

## **MILLER THEATRE ADVISORY BOARD**

*The Miller Theatre Advisory Board (MTAB) acts as a steward of public and private funds to provide professional-caliber performances, free to the public, at the Miller Outdoor Theatre for the cultural enrichment of Houston's diverse communities and the visitors to this great city.*

### **2016 OBJECTIVES**

- Leverage annual distribution of HOT funds to maximize ROI (\$4.13 per person in 2015) for the City of Houston
- Curate a series of 130 to 140 culturally and artistically diverse professional-quality performances for presentation at Miller Outdoor Theatre, all free of charge to the public
- Increase diversity of applicant organizations
- Attract a diverse audience of approximately 425,000 Houstonians and visitors
- Maintain and engage a diverse advisory board of 21 community members
- Raise \$300,000 from foundations, corporations and individuals to engage nationally and internationally significant programs to augment the offerings from Houston-based groups

### **STRATEGIES**

- Work with Mayor's Office of Cultural Affairs to implement related recommendations from the City's Arts and Cultural Plan, including developing criteria for increasing oversight, transparency and accountability
- Work with Mayor's Office of Boards & Commissions to fill all 21 positions on the Miller Theatre Advisory Board
- Select performances for the Miller stage from 30 or more qualified performing arts and community organizations by conducting an open application process in alignment MTAB's Core Values (#1 **QUALITY** is our foremost consideration; #2 serve Houston's **DIVERSE** communities #3) performances with **BROAD, POPULAR APPEAL** (4) expectation of **ACCOUNTABILITY** (5) **COST-EFFECTIVE** in audience reach).
- Investigate alternative distribution methods which could increase grantee diversity
- Develop an aggressive marketing plan to promote the season of free performances: leverage advertising and public relations expenditures to increase exposure three-fold; grow social media presence on Facebook by 20,000; Twitter by 10,000 followers; by 1,500 on Instagram and add applicable new platforms as identified; increase newsletter subscribers to 30,000 with high open rate of 25%; secure broadcast and print media partners; distribute 240,000 brochures including to the Texas Medical Center and Houston Concierge Association members; advertise in statewide publications to attract visitors; schedule media interviews to promote the season and individual performances.
- Work with the Board to solicit grants from foundations, corporations and individuals

### **ACTION PLANS**

- Develop 2016 Marketing Plan for Board approval February 24, 2016
- Notify current and potential grantees of 2017 Grant Application Process in May, 2016
- Submit 2017 funding recommendations for board approval on October 26 and December 14
- Issue Letters of Intent to 2017 grantees by December 31, 2016
- Track 2016 HOT distribution, grant awards, expenditures and attendance to determine ROI and submit to Mayor's Office of Cultural Affairs in January, 2017
- Fulfill reporting requirements in HOT agreement including monthly MWDBE utilization report; quarterly HOT expenditures and list of grantees; submit annual audit by September 30.