

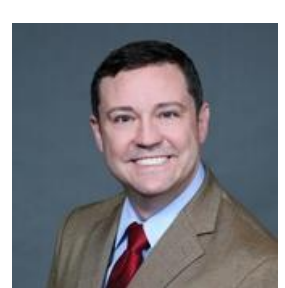
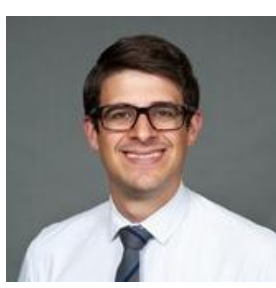
Sharing Data Across Communities

Claudia van Poperingen, Director of Data Services
TRG Arts

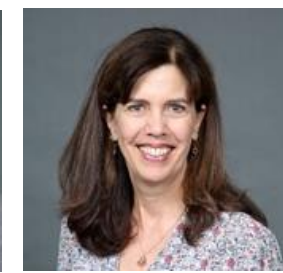
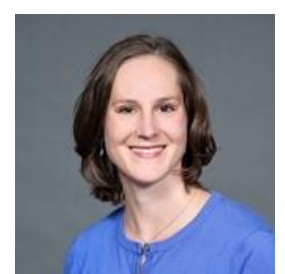
Danielle Green, Membership Manager
Jazz at Lincoln Center

Mariely Lemagne, Membership Program Manager
Museum of History & Industry

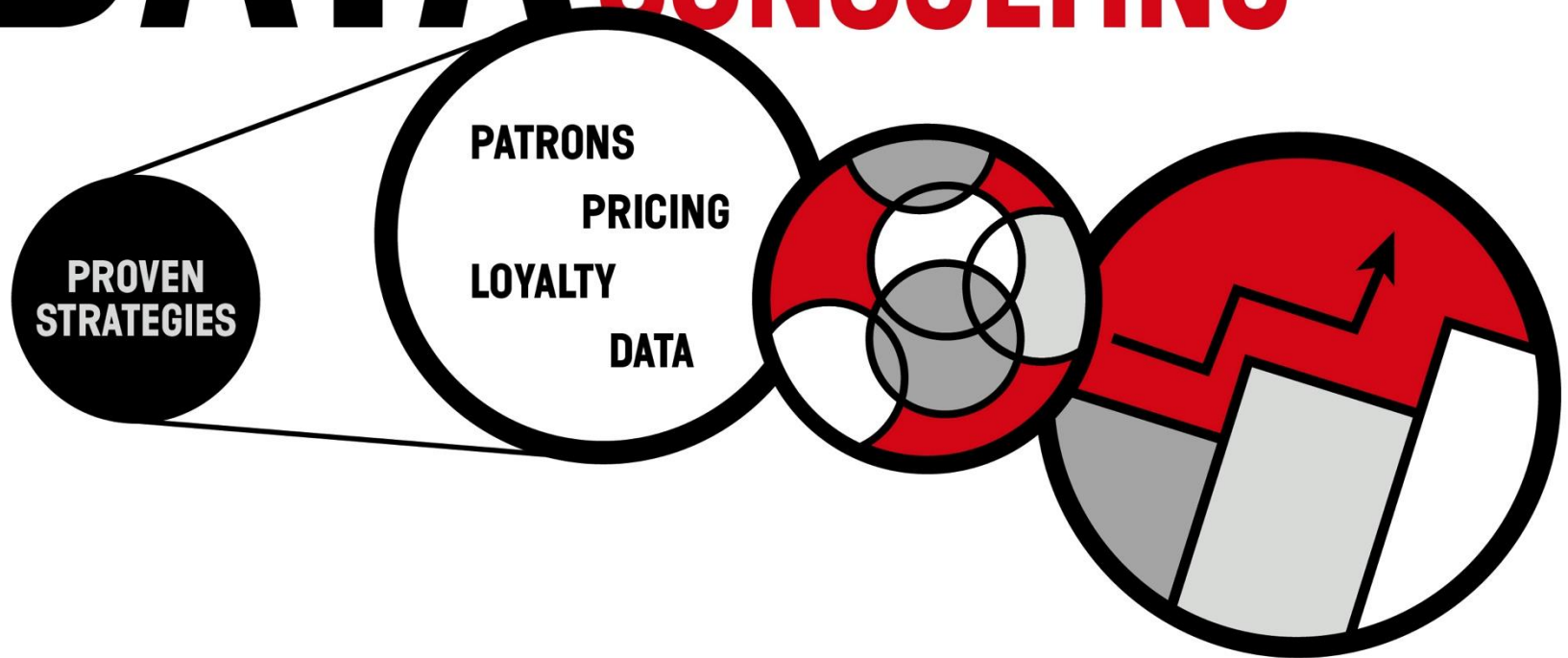




We're curious.



DATA-DRIVEN CONSULTING





Consulting

- Full suite consulting
- Sprints



Data

- Data Center
- Community Networks
- Analytics products like Patron Loyalty Index
- Campaign products like response reports and Prospect Finder
- Custom analytics work



Professional Development

- Online workshops
- Intensives
- Webinars

NEWYORKCITYBALLET



HOUSTON BALLET



The Australian Ballet



SEATTLE OPERA



GOODMAN THEATRE

Houston Grand Opera

OMAHA PERFORMING ARTS



LA OPERA



SEATTLE REPERTORY THEATRE

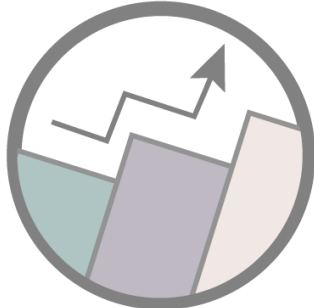
WASHINGTON NATIONAL OPERA Plácido Domingo, General Director



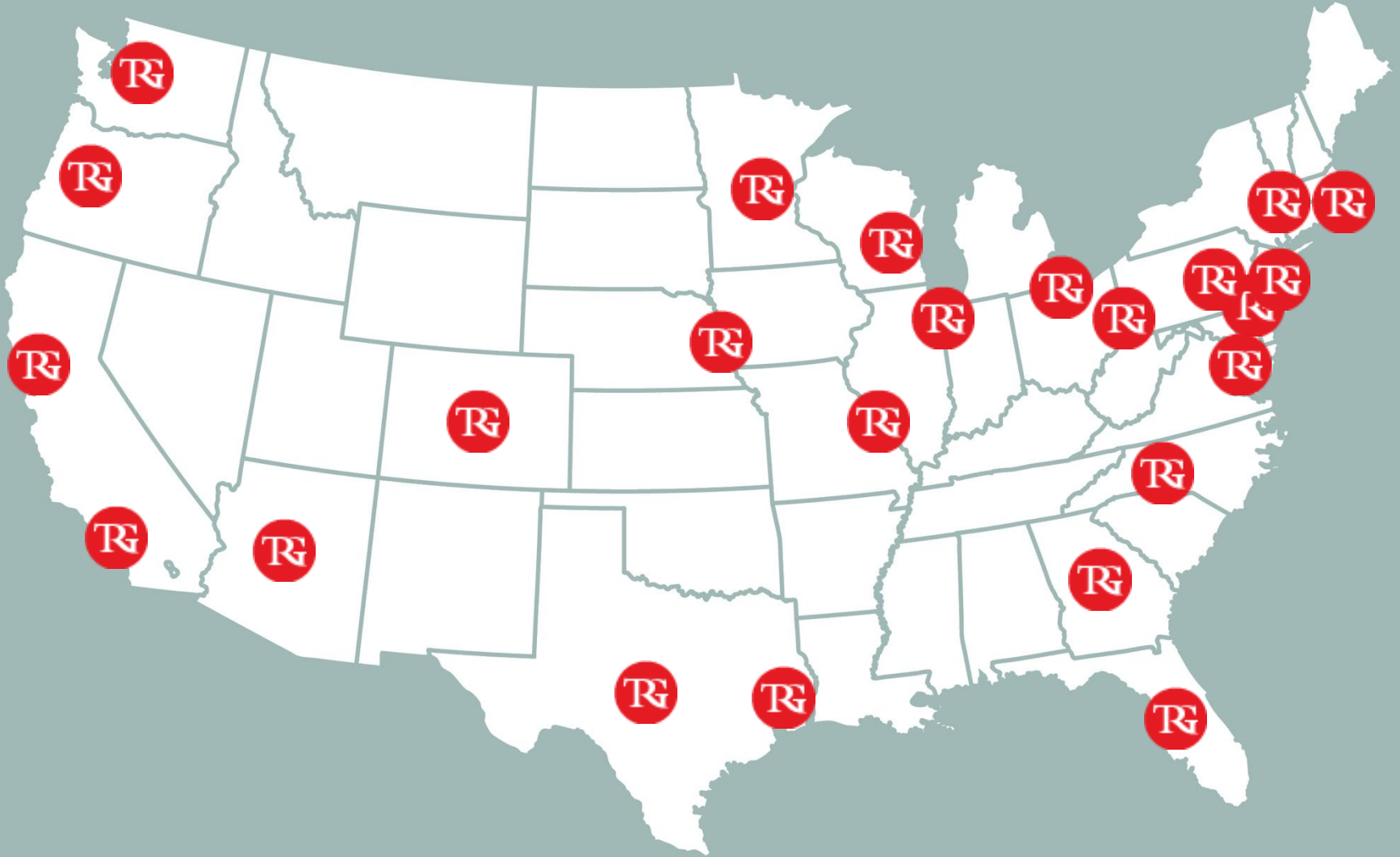
CIRQUE DU SOLEIL

COMMUNITY NETWORKS

Powered by TRG Data Center

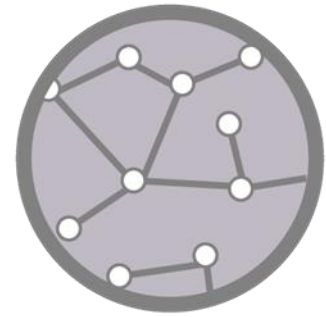


28 million culture-going households



Audience 360

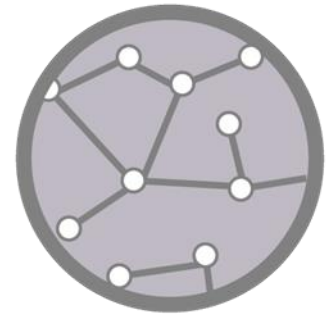
Managed by Theatre Development Fund (TDF)



1. 40 participating organizations
Primarily Performing Arts Organizations
2. 3.3 Million Unique Mailable Households
8.8 Million Total Customer Records
2 Million households available for trade
3. 14.7 Million Households traded
October 2016 – October 2017

Cultural Resource Collective

Managed by ArtsFund



1. **35 participating organizations**
Including performing arts and museums
2. **2.2 Million Unique Mailable Households**
7.4 Million Total Customer Records
1.2 available households for trade
3. **6.9 Million Households traded**
October 2016 – October 2017

Everybody

*knows that sharing
data risks losing
patrons to
competitors?*

Collaboration or Competition?

- *Patron Loyalty Study: Loyalty by the Numbers* (December 2014)
 - Partnership with the Greater Philadelphia Cultural Alliance
 - Study of 17 organizations' transactional data (not surveys)
 - 9 performing arts organizations, 8 museums/attractions



Photo via Matt Harris (CC BY 2.0 Modified)



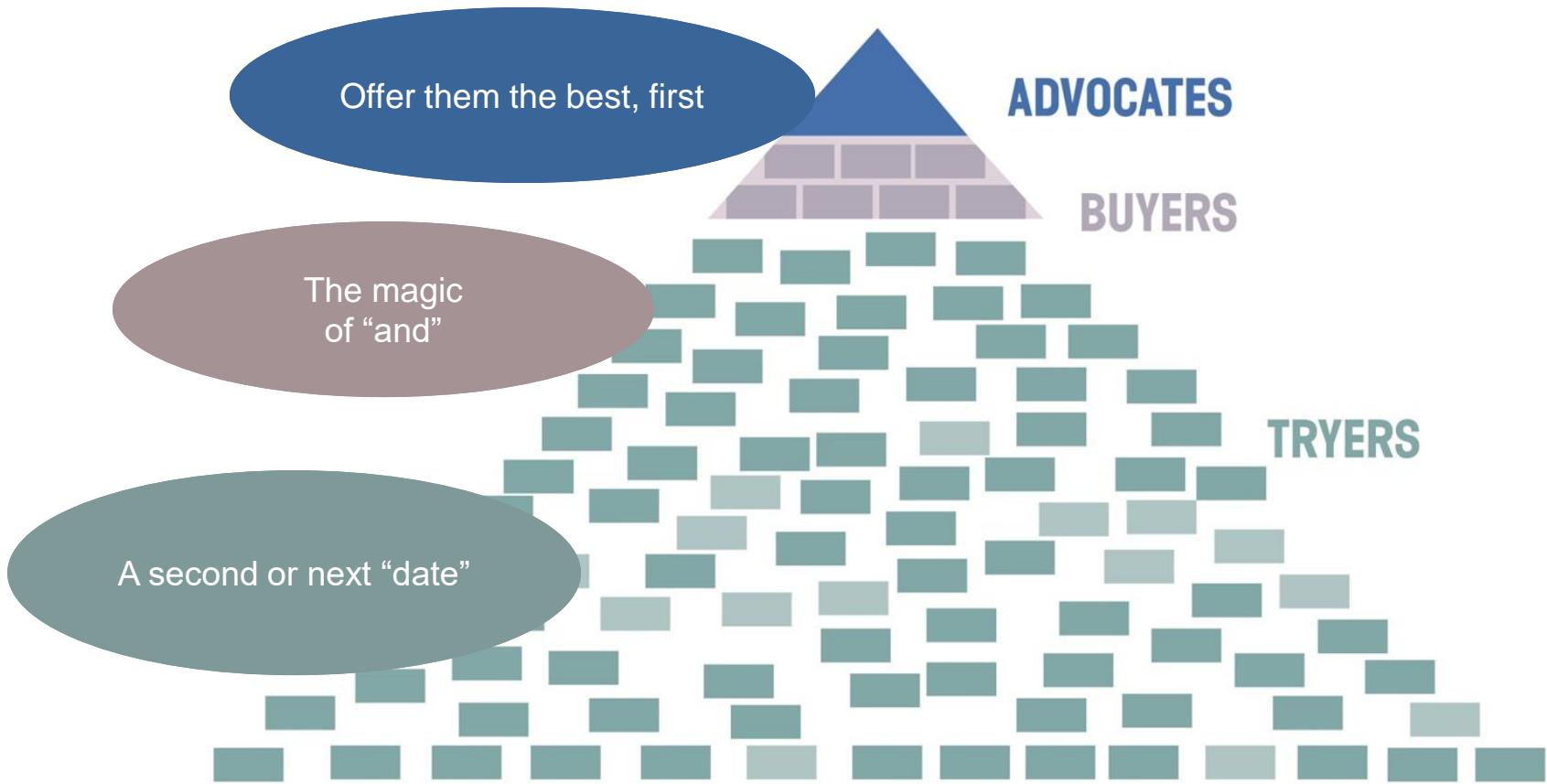
980,000 Households

\$771 Million



7 Years





Offer them the best, first

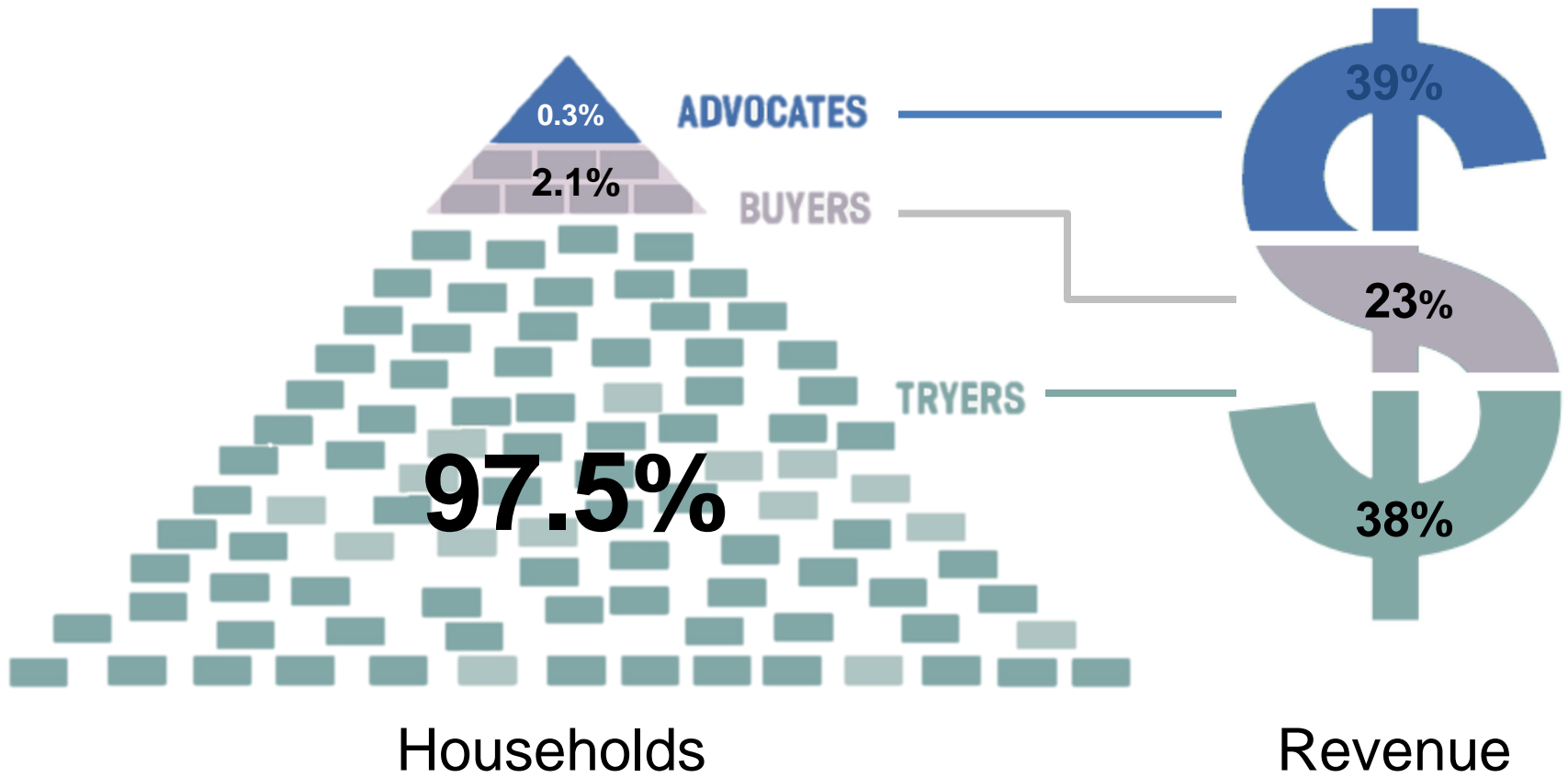
ADVOCATES

The magic of "and"

BUYERS

A second or next "date"

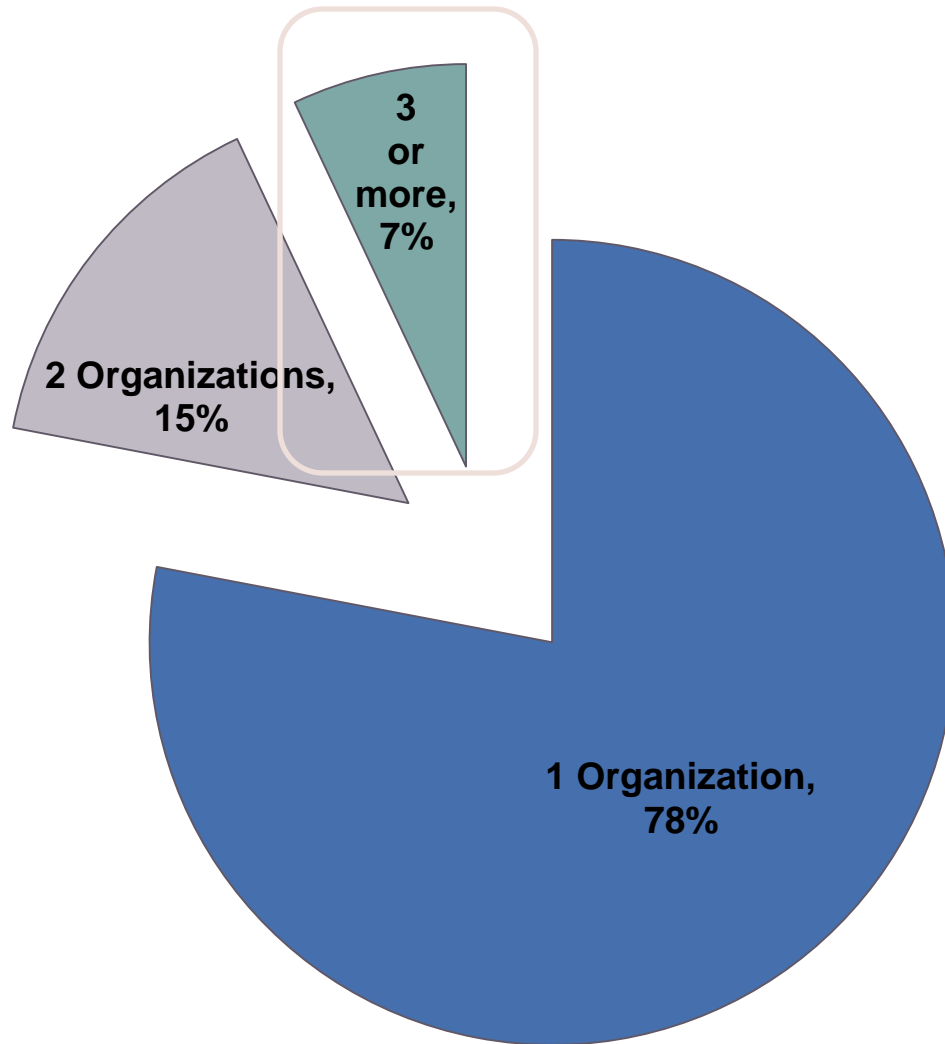
TRYERS



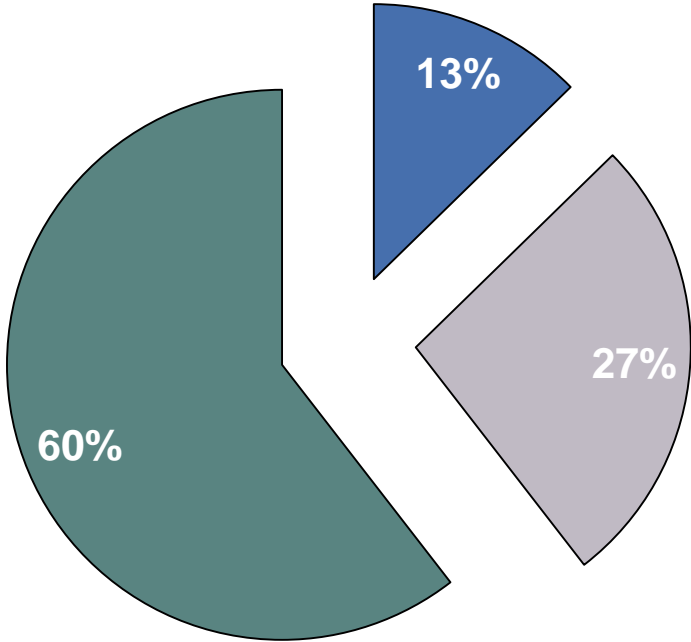


If 39% of the total revenue comes from 0.3% of the total patrons in Philadelphia, aren't those organizations competing for the attention of a few critical patrons?

The more
*organizations that a
patron visits, the
deeper their loyalty
becomes.*

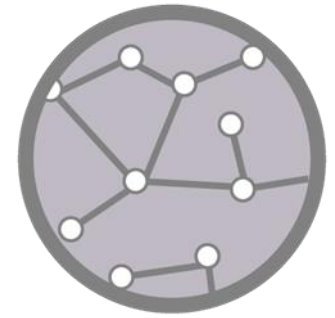


Patrons that engaged with 11 - 14 Organizations



■ % of Advocate Appearances ■ % of Buyer Appearances ■ % of Tryer Appearances

Apparent Non-Actives Performing Arts



Only two orgs have a majority of “in-actives” that are active elsewhere

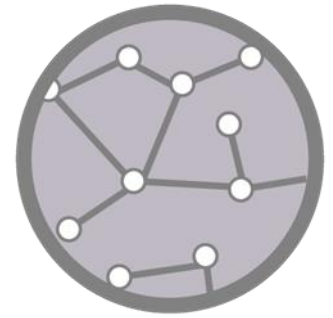
Org Type	Active Total	Inactive Total	%Inactive	Inactive, ACTIVE in other orgs	APPARENT Non-Actives (active in other orgs)
Presenter	10571	13635	56.33%	7121	52.23%
Performing Arts 1	11336	9727	46.18%	4913	50.51%
Theatre 1	13446	7849	36.86%	3686	46.96%
Theatre 2	9891	12090	55.00%	5007	41.41%
Theatre 3	10937	7710	41.35%	3049	39.55%
Presenter 2	8536	7620	47.17%	2868	37.64%
Performing Arts 2	28934	28128	49.29%	9804	34.85%
Performing Arts 3	41407	27778	40.15%	7051	25.38%
Presenter 3	129909	129961	50.01%	17279	13.30%

In just two of orgs, more than 50% of inactives are active elsewhere

Presenter 3 has more Blockbuster attendees? Very different rates.

Apparent Non-Actives Museums

More “Blockbuster” attendees in this group?



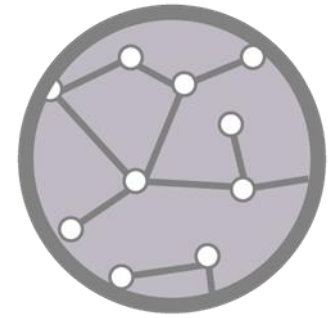
Org Type	Active Total	Inactive Total	%Inactive	Inactive, ACTIVE in other orgs	APPARENT Non-Actives (active in other orgs)
Museum 1	3995	2703	40.36%	1370	50.68%
Museum 2	8075	9477	53.99%	4385	46.27%
Museum 3	950	1059	52.71%	456	43.06%
Museum 4	15382	15922	50.86%	6754	42.42%
Museum 5	72115	108113	59.99%	17569	16.25%
Attraction 1	96900	112186	53.66%	15970	14.24%
Museum 6	118836	72783	37.98%	9422	12.95%
Attraction 2	119551	58316	32.79%	6565	11.26%

One MUS org has more than 50% of inactives are active elsewhere

Markedly different levels of Inactives NOT active elsewhere for 4 MUSEUMS Blockbuster attendees?

Apparent Non-Actives: ALL

Combining ARTS with MUS makes Apparent Non-actives more visible



Org Type	Active Total	Inactive Total	%Inactive	Inactive, ACTIVE in other orgs	APPARENT Non-Actives (active in other orgs)
Theatre 1	13,446	7,849	36.86%	7,132	90.87%
Presenter 1	10,571	13,635	56.33%	12,284	90.09%
Museum 2	8,075	9,477	53.99%	8,316	87.75%
Performing Arts 1	11,336	9,727	46.18%	8,415	86.51%
Theatre 3	10,937	7,710	41.35%	6,489	84.16%
Museum 3	950	1,059	52.71%	796	75.17%
Museum 1	3,995	2,703	40.36%	1,937	71.66%
Theatre 2	9,891	12,090	55.00%	8,267	68.38%
Performing Arts 2	28,934	28,128	49.29%	18,954	67.38%
Museum 4	15,382	15,922	50.86%	10,053	63.14%
Presenter 2	8,536	7,620	47.17%	4,705	61.75%
Performing Arts 3	41,407	27,778	40.15%	14,782	53.21%
Presenter 3	129,909	129,961	50.01%	46,821	36.03%
Museum 6	118,836	72,783	37.98%	23,361	32.10%
Museum 5	72,115	108,113	59.99%	31,628	29.25%
Attraction 1	96,900	112,186	53.66%	26,887	23.97%
Attraction 2	119,551	58,316	32.79%	12,569	21.55%

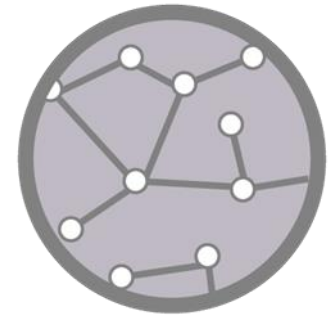
In 70% of orgs, more than 50% of inactives are active elsewhere

These orgs creating Arts/Culture buyers?

Others: creating Blockbuster Buyers?

Apparent Non-Actives

Crossing the Line – Arts “Apparent Non-Actives” in Museums

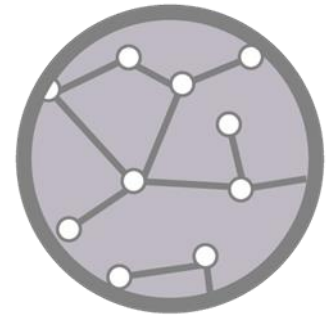


Org Type	Active Total	Inactive Total	%Inactive	Inactive, ACTIVE in MUSEUM orgs	"Line Crossing" APPARENT Non-Actives (active in MUSEUM orgs)
Theatre 3	10,937	7,710	41.35%	3,440	44.62%
Theatre 1	13,466	7,849	36.86%	3,446	43.90%
Presenter 1	10,571	13,635	56.33%	5,163	37.87%
Performing Arts 1	11,336	9,727	46.18%	3,502	36.00%
Performing Arts 2	28,934	28,128	49.29%	9,150	32.53%
Performing Arts 3	41,407	27,778	40.15%	7,731	27.83%
Theatre 2	9,891	12,090	55.00%	3,260	26.96%
Presenter 2	8,536	7,620	47.17%	1,837	24.11%
Presenter 3	129,909	129,961	50.01%	29,542	22.73%

Larger Museums and attractions
“pick up” the most Arts Inactives

Apparent Non-Actives

Crossing the Line – Museum “Apparent Non-Actives” in Arts



Org Type	Active Total	Inactive Total	%Inactive	Inactive, ACTIVE in other orgs	APPARENT Non-Actives (active in other orgs)
Museum 2	8075	9477	53.99%	3931	41.48%
Museum 3	950	1509	52.71%	34	32.11%
Museum 1	3995	2703	40.36%	567	20.98%
Museum 4	15382	15922	50.86%	3299	20.72%
Museum 6	118836	72783	37.98%	13939	19.15%
Museum 5	72115	108113	59.99%	14059	13.00%
Attraction 2	119551	58316	32.79%	6004	10.30%
Attraction 1	98900	112186	53.66%	10917	9.73%

Museum 1 drops 30% - most Apparent Non-active crossover is WITHIN museums

Large Performing Arts “pick up” the most museum apparent non-actives

Even if

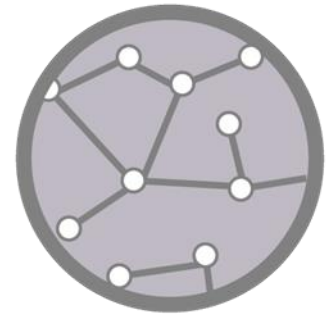
*your patrons are NOT
active with you, it does
not mean they are
NOT active elsewhere.*

TOYS of the '50s, '60s and '70s

MOHAI's Membership Campaign Success

Museum of History & Industry

Bringing bold and fresh approaches to history



1. Mariely Lemagne, Membership Program Manager
Over 10 years experience in membership management
2. Inaugural Cultural Resource Collective participant, starting in August 2014
3. Collection of 4 million objects, documents, and photographs.
3 permanent exhibits, 2 special exhibits, and serves 150,000 visitors per year

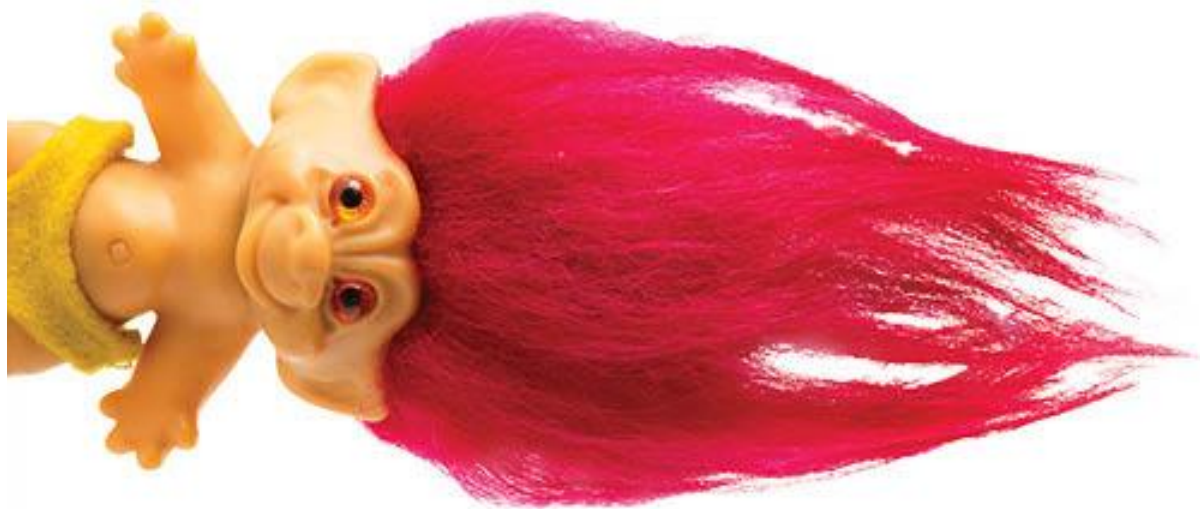


TOYS

of the '50s, '60s and '70s

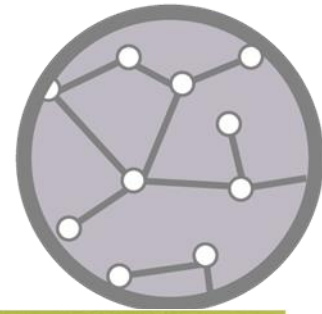
July 2-Sept 25

MOHAI.org/toys



Toys of the '50s, '60s and '70s

MOHAI July 2- September 25, 2016



1. 12,500 households from TRG trade data

15,000 total pieces mailed

2. Seattle Art Museum, ACT Theater, 5th Avenue Theater

Collected trade data from 11 Organizations

3. Offer included a Guest Pass and Membership give-away



MUSEUM OF JOINING AND CONNECTING

June 10, 2016

Dear Sally Sample,

The Museum of History & Industry is gearing up for a summer of nostalgia and we would love for you to join us! Starting on July 2, 2016, MOHAI will be hosting the West Coast Premiere of *Toys of the '50s, '60s, and '70's*—from Barbie to Hot Wheels, you can explore a hands-on exhibit of all your childhood favorites. It's time to let your imagination run wild!

But why stop there? Members at MOHAI get even greater access to some of our region's most engaging history. Membership means free unlimited admission, discounts, and priority access to all of our compelling exhibits, events, and programs for an entire year! Here's what else you can look forward to as a member:

- In celebration of *Toys of the '50s, '60s, and '70's* all new members will receive a limited-edition MOHAI yo-yo to be redeemed on your first visit to the museum (while supplies last).
- **One free guest pass** added to your benefits so you can share the MOHAI experience with others!
- **Access to a members-only *Toys of the '50s, '60s, and '70's* Closing Party!** Celebrate with MOHAI in style as we take one final look at our childhood toys on September 23, 2016. More details to come!

Members at MOHAI make all the difference—as supporters, you allow over 37,000 K-12 students and their teachers to explore the stories of our region and to be inspired by our history to be our best in the future. We'd love for you to join our family! To learn more about membership levels and benefits, please visit our website at www.mohai.org.

You can also join MOHAI online, at our Admission Desk, or by calling our membership office at 206/324/1126 ext. 194. If you have questions, please feel free to give me a call or send me an e-mail at membership@mohai.org

Don't forget, we have *Edible City: A Delicious Journey* coming up in November too! Become a member today to see both exhibits and get in on the fun!

Warmly,

Mariely Lemagne
Membership Program Manager

960 Terry Avenue North, Seattle, WA 98109 | PO Box 80816, Seattle, WA 98108 | 206.324.1126 | mohai.org



Yes! I want to become a MOHAI member.

Please enclose this form with your reply envelope.

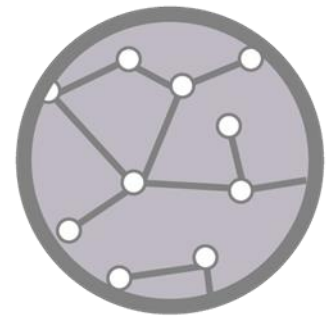
1 2 3 4 5 6 7 8 9 0 * * * * *
Sally Sample
1234 Any Street
City ST 12345

Phone	Email
<input type="checkbox"/> My check is enclosed (payable to MOHAI)	
<input type="checkbox"/> Please charge my	<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AmEx
Card number	Expires
Name on card	
	<input type="checkbox"/> Individual \$ 60
	<input type="checkbox"/> Dual \$ 85
	<input type="checkbox"/> Family \$ 105
	<input type="checkbox"/> Family Plus \$ 150
	Additional donation \$ _____
	Total enclosed \$ _____



Toys of the '50s, '60s and '70s

Campaign Response



1. 9% Campaign Response Rate; up 8% from 2015
758 Direct appeal responses
2. 65% Of total memberships sold came in as a result of appeal
1,136 total memberships sold
3. \$54,000 revenue from direct appeal responses
\$96,660 revenue total memberships sold

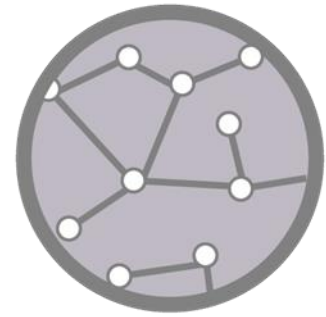


Jazz at Lincoln Center

Membership & Single Ticket Pre-Sale

Jazz at Lincoln Center

In the Spirit of Swing



1. Danielle Green, Membership Manager
Member of the Audience 360 Steering Committee
2. Inaugural Audience 360 participant, starting in May 2014
3. Produces 107 performances and serves 78,643 patrons per year in NYC and 107,339 tour attendees
322 free webcasts viewed 3.3M times in the past year



jazz

30 YEARS OF JAZZ

2017-18 CONCERT SEASON

SECURE YOUR TICKETS FIRST **VIP PRE-SALE JUNE 20** **PUBLIC ON-SALE JUNE 27**

BECOME A MEMBER NOW FOR PRE-SALE ACCESS.

jazz

Venue: Frederick P. Rose Hall
Box Office: Broadway at 60th St., Ground fl.
CenterCharge: 212-721-6600

30 YEARS OF JAZZ
30 YEARS OF JAZZ
30 YEARS OF JAZZ

JAZZ AT LINCOLN CENTER 2017-18 SEASON HIGHLIGHTS:

- Jazz at Lincoln Center Orchestra with Wynton Marsalis
- Chick Corea, Jack DeJohnette, Ellis Marsalis, and Dianne Reeves
- Fred Hersch in concert with Kurt Elling and Kate McGarry
- Celebrations of Benny Goodman, Leonard Bernstein, Miriam Makeba and Nina Simone
- And more!

VISIT JAZZ.ORG/VIP OR CALL 212-258-9973.

jazz at lincoln center

WYNTON MARSALIS PHOTO BY FRANK STEWART

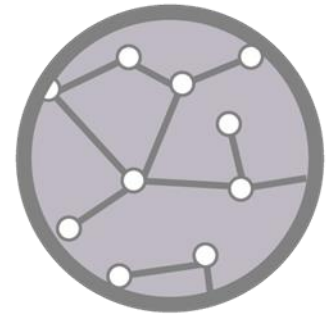
JOIN TODAY AND GET **EXCLUSIVE VIP PRE-SALE ACCESS** TO THE 30TH ANNIVERSARY SEASON.

VIP PRE-SALE JUNE 20 **PUBLIC ON-SALE JUNE 27**

TR
ARTS

Membership Pre-Sale

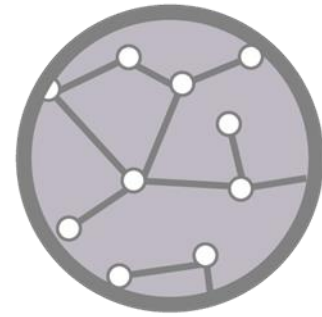
Jazz at Lincoln Center: June 1-30, 2017



1. 13,869 Trade households mailed from 5 organizations
43,848 Households mailed
2. 46.1% Acquisition Rate or 136 memberships (7 from trades)
Mailing Response: 75 membership gifts (both renewal and acquisition)
3. 41 completely new to file members
4. 5% increase in membership revenue compared to previous fiscal year

Increases in Tickets Sold

Jazz at Lincoln Center: June 1-30, 2017



1. Member purchased 37% of overall ticket revenue during this period
2. 25% increase in ticket sales revenue compared to previous fiscal year
Attributed to the strong membership response.
3. 126 tickets purchased by members
Comprises 27% of ticket buying base during this period
4. 79 tickets purchased by trade households

What

*research do you
conduct on your
organization?*

How

*do you identify trade
partners?*

What

*other ways have you
collaborated across-
genre?*

How

*do you track the
response & impact of
your tactics?*

What

lessons have you learned? What will you do differently in future campaigns?

Thank You

For more information on
Community Networks & Data

Center email:

LetsTalk@trgarts.com