

August 31, 2018

Barri Marks
Marks Family Endowment

Dear Barri:

First, I want to say again how grateful I am for the opportunity offered by the Marks Family Endowment to work with an arts organization this past summer doing work that inspires me and will further my education in arts administration. I have had an over 10-year relationship with _____ as an actor, instructor, volunteer, and now administrator. There was no one better equipped with the knowledge of the organization's history to step in during these difficult times of transition, and I have you and your family to thank that I was able to fill those shoes.

If you recall, my application was written with the intention of focusing my efforts on development and community engagement. There are goals I was able to meet, and others that needed to be reevaluated once actively participating with the company. Overall, I am proud of what was achieved, and I believe that I have left the Artistic Director with a clearer understanding of the value of a dedicated administrative team member that can continue the necessary work of engaging the community and funders around _____'s mission on a consistent basis. Enclosed in this package is a list of my goals and achievements during my time with _____. In addition, I have included an organizational packet that was created with the assistance of a graphic designer, and a t-shirt for you!

If you have any questions on the information provided, please do not hesitate to contact me. I would love the opportunity to chat with you about my experience and continue our discussions at lunch!

I hope that you had a wonderful rest of the summer. I look forward to hearing from you once you have had time to review all of this.

Best regards,

MARKS FAMILY ENDOWMENT GRANT 2018 OUTCOMES

May 24 – August 31

STATED GOALS & ACHIEVEMENTS

- Engage youth and families through participation at community events, including a sponsored event during the production.
 - Participated in the Arts Fest , 10a-4p, Saturday, July 21st, making arts & crafts with children that related to branding and *The Tempest*
 - Led a Q&A talk-back session post-performance on Friday evening with actors of the production and roughly 50-75 audience members including children and adults.
 - Organized Donor Appreciation Night, which took place on Saturday evening, July 21st. Donors and friends of were invited to arrive early to mingle with actors, receive special reserved seating, and a giftbag (with items donated from the and other sources, including our brand packets) .
 - Solicited donated items for a raffle drawing in conjunction with Donor Appreciation Night, including wine provided by and a food tour provided by .
 - Communicated with the about 's potential participation in the Festival in October. Participation still pending.
 - We were unable to complete a -sponsored family/child event due to limited funding and an abbreviated contract/production calendar.
- Increase audience database for identifying potential individual donors and dedicated members of the patron community.
 - Created a data survey that was distributed in programs for each production. Data is currently being downloaded and analyzed for a better understanding of our audience. Approximately 150-200 patrons filled out surveys.
 - Increased mailing list by approximately 75 patrons otherwise anonymous to us.
 - In process of drafting a \$100,000 campaign outline to engage community and board members to give in time for our 20th Anniversary Season.
- Research institutional funding opportunities to support our programs, including our summer educational training intern program.
 - Application to the for a Matching Community Fund Supportive Grant in the amount of \$10,000.
 - Application to for a Matching Grant in the amount of \$10,000.
 - Edited and finalized application to for a matching grant in the amount of \$10,000.
 - Continued research and solicitation is ongoing for support of the 2019 summer season and the 2018-2019 season.
- Create a marketing strategy with increased social media, email marketing, and print materials for broader brand awareness in the and surrounding communities.
 - Maintained website, social media accounts (Facebook and Instagram), and Mailchimp email marketing throughout the summer.
 - Created a video guide of the new space for patrons wary of our new location.

- Created a brand packet with the assistance of a graphic designer that will be used for informing our audience about the history of _____, as well as supportive material for grant applications and _____ to funders and foundations. (Included in this package)
- Created an online playbill to drive more traffic to our website, and reduce expense for a printed version.
- Drafted Press Releases and distributed to online outlets for publication and press.
- Communicated with Arts Paper journalists for two separate features on _____ and _____'s summer production:
 - _____
 - _____
- Formalize internal administrative systems so that my work can be replicated post-summer.
 - Drafted and sent all donor acknowledgement letters for incoming donations.
 - Organized a Dropbox of documents _____.
 - Drafted the FY2019 Budget – still in process of finalizing.
 - In process of arranging a lunch with a long-standing board member about funding a continued administrative team member in my absence.

BUDGET NOTES

- I used roughly 10 hours more than anticipated over a longer duration into August to continue development outreach.
- I took less trips to Bridgeport as most of my work could be done remotely.
- We were not able to complete a postcard for the organization as next year's programming is still being finalized. The organization paid for its own marketing postcard for the summer season which was used in distribution to local businesses, etc.
- I increased the amount paid to the Graphic Designer as expectations increased for the brand packet and the design of a logo.
- Printing of the packets was done at the UConn Design and Print Center and was far less expensive than anticipated.
- At this time, we have not needed to mail any packets, though I anticipate that will come in the following weeks as we continue to follow up on foundation prospects.
- The vendor fee and materials costs for both the arts fest and donor appreciation evening were new line items once the grant had been awarded and we determined what community events to participate in during the summer.
- I hired an Events Assistant in the event that I was unable to be at any of the events during the summer, ensuring that no matter what, the events were covered.

TOTAL ASK:

\$4334

TOTAL SPENT:

\$3648

DIFFERENCE:

\$686