



OSLP Collaborative Marketing Plan

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AAD 617
MKTG, MEDIA and COMM

Backgrounder

Mission

“The OSLP Arts & Culture Program breaks down barriers to participation in the arts for people of all abilities and builds bridges to a more diverse and inclusive community.”

Vision

“OSLP Arts & Culture Program is a leader in inclusive community arts for people of all abilities. This vision is achieved through its diverse and inclusive classes and workshops, on-and-off site exhibitions, mentorships, and unique community collaborations.”

Values

Inclusion
Opportunity
Creativity
Collaboration
Professionalism
Independence

History

In July of 1988 OSLP separated formal administrative ties with the University of Oregon and became a private non-profit organization. Their 24 Hour Residential Program now includes eighteen group homes, and their Supported Living Program serves adults living independently throughout Eugene and Springfield. OSLP has expanded to offer a Community Inclusion and Employment Program and our new Arts & Culture Program, which serves people with and without disabilities.

In 2012, in response to the limited and segregated artistic opportunities available to people with disabilities, OSLP formed their newest program, the OSLP Arts & Culture Program. With over ten different art classes taught by professional artists on a quarterly basis, the program serves OSLP clients, adults with disabilities from other programs, and the general public. The program is truly inclusive and open to individuals with and without disabilities, making it one of only a few programs of its kind in the US.

Organizational SWOC

	Strengths	Weaknesses	Opportunities	Challenges
Price	Pricing for classes are low and affordable. Allows clients, who don't make a lot of money, to pay for their classes.	The prices are too low, and are one of the causes of no revenue. Also, the prices are not tiered to account for all types of visitors.	By adjusting the prices of the classes to \$10-\$12.50 a person, and by also including a tiered structure, the program would greatly benefit	Difficulty implementing tiered structure; more levels means more categories of people
Product	Great variety in class type, programming and gallery events. There is no other group like A&C. High participation in local artists; great gallery space; strong connection to the community.	Class frequency is a little odd. There are not as many classes on the weekends, and are during times that only people who are not working or retired are able to attend. Also, skill level of instructors will need to be higher for some classes to include "advanced" levels.	Including more times on the evenings and weekends will allow more people to attend. Having advanced classes will also bring in more people.	Finding more instructors can be challenging. Finding time on the calendar for more class times and space for more people.
Promotion	Loyal and passionate employees and volunteers eager to share about the program.	They struggle with getting new people in the door; identity crisis, if they don't know who they are, how can they promote themselves; barely using social media; not using best methods	If the A&C took into consideration all the strategies implemented in this plan, that will help in getting new people in the door. Also, once they determine who they want to be, and who they are, they will better be able to promote	It may be hard to figure out their identity, many of these strategies will cost money; a small staff will make it difficult to implement.

			themselves.	
Place	Fantastic location in the Lincoln Gallery. The space is unique and inviting. Windows let in natural light. Access to classrooms.	Slightly out of the way for most people; it's not a place people would walk by frequently and wonder what is inside. Not a lot of extra space.	With remodel and the addition of movable walls, the space can be manipulated.	Competition with other arts classes and galleries that are on campus or downtown that attract more people.

Stated Needs:

The Arts and Culture program has now been around for roughly seven years. When it first started, it was an arts program for the OSLP clients, adults with disabilities. The ultimate goal of the program is to be an all inclusive program, where everyone in the community can partake in art classes. The program is currently not sustainable, so new ways of marketing their classes and other offerings need to be created to create a larger recurring donor base, as well as create other forms of revenue to maintain the programming that they have.

Current Marketing Strategies

1. Newsletter (monthly?)

Has stories about the programs, emotional advertisement telling heartfelt stories about the people who are affected by the organization.

2. Restaurant Fundraiser Flyers

Flyers that advertise the fundraisers held at restaurant. Not much flexibility with the layout and design of the flyers.

3. Packets

4. Social Media

4.9 out of 5 rating, 893 Likes on the page.

Recommended Marketing Strategies

Event Rental Space

The Arts and Culture Program has an ideal small event space, and works very well for their current programming. To increase revenue, we propose that when the Lincoln Gallery is not in use, that the space is eligible for rent for parties, such as graduation parties, birthday parties, staff parties, weddings and other events. Clients and donors could use the space for their own parties at a discounted rate.

Goals:

- Have a more sustainable program by increasing revenue to support the program
- Increase awareness of Arts and Culture
- Provide a benefit for Staff, Donors and Clients

Suggested Pricing:

Weekdays: \$100 per hour

Weekends and Friday nights after 4 p.m.: \$150 per hour

\$200 cleaning deposit that can be refunded after event.

Discount for OSLP clients

10% discount (one time annually) for donors over \$100

15% discount (one time annually) for donors over \$250

25% discount (one time annually) for donors over \$500

50% discount (one time annually) for donors over \$1000

Strategies for Marketing Event Rental

1. Social Media: Post venue on wedding venue website




- a. TheKnot.com
 - i. Free and paid options available
- b. Weddingwire.com
 - i. Free or paid options, paid: \$122/month

2. Print: Look into print advertising

- a. Eugene Wedding Magazine
- b. Oregon Bridal Magazine
- c. Register Guard
- d. Eugene Weekly
- e. Arts and Culture Newsletter

3. Create brochure with venue prices, pictures of events in Lincoln Gallery.

OFFERS	CONVENIENCE	PRICING
<p>Downtown gallery space that offers unique atmosphere for your small event. Open, vaulted ceilings and wood floors provide an ethereal feel.</p> <p>Plenty of parking in the surrounding areas.</p> <p>Our small space can accommodate up to 100 guests. Movable walls provide mobility for two separate rooms, or one open room.</p> <p>Surrounded by original artwork, the Lincoln Gallery is one of a kind.</p>	<p>Only 5 miles from I-5, 2 miles from I-105 and in the heart of the Downtown and Witeaker neighborhoods</p> <p>Your ceremony rehearsal can be hosted at the venue as well.</p> <p>Free consultation with our Event Coordinator</p>	<p>Weekdays: \$100 per hour Weekends and Friday nights after 4 p.m.: \$150 per hour \$200 cleaning deposit that can be refunded after event.</p> <p>Discount for OSPL clients</p> <p>10% discount (one time annually) for donors over \$100 15% discount (one time annually) for donors over \$250 25% discount (one time annually) for donors over \$500 50% discount (one time annually) for donors over \$1000</p>

- a. **Make sure to create a PDF for website version and print version.**
- #### 4. Create section on website for venue rental
- a. This will enable people searching for “event rental Eugene” to find your webpage.
- #### 5. Cross Promotional Advertising
- a. Do not worry about supplying chairs, linens, tables etc, at least in the beginning. Develop relationships with Eugene Businesses to put them on a vendors list, and then they can do the same for your event space.
 - b. A suggested list of vendors is as follows
 - i. **Floral**
 1. Good Seed Floral Design
 2. Ponderosa and Thyme
 3. Rhythm and Blooms
 - ii. **Equipment Rental**
 1. Destination Events
 2. Parties to Go
 - iii. **Photographer**

1. Leah Banick Photography
2. Ashley Cook Photography
3. Jay Eads Photography

iv. Food

1. Wildcraft
2. Kiva
3. Wild Duck Catering
4. Market of Choice

6. Word of Mouth Advertising

- a. Personal referrals are one of the most popular forms of marketing strategies. Encourage your staff, clients and donors to promote the event space. We suggest a referral program that will reward those that bring new clients to the event space, such as a coupon for a free class. A suggestion could be a class at half off or a free class gift certificate.

Budget:

1. Personnel

- a. Event Coordinator, Part-Time: \$10.25/hr
 - i. Roughly \$8,400 a year.

2. Materials

- a. Brochure
 - i. Around \$60 for 100 brochures

Evaluation:

Word of mouth will be a very important part of this strategy. If your rental clients are not happy with their experience, they will tell their friends, and it will be harder to get people to rent your space. Create some form of survey to give to clients after their event, either paper or through email, and make sure to compile those and analyze what you need to work on. You can also, with permission, share these reviews to give more credibility to your space.

Calendar*

When	What
August 7, 2017	Create rental pricing structure
	Have vendors list of community partners
August 14, 2017	Have Event Coordinator Hired
August 21, 2017	Have event rental information on OSLP A&C website
	Have brochure created
	Have evaluation survey created

August 28, 2017	Post information on Social Media
September 4, 2017	Create venue calendar/availability
September 11, 2017	Include brochure in Door to Door marketing, highlighting Holiday parties
September 29, 2017	At the end of every month, look over evaluation sheets and enter into a spreadsheet to not lose data and to see trends. See what changes can and should be made to improve.

*We recognize that the implementation of renting out the Lincoln gallery will take a bit of time, and is more of a future strategy. With the calendar, look more at the frequency than the dates.