

# Cultural Arts Series Monitoring Report

Served

## CAS Quarterly Totals Comparison

<b>Ticket Sales</b>	'08 , '09		'07 , '08		Difference
1st Qtr.	\$ 2,633.75		\$ 3,583.75		-\$950.00
2nd Qtr	\$ 5,813.75		\$ 9,567.75		-\$3,754.00
3rd Qtr	\$ 3,018.75		\$ 4,617.75		-\$1,599.00
4th Qtr	\$ 3,241.75		\$ 3,399.25		-\$157.50
<b>Total</b>	<b>\$14,708.00</b>		<b>\$ 21,168.50</b>		<b>-\$6,460.50</b>

<b>Performance Attendance</b>	'08 , '09		'07 , '08		Difference
1st Qtr.	128		195		-67
2nd Qtr	613		974		-361
3rd Qtr	360		570		-210
4th Qtr	276		170		106
<b>Total</b>	<b>1377</b>		<b>1909</b>		<b>-532</b>

<b>Ed. Activity Attendance</b>	'08 , '09		'07 , '08		Difference
1st Qtr.	95		45		50
2nd Qtr	126		280		-154
3rd Qtr	55		183		-128
4th Qtr	54		50		4
<b>Total</b>	<b>330</b>		<b>558</b>		<b>-228</b>

Total Served	1707	2467	-760
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Areas of improvement

Ticketing

Audience Development

Marketing

There are currently two relatively large cultural programs at OCCC, Arts Festival Oklahoma and the Cultural Arts Series. The number of Arts Festival participants declined in 2008 due to severe weather, which cause the cancellation of some activities.

The Cultural Arts Series included performances by The Lark Chamber Artists, The Romeros, The Jerusalem Lyric Trio, The Four Freshmen, The Richter-Uzur Duo, The Texas Gypsies, Rosario Andino, and The Best of Broadway. Attendance to Cultural Arts Series programs declined for FY 2009 due in part to a cancelation/reschedule of one of the concerts due to bad weather.

#### Improvement strategies implemented for FY 2010

The Office of Cultural Programs purchased and implemented the Vendini software. This powerful ticketing software and customer relations manager will enable the Cultural Arts Series to:

1. Track ticket sales more accurately, by demographics, type of sale and programming preference
2. Track all CAS patrons in one database platform
3. Create targeted marketing campaigns to patrons via e-mail
4. Provide both a web-based and point of sale ticket purchasing platform controlled by OCCC, capable of processing cash, check or credit card sales.
5. Control how tickets are tagged and disseminated for the purpose of accurate reporting
6. Move from a general admission ticket sales format to an assigned seating ticket format which will allow the Cultural Arts Series to zone different sections of the Bruce Owen Theater for more controlled sales
7. Generate a wealth of monitoring reports to track trends and changes in programming and audience needs.

#### New marketing methods

The Office of Cultural Programs has begun to implement a social media targeted marketing plan utilizing social media services to establish a presence among those participating in them. Individuals using such technology represent a demographic currently in participation at Cultural Arts Series events. Social media tools being used include Facebook and Twitter.