

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. (Adopted February 22, 2006)

2017 OBJECTIVES

- Conduct the business of the Miller Theatre Advisory Board, a governing body which is appointed by the Mayor and approved by City Council, comprised of 21 community volunteers who reflect the diversity of this City
- Leverage annual distribution of HOT funds to maximize ROI for the City of Houston (\$5.01 in 2016)
- Curate a series of 125+ culturally and artistically diverse professional-quality performances, all presented free of charge to the public
- Attract a diverse audience of more than 400,000 Houstonians and visitors
- Raise \$300,000 from foundations, corporations and individuals to engage nationally and internationally significant programs to augment the offerings from Houston-based groups
- Work with HoustonFirst Corporation on implementation of the 20 year Master Plan for Miller Outdoor Theatre
- Begin preparations for the 2018 95th Anniversary Season at Miller Outdoor Theatre

STRATEGIES

- Select performances 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
- Collaborate with Mayor's Office of Cultural Affairs (MOCA) to expand reach to and identify additional potential qualified applicants
- Implement a marketing plan to promote the season of free performances: leverage advertising and public relations expenditures to increase exposure three-fold; grow social media presence by 25% on Facebook , 15% on Twitter, 10% on Instagram and Snapchat and add applicable new platforms as identified; increase newsletter subscribers by 15%; secure broadcast and print media partners; distribute 240,000 brochures throughout Houston and the region; advertise in statewide publications to attract visitors; schedule media interviews to promote the season and individual performances
- Engage the Board in soliciting and securing grants from foundations, corporations and individuals

ACTION PLANS

- Develop 2017 Marketing Plan for Board approval at its February, 2017 meeting
- Notify current and potential grantees of 2018 Grant Application Process in May, 2017
- Submit 2018 funding recommendations for board approval at the October and December meetings
- Track 2017 HOT distribution, grant awards, expenditures and attendance to determine ROI and submit to MOCA in December 2017
- Conduct strategic planning session with MTAB and MOCA to develop 5 year Strategic Plan commencing with the 2018 season
- Working directly with MOCA, maintain timely contract compliance including quarterly MWBE utilization, Pay or Play, annual audit and expenditure filings