

CPR for Growing Audiences Care, Programming, Reinvention



League
of American
Orchestras

Sat, June 8, 2024

Eric Nelson
VP, Global Partnerships
TRG Arts

Kate Hagen
Senior Consultant
TRG Arts on behalf of
Charleston Symphony

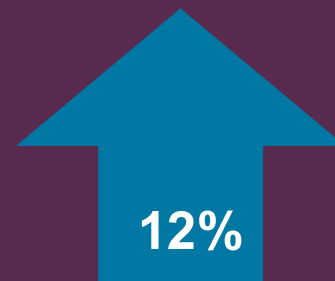
Josh Tague
Director of Marketing &
Communications
Omaha Symphony

Elisha Johnson
Associate Director of Audience
Engagement
Arkansas Symphony Orchestra

Ticket Sales: US Orchestras – 12 Month View Apr 2018-Mar 2019 vs Apr 2023-Mar 2024



Revenue



Units









Agenda

- Welcome & Introductions
- Data Dive: Engagement Today
- Case Studies
- Questions & Conversation



TRG ARTS

At TRG Arts, we are true believers in the power of arts and culture to transform individuals and communities. We are a **disruptive, data-driven, change agency** focused on getting **recurring revenue** for our clients.



Arts & Culture Benchmark

Real-time intelligence on the impact of our changing world. Understand how your ticketing data compares to an industry leading benchmark of over 400 organizations across North America, the UK, and Ireland.

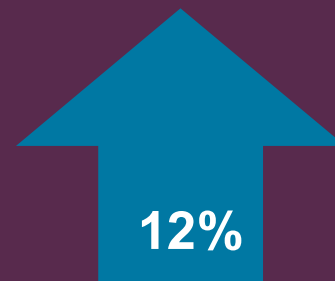
40+ US Orchestras in the Benchmark



Ticket Sales: US Orchestras – 12 Month View Apr 2018-Mar 2019 vs Apr 2023-Mar 2024



Revenue



Units



5 Truths : post-pandemic consumption



1 New Convenience

An intense reliance on digital has elevated expectations, particularly around convenience. "Now" and "near me" are no longer enough - now consumers also expect in-the-moment personalized value



2 New Escapes

Consumers are embracing the flexibility and control virtual living provides, but they still want balance in real-life experiences. Now they are choosing new escapes, both leaning into, and away from, their virtual lives



3 New Me, New We

Consumers have a renewed focus on self from beyond simple self-care to wellbeing, self-sufficiency, and transformation. Now they want to share this new self with others



4 New Priorities

Consumers are more clear on their individual priorities, focused on what's important, and filtering of what's irrelevant. Now they feel empowered to protect the new behaviors and boundaries they've created



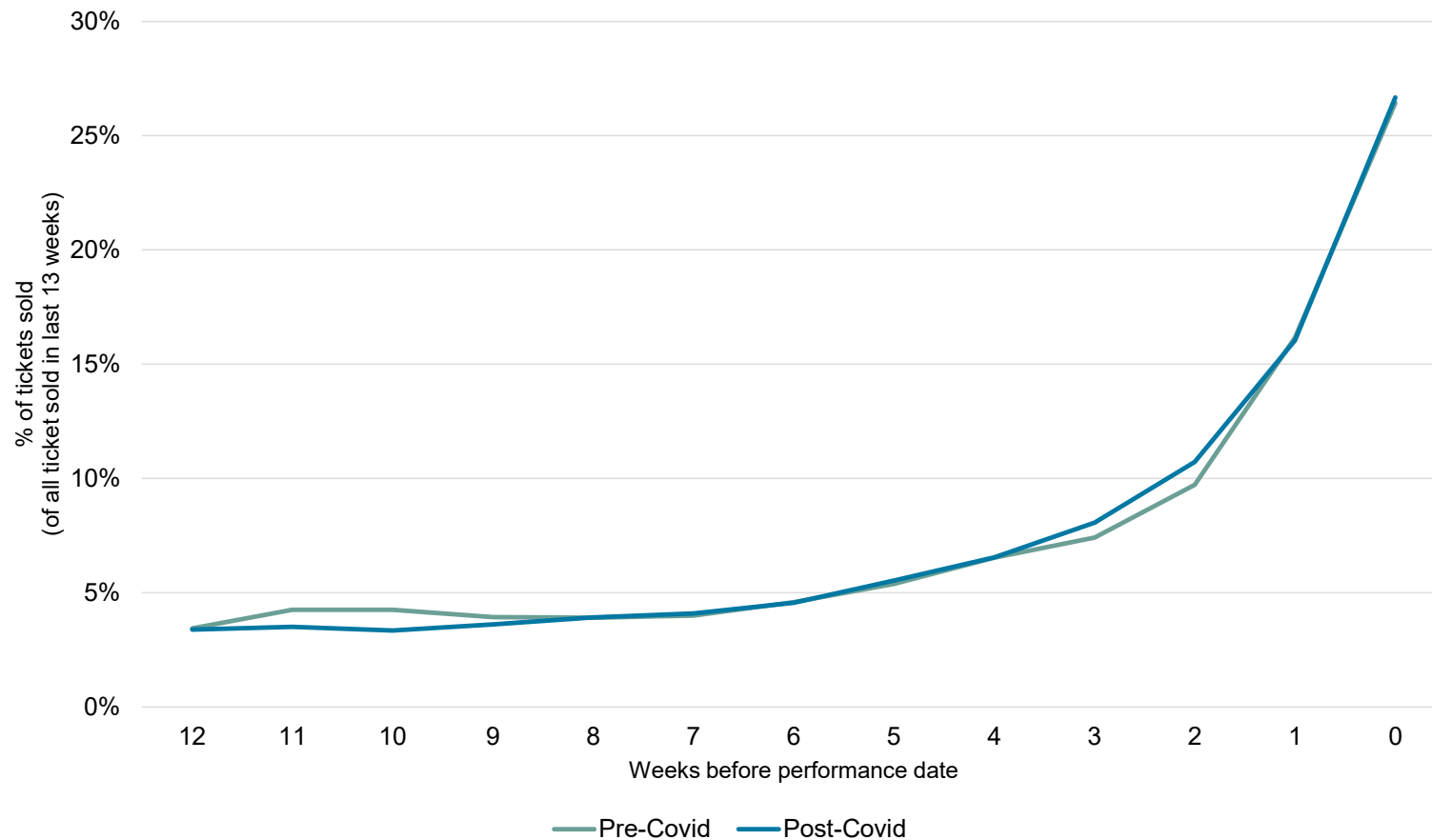
5 New Accountability

Consumer values underlie their choices and expectations. Now they want brands to take action, not just responsibility, and lead on sustainability, diversity, and privacy efforts



Sales Pacing: Weeks Out Chart US Orchestras

Apr 2018-Mar 2019 vs Apr 2023-Mar 2024





Subscriptions,
Memberships,
& Recurring Revenue

[Why Attend](#) ▾

[Who's Coming](#) ▾

[Book Hotel](#)

[Agenda](#) ▾

[Sponsors](#)

[Tickets](#) ▾

The largest meetup of consumer subscription businesses in the world

TENS OF THOUSANDS OF CONNECTIONS HAPPENING IN ONE ROOM, WHAT ARE YOU WAITING FOR?

Be in the room with thousands of industry leaders looking to create new partnerships, engage in meaningful conversations, and enrich your company's future.



NETFLIX



FedEx®



fabfitfun.

sticky.io®

HBOmax



The Washington Post

yotpo.



TR
ARTS

Subscription Box

Recurring delivery of a product

Subscribe & Save

**Buy once, no discount. Get it monthly
and get a discount.**

Membership

Pay a recurring fee for access

Digital Software

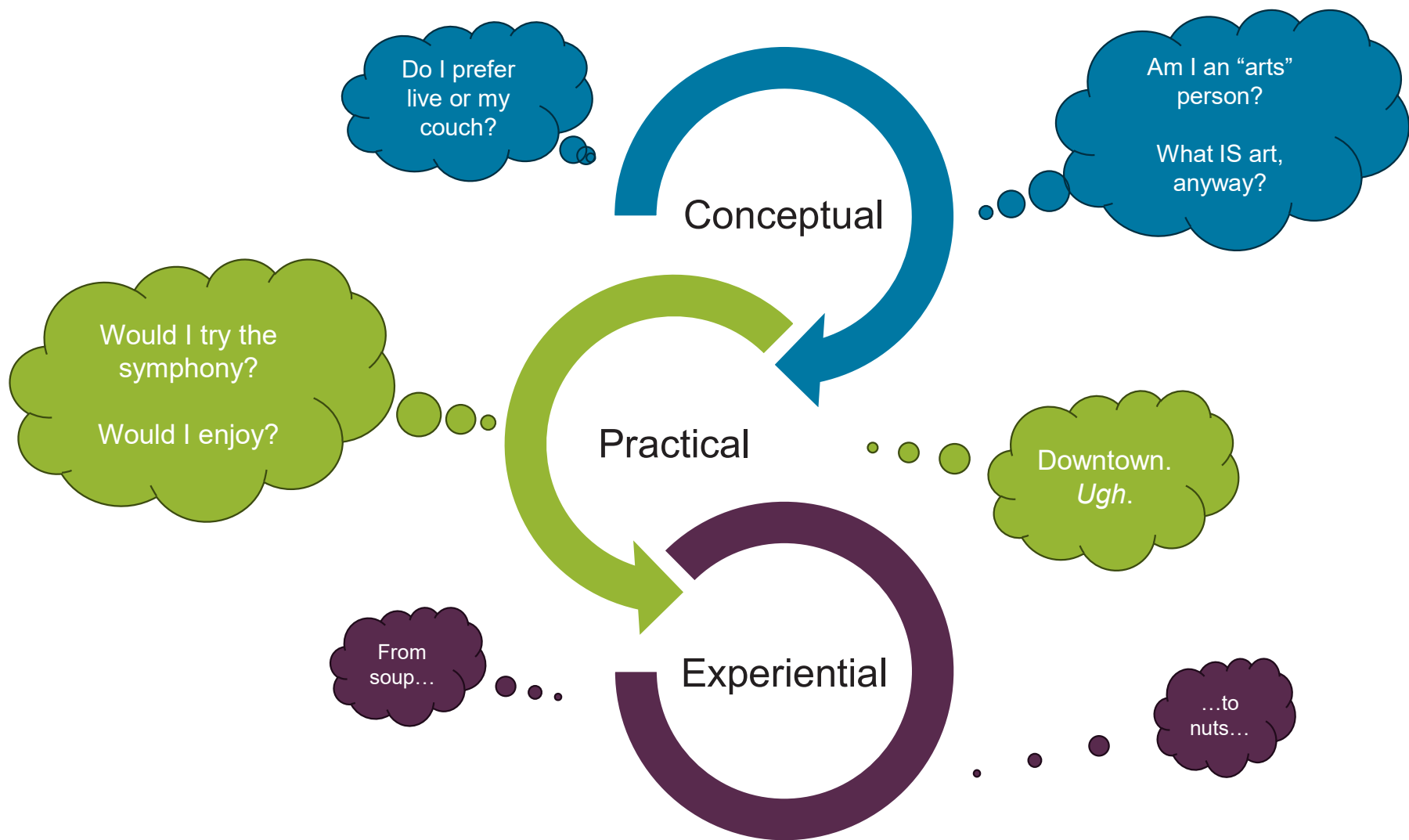
Access to products and technology

Media/Publication

Digital and print subscriptions

Streaming

On-demand and live viewing







CHARLESTON
SYMPHONY

Growing Audiences: Quickly

Make new friends but keep the old

- **Pre-Pandemic**
 - Fought its way back to financial stability
 - Holding steady, but not growing
- **Bright spots and reality checks**
 - City is growing, younger people moving in
 - Grappling with scars from the past
- **Audience growth goals**
 - Singles and subscriptions
 - Younger and more diverse




Single Ticket Growth – FY17 to FY24

Masterworks and Pops



Admissions
+68%



Revenue
+116%

Investments in Strategy, Tactics, and Relationships

Best practices, listening, and trust building

- More of what works and can be tracked
 - Expanded digital and direct mail
 - Early on sales
- Added a 3rd Holiday performance
- Everyone is welcome
 - Gathered feedback via NPS
 - Shared results with staff, including front of house

Instagram



charlestonsymphonyorchestra
and ybekker1



Original audio



charlestonsymphonyorchestra The power – the brilliance! Some BTS from our dress rehearsal for Verdi's Requiem. This will be one of our most exciting programs of the season – buy your tickets today for our 3/22 and 3/23 performances. You won't want to miss this!

#charlestonsc #charleston
#charlestonsymphonyorchestra
#charlestonevents
#charlestonconcerts

9w

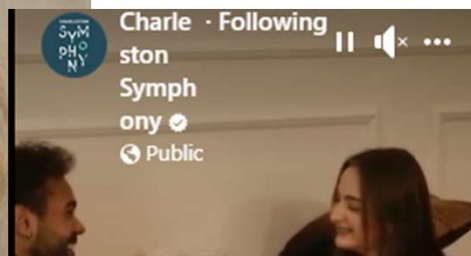
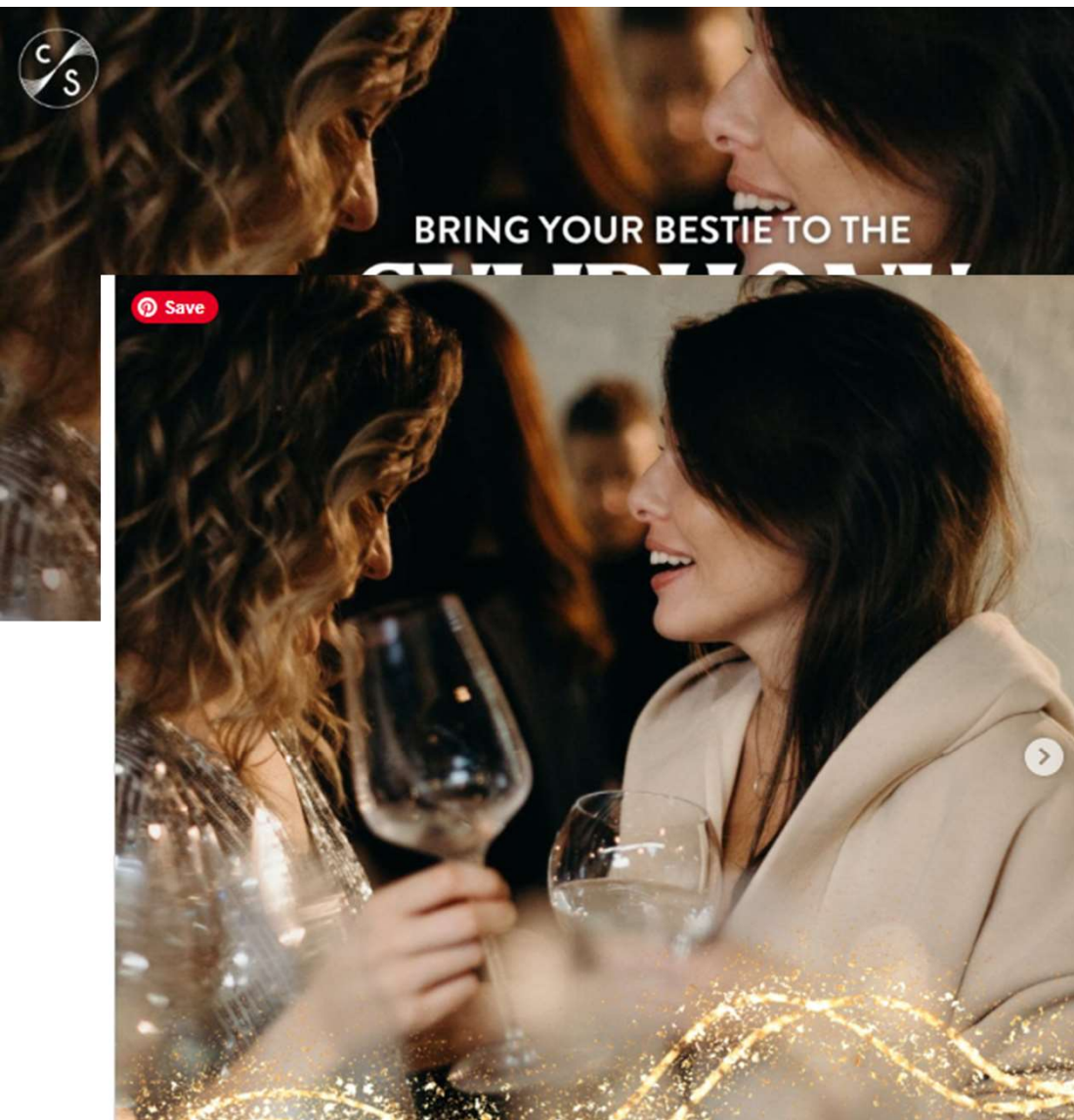


garabediananne 🙌🏻💙🙌🏻💙🙌🏻💙🙌🏻



387 likes

March 22



charlestonsymphonyor • Following ...
chestra
Gaillard Center

charlestonsymphonyorchestra 30w
We are thrilled to officially launch our Bring Your Bestie to the Symphony campaign at our upcoming concert, Majestic Bruckner!

Here's how it works: for every Bruckner ticket you purchase with code BESTIE, you can bring a friend for free! And that's not all - you'll also get a free glass of wine or prosecco to enjoy with your friend. 🍷

This special, limited-time offer ends on Nov 10th, 11:59pm ET. To purchase your tickets, click on the link in our bio. We can't wait to see you there!

...

♥️ 💬 📌

Liked by berylbayiku and others
November 3, 2023

Youngest Classical audience, after *The Planets*.

Most racially diverse Classical audience of the 23-24 season.

Holiday Pops Calculations

Can we sustain 3 performances, given the rising competition in our market?

	HH	% of Total 24 Buyers	Notes
New-to-file	439	40%	
Holiday renewal	280	26%	Renewal rate from 23: 33%
Other	169	15%	
Sub addons	88	8%	Represents 10% of total sub HH
Fall 23 STBs	66	6%	
23 Lapsed STB	53	5%	

Leveraging current audience base + maintaining current marketing reach would yield
2% year-over-year growth in tickets

FY25 Holiday Pops Lead calculator

Segment	Forecast HH	23-24 Conversion Rate	Forecast HH	Forecast Tickets
24-25 Subscribers	900	10%	91	284
23-24 Holiday Pops renewals	900	33%	294	924
Fall 25 ticket buyers	759	8%	58	183
24 Lapsed STB	1,740	4%	62	196
Other			169	530
NTF			439	1,378
Total				3,495



Order by July 25 for the best seats. Prices frozen for a limited time only!

Don't miss the magic of Holiday Pops – *tickets will sell fast!* Order yours now to save on select performances and reserve your seats.

Holiday Pops is the most spectacular celebration of the year and one of Charleston's favorite festive events. Enjoy new holiday tunes, traditional carols, audience sing-alongs, and more. There will be something for everyone – including grand vocal works, fun visits from Santa and the Grinch, beloved pipers, and special dancing guests.

Unleash the spirit of the holidays with your Charleston Symphony and reserve your tickets today!

SECURE YOUR SEATS TODAY



FEATURED ARTISTS

Yuriy Bekker, *Conductor*

Gracie & Lacy, *Performers*

The Charlestons, *Vocalists*

Jason McKinney, *Baritone*

Charleston Symphony Orchestra Chorus (Dr. Robert Taylor, *Director*)

Making People Feel Welcome

Being part of the community

- Holiday is a celebration for all
 - Youth orchestra playing in the Lobby, honors our mission
 - Santa greeting people as they arrive and taking photos
 - Hallmark movie atmosphere
- Implemented regular post-concert surveys of single ticket buyers, and periodic surveys of subscribers woven at key points throughout the season
- Collaboration with venue and their front-of-house team, to learn together from patron feedback





Wonderful experience. My 10-year-old told me she was having trouble breathing as we left the Gaillard Center. She told me she always thought it was just a saying when people said something took their breath away, but now she knew it was a real thing—the performance took her breath away, and she is looking forward to joining band or orchestra in middle school. Thank you for helping to instill a love of music and the arts for our younger generation!



OMAHA
SYMPHONY

Preserve and Carry Forward

Marketing with experiences, emotions, and enticing pathways

- “Omaha attitude”
 - Patrons describe OSA as “our symphony”
 - Dedication to the artists
 - Reduced the distance during the pandemic
- Tap into the emotion of the experiences
 - Care for the ‘story’ behind the music
 - Interest and excitement in new work
- Younger audiences
 - We’ve “found them” via movies and masterworks, now to continue adding, and hold on to them
- 2023-24 Season will reach 95% of tickets sales goal

Demographic Analysis

Main takeaways

- **Movies**
 - 35% single ticket buyers & 28% subscribers Millennials or younger
- **Masterworks**
 - More than half our single ticket buyers are under 60
 - However, **80%** of our subscribers are over 60
 - Most diverse series audience – 8% of single ticket buyers are BIPOC
- **Rocks/Pops**
 - 60% of single ticket buyers over 60
 - 70-80% of subscribers over 60



LIVE with the Omaha Symphony!

LIVE with the Omaha Symphony! brings you popular music and dynamic performers you know and love, sharing the stage with our world-class orchestra. From the greatest pop and rock hits to visually stunning movie favorites, to unique productions that cross genres- these concerts provide a live experience unlike anything else in Omaha.

Why the change?

Patrons have been demanding more variety with their subscription packages and we want to give our audiences access to the best popular entertainment to be performed with the Omaha Symphony. You shouldn't recognize much of a change in the type of programming or number of concerts in your package, aside from the name.

Rebranded Pop, Rock, Movies as LIVE

Focus on what customers want

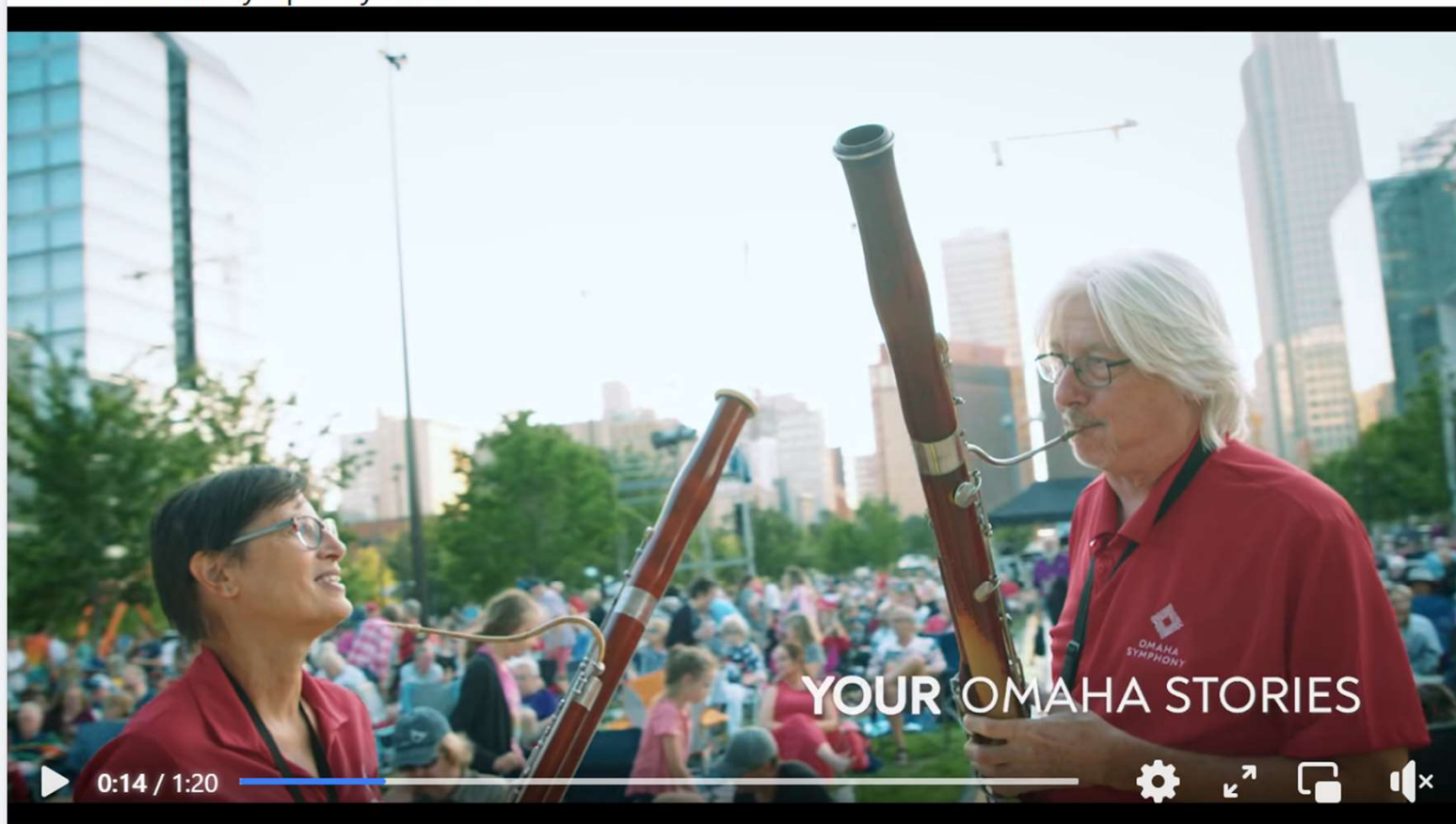
- Programming is less constrained
 - No longer worried about hitting genre quotas
 - Can program based on excitement and demand
 - More mission-driven
 - Greater collaboration across departments
 - Rick Steves, Illusionists, Ben Folds
- Customers have more choice
- More variety to welcome new customers



Omaha Symphony

September 27, 2023

Your Omaha Symphony Awaits!



OMAHASYMPHONY.ORG

Explore Upcoming Concerts

Get showtimes

TR
ARTS



Omaha Symphony

September 27, 2023

Your Omaha Symphony Awaits!





OMAHASYMPHONY.ORG

Explore Upcoming Concerts

Get showtimes



Omaha Symphony 

September 27, 2023 · 



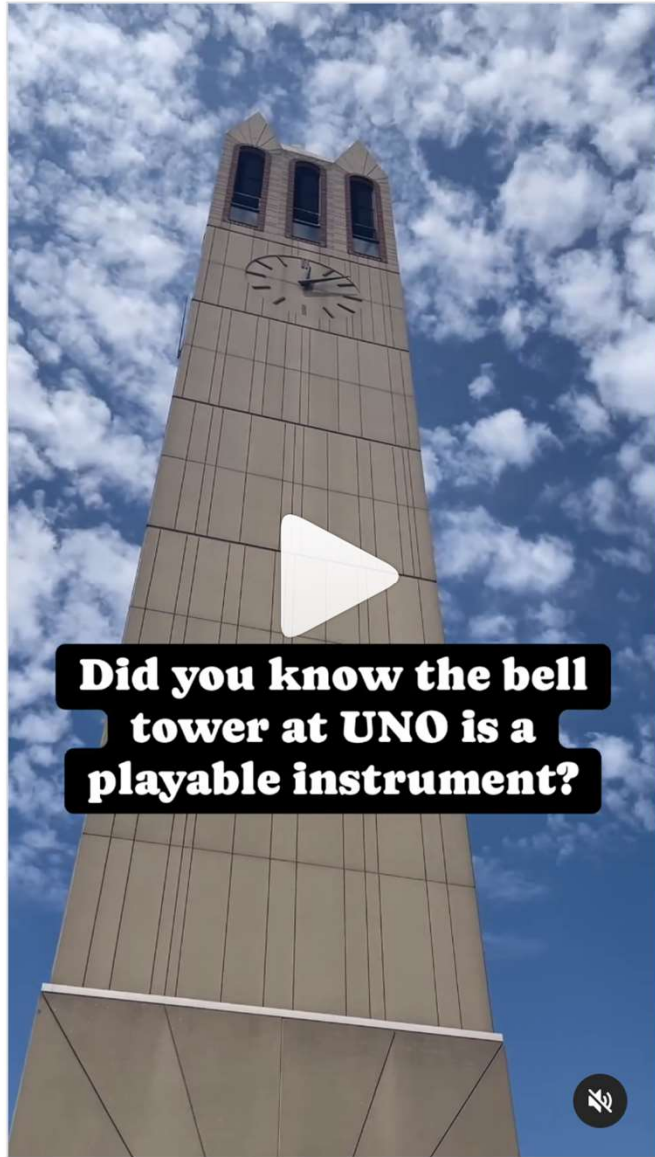
Your Omaha Symphony Awaits!



OMAHASYMPHONY.ORG

Explore Upcoming Concerts

Get showtimes



omahasymphony • [Follow](#)



Original audio



omahasymphony Have you heard a CARILLON played live? You'll have the RARE chance before our concert on May 19 at 1:20 pm at @unomaha! #carillon #belltower #music #concerts #omaha #universityofnebraskaomaha

Edited · 2w



jkreuss Must of been on campus when this was filmed thought the tower was broken

2d Reply



a.u.b.r.i.h me when i was walking through campus hearing this thinking it's just a setting they turned on



1,832 likes

May 12

Log in to like or comment.



omahasymphony • [Follow](#)



Original audio



omahasymphony Have you heard a CARILLON played live? You'll have the RARE chance before our concert on May 19 at 1:20 pm at @unomaha! #carillon #belltower #music #concerts #omaha #universityofnebraskaomaha

Edited · 2w



jkreuss Must of been on campus when this was filmed thought the tower was broken

2d Reply



a.u.b.r.i.h me when i was walking through campus hearing this thinking it's just a setting they turned on




1,832 likes

May 12

[Log in](#) to like or comment.



Omaha Symphony 

December 21, 2023 · 



Piano virtuoso Michelle Cann joins the Omaha Symphony. Tickets start at \$20.



 0:04 / 0:24 MICHELLE CANN | JANUARY 12-13, 2024



OMAHA SYMPHONY  

TR
ARTS

Experiential, Approachable Copy and Imagery



Website | Donate | Blog

Newsletter

New Omaha tradition is back!



"...Break out the lawn chairs and coolers..."

Not only will we be back on the 4th of July to play patriotic music underneath a gigantic fireworks show, but this year we are adding another free concert on the 5th to celebrate our 50th anniversary. We'll be joined by acclaimed Omaha rocker Billy N.

[Learn More](#)

"...gigantic fireworks show..."



OMAHA
SYMPHONY
MUSIC WITHOUT LIMITS

*Last performance
of the season!*

TCHAIKOVSKY 6

"...you'll feel the thunder of five percussionists playing their instruments all around the audience..."

FRIDAY, JUN 1 | 7:30 PM
OMAHA, NE

around the audience from each
sound effect unlike anything

"...prepare for a live surround sound effect unlike anything you've heard before..."



Scan this QR Code with your smartphone or visit omahasymphony.org to get your tickets today!

Programs, artists, dates, and times subject to change.

MASTERWORKS
SPONSOR

OMAHA STEAKS
SINCE 1917

RG
ARTS

Experiential, Approachable Copy and Imagery

Omaha Symphony
February 14 · 🌐

Happy Valentine's someone?
Consider Scheherazade, some of the most
Peter Lieberman's "Love,
Omaha Symphony xoxo

"This show features some of the most tender, heart-wrenching orchestral compositions you've ever heard."

visit omahasymphony.org

WILL YOU MY VALENTINE?



Omaha Symphony
April 19 · 🌐

"Although there is much from a repertoire standpoint about reconnecting with those on stage and off, the Director Laureate Thomas Wilkins said about his re the most remarkable human beings I've ever encountered. The welcoming city and community was a blessing that family's. So much so, that I can never think back to heart, and a smile on my face."

Principal Trombone Patrick Pfister snapped this photo once again led the orchestra in a rehearsal at the H Wilkins will take the podium he stood on for over 1 pair of momentous Masterworks concerts you absolutely cannot miss.

I am most excited about reconnecting with those on stage and off, that was my family for so many years,"



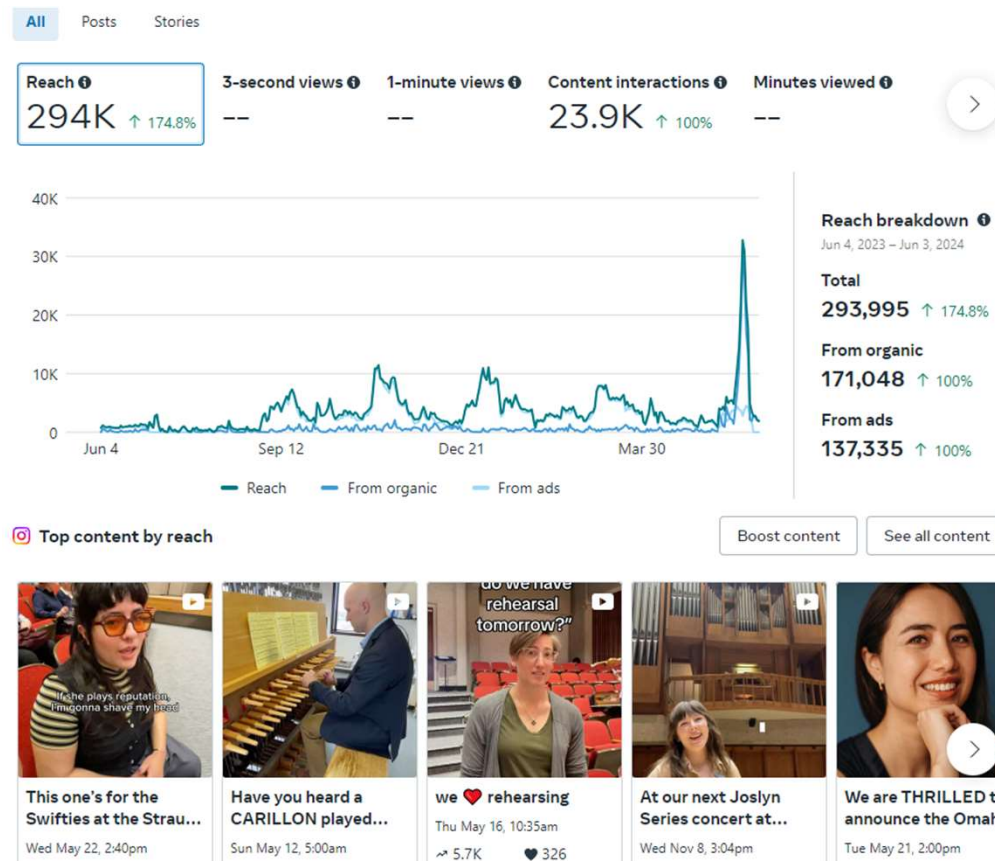
Impact of Relatable Experiential Language

In 12 months organic Facebook reach up 1,600% and interactions up 21%



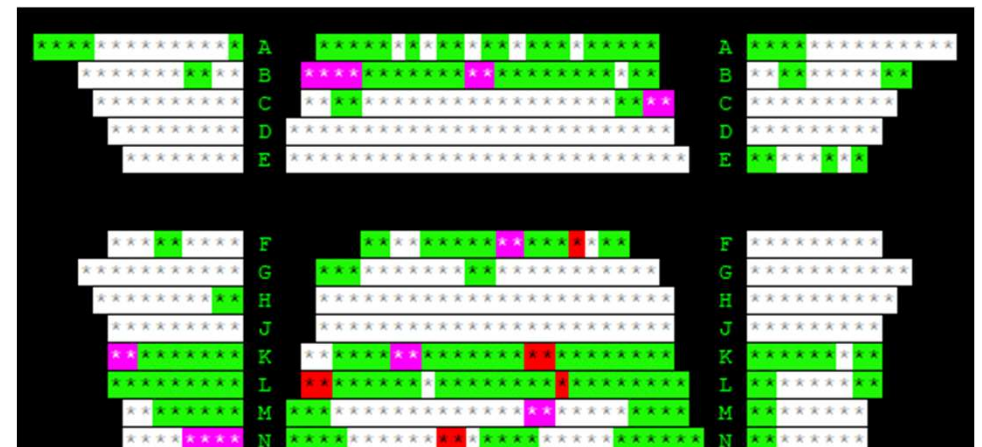
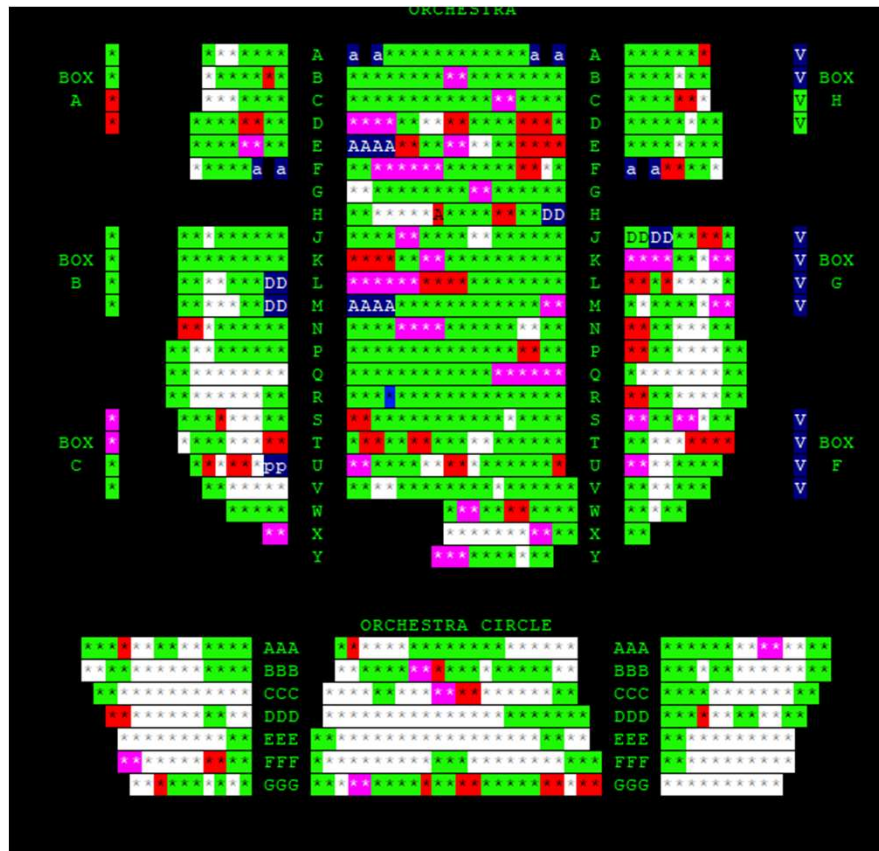
Impact of Relatable Experiential Language

In 12 months organic Instagram reach up 100% and interactions up 100%



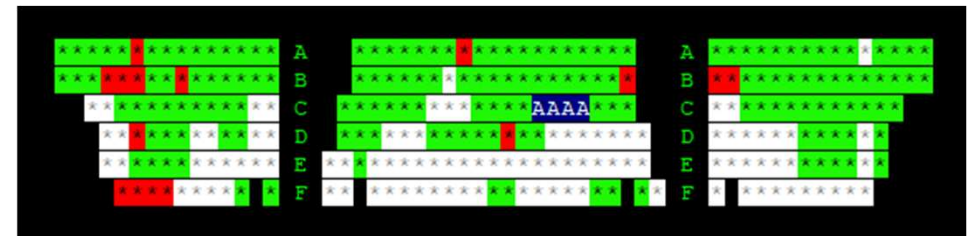
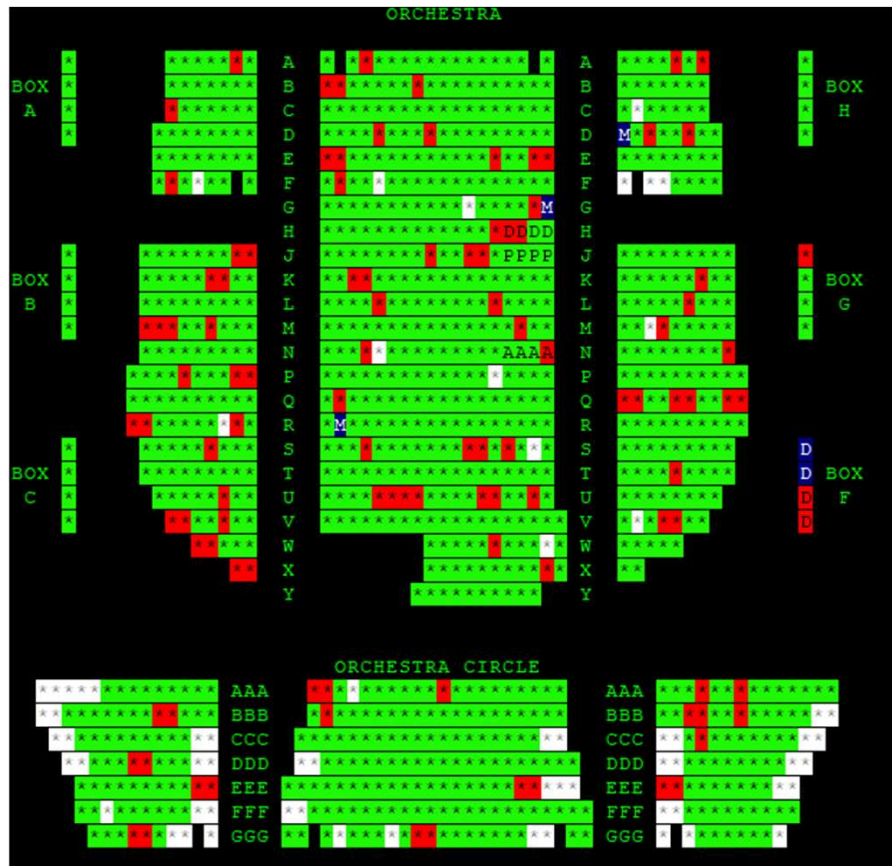
Managing the Perception of Success

Fill pattern map BEFORE - 1,005 Sold Tickets in 22-23 Pops concert



Managing the Perception of Success

Fill pattern map AFTER - 1,057 Sold Tickets in 23-34 Pops concert





ARKANSAS
SYMPHONY
ORCHESTRA



10 YEAR HIGH IN SINGLE TICKETS AND MORE

Arkansas Symphony Orchestra is **on pace for the best single ticket season in both revenue and unit since 2014**. Achieving success in surprising ways, ASO sold more tickets and revenue to Saint-Saens Organ Symphony than the Beethoven Violin Concerto, driven by great storytelling and leveraging their own musicians to create connections around the lesser-known music on the Saint-Saens program.





- Listening to Patrons (including via data)
- Growing Repeatable Revenue via Membership

Chamber is Growing

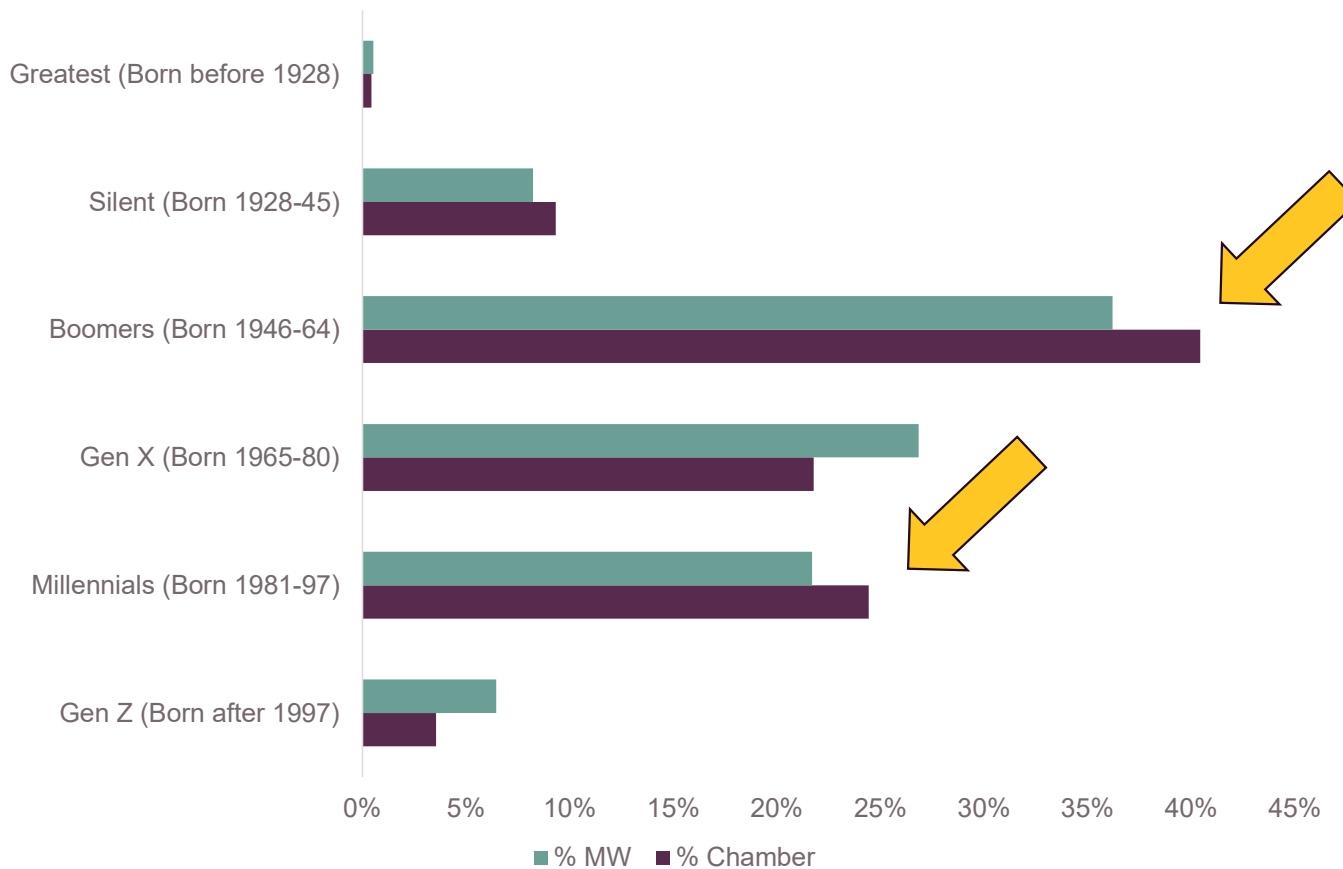
Listening leads to repeat attendance

- Proportionally more millennials attending than Masterworks
- Selling out in advance
 - Using Dynamic Pricing
 - Started at \$30, up to \$60
 - High Member redemption rate
- Experience offers 3 highlights
 - Music, View, and Wine
- Expanding for 2024-25
 - Replicating view in new home
 - 4 out of 6 concerts will now have 2 performances
 - Make this decision with confidence due to data



Proportion of Ticket Buyers by Generation

Masterworks vs Chamber





CONCERT



MEMBERSHIP





Road So Far

August 2017: Membership program launches

Fall 2017-Spring 2023: Annual cycle of in-season acquisition, some churn over the summer

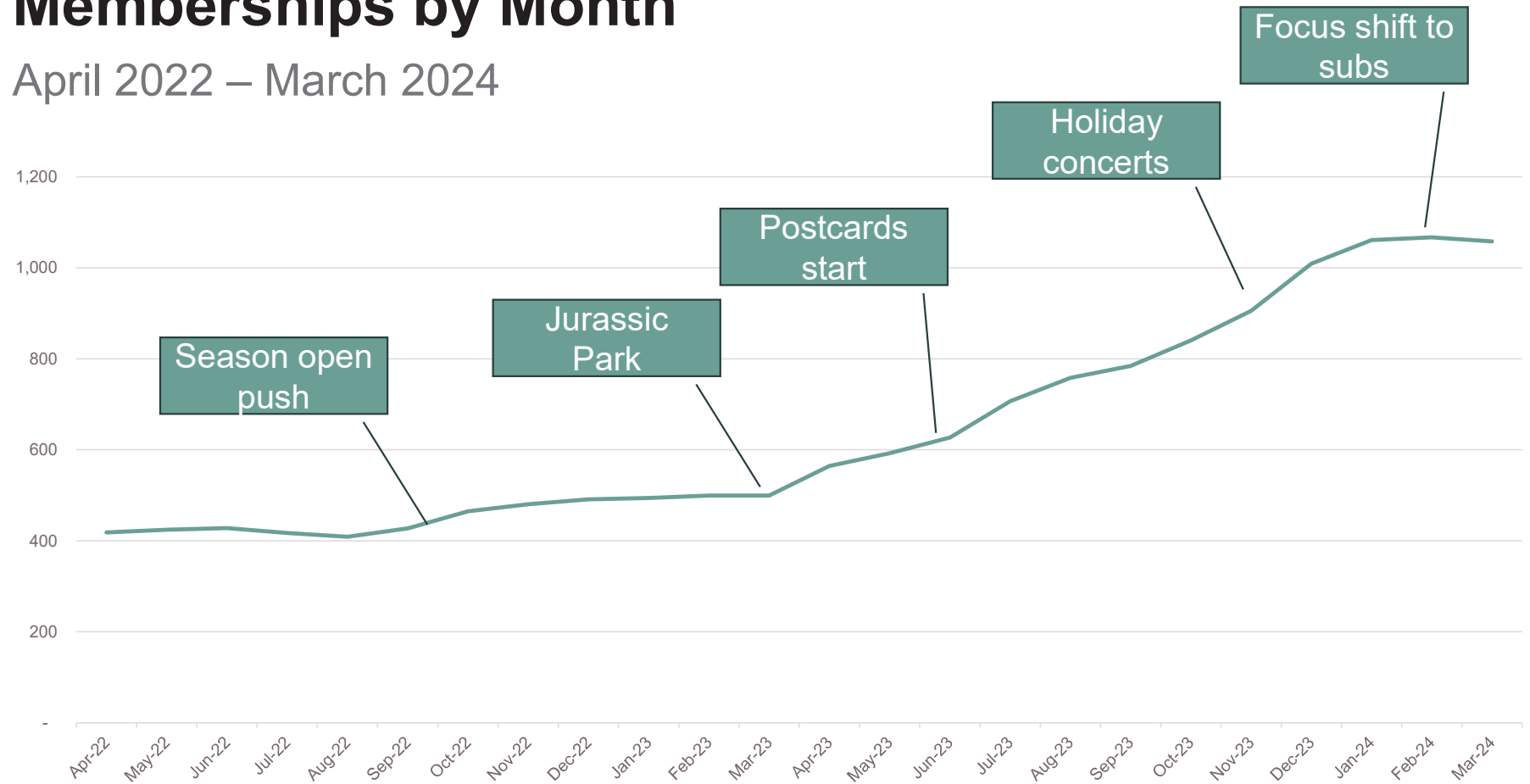
June 2023: Launched active outbound campaign over summer

September 2023: Initiated active usage campaign during the year (encourage members to reserve seats)

	Subscription	Concert Membership
Price	<u>Pops Season Tickets</u> (4 Concerts): \$42-\$336 <u>Masterworks Season Tickets</u> (6 Concerts): \$63-\$504	Experience 29+ concerts for only \$9/month per person
Guaranteed Seat <small>*Subscribers & members get early access ahead of single ticket buyers</small>	✓	Based on availability when reserved
Free Ticket Exchange	✓	✓
Insider Info	✓	✓
Discounts	10% off additional single tickets	✗

Memberships by Month

April 2022 – March 2024



What we Heard from Members

Access is important

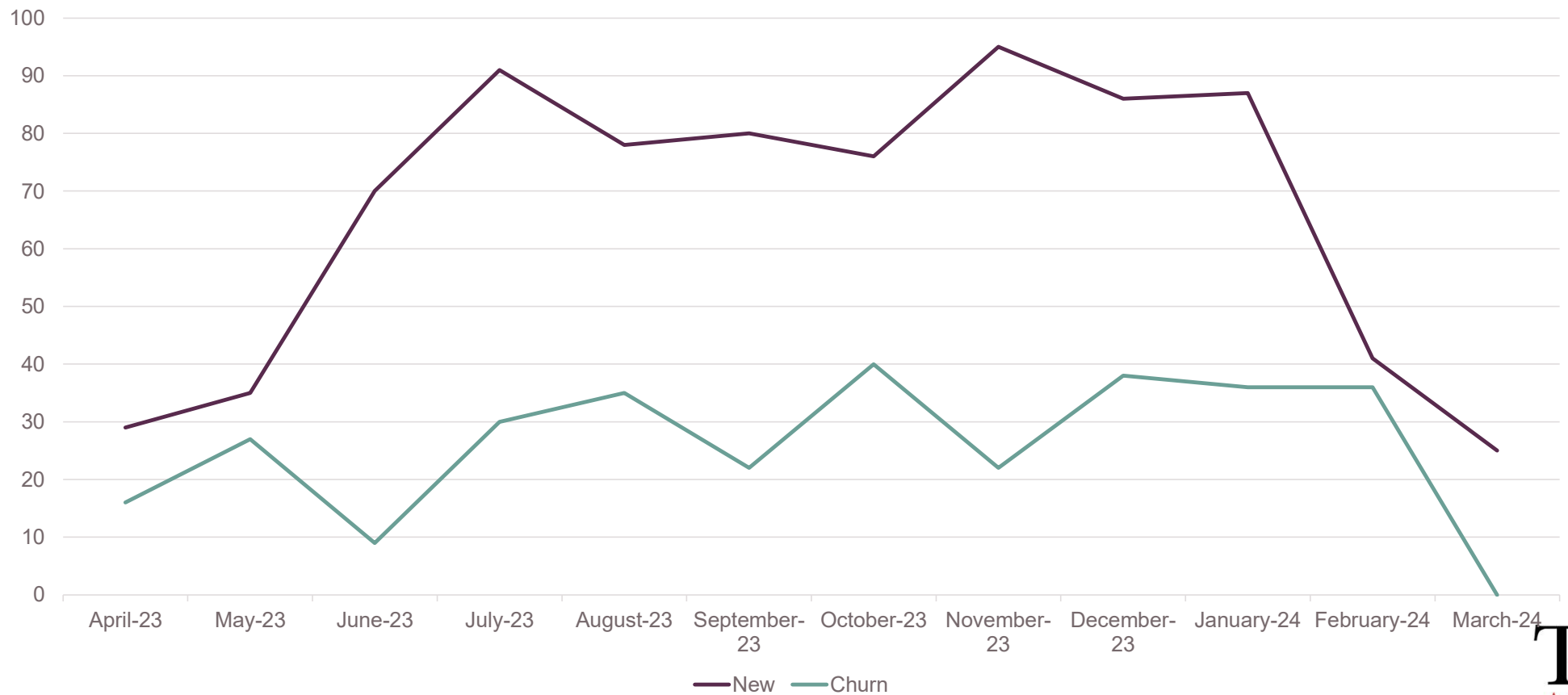


Get early access & **SAVE 10%** to see Star Wars: A New Hope In Concert when you become a member! This concert is projected to sell out, so join by **July 5th** to secure your seats.

Call us at 501-666-1761, ext. 1 or [Visit Our Website!](#)

Membership Acquisition & Churn April 2023-Mar 2024

Majority churn due to credit card expiration, Members must commit to 6 months



Charting Ahead

1. Intro Membership Plus tier
2. Hone reservation process
3. Increase retention/usage
4. Leverage member attendance to dress house
5. Learn what they want
6. Create step toward giving





Membership Plus

Concert Membership

\$9 / Month

B & C Level Seating

Access To:

- All Pops
- All Masterworks
- Most Chamber

*Excludes Two Artist of
Distinction Concerts

Concert Membership Plus

\$18 / Month

A, B, & C Level Seating

Access To:

- All Pops
- All Masterworks
- All Chamber

REGENCY:

**Patron
Retention
Since 2021**

43%

*Industry
Average*

58%

*TRG Consulting
Clients*

FREQUENCY:

**Creation
of
Multi
Buyers**

25%

*Industry
Average*

32%

*TRG Consulting
Clients*

Harness the power of data to grow your current and future consumers.

Schedule a **FREE 1-Hour Strategy Session**
with TRG's Eric Nelson to
discuss growing revenue by
making your database more
active with less attrition.



Eric Nelson
VP, Global Partnerships
enelson@trgarts.com
917.561.5243



