

# **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	Total Contributions	% change
2017-2018	157,350	73,500	230,850	N/A
2018-2019	155,258	136,180	291,438	26.24%

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

2018-2019:

Our goal for this fiscal year was to raise corporate sponsor support by ten percent. We were able to meet and exceed this goal. Our main success was due to acquisition of a \$35,000 in-kind sponsorship from KBYS. This sponsorship handsomely increased our media coverage which in turn helped to raise our membership pool and increase ticket sales for our 2019 Cultural Season.

Additionally, Lake Charles Toyota came on as a new \$5,000 cash sponsor, the Stream Family returned to the sponsor list with a \$5,000 donation from Stream Wetlands. Also, Phillips 66, who was solely a \$5,000 cultural season sponsor last year, doubled their contribution by also becoming a \$5,000 Rouge Sponsor, a total sponsorship of \$10,000.

Assessment of this data led to the discovery that we currently do not have figures for value of our Paradise Florist in-kind sponsorship, our Southwest Beverage in-kind sponsorship, our Frame House Sponsorship, or our Sweets and Treats Sponsorship. Moving forward, it is necessary that we partner with these organizations to get trade value so that these numbers are in place by next year.

I feel that it is appropriate to leave the 10% goal in place for the coming year but dedicate a special focus to bringing on new cash donors.

## 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

Season Year	Number of Schools Reached	Number of Home Schools Reached	Total Number of Schools Served	Growth in Number of Schools Served from Year Prior
2017-2018	14	48	62	N/A
2018-2019	29	51	80	18

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

2018-2019:

In the 2017-2018 season, through Banners Engages, we were able to expand our outreach 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.

As our numbers indicate, in 2018-2019, we were able to serve a far greater number of schools including Our Lady

Queen of Heaven, Nelson Elementary, Westwood Elementary, Immaculate Conception Cathedral School, and Southwest Louisiana Charter Academy.

Part of the reason for the increase was that our previous year family show, Peter Gros of Mutual of Omaha's Wild Kingdom, was cancelled and re-routed for this season. We also broke a record for attendance with our Magic School Bus show which offered two outreach bus-in shows in addition to our evening public performance.

It should be noted that this year marked the pioneer year for our "Banners Gives" initiative, which approached outreach from a philanthropist angle. 1,000 seats were made available for area educators, teachers, principals, and counselors. In addition to giving back to the community, this initiative also serves the purpose of exposing a larger number of outreach facilitators to our programming in the aim of expanding our "reached" schools for the coming season.

With our incoming outreach coordinator, we will restructure our outreach program to bring in more under-served schools and increase our outreach programming to include facilitation of theatre workshops for local high schools, which will carry an internal mission to serve as recruitment opportunities for MSU.

### **Performance Objective 3 Improve operational efficiency.**

#### **1 Assessment and Benchmark**

Assessment: Use Vendini reporting to track and organize all new patrons into market-focus tag groups.

Benchmark: Transition previous ticket-buying patrons into genre-based tags by the first of the year, annually.

##### **1.1 Data**

<b>Vendini Import Tags</b>	<b># of Patrons</b>
Patron List Import	2194
Volunteer Import	173
Rouge Volunteer Import	172
Handwritten Membership Letter Patron List	80
MSU Import	28
Press Import List	42
Jazz Patron Import	39
Celtic Patron Import	20
Dance Import	32
Family Entertainment Import	160
Rouge Import	502
Inactive Member Import	127

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

2018-2019:

All of our patrons were successfully migrated to the Vendini tracking system before our computers were lost. The loss of the computers solidified the importance of getting all data moved to drive docs and cloud systems like Vendini.

Patrons have been additionally tagged into groups that allow us to reach and communicate with our various focus groups. Further development plans include running reports to track ticket sales for each patron so that we may create fully-functioning tag groups for the following:

- Theatre Patrons
- Jazz Patrons
- Classical Music Patrons
- World Music Patrons
- Lecture Patrons
- Film Patrons

- Dance Patrons
- Out of Town Patrons
- Out of State Patrons

This will help us to market directly to individuals based on their attendance history and also helps us easily track how many people Banners and Rouge brings into town, which in turn helps us in our grant appeals.

**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 and Rouge Imbiber/Imperial Imbiber patron groups by 5% annually, collectively.

**1.1 Data**

Season Year	Cultural Season Members		Imbibers		Imperial Imbibers	
	#	% change	#	% change	#	% change
2017-2018	190	N/A	292	N/A	78	N/A
2018-2019	214	12.63%	142	-51.36%	48	-38.46%

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

2018-2019:

**Rouge et Blanc**

The numbers show a large drop in Imbibers and Imperial Imbibers, which indicates that, though Rouge et Blanc sold out, patrons were not purchasing wine at the \$250 and \$500 and up levels to the extent that they did the year previously. We are implementing a number of changes to the event to help reverse this. Patron surveys and supplier/vendor post-mortms reveal that our customers want more diversity in the wine offerings. It has been perceived that Glazers has been stale in their wine choices, offering the same wines that they have been offering for the past few years. We are working with Glazers to refresh the wine booklet so that return patrons are able to experience new product. We are also looking into enticing Republic back to the event, as a Glazers monopoly, by nature, limits what we can give patrons.

Another change we are making is the addition of an Imperial Imbiber tour perk. Saveur du Lac has traditionally been the main perk for patrons who purchase at a \$500 and up level. This private event has been held an hour prior to the main event and featured higher level wines than offered to the general public. We are looking to raise the quality of these wines and we are adding a tour at the culmination of Saveur that will take patrons into four participating restaurants including The Villa, Luna's, 1910, and Panorama Room where they will be treated to two additional wines and food pairings at each of the stops. They will then be given entrance to the main event prior to the general opening. These changes are designed to help add strong value to Imperial Imbiber membership.

A different way we can work to meet our goal this year is to mindfully cultivate a strong presence of satellite wine dinners. Pioneer Club, 1910, and similar restaurants across Lake Charles have traditionally held pre-event wine dinners where wine sales could count towards the Imbiber/Imperial Imbiber purchases. The necessity of creating this event last year with no institutional knowledge and a bare-bones staff caused those events to get little attention. This year we are poised to strengthen and expand our satellite events.

A return to the downtown location for the event also offers a fresh opportunity to reinvent the fundraiser as well, though it would be conjecture to determine how this can directly affect wine sales. One idea discussed with the wine reps is to make signage or stations that will promote selling as opposed to just tasting.

Though this Banners team only has the benefit of having experienced one Rouge, it seems obvious that one large hole in the success of this event stems from the fact that though this is a fundraiser for Banners, patrons largely seem to experience the event solely as a food and wine tasting as opposed to being aware that they are supporting a massive outreach program and a stellar lineup of high quality cultural performances and events that make a profound impact to our partners in education and our large and diverse audience base. Banners has been invisible within the Rouge framework. We will fix this for Rouge 2019 by redesigning the ticket line entrances to feature student performers who will entertain as well as thank patrons for making Banners possible. We will create a red carpet runway where signage will be placed to let Rouge patrons know about our outreach and our season successes in a way that places focus on gratitude to our Rouge patrons for helping to make these successes possible.

"Party with a Purpose" and "Revel for a Reason" are the two tag lines we will brand the event with moving forward. Our vision and mission for Rouge is to refocus our efforts to revive Rouge as a fundraiser. If we are successful, our Imbiber and Imperial Imbiber numbers will grow by a minimum of 5%.

### **Banners Cultural Season**

Cultural season memberships grew by 11.21%. This met and exceeded our goal of a 5% growth margin. This was accomplished by a massive multi-tiered initiative including the creation of a committee of founding members who convened to hand-edit the patron list which was then divided individual by individual into groups each committee member had personal ties to. Each member then created handwritten letters for each patron asking them to re-commit. After letters were sent, a new Vendini report was created to list patrons who still had not subscribed. The Banners director then made personal phone calls to those on that list. The response was extremely successful. Additionally, membership was advertised through our newly acquired KBYS sponsorship, all press outlets, through a dedicated social media campaign, development of a University-wide mail-out, a mass public mail-out and personally through talks given at dozens of Kiwanis, Rotary, and local cultural organization meetings.