



## **Exhibit A 1 Marketing Plan**

### **1.) Event Description**

In 2005, the LSU Museum of Art moved to its current location in the Shaw Center for the Arts in downtown Baton Rouge. The museum serves as a bridge between the university and downtown, the Baton Rouge community and the state, and beyond. In April of 2014, the museum will open *The Visual Blues*, an exhibition that highlights the melodic influences of blues and jazz music, dance, travel, and social clubs upon the brushstrokes of the Harlem Renaissance artists. This exhibition presents the innovative contributions of some of the most celebrated African-American artists, and expresses the lasting effects of their artistic achievements. The exhibition will include 32 paintings, 15 prints, 11 photographs, 7 sculptures, 5 pen and ink drawings, and 4 mixed media paintings. The museum will celebrate the opening of this exhibition in conjunction with the 2014 Baton Rouge Blues Festival on April 12, 2014. The Baton Rouge Blues Festival, supported by the Baton Rouge Blues Foundation, originated in 1981 on the campus of Southern University on The Bluffs. The museum will offer free admission for the day in celebration of the exhibit and Baton Rouge Blues Festival. In the museum, festival goers will enjoy a visually stunning complement to their outdoor music experience. Such collaboration between both organizations allows for the pooling of fiscal resources, expanded reach in marketing, and a diversification of patrons for both the festival and the museum's exhibition.

### **2.) Goals and Objectives**

Both the Baton Rouge Blues Festival and the LSU Museum of Art wish to expand their reach beyond Baton Rouge and, ultimately, the state. Having simultaneous events that are marketed and advertised together will increase the return on our investment in media beyond the 50 mile radius around Baton Rouge. The LSU Museum of Art is a state of the art museum, and the only museum in Baton Rouge dedicated entirely to art, that would prove impressive to many who have yet to visit. By targeting areas with a history of blues, such as Chicago, Memphis, Jackson, and Birmingham, we increase our chances of enticing out of state visitors to attend our event. The Louisiana cities of Lake Charles, New Orleans, and Lafayette have a rich musical history that will prove to be beneficial in our marketing efforts in these areas as well.

### **3.) Target Audience(s)**

The target audience for both the LSU Museum of Art's exhibition and the Baton Rouge Blues Festival is primarily people who have interest in music and art, specifically blues. Because the blues has reached and touched communities in many states and cities, this increases our target audience numbers. Last year's Baton Rouge Blues Festival drew 10,000 visitors to downtown Baton Rouge.

#### **4.) Additional Deliverables**

The Louisiana Office of Tourism logo will be featured prominently on all marketing material. In addition to print advertisements, billboards, and television spots, the LOT will leverage its support of this event by having its logo placed prominently on all signage at the Baton Rouge Blues Festival, on the title wall of *The Visual Blues* exhibition, and by being featured in the museum's full-color, 92 page catalogue which is being produced for the exhibition. The LOT logo will also appear on the iPad screens used as part of the multi-media experience that will accompany the exhibition in the museum.

#### **5.) Performance Measures**

The LSU Museum of Art creates individual visitor surveys to accompany each exhibition. In addition to many other details of their visit, visitors are asked to share how they heard about the exhibition and where they are from. We will use the results of these surveys to evaluate and track the success of our marketing plan. Further, museum staff will reach out to hotels in the area in an effort to gain insight of their capacity during the event, for whom they secured lodging, and places of residence of their guests.

Grantee: LSU Museum of Art  
 Event: Baton Rouge Blues Weekend

Grant Amount: \$2,500.00  
 Grant: #888

**Exhibit A2  
 Media Plan**

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT Match
WWOZ	New Orleans	:30 second / 84 spots	Mar 13 – Apr 10	\$2,500	\$1,250
KNEK	Lafayette Area	60 live / 20 :30 second spots	Mar 31 – Apr 11	\$1,000	\$500
WHLH & WSTZ	Jackson	:20 / 87 spots	Mar 24 – Apr 9	\$1,500	\$750
<b>Totals:</b>				\$5000	\$2500

**Online Placement (Website)**

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target / Reach	Dates	Actual Cost	LOT Match
Eblast by KNEK Radio, Lafayette Area	10,000	b/t Mar 31- Apr 11	Package	
KNEK Ad on website	Not known	Mar 31 – Apr 11	package	
WWOZ Radio: Web Tile on homepage	50000	Mar 13 – Apr 10	package	
<b>Totals:</b>			\$	\$

**Marketing Promotional Video** - Limit of \$2,500 of grant award can be used towards a single marketing promotional video

Company Producing Video	Target Audience	Dates video will air	Actual Cost	Lot Match
<b>Totals</b>			<b>\$5,000</b>	<b>\$ 2,500</b>

<b>Grantees Grand Total</b>	<b>\$5000</b>
LOT 50% Match Grant Total	\$2500
<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$

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**Exhibit B**

<b>LSU Museum of Art, <i>The Visual Blues</i></b>		
Department	Description	Budget
<b>Anticipated Income</b>		
	Grants/Foundations	\$110,000
	Admission	5,500
	Individual support	50,500
	LSU Admin support	22,032
	<b>Total anticipated income</b>	<b>\$188,032</b>
<b>Anticipated Expenses</b>		
	Registration	\$101,005
	Exhibition Prep & Install	27,900
	Curatorial	1,000
	Exhibition Publication	22,450
	Community Programming	5,000
	Public relations	28,000
	Other	2,100
	<b>Total anticipated expense:</b>	<b>\$187,755</b>

Baton Rouge Blues Festival 2014

<b>Revenue and Support</b>		
	BR sponsorship	\$ 50,000
	Corporate sponsorship	\$ 54,000
	Food vendor booths	\$ 2,800
	Merchandise and commissions	\$ 2,200
	Drinks	\$ 34,500
		<b>\$ 143,500</b>
<b>Expenses</b>		
	<b>Production:</b>	\$ 31,200
	Outside services	\$ 29,950
	Equipment rent and maintenance	\$ 150
	Postage	\$ 50
	Printing	\$ 50
	Admin assistant	\$ 1,000
	<b>Talent:</b>	\$ 49,250
	Musicians	\$ 49,250

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<b>Marketing:</b>	\$ 1,600
Advertising	\$ 700
Artwork	---
Website	\$ 900
<b>Site/Security</b>	<b>\$ 7,000</b>
<b>Food&amp;Drink</b>	<b>\$ 9,600</b>
<b>Merchandise</b>	<b>\$ 2,000</b>
<b>Insurance</b>	<b>\$ 2,000</b>
Total Expenses	\$ 102,650
Net income (loss)	\$ 40,850