The purpose of the Alliance, through its collaborative marketing and sales efforts, is to increase awareness of and engagement in Central Florida’s arts and cultural offerings from residents and visitors.
What We Do

• Redchairproject.com – Online website that includes:
  ▪ Calendar of cultural events, classes and workshops
  ▪ List of cultural organizations and venues in the region
  ▪ Online box office – minimal fee for patrons and organizations

• Red Chair Rewards – Email delivered every Wednesday with discounts and highlighted events for the week

• Red Chair Revolutionaries – Volunteer program to promote Red Chair Project

• Red Chair Affair – Event that kicks off the arts and cultural season
Community Overview

• Over 51 million visitors come to Orlando each year. 8% are interested in an arts and cultural experience.

• Marketing campaign for meetings (through Visit Orlando) is *Where Creative Minds Meet*

• Central Florida population is over 2.2 million

• Over 360 cultural organizations and 400+ venues offering arts and cultural experiences

• Number #1 per capita in the country for performers
History

• Used to be an intimate dinner on stage for less than 200 people – were only really celebrating with people who already support the arts

• Only arts supporters attending – only an event to raise money

• Costs and execution were not showing an tremendous income, especially when you factor in the amount of time it took to run the event
What Is It?

• Serves as both a fundraiser and an awareness event for Red Chair Project.

• Event takes place the last weekend each August – right before the “season” starts.

• Involves 3 main initiatives:
  • 90 minute performance
  • Red Chair IKEA silent auction
  • VIP festivities
Red Chair Affair takes place at our local performing arts center, which seats around 2,000 people.

90 minute show with no intermission, each performance is around 5 minutes in length.

Cultural organizations apply to be a part of the program, and are selected based on quality and diversity of offerings.

Organizations are all paid a flat stipend for the performance ($250 main stage, $100 lobby), but get a variety of marketing perks, as well as complimentary GA tickets.

Restrictions are in place to ensure that organizations selected are:

A) Part of a seasonal offering (so, no touring or traveling organizations – must be attached to an organization offering regular programing)

B) Participating and adding their events to RedChairProject.com
Variety of performances – dance, musical theatre, comedy, aerial arts, music, choral, etc.

GA tickets are $22; $15 for students and seniors
90 Minute Performance: Overview

- Partnership with VSA to be inclusive (large print programs, signed interpreters)
- Lobby activities including our science center and visual arts organizations
90 Minute Performance: Overview

- Video introductions before each performance to tell about each organization in their venues
- Entire performance is broadcast year-round on our county public television
IKEA Chair Auction: Overview

- 60+ IKEA chairs are decorated by local arts organizations and are paired with a cultural experience.
IKEA Chair Auction: Overview

- Professional photos are taken of each chair to use on social media as well as the auction website
IKEA Chair Auction: Overview

- Chairs are auctioned online through Bidding For Good leading up to the event. Highest bid is the opening bid at the event.

- Chairs are also displayed in the IKEA store and at a local gallery for the public to view leading up to the event, including opening parties etc.
IKEA Chair Auction: Overview

• Chair winners display the chairs in their homes, offices and throughout the community year-round
IKEA Chair Auction: Marketing

- Photos of each chair are uploaded onto the auction website. Many organizations, future patrons and arts supporters share the images on Facebook etc.

- Great to use with social media to promote the auction as well as the event

- Chairs on display at IKEA and local arts gallery help promote the event and RedChairProject.com

- Auction helps increase VIP ticket sales (final online bid is the starting bid for the VIPs)

- Website is a great tool for VIPs to view the items before the event

- Chairs are on display through a Power Point at the event 30 minutes before the performance starts
VIP: Overview

• VIPs enjoy a premium experience on stage before and after the performance, while also getting the best seats in the house for the performance

• Only room for 200 VIPs due to space

• VIP Individual Tickets: $225 each
• VIP Corporate Tickets: $2,500 for 10 tickets (includes an ad in the program)
VIP: Overview

- Corporate and Individual tickets are available

- VIPs come dressed in their best red attire

- Many corporate arts supporters and elected officials attend

- This is the only event that represents all the arts in the area – our community does not have a lot of galas
VIP: Overview

- Donated food and beverage by some of Orlando’s best high end restaurants
VIP: Overview

- Chairs are auctioned off as part of a silent auction for VIPs before the performance
VIP: Overview

- The VIP audience consists of arts supporters, elected officials, and corporate arts supporters.
Comp tickets to audiences that are more challenging to reach/that reach a broader audience:

- All Orange County Public School’s Fine Arts Teachers
- Central Florida Concierge Association Members
- Visit Orlando Staff
- Media for radio/TV giveaways/other promotional opportunities
- Variety of places for social media give-a-ways

Discounts (Buy One Get One):

- Variety of corporate employee blasts, many that are difficult for cultural orgs individually, including:
  - Disney
  - JetBlue
  - Visit Orlando members
<table>
<thead>
<tr>
<th>Red Chair Affair - by the numbers</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Admission Ticket Sales</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Ticket</td>
<td>Number of Tickets</td>
<td>Number of Tickets</td>
<td>Number of Tickets</td>
<td>Number of Tickets</td>
</tr>
<tr>
<td>Total Free Tickets</td>
<td>1,007</td>
<td>660</td>
<td>1,135</td>
<td>1,413</td>
</tr>
<tr>
<td>Total Sold Tickets</td>
<td>721</td>
<td>301</td>
<td>858</td>
<td>411</td>
</tr>
<tr>
<td>Total GA Tickets</td>
<td>1,728</td>
<td>961</td>
<td>1,993</td>
<td>1,824</td>
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</tbody>
</table>
### VIP Ticket Sales

<table>
<thead>
<tr>
<th>Type of Ticket</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate VIP Tickets</td>
<td>70</td>
<td>50</td>
<td>40</td>
<td>80</td>
</tr>
<tr>
<td>Individual VIP Tickets</td>
<td>29</td>
<td>20</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>Comp/Sponsor Individual VIP Tickets</td>
<td>97</td>
<td>97</td>
<td>120</td>
<td>88</td>
</tr>
<tr>
<td><strong>Total VIP Tickets</strong></td>
<td><strong>196</strong></td>
<td><strong>167</strong></td>
<td><strong>188</strong></td>
<td><strong>197</strong></td>
</tr>
</tbody>
</table>
## By The Numbers: Chair Auction

<table>
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</thead>
<tbody>
<tr>
<td><strong>IKEA Red Chair Auction</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Decorated Chairs</td>
<td>59</td>
<td>59</td>
<td>64</td>
<td>63</td>
</tr>
<tr>
<td>Auction Items Without Chairs</td>
<td>0</td>
<td>0</td>
<td>30</td>
<td>17</td>
</tr>
<tr>
<td>IKEA Red Chair Auction $$ raised</td>
<td>$7,940</td>
<td>$9,761</td>
<td>$15,074</td>
<td>$12,536</td>
</tr>
</tbody>
</table>
By The Numbers: In-Kind/Sponsors

In-kind:
- All Food and beverage for VIPs donated
- All printing and marketing donated (programs, posters, flyers, creative design)
- Chairs from IKEA and display space donated
- All VIP stage decorations and materials donated
- Intelligent lighting for performance donated
- Production Director time donated

Cash Sponsors
- Most cash sponsors choose to sponsor a performer

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<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Sponsorships</td>
<td>$0</td>
<td>$3,000</td>
<td>$6,000</td>
<td>$7,500</td>
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</table>
## By The Numbers: Budget

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Expenses Total <em>(includes box office fees, venue rental and costs, valet parking)</em></td>
<td>$5,464</td>
</tr>
<tr>
<td>Performance Expenses <em>(includes venue union labor, org stipends, etc.)</em></td>
<td>$13,131</td>
</tr>
<tr>
<td>Dining Expenses Total <em>(only cost is for bartenders)</em></td>
<td>$545</td>
</tr>
<tr>
<td>Marketing Total <em>(all costs are for event photographer and auction fees for software and web, plus a seasonal contractor)</em></td>
<td>$7,588</td>
</tr>
<tr>
<td><strong>Expenses Total</strong></td>
<td><strong>$26,727.85</strong></td>
</tr>
</tbody>
</table>

### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP Tickets</td>
<td>$22,000</td>
</tr>
<tr>
<td>GA Tickets ($22 and $15)</td>
<td>$12,385</td>
</tr>
<tr>
<td>Cash Sponsorships</td>
<td>$7,500</td>
</tr>
<tr>
<td>Chair Auction</td>
<td>$12,563</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$54,448</strong></td>
</tr>
</tbody>
</table>

| **Net Income**      | **$27,720** |

RedChairProject.com
Would you recommend RedChairProject.com to friends and family for information on local arts and cultural events?

- Yes: 87.0%
- No: 1.3%
- Maybe: 10.8%
How did you hear about the Red Chair Affair - please select all that apply?

- RedChairProject.com: 20.2%
- Red Chair Rewards Email: 21.4%
- Newspaper: 29.8%
- Radio: 1.2%
- TV: 0.6%
- Facebook/Twitter: 4.8%
- Red Chair Affair poster/flyer: 7.1%
- From a cultural organization: 16.7%
- Word of mouth: 23.8%
- Other (please specify): 27.4%
Do you plan to attend a performance/event presented by any of the groups featured at the Red Chair Affair in the next year? If so which ones? Please select all that apply.
Success

- Event has helped promote cultural activities to new audiences
- Serves as a mission based fundraiser
- Many companies have booked cultural experiences for their groups based on attendance at the event
- Great easy way to get people to try something without committing to a lengthy performance
- Great way to collaborate with media and corporate partners that want exposure through an event
Challenges

- People associate us with the event and not our services
- Event takes a lot of staff time – balance event with year-round projects
- Balancing good production quality with diversity/variety
- Increasing the value for the VIPs (making it worth the cost)
- Marketing of the event in general with no budget
- Balancing free tickets vs. paid tickets. Free is great if it is mission based, but we can do more with the event if we can generate more revenue.
Future Goals

• Created a marketing committee to help with year-round initiatives, including the Red Chair Affair – this will help the work already done by the Event Committee

• Recently restructured the staff to reflect the needs of the event and overall needs of the organization and the event

• Plans are underway to enhance the revenue of the silent auction – more items!

• New ways to help get audience participants to take action and purchase tickets after the event – currently no great way to track this (we are starting to do this a bit with the recent launch of our community database with TRG)

• Need to plan for move into new performing arts center (with the new costs of the center) in 2014
Questions?

Feel free to contact us!

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