

**FY 2019-20 SONOMA TID GRANT PROGRAM
APPLICATION**

EVENT DETAILS

Name of Event: **SONOMA ARTS LIVE THEATER COMPANY 2019-2020 SEASON.**

Two of the six productions occur during Sonoma's 'off season,' and offer ten performances on Thursdays and Fridays.

Event Dates: Time: Evening Performances at 7:30; Sunday Matinees at 2:00

A CHRISTMAS STORY, The Musical : December 6 - December 22, 2019

ENCHANTED APRIL, A Comedy: January 24 - February 9, 2019

Event Location: Rotary Stage in Andrews Hall
 Sonoma Community Center

Note: All necessary permits and permissions are secure.

Projected Attendance:

Based on 100 patrons per 10 weeknights, Thursday and Friday performances

Based on patron addresses, 30% live outside of Sonoma County

1000 X .3 == 300 patrons

Projected overnight rooms at two per room: 150 rooms rented on weeknights

Brief Event Description:

Sonoma Arts Live Theater Company is a thriving organization dedicated to producing quality live performances for the Sonoma community and its many guests. During the past two years they have distinguished themselves by winning 8 Bay Area Marquee Theatre Awards, numerous San Francisco Bay Area Theater Critics Circle Award nominations and a win for Best Actress in a Musical for Danielle DeBow. The 2019-2020, *A Season to Remember*, includes professional actors and directors from all over the Bay Area and promises to be another stellar year.

Years in Sonoma, CA: 4 years.

Attendance at our performances has increased, on average, ten to fifteen percent per year during the past four seasons.

APPLICANT/CONTACT INFORMATION

Applicant Organization: **Sonoma Arts Live Theater Company**

Name of Applicant: Jaime Love, Executive Artistic Director

Phone Number:

Cell Phone Number: 707-363-8721

Business Address: PO Box 539

City: Sonoma, CA 95476

E-Mail Address: Jaime@sonomaartslive.org

MARKETING DETAILS

Marketing Plan and Budget

Target Demographic:

Local and Bay Area theater goers of all ages who enjoy a big city performance in our small town environment and are seeking professional quality theatrical experiences that include award winning comedy, drama and musicals.

Describe your Media plan/mix:

Sonoma Arts Live Theater Company (SAL) pursues a wide range of audiences throughout the Bay Area using both digital and print media. We have hired a social media coordinator who Eblasts Facebook, Twitter and various theater forums. Membership with the Visitor's Bureau extends our Bay Area reach through their Events Calendar. We purchase print and digital advertising in the *Sun* and *Index Tribune* including ads and front cover sticky note reminders of up-coming performances. Posters and post cards advertising each show are strategically placed throughout the region prior to each show.

*New advertising dollars will allow us to partner with *Hearst Bay Area, Wine and Hospitality Division* to expand our reach throughout the Bay Area.

Describe your Public Relations efforts:

Our Executive Artistic Director, Jaime Love is a regular guest on our local KSVY talk shows. Additionally, board member outreach occurs at Rotary Meetings, Newcomers Club, Mentoring Alliance and Vintage House events. A \$3.00 discount promo code for performances is provided on each of their websites.

Producer's Parties are held to expand our season memberships, celebrate our generous donors and entice their continued support.

Teens 'N Training, is a **SAL** sponsored theater program for our young actors who perform each year in March to full houses as well as travel with other teenagers throughout the school district performing their own original works.

Target markets:

Our audiences include all ages but are anchored primarily by older Bay Area theater lovers. 49% of our ticket holders are from communities outside of Sonoma. 30% of our fans live outside of Sonoma County. Our performances hold great appeal for those visitors who value excellent theater and also enjoy both the fine cuisine and accommodations available here in Sonoma.

*We use patron zip codes to determine location data.

Promotional activities:

In addition to helping fund our existing promotional efforts, TID Grant dollars will enable us to collaborate with *Hearst Bay Area, Wine and Hospitality Division* to expand and

intensify our digital and print media plan by more thoroughly targeting our growing audience from beyond Sonoma County. *Hearst* is well positioned to drive visitors to in-City lodging and businesses. Their digital advertising plan includes matching print advertisements in the San Francisco Chronicle at no additional cost. A Sonoma TID Grant will enable **Sonoma Arts Live Theater Company** to more aggressively promote great theater and draw more overnight guests to Sonoma.

Paid advertising budget: \$ 17,342.04

Amount being requested. \$ 4,336.00

Note: All productions will proceed if the Sonoma TID is not granted.

APPLICATION AND SUBMISSION DETAILS

Submitted by:

Jaime Love

*Sonoma Arts Live Theater Company
Executive Artistic Director*

NAME

TITLE

SIGNATURE

DATE



August 28, 2019