



**CASE STUDY**

**Developing A Marketing Strategy for A Performing Arts Center**



**TEMPLE PERFORMING ARTS CENTER**

**Client Profile**

The Temple Performing Arts Center (TPAC) operates with a purpose to offer cultural and academic programming to the Temple community and the Philadelphia region. The recently re-purposed, state-of-the-art 1200 seat venue re-launched in early 2012, creating new possibilities for hosting high quality arts, business, and private events on Temple’s campus.

**The Project**

TPAC engaged Fox Management Consulting (Fox MC) at Temple University’s Fox School of Business to develop a strategy to successfully maximize the potential of the TPAC, engaging the both the Temple and broader Philadelphia communities. The strategy included opportunities to increase event attendance, improve bookings, engage donors, and ultimately build financial longevity for the center.

**Recommendations**

TPAC has an opportunity to provide the type of entertainment that college students could get at a competing contemporary music venue in Philadelphia. It has a distinct advantage because it is conveniently located on campus, with access to thousands of college students.

When reaching out to future customers, partners and sponsorships, TPAC has a specific value proposition built from the mission and vision statements. TPAC offers their market trendy and upcoming entertainment in an intimate setting, at a convenient location, and an affordable price.

By booking shows that appeal to young audiences, TPAC can begin to build a strong, loyal customer base. These shows will drive revenue, and lead to new sources of funding, including a revolutionized system of soliciting corporate and individual donors. Once revenue is stabilized, TPAC can begin offering community education programming.



**Temple students**



**Young, hip entertainment lovers**



**Temple faculty & staff**



**Education**



**Year 1**

**Year 5**