

Spaces Workshop 2: Marketing your Rental

Adapted for Calgary, Alberta



Marketing Your Space for Rental

As the city's designated arts development authority, Calgary Arts Development supports and strengthens the arts to benefit all Calgarians. We invest and allocate municipal funding for the arts provided by The City of Calgary and leverage these funds to provide additional resources to the arts sector. Our programs support hundreds of arts organizations, individual artists, artist collectives, and ad hoc groups in Calgary.

Calgary Arts Development strives to increase and use our resources wisely, foster collaborative relationships, and make the arts integral to the lives of Calgarians.

We are a connector, facilitator, collaborator, champion, supporter, amplifier, investor, catalyst, and opportunity-maker.

INTRODUCTIONS



We'll just take a few moments for around the room introductions.

Please tell us:

- Name
- Organization
- A little bit about your creative space

AGENDA



Reaching Your Renters

- Easy ways to find and use data
- Promote and expose your space
- SpaceFinder Alberta

WHY ARTS SPACES MATTER

- Animate historic structures and/or underutilized spaces
- Foster the safety and livability of neighborhoods
- Create anchoring arts districts and expand public access to art
- Attract artists, businesses, organizations, and supporting non-arts businesses to the area

REACHING YOUR RENTERS



Let's reach these renters!

Learning more about your potential renter audience can help you create effective marketing and promotional campaigns for your venue.

FORMING KEY MESSAGES



It's tempting to jump right in and form key messages.

These messages can promote your space's unique offerings and be relatable to a specific type of renter.

But first, how do you know who you're trying to reach?

EASY WAYS TO FIND DATA

Eight Methods

- Surveys/Questionnaires
- Interviews
- Focus Groups
- Program Observation
- Reviewing Records
- Pre- and post- testing/evaluation
- Community Measures
- Participatory and Creative Evaluation

EIGHT METHODS



Surveys/Questionnaires

- written, phone inquiry, in-person, electronically
- distributed by email or newsletters
- comparisons of different groups
- observe changes over time
- feedback/opinions/attitudes about program or space
- assess needs/satisfaction
- can be quick and anonymous

EIGHT METHODS



There are a number of free surveying tools online that you can use. Some examples include:

- Survey Monkey (can sync with MailChimp)
- Google Forms
- Facebook Polls
- Twitter Polls
- Wufoo

EIGHT METHODS



Interviews

- May help in survey development
- Helpful when program/facility recommendations and feedback
- Use open-ended (how or why) questions or likely to get yes/no answers

EIGHT METHODS



Focus Groups

- For gathering in-depth information from program participants/stakeholders
- Helpful for needs assessments
- To learn about the needs, expectations of potential renters
- Group dynamics may help elicit information that might not be shared using other methods
- For public input

EIGHT METHODS



Program Observation

- Can be observations recorded by staff through reports, record keeping, journal writing or observation notes
- Helps determine whether facility is being used as planned or mandated
- Provides information about unanticipated occurrences at a program, event or facility

EIGHT METHODS



Reviewing Records

- Much of this data already exists
- New ways to collect data can be created e.g. record information from inquiry calls regarding rental space
 - Rental referral forms
 - Tracking bookings and inquiries

EIGHT METHODS



Pre- and Post-Testing / Evaluation

- Talking to renters before and after they rent your space
 - What expectations were and were not met?
 - Special events in your space
- Allow you to see changes over time
- Provides quantitative data
- Gives you personal feedback from users

EIGHT METHODS

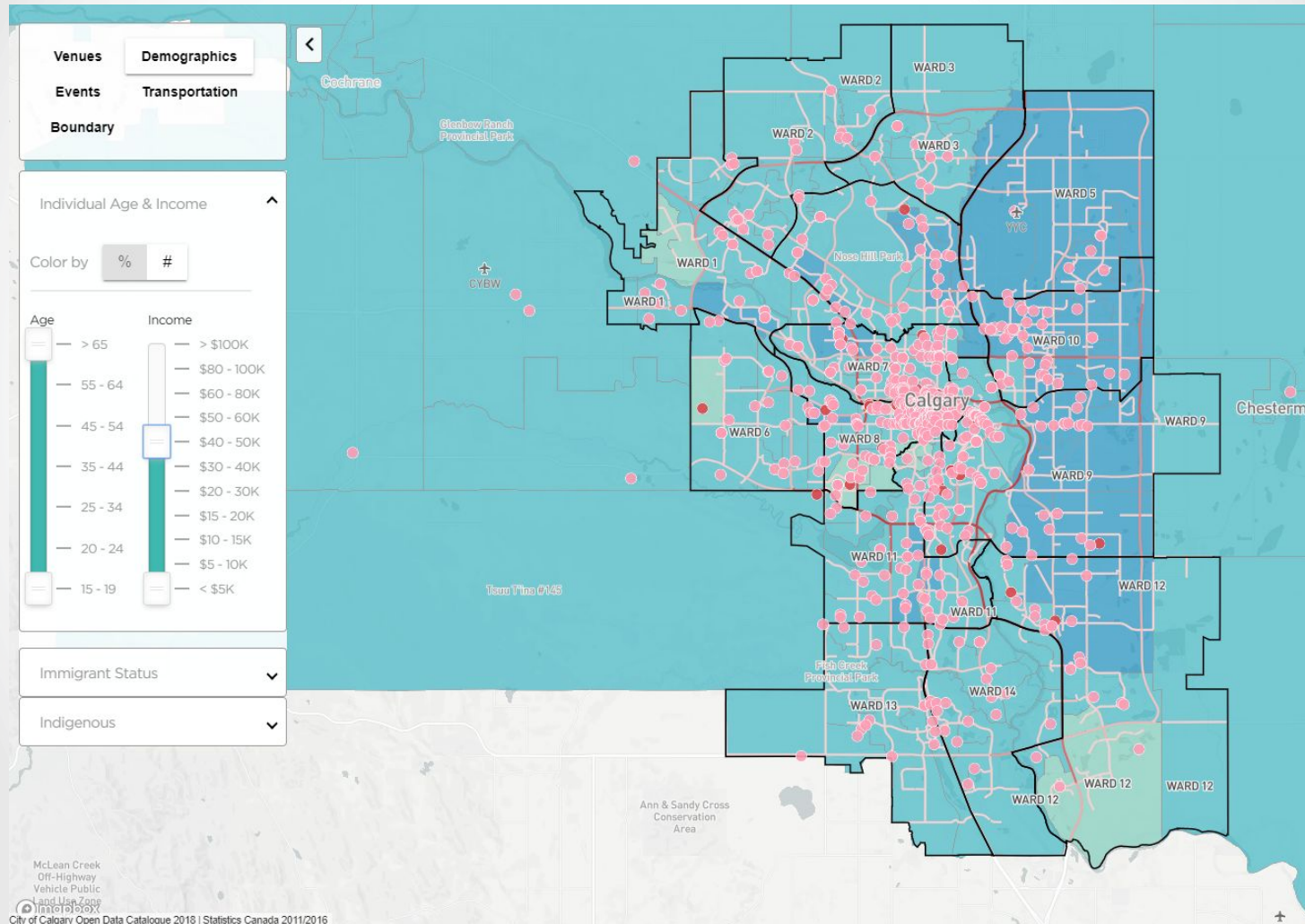


Community Measures

- Government and agencies produce reports that may have relevant information and stats that you can extrapolate. For example, check out the CADA [interactive mapping tool](#).
- Some data can also be gathered from community organizations, research institutes and university archives
- Can help you develop reasonable objectives

EIGHT METHODS

CADA's Interactive Map



EIGHT METHODS



Participatory and Creative Evaluation

- Client centered approach to data collection
- Unconventional methods to collect more relevant data
- These methods often produce interesting and novel insights about programs and initiatives
- Supports innovation in programming

Example 1: “POST IT WALL MURAL” Gladstone Hotel, Toronto



Example 2: GEOGRAPHICAL SURVEY



- Invite participants to identify where they have come from by:
 - placing a bead in a corresponding jar (postal code, neighbourhood, number of blocks from venue etc.)
 - placing a sticker on a map

DATA ANALYSIS



Step 1: Organize the data —————> chart it or map it

Step 2: Identify recurring ideas / themes

Step 3: Compare with mandate, mission and current marketing

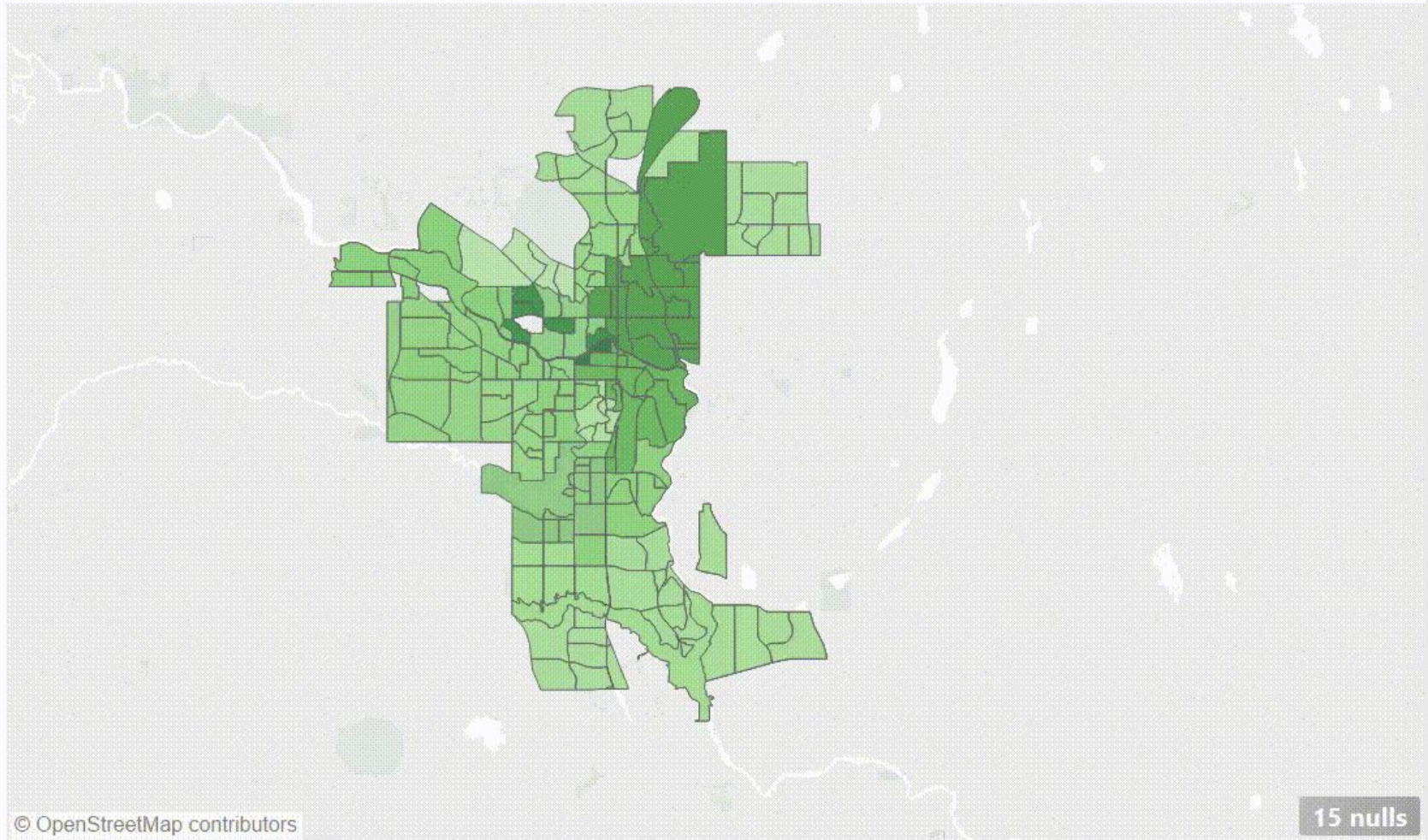
Who are you reaching?

Who else do you want to reach?

What actions will you take?

DATA VISUALIZATION

2016 Events by Community - December-2016



DATA VISUALIZATION



FORMING KEY MESSAGES



The next step is to form key messages that resonate with your current and potential renter audience.

These messages can promote your space's unique offerings and be relatable to a specific type of renter.

FORMING KEY MESSAGES

Examples



- Renting The Registry is like ordering from a café: most items are à la carte, and the theatre functions mostly on a self-serve basis. (Registry Theatre)
- Our goal is to provide beautiful, affordable space in locations across Toronto that are convenient for you! (BrickandMortar)
- Combining a historic aesthetic with modern amenities to meet the needs of the creative type and the business type. (Cotton Factory)

USE YOUR DATA TO PROMOTE YOUR SPACE



How do you market/advertise your space now?

Where does your audience look for information?
(Campus newspaper, newsletters, Facebook...)

What is successful/what is not?

Do you have a budget?

USE YOUR DATA TO PROMOTE YOUR SPACE



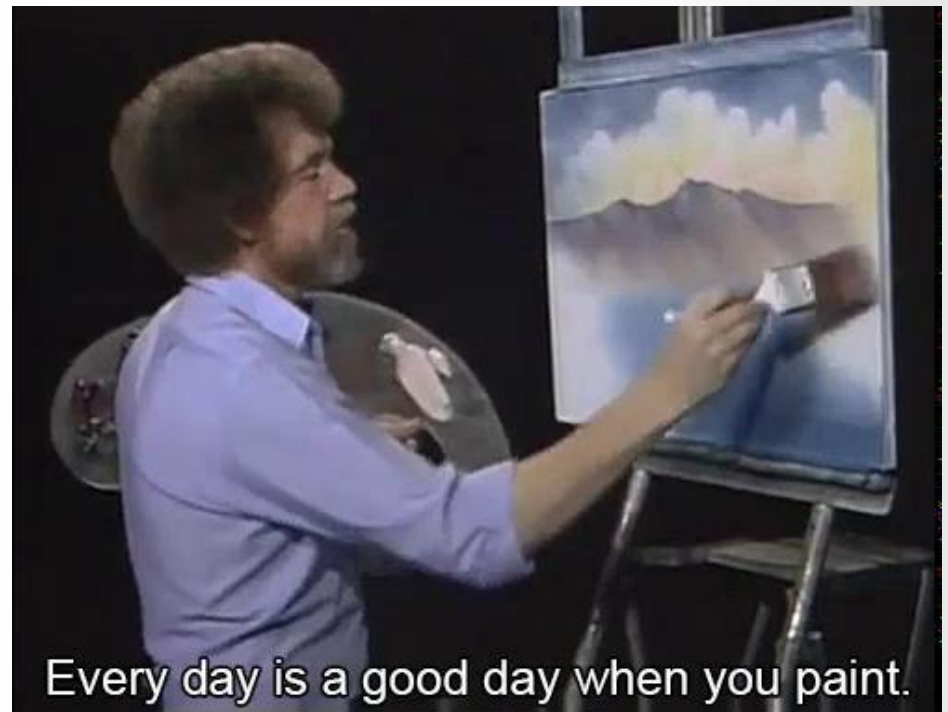
- **Twitter**
 - *Many businesses and organizations use Twitter*
 - *Fairly evenly distributed across demographics*
- **Instagram**
 - *Highly visual – great for artists and photo content*
 - *Reach those millennials!*
- **Facebook**
 - *Still the largest social media site*
 - *Demographics are veering older and primarily female*
- **LinkedIn**
 - *Corporate audiences – promote larger special event spaces*
- **YouTube & Vimeo**
 - *Supported by all social media platforms – share your videos!*
 - *YouTube is Canada's second most popular social media network*

PROMOTE YOUR SPACE

Stand out with these Social Media add-ons!



- Boomerang and Giphy
 - short videos on Twitter and Instagram
- Photo collage
 - PicJointer, Photoframe, Splitpic, lots of apps
- Reposting Apps
 - enables reposting of images on Instagram



GIVE YOUR SPACE A VOICE

Social Media

Tweets

Tweets & replies

Media

Likes

📌 Pinned Tweet



GIANT BLUE RING @Gia... · 12 Aug 15 ▾
Lake selfie... #yyc



💬 20

↻ 50

♥ 381



GIVE YOUR SPACE A VOICE

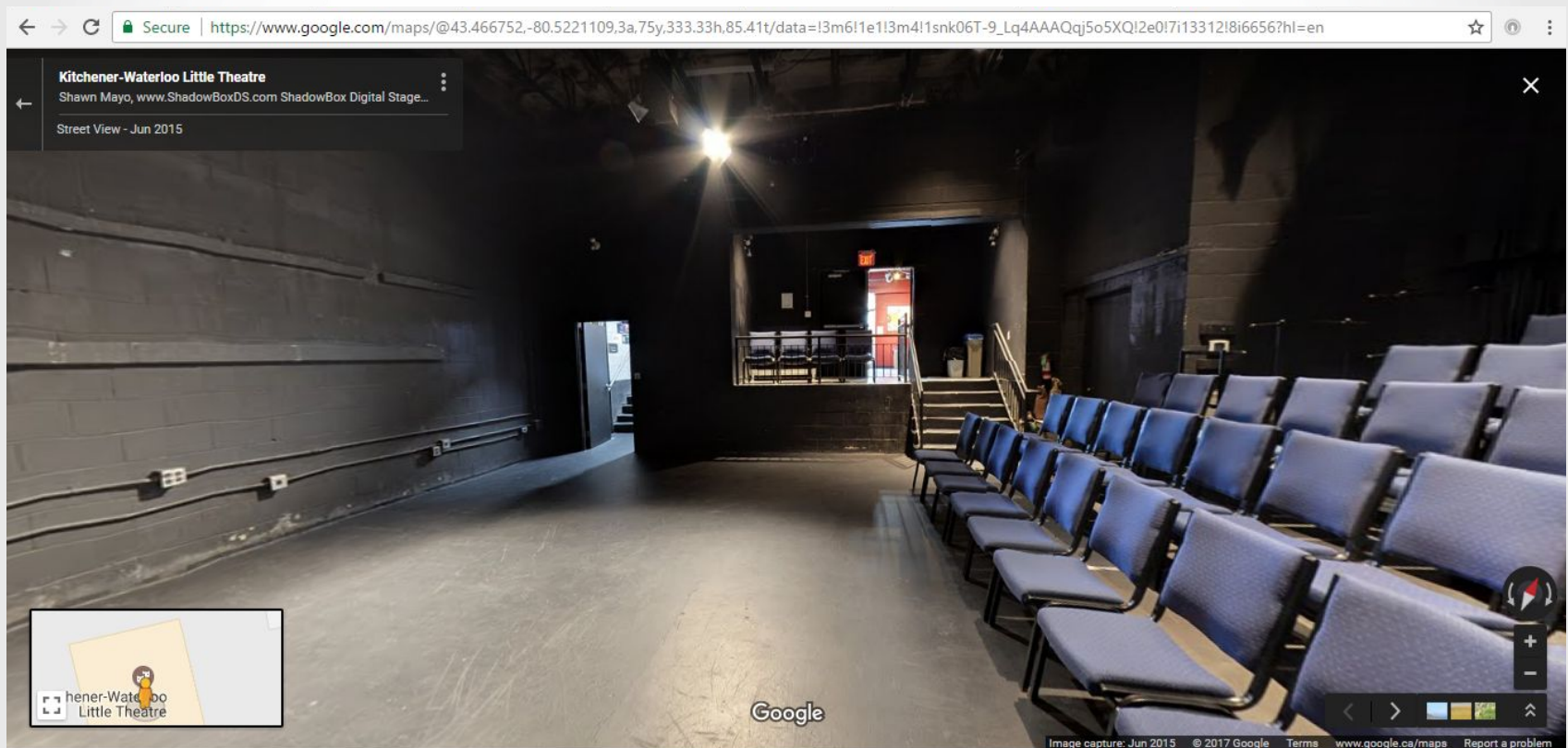
Social Media



GIVE YOUR SPACE A VOICE

Google 360

[Kitchener Waterloo Little Theatre](#)



YOUTUBE AND VIMEO



YouTube and Vimeo are video social media platforms you can use to promote your space!

- [Hub14](#)

Resources to make short movies:

- iPhones
- MovieMaker or iMovie
- Adobe Lightroom
- Cameo by Vimeo

You may not know how to do this, but you know a young person who does!

ADVERTISE WITH SOCIAL MEDIA



Advertising your space online through social media can be a more affordable means of promoting your rental space over other traditional methods, like print ads.

- Facebook and Instagram Ads
 - [Facebook Ads Guide](#)
- LinkedIn Ads
 - [LinkedIn Ad Guide](#)
- Google Adwords
 - [Google Adwords Guide](#)

EXPOSE YOUR SPACE



You can expose your space through a variety of in-person experiences. These events can help your renter audience envision themselves using your space.

- Events/Specials
- Low Cost events i.e. open house
- Contests/special rates/recurring event special
- Over-road banners and sandwich boards

EXPOSE YOUR SPACE

Gladstone Hotel



ARTSBUILDONTARIO

LEARNING
SERIES

Gladstone H
chris mejas
afternoon
@Gladsto



Gladstone Hotel @GladstoneHotel · Jan 23

Didn't get a chance to visit GladstoneHotel for #CUTMR2017? Here's what you missed via @torontolife bit.ly/2jTMIao



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EXPOSE YOUR SPACE

The Cotton Factory



Held an Open House in tandem with the Hamilton Chamber of Commerce Business After Business monthly gathering.

- Exposed tenants to new clients
- Showcased their space and how it is being used



EXPOSE YOUR SPACE

Group Work



Brainstorm a low cost event that your organization could host in your space that would appeal to your current and target renter audience.

What type of event would you hold?

What key messages would you use?

How would you market it?

SHAMELESS SPACEFINDER PLUG



SpaceFinder Alberta
BY FRACTURED ATLAS

www.spacefinderalberta.org

SpaceFinder is a FREE searchable database of spaces and venues available for rent.

Artists and the general public can use SpaceFinder to find spaces for rehearsals, performances, meetings, launches, and events, to name a few.

SPACEFINDER ALBERTA

Community Sourced Tool



QUESTIONS



Join us for two other workshops:

- Space Rentals for Beginners
- Best Practices for Managing Risk in Space Rentals

Contact

spaces@calgaryartsdevelopment.com

to find out when these workshops are offered



We and ArtsBuild Ontario recognize the support of our funder for this workshop and The Learning Series:

Canada 



**calgaryarts
development**

Keep in touch!
spaces@calgaryartsdevelopment.com