



City of New York
Parks & Recreation

McCarren Pool Park



History of McCarren Park Pool

- ▣ McCarren Pool Park open up in 1936 during the “Great Depression”
- ▣ The Workers Progress administration open up 11 pools within the city. And McCarren was the 6th biggest pool in city.
- ▣ McCarren Pool Park was open to people for recreation activities, generate employment, and to get peoples minds of the economy.



History cont.

- ▣ In 1983, McCarren Pool Park closed to begin repairing it and to update the venue.
- ▣ But people within the city boycotted the pool's reopening because they felt it attracted undesirable people who commit crimes and caused trouble.
- ▣ In April 2001, the Community Board planned to renovate the pool, but due to September 11, their budget got slashed.

RE-OPENED

- ▣ In 2005 the park was re-opened for community use.
- ▣ The pool was then used for concerts, and a number of different activities.
- ▣ The capacity of the venue is 15,000 people.



McCarren Park Pool and the Community

Family Events



Dodge Ball Tournaments



Festivals





CONCERTS



TO THE FUTURE!!

- ▣ The city of New York Parks & Recreation is schedule to renovate McCarren Pool Park and reopen in 2012.





CURRENT CONDITIONS



PROPOSED DESIGN

NEW YORK CITY DEPARTMENT OF PARKS AND RECREATION
McCARREN PARK POOL RECONSTRUCTION

ROGERS MARVEL ARCHITECTS



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RAISING FUNDS

- ▣ In order to raise money for the renovations the City of New York Parks and Recreation held one last concert at McCarren Park Pool.
- ▣ This show took place on July 18th 2009.
- ▣ Stars of the show, none other than Brooklyn's finest.....

The Beastie Boys



MARKETING PLAN



Marketing Analysis

- ▣ To properly restore McCarren Park Pool we wanted to host a local show that would celebrate the community and raise money for the new facility
 - This affected our venue selection
- ▣ The Beastie Boys are all originally from Brooklyn
 - That is why we chose this band to perform
- ▣ The Beastie Boys have been producing music since 1979
 - This band has a very wide range of fans so our promotional strategies had to be modified for each generation

Target Market

- ▣ The community of Brooklyn to bring people together for a good cause
- ▣ Those who used the McCarren Park Pool for recreation
- ▣ Fans of the Beastie Boys
 - People who love old school rap music
 - Current listeners to alternative rock

Market Segmentation

- ▣ 2 main segments to reach:
 - Middle aged adults who listened to the Beastie Boys as teenagers in the 1980s
 - Teenagers and young adults who currently enjoy their music

- ▣ Must consider what both segments would prefer in order to properly market this show to them

Marketing Materials

- ▣ Fliers
- ▣ Newspaper Advertisements
- ▣ Internet sites
- ▣ Promotional Cups
- ▣ Radio
- ▣ Free tickets

Marketing Strategy

- ▣ Middle-aged Adults
 - Radio announcements and newspaper ads will be spotted easier by this group
 - Flier and posters will be posted in popular community areas, and throughout the city
 - The City of New York Recreation Department's website
 - Representatives from the City of New York Park and Recreation will visit several locations to discuss the show with the community and the benefits of renovating McCarren Park Pool

Marketing Strategy

- ▣ Teenagers and Young adults
 - Fliers will be placed in areas that this age group gathers, such as restaurants and movie theatres
 - Social networking sites
 - Plastic cups with the “Beastie Boys Beach Party” logo will be made and distributed to local bars and clubs
 - ▣ Announcements will also be made at these locations
 - 8 free tickets given to 2 radio stations and MTV, who held contests for fans to win them was free publicity

GRASSROOTS MARKETING









Subway Stop In Brooklyn (Nassau Street)

TICKETS



BEASTIE BOYS

\$60
GENERAL
ADMISSION

SATURDAY
18 JULY 2009
MCCARREN POOL PARK

730 LORIMER ST.
BROOKLYN, NY
11222

PRESENTED BY THE CITY OF NEW YORK

BEASTIE BOYS

\$60
GENERAL
ADMISSION

SATURDAY
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MCCARREN POOL PARK

730 LORIMER ST.
BROOKLYN, NY
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PRESENTED BY THE CITY OF NEW YORK

TICKET PRICES

- ▣ Tickets cost \$60 dollars for the event
- ▣ General Admission
- ▣ First 100 into the venue receive a free beach ball or sunglasses to bring to the concert



BREAK-EVEN POINT

- ▣ In order to breakeven we must sell 6,224 tickets.
- ▣ We broke even a week before the event.
- ▣ Helpful that breakeven point is a lot lower than maximum capacity so more money can go to the pool renovations.

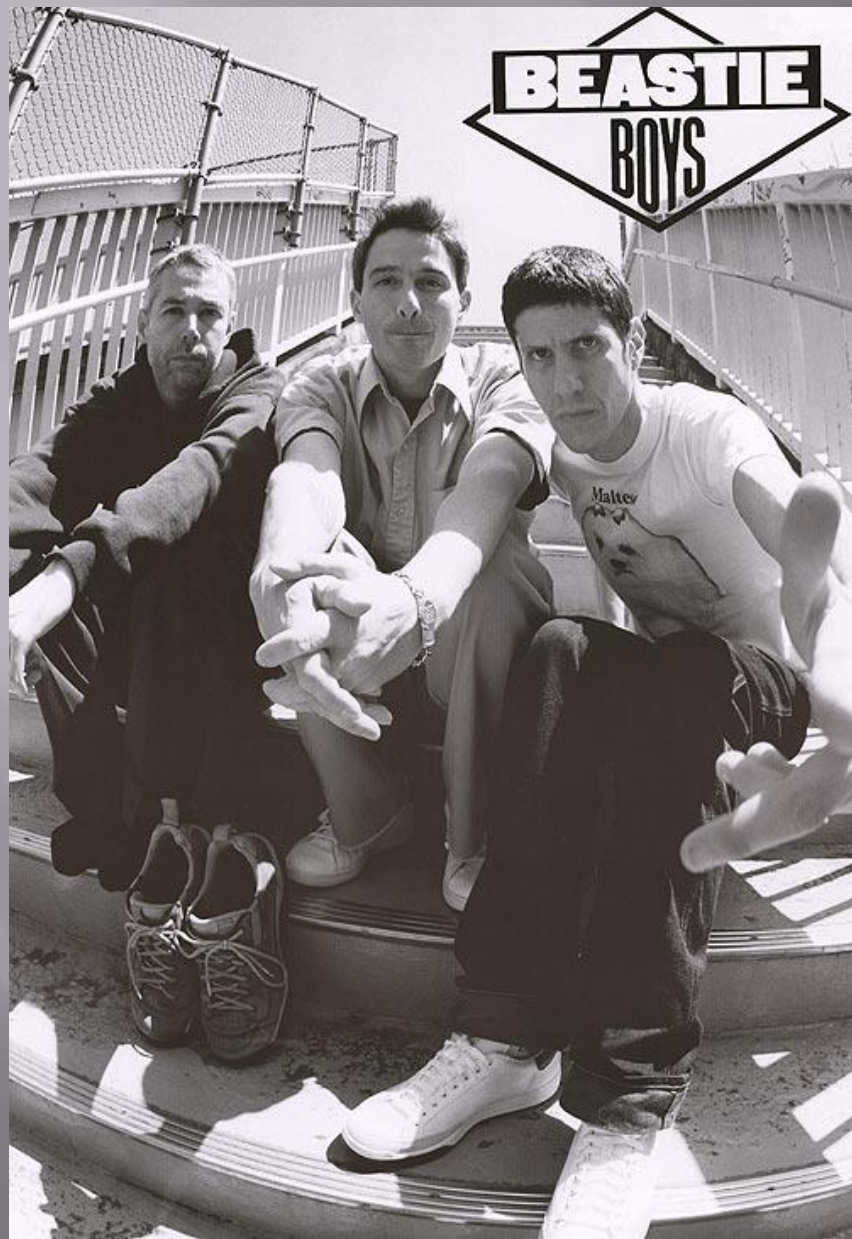
MERCHANDISE

Artist- 80% Promoter/Venue- 20%



For Sale

- ▣ T-shirts
- ▣ Baby doll t-shirts
- ▣ Hooded sweatshirts
- ▣ Posters
- ▣ McCarren Park commemorative t-shirts*
- ▣ McCarren Park commemorative posters*



Concessions

PRIVATE



Crowd Management

- ▣ Before the Concert
 - Barriers outside entrances
 - Everyone in Communication
 - Public Amenities
 - Handouts/Pamphlets
 - Everyone in place
 - Proper Signage



Crowd Management

- ▣ During the Concert
 - Everyone knows gates are opening
 - Proper placement of personnel
 - PA systems
 - Safe entrance for people with disabilities
 - Barriers separating band and crowd

Security Job Responsibilities

- ▣ Provide Venue Information
- ▣ Oversee Crowd Behavior
- ▣ Guard Equipment and Vehicles
- ▣ Check Backpacks and Perform Searches
- ▣ Provide Transportation for Handicap
- ▣ Assist Guest to Finding Restrooms, Seats, Concessions
- ▣ Monitor Alcohol Consumption

NIGHT OF THE SHOW







BUDGET

Advertising-	\$14,000
Cleaning-	\$1,500
EMT-	\$500
Police-	\$2,040
Security-	\$9,000



City of New York
Parks & Recreation

OFFER

McCarren Park Pool

Brooklyn New York

Artist: Beastie Boys (includes sound/light/backline and support)

Facility: McCarren Park Pool

City: Brooklyn, New York

Printed at March 7th 2009

Show Date: Mutually Agreed Upon Date July 18th 2009

Configuration: General Admission

Prepared By: City of New York parks and Recreation

of Shows: 1

										For Sequential B/E Calculation		Gross at each ticket price			
										Total Available	Total Gross	Total Fixed Costs	\$ 373,440	After Fac. Fee	& Tax
Price Level 1	Capacity	Kills	Comps	Box Office		Available	Price	Gross		14,980	\$ 898,800.00		\$ -		\$ 60.00
Total Shows	15,000	-	20	-	-	14,980	\$ 60.00	\$ 898,800.00				-	\$ 373,440		

CLEAN UP

