

 veevart **Customer Case Study**

FOOTHILLS
ART CENTER

How a growing Colorado arts organization uses Veevart to customize operations, support grant reporting, and scale with confidence

Overview

Foothills Art Center is a visual arts organization based in Colorado, serving its community through exhibitions, programming, events, and memberships. The center has been using Veevart for three to four years, and staff have come to rely on it as a core part of how they track visitors, manage rentals, run memberships, and report on impact. Today, with the organization in the middle of a major expansion, Veevart is playing a central role in helping Foothills scale.



What Keeps Foothills *Coming Back*

Ainsley, a staff member who has worked with Veevart since joining Foothills roughly two years ago, points to three qualities that set the platform apart: responsive customer service, intuitive design, and deep customizability.

Customer Service That Actually Responds

When something comes up, Ainsley and her colleagues can reach a real person directly. The Veevart team responds quickly and resolves issues fast. For a small arts organization where staff wear many hats, that kind of support is not a nice-to-have; it is essential.

"Any little problem, you can reach out directly to someone and they'll get back to you so quickly and help you fix the problem very fast."



Ainsley Carson

Acting Executive Director, Foothills Art Center

A Platform Built Around the User

Veevart's interface is described as intuitively laid out and genuinely user-friendly. Staff do not need to fight the software to accomplish their goals. The platform is organized in a way that makes sense, which shortens the learning curve and keeps daily workflows moving smoothly.

Customization for Every Need

Perhaps the quality Ainsley values most is how easy Veevart makes it to tailor the platform to Foothills' specific needs. Whether the team needed custom fields for rental events, membership records, or other program areas, Veevart's team worked with them to build exactly what was required.

"They seem to have customizable options for everything you need. It's been super easy to work with someone to customize that to be exactly what we need."



Ainsley Carson

Acting Executive Director, Foothills Art Center

How Foothills *Uses Veevart*

Across the organization, Veevart touches several key operational areas:

- ✓ **Rental event management with custom fields tailored to their workflows**
- ✓ **Membership tracking and administration**
- ✓ **Visitor data collection, including where visitors are coming from**
- ✓ **Grant reporting supported by accurate, easy-to-access visitation data**

Visitor Data That Drives *Funding*

One of the most concrete ways Veevart delivers value for Foothills is through visitor tracking. The organization relies heavily on visitor data to support grant applications, and Veevart makes it straightforward to capture that information and pull it when needed.

Staff can easily see how many people are coming in, where they are traveling from, and how visitation trends are changing over time. That data directly supports Foothills' ability to demonstrate community impact to funders.

"We use a lot of visitor data for grants. As we're growing, it's been great to just easily track everyone that comes in and where they're coming from."



Ainsley Carson

Acting Executive Director, Foothills Art Center



Growing with Confidence

Foothills Art Center is currently in the middle of a significant expansion. The organization is doubling its size by adding an entirely new facility, with the goal of substantially increasing visitation and community reach. Ainsley is clear that Veevart is well positioned to support that growth.

Because Veevart is built to be customizable and scales alongside the organization, Foothills does not need to worry about outgrowing their platform. The same system that handled operations at their current size is ready to handle the demands of a larger, busier organization.

We're doubling our size right now. With Veevart, it's been nice to just be able to track all the visitation as we're growing."



Ainsley Carson

Acting Executive Director, Foothills Art Center

