

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