

ESB-MACC Marketing Plan

ESB-MACC Advisory Board Meeting

Wednesday, Sept 5, 2018

Olivia Tamzarian, Outreach and Marketing Coordinator

Department Mission Statement

The purpose of the Parks and Recreation Department is to provide, protect and preserve a park system that promotes quality recreational, cultural and outdoor experiences for the Austin community.



- “Draw more of the community-at-large into the ESB-MACC”
- Research:
- Visitor experience
- Commonly asked questions, feedback
- Physical & online challenges



Marketing Planning; Goals



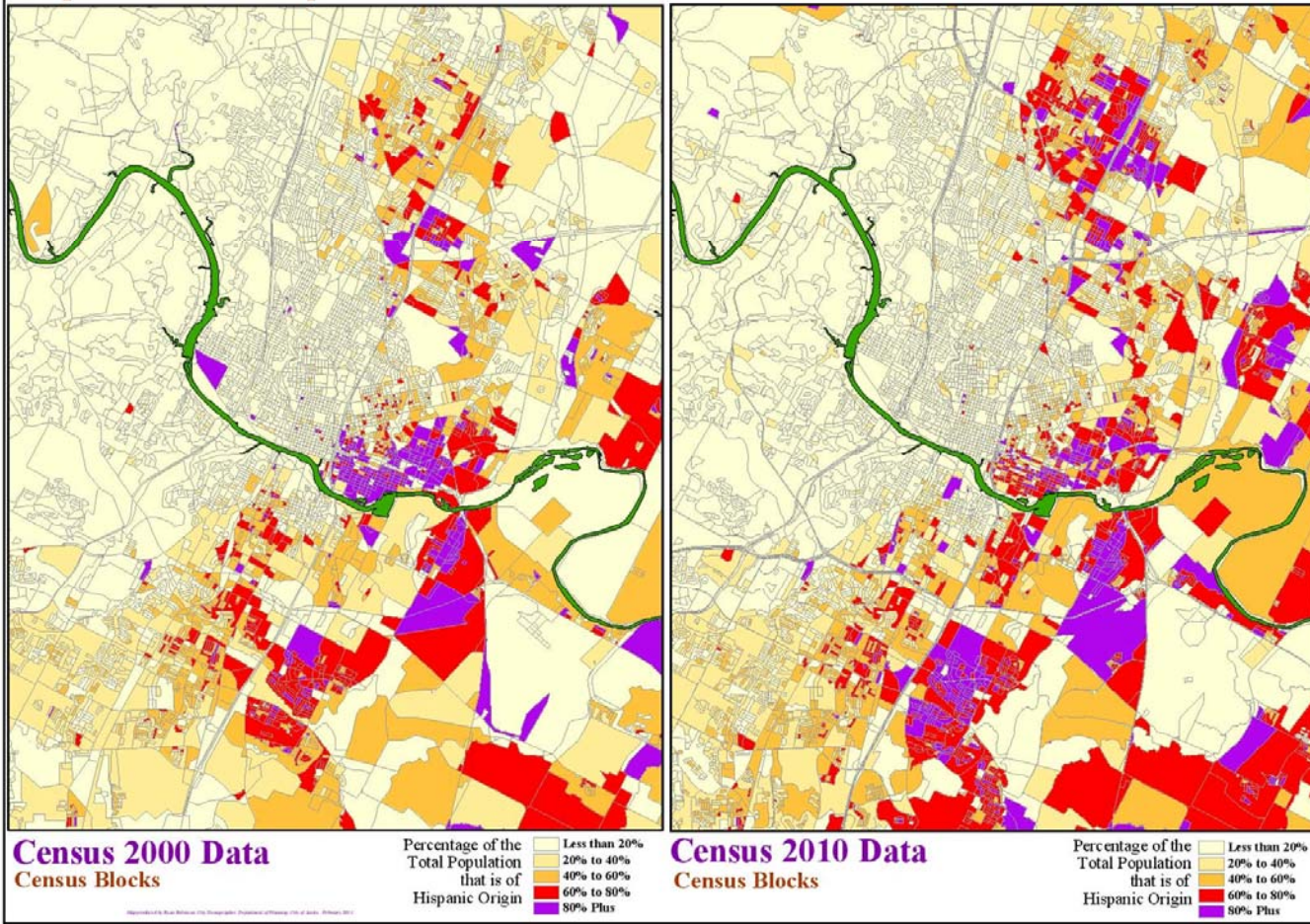
- Location
- Transportation
- Parking
- Visibility
- Accessibility



Marketing Plan Topics

Changing Hispanic Landscape

Hispanic–Latino Population Concentrations, 2000 and 2010



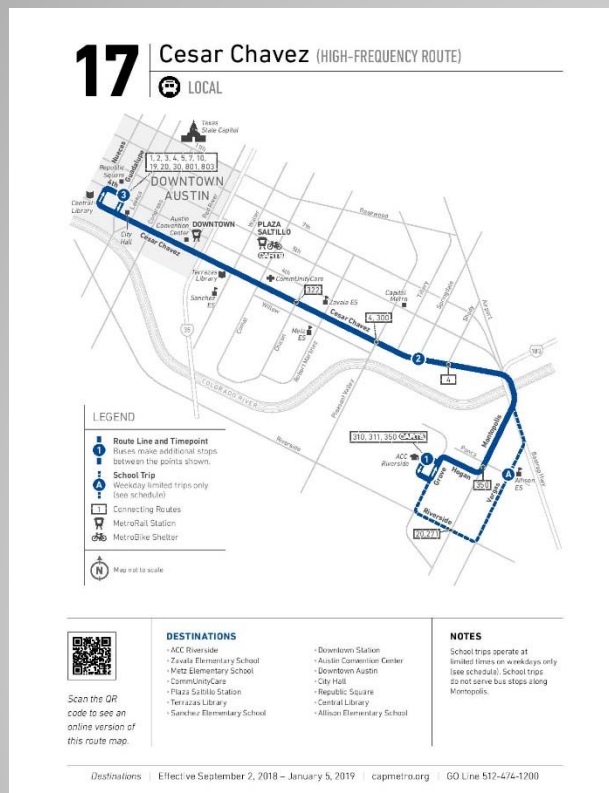
Latino Residencies in Austin

- Target Audience:
- Latino Community (1/3 of Austin population!)
- Latino population in “Austin Metro” area and surrounding areas
- Cultural identity, census data, language, location
- Mexican, Mexican American, Chicano, Xicanx, Hispanic, Latino, or Latinx seniors, adults, youth



Audience

• Location & Transportation



DESTINATIONS

- ACC Riverside
- Zavala Elementary School
- Metz Elementary School
- CommUnityCare
- Plaza Saltillo Station
- Terrazas Library
- Sanchez Elementary School
- Downtown Station
- Austin Convention Center
- Downtown Austin
- City Hall
- Republic Square
- Central Library
- Allison Elementary School

Location & Transportation- Bus



- Visibility & Accessibility



Visibility & Accessibility

- Signage
- Interaction w/sculptures
- Self-guided tour
- Organization of flyers
- Event Signs



Visibility & Accessibility

- Website
- Social media
- Visual Identity/
- Branding
- Email Campaigns
- Brochures
- Internal procedures

AUSTIN TEXAS GOV | AIRPORT | LIBRARY | AUSTIN ENERGY | AUSTIN WATER | CONVENTION CENTER | VISITORS BUREAU | OPEN GOVERNMENT

AUSTIN PARKS & RECREATION
Cultural Places, Natural Spaces

Home Search Contact Us FAQs

Welcome, Guest | Login | Wishlist (0) | Shopping Cart (0)

Registration Process

1. Search your Activity
2. Click **Add To Cart** to select an Activity
3. Click **"Enroll Now"** in the green box at the bottom of the screen OR continue shopping.

Note: Cancellations and refunds can only be performed by the program site, in accordance with policies published in program brochures. See the Contact Us page for links to program websites.

Location: All Locations
 Triangle Commons
 Alamo Recreation Center
 Austin American Resources Center
 Athletics Office
 Austin Nature Center

Type: All Types
 After School Programs
 Aquatics
 Arts and Culture - Adult
 Arts and Culture - Teen

Age: All Ages
 3 months
 6 months

Keyword Search:

Keyword Search Options: Match At Least One Word

Activity Number Search:

☐ Show Search Criteria

Activity Search Results

Showing: 1 to 4 Total Results: 4

105537 - Summer Fitness & Wellness
 2018 Summer Fitness & Wellness

Marketing Plan Topics



- Update Visual Identity/ Style Guide
- Templates for flyers, branding on documents
- Marketing Copy Text Document
- Marketing Checklist
- Event Listing Consistency:

Event Description Format

- Event Title
- Event Day and Date(s)
- Event Time(s)
- Event Location (room)
- Event Cost
- Event Age Range
- Event Description

Event Description Example

The Gardens of South Texas: Scenes from Peyoteros
 Wednesday & Thursday, July 25 & 26
 7pm
 Black Box Theater
 Free
 14+
 Eugenio del Bosque's documentary
 about peyote production and use, funded by AFS

Completed Marketing Initiatives



- Internal Policy: Marketing Checklist

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Event Info		Basic Promotion					Social Media					Online Listings & Ads				Notes
Event Name	Dates	Website	PARD Calendar Website	Press Release/ PSA	Newsletter (month #)	Printed Flyer	FB Post	FB Event	FB Live	Twitter	Instagram	Eventbrite	Chronicle	Free Postings/ Do512/ Meetup/ Nextdoor	Radio/TV/ Paid Ads (\$)	
Gallery Talk by Andy Villareal	9/1	http://austintexas.gov/page/macc			https://us10.admin.mailchimp.com/campaigns/show?id=1427045											
Los Bohemios Perdidos Present: Guitar Clinic	9/2				https://us10.admin.mailchimp.com/campaigns/show?id=1427045											
Los Bohemios Perdidos Present: A Night of Caribbean Music	9/6				https://us10.admin.mailchimp.com/campaigns/show?id=1427045	Flyer draft submitted to Jane 7/31 (OT), many	https://business.facebook.com/AustinESBMAC	https://www.facebook.com/eventbrite.com/event/2075281042799872/				https://www.eventbrite.com/e/a-night-of-caribbean-music-tickets-1427045				Jane will run an ad in Chronicle, OT recommended edits
Viva México	9/15	http://austintexas.gov/page/macc-events	http://austintexas.gov/event/viva-mexico	Sent to Shelley Parks, Todo Austin (LC & OT)	https://us10.admin.mailchimp.com/campaigns/show?id=1426725	250 Distributed	Pending FB Event Publication, Paul del Bosque invite	https://www.facebook.com/eventbrite.com/event/2075281042799872/		Pending FB	Pending FB		Entered 8/10/18 (OT)	Submitted to: Chronicle 8/10, Glasstire, Community Impact 8/13, Do512 8/20 (pending)	Linda	HZ wants lots of promo, Laura Esparza can donate \$1500 to promotion.
La Yerba Buena Peter Ortiz	9/15	http://austintexas.gov/page/emma-s-barrios-macc-exhibitions	20-Aug	Sent to Shelley Parks, Todo Austin (LC & OT)	https://us10.admin.mailchimp.com/campaigns/show?id=1427045	250 Distributed										Peter Ortiz made his own flyers, own facebook posting. Also on https://www.facebook.com/MAEAustinTX/

Marketing Initiative- Checklist

- Changes to Monthly Event Calendar:
- Email campaign, post to social media, website

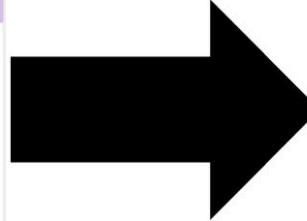


Emma S. Barrientos
Mexican American
Cultural Center

Emma S. Barrientos Mexican American
Cultural 600 River St. Austin, TX 78701
(512) 974-3772
www.austintexas.gov/esbmacc

CALENDARIO JUNIO 2018

EVENTOS & PROGRAMAS	
Yoga en Español Cada Sábado 10-11am (17+) GRATUITO Venga a explorar el cuerpo a través de la práctica de Yoga; las clases son apropiadas para personas que hablan inglés y español.	Zumba Cada Martes 6pm (14+) GRATUITO En colaboración con Primero Health, ofrecemos clases de Zumba, una fusión de música Latina e internacional y danza que crea un entrenamiento dinámico.
Bronze Band Cada Domingo 1-4pm (14+) GRATUITO Venga a profundizarse en las raíces culturales de la música Chicana y únete a la comunidad del Grupo Bronce durante el tiempo de ensayos abiertos.	Los Bohemios Perdidos & Atash en Concierto Sábado 2 de Junio 7:30pm (17+) GRATUITO Atash comparte el escenario con Los Bohemios Perdidos para una noche de poesía, canciones, y baile. Boletos de venta en Eventbrite. \$20 antes \$25 en la puerta
"De Aquí Soy: Mi México Callejero" por Ulises García Galería Comunitaria (primer piso) 15 de junio- 1 de septiembre Recepción: viernes 15 de junio 6-8pm FREE A photographic series of images by Ulises García that shows the vibrancy and variety of everyday life on the streets, paths and avenues of Mexico.	"Guerreros Indígenas y Rituales de Mesoamérica" por Andy Villareal Galería S. Coronado (segundo piso) 15 de junio- 1 de septiembre Recepción: viernes 15 de junio 6-8pm GRATUITA Coloridas pinturas representan la historia antigua de México. Incluyendo guerreros, serpientes, jaguares y reyes entrelazados con vibrantes selvas yucatecas.



Event Calendar September 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
The ESB Mexican American Cultural Center invites you to visit our two galleries free of charge during business hours: Monday- Thursday: 10am to 6pm Friday: 10am to 5:30pm Saturday: 10am to 4pm						1 Mexamerican 11am-7pm Gallery Talk 2pm
2 Bohemios Perdidos Guitar Clinic 10am	3	4	5 Advisory Board Meeting 6pm	6 Bohemios Perdidos: A Night of Caribbean Music 7pm	7	8 Yoga 10am Tejano Genealogy Society 10am Sábados en Familia 10am
9 Bronze Band 2pm Community Healing Garden 11am	10	11	12	13	14	15 Viva Mexico 5pm La Yerba Buena 7pm
16 Bronze Band 2pm Proyecto Teatro: MX499 4pm	17	18	19	20 Tejano Genealogy Society 10am	21 Proyecto Teatro: MX499 8pm (free govt. night) Teatro	22 Yoga 10am Proyecto Teatro: MX499 8pm
23 Bronze Band 2pm Play-MX499 4pm	24	25 Cine de Oro 9:30am Zumba 6pm	26	27 Teatro Vivo: Vecinos 7pm Teatro	28 Proyecto Teatro: MX499 8pm	29 Yoga 10am Proyecto Teatro: MX499 8pm



Emma S. Barrientos
Mexican American
Cultural Center

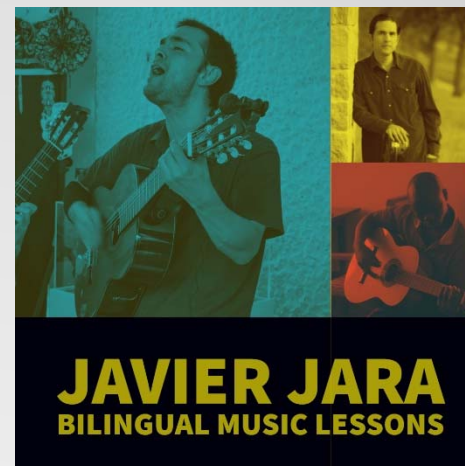
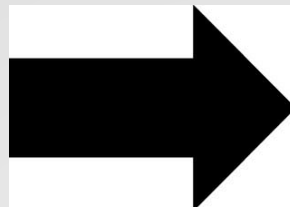
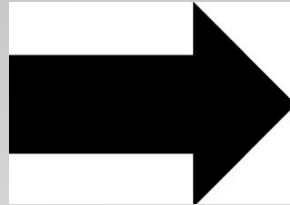
600 River St. Austin, TX
78701 (512) 974-3772
austintexas.gov/esbmacc

This site is managed with
the mission to provide
information and
resources to the
community.

Monthly Event Calendar

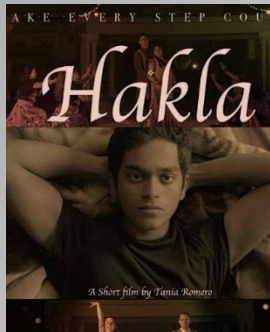


- Updated Graphics- bold, descriptive, colorful



Graphic updates

- Updated Graphic Content (Adobe Spark)



"HAKLA"
TANIA ROMERO
(NICARAGUA)



"SOS NICARAGUA"
TANIA ROMERO
(NICARAGUA)



"MAIKOL YORDAN"
MIGUEL ALEJANDRO GOMEZ
(COSTA RICA)



Gallery Talk with
Andy A. Villarreal
"Indigenous Warriors
and Rituals of
MesoAmerica"
Sept 1, 2-4pm
Sam Z. Coronado
Gallery



600 River
St. Austin,
TX 78701
(512) 974-3772
austintexas.gov/esbmacc

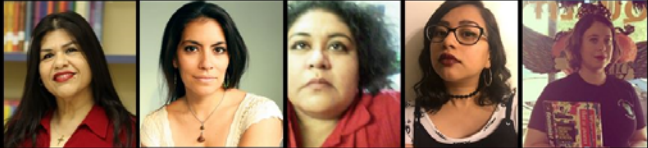


Graphic updates

- “Newsletter” Proposed Changes
- Email Campaign goal, plan ahead, categories
- Linked, not static photos or text
- Measurable Outcomes- # opened, unsubscribed, clicked though, registered



LATINX WRITERS SHOWCASE
SATURDAY, OCTOBER 28, 2017 6PM
ESB-MEXICAN AMERICAN CULTURAL CENTER
AUDITORIUM, 600 RIVER ST. AUSTIN, TX



FEATURING
GUADALUPE GARCIA MCCALL, author of *Shame the Stars*, *Summer of Mariposas*, and *Under the Mesquite*
NATALIA SYLVESTER, author of *Chasing the Sun* and the forthcoming *Everyone Knows You Go Home*
IRE'NE LARA SILVA, author of *Blood Sugar Canto*, *Flesh to Bone*, and *Furia*
RIOS DE LA LUZ, author of *The Pulse Between Dimensions and the Desert* and *Itz'a*
LETICIA URIETA, poet and writer

BOOK SIGNING WILL FOLLOW READING

Email Campaigns

- Email Campaign Planning Schedule

1st week of the month	Stories and photos of events, thank you letters to collaborators and individuals, links to photo galleries of events from previous month, events occurring in 1 st half of month
Mid-Month	Updated event descriptions/ links to more information as event details become solidified, highlight on programs occurring during the second half of the month
Last week of the month	Monthly Event Calendar for following month; save-the-dates for signature events, highlight on programs occurring during the first half of next month

Email Campaigns



- Brochures:
- Organizational
- Social Media Card
- Education/Family
- Promotional Flyers
- LARP Flyers (Editable!)
- Coloring Book
- Self-Guided Tour



Brochures

- Brochures (non dated):
- Organizational, mirrors homepage
- Social Media Card



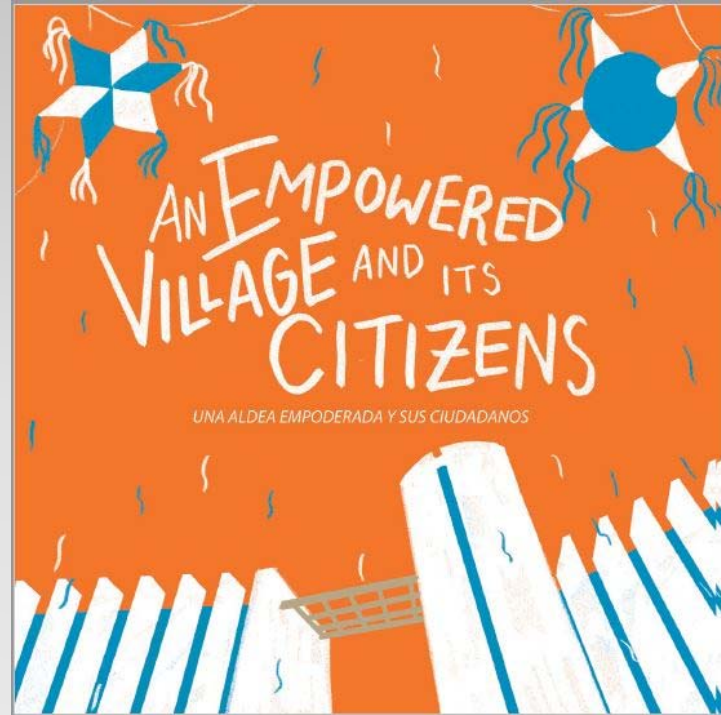
16.00 ESB-MACC

Plans to erect a centre celebrating Austin's Mexican-American heritage were made in the 1970s. However, it wasn't until 2007 that such a building was opened, due in significant part to the efforts of arts and minority rights leader Emma S Barrientos. Austin firm CasaBella Architects conceived the final design, in collaboration with Del Campo & Maru from San Francisco and Teodoro González de León of Mexico City.

Offices, meeting areas and a skylit gallery are all arranged across a low-slung arc. There are future plans for a performance hall and more multifunctional spaces. The displays encompass rotating exhibitions by Latino artists. After your tour, take the Lady Bird Lake trail, which meanders west from here along the wooded Waller Creek. 600 River Street, T 512 974 3722, www.maccaustin.org

Brochures

- Brochures: Schools, Families
- Education Programs
- Coloring Book
- Self-Guided Tour



Brochures

- Media Outreach:
 - Print Ads (Paid)
 - Online Listings (Free)
 - Public Service Announcements
 - Radio & Television
-
- Example: Viva Mexico



Media Outreach Initiatives

- Community Outreach:
- Monthly Outreach Table on-site
- Presentations
- Networking Events
- Children's Activity Tables
- School, Teacher Events
- Community Events
- Branded Merchandise
- Ambassadors
- New event ideas!



Community Outreach Initiatives



- Collaborators:
- Marketing & Outreach Coordinator
- Program Coordinators
- Advisory Board
- PARD Marketing/ PIO Office
- LARP Artist Collaborators
- Marketing Working Group
- Community Feedback



Collaborators



- Outcomes:
- Consistent Information, all platforms
- Staff collaboration/ team work
- Brand identity/ recognition
- Increased resources for walk-in traffic
- Boosted online presence
- Quality print materials for improved outreach



Outcomes

Monthly Event Calendar Re-Design	Program Coordinators	August 2018 (completed)
Email Campaigns Re-Design	Program Coordinators, Support Staff	Ongoing (June 20 th , a new design was sent, but ongoing process to make all email campaigns fit this new design)
Marketing Workbook Re-Design	Program Coordinators, Support Staff	August 2018 Completed, now called Marketing Copy Text Document
Marketing Checklist	-	Completed August 2018
Social Media Updates	Program Coordinators	Ongoing
Website Updates	PARD Marketing, support staff	August - December 2018 (Rentals page redesign Sept/Oct 2018, working with Eric from AARC)
Organizational Brochure	All Staff	December 2018
Flyer Template Design, Letterhead Design	Marketing Working Group	October-December 2018
Style Guide	Marketing Working Group	October-December 2018
Display Case Redesign	PARD PIO	September 15, 2018 (for first redesign, can design again when Style Guide is complete)
Self-Guided Tour & Scavenger Hunt	Education Staff	November 2018
Education Brochure	Education Staff	December 2018
Outreach Survey Redesign	Program Coordinators	October 2018

Marketing Timeline