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LEAGUE OF CHICAGO THEATRES LAUNCHES CHICAGO COMMUNITY CULTURAL DATABASE

FIRST DATA UPLOAD INCLUDES MORE THAN 1.2 MILLION UNIQUE HOUSEHOLDS

CHICAGO – (April 12, 2010) The League of Chicago Theatres is pleased to announce the launch of the Chicago Community Cultural Database. The new program is a cooperative, web-based patron community database, built and operated by TRG Arts (www.trgarts.com). The purpose of the Community Cultural Database is to simplify mailing list exchanges, improve marketing intelligence, and save time for cultural marketers while cutting costs for League members.

The initial upload of patron data includes more than 1.2 million unique households with 40 participating organizations; this is the first database of its kind to surpass one million unique households at its launch.

The database provides numerous benefits for participating arts organizations including:

- **Extensive Research and Analysis.** The database of Chicago cultural patrons will help arts organizations identify trends, bust myths, and make their audience retention and development efforts more effective. The Community Cultural Database will teach organizations more about the community and allow each organization to learn more about the people coming through their doors.
- **Easy, permission-based list trading for direct mail campaigns.** Rather than having to manually track requests, compile, and e-mail lists, arts organizations can use the on-line functionality (TRG's eMerge software system) to request and execute trades. And since the system is permission-based, arts organizations can suppress specific records (donors for example) and have total control over what lists and with whom they trade.
- **Free Quarterly National Change of Address (NCOA) data hygiene.** In order to ensure that arts organizations have the most up-to-date information for their patrons, the Chicago Community Cultural Database goes through a free quarterly National Change of Address data hygiene; information on patrons is returned to arts organizations each quarter to keep their in-house records current.

More than 40 Chicago area performing arts organizations have signed on to participate and new organizations will be added quarterly. Participation is free and open to members of the League of Chicago Theatres.

TRG is the nation's leading provider of data management and consulting services in support of community cooperative database initiatives and currently operates many of the largest cooperative databases in cities throughout the country. In addition to Chicago, TRG is managing and developing data communities in Denver, Philadelphia, Houston, Los Angeles, the state of New Jersey, and Seattle with several new programs in development.

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THE LEAGUE OF CHICAGO THEATRES

Founded in 1979, the League is an alliance of theaters that leverages its collective strength to promote, support and advocate for Chicago's theater industry locally, nationally and internationally. Currently, the League serves a diverse membership of more than 190 theaters and theater companies, ranging from small storefront, non-union companies to major cultural centers with multi-million dollar facilities and productions.