



July 16, 2012

Fall for the Arts 2012

FACT SHEET and FREQUENTLY ASKED QUESTIONS

Q. What is Fall for the Arts (FFA)?

FFA is a month-long showcase of arts and culture held annually in October and made possible by the participation of nonprofit arts and culture organizations throughout the San Diego region. The bonus value is to emphasize free events and special discounts.

Q. Who is behind it?

FFA was initiated by the City of San Diego Commission for Arts and Culture (Commission) and The San Diego Foundation (The Foundation), in collaboration with a number of agencies, including the San Diego Convention and Visitors Bureau (ConVis).

Q. What is the history of FFA?

FFA evolved from a regional arts marketing campaign launched in 2009 as the philanthropic community grew concerned about the capacity of nonprofit arts and culture community to survive the recession and thrive in a new world economy. With consumer arts and entertainment budgets shrinking, the Commission and The Foundation initiated "MORE Bang for your Buck," a marketing campaign designed to emphasize the added value that arts and culture contributes to our lives. The seasonal and online marketing promotions, such as *Stars under the Sky* and *Paradise Found*, were designed to help increase visitation primarily to nonprofit arts and culture organizations based in the City of San Diego.

Last year, we partnered with the Port of San Diego and turned the campaign into an actual event. FFA was launched October 1, 2011 with a day-long expo at the Port Pavilion on the Broadway Pier on the bay which showcased the work of 60 nonprofit arts and culture groups and attracted nearly 3,000 visitors. Feedback from participants and research into other successful arts marketing campaigns led to the idea of expanding FFA to a month-long event, held throughout San Diego County in partnership with the nonprofit arts and culture community. The objective is to drive consumers to arts and culture organizations and facilitate return visits.

Q. Why is the event held in October?

October is recognized as National Arts and Humanities Month, a coast-to-coast celebration of art and culture. It is designed to encourage all Americans to explore new facets of the arts in their lives and to begin a lifelong habit of active cultural participation. October is also a month in which the arts and culture community is in full swing with much to promote and celebrate and also builds on existing

campaigns in October such as the Museum Council's "Kids Free" and ConVis's "Kids Free in San Diego" which includes the San Diego Zoo and San Diego Zoo Safari Park, SeaWorld San Diego, LEGOLAND California, AMTRAK, and Croce's Restaurant & Jazz Bar. ConVis is contacting members to encourage even more participation to ensure that as many tourists as possible visit San Diego during this time.

Q. How is FFA funded?

Funding for FFA is made possible by a grant from the National Endowment for the Arts, the California Arts Council with additional support from the Commission, The San Diego Foundation and ConVis.

Q. What needs will FFA address?

FFA is designed to increase participation in the arts and to provide the nonprofit arts and culture sector with marketing support to address the following needs:

Audience Development: to retain and identify new audiences.

Accessibility: to make programs more affordable and accessible to underserved and low income communities.

Public Relations and Marketing: to leverage limited public relations and marketing budgets.

Visibility: to promote the value of the arts and to increase awareness of the region's cultural assets.

Q. What benefits can organizations expect from participating in FFA?

- Capture contact information (emails, mailing addresses) from individuals who may have never patronized your organization so that you can follow up with them directly;
- Increase awareness of your organization and your program as part of a region-wide promotion;
- Connect and work with other arts and culture organizations in the spirit of collaboration; and
- Demonstrate to funders how your organization engages new audiences, including those from underserved and low income communities.

Q. Who can participate in the promotion?

FFA actively enlists the participation of nonprofit arts and culture organizations throughout San Diego County, that present, produce, and exhibit a wide range of artistic programming to the public, including all disciplines and for all ages.

Q. Are for-profit businesses, such as galleries, and music stores, etc., invited to participate?

Although these organizations contribute to the cultural mix of our community and are important to the overall "ecology" of the arts, they are not our primary targets for FFA. However, we strongly encourage

participating nonprofit arts and culture organizations to reach out to these groups and partner on any variety of projects that would be mutually beneficial.

Q. Can individual artists participate?

There are over 10,000 artists living and working in San Diego and we hope that nonprofit arts groups will tap into their tremendous talent and include them in their activities. Although we hope to do so in the future, we do not have the capacity to enlist the direct participation of artists at this time.

Q. What will my organization be expected to do to participate in FFA?

There are five primary tasks that you will need to complete:

- 1) Create or update your ConVis MemberNet profile. New participants can get started at www.sandiego.org/artspartner.
- 2) Apply to participate in FFA by completing an online application.
- 3) Market your event to the community using the FFA marketing tools, including the FFA logo.
- 4) Track your FFA audience participation and collect audience feedback using our Audience Response Form.
- 5) Complete the exit survey that will enable us to determine not only what worked or didn't work, but will compile important data to verify the impact of the event on the community.

Q. What about the kick-off event at NTC? Can my organization participate in that as well?

If your organization is interested in participating in the October 5 kick-off event, please contact the event program manager, Dennis Michael-Broussard and he will help determine the best way to get you involved.

Q. Will my organization need to create new programming just for this promotion?

If your organization is already planning to offer programming during the month of October, there should be some aspect of your programming that could be marketed as part of FFA. FFA is about shining a light on what San Diego's arts and culture community is already doing, and making it more accessible by offering audiences and visitors financial incentives to participate.

Q. How will FFA be marketed?

FFA will be marketed through a variety of mediums and strategies:

- The ConVis website will be our primary communications tool. It will include information about FFA on its landing page and a special button that will direct visitors to the FFA page. On this page, visitors will be able to search for events offered by participating organizations.

- Each participating organization will receive a FFA Marketing Tool Kit including web link button, press release template, social media copy, etc. to help ensure that our messaging is streamlined and consistent.
- There will also be print ads and free standing inserts, as well as other potential co-op editorial opportunities.
- 140 Fall for the Arts banners will be placed along Harbor Drive.
- Social media, including a Facebook page and Twitter will allow the participants a platform to share timely information throughout the month.
- We are in negotiations with other communications partners to broaden our reach and leverage our marketing dollars.

Q. Will there be financial and technical assistance to help participating organizations market their FAA event to the public?

Unfortunately, we are not able to provide financial assistance to participating organizations. However, we will provide one-on-one consultations to help those who need technical assistance with the website or other aspects of the campaign.

Q. How can my organization afford to participate if we are expected to offer incentives that may cut into our revenue?

Like any business - for profit or nonprofit – you always need to attract new customers and the costs associated with finding new customers should be factored into your budget. You are the best judge of how much your organization can invest in these outreach efforts. Do a little, or do a lot. You set the terms under which you will participate, if you choose to do so.

For clarity of message, it would be ideal to include the “concept” of free in the promotion; however, free is not limited to full admissions. You may choose to provide a “buy one get one free” offer, or “kids get in free” when the parents pay full price, and limit the number of kids. You may choose to offer a limited number of free tickets on a specific day when you know ticket sales may be slow. Or, you can offer other things of value for free, such as a free backstage tour, tee shirt, glass of wine, or pre-concert lecture. The promotional possibilities are endless, none of which should be a financial burden.

Q. When you offer programs for free, doesn't that tend to devalue it in the mind of the consumer?

Communicating to your customers the purpose of the promotion and that it is for a limited time only will help dispel the idea that free or discounted tickets or promotions will be ongoing. Also, playing up the true value of the promotion also lets customers appreciate what they are receiving.

Q. Does my program offering have to be directed to kids?

We recognize that some participants do not cater to children or may not be offering child-focused programming in October. Participation in FFA is not limited to child-focused promotions.

Q. Will my organization need to provide programming every day of the month of October?

Absolutely not. Again, you should establish whatever programming strategy that works best for your organization. The more groups that participate, the more opportunities there will be for audience engagement and the bigger and better FFA will be.

Q. How will we know FFA is a success?

In addition to the information gathered from the Audience Response Forms, we will ask every participating organization to complete an exit survey after the promotion is over that will provide us with critical quantitative and qualitative data about your FFA experience. This should give us adequate information on which to base our final analysis of what occurred and a good foundation on which to establish future outcomes.

Q. If I would like to volunteer, how can I get involved?

You may contact the FFA Program Manager, Dennis-Michael Broussard at 504-390-3271 or dennismichael.broussard@gmail.com. We are certain that he will have a number of opportunities for people to get engaged and help out with overall logistics. More information will be released over the coming weeks.

Q. This year's FFA event seems unique. Is there anything else like this happening in other places?

Free Fall Baltimore, a highly successful six-year old event held annually during the month of October, provided a great deal of inspiration for Fall for the Arts 2012. Check out www.freefallbaltimore.org/ for ideas that you may see incorporated into Fall for the Arts as we continue to evolve the project over the coming years. Glance over the program offerings they have listed on their website which may inspire you as you craft your organization's free or discounted promotion.

Q. Will FFA become an annual event?

We hope to learn as much as we can this year and begin planning for Fall for the Arts 2013 as soon as Fall for the Arts 2012 ends. This event could become a great addition to the Balboa Park Centennial Celebration offerings in 2015 if we continue to grow it and improve it each year!