Twenty-seven years after the launch of a bold experiment called the Cooperative Marketing Program (CMP), it continues to be a vital and relevant marketing resource for scores of cultural non-profit organizations in Broward County.

Just one of a handful of similar cultural advertising programs within the United States, CMP has made an indelible mark on the entire South Florida arts scene through vision, expertise, and partnerships.

Administered through ArtServe, an award-winning non-profit and cultural powerhouse in its own right, the Co Op program executes media planning and ad placements on behalf of Broward based non-profit cultural organizations and individual artists. CMP was designed to educate its participants with engaging workshops and assist in stretching advertising budgets including design, placement, and planning -- making ArtServe the ideal organization to implement such a vast, detailed, and multi-disciplinary program.

Whether the program is measured in reported financial transactions, professional development workshops, or the increase in cultural engagement, the result is clear: the CMP experiment has succeeded and continues to be force of excellence in Broward County through strong relationship building, promise keeping, and verifiable data management. The relevance of Co Op Marketing cannot be understated, and the ad program, as it stands today, is the best that it has ever been.
CLIENT PARTICIPATION

Better engagement. Enhanced outreach. The Cooperative Marketing Program, in the FY18 season of advertising, experienced a notable positive shift in ad sales and client participation. Through the implementation of strong media planning and engaging customer service, the program has established new relationships and media deals which has had a positive impact on the clients served by CMP each day.

All told, the aggregate advertising spend for FY18 was $556K, which accounts for a total of 4,057 advertisements -- or roughly 80 ads processed each working week. The total number of placed advertisements rose by 8% on top of FY17’s 61% increase.

The growth of client participation can be attributed to the variety of effective advertising and marketing tools. The constant pursuit of packaged ad deals and lower overall ad prices has led to the largest mix of products available to Co Op clients per dollar spent.

Print buys are routinely packaged with email blasts, banner ads, pre-roll, and social media -- and all of this combined with the BCD subsidy gives CMP clients a unique advantage over their for-profit counterparts, and a competitive edge in the media marketplace.

Media players such as Island Origins, Outclique, SunSentinel, and more, have created new packages specifically for CMP program users, making their various products more attractive to our high, mid, and low budget clients.
CASE STUDY:
ART + CULTURE CENTER OF HOLLYWOOD

The Art and Culture Center of Hollywood presents contemporary gallery exhibitions, live stage performances, and high-quality education programs for adults and children.

Based in the city of Hollywood, Florida, the Art and Culture Center of Hollywood has been a leader for contemporary artistic excellence, a curatorial innovator, and a hub of creative partnerships on the south side of Broward County.

The Center fosters a creative environment where challenging work can flourish through programs that reflect the highest standards of artistry and diversity.

The Art and Culture Center of Hollywood represents the typical low-budget client Co Op was designed to assist. Armed with 6.3K for marketing, CMP was able to purchase 9.5K in marketing assets on their behalf, allowing for a more diverse range of media assets in their marketing plan.

Additionally, the Art and Culture Center of Hollywood benefits from a grant which mandates advertising outside of their county to attract new attendees to their facility. This situation makes the Co Op program a unique asset to the culture center for identifying media vehicles to deliver their message to a broad new audience.

Co Op services helped them achieve their advertising goals though an initial consultation, budget overview, media planning, and affordable wide ranging advertising.
VENDOR RELATIONSHIPS

In all media categories, FY18 saw considerable expansion in both the total list of vendors and the products they deliver. Most notably, there was a significant increase in online ads.

The performance of the NewTimes, both in 2018 and in the first quarter of 2019, has shown to be a powerful player in the realm of CMP digital advertisers. The difference between digital and print services has reversed so significantly that, as of this report, the New Times is now considered a digital outlet with some print services — where the opposite was true just four years ago.

LOCAL PRINT
- Art Hive
- ArtsPaper
- Broward Family Life
- City News Miramar
- Culture Owl
- Facebook
- Fort Lauderdale GULSTREAM
- Fort Lauderdale Family
- Fort Lauderdale Mag
- Gulfstream Media
- Hot Spots
- Island Origins
- Lifestyles
- Miami Herald
- Our City Media
- Out Front Media
- Outtique

Pompano Pelican
Riverwalk
South Florida Gay News
South Florida Parenting
Sports & Activities
Sun Sentinel
Venice MAGAZINE
Westside Gazette

TELEVISION
- Comcast
- PBS
- Out and About

TOURIST PRINT
- TravelHost
- Great Locations
- Where Magazine

RADIO
- WLIR
- WDNA
- Cox Media
- Entercom

ONLINE/DIGITAL
- ArtCircuits
- Constant Contact
- New Times
- Miami Art Guide
- Data Cleque

PUBLIC/MOVIE
- Sun Trolley

FROM PAGE 9M

KITCHEN

kitchen remodel. They decided to channel the look of a charming French country kitchen with Old World maple cabinets and an oak floor. The centerpiece of the space is a marble-topped oval wooden table that serves as a free-standing island. Its base is painted a traditional Provencal green (Parsley Snips by Benjamin Moore). "An island is a good way to bring color into a kitchen, as it's easy to change out or repaint," Cramer says. "I think this is a really happy green and a really happy space." The shade coordinates with the pale green BlueStar French door oven and gas range they chose to complete the room.

SINKS

A sink may be an unexpected place to add color, but it can turn into a focal point of a kitchen. Farmhouse sinks with their big apron fronts are one of the hottest looks at the moment, H-Millard says. "We've been doing color in Europe for our sinks for about 20 years now," says Akgun Seckiner, president of Bocchi USA. "Americans used to be only interested in biscuit and white." But now fireclay farmhouse kitchen sinks by Bocchi ($650-$2,188) are available here in nine colors that include Sapphire Blue (but not yet the red and purple that are available in the brand’s European line). The apron-front style lets the color show through even in the room. The Elkay brand recently rolled out stainless farm-house sinks with interchangeable apron fronts in several colors ($750-$1,149); aprons $250-$449). Using color on a sink, says H-Millard, gives it the ability to become a design element instead of just a fixture.

FAUCETS

Your choice of faucet finish used to be stainless, nickel, chrome or bronze. Now you can dress up your faucet with color. The Essence Semi-Pro single-handle faucet by Grohe is available with interchangeable silicone hoses in nine colors including yellow, purple and green. (The faucet, $699-$899, is sold with a standard black hose; additional hoses are $85.) You can use a color to tie in a stand mixer or back-splash of the same hue. Or you can just make this faucet the only color in your kitchen. "Think of using a pink or red faucet," says Noelle Giblin, Grohe’s senior director of faucets. "It would put a real splash in an all-white kitchen."
VENDOR TOP PERFORMERS

Over the last four years, the Co Op program has deployed a model of aggressive engagement and product discovery. This shift has become evident in both the aggregate numbers as well as the relationships built and maintained by the program manager.

The success of CMP is proof that relationships matter. The core of Co Op is built on trust, accountability, and good old-fashioned customer service. The healthiest relationships lead to networking, exploration of new ideas, and new ways to transact business in a well-established program, and the numbers show this.

CULTURE OWL
Through a series of regular meetings in 2015, the publisher and sales staff of Culture Owl met with the ArtServe staff in order to introduce a new product line up. Over several meetings and phone calls, a non-profit pricing structure was created which fit the budget needs of the CMP clients. Through relationship building and negotiating, Culture Owl has seen nearly a five-fold increase in business.

NEW TIMES
The performance of the New Times, both in 2018 and in the first quarter of 2019, has shown to be a powerful player in the realm of CMP digital advertisers. The difference between digital and print services has reversed so significantly that, as of this report, the New Times is now considered a digital outlet with some print services -- where the opposite was true just four years ago.
VENDOR TOP PERFORMERS

WLRN PUBLIC MEDIA

Several Co Op advertisers swear by WLRN’s power to bring much needed attention to their projects. However, the cost is too great for too many. Through a series of meetings and phone calls, a low cost $990 deal was negotiated which yielded an affordable new product: 15 second ads. Because of this, small organizations like Girls Club and South Florida Jazz are now in the WLRN bandwidth -- a place they have never advertised before. Both medium and large organizations capitalized on the power of this deal as well. Groups like Gold Coast Jazz and Symphony of the Americas have annual schedules booked with this Co Op deal allowing them to stretch their ad dollars and grow their market footprint.

TRAVELHOST MAGAZINE

One of the most complex relationships in the Cooperative Marketing Program is with TravelHost - a CBE vendor. The tourist-oriented publication represents a true economic engine for CMP and in the tourism arena writ large. The multi-spread Co Op section as well as the ArtsCalendar Page and the wide variety of advertisers make this section both challenging to produce, and thrilling to publish.

The power of “the section” is one that is coveted by many publishers, creating competition while displaying the power of the Co Op. While TravelHost’s relationship with long-term CMP clients is well established, there are still gains to be made -- this is the operating basis of the relationship between TravelHost and ArtServe. Regular meetings and a close relationship with their production team ensure a culture of exploration and discovery with this valued CBE vendor.
This was a breakout year for online assets with a whopping 283% increase in spending. The demand for online assets was so significant, it demanded that some vendors be shifted from their traditional categories into the online category -- most notably, the New Times.

Known in the past as a print vendor with some digital assets, the vendor sold only 20% of their print products to CO OP clients throughout the past 24 months, leading to a wholesale shift in their categorical placement for this report.

### 2018 CATEGORY BREAKDOWN

<table>
<thead>
<tr>
<th>Description</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>3,217</td>
<td>6,782</td>
<td>11,068</td>
</tr>
<tr>
<td>Radio</td>
<td>46,595</td>
<td>105,820</td>
<td>109,378</td>
</tr>
<tr>
<td>Local Print</td>
<td>148,273</td>
<td>213,057</td>
<td>164,409</td>
</tr>
<tr>
<td>Tourist Print</td>
<td>123,490</td>
<td>148,320</td>
<td>179,101</td>
</tr>
<tr>
<td>Public/Mall/Movie</td>
<td>22,579</td>
<td>21,731</td>
<td>21,336</td>
</tr>
<tr>
<td>Online</td>
<td>9,372</td>
<td>18,694</td>
<td>71,680</td>
</tr>
</tbody>
</table>

### Comparison of Units Sold by Year

<table>
<thead>
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</table>

### Financial Summary

- **Total Ad Spend**: $556,992 (+8%)
- **Number of Ads**: 4057 (+8%)
- **Per Ad Average**: $137 (-1%)
- **Per Ad CO OP**: $91 (-1%)
2018 SPENDING BY MONTH

An average of 338 ads were executed by Co Op on a monthly basis. The high number of ads in November reflect radio buys on WLRN and ENTERCOM for groups like Camelot Days and Gold Coast Jazz. In April, just three vendors, OutFront Media, Great Locations, and TravelHost, combine for 40.5K of the 71K monthly total.

The unusually high number of ads for the month of September reflects the reality of fiscal month 12 being a “catch all” month in which pending and/or previously unreported items are finalized. The implementation of CMP AD PRO has greatly diminished the prospect of this in the future.

<table>
<thead>
<tr>
<th>MONTH</th>
<th>AD SPEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCT</td>
<td>266</td>
</tr>
<tr>
<td>NOV</td>
<td>382</td>
</tr>
<tr>
<td>DEC</td>
<td>132</td>
</tr>
<tr>
<td>JAN</td>
<td>126</td>
</tr>
<tr>
<td>FEB</td>
<td>484</td>
</tr>
<tr>
<td>MAR</td>
<td>229</td>
</tr>
<tr>
<td>APR</td>
<td>213</td>
</tr>
<tr>
<td>MAY</td>
<td>235</td>
</tr>
<tr>
<td>JUN</td>
<td>130</td>
</tr>
<tr>
<td>JUL</td>
<td>542</td>
</tr>
<tr>
<td>AUG</td>
<td>127</td>
</tr>
<tr>
<td>SEP</td>
<td>1191</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4057</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MONTH</th>
<th>AD EXPENSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCT</td>
<td>$45,407.75</td>
</tr>
<tr>
<td>NOV</td>
<td>$67,976.99</td>
</tr>
<tr>
<td>DEC</td>
<td>$26,807.00</td>
</tr>
<tr>
<td>JAN</td>
<td>$38,871.74</td>
</tr>
<tr>
<td>FEB</td>
<td>$50,585.75</td>
</tr>
<tr>
<td>MAR</td>
<td>$45,660.00</td>
</tr>
<tr>
<td>APR</td>
<td>$71,737.66</td>
</tr>
<tr>
<td>MAY</td>
<td>$53,452.88</td>
</tr>
<tr>
<td>JUN</td>
<td>$30,895.50</td>
</tr>
<tr>
<td>JUL</td>
<td>$42,928.66</td>
</tr>
<tr>
<td>AUG</td>
<td>$20,243.82</td>
</tr>
<tr>
<td>SEP</td>
<td>$62,424.33</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$556,992.08</td>
</tr>
</tbody>
</table>
FIVE YEAR TREND: TV + RADIO

Clients spent nearly ten times more on radio than on television in FY18. The reason is simple -- WL RN is perceived as the best way to reach a broad tri-county market of engaged, educated, and family-oriented arts lovers. Meanwhile, many clients lack video creation tools and perceive television as a luxury expense they can scarcely afford.

While the “on-demand” digital products offered by many TV stations are currently under consideration by the CO OP program, the choice of the clients is evident in the charts below - in the CO OP program, radio is king.

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FIVE YEAR TREND: LOCAL vs. TOURISM

The ad buys for local print in FY18 dipped 20% from the previous year and is attributed to the massive increase in online ad sales.

Tourist print, fueled primarily by TravelHost, continued its reign as a behemoth, increasing the overall total by 20% in this category.

Local print and tourist print combined for $343K, or 60%, of all Co Op spending in FY18, proving again that print is affordable and relevant to the needs of the program clients.

Saturday, March 17, 2017
Sunday, March 18, 2017

For tickets please call 954-832-0060 or www.TheFTLGMC.org
$25 General Admission and $40 VIP

SPECIAL GUESTS
Lisa Yoeman, Broadway Soprano, starred as Christine Daae’ in The Phantom of the Opera
Martha Ryan, Classical Mezzo Soprano, direct from Lincoln Center

Funding for this organization is provided in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council

Our Time With

HENRI SONDHEIM

THE

Martha Bartz, Classical Mezzo Soprano, direct from Lincoln Center
FIVE YEAR TREND: PUBLIC / ONLINE

This was a breakout year for online assets with a whopping 283% increase in spending. The demand for online assets was so significant, it demanded that some vendors be shifted from their traditional categories into the online category -- most notably, the New Times.

Known in the past as a print vendor with some digital assets, the vendor sold only 20% of their print products to CO OP clients throughout the past 24 months, leading to a wholesale shift in their categorical placement for this report.
Clients can ditch the scanner and approve their CO OP orders on a smart phone from their seat on an airplane. They can create and edit orders from anywhere, review their annual budget, and explore new media options -- all from a desktop or mobile device.

ArtServe’s Co Op team can review, edit, and approve orders at a glance. Downloading insertion orders and generating government reports now happen in a fraction of the time, but with laser precision. From work, from home, or even in the backseat of a rideshare, AD PRO puts the program data in the hands of the Co Op team.

Developed by Doc Solutions, CMP AD PRO is a game-changer for CMP clients and administrators alike. Since the introduction of AD PRO, the Cooperative Marketing Program has taken a huge leap forward by abandoning the world of paper and adopting a fully digital data solution. The future of Cooperative Marketing is looking up -- and it will only get better thanks to CMP AD PRO.

Missing Items Report:
This report will contain order items that have insertion dates past today’s date that have no Invoice or Tear sheet.

GENERATE MISSING ITEMS REPORT

Monthly Report:
This report will contain order items that have been processed for the month. The following pages will contain the full Insertion Order, Invoice, & Tear Sheet for each order item.

Current Year Range: (10/01/2018 - 09/30/2019)
STATEMENT OF OPERATIONS

BEGINNING AMOUNT: OCTOBER 1, 2016

REVENUE
CULTURAL ADVERTISING 194,647
ORGANIZATION’S CONTRIBUTIONS 362,345
PLACEMENTS 48,000
PRODUCTION 36,000
OPTIONAL SRVC PER COUNTY ADMIN 19,009

TOTAL REVENUE 660,001

AMOUNTS
PROGRAMS ADVERTISING 556,992
PLACEMENTS 48,000
PRODUCTION 36,000
OPTIONAL SRVC PER COUNTY ADMIN 19,009

TOTAL EXPENSES 660,001

ENDING AMOUNT: SEPTEMBER 30, 2018

CBE VENDOR PAYMENTS 129,392
ARTS CALENDAR CAMPAIGN

Broward Cultural Division's roll out of the beautiful new ArtsCalendar website spurred the need to educate the public through a series of engaging and cheeky ads.

Placed throughout all marketing avenues available through Co Op, the ad campaign sought to deliver a wide audience of art lovers, patrons, as well as those who wanted to find culturally engaging activities in Broward County.
In order to break away from the perfunctory and routine Co Op member orientation meetings, the leadership of Broward Cultural Division and ArtServe formulated a new concept and direction with the Marketing Morning Happy Hour. Complete with fizzy drinks, bike ground coffee, gourmet donuts, and a program of expert marketing pros, the event was a smashing success which was enjoyed by all who attended.
2018 ANNUAL REPORT

BROWARD CULTURAL DIVISION
COOPERATIVE MARKETING PROGRAM
October 1, 2017 - September 30, 2018

Funding for this project is provided in part by Broward County Board of Commissioners as recommended by the Broward Cultural Council.

The Cooperative Marketing Program is administered by ArtServe, an award-winning non-profit which transforms the cultural landscape of South Florida by fostering entrepreneurial growth and educating the arts leaders of tomorrow.

ArtServe is on the leading edge of cultural engagement in South Florida by being an inimitable and consistent resource for artists, cultural organizations, and community members who are interested in growing their business, expanding their network, or benefiting from professional development through classes and educational workshops.

The Cooperative Marketing Program advertising coordinator is Ed King. His career with ad agencies was preceded by top marks and awards in art school. King later owned Ed King Pop Art for over a decade where he marketed EKPA like an agency client, leading to awards, recognition in the press and multiple sales to his numerous collectors. Named in the press as one of the top five pop artists and one of the most creative minds in South Florida, King closed his career by winning “best in show” at his final pop art exhibition. Ed King began working for ArtServe in December of 2014 where he fiercely advocates on behalf of the Co Op clients he represents while acting as a full-throated ambassador for ArtServe’s mission.

“Co Op is successful on a micro and macro level. Cultural organizations are able to market themselves more effectively, local media outlets are booking new business, and the community at large is being transformed.

Collaboration is truly a key to success and this partnership with Broward Cultural Division, Broward County creates an exciting win-win-win scenario.”

JAYE ABBATE / PRESIDENT & CEO OF ART.Serve / 2018