

## **2024-25 CORAL GABLES PARTNERSHIP FINAL REPORT**

### **Arts & Business Council of Miami**

#### **Introduction**

The Arts & Business Council of Miami (Arts Biz) has been a vital connector for over 40 years, bridging the gap between the corporate and cultural sectors. As Miami-Dade's only organization dedicated to leveraging the arts for economic vitality, we focus on empowering both the arts and business communities through innovative partnerships. Our partnership with Coral Gables this past year continued to highlight our role in enriching the creative ecosystem by facilitating collaborations, audience development, and business support to local arts organizations. We are proud to share the significant outcomes of our 2024-25 partnership with Coral Gables, which featured targeted workshops, curated business connections, and impactful promotional campaigns to ensure that Coral Gables' vibrant arts scene continues to thrive.

#### **Marketing Initiatives**

##### **Coral Gables Art Social Media Campaign and Hashtag**

##### **#CoralGablesArts Social Media Campaign**

We continue to amplify our work with the Coral Gables creative ecosystem by leveraging our social platforms @artsbizmiami that can assist in building new audiences and bringing visibility to the arts in the City Beautiful. #CoralGablesArts was posted weekly with the hashtag. This year we featured 50+ art organizations, unique activations, galleries, theatre, film, music, public art, sensor-friendly and family-friendly events over the course of 48 weekly posts via Instagram and Facebook. The following are summarized analytic reports from both platforms.

The FY24-25 Social Media Strategy was a mix between reels and carousel posts with slides that exhibit art events in Coral Gables. Each slide is complete with the event title, date and time, admission cost, short description of event and a photo that is representative of the event or venue. Each post tags the featured organizations to increase reach and engagement, furthering the #CoralGablesArts initiative. *Please see the Coral Gables Municipal Partner Report for analytics.*

##### **#ArtsLiveHere Campaign**

#ArtsLivesHere was a marketing campaign to further illustrate Miami as a cultural capital. This campaign was immensely successful and highlighted feature events from Actor's Playhouse, Sanctuary of the Arts, and Coral Gables Museum

##### **Artburst Coverage**

As Miami's premier media hub for the arts, Artburst continues to provide coverage for arts organizations. In 2024-25, 25 articles and blog posts spotlighted Coral Gables, driving exposure to over 28,000 monthly website visitors. This contributed to increasing visibility and engagement with Coral Gables' arts community.

##### **Culture Connection Guide**

Our popular Arts Connection Arts Guide, which was once distributed monthly, has been rebranded to the name 'Culture Connectors Guide' and is distributed bi-monthly. It now garners more engagement than ever before. We featured Coral Gables arts programs in the guide and included #CoralGablesArts with each Coral Gables entry. Our curated arts guide is sent to over 35,000+ arts enthusiasts.

### **Buy the Arts for the Holidays Campaign**

A marketing campaign to encourage people to give the gift of the arts for the winter and spring holidays. We encourage people to buy experiences and make memories. We featured custom email blasts and a short-form video accompaniment showcasing several Coral Gables groups including Actors Playhouse, Fairchild Garden, and Seraphic Fire.

### **Art Week Miami Guide**

In December 2024 our annual Arts Week Guide was released. We featured Coral Gables groups including Lowe Art Museum and Coral Gables Museum events and exhibitions. We showcased these great arts events to our 35,000+ arts enthusiasts.

### **Curated Outreach**

We also implemented ABC Recommends custom emails, which promoted Coral Gables' signature arts events to over 35,000 arts enthusiasts. These eblasts had a high open rate and showcased the diversity of arts programming available in Coral Gables.

### **Arts Board Match**

Our Arts Board Match program continued to connect Coral Gables' arts organizations with individuals interested in serving on non-profit boards. With a redesigned platform in progress, the Board Marketplace is expected to offer even greater opportunities for engagement in the coming year. Coral Gables groups are invited to be showcased in the board marketplace.

### **Volunteer with the Arts**

Our webpage (<https://artsbizmiami.org/volunteer-in-the-arts/>) offers our Volunteer Network a new way for business professionals and arts enthusiasts to find meaningful engagement in the arts.

### **Events**

#### **Miami Arts Marketing Project (MAMP)**

MAMP provided Coral Gables-based organizations with opportunities to engage with the latest trends in arts marketing and innovation. We hosted one in-person bootcamps, 4 virtual programs, and a celebratory happy hour in July 2025. Coral Gables was featured on all MAMP materials, and Coral Gables groups received All Access passes valued at \$400 each.

#### **Breakfast for the Arts & Hospitality**

The Arts & Business Council hosted a vibrant celebration of arts and cultural tourism at the Intercontinental Miami, drawing a sold-out crowd to the 18th Annual Breakfast for the Arts & Hospitality. Attendees explored the lucrative cultural tourism market, uncovered profitable partnership opportunities, and networked with key leaders in arts and hospitality. The event featured inspiring insights from impactful thought leaders, captivating cultural interludes, and lively conversations with industry trailblazers. 12 Coral Gables groups attended the curated networking event. Coral Gables were featured as partners on all signage and collateral.

### **Serving the Arts Awards**

Revamped and revitalized in April 2025, Serving the Arts Awards made a major splash in the creative ecosystem with its comeback. With nearly 400 attendees, including arts professionals, patrons, and elected officials, individuals and organizations based in Coral Gables received awards: Rosalyn Stuzin of Gablestage and Sheila Womble of Arts4Learning.

### **Arts Mean Business**

As a key component of the Arts Mean Business initiative, this vital series in January/March/April 2025 provided a roadmap for financial resilience during difficult times. Led by financial thought-leaders, your organization will be invigorated with new ideas, new resources and a new attitude.

### **Creative Happy Hours**

We hosted 4 creative happy hours in 2024-25. Our happy hours are bespoke events that feature hands-on arts activations hosted to bring different industries like legal, hospitality and corporate face to face with the arts. The board and Coral Gables staff were invited to join us for these fun events with an artsy twist.

### **Conclusion**

The 2024-25 partnership between the Arts & Business Council of Miami and Coral Gables has been a success. Through strategic marketing, collaborative events, and targeted business support, we have helped raise the profile of Coral Gables' arts community, strengthen its connections with the business sector, and foster innovation and creativity. We look forward to continuing this partnership in the coming year and further empowering the Coral Gables arts ecosystem for greater impact and growth.