

PHILLY **fun**guide.com

Competing by Collaborating

Philadelphia's "Campaign for Culture"

Americans for the Arts, Austin, June 11, 2005

Peggy Amsterdam, Greater Philadelphia Cultural Alliance, pamsterdam@philaculture.org

Who are We?

<p>Advocacy</p> <ul style="list-style-type: none"> •Policy •Government Relations •Cultural Planning •Research 	<p>Marketing</p> <ul style="list-style-type: none"> •"Campaign for Culture" •Public Relations •Communications 	
<p>Grantmaking</p> <ul style="list-style-type: none"> •5-County Arts Fund •Economic Development 	<p>Membership</p> <ul style="list-style-type: none"> •Resource Directory •Job Bank •Health Insurance •Group Purchasing •Networking 	

The Challenge



This is not the competition....



LOS ANGELES PHILHARMONIC ASSOCIATION
151 South Grand Avenue, Los Angeles, CA 90012



MoMA The Museum of Modern Art

SAN FRANCISCO BALLET
HELGU TOMASSON ARTISTIC DIRECTOR



DALLAS SYMPHONY ORCHESTRA
ANDREW LITTON, MUSIC DIRECTOR

The Challenge



...this is!



The Sopranos®



The Challenge

"A conservative estimate has the average American consumer exposed to more than 850 commercial messages a day."

--Texas A&M University Digital Library

Source: <http://dl.tamu.edu/Projects/AndersonRetailing/vol4/92Vol4No6P2.htm>

The Challenge

Question:
How can non-profit arts and culture compete against private sector marketing budgets?

The Challenge

Question:

How can non-profit arts and culture compete against private sector marketing budgets?

Answer:

To Stand Out...We Must Stand Together

Research

Building Arts Participation: The Rand Model

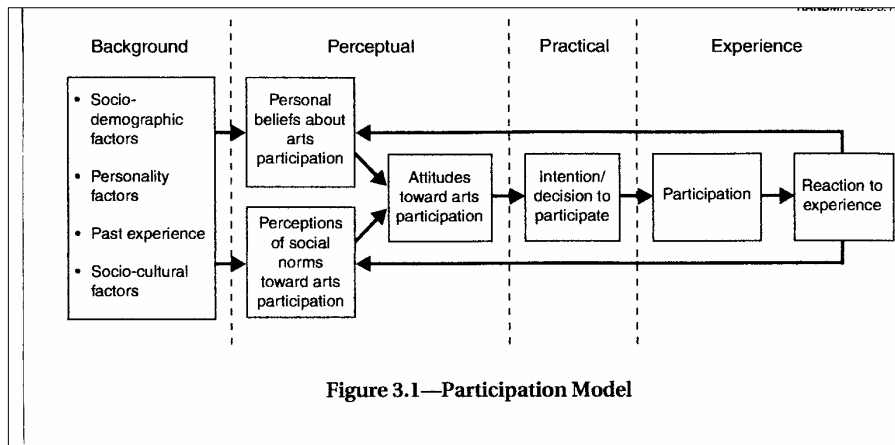


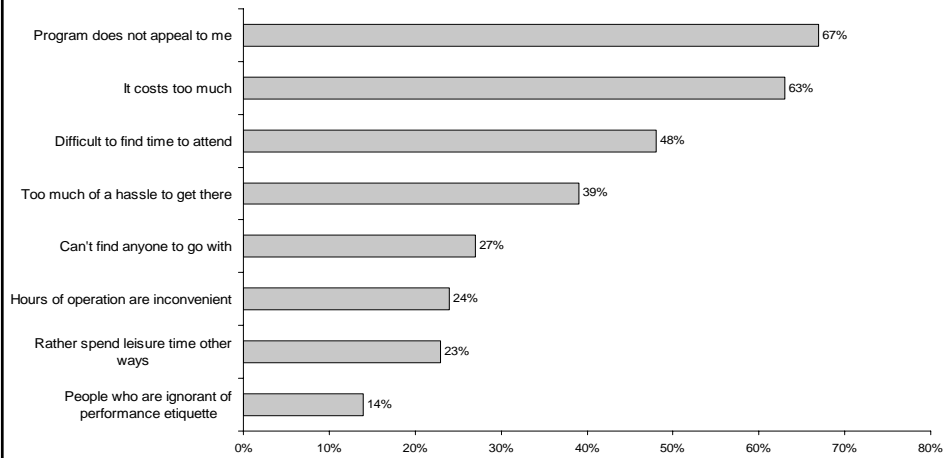
Figure 3.1—Participation Model

Source: *New Framework for Building Participation in the Arts*, McCarthy & Jinnett, Rand Corp, 2001. Funded by Wallace Foundation.

Research



Barriers Preventing Attendance to Cultural Events

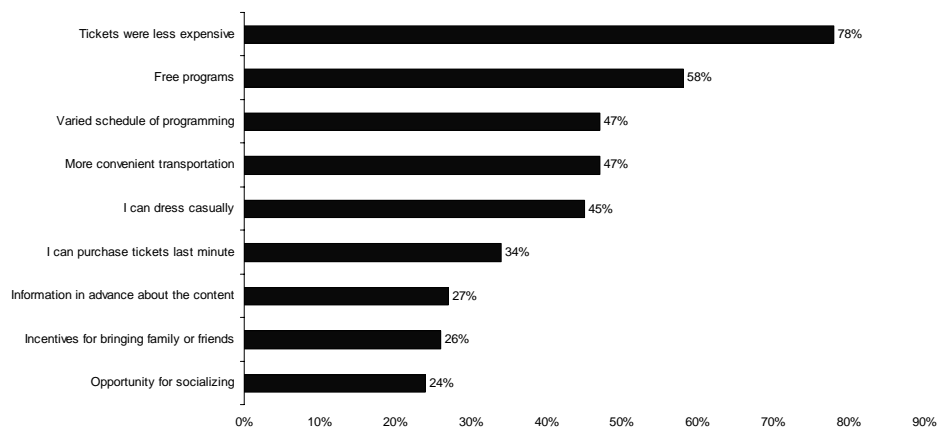


Source: New Yorker/LaPlaca Cohen Culture Survey, 2003, n=552

Research



Factors that Increase Participation in Cultural Events



Source: New Yorker/LaPlaca Cohen Culture Survey, 2003, n=552

Research



Primary Research

Top six attitudinal statements most agreed with (>4.5 on a 6-point scale) are:

- █ "There are lots of arts and cultural activities in downtown or *center city* Philadelphia" (5.2)
- █ "Culture brings *people* together; you learn about yourself and about others" (5.0)
- █ "It is important to learn about people from *different* cultures" (5.0)
- █ "Arts and cultural activities attract *tourists* to the area, thereby stimulating the economy" (4.9)
- █ "Arts and cultural offerings in the tri-state area make this region a better place to *live*" (4.7)
- █ "The tri-state area's arts and cultural offerings are a source of *pride* for our community" (4.7)

Research



Primary Research

	Arts/ culture	Other leisure
% ever participated (net)	97%	97%
% participated, past 12 months (net)	91%	92%
Mean # of times participated, past 12 months	18.7	62.3
Participate more than once a month	21%	65%
# hours/month	3.9	14.5
\$ spent, average month	\$25.09	\$61.54
% of time paid admission required	51%	51%
% planned (last 5 visits)	51%	

Research



Primary Research

When deciding to attend a cultural event...

Source: Cultural Alliance Intercept Survey, 2003, n=803

HOW IMPORTANT IS COST?	The Deciding Factor	Equally Important As Other Factors	Less Important Than Other Factors
Gender			
Male (n=356)	22%	57%	22%
Female (n=342)	27%	51%	22%
Age			
18 - 34 (n=313)	29%	57%	14%
35 - 44 (n=116)	25%	48%	27%
45 - 54 (n=115)	16%	52%	32%
55 - 64 (n=97)	19%	52%	30%
65+ (n=34, unstable)	12%	65%	24%
Living Situation			
Married or Living with Partner (n=324)	19%	54%	26%
Single/Widowed/Divorced, Living Alone (n=188)	24%	53%	23%
Single, Living with Parent (n=50)	26%	52%	22%
Single, Living with Roommate (n=142)	33%	56%	11%
Educational Attainment			
Less Than High School (n=13, unstable)			
High school grad (n=58)	32%	44%	25%
Vocational School (n=35)	23%	60%	17%
Some college (n=186)	31%	54%	15%
Bachelors Degree (n=252)	20%	58%	23%
Graduate Study (n=157)	17%	54%	29%
Annual Household Income			
< \$25 K (n=185)	36%	55%	9%
\$25 K - \$35 K (n=24)	27%	51%	22%
\$35 K - \$50 K (n=122)	22%	56%	22%
\$50K - \$75 K (n=104)	16%	51%	33%
\$75K - \$100 K (n=64)	20%	58%	22%
\$100K + (n=59)	5%	58%	37%

Research



Primary Research Key Media Sources

MEDIA SOURCES	Age 18-34 (N=318)	Age 35-44 (n=116)	Age 45-54 (n=115)	Age 55-64 (n=98)	Age 65+ (n=34, unstable)	Four Sites Combined (n=803)	PhillyFun Savers (n=7583)
PERCENT CITING AS A SOURCE OF INFORMATION ABOUT "EVENTS THAT YOU LIKE TO ATTEND"							
Watching TV	35%	29%	26%	28%	24%	31%	35%
Listening to the Radio	29%	30%	25%	31%	38%	29%	56%
Reading Magazines	34%	37%	36%	36%	15%	34%	36%
From My Family (WOM)	19%	25%	17%	12%	12%	18%	17%
Talking with Friends (WOM)	53%	51%	37%	43%	26%	47%	55%
From Posters or Flyers	34%	24%	28%	33%	38%	31%	39%
Reading Newspapers	37%	41%	58%	58%	76%	46%	90%
Surfing the Web	49%	41%	33%	30%	3%	40%	54%

Source: Cultural Alliance Intercept Survey, 2003, n=803

Collaborative Marketing



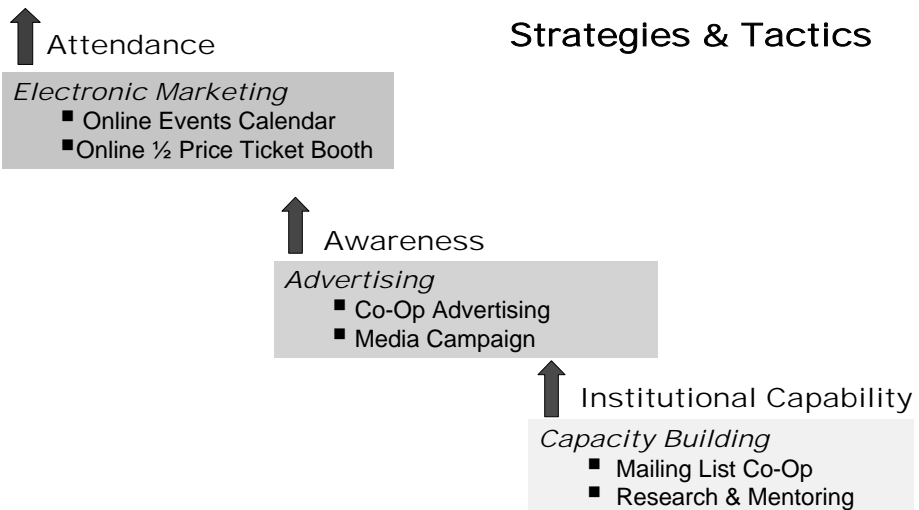
In 2002, the Greater Philadelphia Cultural Alliance introduced the Campaign for Culture to:

- ▣ Increase positive public awareness of culture
- ▣ Increase attendance and participation at Greater Philadelphia cultural institutions
- ▣ Increase marketing capacity at institutions
- ▣ Work collaboratively with other regional organizations to leverage existing resources without duplicating efforts



The Philadelphia Zoo's Polar Bear

Collaborative Marketing





Strategy--PhillyFunGuide Calendar

PHILLY funguide.com

Home page for PhillyFunGuide.com, the Philadelphia Region's comprehensive, on-line calendar of entertainment and leisure-time events

new design for Spring 2005

Half price tickets every week!
SIGN UP FOR FUN SAVERS >>

PHILLY funguide.com

SPOTLIGHT
Surreal Philadelphia: The Dali Experience
Through May 15
Philadelphia hotels, shops, restaurants and businesses are creating **Surreal Philadelphia: The Dali Experience**, a lively dreamscape, complete with special lighting projects, Dali-related menus and lavishly decorated retail window displays -- all inspired by the startling and outrageous artistic vision that made Salvador Dali a household name.

HIGHLIGHTS

The Chemistry of Color
Pennsylvania Academy of the Fine Arts

Complexions Contemporary Ballet
April 21-23
Ammenberg Center

Neil Simon's Broadway Bound
Through March 6
Walnut Street Theatre

Choral Arts Society: Stained Glass
Friday, March 11 @ 8:00 pm
Philadelphia Cathedral

WOPN Welcomes Rusted Root
Friday, March 11 @ 9:00 pm
Electric Factory

Philadelphia Phantoms vs. Worcester Ice Cats
Friday, March 18 @ 7:05 pm
Wachovia Spectrum

Hot Picks
Top Spring Festivals
A.D. Amorosi picks the hot clubs
Best Public Art by Inga Saffron
Spring Exhibitions
Penn Presents Terence Blanchard
Fresh Music & Artmaking Center
university city district
www.ucityphila.org
In the News
The Challenge of Our Small Boxed Suburbs
The State of Arts Journalism
Arts Action Fund Issues Special Reports

Inside the Guide: [Submit an event](#) | [Advertise](#) | [Become a Partner](#) | [Become a Sponsor](#) | [PRG on your site](#) | [Contact us](#) | [About us](#) | [Privacy policy](#)

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Strategy—PhillyFunGuide Calendar

SEARCH events + places

quick keyword search

rise by DATE

March 2005

easy-to-use calendar permits users to quickly click on desired dates

browse by Categories enable users to browse by specific disciplines or themes

Dance
Film
Lectures & Lectures
Museums & Galleries
Music
Sites & Attractions
Special Events
Sports & Outdoors
Theater
WOPN
blockbuster events
Dall
Phila Film Festival

specialized marketing for large regional events

PHILLY funguide.com

Half price tickets every week!
SIGN UP FOR FUN SAVERS

link to sign up for weekly half-price e-mails

home page always features a spotlight event

SPOTLIGHT
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LIGHTS

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Annenberg Center

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Philadelphia Phantoms vs. Worcester Ice Cats

links to pages describing how the cultural community and the public can use PhillyFunGuide.com and its events database

Hot Picks

Top Spring East
A.D. Amorosi at the hot clubs
Best Public Art by Inga Saffron
Spring Exhibitions
From Parents Terence Blanchard
From Parents Terence Blanchard
From Parents Terence Blanchard
From Parents Terence Blanchard

editorial highlights compiled by staff and local personalities

arts related local and national news stories

university city district
www.ucityphila.org

In the News
The Challenge of Our Small Town Suburbs
The State of Arts Journalism
Arts Action Fund Issues Special Reports

Inside the Guide: [Submit an event](#) | [Advertise](#) | [Become a Partner](#) | [Become a Sponsor](#) | [FAQ on your site](#) | [Contact us](#) | [About us](#) | [Privacy policy](#)

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Strategy— FunSavers 1/2 Price E-Mail

FunSavers™
WEEKLY HALF-PRICE TICKETS - A SERVICE OF PHILLY funguide.com

Here are this week's events, courtesy of PhillyFunGuide.com. We now feature exclusive online ticketing! Click on the [Buy Tickets](#) button to purchase your tickets instantly. It's the best way to lock in your purchase 24 hours a day. If this e-mail has been forwarded to you and you would like to receive FunSavers™, please [sign up today!](#) Please note all ticket offers are limited.

The Holmes Brothers & Sister Marie Knight
Penn Presents
Saturday, May 14 @ 8:00 pm [Buy Tickets](#)
Annenberg Center for the Performing Arts
3650 Walnut Street
Philadelphia, PA 19104

Regular Price: \$19-\$44 - FunSavers Discounted Price: \$9.50-\$22
Subject to availability. Call 215-898-3900 and mention the promotion code: PENN14. To redeem this offer in person print e-mail and present at box office.

Dall Quartet: The Art of Fugue, Literature, Architecture, and of Fine Arts
The Bach Festival of Philadelphia, Inc.
Saturday, May 14 @ 7:30pm [Buy Tickets](#)
Church of the Holy Trinity Rittenhouse Square
1964 Walnut St.
Philadelphia, PA 19103

Regular Price: \$90 - FunSavers Discounted Price: \$30
To redeem this offer in person print e-mail and present at box office.

AVOW
The Daylight Zone Theatre Company
Friday, May 13 @ 8pm [Buy Tickets](#)
Saturday, May 14 @ 8pm [Buy Tickets](#)
Sunday, May 15 @ 8pm [Buy Tickets](#)
Thursday, May 19 @ 8pm [Buy Tickets](#)
The Studio Theater
407 Bannock Street
Philadelphia, PA 19147

Regular Price: \$15-\$20 - FunSavers Discounted Price: \$7.50-\$10
Call 215-386-1482 for tickets and mention the promotion code: FunSavers. To redeem this offer in person print e-mail and present at box office.


Philomel Baroque: The Age of Elegance
Friday, May 13 @ 8pm [Buy Tickets](#)
The Church of St. Martin in the Fields
Saturday, May 14 @ 8pm [Buy Tickets](#)

Philomel Baroque, Philadelphia's rising Baroque music ensemble using original instruments, travels to Paris for a program of music from the dazzling French courts and salons of the 1730s and 40s. There a whole new musical style was created, with a wonderfully effervescent sense of musical vitality. The concert's feature works by three French composers, including the sublime 1st "The Bells of St. Genesieve" by Marais, along with Telemann's legendary "Paris" quartets.

"Shout Sister Shout: A Tribute to Sister Rosetta Tharpe" — The Holmes Brothers, whose deeply soulful singing led the Chicago Tribune to hail them as "the undisputed masters of blues-based American roots music," will be joined by gospel superstar Marie Knight for an extraordinary evening of praise music honoring the legendary Sister Rosetta Tharpe. The Music Ministry of Pastor Allyn E. Walker will open the program. Call 215-898-3900 and ask about the preshow Soul Food dinner & lecture.

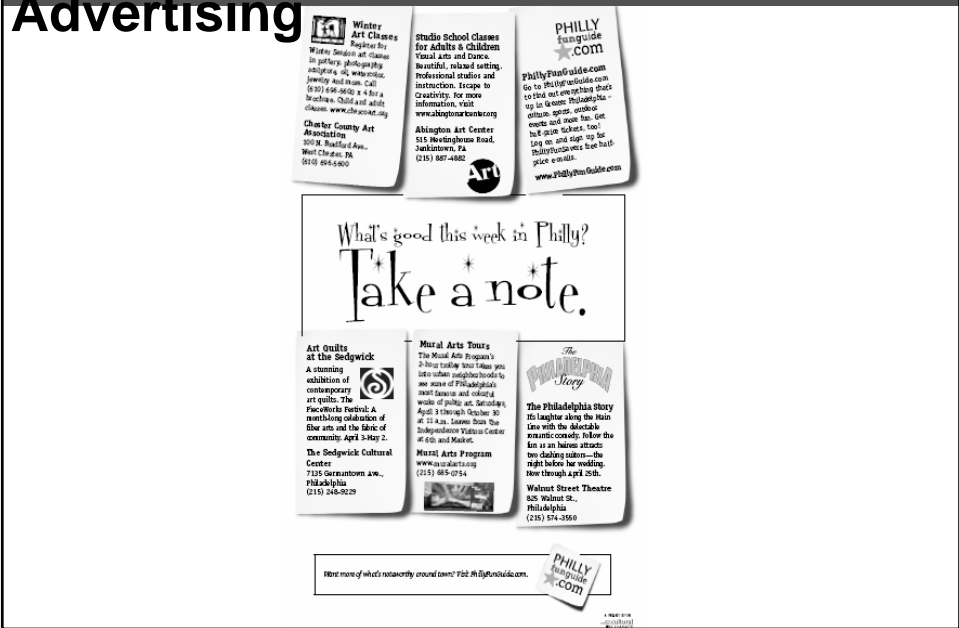
Imagine Holy Trinity's large and daedal nave with its colorful stained glass windows by Tiffany. Then the Art of Fugue's contrapuntus rises from one corner of the room. One after another, from different points of the room, the Dall Quartet's members join in and the architecture of Bach's last masterpiece evolves in its magnificent beauty. Intermoves with the music, excerpts from Vikram Seth's best-selling romantic novel "An Equal Music" on the A of will be read by James Pope.

AVOW MARRIAGE IS COMING TO PHILLY! And it changes everything. Everything. The Daylight Zone theater company, Philadelphia's premiere presenter of gay theater, is proud to present "AVOW" the new play by Bill C. Davis (the author of "Mass Appeal") which takes on the subject of gay marriage and the church. A gay couple's desire to wed within their church brings unanticipated complications for their priest, their family—and themselves.



Campaign Elements Advertising

Strategy—Co-Op Advertising



Winter Art Classes
Register for Winter, Sunday Art Classes in pottery, photography, jewelry and more. Call (610) 264-4600 x 4 for a brochure. Open and adult classes. www.chocacat.org

Charter County Art Association
300 W. Bayfield Ave., West Chester, PA 9310 936-6900

Studio School Classes for Adults & Children
Visual Arts and Dance. Beautiful, relaxed setting. Professional studios and instruction. Escape to Creativity. For more information, visit www.abingtoncenter.org

Abington Art Center
515 Westborough Road, Abington, PA (215) 887-4882

PHILLY fun guide .COM
phillyfunguide.com Go to phillyfunguide.com to find out everything that's up in Greater Philadelphia - events, spots, outdoor dining, sports, too! Log on and sign up for Philadelphia's top half-price e-mails. www.PHillyFunGuide.com

What's good this week in Philly? Take a note.

Art Quilts at the Sedgwick
A stunning exhibition of contemporary art quilts. The Faceville Festival: A month-long celebration of fiber arts and the fabric of community. April 3-May 2. The Sedgwick Cultural Center 7125 Germantown ave., Philadelphia (215) 248-0029

Mural Arts Trueta
The Mural Arts Program's 2-hour touring tour takes you into urban neighborhoods to see some of Philadelphia's most famous and colorful murals. August 8 through October 30 at 11 a.m. Leaves from The Independence Visitor Center at 6th and Market.

Mural Arts Program
www.muralarts.org (215) 965-0784

The Philadelphia Story
His laughter along the Main Line with the delicious romantic comedy. Join the fun at an indoor attracts two-dining tables—the night before her wedding. Near through April 25th. Walnut Street Theatre 825 Walnut St., Philadelphia (215) 574-3554

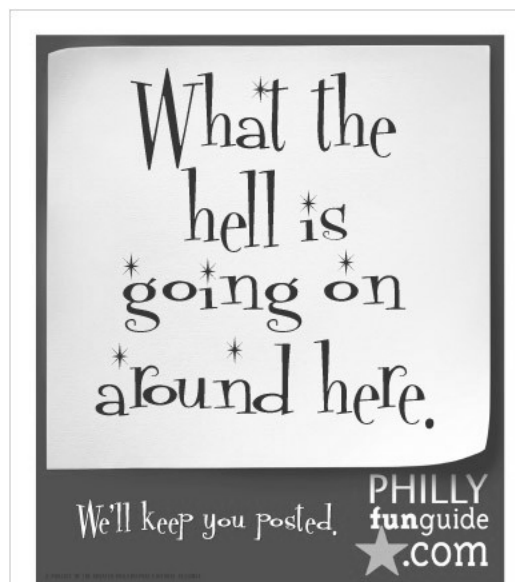
Enter more of what's noteworthy around town? Visit PHillyFunGuide.com.

PHILLY fun guide .COM

Strategy—Awareness Advertising



Strategy—Awareness Advertising



Strategy—Awareness Advertising

Social life
support system.



Greater Philadelphia's
complete list of entertainment,
outdoor and sporting events.

We'll keep you posted.



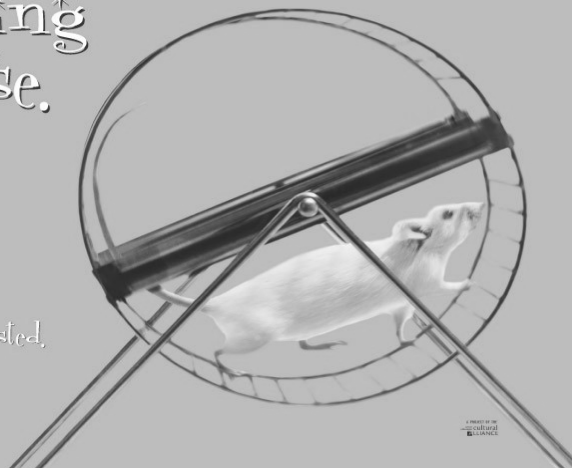
Strategy—Awareness Advertising

When the rat race is over,
start working
your mouse.



Greater Philadelphia's
complete list of entertainment,
outdoor and sporting events.


We'll keep you posted.





Strategy—Awareness Advertising





Campaign Elements Capacity Building



Strategy—Research & Mentoring

A horizontal bar composed of several rectangular segments in various shades of gray, ending with a white star on a dark gray background.

Results

Results



PhillyFunGuide.com:

- 3.2 million visits since its launch in the Fall of 2002
- 20,000 events across the region have been listed
- 95% of eligible Cultural Alliance members market their events through the calendar
- Average session length: 10 minutes

Results



FunSavers:

- \$1,000,000 returned to 120 arts organizations
- 55,000 tickets sold in seats that would have otherwise gone empty
- 47,000 weekly subscribers
- 67% average open rate (non-profit industry average open rate is 40%)
- 70% of attendees are new customers

Results



Capacity Building:

- \$500,000 in Co-Op Advertising, 65% by New Advertisers
- 18% of Philly Households on Mega-Mailing List—Largest in the U.S.
- 90 Cultural Marketers attended National Arts Marketing Conference
- 200 Organizations submitted Pennsylvania Cultural Data Form

Results



Subscriber Reaction:

“I took my daughter to see the Kodo drummers, and it was spectacular. If it had not been for the 1/2 price e-mail notice, I probably wouldn't have known about the performance, and certainly wouldn't have spent the full price for a spur of the moment Monday night treat for me and my daughter, who is in fifth grade. This was the first performance she attended at the Kimmel Center, so your promotion also gave her the opportunity to become a new Kimmel Center patron.”

--David Feldman, of Merion Station, PA