

TRUE CONCORD VOICES & ORCHESTRA
Audience Development Committee Report
Meeting Date: Sept 16, 2018 – 4:00PM

PRESENT: Eve Shapiro, Chair
Debi Hunley (ProVentures Marketing)
Laurel Islas (ProVentures Marketing)
Mary McClurkin
Josh Keeling
Eric Holtan
Clyde Kunz

- The new website has been completely redone, was launched the day after Labor Day and looks great! There is more information about the artists and some sample recordings. The link for purchasing tickets is much easier to use. Check it out! We hope to include more recordings and links to social media.
- We have a new PR/Marketing organization, ProVentures. Laurel Islas is our account rep, along with Debi Hunley. Laurel distributed and discussed the new marketing plan they are suggesting, which includes continuing some of the current advertising plus expanding to new markets and targeting advertising based on concert content.
- Season brochures have been sent to targeted neighborhoods and will also be sent to the database from UApresents for those patrons who bought tickets to last year's True Concord performances at Centennial Hall.
- There was discussion about whether to eliminating printing and sending postcards for each individual concert, which has been our tradition. ProVentures is recommending against doing so, but asked us to determine a "cut off point" at which we believe ticket sales are below where they need to be; they can then quickly have a postcard printed and sent on a concert-by-concert basis.
- We discussed potential collaborations with restaurants and other theater groups to share databases, as well as the idea of securing a restaurant that might be willing to give TCVO patrons a discount in exchange for program advertising space.
- We will be staffing a booth at Tucson Festival of Books, so will be calling on Board members to help with that volunteer effort.
- Josh and Mary walked us through the new ticket reports from Patron Manager, comparing sales from 2017 to 2018. The total number of subscriptions sold (through 9/12/18) is 390, exceeding last year's number on the same date by 13.7%. There has been a shift, however, with fewer of those subscription being Reserved seats, and more people opting for Premium and General seating. We will get a better idea if this is a firm trend as sales are continuing.