

Cache Valley Center for the Arts  
16 February 2011

The success of this particular show was truly tied to our grass roots efforts in the community and in large to the partnership we have with our local university. We work with a large entry level college class that essentially requires the students to attend a variety of art classes. We made sure this show was on the required list. Luckily the students really responded to the message and the materials that ScrapArtsMusic shared. It's one of the first lecture demonstrations I have attended that the students didn't start heading towards the door 10 minutes before class ended, they were really were engaged!

We also hit up a lot of the university music classes, music instructors, and musicians. Some of the excitement in our community is stemming from a post show project we are working on. It's still in the idea phase but it helps to get our audience passionate about a cause. Being more "green" is a hot item in our community right now and the community is eager to hear what others are doing. The timing of presenting this show was instrumental.

We used a more informal marketing plan though we had our usual media outlets and advertising campaign. I found I was actually on the phone a lot, video helped a ton but I think our audience truly wanted to hear about their story and the movement. The dialog created interest.

The student matinee is not a ticketed event. We receive funding from our City that helps us provide our education & outreach component. The schools pay for their own buses but nothing for admission. It's a great way for our arts organization to give back. Obviously the amount of funding we receive varies and so it's difficult to expect it. We generally apply for student matinee funding for half of the shows we present throughout the year.

Not sure if any of this information is useful. When I was introduced to this show 3 years ago at APAP, I knew it would be a good fit in our community. It was wonderful to have ScrapArtsMusic in residency. We were delighted by the outcome and the positive responses we received.

Please call me if you have specific question, more than happy to help.

Cheers,  
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