



houstonartsalliance

it all starts here

For Immediate Release

Contact:

Marta Fredricks / Jamie Sava
Dancie Perugini Ware
Public Relations
713.224.9115
Marta@dpwpr.com
Jamie@dpwpr.com

Arts Database Management Project (ADMP) Reaches More Than 1 Million Unique Names

Houston Arts Alliance serves as lead agency for initiative

The Houston Arts Alliance (HAA) announces more than 1 million unique names in the Arts Database Management Program, (ADMP) a project that came to fruition one year ago and is managed locally by HAA and administered by Target Resource Group (TRG). HAA serves as the lead agency for this initiative, which provides a centralized, accessible database to local arts organizations for the purposes of audience outreach and development. Wells Fargo Bank granted partial start-up funding.

In 2007, the Convention & Entertainment Department of the City of Houston (C&E) recognized the need in the arts and culture community for a centralized, accessible database for the purposes of audience outreach and development. In light of this need, C&E requested and received a proposal for the creation and maintenance of a community database management program from Target Resource Group (TRG), a firm offering marketing consulting and direct response services to the arts and cultural industry throughout North America.

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 Houston, TRG currently is managing and developing data communities in Philadelphia, PA; Denver, CO, Los Angeles, CA; Chicago, IL; and Seattle, WA.

More than forty organizations have chosen to be involved in the shared database program. HAA covers the initial costs of the database including data collection, merging and purging of data and National Change of Address (NCOA) reports, which is a tremendous saving to participating organizations. HAA offers the database program as a service to the field with no fee to Hotel Occupancy Tax (HOT) fund recipients, and only a modest fee for other arts organizations.

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This database program enables participating organizations to exchange lists quickly and efficiently while sharing list hygiene expenses and taking advantage of the research and analysis tools that reflect cultural attendance and behavior within the market. The Houston Ballet, Houston Symphony, Talento Bilingue de Houston, the Museum of Fine Arts Houston, the Health Museum, Dominic Walsh Dance Theatre, Houston Center for Contemporary Craft and Dance Source Houston are among some of the participating organizations.

About Houston Arts Alliance

The Houston Arts Alliance is a 501(c) (3) charitable organization that seeks to advance the nonprofit arts industry in the Houston region, thus contributing to the enhancement of the region's quality of life, economic competitiveness and attractiveness as a tourist destination. Its mission is to nurture, fund, advocate, and promote participation in the arts in Houston and Harris County. For more information, visit the web site at www.haatx.com

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