



TERMINAL VISIONS ART GALLERY

" A P L A C E T O C O N T E M P L A T E B E F O R E D E P A R T I N G "

PITCH DECK

David Heatwole

GUARDSWELL ENTERPRISES INC



Our Mission

Terminal Visions Art Gallery exists to bring original, American-made art into the heart of travel.

Through curated exhibitions, a rotating collection of fine art and craft, and a focus on both emerging and established artists—with special attention to talent across Ohio—we aim to enrich the airport experience while fostering cultural appreciation and community impact. Our mission includes supporting charitable causes through every sale and making meaningful art accessible to all who pass through our space.

Our Vision

We envision a world where every journey is touched by creativity.

Terminal Visions Art Gallery seeks to transform airport terminals into inspiring environments that celebrate the power of American art. As a model for accessible, mission-driven curation, we aspire to grow our presence in airports across the country—elevating artists, engaging the public, and creating beauty in the spaces between departure and arrival.



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PROPOSED BUSINESS to be located at Cleveland Hopkins International Airport (CLE)

Discover a one-of-a-kind cultural experience while you travel.

Terminal Visions Art Gallery will showcase original and limited-edition works by American artists with a focus on artists living and working in Ohio - from traditional paintings and sculpture to fine crafts in glass, ceramic, basketry, wood and more.

Curated by renowned artist and collector David Heatwole, the gallery focuses on promoting emerging American talent while offering a wide range of price points for every kind of collector.

- Global shipping available
- Rotating curated exhibitions
- A portion of every sale goes to American charities (in keeping with Heatwole's ongoing vision for a National Art for Charity Month.)

Come see what's on display and take home something truly unique.

Visit us at CLE or online at: www.TerminalVisions.com

Overview

Terminal Visions Art Gallery, is to be launched near Heatwole's hometown inside Cleveland Hopkins International Airport (CLE). Heatwole will launch a phased marketing campaign to introduce and grow the gallery's presence. The plan focuses on building awareness, pre-launch, creating a strong opening splash, and expanding visibility in Year 1. The campaign is designed to be scalable and cost-effective while highlighting our mission to promote American artists and support charitable causes.

Phase 1: Foundation & Pre-Launch (3-6 Months Before Opening)

- Develop logo, brand materials, and physical signage.
- Design and launch the Horizon Lines Art Gallery website and online store.
- Create professional photography and video content for promotion.
- Set up social media profiles and begin teaser content.
- Draft press kit and initial press release.
- Begin outreach to local Cleveland and regional media outlets.
- Start building an email list through landing pages and early buzz.

Estimated Budget: \$12,000

Phase 2: Launch Month

- Host a Grand Opening event inside CLE with press and invited guests.
- Place ads in 1-2 key travel/inflight magazines (3-month run).
- Launch in-terminal digital signage campaign at CLE.
- Begin the first email newsletter campaign.
- Highlight David Heatwole and featured artists on social media.
- Secure at least 2 feature articles in art/travel publications.

Estimated Budget: \$15,000

Phase 3: Growth & Momentum (Months 2-6)

- Roll out rotating exhibits and artist spotlights.
- Continue social media content and targeted paid ads.

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- Begin PR campaign highlighting success stories and charitable impact.
- Run second wave of print ads in national lifestyle or travel magazines.
- Collaborate with airport lounges and vendors for cross-promotions.

Estimated Budget: \$14,000

Phase 4: Expansion & Strategic Visibility (Months 7-12)

- Begin outreach to additional airport locations for future gallery expansions.
- Launch a 'Featured Artist of the Quarter' campaign.
- Develop content for frequent flyer clubs and loyalty programs.
- Release charitable giving impact report.
- Secure speaking or panel opportunities for David Heatwole.
- Explore retail pop-ups or traveling exhibit model.

Estimated Budget: \$14,000

Total Year 1 Marketing Budget \$55,000

Core Messages Throughout All Phases

- Support American artists, especially emerging voices.
- Accessible art at a wide range of price points.
- One-of-a-kind and limited-edition collectible works.
- A portion of each sale benefits American charities.
- Global shipping available.
- Curated by artist and collector David Heatwole.

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Founder's Statement

By David F. Heatwole

Since I was seven years old, I've been flying solo across the country—traveling annually from my home in Virginia to California to visit my family. Airports became a familiar rhythm in my life, not just places of transition but spaces of reflection, imagination, and observation. I grew up fascinated by the movement of people and the architecture of waiting. Over the years, I developed a dream: one day, I would own a business inside an airport.

Terminal Visions Art Gallery is the manifestation of that childhood dream—shaped by a lifetime of creative passion and a commitment to sharing meaningful art with the world.

As an artist, curator, and lifelong advocate for the arts, I've spent decades working to support fellow creatives—especially those whose work has yet to be discovered. From directing arts centers in Virginia and Maryland to curating exhibitions across the Mid-Atlantic and running my own gallery in West Virginia, my journey has always been about building platforms for artists to thrive.

With Terminal Visions, I envision a gallery that transforms the airport experience—offering travelers a chance to pause, reflect, and connect through original, American-made artwork. I want to create a space where beauty can be found in unexpected places, and where every purchase not only supports an artist but also uplifts charitable causes in the communities we serve.

This is a project rooted in faith, fueled by imagination, and grounded in decades of service to the arts. Thank you for your interest, your support, and your belief in the power of creativity to move us—no matter where we're headed.

— David F. Heatwole



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