SR&D, cont.

To grow sustainable patron growth,

DEMAND and PERCEIVED DEMAND

*Investment in RETENTION increases LOYALTY*

Look at The Pantages in Hollywood.

Her Favorite: Houston Ballet

"But we're not naive, and it's 2015."

Advocates

Buyers

Triers

TRG's Loyalty Model

Different is not death

To understand and deepen the relationship between artists and the audience

Met with theaters + generative artists ... looking for bright spots

Cities were so different

Audience wants to know the plot

Audience wants to follow the actor or playwright

Caution: Stay away from vanity

Cities varied

Marketing people led focus groups

Playwrights interviewed people

Went to Boston with BOTGTC groups

We want to talk with the audience

We want to make it easier for people to access

And in closing, Kevin said

2 words: Partners and Patience

Tory Bailey tdf

Brad Erickson theatre bay area

ARTSKC: Paul Tyler, Sara Vogt

We love data

Voice of the arts

Unleash the power of the arts!

Arts will help us build a great city of dreams


Lots more interest

Nurtured the Rivera

Helped us change the conversation

Data showed many people feel deeply about the arts

Easy access

Wide range available

The DATA

We share with other arts groups

Create opportunities for our grantees

And in closing, Kevin said

2 words: Partners and Patience

Tory Bailey tdf

Brad Erickson theatre bay area

Sara's graphs helped civic leaders understand

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