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

## **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