Boulder County Arts Alliance, 2590 Walnut Street, Suite 9, Boulder, CO 80302

Audience Development Planning Project – Partner Strategies (as developed 2006)

Diversify, Broaden and Deepen - Internet-based Enhancements:			
Boulder County Arts Alliance:	**Boulder Philharmonic Orchestra:**	**Frequent Flyers Productions:**	**Open Studios:**
Create a map of all BCAA organizations with a better functioning Web site that provides a comprehensive calendar (sortable by date or discipline?). Need to drive people to the Web site with a print piece, that could be the map. "BiCAApedia" concept.	Redesign Web site to be more interactive, more educational. Create a kids section of the Web site with fun, interactive games to learn about the instruments of the orchestra, composers, music, etc. Use available online tools to get the word out. Scheduled e-mail reminders (two per concert). Create e-mail newsletter specifically for volunteers. Create an e-mail button for donations. Donation "ask" with each e-mail sent out.	Update Web site to include video clips. Create a MySpace page and clip for YouTube. Enable online class registration forms.	E-mail contacts throughout year. Consider kid-friendly part of Web site.

Diversify, Broaden and Deepen – Patron Survey:		
Boulder Philharmonic Orchestra:	**Open Studios:**	**Rocky Mountain Center for Musical Arts:**
Create a survey that asks the right questions to find out what the audience really wants and take answers into consideration for future programming. Survey our donors once every two years.	Redo our survey of attendees to see what media they read, see and hear; and ask what other local cultural events they go to.	Update and increase usage of survey. Hold focus groups to explore programming, enrollment process, etc.

Broaden and Deepen – Facilities and Logistical Enhancements:				
Boulder Philharmonic Orchestra:	**Colorado Music Festival:**	**Colorado Shakespeare Festival:**	**Frequent Flyers Productions:**	**Rocky Mountain Center for Musical Arts:**
Work with CU Macky Auditorium to fix problems: bathroom, seating comfort, flow, etc.	**Parking** – frequency of Symphony Shuttle increased and placed greeters to meet the bus when it arrives. Increased the advertising of Symphony Shuttle so more people know about it. Place parking lot attendees at the base of Chautauqua Park so that people don't get all the way up into the park to find out there is nowhere for them to park. **Box Office** – improved the customer service at our box office and confident that the 2007 ticketing system and box office staff will be well managed and provide optimal customer service.	Provide more comfortable seating at no cost. Better acoustics.	Portable rig.	Continue to work on capital plan for improving facility.

Boulder County Arts Alliance, 2590 Walnut Street, Suite 9, Boulder, CO 80302

Audience Development Planning Project – Partner Strategies (as developed 2006)

Diversify – General Outreach:
3rd Law Dance/Theatre:
Emphasize "belonging" strategies and advertise "transformative" nature of our productions.

Diversify - Cultural Outreach:			
Boulder Museum of Contemporary Art:	**Colorado Music Festival:**	**Colorado Shakespeare Festival:**	**Old Firehouse Art Center:**
Explore feasibility of audio tours offered in Spanish.	Create **program-driven tactics** to diversify our audience (e.g., 2007 season presented with a thread of music featuring Hispanic or Spanish or Latin American composers and/or featured performers).	Identify and invite more minority groups (continue relationship with these groups already identified and served).	Schedule ethnically diverse exhibits featuring local/regional talent at OFAC, or other community venues, to attract diverse ethnic audiences.

Diversify - Youth (Age) Outreach:		
Boulder Museum of Contemporary Art:	**Boulder Philharmonic Orchestra:**	**Colorado Music Festival:**
Pro-active marketing to target Gen X/Y demographic. Encourage scholarships to "Young Artists at Work." Develop new after-school teen program (received private grant for seed funds). Market to schools regarding school tours (collaborate with BVSD).	Pro-active marketing to target Gen X/Y demographic: create social, networking opportunities; provide more education about the concert experience; continue and better publicize our $5 student ticket program; target more publicity to this age demographic; and, strategically place ads that target this age demographic.	Continue, and improve, all CMF **Education and Outreach programs** – Young People's Concerts, Classically Kids Workshop Series, Masterclasses, Friday Family Spotlight Series, Talks Under the Tent, etc.
Colorado Shakespeare Festival:	**Old Firehouse Art Center:**	**Open Studios:**
Provide more affordable tickets for kids ($5.00) and teens (half-off) to all performances.	Develop an off-site art program to reach at-risk and/or under-served children (approximately for ages five to 12). Develop collaborations with area teen organizations to build an audience for our teen night.	Enhance activities for children. Make "Artist in Training" stickers for children.

Broaden – General Outreach:		
Boulder County Arts Alliance:	**3rd Law Dance/Theatre:**	**Boulder Museum of Contemporary Art:**
An "**Art's pass**" that gives people a discount at all of our events. (Need to clarify whether or not we should distribute directly to participating organizations, or through the BCAA list. Could BCAA coordinate the development and printing of this pass?).	Niche marketing because of 3rd Law's specialty productions. "Word of Mouth" campaign using current list of audience members known to attend.	Open on Sundays free to public (to encourage families). Open on Wednesday nights during Farmers' Market (to encourage younger attendance and after-work crowd). Enrich and increase benefits to wider market.
Boulder Philharmonic Orchestra:	**Colorado Music Festival:**	**Colorado Shakespeare Festival:**
Create an ambassador program – subscribers mentoring new ticket buyers more publicity for each concert.	New **Winter Chamber Series**- we are hoping this keeps CMF top of mind for people during a time when we usually do not have anything going on and perhaps bring in people who are not usually in Boulder during the summer, but are interested in who we are and what we do.	Extend repertory to non-Shakespearean classics so as to attract those whose meat and drink is not Shakespeare. Provide more affordable tickets for kids ($5.00) and teens (half-off) to all performances. Earlier curtains in the Mary Rippon on two nights a week plus more matinees. More variety in food offered for sale.
Frequent Flyers Productions:	**Open Studios:**	**Rocky Mountain Center for Musical Arts:**
Develop a one-sheet of talking points about FFP for FOFF, dancers, teachers. Have these stakeholders invite a friend. (e.g., anyone who is new to FFP receives a half-price ticket to a show). They must provide us with their contact information. Develop a tri-fold brochure on FFP with lots of pictures and bullet points on our programs and successes. Other ideas captured: "Be a kid with your kid" and "Get your feet off the ground!	Provide materials to sponsors to give to their employees. Bring a friend/family (with a special target at males).	Advance ticket sales.

Broaden – Community Collaborations:			
Boulder Museum of Contemporary Art:	**Boulder Philharmonic Orchestra:**	**Frequent Flyers Productions:**	**Open Studios:**
Increase communication with Downtown Boulder (e.g., condos, businesses, etc.).	Restaurant program. Hotel packages.	Since we push the boundaries of what's possible physically and spatially, we have some synergy with the rock climbing and outdoor enthusiast markets: Develop opportunities to share what we do with these populations (e.g., set up an informal lecture and demonstration through local rock climbing groups and show what we do with static line and descent devices, etc.). Have the Boulder mayor declare an Aerial Dance Day in Boulder to coincide with the Festival. Engage the audiences: "Looking Up" campaign – ask our patrons to help us find places to hang by "looking up" (we already know that McGuckin's and Whole Foods have beams, etc.). Have a "design an aerial apparatus" contest.	Partner with other community, religious, social, ethnic groups and offer group discounts on Guidebooks. Partner with restaurants, making the day a more social event.

Broaden – Cultural Arts Collaborations:				
Boulder Museum of Contemporary Art:	**Boulder Philharmonic Orchestra:**	**Colorado Music Festival:**	**Frequent Flyers Productions:**	**Open Studios:**
Continue to collaborate with other arts organization (e.g., EcoArts, CU Art Museum, Dairy Arts Center, Old Firehouse Art Center, etc.).	More collaborations among other cultural organizations (in our plans for next season).	Promotion to **Mahlerfest** patrons offering them 50% off any other concert during the 2007 season with the purchase of Mahler's *Resurrection* (this way they pay full price for Mahler and we get them to attend another concert). Promotions to **Bachfest** and other early music groups for our early music concert. Direct Mail postcard to **Opera Colorado, Central City Opera and CSO's Opera** concert attendees promoting our choral concerts	Perform at site-specific locations and alternative venues (i.e., get out of the Dairy Arts Center more). Collaborate with Colorado Music Festival again, as well as Boulder Philharmonic Orchestra and Colorado Shakespeare Festival. Approach Denver Art Museum to help them keep the buzz going by doing some site-specific work at the new museum. Continue to talk with the folks at the Denver Center for the Performing Arts, including the Sewall Ballroom, about opportunities to perform there. (The National Performing Arts Convention will be there in June, 2008).	Partner with other cultural groups and offer group discounts on Guidebooks. Do joint promotions with other cultural groups.

Broaden – Family Outreach:		
Boulder Museum of Contemporary Art:	**Boulder Philharmonic Orchestra:**	**Colorado Shakespeare Festival:**
Open on Sundays, free to public (encourage families).	Create an affordable "family pack." Research into daycare opportunities and collaborate for discounts. Provide kid-friendly concerts; and for regular concerts, make sure the most kid-friendly piece is presented before intermission. Expand our educational programs. Continue and better publicize our $5 kid-ticket program. Continue placing ads in the appropriate markets for this family segment. Direct mail targeting this family segment. Market a family subscription opportunity.	Provide more affordable tickets for kids ($5.00) and teens (half-off) to all performances.

Deepen – General Outreach:		
Boulder Philharmonic Orchestra:	**Colorado Music Festival:**	**Rocky Mountain Center for Musical Arts:**
Create and audience appreciation program. Create a classical music club or discussion groups with musicians, director and guest artists asked to participate. Backstage tours program. Flex subscriptions.	Establish more **guest artist residencies** with CMF guest artists, to enhance opportunities for connection with community members. Continue, and improve, all CMF **Education and Outreach programs** – Young People's Concerts, Classically Kids Workshop Series, Masterclasses, Friday Family Spotlight Series, Talks Under the Tent, etc. Provide more **social opportunities** in connection with our concerts – food, wine, picnic opportunities, etc. And promote these social opportunities electronically and in print media. Leverage the current **CMF Artist Fund** program (in which donors contribute to offset the cost of a particular position in the orchestra) to provide even greater connectivity and personal contact with the underwritten musician. Work on **subscriber retention** – the "care and feeding" of subscribers, and creative ways to make them feel valued. (For 2007, this will include a special "Season Opener" party prior to the first concert, targeting subscribers and major donors only; the opportunity to purchase additional single tickets before they go on sale to the public; and a discount on tickets for the new Winter Chamber Series).	Meet the Faculty" open house. "Welcome packets" each year. More structured post-concert Q&A sessions.

Deepen – Board/Donor Outreach and Development:		
3rd Law Dance/Theatre:	**Boulder Museum of Contemporary Art:**	**Boulder Philharmonic Orchestra:**
Develop and encourage Board participation in audience building activities.	Fund scholarships to "Young Artists at Work." Enrich upper-level benefits. Create and offer annual report for members. Offer art trips with curators for upper-level members. Special events for upper-level members.	Increase our corporate partnership program. Create a donor appreciation program aside from benefits. Continue parking privileges. Continue Circle Bar. Continue meet the artists invitations. Continue special events invitations. Ask for a $1 donation with each ticket sale.

Deepen – Volunteer Outreach and Development:
Boulder Philharmonic Orchestra:
Continue our ticket incentive program. Create special volunteer experiences. Special events open to volunteers that volunteer for the events. Advertise our volunteer program more. Implement volunteer orientation sessions, at least two per year. Volunteer appreciation nights.