

Case Study

REINVIGORATING MILLER PARK THROUGH CUSTOMIZED COMMUNICATION STRATEGIES



Situation

Miller Park, a historical landmark in North Omaha, traces its rich heritage back to the 1920s with soulful performances from luminaries like Louis Armstrong and Ray Charles. As the park experienced a \$2 million renovation, there was an inherent need to rekindle its vibrant musical legacy. Enter Omaha Performing Arts (OPA), a dedicated organization aiming to rejuvenate this musical heritage with new-age musicians.

Task

While the renovation was a massive undertaking, the challenge lay in reintroducing Miller Park as a premier destination for music and culture. OPA's objective was clear: amplify the 'Music at Miller Park' concert series and make it a traditional summer staple. The underlying goal was to both increase community participation and showcase the park's new face. Avant Solutions was tasked with strategizing and executing this ambitious PR campaign.

Action/Research & Planning

With our vision of crafting customized communication strategies, Avant Solutions dove into exhaustive research. Insights from various stakeholders, including concert-goers and OPA's leadership, formed the campaign bedrock. This research not only provided a year-over-year analysis but also helped us create an ideal "avatar" of a Miller Park concert attendee.

With data in hand, the planning phase was initiated in February 2023. We were not just looking to execute a PR strategy; we aimed to create an immersive experience, marrying Miller Park's history with its future.

Messaging

The narrative we chose resonated deeply with the local community. Three pivotal messages formed the campaign's backbone:

- Highlighting the free concert series, emphasizing the dates and the mix of local and national talent.
- Capturing North Omaha's essence, intertwining its rich musical history with the renewed vibrancy of Miller Park.
- An open invitation to families, encouraging them to make new memories in the park's serene ambiance.

Implementation

Bearing testament to our commitment to tailored communication, the campaign was executed across a myriad of platforms. The team:

- crafted coherent key messages, talking points, and a Q&A to ensure uniformity in communication.
- Tapped into local influences, ensuring representation from both North and South Omaha.
- Harnessed the power of print and radio with partners like The Omaha Star and KIOS Radio.
- Introduced community vendor booths, spotlighting local nonprofits and the Metro Area Transit.
- Disseminated information through two news releases, targeted ads, engaging social media toolkits, and a Spotify playlist that transported listeners through the musical journey of Miller Park.
- Created a feedback loop with a crafted online survey ensuring continuous improvement for subsequent events.

Results

The crescendo of our efforts was evident:

- **Attendance Surge:** The objective to maintain or exceed an average of 200 attendees was spectacularly met, with over 800 attendees for the July concert.
- **Media Engagement:** With over 10 media placements, we captured the Omaha metro's imagination.
- **Radio Outreach:** Monthly artist features on KIOS Radio led to an engagement with a whopping 60,000-strong audience.
- **Digital Footprint:** The campaign witnessed a substantial digital imprint, evidenced by the email open rates and website analytics.



Conclusion

Avant Solutions' commitment to understanding client pain points and delivering tailor-made solutions was pivotal in transforming Miller Park into a summer hub for the North Omaha community. We don't just strategize; we customize. Partner with us to rewrite your brand's narrative.

Business leaders looking to reposition their brand or reintroduce their legacy need a partner who understands the nuances of tailored communication. At Avant Solutions, we don't just listen; we resonate. Partner with us for communication solutions that echo with your audience.

About Avant Solutions

Avant Solutions is a full-service PR/communication firm that provides customized communication strategies, media training/media relations, executive communication support and services to clients across various industries and sectors. The team has in-depth knowledge of strategic communication and public relations, serving a diverse clientele that includes federal and local government, public agencies, non-profit organizations, education, small businesses and startups. Avant Solutions belongs to the Public Relations Consultants Group, a national network of 50 award-winning independent communications and public relations professionals and consultancies, allowing reach in every market across the U.S., Canada and Puerto Rico. The firm is also part of the Goldman Sachs 10KSB Small Businesses Alumni group and the only Black woman-owned, WBENC and WOSB-certified PR/Communication firm in the State of Nebraska.