

# **Banners Cultural Series**

Banners Cultural Series

**Performance Objective 1 Expand corporate sponsor support of Rouge et Blanc and Banners.**

**1 Assessment and Benchmark**

Assessment: Track sponsor lists to identify new sponsor members.

Benchmark: Increase financial and in-kind contributions from corporate sponsors by 10% over the previous year.

**1.1 Data**

Fiscal Year	Financial Contributions	In-Kind Contributions	% difference
2017-2018			N/A

**1.1.1 Analysis of Data and Plan for Continuous Improvement**

**Performance Objective 2 Expand number of schools and individuals served by outreach programs.**

**1 Assessment and Benchmark**

Assessment: Compare list of member schools and organizations and track retention and development.

Benchmark: Increase Banners Engages/Outreach participant schools/groups by two more than served the previous year.

**1.1 Data**

**1.1.1 Analysis of Data and Plan for Continuous Improvement**

2017-2018:

This year, through Banners Engages, we were able to expand our reach by creating a new partnership with South Beauregard Elementary School and by partnering with the students and instructors of the newly established "It Takes Two" dance studio, also located in Beauregard Parish. In this sense, we did reach our goal of expanding to new schools and organizations. However, the number of individuals served by our outreach program was lower than desired. The reason for this dip in numbers was largely due to the fact that circumstances outside our control caused us to have to cancel our largest outreach event.

**Performance Objective 3 Improve operational efficiency.**

**1 Assessment and Benchmark**

Assessment: Run reports to ensure all season members, sponsors, and Rouge patrons have been properly input into Vendini as stage one of initiative.

Benchmark: Transition all patron, member and sponsorship management systems into consolidated Vendini program.

**1.1 Data**

**1.1.1 Analysis of Data and Plan for Continuous Improvement**

**Performance Objective 4 Increase Banners membership.**

**1 Assessment and Benchmark**

Assessment: Track number of overall cultural season memberships purchased, including student, single Pass Holder, Friend, Patron, Flex-Two, Flex-Four and Flex-Six memberships. Also assess number of Imbiber and Imperial Imbiber Rouge et Blanc Members.

Benchmark: Grow cultural season memberships by 5% from the first of the year through the close of the 2018 cultural season.

**1.1 Data**

**1.1.1 Analysis of Data and Plan for Continuous Improvement**