



Executive Director Updates

Sept-Oct 2022-2023

Deb Maher

Strategizing on moving forward

I am working with staff on ways to be more efficient and generate income to support the organization. We are prioritizing activities that we think will lead to more income and cut expenses. We are managing our current financial situation as we, like most venues, are coping with a potential “COVID cliff”.

I have spoken about our goal to achieve sustainability after such a large infusion of public dollars (SVOG grant). This major grant got CCPA back on our feet and now we must stay on our feet.

More Earned Income to Offset Grant Funding

We need to generate more earned income from shows with higher attendance rates and higher ticket prices, where possible. Skyeler is doing an excellent job booking shows and making significant contacts in the music industry that are translating to bookings.

Other Earned Income Efforts

- Increased beer and wine prices so they match the Eugene market.
- New merch! We now have photos that will be posted on the website. I will also be seeking a sponsor to contribute the necessary materials to build our kiosk.
- Proposed cookbook; as a volunteer effort

Improved Media and Branding

Skyeler and Kayla have been working with Mike Walker to create a database that notifies prospective ticket buyers about upcoming shows. We currently have about 20,000 names and emails of past ticket buyers and this includes members too. Creative emails have started going out and we are seeing an uptick in clicks and buys.

Our consultant, Doug Fuchs, has been advising Skyeler on ad plans for particular shows to help increase ticket sales.



Community Center for the Performing Arts

Other Media

I am now working with a media consultant for KEZI T.V. and exploring how to promote the WOW Hall with local business sponsors. In addition, I am working with a pro bono Google consultant to raise our profile on Google so that when people search for a venue, they find WOW Hall at the top of the list. (Search Engine Optimization= SEO)

Increasing Contributed Income

We are continuing to write proposals and have some good news!

- We received a check from the State legislature for \$41,350. This will help with our cash flow.
- We are expecting another check for \$24,000 from the Miller Foundation by the end of October.
- We still are looking for a \$20,000 Employee Retention Check
- And we are expecting a \$30,000 check from the Oregon Cultural Trust for the Raise the Roof Campaign.

We have submitted three more proposals; we will wait to hear the outcome:

- Oregon Community Foundation
- Kinsman
- Chambers Family Foundation

Raise the Roof Campaign

- Mailed out letters to our members asking for support and sent an email blast. We are already getting responses. The QR code seems to be a big help!
- Upcoming Bollywood Horror Dance Party; Oct 26th. The Board can help promote it. ***I am attaching the poster.***

We are getting more help from volunteers

Lake (Taylor) is working with a talented group of volunteers who are helping to get the new volunteer database up and running. This will be a big help in creating an inventory of talent, tracking shifts, and comps, and keeping key contact info up to date. This will enable us to call on people as needed.



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Help us promote the Raise the Roof Campaign!

Here's the link:

<https://wowhall.org/raise-the-roof/>

Please send out the announcement to your email lists and on social media. Tell them about the Bollywood fundraiser on Thursday, Oct 26th. **The poster is below!**

Here's the link:

<https://wowhall.org/event/bollywood-horror-costume-dance-party-raise-the-roof-fundraiser/>

And Please continue to....

Help Generate a GOOD Buzz about the WOW Hall

Our key message: The WOW Hall is back and better than ever!

- We have a dedicated and talented staff!
- Strong committed and positive board.
- We are moving in the direction of sustainability.
- We are increasing our programming and are more committed to building partnerships in the community and to culturally diverse programming.
- We are maintaining the WOW Hall as a historic venue and cultural hub.



Community Center for the Performing Arts

BOLLYWOOD HORROR COSTUME DANCE PARTY
RAISE THE BOOF FUNDRAISER

ALL AGES!!

ANJALI
and The
inCRedible Kid

WITH
DHOLI ADAM MCCOLLOM

WOW HALL OCT 26
291 W 8TH AVE EUGENE
DOORS @ 8PM + PARTY TIL 12AM
\$10 ADV || \$15 DOOR

The poster features a central illustration of a woman in a traditional Indian sari with a white and red border. Her face is surrounded by several floating eyes of various sizes and expressions, some appearing to be part of the sari's fabric. The background is dark with a subtle pattern. The text is in a mix of bold, stylized fonts, with some words like "inCRedible" and "ALL AGES!!" having a jagged, horror-themed appearance.