



Wallace Excellence Awards Event: Engaging New Dance Audiences
June 30, 2009, ODC Dance Commons

ODC Presentation Summary:

Wallace Excellence Award Goal:

Support our audience-building and program participation for our dance company, theater and school by reaching out to our zip code (94110) and target age range of 25-45.

What we wanted to know in our research:

- 1) ***Who is currently participating in ODC?*** Created a "Data Snapshot" of organization with annual participation counts. Conducted audience surveys: 1,200 in-house administered 4-page surveys tabulated by Q&A Research, Novato. (www.qar.com)
- 2) ***Who is living and working in the 94110 target zip?*** Demographic and psychographic (lifestyle, attitudes, behaviors) reports provided by Wolfe/Brown, SF. (www.wolfbrown.com)
- 3) ***What are the cultural attitudes and behaviors of our Target Audience?*** Four focus groups conducted by Baccus Research, SF. (www.baccusresearch.com)

Highlights: What we learned from the research:

- 1) ***Who is currently participating in ODC? (Surveys)***
 - Overall attendees were younger than expected, averaging around 40 years across the board.
 - ODC attracts audiences who are very passionate about the arts and we tended to exceed attendees' expectations.
 - School and Theater attendees had more crossover attendance in all parts of ODC, but there is a fair crossover in attending multiple ODC events among all divisions.
 - #1 factor in attendance for dance students was the schedule (93%), (but we believe this could be flawed data.)
 - Across all divisions the highest past type of cultural event even above contemporary dance, was a museum visit.
 - Neighborhood newspapers do not reach our audiences, SF Chronicle, SFGate, search engines and the NY Times are best and radio was higher than expected at the 30% level.
 - Higher than expected LGBT audiences for the dance company (21%) and the Theater (25%)
 - The Theater has the most ethnically diverse audiences (42%) with the dance company the least diverse (25%).
- 2) ***Who is living and working in the 94110 target zip? (Reports)***
 - Breakdown of ethnicity: White 55%, Hispanic Latino 44%, Other 1%
 - Through the SF Big List we learned the 94110 zip code is the most culturally active zip in SF (13,089 people on the Big List which is 18% of 94110's 73,000 population).
 - Our target age range represents the greatest population group: 42% of population is 25-44
 - Resident and worker psychographics are a good match with ODC's services: 85% of 25,000 households match
- 3) ***What are the cultural attitudes and behaviors of our Target Audience? (Focus Groups)***
 - All prospects feel a strong connection to their community
 - The major annual cultural Mission events make prospects feel connected to their neighborhood
 - Mission residents are walkers, so connecting with them on a street-level is effective
 - Prospects do not yet associate ODC with a specific venue that is part of their Mission community
 - There is a low awareness of ODC, what we have to offer and our roots in the Mission according to focus groups
 - There is a crossover interest between the ODC Theater and Dance Company Prospects
 - All prospects seemed interested in ODC dance classes
 - The majority of Theater and Company prospects viewed risk-taking (attending a new/different contemporary dance performance) as positive

Lessons learned to date:

- 1) *It is more effective for us to work unilaterally across all divisions. We are loosening up our yearly focus on each division and applying successful marketing efforts across all parts.*
- 2) *Cross promotion is working and the ODC Common's building is the key.*
- 3) *Emphasis on branding is not always important. Simplicity and clarity in information and materials is.*
- 4) *Neighborhood newspapers aren't effective in reaching our current or target audiences.*
- 5) *Free doesn't necessarily work unless there is an event attached to it.*
- 6) *Offsite audience outreach events in the Mission have disappointing attendance, but events at ODC are successful.*
- 7) *Physical engagement of audiences in the art form produces strong bonds.*

Questions? Email: nancy@odcdance.org