Twenty-eight years after the launch of a bold experiment called the Cooperative Marketing Program (CMP), it continues to be a vital and relevant marketing resource for scores of cultural non-profit organizations in Broward County.

Just one of a handful of similar cultural ad programs within the United States, CMP has made an indelible mark on the entire South Florida arts scene through vision, expertise, and partnerships.

Administered via ArtServe, an award-winning non-profit and cultural powerhouse, the Co Op team fulfills media plans and ad placements on behalf of Broward based non-profit cultural organizations and individual artists. CMP was designed to educate its participants with engaging workshops and assist in maximizing advertising budgets including design, placement, and planning -- making ArtServe the perfect arts organization to facilitate this extraordinary and vast multi-disciplinary advertising program.

Whether the program is measured in reported financial transactions, professional development workshops, or the increase in the publics’ cultural engagement, the result is clear: the experiment has succeeded and continues to be force of excellence in Broward County through strong relationship building, promise keeping, and verifiable data management. Co Op, along with the innovative CMP Ad Pro system, is the best condition that it has ever been.
The Cooperative Marketing Program’s posture as a firewall between the sensitive budgets of the program’s non-profit clients and the ad sales representatives once again proved to be truly consequential.

The aggregate advertising spend for FY19 was $565K, which accounts for a total of 4,366 advertisements -- or roughly 84 ads processed each working week. The total number of placed advertisements rose by 2% on top of FY18’s 8% increase, which itself was a 61% increase in FY17. While growth has slowed, the three year trend shows significant program expansion and client interest.

The upward trend in the number of ads produced also came with the benefit of cost reduction for the clients as the average price of an ad purchased through the Co Op program fell 5%. This savings allows the clients to use that money to extend their ad buys, increase the pay of their hard working staff, purchase new equipment, or fund vital community programs.

The Cooperative Marketing Program was able to reduce the amount of per-ad spending by 5% for the clients.

**Did you know...**

This year, the Cooperative Marketing Program was able to reduce the amount of per-ad spending by 5% for the clients?
Young At Art Museum is where imagination, education and discovery meet in exciting and new ways. We believe that art has the power to inspire and teach children of all ages. At YAA, you will experience a variety of sounds, textures and sights as you move through our exhibits, Art Institute and teen center.

The compelling part of Young at Art's museum is their engaging ad content. The ad content stands apart from many of the other Co Op clients and effectively brands the organization as fun and family friendly from the first look.

The organization purchased 17.9K in ads in Great Locations, Travel Host, and WLRN — 82 ads for an average placement price of $218 per ad.

Co Op services helped them achieve their advertising goals through an initial consultation, budget overview, and media planning.
VENDOR NUMBERS

FY19 experienced strong shift towards digital. As a matter of fact, both Culture Owl and New Times are now listed as digital components because the greater majority of their ad sales are digital. Additionally, the ONLINE/DIGITAL ad buy increased by 55%, which shows where the marketplace is consuming their information.

Millennials and Gen-Z rarely utilize periodicals for information. Generation X and the Boomer generation do invest in paper based information, but this is expected to shift as the buying power of the former two generations matures.

LOCAL PRINT
Art Hive
ArtsPaper
Broward Family Life
CTM Media Group
City News Miramar
Coastal Star/ArtsPaper
Culture Owl
Desh Videsh Media Group
Facebook
Fort Lauderdale Mag
Go Riverwalk
Gulfstream Media
Hot Spots
Island Origins
Lifestyles
NCP Program
Our City Media
Outclique
Pompano Pelican
Pompano!
Riverwalk
South Florida Gay News
Sports & Activities
Sugarcane Magazine
Sun Sentinel
Tropic Magazine
Venice Magazine
Westside Gazette

RADIO
AE Media Group
WAY-FM
WLRN
WDNA
Legends Radio
Cox Media
Entercom

TELEVISION
Comcast
NBC 6
PBS
TV Asia
WPLG 10
WSVN

ONLINE/DIGITAL
ArtCircuits
Constant Contact
CultureForce
Facebook
New Times
Miami Art Guide
Where Magazine

TOURIST PRINT
TravelHost
Great Locations

Did you know...

TravelHost has been the number one ad buy in the entire Cooperative Marketing Program, earning $529K over the past five years with an average of $106K per year.

2019 ANNUAL REPORT
Over the years, aggressive deal-making and negotiations has yielded an interesting trend for South Florida's most influential media players.

CULTURE OWL | Arts Based Glossy Magazine
The FY19 year of business showed a dip in ad sales due to the increase of competitors in the digital products arena like Choose954, Where Magazine, Miami Art Guide, and ArtCircuits.

NEWTIMES | Entertainment Weekly on Newsprint
An excellent array of wide-reaching and low cost digital products has retained NewTimes status as the number one digital asset in Co Op Marketing.
VENDOR AD BUY TRENDS

Over the years, aggressive deal-making and negotiations has yielded an interesting trend for South Florida’s most influential media players.

WLRN | FM news, arts, and information
The dominance of WLRN is due to its reach and return on investment. While expensive, affordable packages of :15 second ads which has made the station popular with low budget Co Op clients.

TRAVELHOST | Bi-monthly Travel Magazine
This year was nearly identical to FY17, totaling 529K in five years averaging 106K per year making the travel magazine the strongest sales item in Co Op.

Fundraiser Results by Salesperson

<table>
<thead>
<tr>
<th>PARTICIPANT</th>
<th>UNITS SOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>89,500</td>
</tr>
<tr>
<td>2016</td>
<td>87,100</td>
</tr>
<tr>
<td>2017</td>
<td>118,385</td>
</tr>
<tr>
<td>2018</td>
<td>129,391</td>
</tr>
<tr>
<td>2019</td>
<td>104,818</td>
</tr>
</tbody>
</table>

Column, bar, and pie charts compare values in a single category, such as the number of products sold by each salesperson. Pie charts show each category's value as a percentage of the whole.
The most notable aspect of this breakdown in the categories is the tension between the online and print ad buys. Both local and tourist print are down with a combined fall of 19% while online ad buys were up in Co Op by 51% in FY19. With a nominal rise in radio and a surprising jump in sales in television, it is clear that Co Op clients divested from print options to explore other mediums — online assets most of all.

Local print was down a whopping 25%, lower than it has been since FY16. As online advertising becomes more popular for ad consumption, print options will wither and die in under a decade.

### Comparison of Units Sold by Year

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TELEVISION</td>
<td>3,217</td>
<td>6,782</td>
<td>11,068</td>
<td>37,967</td>
</tr>
<tr>
<td>RADIO</td>
<td>46,595</td>
<td>105,820</td>
<td>109,378</td>
<td>119,876</td>
</tr>
<tr>
<td>LOCAL PRINT</td>
<td>148,273</td>
<td>213,057</td>
<td>164,409</td>
<td>122,334</td>
</tr>
<tr>
<td>TOURIST</td>
<td>123,490</td>
<td>148,320</td>
<td>179,101</td>
<td>156,653</td>
</tr>
<tr>
<td>PUBLIC / MALL / MOVIE</td>
<td>22,579</td>
<td>21,731</td>
<td>21,336</td>
<td>17,250</td>
</tr>
<tr>
<td>ONLINE</td>
<td>9,372</td>
<td>18,694</td>
<td>71,680</td>
<td>111,169</td>
</tr>
</tbody>
</table>

### Did you know...

Despite the falling numbers, the combined total of local and tourist print showed its relevancy with a whopping $320K or 56% of the total ad buy. Print is still going strong.
The Co Op Program processed about 364 ads per month with an average monthly ad spend of $47K on advertising campaigns.

Did you know...
CMP AD PRO

In FY16, the Co Op team at ArtServe introduced the concept of a digital platform which could manage the orders and reporting for Co Op. Three years later, CMP Ad Pro has established itself as the most powerful tool in Co Op history.

ArtServe’s Co Op team can review, edit, and approve orders at a glance. Downloading insertion orders and generating government reports now happen in a fraction of the time, but with laser precision. From work, from home, or even in the backseat of a rideshare, AD PRO puts the program data in the hands of the Co Op team.

Developed by Doc Solutions, CMP AD PRO is a game-changer for CMP clients and marketers alike. Since the introduction of AD PRO, the Cooperative Marketing Program has taken a huge leap forward by abandoning the world of paper and adopting a fully digital data solution. The future of Cooperative Marketing is looking up — and it will only get better thanks to CMP AD PRO.

Did you know...

CMP Ad Pro was pitched as a concept in 2016, approved in 2017, developed in 2018, and went live in 2019 — producing the best independent Co Op audit in program history.
## STATEMENT OF OPERATIONS

**BEGINNING AMOUNT: OCTOBER 1, 2018**

<table>
<thead>
<tr>
<th>REVENUE</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>CULTURAL ADVERTISING</td>
<td>197,000</td>
</tr>
<tr>
<td>ORGANIZATION’S CONTRIBUTIONS</td>
<td>368,248</td>
</tr>
<tr>
<td>PLACEMENTS</td>
<td>48,000</td>
</tr>
<tr>
<td>PRODUCTION</td>
<td>36,000</td>
</tr>
<tr>
<td>OPTIONAL SRVC PER COUNTY ADMIN</td>
<td>19,300</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>668,248</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AMOUNTS</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAMS ADVERTISING</td>
<td>564,948</td>
</tr>
<tr>
<td>PLACEMENTS</td>
<td>48,000</td>
</tr>
<tr>
<td>PRODUCTION</td>
<td>36,000</td>
</tr>
<tr>
<td>OPTIONAL SRVC PER COUNTY ADMIN</td>
<td>19,300</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>668,248</strong></td>
</tr>
</tbody>
</table>

**ENDING AMOUNT: SEPTEMBER 30, 2019** (0.00)

<table>
<thead>
<tr>
<th>CBE VENDOR PAYMENTS</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>107,418</td>
</tr>
</tbody>
</table>
BROWARD ARTS CALENDAR 2019

Maintaining Broward Cultural Division’s ArtsCalendar website created a mandate to educate the public through a series of “tasty” ads. Placed throughout mostly digital and radio marketing vehicles through Co Op, the ad campaign achieved a wide audience of art lovers who seek to find culturally enriching activities in Broward County. Campaign analytics showed ROI through increased clicks + website visits.

Did you know...
94% of web traffic to ArtsCalendar.com were new visitors. Also, Facebook post reach was up 150%—with one snapshot showing 88 new likes in the span of four weeks, or +25%.
MARKETING MORNING HAPPY HOUR

The Cultural Division’s Cooperative Marketing Program expands marketing budgets by subsidizing advertising costs for Broward-based nonprofit cultural organizations and artists. Attend our annual orientation and learn how to apply and what’s new this year.

Among the topics discussed are targeting and value of marketing to niche markets, and multicultural marketing strategies. Dozens of local publications, websites, TV and radio stations and other media will be in attendance.

The morning will highlight ways to use social media in your marketing strategy and the following presentations:

Enhancing Social Engagement by Sun Sentinel

Five Figure Followers by Dr. Tracey Timberlake + Melissa Hunter of Sugarcane Magazine

Visual Storytelling – video presentation on the power of social media – by Art Hive Magazine

One of the most sought after door prizes at the Marketing Morning Happy Hour are the WLRN gift bags in which there are a pair of highly coveted NPR socks (featured above).
ANNUAL REPORT 2019

BROWARD CULTURAL DIVISION
COOPERATIVE MARKETING PROGRAM
October 1, 2018 - September 30, 2019

Funding for this project is provided in part by Broward County Board of Commissioners as recommended by the Broward Cultural Council.

The Cooperative Marketing Program is facilitated by ArtServe, an award winning non-profit which transforms the cultural landscape of South Florida by fostering entrepreneurial growth and educating the arts leaders of tomorrow.

ArtServe is on the leading edge of cultural engagement in South Florida by being an inimitable and consistent resource for artists, cultural organizations, and community members who are interested in growing their business, expanding their network, or benefiting from professional development through classes and educational workshops.

The Cooperative Marketing Program has operated under the direction of Ed King for over five years. His ad agency experience was preceded by top marks and awards in art school. Ed King Pop Art was King’s passion for over a decade where he marketed the business like an agency client — awards, press, and multiple sales quickly followed.

King has been recognized in the press as one of the top five pop artists and one of the most creative minds in South Florida. He closed his career as neo-pop artist by winning “best in show” at his final exhibition.

Ed King began working for ArtServe in December of 2014 where he fiercely advocates on behalf of the Co Op clients he represents while acting as a full throated ambassador for ArtServe’s mission to uplift the world through the power of the arts.

Did you know...

When Co Op was formed in 1991, Ed King was sixteen years old, completed one of a two year intensive vocational commercial art program, and made a two week trip to Russia.

Ed King
Marketing & Advertising Coordinator

1350 East Sunrise Boulevard
Fort Lauderdale, FL 33304
CoopMarketing@artserve.org
T | 954.462.8190 ext. 208
www.ArtServe.org