

## MUSEUM DAY – ARTS ALIVE 2018 MARKETING RESEARCH

### **Sept. 22 – Arts Alive! Free Museum Day**

Throughout St. Petersburg

10 a.m. to 5 p.m./closing times may vary

\*These events were a part of the St. Petersburg Festival of the Arts\*

The information within this document was gathered from various museum website and calendars that were accessible to the public. I included website links and links to calendars for further reference. Note that not all museums participated in Arts Alive.

#### Summary:

- It appears most museums that did participate in the Arts Alive – Free Museum Day allowed either free admission or a very discounted offer. I found that the James Museum approach of offering Non-Resident visitors' free admission only after purchasing admission on that specific date was a great idea.
- Looking at marketing efforts, certain organizations used the opportunity to advertise future exhibitions or memberships with the huge influx of visitors.
- Opportunity for third party groups (or contributing/correlating organizations) also took advantage of the high-volume visitors and cooperated efforts to gain future guest through promotion or implementing a “special” event. (Ex: The Al Downing Tampa Bay Jazz Association)
- Arts Alive event also provided opportunity to use tangible/visual marketing tactics such as promotional ads and banners. This could also be a great window to exercise idea's towards advertising/marketing that could be up in the air.

Participating Museums:

Dr. Carter G. Woodson African American Museum, 2240 Ninth Ave. S.,  
[www.woodsonmuseum.org](http://www.woodsonmuseum.org)

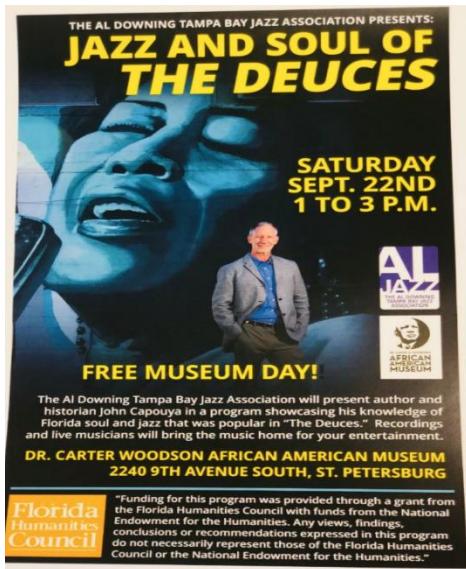
▪ Schedule:

11.00AM - Chat with the artist of our current exhibition, Dr. Cora Marshall

11.30AM - Check out the instrument Petting Zoo and Children's Drumline

1.00PM - Meet author and historian, John Capouya

- Free Admission to the open public.
- Presented by The Al Downing Tampa Bay Jazz Association: Main attraction was Author and Historian John Capouya who showcased Florida soul/jazz music. Capouya was also accompanied by live musicians and recordings that complemented the content being discussed and analyzed.
- The museum also created a poster to accompany this specific event:



Florida Holocaust Museum, 55 Fifth Street S., [www.flholocaustmuseum.org](http://www.flholocaustmuseum.org)

- Free Admission to the open public.
- Not much information online regarding marketing tactics or deals towards the Arts Alive event.

Imagine Museum, 1901 Central Ave., [www.imagine museum.org](http://www.imagine museum.org) (10% off selected retail purchases)

- Free of charge to all Museum Day ticketholders on Saturday September 22, 2018 as part of Smithsonian magazine's 14th annual Museum Day.
- Free tickets are available for download through the official Smithsonian website: (Smithsonian.com/museumday)
- Additional guests not included in the Museum Day ticketing will be charged regular admission rates.

Museum of Fine Arts, 255 Beach Dr. NE, [www.mfastpete.org](http://www.mfastpete.org)

- 10am – 5pm
- Did not require printouts of Free Museum Day tickets.
- no docent tours on Free Museum Day, due to the volume of visitors.
- While advertising for the event they emphasized taking photographs and sharing on social media. Also added (#mfastpete).
- Created a bold, and loud poster for the event. Specifically, for digital use. Could have been used tangibly as well:



The James Museum, 150 Central Avenue. <https://thejamesmuseum.org/>

- 10am – 5pm
- Free admission for Pinellas County residents with valid ID.
- A great pitch was offering Non-Pinellas county residents who purchased regular-price admission on this day a voucher for a free return visit. They made it valid only through October 31, 2018.
- No public tours

- Emphasized taking photos excluding flash photography / video. Promoted sharing on social media through (#thejamesmuseum).

Other participating Venues:

**Ringling Museum of Art**, 5401 Bay Shore Road, Sarasota.

<https://www.ringling.org/events/museum-day>

- The Museum of Art and Circus Museum, including the Tibbals Learning Center gave free of charge admission as part of Smithsonian annual Museum Day.
- The museum also promoted coming together a family to engage in various activities and scavenger hunts correlating with the art exhibits.

**Creative Clay Cultural Arts Center**, 1846 First Ave. S. <https://www.creativeclay.org/>

- (20 percent off all merchandise and art activities for kids.)

**Florida Craft Art**, 501 Central Ave. <http://www.floridacraftart.org/>

- (10 percent discount on all gallery purchases over \$25.)

**St. Pete Store**, 100 Second Ave. NE. <http://www.stpete.com/the-st-pete-store--visitors-center.html>

- (10 percent off store purchases, no minimum purchase required.)

**Chihuly Collection**, 700 Central Ave. <http://www.moreanartscenter.org/chihuly/>

- (Admission is \$1.)