

2023-24 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 39 years, bridging the gap between the corporate and cultural sectors. As Miami'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 2023-24 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 that can assist in building new audiences and bringing visibility to the arts in the City Beautiful. We rebranded the content in 2023-24 FY and have seen exponential growth in engagement, reach, and impressions. #CoralGablesArts was posted weekly 60 times with the hashtag garnering 1,500 impressions, gaining impressions to 200,000 accounts with an average engagement rate of 45%, leveling out to 32,000 accounts engaged cumulatively across both Instagram & Facebook.

#ArtsLiveHere Campaign

#ArtsLivesHere was a marketing campaign, enhanced with the GMCVB Co-Op Social Media 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. In total, there were 510,955 impressions across web and social, with a .25% CTR totaling 1,300 clicks to our platforms where #CoralGablesArts is amplified weekly.

Artburst Coverage

As Miami's premier media hub for the arts, Artburst continues to provide coverage for arts organizations. In 2023-24, 25 articles and blog posts spotlighted Coral Gables, driving exposure to over 14,000 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' and is distributed weekly and 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 and provided live coverage across our platforms for events like Lowe's Art Week Bubbles and Brunch featuring Virgil Ortiz.

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 updated webpage (<https://artsbizmiami.org/volunteer-in-the-arts/>), relaunched this year, 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 two in-person bootcamps, two virtual programs, and a celebratory happy hour. 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 on November 15, 2024, 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 Spring 2024, 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.

Creative Happy Hours

We hosted 4 creative happy hours in 2024, with a special co-host happy with Actor's Playhouse for the Hundred Days musical. 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 2023-24 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.