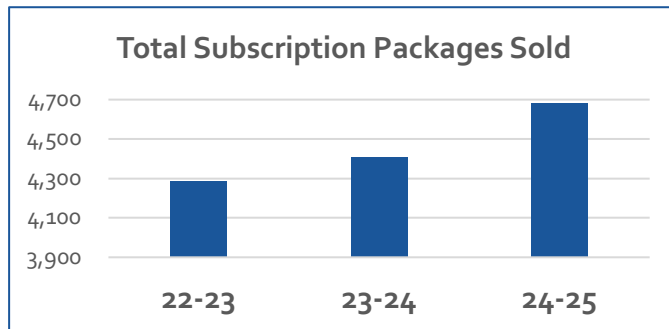




Case Study: Subscription Success in California

Our client, TheatreWorks Silicon Valley in Palo Alto, California, saw over 9% growth in subscription package sales through a two-year strategic partnership with Sweibel Arts. This case study examines our key initiatives and the results from 2023 through 2025.



CHALLENGE

Like most performing arts organizations, TheatreWorks Silicon Valley was struggling with how to retain their subscription base in a post-pandemic environment. Sweibel Arts was brought on board in 2023 to help.

STRATEGIC SOLUTIONS

- 1. Value Optimization:** Sweibel Arts identified and corrected pricing misinformation in certain subscription packages. One package, which advertised savings of 30%, actually delivered less than 20%. As a result, we created more authentic value propositions that resonated with both new and renewing subscribers.
- 2. Online Processing:** A significant breakthrough came in the 2024-25 season with our introduction of an online-only renewal period. Despite initial internal concerns about subscriber receptiveness to digital renewals, we leveraged their Tessitura system to drive substantial early sales without incurring extra costs.
- 3. Strategic Package Design:** Sweibel Arts recognized the power of special events as subscription drivers. By integrating high-demand special events into a 4-play package, we created compelling value propositions that drove both initial sales and renewals. This strategy proved particularly effective in encouraging upgrades to full-season subscriptions.
- 4. Enhanced Customer Engagement:** Sweibel Arts implemented a multi-faceted approach to customer engagement, including: increased frequency of subscription outreach with consistent messaging; box office courtesy calls for renewals; adding a subscription call-out in TheatreWorks' single ticket marketing; and leveraging Meta and Google campaigns for targeted digital marketing.

RESULTS

Short-term Impacts

- Nearly doubled new subscriber acquisition from 2022-23 to 2023-24 season
- Increased renewal rate from 67% to 81%
- Significant growth in 4-play flex package sales
- First show of the 2023-24 season exceeded revenue goals by 54% which also created a larger prospect pool for ongoing subscription appeals

Long-term Success

- Continued growth after two years
- Successfully upgraded ~25% of flex package buyers to full-season subscriptions
- Established sustainable, replicable best practices for future seasons

KEY LEARNINGS

1. **Digital Adoption:** Subscribers are more technologically adaptable than initially assumed, making digital solutions a viable and cost-effective option for traditional theaters.
2. **Package Flexibility:** Multi-show packages offer a low-risk, high-return approach to building subscriber base.
3. **Integrated Marketing:** Combining subscription and single ticket promotions creates multiple entry points for potential subscribers.
4. **Data-Driven Decisions:** Accurate pricing models and transparent savings calculations build trust and drive sales.

CONCLUSION

Sweibel Arts' collaboration with TheatreWorks Silicon Valley's staff demonstrates how strategic thinking, digital transformation, and customer-centric approaches can revitalize performing arts subscription programs. Their success proves that traditional subscription models can still deliver big returns when properly optimized and modernized.

HOW CAN SWEIBEL ARTS HELP YOUR ARTS ORGANIZATION?

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