

artfully**abilene**

Marketing efforts by the
Abilene Cultural Affairs Council



Abilene, Texas

- Located on I-20 between Midland and Fort Worth
- Population of 117,000
- Hub of West Central Texas
- Largest city in a 20-county radius
- Major employers/industries: Oil & gas, Dyess Air Force Base, health, education, agriculture, manufacturing

Abilene Cultural Affairs Council

- Division of Abilene Chamber of Commerce
- Receive revenue from grants, donations and city's hotel/motel tax
- Mission is to develop publicity for arts programs, to promote tourism and to carry out functions necessary to enhance the image of Abilene as a center for the arts.

Art & Culture in Abilene

- Nonprofits we partner with:
 - Abilene Philharmonic
 - The Grace Museum
 - National Center for Children's Illustrated Literature
 - Center for Contemporary Arts
 - Frontier Texas!
 - 12th Armored Division Memorial Museum
 - Abilene Zoo concerts
 - Buffalo Gap Historic Village
 - Arts programs at all three universities
 - Historic Paramount Theatre
 - Abilene Public Library
 - Abilene Opera Association
 - Abilene Community Band
 - Abilene Community Theatre
 - Abilene Education Foundation
 - Mesquite Storytellers
 - Abilene Performing Arts Co.
 - Abilene Preservation League
 - Abilene Writer's Guild
 - Several art galleries/studios
 - Various singing groups
 - Dance studios

Art & Culture in Abilene

- Abilene Cultural Affairs Council programs
 - Young Audiences of Abilene
 - Children’s Performing Arts Series
 - Broadway in Abilene
 - Outdoor Sculpture Exhibition
 - Two grant programs
 - Storybook Sculpture Project
 - Children’s Art & Literacy Festival

Young Audiences of Abilene



Children's Performing Arts Series



Broadway in Abilene

The stars are shining bright on...

BROADWAY

2014-2015 SEASON in Abilene!

Jekyll & Hyde

DIRECT FROM NEW YORK
Neil Berg's
BROADWAY
Holiday

THE ELECTRIFYING TRUE STORY
**ELVIS
JERRY LEE
CASH
PERKINS**
MILLION DOLLAR QUARTET

Lerner & Loewe's
Camelot
THE STORY AS YOU'VE NEVER SEEN IT BEFORE.

Outdoor Sculpture Exhibition

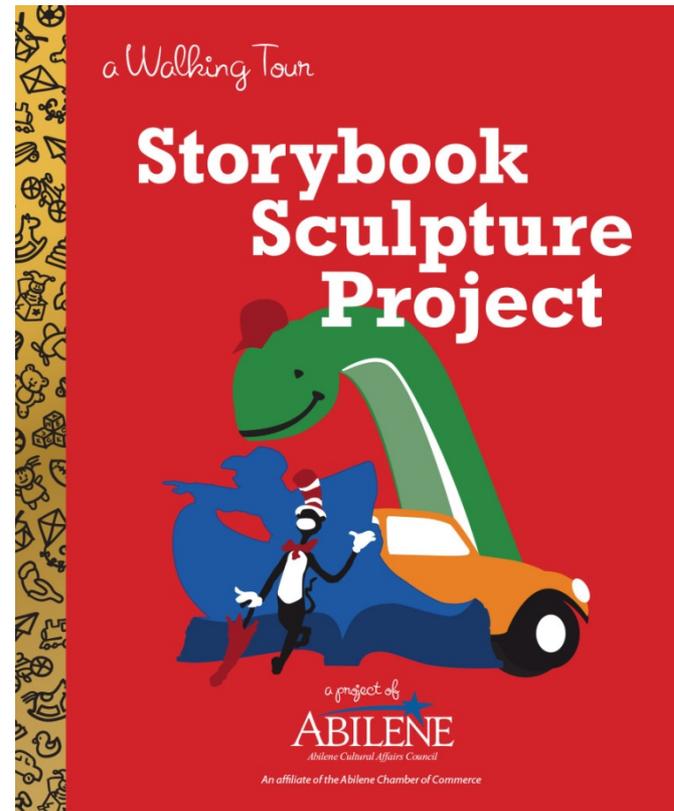


Abilene's 33rd biennial
Outdoor Sculpture Exhibition:

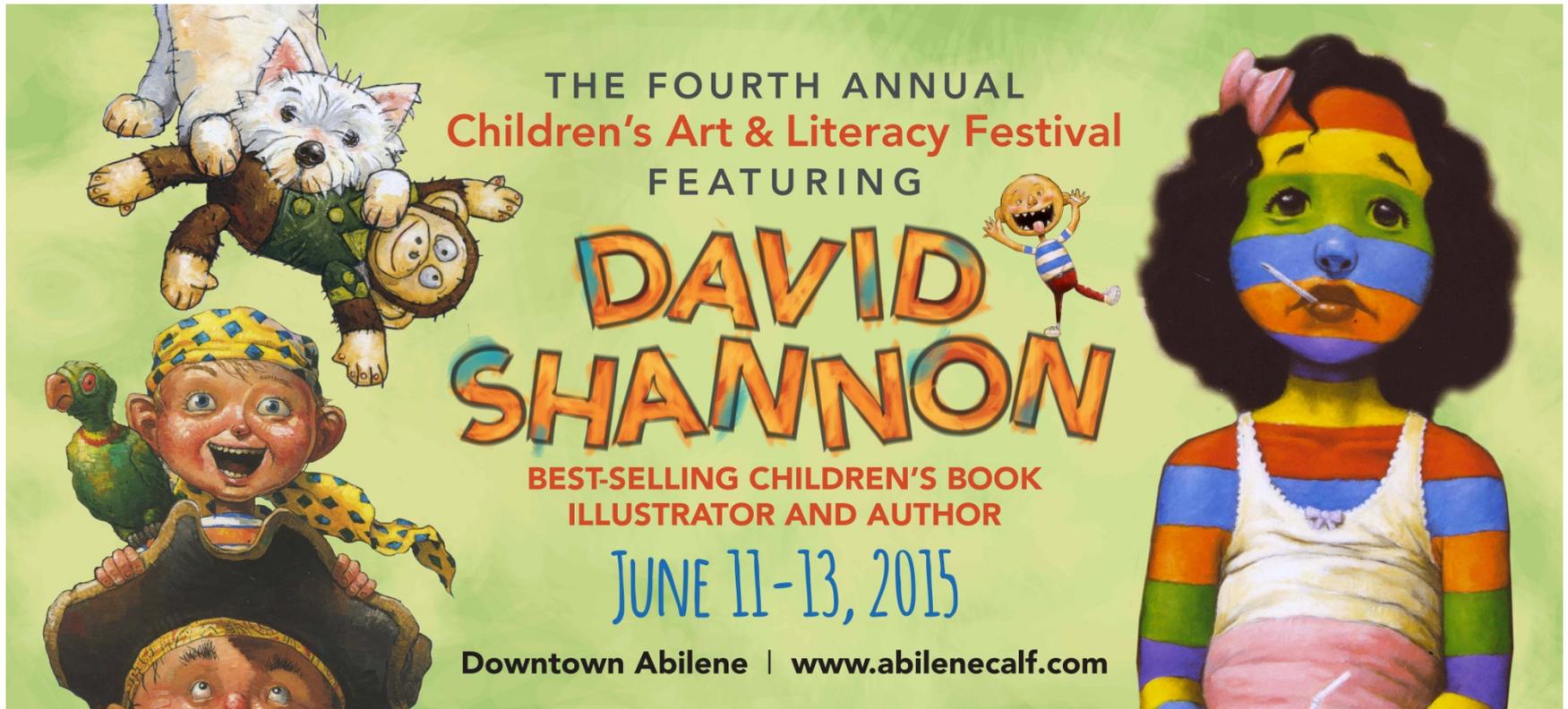
SCULPTOUR

Sept. 12-13, 2014

Storybook Sculpture Project



Children's Art & Literacy Festival



THE FOURTH ANNUAL
Children's Art & Literacy Festival
FEATURING
DAVID SHANNON
BEST-SELLING CHILDREN'S BOOK
ILLUSTRATOR AND AUTHOR
JUNE 11-13, 2015
Downtown Abilene | www.abilenecalf.com

Marketing efforts

- Social media
 - Facebook pages
 - Twitter
 - Pinterest
 - Instagram



Facebook pages

- Increased followers 100% over 18 months from 680 to 1,371 on main Abilene Cultural Affairs Council page
- Increased followers 123% over 18 months from 350 to 781 on Children’s Art & Literacy Festival page
- Two keys to increasing followers:
 - Administrators need to invite their appropriate friends to like their pages and encourage board as well
 - Regular content that varies: Photos, videos, memes, quotes, events



Facebook feed connected to Twitter account

Abilene Cultural Affairs Council | ABI Cultural Affairs (@Artfull... | Welcome to Twitter - Login or...

Twitter, Inc. (US) | https://twitter.com/artfullyabilene | I networking facebook to twitter

Most Visited | Getting Started | Customize Links | Free Hotmail | Web Slice Gallery | Windows Marketplace | Windows Media | Windows

Search Twitter | Have an account? Log in

ABI Cultural Affairs
@ArtfullyAbilene

Abilene, Texas
abilenecac.org
Joined July 2009

15 Photos and videos

TWEETS 1,197 | FOLLOWING 615 | FOLLOWERS 881 | FAVORITES 4 | [Follow](#)

Tweets | **Tweets & replies** | Photos & videos

ABI Cultural Affairs @ArtfullyAbilene · 4h
Elvis will be in the building next Tuesday night @Abilene Civic Center #MDQAbilene celebrityattractions.com fb.me/3rIJ8CmsX

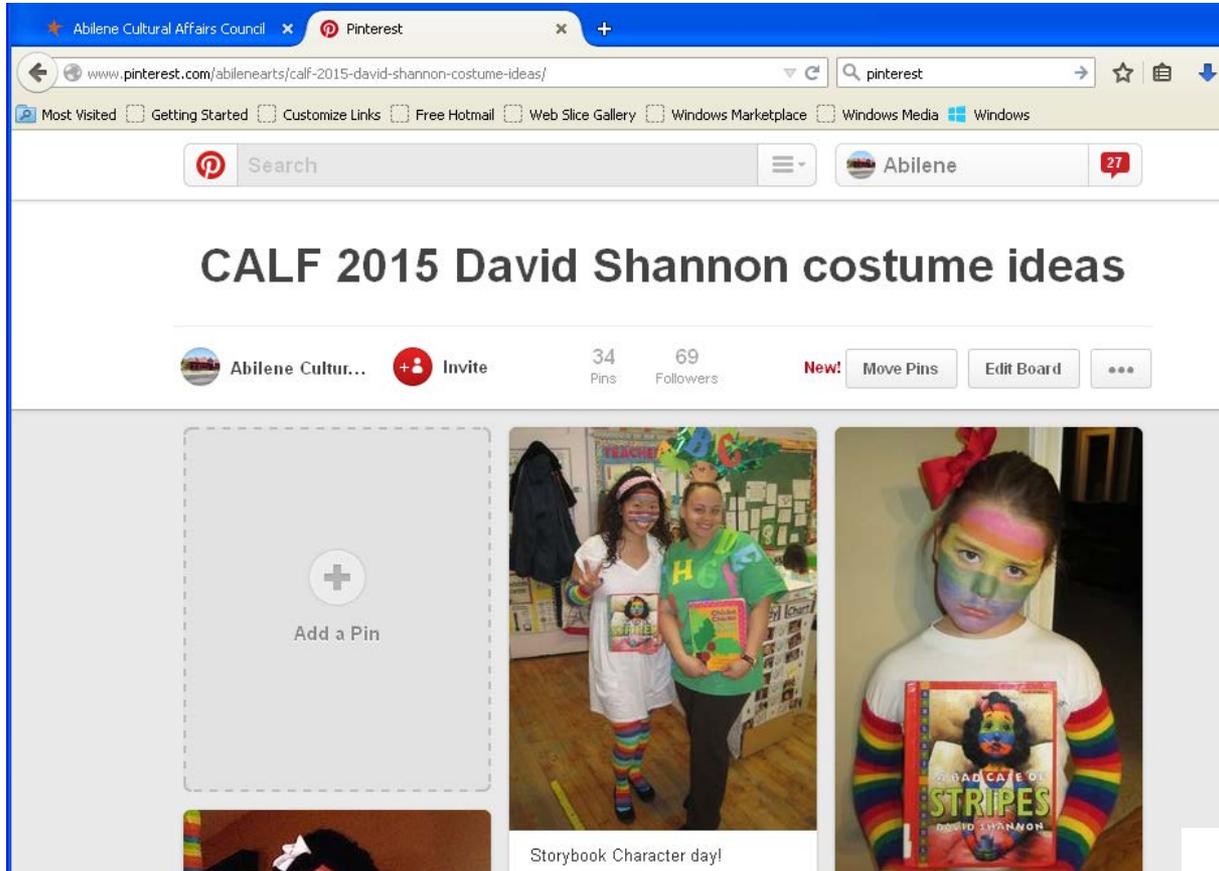
ABI Cultural Affairs @ArtfullyAbilene · Jan 20
Watch Steve Neves and the Storybook





Pinterest

- Use it to promote CALF festival





Instagram

Abilene Cultural Affairs Council Children's Art & Literacy Fest ... Pinterest

instagram.com/abilenecalf

Most Visited Getting Started Customize Links Free Hotmail Web Slice Gallery Windows Marketplace Windows Media Windows

Instagram abilenecalf

abilenecalf

Children's Art & Literacy Fest Each year, CALF promotes literacy & creativity by honoring a children's book illustrator. Celebrate David Shannon June 11-13, 2015.
<http://www.abilenecalf.com>

141 posts 134 followers 246 following

Edit Profile

Websites

The screenshot shows the homepage for the 3rd Annual CALF Festival. The header features the festival logo, the text "3rd Annual CHILDREN'S ART & LITERACY FESTIVAL featuring WILLIAM JOYCE", and the website URL "www.abilenecalf.com". A navigation bar includes links for Home, About, Registration, Festival Map, Itinerary, Sponsors, Restaurants, Visitor Info, and Back to ACAC. The main content area is divided into two columns. The left column, titled "Welcome to the Children's Art & Literacy Festival", contains introductory text about the festival and a video player for "CALF Festival Video.m4". The right column, titled "REGISTRATION", provides details about ticket prices and includes a "FESTIVAL MAP" at the bottom. Social media icons for Facebook, Twitter, and Pinterest are visible on the right side. A footer contains contact information and copyright notices.

3rd Annual
CHILDREN'S ART & LITERACY FESTIVAL
featuring
WILLIAM JOYCE
www.abilenecalf.com

Home About Registration Festival Map Itinerary Sponsors Restaurants Visitor Info Back to ACAC

Welcome to the Children's Art & Literacy Festival

The Abilene Cultural Affairs Council is proud to present the 3rd Annual CALF Festival featuring "William Joyce: Guardian of Childhood."

For June 2014, downtown Abilene will host "William Joyce: Guardian of Childhood" in conjunction with the National Center for Children's Illustrated Literature exhibition by the same name. Hailed by Newsweek as one of the Top 100 people to watch in the new millennia, William Joyce is an internationally acclaimed book writer, illustrator and Academy award-winning filmmaker.

REGISTRATION

Registration provides entrance to...
6 different dramatic readings
Exhibits & art activities
Frontier Texas! Easter egg hunts
William Joyce artist's talk
Movies at the Paramount Theatre
Magical World of Lonnie Chevie
The Balloon Sculptor Show
Santa Express
Half price entrance to the
Frontier Texas! exhibit

Register by May 1, 2014
and registration is just
\$7 for children and
\$12 for adults!

Ages 2 and under are free.
All children must be accompanied by a paying adult.

FESTIVAL MAP

Contact us at 325.677.1161
Address: 1101 North 1st Street | Abilene, Texas 79601
Hours: 8:30 - 5 p.m., closed for lunch from 12 - 1 p.m.

TM © William Joyce. Used by permission.
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Website Designed by iThink Marketing.

The screenshot shows the homepage of the Abilene Cultural Affairs Council. The header features the council's logo and a navigation bar with links for About, Contact, Grants, and Tickets for the Arts. A newsletter sign-up form is also present. The main content area is dominated by a large image of a man holding two swords, with the text "2014-15 Broadway season in Abilene" overlaid. Below this is a section titled "News from the Abilene Cultural Affairs Council" with a news item about the Broadway musical "Million Dollar Quartet". A footer contains contact information and a copyright notice.

ABILENE
Abilene Cultural Affairs Council

About Contact Grants Tickets for the Arts

Sign up for Our eNewsletter
GO

Support the Arts

Home Our Programs Performing Arts Museums & Galleries Calendar Kids Activities

2014-15 Broadway season in Abilene

News from the Abilene Cultural Affairs Council

Jan. 5, 2015: Tickets go on sale for Broadway musical "Million Dollar Quartet" at the Abilene Civic Center! Click [here](#) for details

Home | Our Programs | Performing Arts | Museums & Galleries | Calendar | Kids Activities | About | Contact | Grants | Newsletters | Tickets for the Arts | Art for Art

Phone: (325) 677-1161 | Address: 1101 North 1st Street, Abilene, TX 79601 Copyright © Abilene Cultural Affairs Council. | Designed by iThink Marketing.

artfullyabilene

- Monthly e-newsletter with 4,500 subscribers
- All our arts partners invited to participate
- Open rate 26-30%



Abilene Scene

- Magazine with 10,000 circulation
- Features Artfully Abilene content
- We partner with Zachry Publications in Abilene



November | December
2014



September | October
2014



July | August 2014



May | June 2014



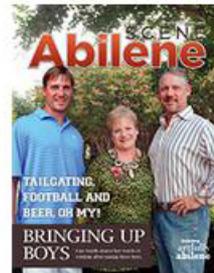
March | April 2014



January | February 2014



Holiday 2013



Oct. | Nov. | Dec. 2013

Collaborations

- Abilene Convention & Visitors Bureau
 - Also a Chamber division that receives hotel/motel tax
 - Helps promote CALF festival statewide and nationally
 - Retains a Dallas PR firm that helps promote CALF and other Abilene arts visitors attractions

Collaborations

- Outdoor Sculpture Exhibition: SculpTour
- Biennial program
- Longest running program of its kind in Texas
- University and downtown art museums hold exhibit receptions same weekend and help market entire event



Collaborations

- Abilene Philharmonic premiered “Ansel Adams: America” in 2009-10 season
- Central fixture of a collaboration with a local museum, a contemporary gallery, a university honors college and music department, and an underserved youth group.
- Major benefit was cross-marketing to other audience demographics

Collaborations

- Children's Art & Literacy Festival
 - Involves all arts groups downtown
 - Arts groups involved help publicize through their channels and linking to CALF website



CALF Collaboration, cont'd

- National Center for Children's Illustrated Literature
 - Nickname is the NCCIL ("nickel")



CALF Collaboration, cont'd

- Partner with Abilene Public Library, NCCIL and school librarians for library workshop that promotes CALF



CALF Collaboration, cont'd



- Work with Abilene and area schools and local businesses to distribute posters and 40,000 CALF brochures



CALF Collaboration, cont'd

- We have promoted CALF at Chamber's Business Mercado targeting Hispanic community and Chamber's Business Expo
- Billboards around town
- Media in-kind sponsorships
- Poster partnership with largest bank
- Booths at various events
- Water bill inserts
- Street banners downtown
- Costumed character visits
- Mall kiosk
- Books-A-Million gave brochures to customers





Questions?

- Sidney Levesque
- Marketing director
- Abilene Cultural Affairs Council

1101 N. 1st St.

Abilene, TX 79601

325.677.1161

sidney@abilenecac.org

www.abilenecac.org