



MORE **WHOA** FOR YOUR BUCK.

## WELCOME

Welcome to the first edition of San Diego Arts & Culture News. We hope you have already heard the news about a bold, strategic marketing initiative designed to enhance communications, drive attendance and generate donations to San Diego arts and culture organizations. The new campaign designed by Departure, a local ad agency, was developed for San Diego arts and culture organizations by the **City of San Diego Commission for Arts and Culture** and **The San Diego Foundation** in partnership with **San Diego Convention and Visitors Bureau** (ConVis) as part of our **Survive and Thrive Initiative**.

This e-newsletter is designed to keep you informed, updated and connected to all the components of this exciting new initiative. It will provide "stuff you need to know" to fully participate and benefit from this program.

Please be sure to forward this to the appropriate staff person at your organization and let us know of any updates or corrections in email addresses so we can communicate efficiently and effectively.

## "BANG" PROMOTIONS UPDATE

Thanks to the support and collaboration of the San Diego Museum Council, the Timken Museum, the San Diego Natural History Museum, the California Arts Council and other funders, we were able inaugurate our new campaign with a "soft" launch designed to coincide with the Museum Council's February promotion - Museum Month began on February 1, 2010.



The "soft" launch consisted of two outdoor billboards which were designed to increase awareness and drive traffic to sandiegoartandsol.com, the arts and culture landing page housed within the ConVis website. We are excited about this opportunity to revive our San Diego Art + Sol brand and marketing campaign and help arts and culture organizations weather this financial downturn. It doesn't hurt that the ConVis website records over **4.5 million** visitor sessions annually! Results were encouraging.

The campaign helped Museum Month generate these **outstanding stats!**

**2010 was Museum Month's most successful year ever.**

- **25%** increase in attendance over 2009.

## QUESTIONS OR IDEAS?

Contact Editor, Toni Robin,  
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Read about the current 4ARTS promotion here

# 4ARTS

[Link](#) to ConVis story

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- Most successful year in their **21 year history**.
- **8%** of visitors to Museum Month's website came from the ConVis site. SanDiegoArtAndSol.com analytics report
- February 2010 visits increased **30%** over year prior.

Here is a [direct link](#) to the website landing page.



## HOW YOU CAN PARTICIPATE

Your input is invaluable as we develop ways to roll out this campaign including social media, ticket fulfillment programs, signature events, public relations, enhanced web content and more.

Initially, we want to make sure you are currently taking advantage of the opportunity to promote your events, programs and **values** through sandiegoartandsol.com.

Here is a link to a simple tutorial with all you need to know to get started or enhance your presence through coupons, images and articles.

**ACCESS MEMBER NET TUTORIAL [HERE](#)**

## A few easy steps get more BANG:

### 1- Upload your SAVE BUCKS NOW coupon on MemberNet

**Coupon Guidelines: Submit events and/or programs that offer value or good “bang for the buck” to patrons. These should engage and deepen the experience for our patrons. What kind of exciting offer would make someone choose Arts and Culture?**

Parameters to consider

- Diverse
- Affordable
- Good value
- Entertaining
- Interesting and Fun
- Participatory
- Out of the ordinary

“Bang for your Buck” promotional examples

- Discounted tickets
- Family offers and activities
- Lectures and curtain talks
- Behind-the-scenes tours
- Restaurant and ticket offers
- Meet the artist
- Pre or Post reception with ticket
- Cross- promotion with another organization

### 2- Download SAVE BUCK NOW web button and post



### 3- Become an Arts and Culture Facebook fan!



### 4- Track your success and let us know how it's going

*The City of San Diego Commission for Arts and Culture and the San Diego Foundation have partnered on a multi-faceted initiative designed to assist arts and culture organizations to survive the economic downturn and ultimately thrive in a new world economy. One major component is a region-wide marketing initiative that will excite and encourage audience members and donors to support the region's artistic programs with their participation and philanthropy.*

*Additional support is provided by the San Diego Convention and Visitors Bureau (ConVis), California Arts Council, San Diego Grantmakers and other funders.*

*We look forward to working with you to ensure the success of this program and help keep San*