

Overture Center for the Arts

Marketing/Earned Revenue Strategic Priority Articulation

Timeframe: 2021-2023

Key Staff: Marketing, Ticketing and Events

Priority Goal: Achieve solvency through earned revenue.

Key Activities/Dates

Activity	Timeline
Implement TRG revenue model for Overture Presents and Promoter Shows	2021-ongoing
Determine Playhouse usage with CTM exit	FY2022
Broadway/Overture Presents/Promoter on-sale strategies	Ongoing
Create marketing plans for each series and shows prior to on-sale	May 2021-ongoing
Concentrate subscription sales strategies for Overture Presents/Broadway per season	May-December 2021 April-December 2022
Micro target campaign strategies	Ongoing
Implement demand ticket pricing in future seasons to maximize revenues	Ongoing
Develop and implement Super-Followers strategy and content	September 2021-ongoing
Pilot digital show recording to increase access and add a revenue stream	FY2023
Continue to build co-promotional relationships with partners, such as conventions, large meetings, travel promoters	Ongoing
Maintain regular media presence through public relations, press releases, partnerships and community impact	Ongoing
Refresh brand	Fall 2021
Redesign website to improve customer experience, including ADA compliance	September 2021-March 2022
Rebuilding patron confidence and loyalty through communications, health and safety, customer service and engagement	Fall 2021-Spring 2022
Grow patron loyalty through communications, engagement, special offers and building community	Ongoing

Key Performance Indicators

- Project revenues met or exceeded
- Expense management within budget expectations

- ProMark and marketing Super-Followers secured
- Increase conversation rates with email open rates, social media click-throughs, display ads
- Playhouse space usage determined and secured
- Increased revenue per season as budgeted
- Concentrated seating in house (full implementation of TRG model)

Key Deliverables

- Show marketing plans
- Social media and email schedules
- Super-Followers content schedule
- New scaling seating charts
- Dedicated staff manager to oversee TRG scaling and house releases

Key Stakeholders

- Patrons
- Donors
- Staff
- Board
- Resident companies
- Promoters, shows and artists
- Downtown retail, restaurants and economic development/business groups

Key Budget Impact

- Advertising budget (often determined by shows)
- Investment in recording equipment for content, programs and eventual performance recording
- Budget for marketing materials and partnerships