

OFFER#02-01
CITY OF STOUGHTON
SELLER OFFER FOR 2016 BUDGET

OFFER/PROGRAM:
Market Opera House as a Destination Location

PAST PROGRAM / OFFER #:
02-01

PAST PROGRAM NAME:
Market Opera House as a Destination Location

RFR AREA/OUTCOME: STABLE, SELF SUFFICIENT
ECONOMY

Related Priority Areas:

IC, IF, IVB1

DEPARTMENT: OPERA HOUSE

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DESCRIPTION OF HOW OFFERS ARE RELATED TO OTHER PRIORITY AREAS:

ABOUT THE OFFER:

DESCRIBE OFFER:

This offer covers the marketing of the Opera House and in turn Stoughton throughout the region. The Opera House is responsible for putting the name Stoughton in front of the eyes of people more than any other organization in Stoughton. This offer accounts for the production and distribution or insertion in newspapers of 75,000 brochures and 150,000 season flyers. This offer also accounts for advertisements for the **Stoughton** Opera House in newspapers, 360,000 online impressions (page views) with the Isthmus, on the radio with Wisconsin Public Radio and WORT, on the television with Wisconsin Public Television, and in the literature of numerous regional organizations and associations.

DESCRIBE HOW OFFER MEETS PRIORITY:

This offer functions to dramatically increase awareness of Stoughton throughout Dane County and the region. The frequency with which the Stoughton Opera House marketing efforts place the word **Stoughton** in the eyes and ears of potential business owners or residents is substantial. The fact that the Opera House is considered to be an upcoming and successful business regionally impacts the perception of the word **Stoughton** in real and quantifiable ways. The partnerships formed with organizations through these marketing efforts further the impression that Stoughton is a thriving business and residential community. **According to a recent study of the economic impact of the arts in Dane County - the 19,000 reserved event tickets sold during the 2013-2014 season resulted in \$500,000 in local spending (excluding cost of admission).**

WHY SHOULD THE CITY PROVIDE THE SERVICE?

Over time these marketing efforts will continue to draw individuals to Stoughton who may not have visited otherwise. In turn, these visitors may recognize the potential for business or residence in Stoughton as a positive while additionally contributing funds to the overall local economy during their visits..

MAJOR CHANGES

There are no significant changes to this offer.

2015 Accomplishments:

Increased ticket sales, broader market reach.