadium Art - Surprise, AZ**
University Hospital - Surprise Arizona United States
- Percent for Art Call for Artists: Olney Recreation Center - Philadelphia, PA**
Stephane Lussier - Philadelphia Pennsylvania United States
- CALL FOR ARTS: BOULDER PARK GATEWAY PROJECT**
Boulder Park, Kansas City, Kansas Liberty Station - Pleasant Park Kansas United States
- CALL TO ARTISTS (RFP) Winter Rights City Lights 2022 - Pickering, Ontario, Canada**
Shayn Sorenson - Pickering Canada
- Utah Public Art - University of Utah Aquatic Sciences Facility**
Reynold Bessert - Salt Lake City Utah United States
- University of Nebraska, Durham Science Center**
Shayn Sorenson - Omaha Nebraska United States

BREAKING NEWS: New commissioned art opportunity worth up to \$400,000

Commissioner Name: High School Rebuildout PFC-Carmel, IN
Budget: Max of \$400,000
Application Deadline: 04/25/2023
Commissioning Entity: City of Carmel
City, State, Country: Carmel, Indiana, USA
Geographic Eligibility: No Geographic Restrictions on Eligibility

Be sure you are signed into a CODAworx account to submit the application.

LEARN MORE TO APPLY!

[VIEW RFP >>>](#)

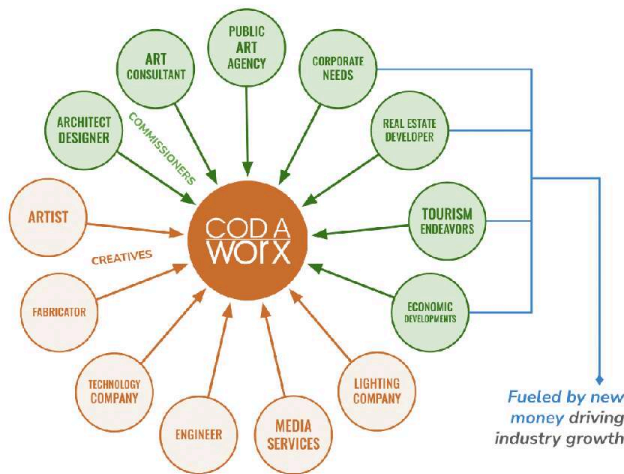
There are many more art calls posted on CODAworx.com - check them out. They have art budgets totaling \$5,000,000 as of March 31, 2023.

Deadline 2023-04-26

The public art industry is large, dynamic, and growing exponentially every year. This growth is being fueled by the experience economy - as we all seek out public

engagement that is safe, joyful, and provides memorable experiences.

All of the players come together on the CODAworx platform – fostering connections that lead to transactions



New players are investing in public art. Economic development agencies are seeking to drive tourism. Real estate developers are using public art to differentiate their commercial and residential projects. Businesses are using public art to enhance their brands and elevate employee retention.

All of this is driving growth of the public art industry and the growth of CODAworx

Growth Highlights

2022 vs 2021

- 79% growth in revenue
- 112% growth in events revenue driven by corporate sponsorships
- 30% growth in total projects published
- 19% growth in web traffic
- 65% growth in RFPs listed on CODAworx

As of end of Q1 2023

- 9,208 projects posted on CODAworx
- \$4,046,714,921 USD in total project value on CODAworx
- 15,993 registered members
- Over 17 million impressions and 435,000 engagements on social media

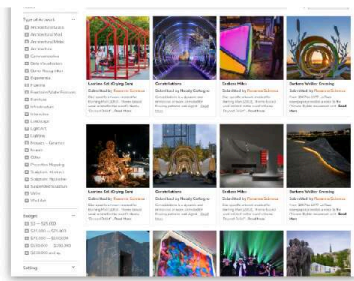
CODAworx is Seeking New Investment to Leverage Two Existing Assets

- Development of data products and services for the industry
- Expansion of the lucrative CODASummit event model

CODAworx Project Library

A huge data asset in which members post projects online, each with 12 data points





- o **\$4 Billion+**
Value of Projects,
+ multiplier effect!
- o **Searchable by:**
 - ▶ Types of Artwork
 - ▶ Budget
 - ▶ Artist Commissioned
 - ▶ Commissioning Agent
 - ▶ Purpose/Theme
 - ▶ Location of Project

With data collected from 9,000+ projects in 93 countries, CODAworx has amassed a dataset about the public art industry that has greater depth and breadth than any other source to our knowledge.



We are creating a data warehouse with valuable industry information for all stakeholders

- Commissioners need data to justify more commission \$\$\$
- Artists need data to understand where the \$\$\$ are flowing
- Fabricators and service providers need data to understand customers and industry trends
- Major technology companies need data they have come to expect from growth industries
- THE WORLD needs to understand the size, strength and growth potential of the public art industry

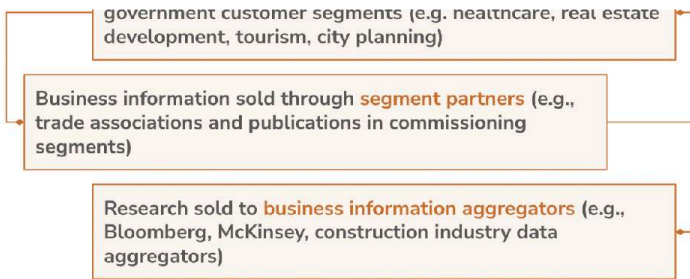
Data can influence decisions to commission public art - our information products will be a valuable resource to multiple segments and make the case that public art is a powerful economic driver.



How We Will Deliver the Data

Create products to serve a wide range of industry players



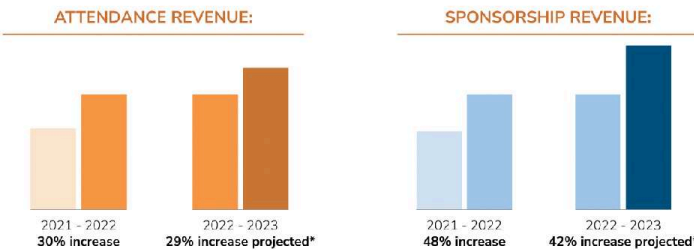


Next steps:
Invest in technology and people

- **Proof-of-concept project** using Chat AI to mine insights and trends from Project Library already underway with technology partner
- IT infrastructure for **data warehouse** planned and budgeted
- Initial **products/services** budgeted and revenue projected
- **Fill talent needs:** technical, content creation, marketing

Leveraging The Leading Industry Conference

The annual CODASummit conference has proven itself as the premier conference focused on revolutionary individuals and exciting developments in art and technology.

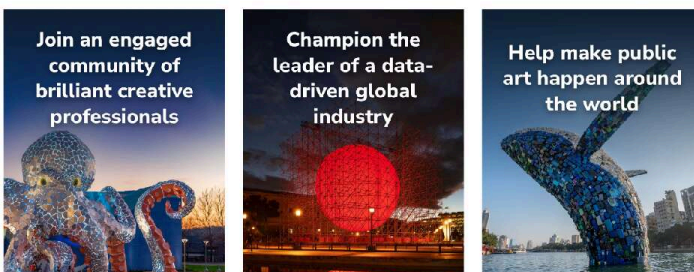


*These charts contain forward looking statements which cannot be guaranteed.

Next steps:
More conferences expand the circle of experience

- **2024 Spring conference** introduces experiential art and artists to architects, landscape architects, designers, real estate developers, and more
- Talks already underway with **potential partners/sponsors**
- Investments to be made in **operational staff and promotion**

Invest Today in Our Two Key Assets



Aquarius by Demijure LLC, Branson, Missouri; TERRA/EARTH by SpY Urban Art, Madrid, Spain; Whale in Love by STUDIOKIC, Kachhiung, Taiwan

**We are truly passionate about this creative community,
therefore community ownership is central to our thinking.
Join our mission to grow the public art industry, and learn
more about what public art can do for your communities
and your businesses!**

Downloads



[CODAworx Full Investment Deck.pdf](#)