

Marketing and Public Relations Work Group

Result: Increased public awareness, political will, and support for Milwaukee's diverse arts and culture sector.

We will **measure the effectiveness** of this work by:

- (b) Improved public perception of the value of arts and culture in Milwaukee increases via public surveys;
- (c) Increased audiences and markets for local artists and arts groups; and
- (d) Increase in diverse public participation in arts and culture.

Strategies:

1. Develop a brief, compelling, data-driven case about the social and economic impacts of arts and culture, and the opportunity costs of doing nothing;
 - *Completed case will be promoted through local media and by members to their networks;*
 - *Need to gather data/cases created by past efforts to share with group;*
2. Market our message to our combined databases and through paid and earned media to shape public narrative about the importance of arts and culture to Milwaukee region;
 - *We will have begun the merging and purging a central database;*
 - *This work will follow from the other efforts*
3. Create, partner with, or transform a media channel in Milwaukee that will provide a critical and curated platform to promote and discuss arts and culture in Milwaukee;
 - *A planning process will have begun to identify the sector's need and potential channels to meet that need;*
 - *Audiences for this work: (a) artists; (b) arts lovers and audiences; and (c) general public.*
4. Promote the buying of local art and help patrons and audiences more easily access local arts
 - *Campaign branding begun, and multi-faceted campaign planned to support buying of local art;*
 - *The challenge is to overcome the "first buy barrier" and focus on the following audiences: (a) young adults/millennials; (b) empty nesters and retirees; (c) business/corporate; and (d) visitors*
5. Promote Milwaukee's art scene regionally and nationally
 - *Develop PR case, stories, and plan; partner with Visit Milwaukee, MMAC, and others media influencers to promote our case nationally.*
 - *The challenge here is to define the relevant differentiator (what makes Milwaukee's scene unique and compelling in comparison with other cities) and the audiences (based on visits to Milwaukee) are: (a) Lake/Cook County, IL; (b) Wisconsin outside Milwaukee; (c) Midwest cities; and (d) cities with direct flights to Milwaukee.*
6. Campaign for increased public support of the arts through a grass tops (board members and patrons) and grass roots (combined audiences) advocacy effort (in partnership with the Public Policy Strategy Group);
 - *Planning process for the campaign will be underway;*

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The Marketing and Public Relations planning group believed that an essential goal for Imagine MKE – and one that supports its other goals – is to increase public awareness, political will, and support for Milwaukee's diverse arts and culture sector.

Imagine MKE's vision is an inclusive, engaged, and inspired Milwaukee that is recognized as a world-class city for creating and experiencing arts and culture. For our arts and culture sector to thrive, people in Milwaukee need to be aware of, value, and participate in arts and culture, and people outside Milwaukee need to perceive Milwaukee as a distinctive arts and culture destination.

Milwaukee receives a dearth of public funds for arts when compared to similar cities, and Wisconsin ranks 48th of 50 states in public support for arts. There is a need for local government leaders, civic and business leaders, and the public to prioritize investing more in Milwaukee's arts and culture. Such investments will have huge cultural, social, and economic impacts. It is also important that any funding mechanisms are equitable and benefit diverse artists and groups. Imagine MKE will have to develop messages and partner with our members to promote those messages that develop public will and support.

The Support for Artists planning group said that artists are looking for more opportunities to practice, rehearse, perform, show, and sell their work in Milwaukee. This includes the need for physical spaces, networks, support for building entrepreneurial capacities, and accessing markets of potential audience members and buyers. Based on a survey of more than 170 diverse Milwaukee artists and 7 artists networks, they shared the need for new tools and tactics that other cities have used, including an online portal, smartphone app with maps of galleries and events, a calendar of performing and visual arts events, new showcases for patrons who enjoy the hunt for new artistic talent (e.g., a fringe festival), a re-invented gallery night, centralized ticketing, and audience education (many gallery visitors, for example, don't know they can negotiate price and even payment installments with artists). They aim to partner with the Marketing and Public Relations Strategy Group to use their expertise and experience to help them build audiences and markets for their work.

There is concern that the absence of mass media art critics needs to be addressed so there are independent media curators and critics that help contextualize and educate the public to build audiences for innovative work. The planning group believed that Imagine MKE can work together to support an existing or new media channel to provide this needed public service.

To create strategies, the group gathered data on the economics of arts and culture in Milwaukee and public support for arts versus other cities. We also looked at past narratives about support for arts in Milwaukee and best practices from other cities.

Workplan for 2019

1. Strategies 1-5 are priorities that can be sequenced once we have more information, Strategy 6 will follow from work of Public Policy and Engagement Workgroup
2. For strategies 1-5, we need to first get clear about the audience for each strategy;
3. For strategy 1, we need to gather what data and information we have, determine gaps, and collect what we need to make case;
4. Gather best practices from other cities;

Next Steps: Gather and assess data we have about case for Milwaukee arts and culture

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Audience notes from March, 2019

Strategy 2:

- National/international audiences
- Local Audiences
- Survey/convene local artists to share about work outside of city
- Curate/share those stories
- Attract national/international attention, demonstrate value of sector and individual artists/arts orgs

Strategy 3

- Artists
- Artist to Artist
- Arts lovers and audiences
- General Public
- Create/support/empower artists and spaces where critical arts and dialogue are already occurring
- Create mechanism to share

Strategy 4

- Young adults and millennials
- Retirees
- Visitors
- Business/Corporate
- A local based app on top of some central calendar could support millennials
- Millennials want participation, experiences, experience process of art
- Gallery night reinvent
- People like knowing the artist/tell artist stories better
- Young people attracted to causes, social good related to art
- The challenge is the first buy barrier – once people buy one work, they are likely to buy others
- Connect to maker movement/buy local
- Businesses and corporate can buy/rent local art for their buildings/offices

Strategy 5

- Visitors come from (a) Lake and Cook County, IL; (b) Wisconsin; (c) Midwest; (d) Direct Flights(?)
- Relevant differentiation problem – what is relevant to people outside Milwaukee and how are we different
- Visit MKE – arts are not lead, but the argument is come for other things and discover the arts

Democratic National Convention

1. The Goodland Committee will serve as clearinghouse. They need performance space, gallery space, and artist for events. Right now venue focused. Get word out to Imagine MKE members to ensure they sign up.
2. They need positive neighborhood stories – Milwaukee story of segregation and need could drive some coverage of city. We can help generate stories of coming together, bridging divides, success, etc.

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3. iMKE could create a database of artists for hire – visual/mural, music/djs, dancers, actors, etc. that could be available to groups planning events here.