



## C4 Atlanta's Arts & Culture Census

C4 Atlanta is proud to announce our partnership with TRG Arts. Together, we offer the *Atlanta Arts & Culture Census*.

### **Who is TRG Arts?**

TRG Arts is one of America's most respected marketing consulting companies. Based in Colorado Springs, TRG has a proven track record with consulting services and database solutions that have helped grow sustaining patronage and revenue for more than 700 arts and cultural organizations in North America. More information about TRG Arts can be found on their website at <http://www.trgarts.com>.

### **What exactly is the Arts & Culture Census?**

The *Atlanta Arts & Culture Census* program is a cooperative, web-based patron database, built and operated by TRG Arts. The purpose of a community database is to simplify mailing list exchanges; share list hygiene expenses; identify a targeted, qualified and focused group of arts consumers; and examine consumer behavior through comparative market analysis.

### **Who is the Arts & Culture Census for?**

Arts-based organizations such as dance, theatre & music companies, as well as galleries and cultural institutions may participate. Nonprofit and for-profit companies may participate.

### **Where else has a community cultural database been deployed?**

TRG is managing and developing data communities in Chicago, Denver, Philadelphia, Houston, Los Angeles, the state of New Jersey, Washington, D.C., Portland, the state of Arizona, the Berkshires, Ft. Myers FL and Seattle.

### **What does it do?**

#### **Several exciting things:**

- **Trading lists** for direct mail campaigns is made simple and easy. Rather than having to manually track requests, compile, and e-mail the lists, you can use the on-line functionality (TRG's eMerge software system) to request and execute trades. And since the system is **permission-based**, you can suppress certain records (your donors for example) and only trade with organizations you choose when you choose to trade with them.
- In order to ensure that you have the most up-to-date information for your patrons, the Community Patron Database goes through **quarterly National Change of Address (NCOA) data hygiene; For FREE!** Information on your patrons comes back to you each quarter so you can keep your in-house records just as current. (Upgrades for more frequent cleanings are available.)
- **Research and analysis** of the area cultural patron will help us identify trends, bust myths, and make our audience retention and development efforts more robust and effective. The Community Patron Database will teach us about our community-wide patrons – and allow each organization to learn more about the people coming through their doors.

### **How does my organization participate?**

We are excited to be able to offer this program to C4 Atlanta member organizations as a benefit of membership. If your organization would like to learn more about how to join C4 Atlanta, services currently available and under development, email [Jessyca@c4atlanta.org](mailto:Jessyca@c4atlanta.org).

### **My company rarely, if ever, does direct mail. What's in this for me?**

The *Atlanta Arts & Culture Census* gives you a secure, access-from-anywhere-with-an-internet connection way to store and manage all your patron data, have it regularly rid of errors, and allows you to learn more about your audience so that you can more effectively cultivate relationships with them. Even if you are not doing mailings, the research and information you learn about your patrons can easily be applied to other situations, like grant proposals, board presentations, etc.

You won't be able to trade phone numbers or e-mail addresses, but you will always have access to your list's e-mail addresses and the ability to do research on your data – including cross-over reports with other organizations. Even if you aren't planning a direct mail campaign, cross-over reports can open other avenues for spreading the word about your company, mission, or next production.

Plus, if you decide you want to do one big direct mail campaign (or 2 or 3 smaller ones) per year, you can use the analysis and simple list trade process to make sure that your mailings reach the best possible hands.

### **My organization uses Tessitura and we process NCOA through that system – what can the *Arts & Culture Census* do for me?**

While NCOA is a valuable benefit of the program, it is not the only reason to join. eMerge allows members to uncover valuable information on their patrons, such as crossover, demographics, and psychographics. This allows for information not just on your company, but on the Atlanta cultural community. Because ticketing systems (including Tessitura) do not hold trade data, a collective database is the only way to answer questions like “How many of my Nutcracker buyers also went to Christmas Carol last year?” or “Are my patrons truly older/wealthier/more educated than the average Atlanta cultural consumer?”

Naturally, trading names becomes faster, easier, and more efficient using eMerge. All the data goes through an instant merge/purge and is already cleaned through NCOA when it comes out of the system. This saves significant time and money by not manually managing trades and having a mailhouse collect, NCOA, and de-duplicate your lists.

Finally, know that TRG can accommodate Tessitura users through an automatic update feed directly from your system into eMerge (also available for other systems). This can happen as often as nightly. If you want to participate, but worried about the time or labor involved, TRG has a solution. For costs or information, contact Katie Maltais ([kmaltais@trgarts.com](mailto:kmaltais@trgarts.com); 719-494-4963).

### **What other ticketing or donor management systems can TRG accommodate?**

TRG has worked with dozens of ticketing and donor systems. The data requirements to join the community are simple and easy to accommodate. TRG has had organizations of all sizes participate in programs and provide data. There are videos, documents and help line calls to help you through the process.