



THEATRE OFFICE 262-633-1250
BOX OFFICE 262-633-4218

April 24, 2006

Mayor Gary Becker
730 Washington Ave.
Racine, WI 53403

Dear Mayor Becker and Members of Racine Common Council:

Last week I learned that the City of Racine has funds available for the purpose of marketing Racine-based organizations, events and/or activities to areas outside of Racine County. On behalf of the Racine Theatre Guild, I request permission for a representative to appear before the appropriate committee to apply for \$5,000 of said funds.

The Racine Theatre Guild recognizes that its potential for audience growth lies beyond Racine. I am attaching a copy of a *Journal Times* piece published last June that gives statistics regarding attendance at RTG by patrons living outside of Racine County.

Our mailing list has 4643 **addresses**, of which 1217 are located outside of this county. These are households of people who have asked to receive our information. They are mailed eight editions of RTG's newsletter each year. Please note: this does not include the Racine Children's Theatre mailing list.

Last week we printed 113,000 copies of RTG's 2006-2007 brochure at a cost of \$8140. In late May we will be mailing this brochure to approximately 95,000 addresses, of which 52,700 are outside of Racine County. We are targeting families in Bristol, Cudahy, Greendale, Franklin, Kenosha, Oak Creek, Pleasant Prairie, Somers, South Milwaukee and St. Francis, as well as in Racine County. I don't know what the exact cost of the mailing will be, but it will be higher than last year, when we mailed nearly 94,000 (before postage rates increased) for \$12,423.

The cities and towns our season subscribers hail from, besides those listed above, include Brookfield, Campbellsport, Port Washington, Sussex, East Troy, Elkhorn, Muskego, Mukwonago, North Prairie, Salem, Waukesha, Milwaukee, Shorewood, West Allis, Mt. Horeb, Sun Prairie, Madison, Taylor and various places in Illinois.

The Racine Theatre Guild regularly advertises outside of Racine County: in the *Kenosha News* and *Happenings Magazine* (Kenosha edition), in Milwaukee's *Journal Sentinel* print and online editions, and at South Shore Cinema in Oak Creek. In the past 12 months, the cost to advertise in these Kenosha and Milwaukee outlets was just over \$20,000. On my list of 45 media contacts, who receive RTG press releases frequently, less than 1/3 are in Racine County.

RTG • 2519 NORTHWESTERN AVENUE • RACINE, WI 53404
rtgstaff@racinetheatre.org • www.racinetheatre.org

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If funds were available, these are three things our sales and marketing committee would like to do:

- Send a follow-up postcard in August to some of the same households receiving the brochure in May.
- Buy slightly larger ads and run them more frequently in print editions of the *Journal Sentinel*.
- Start advertising in northern Illinois.

I enclose our latest brochure and other materials for your information. If you have any questions, Doug Instenes, RTG Managing/Artistic Director, and I can be reached at 262-633-1250. I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink that reads "Beth Jurgaitis". The signature is written in a cursive, flowing style.

Beth Jurgaitis
General Manager