

Welcome

# *Data Mutualization*

new ethics for collaboration, deeper audience insights



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# Agenda

## Data mutualization:

## new ethics of collaboration, deeper audience insights

- Welcome, Overview and Agenda
- Introduction to TRG & The Power of Being Data Informed
- Quartier des spectacles Partnership – Case Study
- Discussion and Learnings
- Audience Questions
- Key Take-Aways

The background is a solid teal color. In the center-right area, there are several faint, overlapping gear icons of varying sizes, some light teal and some a slightly darker shade, creating a subtle mechanical theme.

*Data-Driven*  
CONSULTING

# About TRG

## Experienced Team

- Colorado-based with a UK office
  - 40 team members
- 22 years, four countries
  - US, Canada, Australia, United Kingdom
- More than 1,000 arts/cultural clients
  - Scalable products for sustainable patron growth and revenues

**ROSE  
THEATRE  
KINGSTON**

**ALVIN AILEY  
AMERICAN DANCE THEATER**

**Lincoln Center**

**THE CULICH**

**CHICAGO SYMPHONY ORCHESTRA**

**NST** NUFFIELD  
SOUTHAMPTON  
THEATRES

**MoPOP**

**Center  
Theatre  
Group**  
L.A.'s Theatre Company

**N  
NORTHERN  
STAGE**

**BOSTON  
BALLET**  
MIKKO NISSINEN ARTISTIC DIRECTOR

**Arts  
Commons**

**Nottingham  
Playhouse**

**THE CLEVELAND ORCHESTRA**  
FRANZ WELSER-MÖST MUSIC DIRECTOR

**sheffield theatres**  
crucible lyceum studio

**MICHIGAN  
OPERA  
THEATRE**

THE NATIONAL  
**Ballet**  
OF CANADA  
Karen Kain  
Artistic Director

**tiff**

**N  
NEW  
WOLSEY  
THEATRE**

**NEWYORKCITYBALLET**

**ARTSCLUB**  
ALIVE ON THREE STAGES

**Oregon  
Shakespeare  
Festival.**

**GUTHRIE  
THEATER**

**The Australian Ballet**

**bara**  
ON THE BEACH

**BIRMINGHAM  
ROYAL BALLET**

**Cincinnati  
Museum  
Center**

**ROCHESTER PHILHARMONIC ORCHESTRA**

# Where We Focus

Results-Oriented Counsel

Patron Loyalty

Demand Management

**SUPPORTED BY:**

Campaign Management

Reporting & Key Metrics

Resource Management

# The Power of Being Data Informed

## Informed Strategy

- To recognize and reward loyal behavior, data analysis and targeted segmentation must be done
- Informs organization about patron's behavior holistically – ticketing and donation activity
- Illuminates next step paths and communications for different patron categories
- Defines key metrics





# TRG Arts Key Metrics Study (2017)

What is the state of loyalty among arts patrons?

- TRG Arts Analytics Group
  - 130 Arts & Culture Organizations
- Multiple Genres
  - Opera, Orchestra, Presenters, Theatre, Choral, Dance, Festivals
- Five years of verified, complete data
  - 16,963,146 transactions
  - Single Tickets, Subscription, Flex Packages, Donors and Education

# TRG Arts Key Metrics Study (2017)

What is the state of loyalty among arts patrons?

- **New-to-File**
  - Patrons who first appeared in the dataset after 2012 (brand new or lapsed 1+ years)
- **Existing**
  - A patron with at least one transaction in 2012, the first year of the study
- **Attrition**
  - Patrons who exited the dataset during the study (lapsed at least 2 years)

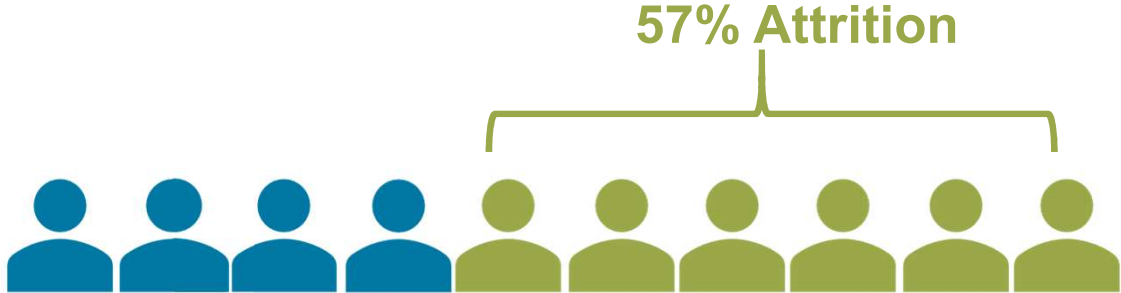
# TRG Arts Key Metrics Study (2017)

All Patrons



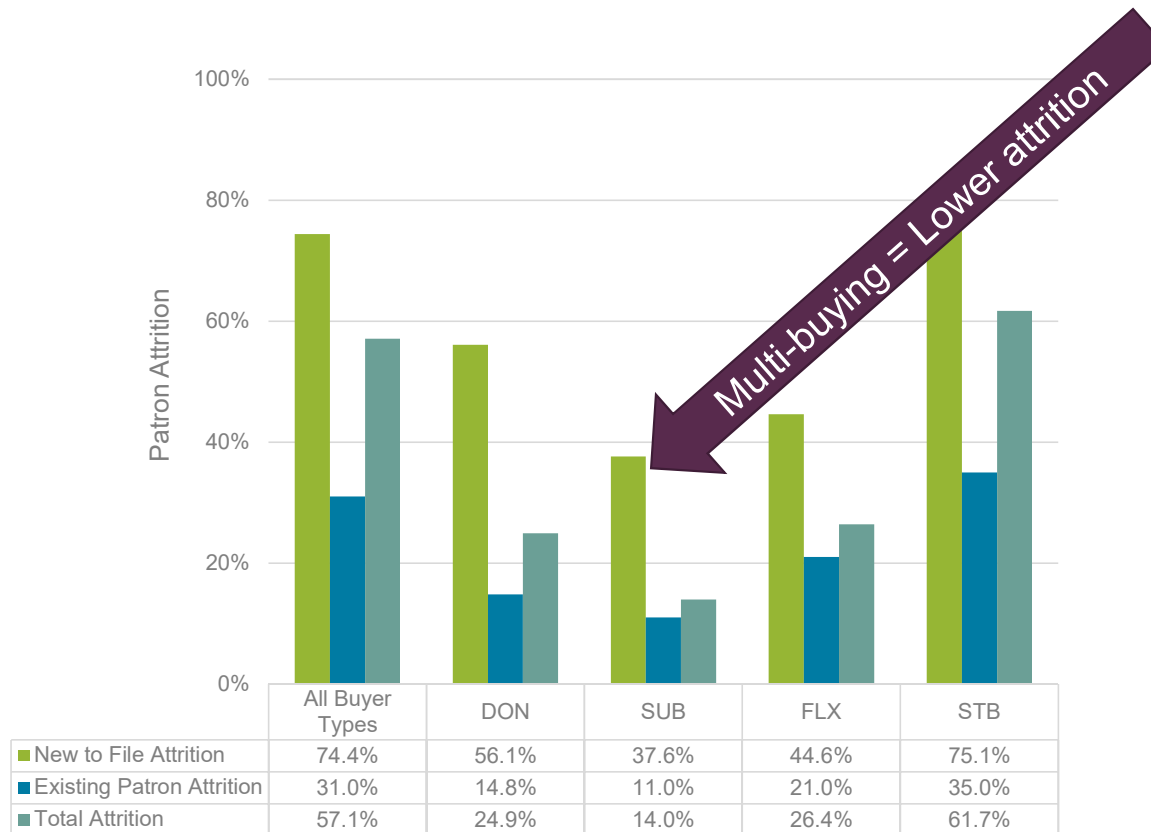
# TRG Arts Key Metrics Study (2017)

All Patrons



# TRG Arts Key Metrics Study (2017)

All Patron Attrition by Buyer Type, 2012-2016



*Why Its Important:*  
Sustainability

# Use Data to Inform Investment of Time and Budget

Net Revenue – Theatre Company Example

	Single Ticket Buyers	New Subscribers	Renewing Subscribers	Renewing Subscriber-Donors
Per Patron Yield	\$53.84	\$156.05	\$341.51	\$550.42
Cost-of-Sale	20%	25%	3%	3%
Renewal Rate	23%	46%	69%	88%