

JSMAC Event Proposal: Live Music in the Museum

Title: In Tune

Proposed Date: Thursday, April 24 from 5-7pm

Committee: Carly Schoonhoven, Christie Hajela and Jeffrey Toreson

Executive Summary

JSMAC presents In Tune, a night of live music performed by students in the Student Lounge of the JSMA. In Tune is a program that will occur every term to showcase U of O student musicians and musical groups. Students will gather in the JSMA student lounge to present their artistic skills to an audience of their peers. This will promote student involvement in the museum and support outreach to a diverse group of students on campus. Student acts will vary from a cappella groups to jazz ensembles and acoustic bands. For the first In Tune, On the Rocks, Divisi and Mind the Gap will perform for 30-45 minutes each from 5-7pm. They have been contacted and would be willing to participate in exchange for marketing from the JSMA if they are available on our approved date. Our proposed date is April 24, but we would be open to any weeknight during Spring term.

Mission Statement

In Tune will offer University of Oregon student musicians an opportunity to showcase their skills in a safe and accepting environment. It will also serve JSMAC's mission and the mission of the JSMA by involving students in the museum's programming and increasing their appreciation and enjoyment of the arts.

SWOT Analysis

Strengths

Give student musicians a new venue to showcase their skills

Will bring in a group of students that may not have a reason to go to the museum otherwise

Opportunity to showcase the Student Lounge as a multi-purpose event space for students

Weaknesses

With our small budget it may be hard to find groups that are willing to perform on a volunteer basis

We will need a very strong marketing campaign to get students to attend the event, being that the JSMA is not currently known as a live music venue

We will need all performances to be acoustic, limiting the types of acts we can book

Opportunities

Gain new student members.

Increase museum awareness

Offer a new programmatic event to JSMA

Threats

Conflict with other live music events in town and on campus

Lack of student awareness of JSMA as a music venue

4. Goals

Promote the JSMA as a venue for local musicians.

Get students inside the JSMA from different disciplines (non-art related)

Increase students awareness of the new 'Student Lounge' space

Increase students awareness of the JSMAC group & offerings/ opportunities for students at the JSMA.

Gain new student memberships

5. Key Performance Indicators

Number of students who attend the event

Variety of majors the performers and attendees come from

New gained student memberships

Written and oral feedback from audience

Positive reviews on social media pages

Interest from other musical groups to perform in the JSMA

6. Target Audience

The intended audience for In Tune is students and student groups, primarily from majors outside of the arts. We want to give students a reason to come to the museum besides being required to for a class. We also want to reach the freshman student base living in residence halls on campus. Targeting a young audience offers the potential to build long-term relationships with the JSMA and JSMAC.

7. Industry Analysis

This event provides an opportunity for students to experience music performed by their peers in a venue they might not have had a reason to visit previously. It is also unique in that it is free of charge and will provide food. A Thursday at 5pm is a good time because it will not conflict with afternoon classes and is right before dinner time. It is also close to the weekend at a time when students are looking to unwind.

8. Competitive Analysis and Advantage

A Cappella Friday Show

On the Rocks, Divisi, and Mind the Gap already perform on campus every Friday for free in the EMU amphitheater. These shows are well attended and well known across campus. Students may not see a reason to go see these groups perform on a Thursday or Friday night when they can already see them in the afternoon. Because the groups perform at the same time every week, however, having a show on a separate day and time would allow for people who have Friday afternoon classes and normally miss the show to be able to hear them perform. In addition, the sound in the amphitheatre is very poor, it is usually hard to hear the groups in that space. Being able to hear the a cappella groups in a closed, indoor space would be appealing to students who are used to listening to them outside.

JSMA Concerts

The JSMA occasionally has live music events already, like the upcoming Tardis Ensemble concert. These performances are usually by professional musicians and in the classical music genre. In Tune would bring a different genre to the museum, like a cappella which is popular with younger audiences. In Tune would also have the advantage of having all student musicians, which would draw a more personal crowd.

University of Oregon School of Music and Dance

The School of Music and Dance is already a well established venue for live music on campus. Beall Hall is a large space with lots of seating and good sound. The JSMA was not built to be a concert venue so the sound and seating will not be as ideal. In our advantage, most of the events at the SOM cost money to attend. A free musical event on campus would appeal more to students who are on a budget.

Saturday Night Live Music at the DAC

The Ax Billy Grill restaurant at the Downtown Athletic Club will hosts local jazz musicians on many Saturday nights. The JSMA could offer students living on campus a more convenient venue, as opposed to downtown, to enjoy live jazz music. The JSMA may be a more inviting venue for students than the restaurant atmosphere at the DAC by providing free food and drink. A limited budget may provide a weakness in acquiring the quality of musicians the DAC has access to.

9. Marketing Plan

- Social Media

- Facebook event

- Promotion on JSMA Twitter and Instagram

- Poster Coverage

 - Across campus

 - In the residence halls

- Tabling

- List on UO calendar of events

- List on Eugene Weekly calendar of events

- Media Coverage through KWVA//Emerald

- Market the museum & JMSAC as an asset for student opportunities

- Chalk Campus Sidewalks (weather permitting)

10. Team

The main committee currently consists of Carly Schoonhoven, Christie Hajela and Jeffrey Toreson. Other JSMAC members can be recruited to help with setting up and promoting the event.

11. Operations Plan/Timeline

- Wednesday, March 5 -- Submit proposal

- March 10-14 -- Meet with facilities to discuss space for event

- March 10-14 -- Confirm musical acts for date

- March 31 -- Create Facebook event

April 14 -- Posters across campus

April 14-24 -- Promote event on social media

April 14 -- order catering

April 24 -- Proposed date for event. Concert would be from 5:00-7:00 p.m.**requires later hours

12. Budget

UO Catering

Keeping JSMA open after hours

Security

Extra staff

Lighting

Possible incentive for people who perform

Marketing for a future event on JSMA Facebook and email