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Arts Council Silicon Valley and Artsopolis Presents...
The Pricing Institute, May 11-13, 2009
*Institute to Provide Key Insights in Pricing Strategies and Implementation
to Bay Area Arts Organizations*

May 11, 2009 / Workshop: Sheraton Hotel, Palo Alto, CA, 9:00AM-4:00PM
May 12, 2009 / One-on-One Consultations: Arts Council Silicon Valley, San Jose, CA
May 13, 2009 / One-on-One Consultations: Hosted by Theatre Bay Area, San Francisco, CA

San Jose, CA, April 15, 2009 – In an effort to help arts organizations capture the full income potential of their programs, Arts Council Silicon Valley (ACSV) and Artsopolis (a non-profit program of ACSV), in partnership with Theatre Bay Area, are proud to bring The Pricing Institute to the San Francisco Bay Area, May 11-13, 2009. The Pricing Institute Intensive gives arts professionals an introduction to key concepts in pricing strategy and implementation and provides one-on-one consulting sessions with pricing practitioners. Participants will first attend a one-day intensive workshop on May 11, 2009, at the Sheraton Hotel, in Palo Alto, California. This will be followed by two days of one-on-one consultations, May 12-13, 2009, (to be scheduled at the workshop on a first-come, first served basis), and to be held at the Arts Council Silicon Valley in San Jose and in San Francisco (hosted by Theatre Bay Area). Costs to attend the Pricing Institute are \$50 for the first person from an organization (this includes meals and parking), and \$25 for each additional person from the same organization. For more information on reservations and registration fees, please go to: www.artsopolis.com/pricinginstitute

ABOUT THE PRICING INSTITUTE

The Pricing Institute is a joint venture among Steven Roth, a Boston-based independent marketing consultant with experience in both commercial entertainment and nonprofit arts marketing; Baker Richards Consulting, one of Europe's leading consultancies providing marketing, data analysis and pricing counsel to the arts; and WolfBrown, a leading U.S. arts management consulting firm. The Pricing Institute has helped arts organizations throughout the U.S. capture the full income potential of their programs in various ways such as helping them adjust their ticket prices in response to actual sales patterns and providing tools to help organizations forecast the impact of price changes on income and attendance. For more information on the Pricing Institute and its services visit: www.thepricinginstitute.com

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“Given the current economic climate, arts organizations must examine their pricing infrastructures and tools to ensure that they are being leveraged and utilized appropriately,” said Jeff Trabucco, Interim Managing Director for the Artsopolis Marketing Partnership. By attending The Pricing Institute’s workshop and consultations, arts organizations will be better equipped to serve their audiences and from a business perspective they will flex more seamlessly in these ever-changing economic conditions.”

THE PRICING INSTITUTE SUPPORT

Underwriting for the Pricing Institute is provided by Adobe, The William and Flora Hewlett Foundation, and the James Irvine Foundation.

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ABOUT THE ARTSOPOLIS MARKETING PARTNERSHIP (AMP)

The Artsopolis Marketing Partnership (AMP) exists to give visibility to Silicon Valley arts and cultural organizations in order to expand audiences and create a more vibrant and engaged civic and cultural community. AMP strives to enhance and strengthen the marketing capabilities of these regional organizations with collaborative marketing efforts and by leveraging resources through partnerships with other agencies, funders, and businesses. Established in July 2002, AMP is a nonprofit program of Arts Council Silicon Valley.

ABOUT ARTS COUNCIL SILICON VALLEY

Arts Council Silicon Valley is an independent, nonprofit arts agency dedicated to providing funding, advocacy support, and marketing services to the region’s arts organizations and artists. As the official state/local partner with the California Arts Council, the County of Santa Clara, and the National Endowment for the Arts, Arts Council Silicon Valley is the largest nonprofit arts council in the state. Since the organization’s inception in 1982, the Arts Council has provided nearly \$24 million in grants and services to local arts and cultural organizations, individual artists, schools, and community groups. For more information on Arts Council Silicon Valley go to: www.artscouncil.org