

Communication Campaign Plan

Prepared for:



By:

VibeSense PR

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Table of Contents

- EXECUTIVE SUMMARY:** 3
- 1. SITUATION ANALYSIS:** 4
 - 1.1 BACKGROUND STATEMENT..... 4
 - Mission* 4
 - Vision*..... 4
 - 1.2 ENVIRONMENTAL TRENDS..... 4
 - Art Culture and Industry*..... 4
 - Competition* 4
 - Millennials*..... 5
 - Social Media*..... 5
 - 1.3 CURRENT AND DESIRED PERCEPTIONS 5
 - Internal Perceptions*..... 5
 - External Perceptions*..... 5
 - Past Media Coverage*..... 6
 - Desired Perception* 6
 - 1.4 SWOT ANALYSIS: 6
 - 1.5 OPPORTUNITY STATEMENT: 7
 - 1.6 COMMUNICATION GOALS:..... 7
 - 1.7 COMMUNICATION OBJECTIVES: 7
- 2. KEY PUBLICS:**..... 7
 - 2.1 KEY PUBLICS: MAKERS 8
 - 2.2 KEY PUBLIC: ART LOVERS 9
 - 2.3 KEY PUBLIC: PEOPLE OUTSIDE OF THE ART COMMUNITY 10
 - 3.1 STRATEGY 1: UTILIZE SOCIAL MEDIA AND OTHER ONLINE COMMUNICATIONS 11
 - 3.2 STRATEGY 2: PARTNER WITH DENVER BLOGGERS 12
 - 3.3 STRATEGY 3: TRADITIONAL NEWS OUTLETS 12
 - 3.4 STRATEGY 4: USE STREET TEAM TO EDUCATE DENVER COMMUNITY ABOUT CULTUREHAUS MEMBERSHIP AND ART OF THE MAKER EVENT 13
- 5. CAMPAIGN CALENDAR:**..... 14
- 6. BUDGET:** 17
- 7. EVALUATION:**..... 18
- 8. BIBLIOGRAPHY** 19
- 9. APPENDIX:**..... 21

Executive Summary:

CultureHaus is an organization that contributes to the efforts of the Denver Art Museum by raising money for future exhibits. The organization aims to educate the community on philanthropy art buying and art, in general. Every year, CultureHaus hosts an annual fundraising event focusing on the “Art of” various types of art. This year, CultureHaus will be focusing on the “Art of the Maker,” celebrating not only the art, but also the artists who create it.

Following the success of the “Art of Brilliance” event, which celebrated Cartier, CultureHaus hopes to bring the same excitement and attendance to “Art of the Maker.” To do this, CultureHaus must place emphasis behind the community of Denver and the passion of the Makers themselves. This plan focuses on the self-expression of not only the Makers, but the Denver community, as a whole. This is important because it shows that anyone can enjoy art in any capacity, which follows the vision of CultureHaus. Keeping this in mind, this plan provides recommendations to achieving the following communication goals:

- Increase awareness of the “Art of the Maker” event and CultureHaus
- Increase membership for the organization
- Retain attendance levels from last year’s event
- Raise funds for the Denver Art Museum

Because of this, the plan has been tailored around three main Key Publics: **the Makers, the Art Lovers and the People Outside the Art Community**. This ensures that we can educate a majority of the community about the organization and “Art of the Maker,” while making sure that there is specific messaging for each group.

To achieve communication to these three publics and achieve the communication goals and objectives, this plan outlines four strategies and their tactics, with the primary focus on social media. The planning team has chosen these strategies after extensive research on each Key Public and which media each uses the most. Our team has made sure that each portion of this plan is measurable with evaluation tactics implanted into each portion.

Our communication team has created the following recommendations based on the timeframe and the busy lives of the CultureHaus executives. We believe that our plan will be the most comprehensive given our goals, objectives and the valuable time of all those involved.

1. Situation Analysis:

1.1 Background Statement

CultureHaus is a social and educational support group of the Denver Art Museum. CultureHaus provides its members with a wide range of opportunities to learn about art and collecting. At exclusive events held nearly every month, members and guests can enjoy unique insights about art, private exhibition viewings, and the chance to meet other art enthusiasts and make new friends.

Mission

CultureHaus is support group of the Denver Art Museum, CultureHaus connects the young at heart with art by providing its members with a wide range of exclusive opportunities to learn about art and collecting.

Vision

CultureHaus aims to be the premier YP group in Denver, serving as the beacon for those who value creativity, culture and philanthropy.

1.2 Environmental Trends

Art Culture and Industry

Modern and contemporary art sales will continue to break records. Industry experts think we may see the first ever \$1 billion art auction, most likely to take place at Christie's in New York City. The online art market will also continue to grow rapidly, as fine art becomes more readily available for purchase online. On top of that, sales for prints are likely to increase; because although the world wants to get in on the art buying trend, most cannot afford works done by leading artists. With the fine arts market expanding, naturally there have been a heightened number of art fraud cases. This emphasizes the importance and need for authentication and insurance, although both of these are becoming more expensive and narrower in scope, contradicting most of the current market trends.

This research furthers the ideal of art buying education that CultureHaus aims to bring to the Denver community. With the upward swing of the art industry, not only in Denver, but in the world, CultureHaus' mission is more important than ever.

Competition

DAM Contemporaries: DAM Contemporaries is another membership opportunity under the name of Denver Art Museum. While DAMC supports directly supports the Museum much like CultureHaus does, DAMC has more choices for membership and focuses less on teaching and more on collecting. This organization seems more like a graduate program of CultureHaus than competition. In comparison to this organization, CultureHaus is the more fun, more affordable

option for the younger art community. This is a fact that CultureHaus can use to their advantage.

MCA Heart Club: The Heart Club is a much more expensive alternative to CultureHaus. This organization offers, at its most basic level, Curator's Tours, rooftop social benefits and admission benefits to 599 art institutions in the US. While you do get more bang for your buck, so to speak, it might be out of the price range for young professionals or anyone who doesn't make art a main priority. This means CultureHaus can appeal to people who are beginners in the art world, affordable access to the exhibits.

Clyfford Still 1944 Society: The 1944 Society is the most comparable to CultureHaus in price and benefits. 1944 is cheaper than CultureHaus, however the art selection is less comprehensive than what members can get at the Denver Art Museum.

Millennials

Millennials are heavy social media users, spending approximately five and a half hours a day on social media according to Entrepreneur's article on how to reach millennials. They receive their news mostly from television and the internet. This article also informs their readers that it is important to understand millennials like to do things themselves, they want things immediately, and they are educated and open to new experiences. According to the Built in Colorado article detailing why young professionals are moving to Denver, they stated that "31,000 residents of central Denver are between 25 and 34 and have a four year degree." This is important information on how to target this demographic in a campaign plan. This demographic also expects their technology and content to be "immediate, asynchronous, collaborative and multi-sensory" in order to hold their attention according to Paul DeVries' research on millennials.

Social Media

The following information is based off of Pew Research Center's 2014 Social Networking Fact Sheets from the Pew Internet Project. Facebook is the most popular and widely used social media site across all age ranges. Facebook users have a wide range of education levels, income levels, and living situations. More men are on Twitter than women and Twitter is more popular among those who are less than fifty years of age. Instagram is the second most preferred social media site among millennials next to Facebook with 53% of people ages 18 to 29 having an account. Pinterest is predominantly used by women across all ages and averages the highest income range of all social media sites next to Facebook.

1.3 Current and Desired Perceptions

Internal Perceptions

Internally, CultureHaus is a very loved organization in the art community of Denver, especially those who are involved in CultureHaus. CH puts on fun events for the younger demographic of art lovers and focuses on the education of philanthropy and art collection.

External Perceptions

Externally, there has not been a lot of coverage on CultureHaus. On Facebook, CH has a total of 22 reviews and rated 4.9 out of 5 stars. According to social pages and older blog posts, there is a high esteem among YPs in CultureHaus and among the Denver art community. However, not much is known beyond these groups. On CH social media pages, pictures depicting young people having fun, dressing up for their events and parties, drink in hand while immersing themselves in art. These pictures come across as inaccessible and may be intimidating for an individual looking to join CH.

Past Media Coverage

Full List in Appendix

There has not been a lot of coverage about CultureHaus over the years, while the stories that have been written, were about the event and not CultureHaus as a whole. This fact contributes greatly to the external perception of CultureHaus and makes a huge opportunity for improvement.

Desired Perception

VibeSense PR wants to achieve and portray CultureHaus as an accessible way to go have fun and enjoy the unique art scene in Denver while building your network with other young professionals.

1.4 SWOT Analysis:

The following diagram outlines the specific strengths, weaknesses, opportunities, and threats, both internally and externally that pertain to the Art of the Maker event. This SWOT Analysis can be used to help generate new ideas as to how CultureHaus can use its particular strengths to defend itself against threats within the industry.

<p>Strengths</p> <ul style="list-style-type: none"> • 130 young professionals • High retention • First young professional group in Denver • Strong roots: John Hickenlooper was founder • Partnered with the DAM (also opportunity)-great partner, well-known institution with great connections and a great way to circulate names. • Circulation of events- every month there is something going on, you will have opportunity to do something with them. • +1 opportunity, very cool cultured date 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Smaller of the competing art/young professional groups • Seems inaccessible • Narrow scope, hard to reach the publics they want with the events/outward communication that they have • Only 130 members. • With the theme Art of the Maker, not going to bring in people with tons of money. • Lack of internet/social media presence
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<p>Opportunities</p> <ul style="list-style-type: none"> • Maker’s movement • Blogs • Room for growth in membership and perception. • The biggest growing young professionals population with a lot of blank walls to decorate, calendars to fill up, friends to meet, lives to live 	<p>Threats</p> <ul style="list-style-type: none"> • Other YP and YP Art groups (MCA Denver, CherryArts, etc.) • Other events happening • Price-bracket (cost of membership, cost of event) • Perception of the art community • Perception of CultureHaus (or lack of perception) • It’s not Cartier - the success and brand of last year.
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1.5 Opportunity Statement:

CultureHaus has only 130 members. This could send the message that it is exclusive or inaccessible. However, we see this as room for growth. With an organization like CultureHaus, there is no upward ceiling for membership.

Only having 130 members, CultureHaus is much smaller than other Denver young professional art communities. This could send the message to outsiders that CultureHaus is exclusive as to whose membership they accept. By being portrayed as inaccessible, young professionals may be turned off to join. We see this as room for growth. There is no limit as to how many members CultureHaus has, and we see this as an advantage.

1.6 Communication Goals:

- Increase awareness of the event and CultureHaus
- Increase membership for the organization
- Retain attendance levels from last year’s event
- Raise funds for the Denver Art Museum

1.7 Communication Objectives:

- Increase awareness of the event and CultureHaus by 30% by January 23, 2016
- Raise membership by 20% by March 2016
- Bring in 400-600 people to January 23, 2016 event
- Raise \$18,000 dollars during January 23, 2016 event

2. Key Publics:

There are three main publics that CultureHaus should focus on for their organization and the “Art of the Maker” event. While there are many groups that CultureHaus could target, these publics are best to achieve our communication goals for “Art of the Maker” and CultureHaus. These publics were chosen through research of CultureHaus, Denver and VibeSense PR’s recommendations for the event.

2.1 Key Publics: Makers

Because the event is “Art of the Maker,” it only makes sense to focus on the makers themselves. This event aims to celebrate makers and their art, so it is important to focus messaging and other communication efforts on this public. In addition to celebrating the Makers, we want to excite the Makers for the event and organization who will, in turn, excite their following.

According to research done by Arts.gov, there is a higher concentration of artists in Colorado than in most other states in the U.S. There are many different types of Makers in Colorado, depending on their medium, place of residence and personal background. However, we want to focus on Makers that are older and established in their business, but still fall into the CultureHaus demographic. There is not a central location in Colorado for makers to interact and share ideas, so we aim to provide that through the Denver Art Museum and CultureHaus.

Demographics:

- Ages: 30-45
- Income: 30K-60K/year
- Marital Status: Married

Influencers:

- Maker Movement
- Fellow artists
- Art culture of Denver

Relevant Media Channels:

- Facebook
- 5280 Magazine
- Broadcast News (TV Spots)
- Web News (Social Media and News Blogs)
- Email Newsletters

Appeals to Self Interest:

- Self-Expression
- Networking
- Comradery
- Inspiration for your own work

Messaging Themes: Come celebrate the creativity of your fellow makers at the Denver Art Museum. Explore the passions and stories of the Denver art community at the CultureHaus Art of the Maker event.

Persona:

- Name: Cassandra Davies
- Age: 31
- Occupation: Artist by trade specializing in equine jewelry
- Location: University area

- Interests: local art initiatives, the art and cultural heritage of the American Southwest, jam bands, shopping at thrift stores, William S. Burroughs
- Activities: visits DAM when she can, tries new local microbreweries and gets to know the brewers, talks walks at Wash Park on the weekends as a free way to have fun while also enjoying the outdoors, makes organic popsicles that she sells at the South Pearl Street farmers' market

2.2 Key Public: Art Lovers

The Art Lovers are a group that CultureHaus is already targeting, so it is important to keep targeting them. However, instead of calling them “Young Professionals,” we want to make sure to call them “Art Lovers” to make sure that the messaging stays focused on art and the makers.

With Denver being one of the fastest growing metropolitan cities in the country, many people are coming to further or start their careers, that often provide a high income. Because this group is often new to Denver, they are looking for an organization that can help them get to know the city and also a place where they can put their money towards a good cause. We aim to attract this group to CultureHaus.

Demographics:

- Age: 25 – 40
- Income: 75K – 115K
- Marital Status: Not married or recently married.

Influencers:

- Maker Movement
- Denver Art Museum
- Artists
- Peer groups
- Art culture of Denver
- Local art events

Relevant Media Channels:

- Facebook, Twitter, Instagram
- 5280 Magazine
- Egotist
- Web News (Social Media and News Blogs)
- Blogs

Appeals to Self Interest:

- Self-Expression
- Wanting to learn more about art and the surrounding community

Messaging Themes: Come to the Art of the Maker event at the Denver Art Museum for a unique art experience that you can only be a part of through CultureHaus. Give to the cause of education of art, art buying, and philanthropy.

Persona:

- Name: Bud Wilder
- Age: 25
- Occupation: Graphic Designer

- Location: LoDo
- Interests: learning about new trends in graphic design, Japanese graphic novels, the work of Quentin Tarantino, the pulse of Denver night life, New York City
- Activities: posts on a forum about interior home design, reads The Onion, takes drawing classes on the weekends, goes running with several of his friends on the mornings he can make it, tries different noodle houses around town and is still looking for his favorite one

2.3 Key Public: People outside of the art community

This is the biggest key public that we decided to target, as it is, literally, everyone else. However, we believe it should be a constant effort of CultureHaus to try and attract this group, whether it is students straight out of college or people just looking for a new experience.

Demographics:

- Age: 22-30
- Income: 20K – 50K
- Marital Status: Not married

Influencers:

- Work network
- Maker Movement
- Local Denver events

Relevant Media Channels:

- Facebook, Twitter, Instagram
- Pinterest
- Westword Magazine
- Web News (Social Media and News Blogs)
- Blogs

Appeals to Self Interest:

- Self-Expression
- Fun after a long week
 - Denver is a very “work hard, play hard” city. People, especially young professionals, work very hard to get their work done so they can go do all the amazing things Denver has to offer.
- Something different to do
- Wanting to learn more about art and the surrounding community
- Open bar

Messaging Themes: Add some color to your palette and join us for a fun-filled night at the Denver Art Museum to celebrate the Art of the Maker event with an open bar.

Persona:

- Name: Raylina Lopez-Boyd
- Age: 28
- Occupation: Middle School Teacher
- Location: Cap Hill
- Interests: High fashion, non-profit humanitarian initiatives, workplace equality for women, social media (specifically Instagram and Snapchat), Coachella, margaritas

- Activities: Hot Yoga on the weekends, hits up Club Beta with the girls on occasion, loves “artsy” movies that make you think, buys the occasional wardrobe addition at Buffalo Exchange, reads IFLScience

3. Strategies and Tactics:

The following section outlines the specific strategies and tactics that should be employed to accomplish the objectives related to the Art of the Maker event. These objectives are:

Objectives:

1. Raise Membership by 20% by March 2016
2. Bring in 400-600 people to the event
3. Raise \$18,000 at the event
4. Raise awareness of CultureHaus by 25% by January 23, 2016.
5. Raise awareness of the Art of the Maker event by 35% by January 23, 2016.

3.1 Strategy 1: Utilize social media and other online communications

We will utilize social media to promote CultureHaus and the Art of the Maker. Social media and online communications will allow the busy members of CultureHaus to execute an effective communication plan to key publics, even during the holidays. We want to meet our publics where they are, and all of them are on social media and online. Social media will serve as platform to celebrate local makers and our sponsors, while engaging with our followers through hashtags and Instagram competitions.

Tactics:

- Use Pinterest to engage with People Outside of the Art Community.
 - Create boards like “Top Things to Do in Denver,” “Best Art Galleries in Colorado,” “Best Colorado Food” and “Best Places to Work in Denver” to really draw in others and bring attention to CultureHaus activities and events. Also, this is a unique opportunity to highlight sponsors as one of the best on any of these lists.
- Use Twitter to engage with Art Lovers and People Outside the Art Community.
- Create a Facebook event page
- Boost at least four posts at \$50 price point.
 - This amount will insure that we hit an appropriate amount of the Denver Community.
- Post increasingly heavier as the event approaches
 - Phase 1: November 23 to December 23: Post on each social media outlet 3 times a week, 2 times a day.
 - Phase 2: December 23-Event: Post on each social media outlet 3 times-a-day. We realize that this might not be possible for the busy board members of CultureHaus. The most important thing is to post to outlets as much as possible. VibeSense will also include a social media plan with our deliverables, so posting will be made as easy as possible for CultureHaus.
- Implement two hashtag campaigns: #makermonday and #bethemaker.
 - #makermonday will highlight different makers in Denver and Colorado once a week on all social media platforms. Perfect opportunity to bring up Art of the

Maker event and better relationships with local artists while tapping into their audiences. This will highlight all types of makers including street art, culinary art, musicians, etc. As details are finalized, will highlight sponsors and makers highlighted at event. This will be a great opportunity to opportunity to improve relationships with local makers and engage their audiences that fall into our art lover key public.

- #bethemaker will invite our Instagram followers to #bethemaker.
 - Contest announcement will invite ALL creatives (cooks, writers, artists, mixologists, etc) so we can highlight all of the different kinds of makers that will be showcased at our event.
 - January 2, 2016- January 16, 2016
 - Winner will receive 2 tickets to the Art of the Maker event.
 - Art activation onsite: Attendees and makers can add to a canvas and the finished piece would be auctioned off at silent auction.
- Generate buzz around silent auction items.
 - Once a week post on social media about a hot or new silent auction item with a photo or link to the sponsor.
- Disperse three newsletters (December 1, December 22 and January 14, 2016).
 - Newsletters, as shown in our research, are an effective way to engage our key publics.

3.2 Strategy 2: Partner with Denver bloggers

Denver art, cuisine, fashion, and design bloggers are taste-makers and have a niche audience that would be interesting in what CultureHaus and Art of the Maker have to offer. By using bloggers to spread the word and offering discounts to their readers, we are ensuring not only that we get attention, but that we get the right attention. From people who enjoy the culinary scene (Culinary Colorado) or chic fashion (Denver Darling), we believe Denver bloggers will expose a group of enthusiastic people to the perks of CultureHaus and Art of the Maker.

Tactics:

- Calendar Listings
- Offer 5% off to blog readers with a special code for a limited time.
- Potential Blogs that target both the trend setters, decorators, culinary arts, and traditional art scene in Denver
 - [Penny Parker](#)
 - [Culinary Colorado](#)
 - [Share Denver](#)
 - [Front Porch Denver](#)
 - [Confluence Denver](#)
 - [Denver Darling](#)

3.3 Strategy 3: Traditional news outlets

We want to promote CultureHaus and Art of the Maker through traditional news outlets. Utilizing traditional news outlets will allow CultureHaus to reach their key publics within the Denver community. The publications we will focus on will vary from local Denver magazines to local Denver news stations that will promote both CultureHaus, and Art of the Maker. There will be news releases strictly about Art of the Maker, as well as CultureHaus.

Tactics:

- Press Releases
 - News and Blogs
 - Westword, 5280, The Denver Egotist, Denver Life, The Denver Post, 9News, ABC7, Denver Channel 4, Fox 31 Denver,
- Pitches
 - News
 - Feature pitch, we want to highlight CultureHaus as an organization.
- Media Alerts
 - News and Blogs
- Media kits
 - All important media people
 - Donated material from sponsors, backgrounder Culture Haus and The Art of the Maker

3.4 Strategy 4: Use Street Team to educate Denver Community about CultureHaus membership and Art of the Maker event

This strategy will focus on utilizing a Street Team that will attend different events leading up to Art of the Maker. Our Street Team will consist of interns hired by CultureHaus accompanied partially with CultureHaus board members. The Street Team will be the physical person-to-person guide to all things CultureHaus and Art of the Maker.

Tactics:

- Offer 10% off membership if they sign-up at event
- Provide sign-up sheet for email list and brochures
- Street team to publicize at local events
 - Example Street Team events
 - Night Bazaar
 - When: Every Friday and Saturday night through Feb. 27th, 6 p.m. to 12 a.m.
 - Where: 2450 Larimer Street, Denver, CO
 - Denver Film Festival
 - When: Nov. 4th through Nov. 15th.
 - Where: Screening and events will be held at various locations, including Sie Film Center and UA Pavillions.
 - Denver Art Week
 - When: Nov. 6th through Nov. 14
 - Where: Various galleries, museums and theaters throughout Denver
 - Denver International Wine Festival
 - When: Nov. 28th through Nov. 30th
 - Where: Omni Interlocken Resort & Spa in Broomfield, CO

5. Campaign Calendar:

Blog	Street Team	Traditional Media	Evaluation	Social Media/Online Communication
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Month/Date	Item/Task	Notes	Time Allotment
November = 7.5 for CultureHaus			
ASAP	Order stickers and rack cards for street team		0.5
ASAP	Benchmark numbers for website analytics	Number of visitors, pages visited, unique visits, time spent	1
11/4-11/16/2015	Street team at Denver Film Festival		3
11/6-11/14/2015	Street team at Denver Art Week events		3
11/23/2015-11/30/2015	Post every Monday, Wednesday, and Friday	Twitter, Facebook, Instagram: Utilizing all three medias, we will be posting different information on each site.	5
11/23/2015	Calendar Releases	Denver Post: YourHub, 5280, Westword, Denver Life Magazine, American Towns, CBS Denver, Events in CO, ABC 7 News, 9 News, Visit Denver, Rocky Mountain PBS, Colorado Public TV, backpage.com, The Creative Cosmos, Daily Camera, Colorado Events Today, KUVU Public Broadcasting, CPR	2
11/28-11/30/2015	Street team at Denver International Wine Festival		3
11/30/2015	News alerts		0.5
December = 10 hours for CultureHaus			
12/1/2015	Newsletter #1		1
12/4/2015	Street team at		3

	First Friday		
12/7/2015	Pitch food blogs		2
12/8/2015	Pitch art blogs		2
12/9/2015	Street team posts stickers around town	Breweries, coffee shops, outside art establishments	3
12/22/2015	Newsletter #2		1
January = 25.5 hours for CultureHaus			
1/2/2015	Event Press Releases		1.5
1/2/2015	#Bethemaker Instagram contest announcement		0.5
1/3/2015	Follow up with bloggers		2
1/8/2015	Street team at First Friday		3
1/9/2015	Media kits and Artist Press Release	Media kits go to TV	2.5
1/14/2015	TV Pitches		3
1/14/2015	Newsletter #3		2
1/16/2015	Follow-up for TV pitches		2
1/25/2015-2/8/2015	Evaluation		12
Day of Event			
	#bethemaker installation with signage		0.5
	Social Media Signs: #artofthemaker		1

	@culturehaus		
	Sign-up sheet and brochures	10% discount on CultureHaus membership	Duration of event
	LIVE POSTING		Duration of event
	38 hours for CultureHaus	~20 hours for street team	

6. Budget:

BUDGET	
Boost Posts (\$50 each, twice a month)	\$200
Rack Cards	\$100
Stickers	\$200
Media Kit	Donated
Plastic Wrist Bands (wristco.com plastic \$45 for 500)	\$90
BUDGET USED	\$590
BUDGET LEFT	\$260

*If need be, the budget left can be used to cover the discounted tickets

7. Evaluation:

Objective	Evaluation Technique
Raise membership by 20% by March 2016	Maintain records of how many new members are joining CultureHaus. Record date of new additions.
Bring in 400-600 people to January 23, 2016 event	Maintain records of how many tickets are sold and when, how many people used discount codes, and how many people attend Art of the Maker.
Raise \$18,000 dollars during January 23, 2016 event	Maintain records of how much money is raised from ticket sales, silent auction, and other donations at the Art of the Maker event.
Raise awareness of CultureHaus by 25% by January 23, 2016.	Analyze web traffic (visits, time on page, number of pages visited), social media engagement (shares, reach, followers), and content consumption (followers, video/content views, downloads) on websites and social media that are CultureHaus specific. Compile media clippings that related to CultureHaus specifically.
Raise awareness of the Art of the Maker event by 35% by January 23, 2016.	Analyze web traffic (visits, time on page, number of pages visited), social media engagement (shares, reach, followers), and content consumption (followers, video/content views, downloads) on websites and social media that are Art of the Maker specific. Compile media clippings that related to Art of the Maker specifically.
Evaluation of Budget	Evaluate where money was spent and compare against where money was planned to be spent. Return of Investment (ROI)

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9. Appendix:

cravemagazinedenver.com/culturehaus-shines-brilliant-cartier/

Visual Art Theatre Fashion Music Film Photography Culinary Events

CultureHaus Shines Brilliant with Cartier

Celebrating the Denver Art Museum's continuing tradition of bringing world-class exhibitions to the Centennial State with *Brilliant: Cartier in the 20th Century*, the young, professional art organization CultureHaus will hold a commemorative event that is sure to shimmer as brightly as a Cartier necklace.

"It's an evening dedicated to what makes CultureHaus and the Denver Art Museum special: unique cultural opportunities for our community's young professional philanthropists and world-class exhibitions and programs," explained CultureHaus Signature Committee Co-chair Lindsay Smith Gustave, adding, "*Art of Brilliance* is an affordable way to enjoy a glamorous, fun and engaging evening while helping bolster one of Denver's premier arts organizations."

Founded in 1997 by Governor John Hickenlooper and a group of like-minded Denverites, CultureHaus strives to connect professionals and philanthropists to the arts through exciting programs and events. As one of the first young professional groups in Denver, today the organization still provides exclusive access to the arts through its events. CultureHaus does it once again with *Art of Brilliance*.

On January 24th the Denver Art Museum will host the black-tie gala giving party-goes exclusive after hours access to the museum and the exhibition *Brilliant: Cartier in the 20th Century*. The event is presented by Jewelers Mutual Insurance Company with champagne provided by Veuve Clicquot and desserts by Kevin Taylor Catering.

Though CultureHaus plays host to nearly 12 events each year ranging from gallery and private collection visits, to artist talks and cultural outings, *Art of Brilliance* is a signature 2015 event not to be missed.



"Art of Brilliance is our primary fundraiser of the year. The more successful we are in this event, the more successful we are in supporting the amazing programs and exhibitions that make the Denver Art Museum so great for our community," Gustave said during an exclusive CRAVE Magazine interview. "But it's more than that. Our signature event is a wonderful way to provide a unique experience for our members who give so much to the arts community. By attending events like *Art of Brilliance*, our members and guests help CultureHaus extend DAM's mission by supporting and networking with youthful arts patrons, emerging artists and local arts organizations."

This signature event will not only offer special viewings of the Cartier exhibition, but guests will also be treated to cocktails from Peach Street Distillers, brews by Osell Brewing, live jazz and delectable décor by The Perfect Petal. There is a silent auction with a dedicated jewelry portion called Diamond Deception. Those who purchase tickets will be able to choose surprise jewelry items from this unique auction concept.

Best of all, you don't actually have to be a member of CultureHaus to attend this amazing once-in-a-lifetime event. You just need a desire to have fun, enjoy some fantastic local culture and be prepared to soak in all the brilliance that is this world-class exclusive exhibition at the Denver Art Museum.



Figure 1 - Crave Magazine

FOOD & DINING

CultureHaus Art of Brilliance fundraiser has plenty of sparkle

By Joanne Davidson
The Denver Post

POSTED: 02/04/2015 12:01:00 AM MST

ADD A COMMENT

"The Art of Brilliance" may have been billed as a black-tie optional "UnGala," but with elements that included Veuve Clicquot Champagne, diamond manicures and admission to "Brilliant: Cartier in the 20th Century," CultureHaus' signature event for 2015 had plenty of sparkle.

"Our focus was to highlight the genius of Cartier and honor the amazing exhibition organized by the Denver Art Museum," observed artist Lindsay Smith Gustave. "We partnered with brilliant individuals in their respective industries (to) create an evening that was as fun as it was sophisticated. It gave everyone a chance to shine."



Fashion designer Mondo Guerra with two of the three event chairs: Lindsay Smith Gustave, center, and Stephanie Richards. (Gary Stefanski, Special to The Denver Post)

Figure 2 - Denver Post

ENTERTAINMENT

CultureHaus' Art of Light is an illuminating event

By Joanne Davidson
The Denver Post

POSTED: 08/01/2014 12:01:00 AM MDT

ADD A COMMENT



CultureHaus supporters Janrace Prudent, left, Maisha Pichugina, Janise Wadley, Jarline Kempler and Valencia Hill. (Photos provided by Sam Nguyen, SStudioanddesign.com)

The members of CultureHaus take pride in throwing parties that have at least one unique twist. The group's 2014 Banner Event had several.

The Art of Light was the theme, and the 280 who gathered at Battery 621 spent the evening playing an interactive video game designed by OhHeckYeah; enjoying music and a laser light show by DJ

Figure 3 - Denver Post

Westword

Now Reading
EVENTS

TO DO IN DENVER

CultureHaus Out & About Presents Pirate Disco: A Poolside Cocktail Party

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DETAILS
Time: Thu, July 30, 6-10 p.m. 2015
\$15 for CultureHaus members, \$35 for CultureHaus non-members

LOCATION INFO:
Four Seasons Hotel Denver
1111 14th St.
Denver, CO 80202
303-389-3000
Downtown Denver

<http://www.fourseasons.com/denver/>

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Figure 4 - Westword