

Minutes  
White Mountain Arts Festival  
Partners Meeting  
10/09/2018

Introductions : Deb Kosits Allan Guilbeault, Cynthia Robinson, Karen Schaffner, Matt Kizer, Lyn Winter, Joel Mercier, Neil Pankhurst, Susanne Hastings

1. Overview of Project, Timeline, funding

Next Steps

Need content for website

- i. 2019 Season dates
- ii. Copy
- iii. Images
- iv. Shared Ticketing?

Marketing

4. Partners Ideas/Discussion/Q&A

Notes

Discussion around timeline /dates:

Need for Begin/end date ?

Also talk about the name of the event include lakes region part of the brand  
Love the idea of packaging this to increase tourism

When trying to promote a long time period so that people don't think this is the end of the summer arts in the region.

Abandon the festival idea if it is confusing

Would like to get your season calendars to see what the range is.

Winni, Jeans, Barnstormers, Weathervane from their perspective mid June to Labor Day

Turn summer into the brand

This is area as a whole brand ourselves similar to the Berkshires conceptually idea is really good.

Target Montreal & Quebec make everything bilingual Do you think that is a worthwhile target audience?

I see very few from Canada in parking lot but lots in area. Tourism buses

Yes, would welcome that audience.

Should we throw in events that are French speaking to help entice audience. Subtitles projected? If we want to cultivate French audience.

Montreal French and English speaking theaters offered.

Crossing state on way to Maine

Charlie Jordan Great North Woods committee on the arts – Working on international offerings and bringing tourists in from Canada

Plan to identify all arts available? Camps, art galleries,

Continuously improve site to be more inclusive. It can include any form of art offerings. First year we will not capture all, but enough to drive tourism.

Website review: Search by kid friendly, music, comedy, drama

Regional chamber is developing a calendar

Link to other sites ie; [visitnh.org](http://visitnh.org)

ROI – from all parties with google analytics

Smaller theaters do not have resources

Write a great post about the uniqueness of the theater and then a link to the individual website with calendar offerings

Running integrated calendar – with a link to the website and ticket sales. Want to make it easy to get to your site to buy tickets.

Does anyone sell through group ticketing agencies? Most have some form of a ticketing company they are using Vast number online sales. Each theater is unique.

Matt would build website himself. Have done six sites very similar.

Maybe this happens in phases. Capture it what is the area the first year is access to information and ticket links.

Panther pass at Plymouth- Maybe we develop some sort of pass that would provide incentive to go to multiple events in the area while you are here.

I could put aside so many seats for passes/

Maybe even offer a discount. Each institution can offer something different.

Common Man to sweeten the pass. Jollette Sun-Tues period.

Package with an overnight stay. Everyone is doing so well it is hard to offer discounts.

Not so much about the cost but the access.

What is the goal? Tour package just raising awareness does not need a discount.

Done some videos to use for marketing purposes for Music Festival

How do we reach people?

Marketing standpoint challenge that destination vacationing. Calendar will be resource for people already planning on coming. If you want to drive business and increase sales then we need to look at it differently.

Discount or value added pass. If members see value in offering the discount and it generates more people than it will be worth investing in.

Have you talked to White Mountain Attractions?

Initial identified a problem? Matt what was the problem you saw that this would help.

Silver did a summer theater for the first time this year, did not want to take away from other theaters. Raise the tourism numbers in the area instead of stealing audiences from each other and competing with the theaters.

Ability to provide all of the choices available would be fantastic.

My approach is the more the better. Berkshires example is what is driving tourism is the variety of offerings available. Make the quality of our work rival the other areas like the Berkshires to improve tourism. Why do people come here? Lakes and mountains. Berkshires people go there for cultural arts. How do we change that view that we also are a cultural arts destination vacation. Part of our marketing it is part of our tradition.

Think about the family friendly/inclusive. Have a diversity of experiences is important.

Berkshires is a much smaller footprint. Our area is more wide spread should appeal with lots of offerings.

The space between our venues is a beautiful trip.

Arts is the enhancement of the beauty of the area. Full weight of factors

Map/calendar

Include hotels/restaurants

Make the connection between businesses and the arts as a partnership

What is the downside of doing a soft launch for this summer 19?

We need to write the content for the offerings with a similar voice throughout the site. We could do videos, radio spots, etc.....

Chamber of Commerce would be great asset. Although they are shrinking with less resources.

What is the downside of this? Brand integrity for each of us. How we interact with all of you as it is developed.. Need a pass through to each individual site from this site

Name:

Area established

Funding: Currently have \$5000 and then wrote grant for a matching amount. Perhaps money from Rotary. Not asking partners for funds at this time

Have to go digital Google searches find write terms Boolean that will work for those who are intending to come to NH

Target market: Families coming to combine outdoors with culture.

Great content/videos on website. Great stories, blogs,

Some profiles for radio/print Yankee & GBH provides data with it.

Don't go too far outside of New England Hartford, Ct and Montreal driving distances only

Second home owners in our area is a big target.. Might be direct mail

Test some things with community arts partners databases.

Word of mouth highest percentage of source for ticket sales

Important to do more mutual promotion

Program inserts that we all use the same insert in programs? Would prefer ads instead of inserts.

Include ad with map of theaters

Google Things to do in Central NH

Do all of these things pop up anyways? Why would we do one site?

One site would promote all and because of that anything you type in for the search any words it will be this combined sites. We will turn up first due to key words. Internet will find it readily and act as a portal to each of the theaters/arts

Marketing classes to start really coming up with a plan and a cool name!

If you come up with a brilliant name, email Matt.

Build it with everyone comfortable with text/lay out push it out then we can improve upon it

This would be of great value to us

Start a new legacy of returning visitors

Need photos!

Concert on the Commons quaint, unique to us, it is a great experience for visitors.

Two fundamentals:

Geographic Area Draw a circle from Plymouth out Wolfeboro would be important. Staying in large numbers Lincoln and Meredith areas Pilot model smaller radius and then increase if successful.

Duration : Strongly persuaded to stretch it out to the full summer

Name

Tying the different locations and the timeframe together will be a bit of a challenge but it will work to provide all the offerings available.

Create a sample itineraries Describe the commute

With photos

Ex: Young Kids Lake Stays Mountain Stays

Offer rides for those who don't want to drive at night transportation service