

Arts Database Management Program (ADMP) Testimonials

The ADMP program has proved critical in the success of our mailing campaigns, helping us reduce mailing costs and target and focus our mailings to the right audience.

-- Jordan Witherspoon, Marketing Director - Mercury Baroque

The Houston arts community database is a terrific resource for marketers. It automates the process of organizing list exchanges between different organizations, eliminating the very time consuming process of sending out e-mails and making follow-up calls to manually request the use of other companies' lists. The database also provides extremely valuable market intelligence, such as cross penetration reports that detail the overlap between patrons of Houston Ballet and other arts organizations.

The Houston Arts Alliance played a leadership role in making the arts database management project happen in Houston, and provided Houston arts marketers with an extremely powerful tool for reaching new customers and making more efficient use of limited marketing dollars. Very few cities across the U.S. have a resource like the arts community database, but several other major urban areas are following Houston's lead in developing this resource.

-- Andrew Edmonson, Director of Marketing & PR - Houston Ballet

The ADMP program has become an invaluable tool for us as we grow and broaden our reach to people living in and around our community. To have access to a highly structured client database, in order to target market our service and information to, has saved our organization countless hours of marketing research time (and money!) we otherwise could not afford. Sharing our client database with other organizations has fostered relationships and strengthened our reputation within the business community and for that we are grateful to be a member of this successful program.

-- Lisa Connolly, Director of Marketing & Public Relations - Katy Visual & Performing Arts Center

Our city is fortunate to have a Houston Community Database for the arts. Without this service, we would not have been able to reach people who may never have come through our doors.

-- *Maxine Silberstein, Dance Director - Jewish Community Center of Houston*