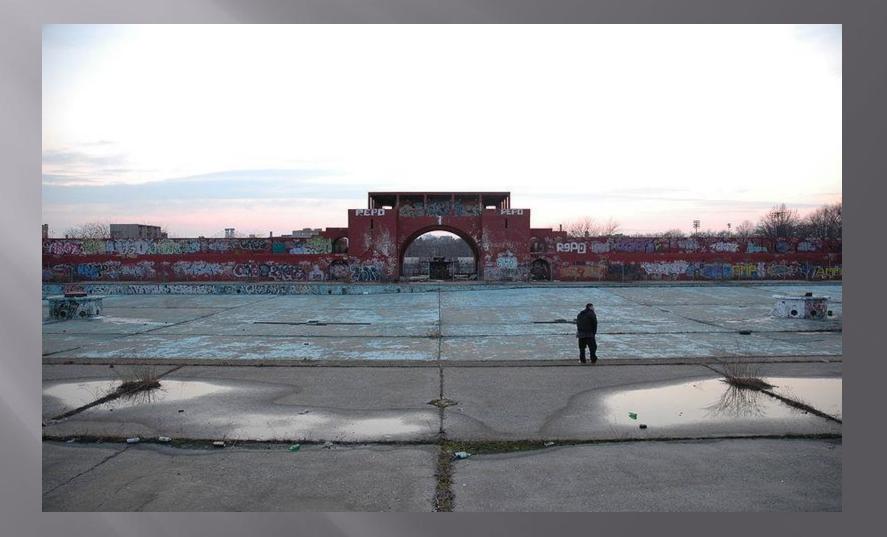


# City of New York Parks & Recreation

### **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 6<sup>th</sup> biggest pool in city.
- McCarren Pool Park was open to people for recreation activities, generate employment, and to get peoples minds of the economy.





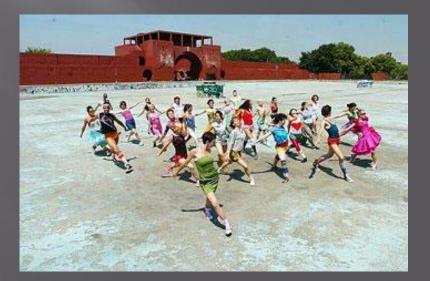
### History cont.

- 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.

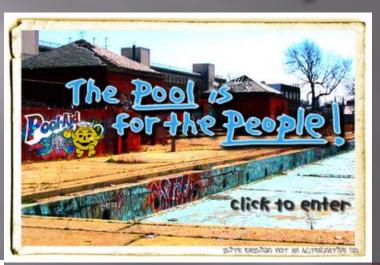
### **RE-OPENED**

- 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

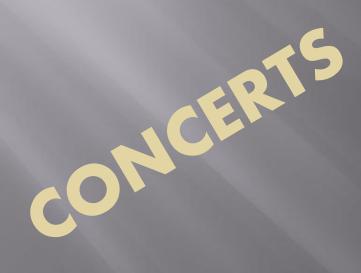












### TO THE FUTURE!!

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 18<sup>th</sup> 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

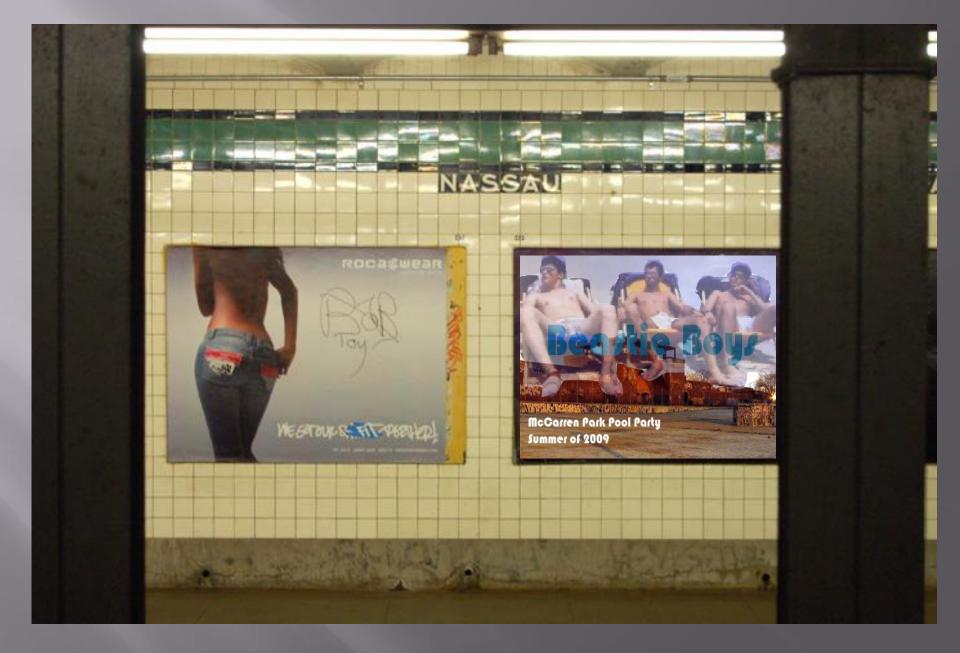
- Fliers will be placed in areas that this age group gathers, such as restaurants and movie theatres
- Social networking sites
- Plastic cups with the "Beastie Boys Beach Party" logo will be made and distributed to local bars and clubs
  - Announcements will also be made at these locations
- 8 free tickets 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.

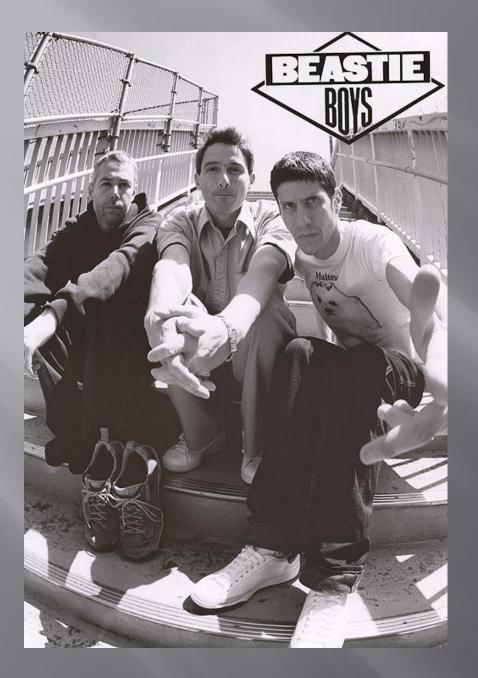
# MERCHANDISE

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





