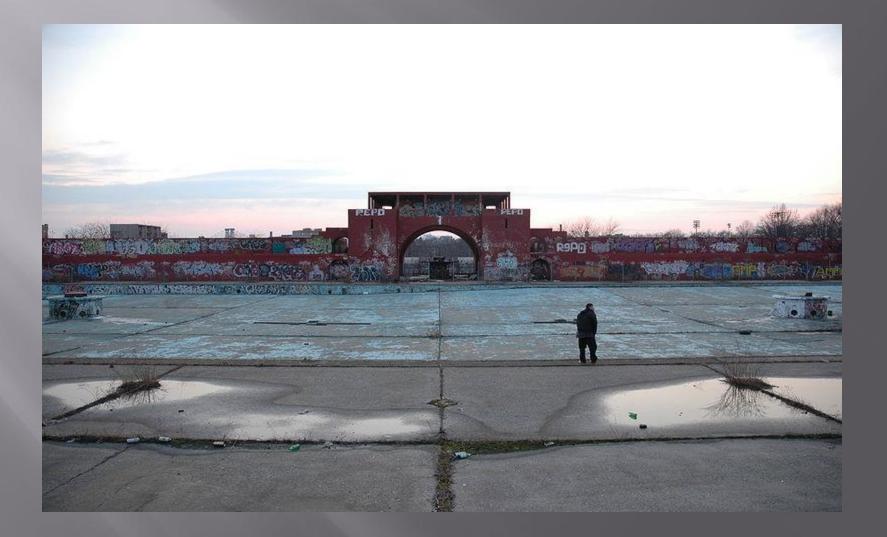


City of New York Parks & Recreation

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.





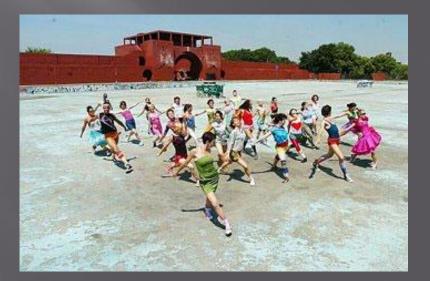
History cont.

- 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.

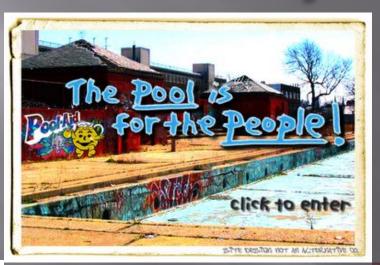
RE-OPENED

- 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



Dodge Ball Tournaments

Family Events



Festivals













TO THE FUTURE!!

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





McCARREN PARK POOL RECONSTRUCTION

ROGERS MARVEL MICHITECTS



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

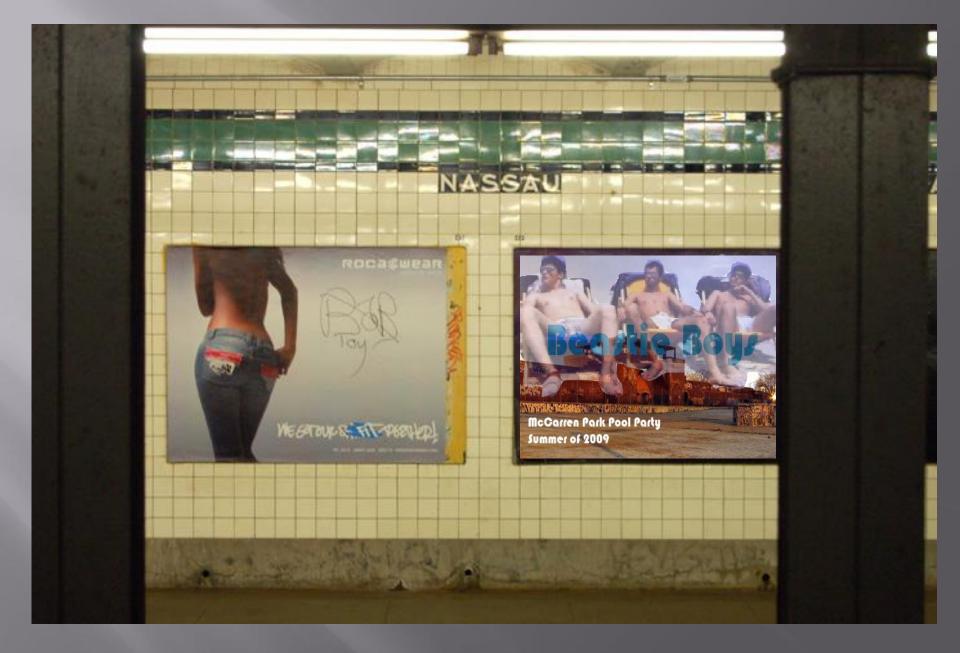
- Fliers will be placed in areas that this age group gathers, such as restaurants and movie theatres
- Social networking sites
- Plastic cups with the "Beastie Boys Beach Party" logo will be made and distributed to local bars and clubs
 - Announcements will also be made at these locations
- 8 free tickets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

GRASSROOTS MARKETING



McCarren Park Pool Party Summer of 2009 HC





Subway Stop In Brooklyn (Nassau Street)



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









BREAKEVEN POINT

In order to breakeven we much sell 6,224 tickets.

We broke even a week before the event.

Helpful that breakeven point is a lot lower than are maximum capacity so more money can go to the pool renovations.

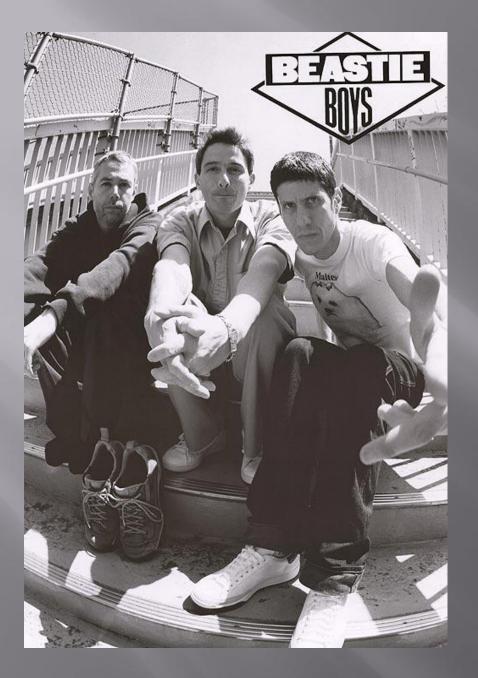
MERCHANDISE

Artist- 80% Promoter/Venue- 20%





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







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



OFFER McCarren Park Pool Brooklyn New York Beastie Boys (includes sound/light/backline and support) Artist-McCarren Park Pool City: Brookly, New york Printed at:March 7th 2009 Facility Mutually Agreed Upon Date July 18th 2009 Configuration: General Admission Show Date: Prepared By: City of New York parks and Recreation # of Shows: For Sequential B/E Calculation Gross at each ticket price Box Office Total Total Total Fixed Costs \$ 373,440 After Fac. Fee Price Gross Kills Comps & Tax Capacity Available Available Gross Price Level 1 15,000 20 14,980 \$60.00 \$ 898,800.00 14,980 \$ 898,800.00 s . 15,000 15,000 Total Shows \$ 60.00 \$900,000.00 \$ 373.440 Potential Show Earnings Budge 14,000 \$ 898,800.00 Advertising Gross Receipts Artist Sound & Lights INCLUDED included in artist fees less: Fac.Fee . Box Office/Ticketing s . 3% of non-TM less: Tax 1 s . s . Concession PRIVATE less: Tax 2 \$ 898,800.00 Cleaning INCLUDED IN HOUSE PKG Net Gross Receipts Total Expenses \$ 373,440.00 INCLUDED IN HOUSE PKG Electrical INCLUDED IN HOUSE PKG Promoter Profit Fire / Medical \$ 525,360.00 INCLUDED IN HOUSE PKG Net Show Receipts Miscellar \$ 150 \$ 5,250 \$.35 per head OFFER Insurance Merchandise \$ 24,000 Guarantee \$ 300,000.00 Security INCLUDED IN HOUSE PKG Vs.% Deal Production Manager INCLUDED IN Stagehand Quote Sound & Lights INCLUDED Runners \$ 540 for 4 \$ 300,000.00 Artist Earnings Staffing - Other s . INCLUDED IN HOUSE PKG Promoter Earnings Stagehands \$ 10,000 Promoter Profit Staging INCLUDED IN HOUSE PKG House Sells 80/20 - # is forwarded to Artist S&L in expense Support #1 INCLUDED included in artist fees Leave this here for Break-Even Calculations Support #2 - shows potential Artist Earnings (excludes S&L's) included in artist fees Break-Even Calculations Artist Guarantee Transportation Telephones - Line Cost s . \$125/line Based on: add: Fixed Expenses Avg. Tkt Price 6.224 Telephones - Long Distance included in line cost calculated on show costs only Total Costs Ushers & Takers INCLUDED IN HOUSE PKG 0.0% Avg. Net Ticket Price Rent FREE House package \$ 19,500 Sequential Sales Other \$ 300,000.00 Other \$ 73,440 \$ 73,440.00 Total Fixed Costs ASCAP/BMI s . 0.00% Approved By: \$ 373,440.00 Credit Cards . 0.00% \$ 60.00 0.00% Box Office/Ticketing 0.00% Variable Cost Calculations - Do Not Erase <u>If 4</u> 0.00% lf 1 Other s . Signature: If 2 Total Costs \$ 73,440 0.00% Additional Notes Advertising Br Date 9,000 Print Radio TV Other 5,000 If 3 Total Advertising \$14,000 1 - % with both a min and a max \$ 2 - % with no min or max 3 - % with min only

4 - % with max only





