

Exhibit A2 Marketing Plan

Goals and Objectives

For the James Michalopolous "Wrapt in Color" Exhibit, the AMoA will strive to increase its attendance from 3,028 in 2013 to 3,250 in 2014 (numbers based on actual attendance from 2013) and have 15% (or 487 people) of the attendees attending from outside a 50-mile radius. We will track this overall attendance with our sign-in procedure, and an exhibition survey will be requested from a representative sampling of our local attendees as well as those from outside a 50-mile radius. (See both documents included with grant proposal.)

Target Audience(s)

With AMoA as the only professionally staffed art museum between Lafayette and Shreveport, it serves an urban and rural audience in seven Central Louisiana parishes. The James Michalopolous "Wrapt in Color" Exhibit will draw audiences from beyond Central Louisiana since he is a well-known and respected artist regionally, nationally, and internationally. Collectors of his work span the globe and include Jackson Browne, Chrysler Corporation, John Goodman, Linda Hamilton, Northwestern Airlines, Bonnie Raitt, Sharon Stone and Bruce Willis.. He has exhibited in France, England, Germany and Holland as well as in the United States.

Marketing & Promotional Strategies

Along with its usual marketing outlets (press releases, local media features, in-kind television ads, postcards, print quarterly newsletter, weekly e-blasts, website, and social media), AMoA will advertise in three publications: Country Roads, Natchez the Magazine, and the Leesville Daily Leader. The three publications cover different geographic areas, including South Louisiana, South and Southwest Mississippi, and West Louisiana.

Additional Deliverables

The Louisiana Office of Tourism will be prominently acknowledged on the AMoA website and print materials, including exhibition announcements sent to the Museum mailing list, press releases to the local, regional, and national media outlets, and print advertising. Additionally, AMoA will acknowledge the Louisiana Office of Tourism on the large banner that hangs on the side of the Museum to promote this exhibition.

Performance Measures

AMoA will evaluate the Michalopolous "Wrapt in Color" Exhibit based on the goals of increased media coverage, increased museum attendance, and feedback by museum visitors. The museum will institute a new paper survey for the duration of the exhibition. The survey will collect data, including demographic information, as to how the visitor heard about the exhibition, and will ask qualitative opinions of the Michalopolous "Wrapt in Color" Exhibit. (See draft of exhibition survey enclosed.) This survey is in addition to our regular audience tracking which identifies visitors from beyond a 50-mile radius. (Document also included.)

Grantee: Alexandria Museum of Art
 Event: James Michalopolous: Wrapt in Color

Grant Amount: \$337
 Grant: #908

**Exhibit A2
 Media Plan**

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation No.	Actual Cost	Match Amount (66%)
Natchez Magazine	Natchez, MS	1/3 pg	Fall 2014	5,000	\$ 650.00	\$ 433.29
Country Roads	Mid and South LA	1/4 pg	Sep	30,000	\$ 955.00	-----
Leesville Dailey					\$ 417.00	-----
Totals:					\$ 2,022.00	\$ 433.29

Grantees grand total spent on qualifying marketing expenses	\$2,022.00
Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award or 66% for first-time events	\$337.00

**Exhibit B
 Budget**

Sources of Revenue	Amounts
Cash on Hand	\$ 0.00
Admission/Ticket Sales	\$ 2,000.00
Participant and Entry Fees	\$
Vendors	\$
Other earned income (itemized)	\$
Fundraisers	\$ 1,010.86
Federal Grants	\$
Listed source	\$
State Grant	\$
Louisiana Division of the Arts/Central Louisiana Arts Council	\$ 1,000.00
Community/Foundation Grants	\$
Greater Alexandria Economic Authority	\$ 5,581.64
McCormick Smith Fund	\$ 3,000.00
Corporate Support	\$
Fundraising	\$
LOT Grant	\$ 337.00
In-kind Donations	\$ 3,500.00
Total Expected Revenue	\$ 16,429.50

Anticipated Expenses

Expense Categories	Total Amount
Staff Salaries	\$ 3,319.00
Related Benefits	\$ 1,508.50
Travel	\$ 800.00
Professional and Contractual Services	\$ 1,000.00
Logistics	\$ 500.00
Printing	\$ 2,000.00
Insurance	\$ 3,500.00
Artist Fees	\$ 150.00
Security Services	\$ 80.00
Marketing and Advertising	\$ 2,022.00
Banner	\$ 50.00
Misc.	\$ 1,000.00
	\$
Total Expense:	\$ 16,429.50