

FD7147 PVBLIC Foundation Media Grants Grant Application

What is the name of your organization? *

The Carver Community Cultural Center

What is the mission of your organization? *

The mission of the Carver Community Cultural Center is to celebrate the diverse cultures of our world, nation, and community, with emphasis on its African and African-American heritage, by providing challenging artistic presentations, community outreach activities and educational programs.

What is the main website for your organization?

<http://www.thecarver.org>

We'd love to follow you on Social Media. Can you tell us your various handles?

Facebook: <https://www.facebook.com/TheCarverCenterSA>

Instagram: <https://www.instagram.com/TheCarverSA>

YouTube: <https://www.youtube.com/user/TheCarverSA>

Twitter: <https://www.twitter.com/TheCarverCenter>

What is the purpose of the campaign/project that will be the focus of this grant? *

The purpose of this project is to improve the marketing and outreach efforts of the Carver Community Cultural Center ("The Carver). Currently the funds that are budgeted for marketing are just not enough to have an impact on event attendance, program enrollment, or overall visibility. As a result, the desired reach to the community and larger regional area is not as great as it could be.

The Carver's history dates back to the late 1920's, when the building was then called the "Colored Branch of the San Antonio Library and Auditorium." As San Antonio's only publicly owned, segregated auditorium at that time, the facility was in constant use and was used for virtually all major events in the African-American community. Sold out performances and maximum attendance were the norm. However, in more recent times there have not been strong patterns of steady attendance at our shows. As a result, we are looking to increase our visibility and marketing outreach efforts, and would appreciate the assistance of the PVBLIC Foundation.

What is the measurable impact you hope to drive with this campaign? *

Increased attendance at all performances, sold out shows, increased rental usage of facilities, and maximum attendance at educational programming.

PVBLIC makes grants in the U.S. and Latin America. Which region are you applying for? *

USA

LatAm

What is your first name? *

LaTanya

What is your last name? *

Logan

What is your job title? *

Grants Management Officer

What is your email address? * LaTanya.Logan@sanantonio.gov
What is your phone number? * 210-207-2715

Are you a registered 501c3? *

This is not a requirement but we'd like to know.

o No

If you answered "No", please explain your incorporation status.

The Carver Community Cultural Center is a local government entity that operates under the direction of the City of San Antonio's Convention and Sports Facilities division.

When do you hope for this campaign to launch?

*February 2017

Month and year will be enough info for us.

What is your budget for purchased media for this campaign? *

FY 2015-2016 - \$12,000

FY 2014-2015 - \$10,000

What type of media are you most interested in for your campaign? *

We are interested in both online and traditional methods of marketing. The Carver serves a diverse population. As a result, we would benefit from all types of marketing whether it is mobile ads, digital banner ads, billboards, or radio/TV ads. We are highly interested in advertising through local ABC, CBS, and NBC affiliates.

Where are you targeting this campaign? *

Traditional: San Antonio metropolitan area and neighboring towns within a 300 mile radius.

Online: Worldwide

Please tell us briefly about some of your past media campaigns? *

The Carver Community Cultural Center has utilized traditional forms of advertising for our seasonal performances such as radio spots, local newspaper advertising, and mass email marketing. This includes social media postings and we also advertise on 10 – 12 free community calendars, free live radio spots from local stations. We also send monthly press releases and utilize phone messaging through the City of San Antonio's *Muzak* On-Hold Messaging System.

Landing pages, success or evaluation metrics, creative content. Etc. We'd love to see what you've done in the past.

Facebook: 3,057 likes

Twitter: 1,276 followers

Instagram: 557 followers

How much has your organization spent on purchased media for the past 3 years? *

Estimated: \$32,000

How did you hear about us * eCivis

If you selected "Other", please explain how you heard about PVBLIC: