

## **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.*

### **2018 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
- 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 \$350,000 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 (currently on hold due to Hurricane Harvey damage to Theater District)
- Celebrate the 95<sup>th</sup> 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 with MTAB's Core Values.
- Collaborate with Mayor's Office of Cultural Affairs (MOCA) to expand reach to and identify additional qualified applicants from diverse communities.
- 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 and in supporting the 2018 95<sup>th</sup> Anniversary Gala Celebration.

### **ACTION PLAN**

- Take advantage of the 95<sup>th</sup> anniversary and develop a special City-wide promotional effort to get every Houstonian to attend a performance at Miller during this anniversary season, engaging the Mayor, City Council and all HOT contractors for support.
- Develop 2018 Marketing Plan and branding refresh for Board approval in February, 2018.
- Redesign website and print materials for roll-out during 2018 season.
- Notify current and potential grantees of 2019 Grant Application Process in May, 2018
- Submit 2019 funding recommendations for board approval at October and December meetings.
- Track 2018 HOT distribution, grant awards, expenditures and attendance to determine ROI and submit to MOCA in January, 2019
- By January 31, 2018, engage strategic planning consultant to develop 5 year Strategic Plan.
- Working directly with MOCA, maintain timely contract compliance including quarterly MWBE utilization, Pay or Play, annual audit and expenditure filings
- Engage in structured dialogue with the City on disaster planning and preparation.
- During City declared disasters, MTAB staff will automatically organize under MOCA's coordination.