



Putting the audience in the center of it all.

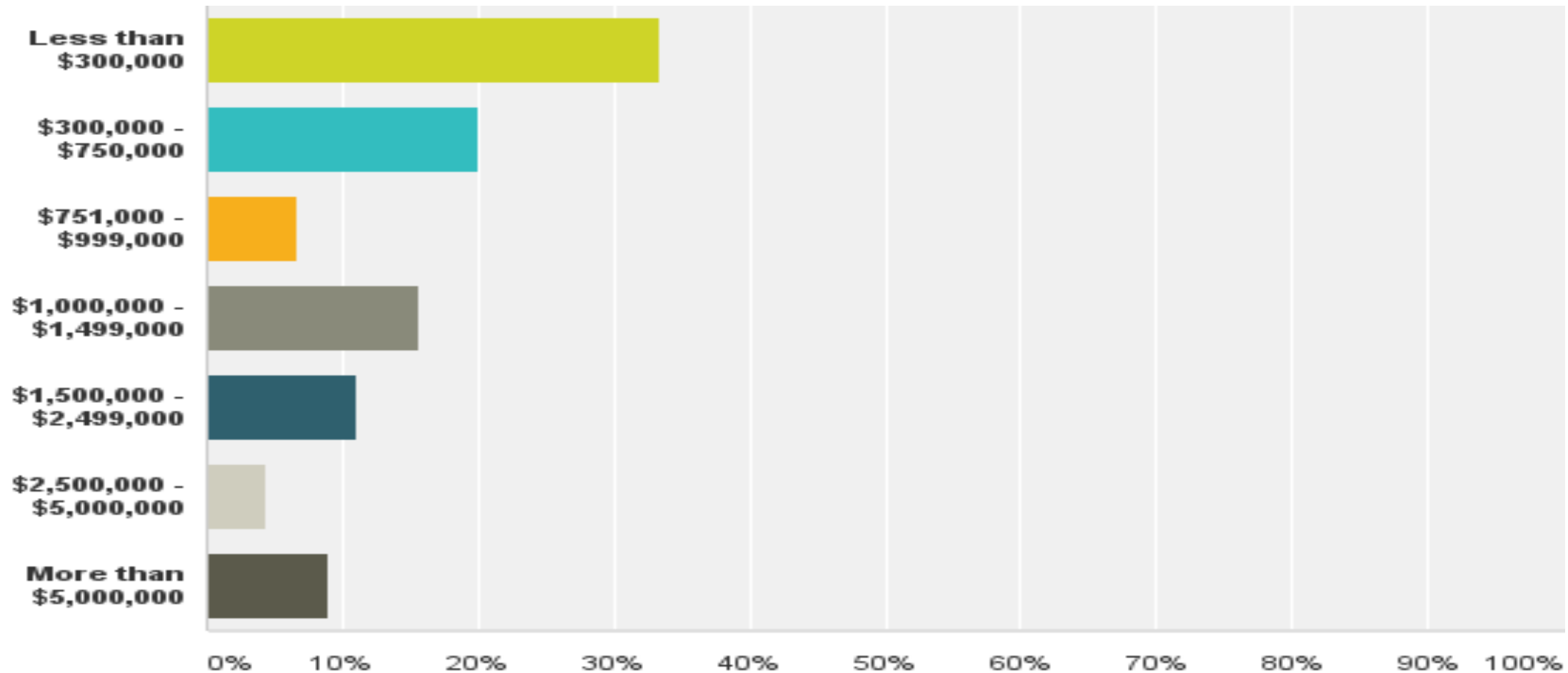
An Initiative of The Arthur M. Blank Family Foundation

ABR Member Survey

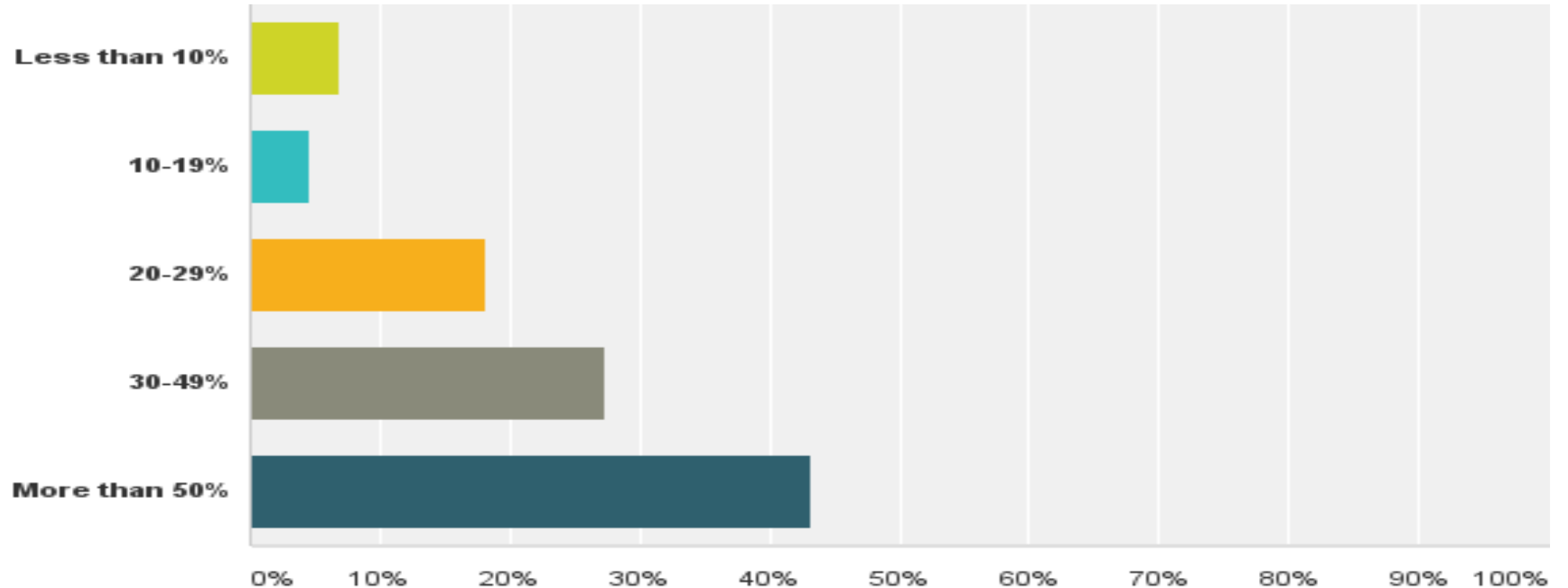
January 2017

45 Responses
90% Response Rate

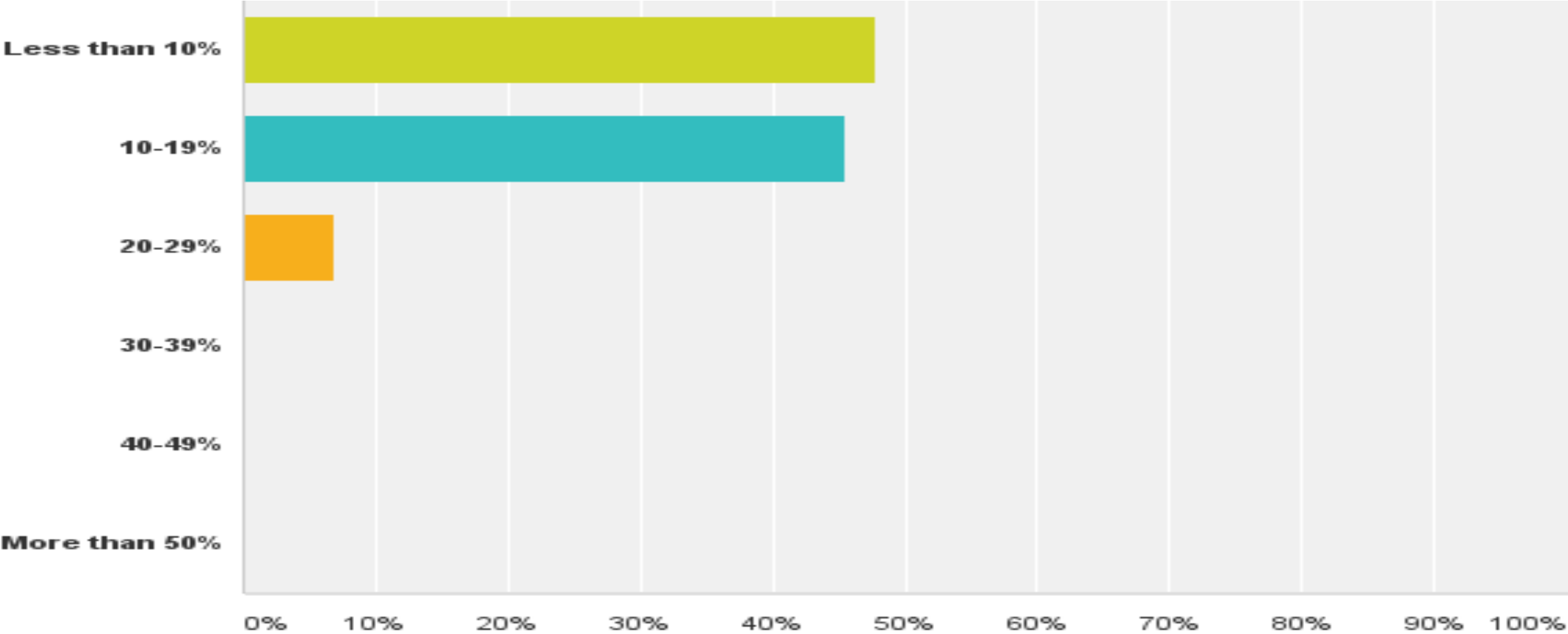
Q1: What is your organization's annual revenue (most recent fiscal year?)



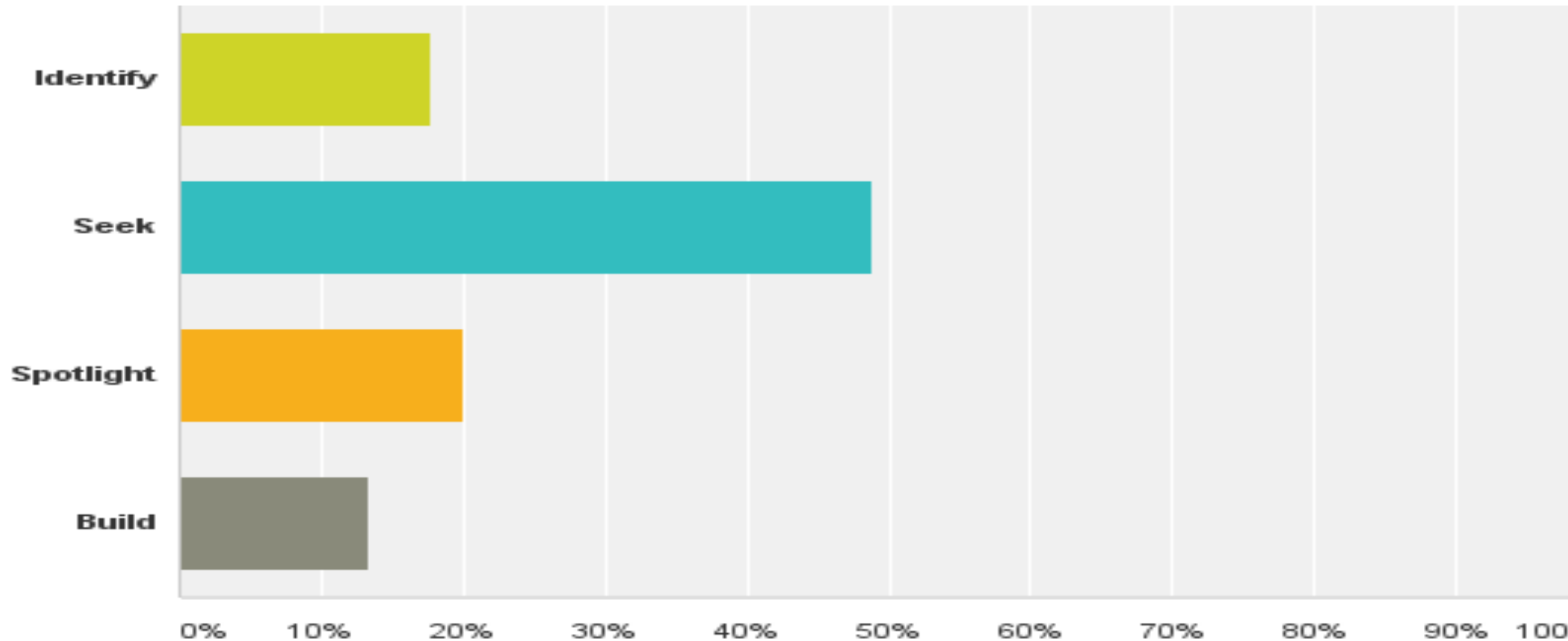
Q2: What percentage of your organization's annual revenue comes from earned income (ticket sales, admission, participation fees, subscribers and/or membership)?



Q3: What percentage of your annual expense budget is allocated to marketing and/or audience building (data capture, market research, communications, advertising; including staffing for these functions)?



Q4: Where is your organization in the Essential Journey of Audience Building?



Q5: Looking back at 2016, are there specific threats or obstacles your organization overcame in your audience building journey?

- *Keeping single ticket buyers*
- *Identifying/attracting new & diverse audience members*
- *Cleaning our database*
- *Segmenting our audience*
- *Connecting with Latino community*
- *Planning & implementing*
- *Trying something new*
- *Capturing data (contact info)*
- *Embracing the use of data*
- *Having others in my organization understand what audience building is all about*
- *Struggling with “making art based on what our audience wants vs. making art for art’s sake and not listening to our audience”*
- *Narrowing our target audience focus (was too broad previously)*

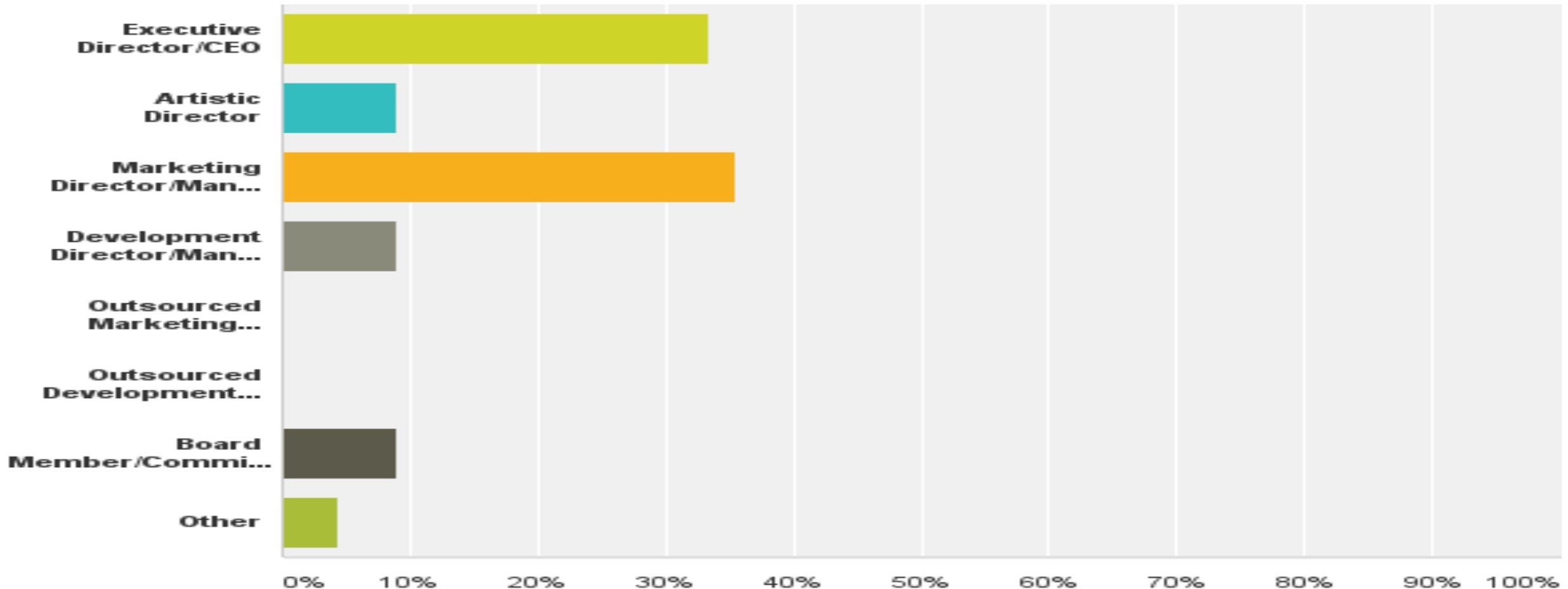
Q6: When you imagine how your audience building journey will unfold over the next year, what are the biggest threats/obstacles?

- *Competition in the marketplace*
- *Identifying new audiences*
- *Cultivating existing audiences*
 - *Time to build relationships*
- *Staffing capacity*
- *Lack of marketing budget*
- *Ambitions now outpace our capacity*
- *Converting 1st time buyers to 2nd time buyers*
- *Understanding & utilizing our audience data*
- *“We need to stop doing some things to make room for audience building”*
- *“Staff unwillingness to change!”*
- *“A continued commitment to discipline”*

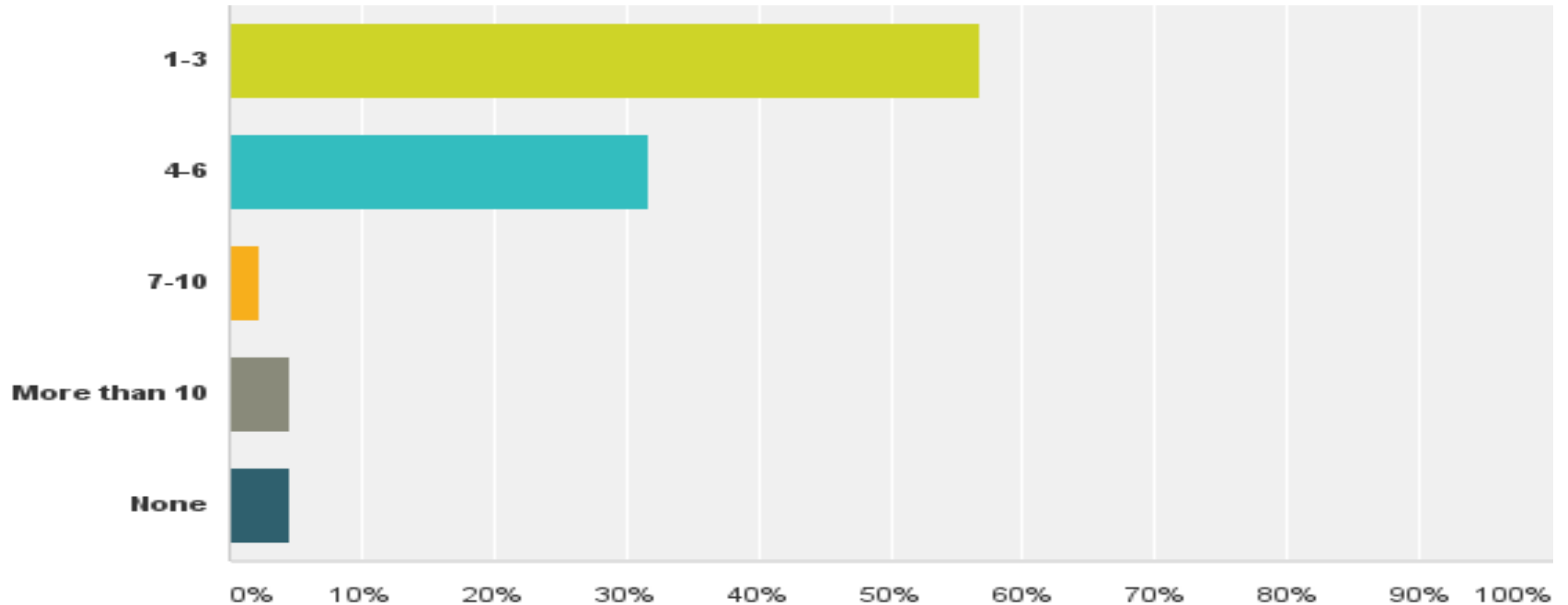
Q7: Describe the group of potential customers that is your highest priority for audience building.

- *Many responses about specific age groups*
- *Students*
- *Families*
- *Veterans*
- *More diverse*
- *Dual income households*
- *“Still assessing”*
- *Audience members within 10 miles of our location*
- *People who value what we do, regardless of age or geography*
- *LGBTQ*
- *Existing supporters who need more cultivation*

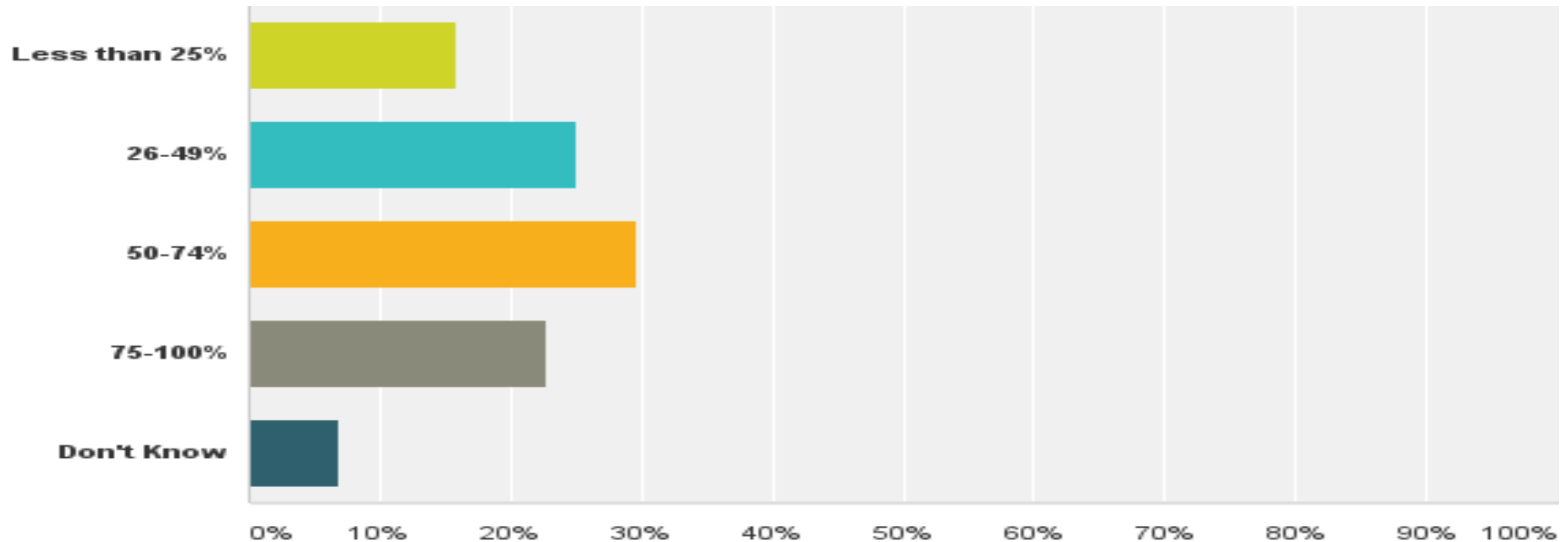
Q8: In your organization, who manages the building of and deepening of relationships with your audience(s)?
(Choose the primary position that is responsible for this.)



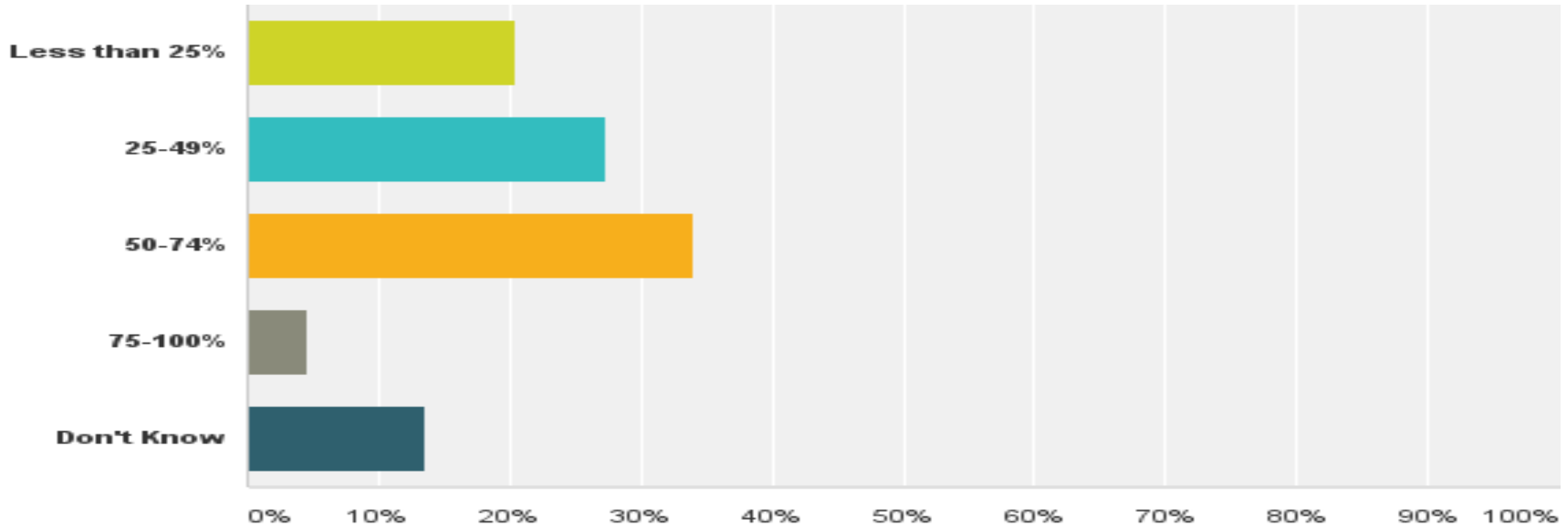
Q9: How many NEW audience building ideas has your organization tried in the past year?



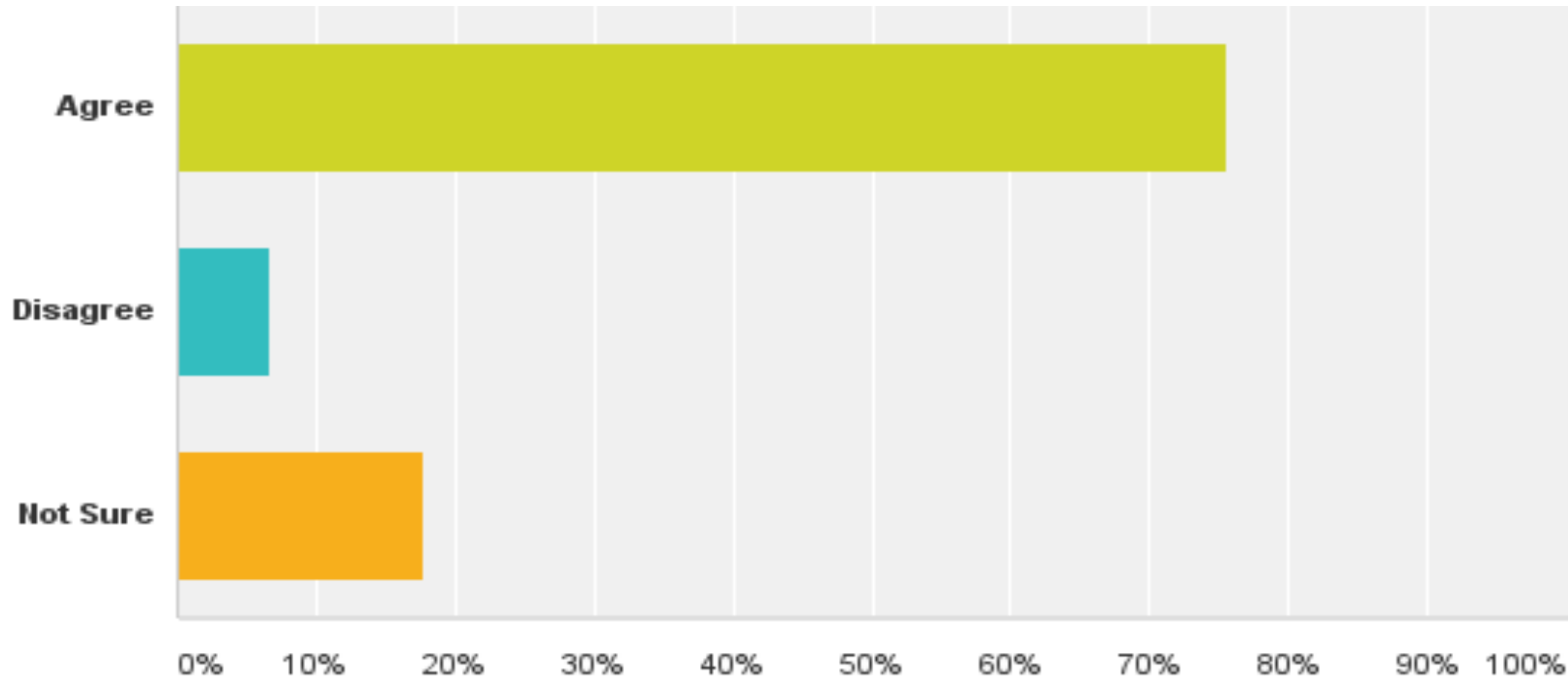
Q10: How many names in your database have an email address, postal address and phone number?
(Attendees, ticket buyers, visitors, donors, participants.)



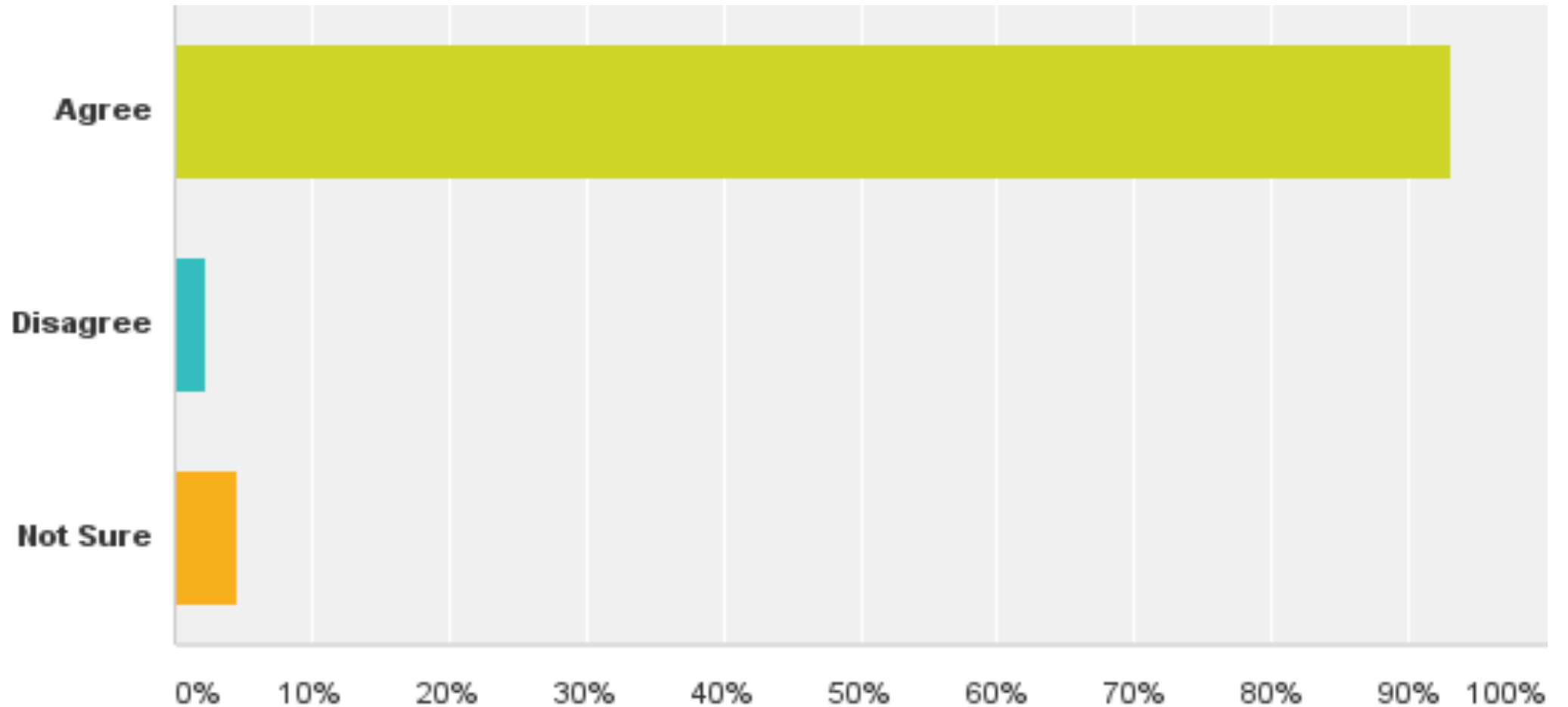
Q11: How many of your attendees/ticket buyers/donors/visitors/participants have attended/purchased/donated/participated/visited MORE THAN ONCE during the past year?



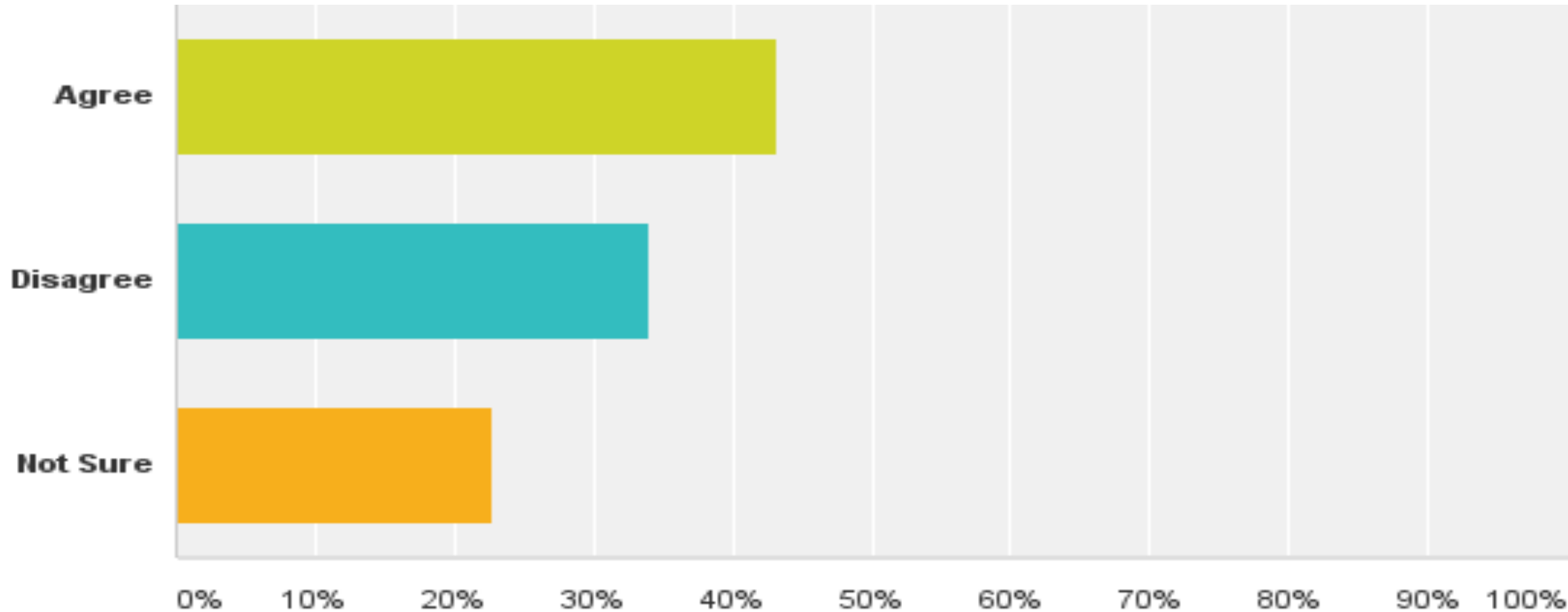
Q12: I know who my organization's target audience(s) is:



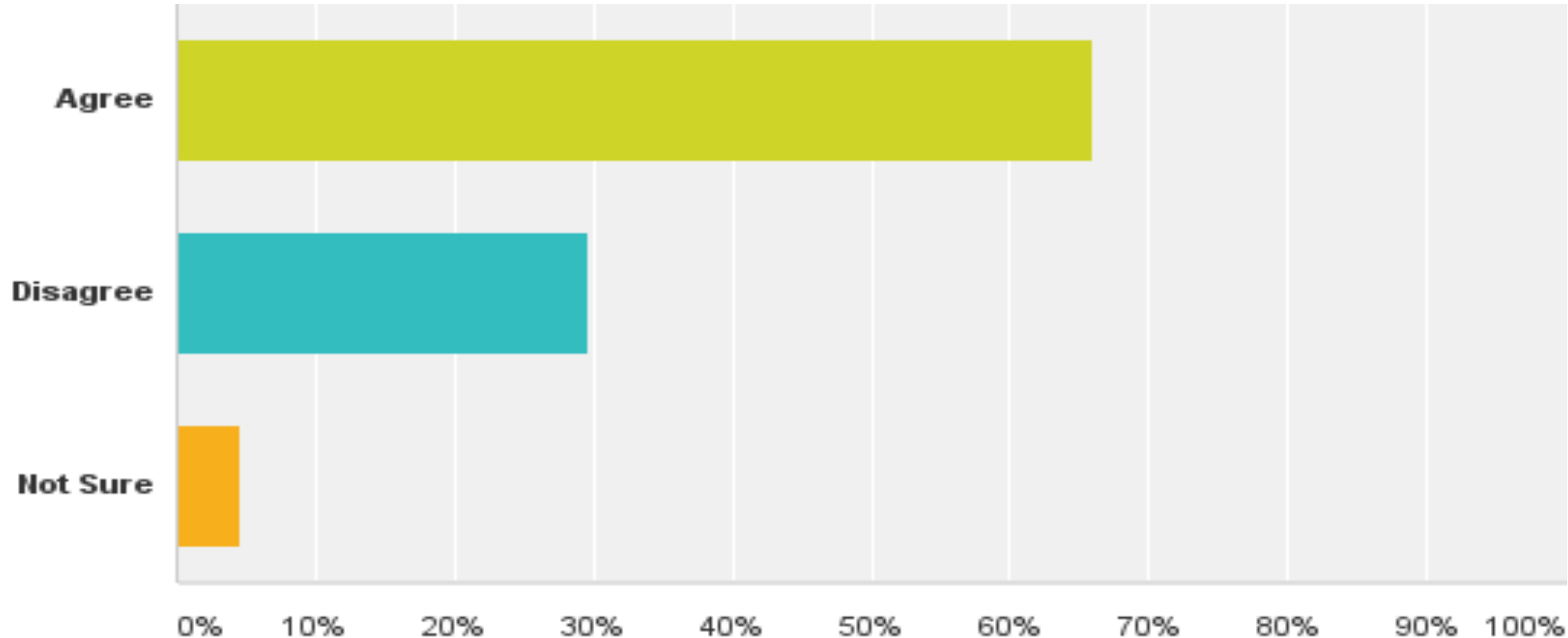
Q13: I feel optimistic about my ability to increase my organization's audience(s.)



Q14: My organization focuses its expense budget, energy and attention on attracting its target audience(s.)



Q15: My organization's staff structure has changed in the past year to focus on building our audience.



Q16: Do you have other comments?

- *“The ABR has provided a wake up call & the nudge we needed to take a few risks. It’s been scary & exciting at the same time.”*
- *“We’re in the early stages of using what we’ve learned through the Roundtable. We appreciate this resource!”*
- *“Though the Roundtable workshops & meetings have often felt like “information overload,” it has been very exciting in recent weeks to observe how all of the many many MANY pieces of information... are now aligning into a clear “throughway” for us!”*
- *“In the past year, more members of our staff have been engaged in audience building and there is an energetic collaborative spirit among them.”*

Discussion & Reaction....

Q5 Looking back at 2016, are there specific threats or obstacles your organization overcame in your audience building journey? If so, describe the issue and how you succeeded.

Answered: 38 Skipped: 7

#	Responses	Date
1	We are getting better at keeping single ticket buyers. Simple things like the follow-up emails with discount offers immediately after shows have yielded great results.	1/23/2017 5:17 PM
2	Worked with outside marketing organization to identify potential new audience members.	1/23/2017 3:34 PM
3	We haven't overcome it yet but we are working on it with the grant we received from the round table. We are in the process of cleaning our database.	1/21/2017 10:37 AM
4	Learning to segment our audiences more carefully. We've focused on getting the right offer to the right people at the right time - and for us, that has meant building more flexibility into our campaigns so that we can make decisions based on results in real time. We moved to a different digital marketing platform and are seeing better ROI on marketing spend overall.	1/20/2017 5:02 PM
5	The main obstacle was the lack of understanding about how to define, relate to, segment and engage our audiences because of a lack of human resources committed to marketing, p.r. and communications. Our practice until 2016 was to engage a consultant to support a 2 month "festival" program season and to end that person's contract with the end of the season. The result was no staff or consultant focused exclusively on audience engagement and audience building. We changed that pattern in 2016 and hired a consultant who will be engaged during and beyond the program season to implement the strategies for audience building that was learned from last year's workshops. The longer term goal is to secure the resources to hire a dedicated staff person.	1/19/2017 10:01 PM
6	We are in our fourth year in our new location and we now have a sense of our audience. Our biggest obstacles is creating awareness about our new location is a lack of signage. We are on a major street and if we had decent signage that would help tremendously towards awareness and audience building.	1/19/2017 8:45 PM
7	Hiring a Program Manager for Teatro Aurora created a connection with the Latino community we had been craving. He was out in the community, he was organizing community events, concerts, classes, workshops in addition to Stage Managing our Spanish show. Having a dedicated staff member working to engage the Spanish community was organization changing.	1/19/2017 5:33 PM
8	The issues that we faced, and continue to face, relates to retention and sustainability of arts patrons and attendees. As we work to increase and diversify our audiences - particularly as it relates to free admission - ensuring that our audiences find multiple ways to engage with our mission is key to our success. And - we've seen it be successful in our Contemporary Cocktails program as well as new programs such as Movement Love (a yoga + art experience).	1/19/2017 3:25 PM
9	Employee Turnover - Lost a key person that led our Teatro Programming. Overcame it by asking other associates outside the Teatro program to help. They did a wonderful job while we hired a replacement.	1/19/2017 3:05 PM
10	We had a lot of staff transition and organizational direction changes but believe we have found "our new direction" and are eagerly looking forward to building, growing, and strengthening ourselves in the new year!	1/19/2017 2:41 PM
11	Having to change venues for Urban Nutcracker created a major threat, because the location impacts usual audience. But through understanding the use of our previous data from audience building and an extra push on promotions we were able to overcome.	1/19/2017 12:48 PM
12	The obstacle is in the implementation and planning. Putting down what we are currently dealing with for a bit to move towards what's best for the future.	1/19/2017 11:27 AM
13	We relocated and were concerned that a large percentage of our audience that uses our arts education services would not follow us. We overcame this by being transparent about the upcoming move long before it was publicly announced (making them feel like "insiders"), offering incentives and discounts for re-enrolling, and sending out frequent, consistent communications that emphasized our new facility's features, abundant parking, and the proximity of our new location in relation to our old one (i.e. "continuing participation will be easy"). We also spent a lot of time in our new neighborhood before relocating, getting to know the local politicians, school and nonprofit leaders, and civic and neighborhood association members. Thus, we cultivated a new audience for our services.	1/19/2017 10:52 AM

Audience Building Roundtable Survey Jan 2016

14	In 2016 I believe the biggest obstacle that we overcame was to try something new. We struggled to stop doing things however we did scale back on a few different things and try several new ways of engaging our audience. We left personal hand written thank you notes to new ticket buyers at our summer show along with a coupon for a future show. This was a wonderful experiment but unfortunately there was not a large return. This project took a substantial amount of time as each note was handwritten. In the future we will try to do this again but without handwritten notes.	1/19/2017 10:45 AM
15	We restructured the marketing dept to include a sales position and increased group, field trip and summer camp sales. In the process of moving membership under sales manager. Continue to train front desk staff on importance of capturing data. Began new programs and incentives to bring in new audiences.	1/19/2017 9:53 AM
16	We had a change of leadership in 2016. We used mail, email, and in-home events to maintain a connection with our core supporters and assure them that the future is bright. We still need to update our database and learn more about our patrons in order to complete the transition.	1/18/2017 10:28 PM
17	Thanks to the ABR, this has been a year in which we discovered how much we didn't know and how much we need to. Because of our small size and past experience of board leadership, we intuitively tended to be patron-centered, but actually lacked data to really know. We now are introducing concepts of data capture, cleanliness, segmentation and use ... changing staff attitudes and building capacity.	1/18/2017 5:32 PM
18	Staff has been my obstacle. Although our staff is small it's been difficult to get them to understand the importance of capturing data; and to understand that we can't increase audience if we don't have a starting point or gauge. As I report about the Audience Building workshops in our weekly staff meetings and then try different strategies, I can see that the staff is beginning to help capture numbers and understand why this matters.	1/18/2017 5:26 PM
19	Too many good ideas; not enough time to implement. Lack of resources to implement very many ideas. Receiving a Technical Assistance Grant has given us the resources and the focus to consolidate our patron data in Salesforce; next up is generating general business and patron engagement metrics. Service grants from Sara Leonard and Spitfire have resulted in a much improved monthly e-newsletter and a new focus on young families. Our intent was to focus on college students and Chamblee-area communities, but our discussions with Sara revealed that young families will be a wider, more long-term, and less mobile community to engage.	1/18/2017 5:13 PM
20	We have been getting very specific on how to build 'stickiness' with our patrons. We've been working to create special attractions to help with this. For example: we did not have a lot of attendance on Friday nights for our Family Series. We dropped the time from 7:30 to 7pm. And then we made it 'PJs and Play' where kids could wear pajamas and got free cookies and milk. We quadrupled our audiences and the cost was only a couple of cases of milk and cookies. Another example - we started Wednesday shows and made them pay what you can. Our first one had 25 people. Second had nearly 50, and the third had nearly 90. We also added a publicist this year to our staff.	1/18/2017 3:32 PM
21	Transitioning to a new Artistic Director. During 2016 we managed the announcement and send off of an artistic director with a long history with the company. Then began the introduction of a new Artistic Director and a new artistic direction. We created a communications plan that used our existing messaging frames and layered on messaging around the new AD with a phased approach with each phase focused on an aspect of Gennadi's qualifications (mentor, dancer...) Our patrons will not truly experience that vision until March of 2017.	1/18/2017 11:41 AM
22	We had successful programming choices that led to some new audiences (younger, African American).	1/13/2017 9:56 AM
23	We learned where our patron data had "holes," and realized that we had trouble capturing enough data on cash and door sales, such that we effectively did not know anything about a statistically significant portion of our current audience members. Using some new technology solutions purchased through the first round of Audience Building grants from the Blank Foundation, and employing practical techniques suggested by TRG and in discussion with other Roundtable members, we succeeded in stripping our database of non-engaged contacts, filling in missing information on current patrons, and marketing the "right offer at the right time" to the right patrons for our December 2016 programs.	1/12/2017 3:20 PM
24	We negotiated a slight increase in ticket prices this year, while also removing a "double-discount" loophole in online purchases that was costing us earned revenue. Luckily, our season ticket price was so low to begin with, we had very few, if any patrons who noticed either the slight price increase, or the fact that they couldn't receive a double discount for being a group + senior.	1/10/2017 4:04 PM
25	We had a 2 year transition period when our popular Music Director of 11 years moved out of state. We worked to include our community in the search process to help them feel a part of our decision in naming a new Music Director. Several hundred audience surveys were completed, and we have felt a renewed energy in our audience base.	1/10/2017 12:49 PM
26	The local theater did not renew their contract. The good news we had the flexibility to bring in additional and new programming!	1/10/2017 10:15 AM
27	We had been rather stagnant in our quest to attract more non-traditional audiences. 2016 attracted new patrons who had never even been in our building - many of whom were from rural communities in the surrounding region.	1/9/2017 6:39 PM

Audience Building Roundtable Survey Jan 2016

28	Inconsistency in art. For a few years we have struggled with the fact that we need to make art for our audience and listen to what they want, instead of making art for arts sake and not listening to the desires of our audience.	1/9/2017 1:34 PM
29	Our obstacle is the "intransigence of the past." Past leadership did not focus on growing audience, but instead maximizing ticket revenue from one sector of audience. This has left a large portion of our service area disenfranchised and in need of being wooed back again, in some cases after many decades of neglect. We have begun to rectify this through a series of conversations, but it is only just a beginning and in need of greater time and resources in order to become more fully developed.	1/9/2017 12:45 PM
30	2016 was an unusual year for us in that we focused the first half of the year on planning rather than programming. We will see these plans implemented beginning early in 2017.	1/9/2017 11:49 AM
31	We overcame the obstacle of not having any audience data to having some data and implementing ways to continue to collect data.	1/9/2017 11:16 AM
32	we are finally beginning to talk about data and data collection as a company- after a lot of cajoling- and I am beginning to understand the terms we use to talk about numbers- they don't correspond to the standard terms and that had created some road blocks.	1/9/2017 10:56 AM
33	We moved locations, so educating our casual patron base was the biggest obstacle we overcame. We did so by focusing not just on marketing efforts but also on the programming itself.	1/9/2017 10:44 AM
34	Added new staff members and expanded audience engagement to convert more first time buyers to long term supporters	1/9/2017 9:47 AM
35	We started to embrace data and began to analyze and use the data we have. We still have a long way to go, but we're learning good stuff. We also need to implement a data management system in 2017 to make sure that we're keeping up with things.	1/9/2017 9:40 AM
36	We have shifted focus from targeting a broad Atlanta audience to specifically engaging one section of town, in order to build deep, long term relationships with a vastly more diverse audience. This has influenced programming, partnerships and investment in youth programming.	1/9/2017 8:33 AM
37	We have identified a possible way to collect vital patron info.	1/8/2017 5:53 PM
38	Finally convinced staff to be disciplined with patron engagement; there are no short cuts. A customer has to go to one show, then two. We don't approach a one-time buyer for donations or for subscriptions.	1/8/2017 9:10 AM

Q6 When you imagine how your audience building journey will unfold over the next year, what are the biggest threats or obstacles you foresee?

Answered: 45 Skipped: 0

#	Responses	Date
1	The threats/obstacles continue to be the fact that there are multiplying sites presenting artists. City Winery, the expansion of the ASO into "ASO Presents" (we can never, ever match their marketing power) are two examples. Also, we cannot sell alcohol since we're part of a state university, so that becomes a barrier. (We are simply offering the opportunity for audience members to enjoy a glass of wine or beer with their jazz or world music performance, not get people drunk!)	1/23/2017 5:17 PM
2	Identifying new audiences, developing marketing materials, staffing and financial hurdles.	1/23/2017 3:34 PM
3	Our biggest challenge is growing and expanding our audience base. The lessons we have learned throughout this year have helped us to ease of fear of trying new marketing efforts.	1/23/2017 12:38 AM
4	Our corporate donations/sponsorships have been reducing or eliminating their gifts causing a decline in our marketing dollars that needed to be increased in the first place. We are in the process of building our individual donors and creating more through the audience building process	1/21/2017 10:37 AM
5	We're looking at a 2017/18 season "on the road" out of our space that in many ways is a huge question mark for us. Will our current audience follow us? Will new audiences try us out? Making sure we capture the data and use it well to build and grow relationships with new and old friends.	1/20/2017 5:02 PM
6	The biggest threat continues to be the lack of human and financial resources to execute on the plan for audience building that we developed in 2016 as an outcome of our participation in the audience building roundtable. Our ambitions are now outpacing our capacity. Unless this issues is addressed, even as we realize our goal of improving systems, adding new software, updating and integrating our database and CRM program for example, without the person power in place, we risk not being able to execute on our strategies and tactics for engaging, retaining and building audiences.	1/19/2017 10:01 PM
7	Lack of an adequate Marketing Budget	1/19/2017 8:45 PM
8	Information and Intimidation barriers. We want to inform people about "what opera really is." In addition to our mainstage performances at Cobb Energy Centre, we perform in site-specific venues, like Paris on Ponce on the Beltline. We reach 15,000 children throughout Georgia in our Studio Tour. As for intimidation, we're arming ourselves constantly against the perceptions that going to the opera is too expensive, or that you have to wear a tuxedo. The Atlanta Opera welcomes everyone. We are opera for a 21st century audience.	1/19/2017 6:01 PM
9	[REDACTED]	1/19/2017 5:33 PM
10	As stated above, the biggest threat and obstacle is getting a first time visitor to return to us and become inspired to join our support program. Buy in - that's key.	1/19/2017 3:25 PM
11	Time - To move someone from Subscriber to Donor to Advocate, it takes time to build the relationship. To find out what the audience needs, takes time.	1/19/2017 3:05 PM
12	Maintaining our focus and not being on a continual shifting course. We still have a number of open staffing positions but hopefully as (*and if!) these are filled it will be beneficial and will not shift our focus or direction too severely.	1/19/2017 2:41 PM
13	Subscriber renewal rates are trending down. In the effort to find new people I don't want to lose any of the existing subscriber base.	1/19/2017 2:34 PM
14	Our biggest obstacle will probably be having the staff dedicated to building & maintaining new relationships. This limits our ability to communicate information on a regular basis.	1/19/2017 12:48 PM

Audience Building Roundtable Survey Jan 2016

15	We are in the process of researching our audience and utilizing the data.	1/19/2017 11:27 AM
16	Budget (reduction of expenses allocated toward marketing resources and staff) and technology (need to invest in technology that allows us to better track our audiences).	1/19/2017 10:52 AM
17	In the future I see our biggest obstacle being to stop doing things. We have created a plan that encompasses much of what we learned with TRG including reactivation, and seeking new patrons however we will need to stop doing some things to make adequate time for this plan.	1/19/2017 10:45 AM
18	Continuing to capture data of walk-in guests and being able to segment marketing campaigns based on individual needs. Building programs that will attract new audiences. Filling bottom of pyramid with new families. Keeping families that have aged out engaged.	1/19/2017 9:53 AM
19	Our biggest obstacle is that we don't have adequate patron-management systems in place.	1/18/2017 10:28 PM
20	Building and relating to a younger audience	1/18/2017 9:29 PM
21	incomplete data set that we need to augment and enhance- tweaking management processes	1/18/2017 5:32 PM
22	The biggest obstacle is that sometimes we don't want to try something because of preconceived notions that it may fail because we tried it 5 years ago. The obstacle that trying something small is not significant, because small victories don't matter. My take aways from the roundtable are to take baby steps sometimes and not be afraid to test test test different ideas.	1/18/2017 5:26 PM
23	Lack of resources - time, manpower, funds.	1/18/2017 5:13 PM
24	Really it is just about continuing to build our audience growth.	1/18/2017 3:32 PM
25	Finding resources to support a shift to more balance artistic programming including increased number of company members and weeks of employment, and addition of more performances with live music. Second challenge will be patron experience and access with with the opening Suntrust Park effecting traffic to Cobb Energy Centre	1/18/2017 11:41 AM
26	Making the time to spend on cultivating new relationships and strengthening current ones. Staff capacity is low with only 1 FTE.	1/16/2017 3:07 PM
27	Lack of personnel to implement audience building	1/15/2017 2:20 PM
28	Our biggest threats are lack of innovation, inability to attract younger audiences, and lack of time to properly review data, strategize and implement.	1/13/2017 9:56 AM
29	Our biggest single threat will be difficulty in the "Spotlight" aspect of the Journey due to our limited staff time (we have one full- and one part-time person on our administrative team). To make progress, we foresee that we will need to recruit lots of volunteer assistance to carry out our planned "Spotlight" strategies, which in itself is an obstacle due to the time it will take to do so.	1/12/2017 3:20 PM
30	Our biggest threats are capacity issues; knowing when to add that extra performance without incurring more cost than can be supported by added revenue. We also need to make a decision about pricing structure. Our current house is all one price (740 seats!). In an attempt to increase earned revenue, we need to determine pricing zones whereby we can continue to offer lots of affordable seating, but also charge a premium for premium seats, as we have a very diverse patron base that can easily afford multiple pricing zones.	1/10/2017 4:04 PM
31	The biggest obstacles are funding and personnel. Our small staff is working diligently to cleanse our database and strategize effective campaigns for audience development.	1/10/2017 12:49 PM
32	As always financial.	1/10/2017 10:15 AM
33	The biggest threat is an increasingly conservative general population. More than ever, they want to see the familiar and are more turned off by new works than ever before.	1/9/2017 6:39 PM
34	The biggest obstacle I see is time. As a staff we are looking to decrease the number of productions we do to make audience building and retention possible, that way we can spread our resources, both human and monetary, further.	1/9/2017 1:34 PM
35	Lack of time and staff resources available to adequately "walk the walk." There is a nice word-of-mouth ripple going on through the community that is having a positive effect, but we are coming out of years and sometimes decades of inattention and alienation. Our biggest threat is to lose the momentum we have started to gain.	1/9/2017 12:45 PM
36	Our biggest obstacle is capturing audience data at free, non-ticketed, public events.	1/9/2017 11:49 AM
37	1. we are trying to learn, through design thinking, what the next frontier may be in professional development/workshops that our audience wants. Not being successful here is a threat. 2. Obstacle: Establishing data conventions that work for both our current and future needs and maintaining clean, efficient data entry.	1/9/2017 11:16 AM
38	Staff unwillingness to change! entrenched ideas and assumptions will make us stick to what we know and hence we will not risk stepping out and learning.	1/9/2017 10:56 AM

Audience Building Roundtable Survey Jan 2016

39	Now that we've been in the location for a year, continuing to draw attention to our new home will be an obstacle.	1/9/2017 10:44 AM
40	Being able to commit limited resources in the right areas to increase audience to the most challenging shows.	1/9/2017 9:47 AM
41	Not keeping up with our data. Really ingraining new systems into our working methods and keeping them going on a day-to-day and month-to-month basis.	1/9/2017 9:40 AM
42	Time. As a small organization with Artist Administrators, it is difficult to allocate enough time.	1/9/2017 8:33 AM
43	Funds are always a critical part of the puzzle. Allocating sufficient staff time, amidst the other needs, needs to be balanced.	1/8/2017 5:53 PM
44	Just a continued commitment to discipline. Also, a commitment to clean data.	1/8/2017 9:10 AM
45	Not having easy, direct access to most of our audience due to the nature of our presentations and our distribution models.	1/7/2017 1:04 PM

Q7 Describe the group of potential customers that is your highest priority for audience building.

Answered: 43 Skipped: 2

#	Responses	Date
1	We are seeing more attendance by GenXers - those who enjoyed music at places like Variety but now want more of a concert experience. Our addition of film programs and embracing technology has added a broad new spectrum of attendees at special events, such as TedX and the recent VRDayATL.	1/23/2017 5:17 PM
2	50-70 year old affluent classical music lovers	1/23/2017 3:34 PM
3	Donors. Since next season is our 10th anniversary, we are focusing on cultivating donors and identifying those that we can convert into donors.	1/23/2017 12:38 AM
4	We are focused on finding new ticket buyer or one and gone buyers to motivate them to move up to eventual subscribers and donors	1/21/2017 10:37 AM
5	We'd like to increase the number of first-time ticket buyers who convert to Multi Single Ticket buyers in the same season.	1/20/2017 5:02 PM
6	With our Marketing and Communications Committee and consultant, we have targeted as our highest priority: current patrons, volunteers, and donors, specifically those who participate in and attend our programs and have supported our special benefit events. We find that is very little crossover between the two. We have high ticket special events attendees but they are one time ticket purchasers who we have not yet converted to program season attendees. Our goal in 2017 as we plan for our 30th anniversary in 2018 is to bridge that gap.	1/19/2017 10:01 PM
7	Reaching the audience in our city	1/19/2017 8:45 PM
8	Students and veterans are our primary priorities for audience building. Secondarily, in-town audiences, Generation Xers, and Millennials.	1/19/2017 6:01 PM
9	We need to continue to focus on making our audience reflect our community, which as stated earlier, is the most diverse county in the Southeast. We wish to continue to integrate our Spanish audiences into our Mainstage and Studio seasons, not just for the Spanish plays. And we need to continue to build on the initial success of TIXSTER, our under 35 ticketing program.	1/19/2017 5:33 PM
10	Building a base of small donorship is our highest priority.	1/19/2017 3:25 PM
11	We want our audience to reflect our community. The audience that comes to our shows is typically older and white. Our county is very diverse. How do we attract a more diverse audience without alienating our traditional audience who also donates?	1/19/2017 3:05 PM
12	We are wanting to have a larger diverse membership base. Our current average member is a 57 year old Caucasian woman and we want to become more inclusive of the entire Atlanta community and have a membership base that is reflective of the diversity in our area. We want to become an organization that is attractive and inclusive of ALL of Atlanta, at all times, and not just focus on certain sects as certain times. We want to completely embody our new motto of "Here for you".	1/19/2017 2:41 PM
13	We would like to acquire a younger and more diverse audience group to ass to our existing base.	1/19/2017 2:34 PM
14	Our highest priority is to reach out to Millennials, Alumni & Baby Boomers.	1/19/2017 12:48 PM
15	Millennial	1/19/2017 11:27 AM
16	Low-income families within a ten-mile radius of our facility; alumni of our arts programs who have the means to become donors and investors.	1/19/2017 10:52 AM
17	Our highest priority is seeking new audience members ages 21-35.	1/19/2017 10:45 AM
18	Families with children ages 9 and under as well as keeping families that have "aged out" engaged as donor/event participants.	1/19/2017 9:53 AM
19	We're still assessing where to focus our attention.	1/18/2017 10:28 PM
20	DINKS	1/18/2017 9:29 PM

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21	55+ year olds who may not yet know us but may have interest in classical music as well as those first-timers to whom we do not yet pay sufficient attention to encourage repeat visits	1/18/2017 5:32 PM
22	Right now we are focusing on college students. Georgia State is in our backyard and we get a few students who walk in. But more importantly we have formed partnerships with GSU professors, resident assistants and have had several interns work with us. We have been able to capitalize on this partnership and developed two projects that have increased the flow of student traffic with GSU and other Metro Atlanta colleges as well.	1/18/2017 5:26 PM
23	Young families. See #5.	1/18/2017 5:13 PM
24	Adventurous theatre-going Atlantans.	1/18/2017 3:32 PM
25	Retained existing audiences. Our highest potential is retraining single ticket buyers and moving them to subscribers. Second target are Atlanta arts omnivores, reaching a potential new audience from the active arts goes in Atlanta who may not have come to the ballet.	1/18/2017 11:41 AM
26	Our highest priority are music lovers who live within 10 miles of the city core. We need to have greater visibility.	1/16/2017 3:07 PM
27	Those who attend other arts events	1/15/2017 2:20 PM
28	Millennials	1/13/2017 9:56 AM
29	Those in our area who don't yet know of our organization and/or don't yet know how we are "for them." We tend to generalize that these are the 20-to-30-year-olds in our community, but we are learning to move away from that qualification to focus more simply on connecting with people who value what we value, no matter their age.	1/12/2017 3:20 PM
30	Classical/Choral music lovers who don't know Atlanta Master Chorale exists, and that it is quickly becoming one of the more respected choirs in the country.	1/10/2017 4:04 PM
31	We actually have 2: One top group is additional music-loving students to grow our youth orchestra program. The other is arts-loving patrons who have yet to become engaged with our organization.	1/10/2017 12:49 PM
32	Community wide! We have a diverse community and we would like to provide programming that would touch all groups.	1/10/2017 10:15 AM
33	LGBTQ populations.	1/9/2017 6:39 PM
34	The group we are mainly looking to target are progressive millennials and older generations who are interested in how art can create action in their own communities.	1/9/2017 1:34 PM
35	African-American, lower-middle-class, and ruraly-based audiences are our three groups most in need of development. This comprises approximately 70% of our service area, spread over seven counties.	1/9/2017 12:45 PM
36	This group is culturally curious and wants to see cool things happen in Atlanta. Most are also active on social media and engaged in their community.	1/9/2017 11:49 AM
37	people who overlap many areas of interest: Serious photo buffs that are eager to learn and be exposed to industry luminaries as well as participate as content creators and become donors.	1/9/2017 11:16 AM
38	young adults that see at least one show but may not come back for some reason, and eager theatre goers that just don't know us.	1/9/2017 10:56 AM
39	Assuming we continue to do the work we did this year on retaining and converting audiences our next priority is to expand our tryer group so there are more patrons to walk up the steps.	1/9/2017 9:47 AM
40	Those who already visit us but are somewhat unknown to us and who might be willing to be loyal members or supporters.	1/9/2017 9:40 AM
41	Old 4th Ward residents.	1/9/2017 8:33 AM
42	Because our primary work is free to the public, it is truly a matter of reaching underserved areas of the city/state and providing access to programming.	1/8/2017 5:53 PM
43	African American	1/8/2017 9:10 AM

Q16 Do you have any other comments?

Answered: 23 Skipped: 22

#	Responses	Date
1	The Audience Building Roundtable has provided a wake-up call and the nudge we needed to take a few risks. It's been scary and exciting at the same time.	1/23/2017 5:17 PM
2	This round table has been so helpful in brainstorming new ideas. Thank you! Looking forward to this year!	1/23/2017 12:38 AM
3	The caveat on question 15 is that our staff structure presently doesn't support the goals that we've set for audience building. As an organization, we still rely heavily on consultant and volunteer support. It's an aspirational goal to be able to establish a strong marketing department/program, esp. as we plan to offer programs year round and our 30th anniversary is on the horizon.	1/19/2017 10:01 PM
4	Thank you so much for recognizing the need to skill build within the theatre community. We are adding our Marketing Director to the team in 2017.	1/19/2017 5:33 PM
5	Participation in the roundtable has been EXTREMELY beneficial for me personally and professionally. The work and connections through the meetings, blogs, trainings, etc have been beneficial and validating for me and my work in an organization that is shifting and shaping our structure to be more inclusive.	1/19/2017 2:41 PM
6	Thank you for all that you are doing for the Atlanta Arts Community!	1/19/2017 2:34 PM
7	All of the knowledge we've received has been extremely enlightening and positively useful to our organization. We look forward to the continued support!	1/19/2017 12:48 PM
8	Thank you so much for the wonderful opportunities the Audience Building Roundtable continues to provide!	1/19/2017 10:45 AM
9	We're in the early stages of using what we've learned through the Roundtable. We appreciate this resource!	1/18/2017 10:28 PM
10	We are grateful f.or the practical learning opportunities!	1/18/2017 5:32 PM
11	One major outcome of the Audience Building Roundtable has been to help reinforce the idea of being welcoming to our audience. We have also adopted the phrase "Love The One You're With."	1/18/2017 5:26 PM
12	We really appreciate the opportunity to participate in the Audience Building Roundtable. Our participation has definitely made audience building a priority and it has resulted in great connections with other Roundtable members. It's been an invaluable experience. Thank you!	1/18/2017 5:13 PM
13	Changing the way an organization produces on a day-to-day basis is difficult when there is much history (most of it successful), change averse leadership, and very little (none) time built into the staff's schedule to experiment with new ideas or strategies.	1/13/2017 9:56 AM
14	Though the Roundtable workshops and meetings have often felt like "information overload," it has been very exciting in recent weeks to observe how all of the many many MANY pieces of information on all aspects of audience-building are now aligning into a clear "throughway" for us! Our organization is thinking more clearly and with more unity than ever before about strategies to engage and develop audiences for our organization, thereby ensuring its longevity. The Audience Building Roundtable materialized right when our organization was perfectly positioned to learn from it and grow. Thank you to Terri Theisen, the Blank Family Foundation, and the ABR!	1/12/2017 3:20 PM
15	I very much appreciate the opportunity to gather so often with so many professionals and volunteers all working toward the same goals. This initiative will pay dividends for the Atlanta community for generations to come, simply because of the relationships it has fostered, and the incredible, synergistic ideas it continues to generate.	1/10/2017 4:04 PM
16	The Audience Building Roundtable has been incredibly helpful in helping our organization identify strengths, weaknesses, and opportunities to improve our audience relationships. Thank you!	1/10/2017 12:49 PM
17	In the past year, more members of our staff have been engaged in audience building and there is an energetic collaborative spirit among them.	1/9/2017 6:39 PM
18	We feel we know the general characteristics of our target audience, but we recognize that learning more about them would help us attract more audience members.	1/9/2017 11:49 AM
19	This roundtable has been and continues to be extremely beneficial for our organization and our audience.	1/9/2017 11:16 AM
20	I wish I could get some money to make sure we do what we could/should, and so the rest of my management team didn't see new opportunities as such unreliable and risky moves.	1/9/2017 10:56 AM

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21	This has been a great experience and wonderful learning tool for experonce and emerging leaders. The only thing I would consider changing would be the start time which can be hard for people from far away.	1/9/2017 9:47 AM
22	We appreciate focus being broadened to include smaller organizations in the city's arts community.	1/8/2017 5:53 PM
23	Thank you for the training, thinking and support.	1/8/2017 9:10 AM