

**Dad's Garage Theatre Company**  
**Marketing Plan and Campaign**

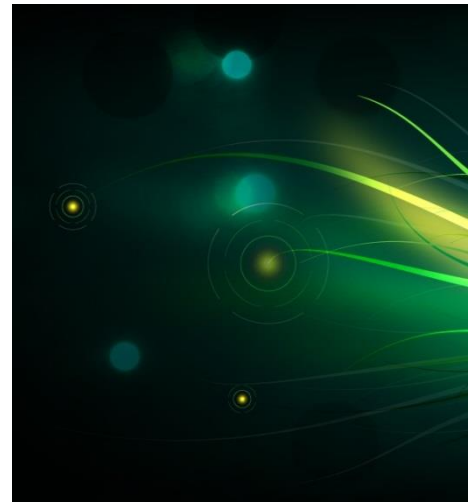
Daryl Allen, Tasha Tavaras, Yihong Yang, Si Peng  
May 28, 2015

AADM 745 – Promoting the Arts



May 28, 2015

Lara Smith, Managing Director  
Dad's Garage Theatre Company  
P.O. Box 5867  
Atlanta, Georgia 31107



Ms. Smith:

Thank you for allowing us the opportunity to review your organization's current marketing techniques and suggesting new ways to boost your current results.

Overall, we found that Dad's Garage has great potential to expand its marketing of its current products but also has many areas that need improvement. There needs to be major changes to the organization's website, such as creating a mobile friendly version, updating product and organizational information, and adding interactive components to enhance user experience; customer service, such as responding and resolving customer grievances, enhancing open communication methods so that guests can contact staff when there's an issue and/or question; and establishing the most effective plans for the target market, such as monitoring the way Millennials use the internet, joining social media platforms that Millennials use more often, and providing the right content that will entice the intended market to utilize the products offered by the organization.

This marketing evaluation and plan analyzes the current state of the organization with its current resources and explores in detail the main areas of improvement and presents innovative ideas to boost marketing results and the overall attendance and utilization of Dad's Garage products and programs.

Thank you again for the opportunity and please find attached the analysis and suggestions to take Dad's Garage to the next level in the Atlanta theatre market.

Respectfully,

Group 1 Consultants

D. Allen, T. Tavaras, S. Peng, Y. Yang



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## **Executive Summary**

Dad's Garage Theatre Company is one of the most successful improvisational theatre organizations in metropolitan Atlanta. The organization's longevity of 20 years proves that it has a loyal fan base and has the potential to continue to be relevant in the local theatre community. Currently located in the Little Five Points district of Atlanta, Dad's Garage experiences major potential for growth however is stifled mostly in part from not having a permanent home at the current time. The surrounding neighborhoods, which include Inman Park, Candler Park, Old Fourth Ward and Edgewood, are excellent in hosting a market of eclectic arts supporters that have kept Dad's Garage in business over the past 2 decades.

Dad's Garage currently offers improvisational theatrical shows, scripted theatrical shows, and educational program for emerging and/or aspiring actors, and a decent online presence. The organization's largest event each year is Baconfest, which is the annual fundraiser and promotional event for the organization. Financially, the organization has remained stable however not seen as much growth as it should have within 20 years. The budget for fundraising, marketing, and promotion is nearly non-existent which creates a huge issue with trying to cultivate a bigger fan base that is impossible if the community does not know about them. This is important when there are competitors such as Whole World, Atlanta Improv, and Horizon who offer similar products and may have the means to sway audiences away from Dad's Garage.

In today's arts culture, it is important that organizations strive for innovative ideas to capture audiences and keep them interacting at all times. The organization needs to utilize platforms that are catered more toward their targeted demographic such as the implementation of mobile viewing, engaging more with the current social media sites and adding features that are specific to the trends of the target demographic of 18 to 24. Revamping current products alongside the introduction of new social media platforms will also encourage new members and fans to support Dad's Garage. Evaluation of these components is essential in the learning and progressing as an organization. Through the use of customer satisfaction surveys, Google analytics, Facebook analytics, etc. the organization will be able to track not only the hits to the website and the growth in ticket sales, but the quality of products and service will also be measured. This is an important aspect because without quality service and products, the efforts of the marketing campaign are voided.



## Organizational Profile

### Profile Summary

Dad's Garage Theatre Company has managed to remain not only relevant, but an important piece of Atlanta's arts community. The theatre specializes in improvised comedy theatrical performances while providing sketch comedy, outreach and workshops, and classes for emerging actors. The close-knit organization has been around for 20 years and currently calls 7 Stages in the Little Five Points district of Atlanta home. Although Dad's Garage showcases crude humor, their following has remained loyal despite not being able to grow the audience. The use of many social media outlets and the locally known annual Baconfest, is the organizations main method of promotion and marketing. Financially, the company has remained profitable enough overall to sustain in the local theatre industry.

### History

Dad's Garage Theatre Company began in 1995 in Atlanta, Georgia by a group of 8 friends from Florida State University; Chris Blair, Marc Cram, Sean Daniels, John Gregorio, David Keeton, Joseph Limbaugh, Matt Stanton, and Matt Young. They had a college improv group called the Whammo Players and were looking for a place to perform on their own. They wanted to create a space where theatre could be fun and accessible, somewhere that they could make shows that spoke to their sensibilities. On June 23, 1995, Dad's Garage opened its doors at 280 Elizabeth St., the former Actor's Express Theatre building, with the comedy play *Fun With Science*. The company has since regionally premiered Eric Bogosian's *subUrbia* in 1996, world premiered Graham Chapman's *O Happy Day* in 2000, and in the fall of 2010, secured permission to produce *Two Gentlemen of Lebowski*, an Elizabethan adaptation of the Coen brothers' film. The organization has survived 20 years in the Atlanta theatre industry and has remained relevant. Currently, the organization is looking more into expand their scripted show catalog.



### Mission & Services

The mission of Dad's Garage according to their website is: "Dad's Garage engages, cultivates and inspires artists and audiences alike by producing innovative, scripted and improvised works that are recognized locally, nationally and internationally for being undeniably awesome." In addition to performing shows at their own venue, they also provide contract services by performing shows at private events similar to the ones performed at their venue which are comedy scenes and games made up on the spot using audience suggestions. Actors and content writers can be contracted to provide services for performances not original to Dad's Garage. The cast also offers workshop trainings on how to practice acting and improvisational techniques. Through these workshops, the company uses team-building exercises that enhance skills such as listening, thinking quickly, and idea expansion in the workplace.

## Employee and Staff Profile



The organization is made up of 11 staff members: Kevin Gillese, Artistic Director; Lara Smith, Managing Director; Jon Carr, Marketing Director; Matt Terrell, Director of Communications; Gina Rickicki, Development Director; Jamie Warde, Technical Director; René Dellefont, Associate Artistic Director; Matt Horgan, Associate Artistic Director & External Sales Director; Jason Drucker, Managing Associate and Front of House Manager; and Adam Pinney, Multimedia and Graphic Artist. Because it is a close-knit company, everyone is involved in everything. There are 22 ensemble members in which some of them are staff of the organization. Many of the staff frequently perform in improv shows, teach classes, act, write, and direct. There are 25 additional performers that are a part of the general company and rookies of the organization. The board is made up of 20 members and the

advisory council has 6 members. The organizations associated with the board and advisory council range from Turner Broadcasting, to the City of Atlanta, and the Grady Health System.

### Kevin Gillese, Artistic Director



Kevin Gillese started improvising with Rapid Fire Theatre in Edmonton, Alberta as a teenager in 1996. As an undergraduate he studied Theatre and Creative Writing at the University of Alberta. He then went on to take the Post-Graduate Comedy Writing and Performance program at Humber College in Toronto. Kevin is one-half of the comedy duo Scratch (with Arlen Konopaki), which has toured several times across Canada, Europe and Australia (highlights include appearances at the Melbourne International Comedy Festival, the English Theatre of Berlin, and the Vancouver International Improv Festival). So far the Scratch

boys have written two plays together: *Revengeance* and *Effed Up Fairy Tales*, both produced at the Edmonton Fringe Festival and at Dad's Garage in Atlanta. Kevin was the Associate Artistic Director of Rapid Fire Theatre from 2005-2007, before becoming the Artistic Director of the company from 2008-2009. He became the Artistic Director of Dad's Garage Theatre in 2010, a title which he amazingly still holds. Some of his favorite theatre projects since taking the reins down south include directing the only production of *Two Gentlemen of Lebowski* to be approved by the Coen Brothers, co-writing/co-directing *The Supervillain Monologues*, directing the heart-touching comedy *V.I.P. Room* and co-writing/directing *Musicals Suck: The Musical!* He is most proud, though, of launching a new wing of the company: Dad's Garage TV. In just a few short years DGTV has won an award at the L.A. Comedy Festival for best Music Video, been a finalist in the AV Club's Paramater Film Festival, and produced both a ton of online videos and some commercials for broadcast.

### Lara Smith, Managing Director



Lara Smith is a native of St. Louis, Missouri and began her acting career at seven years old and performed in nearly thirty shows by the time she graduated high school. She attended Webster University's Theatre Conservatory and graduated on the Dean's List and Magna Cum Laude with a Bachelor of Fine Arts in Stage Management. While studying, she created an internship at the Alliance Theatre in administration and production as well as at the Municipal Opera of St. Louis in administration. In May 2007, Lara moved to Atlanta for the role of Development Director of Dad's Garage. While there, she served as panelist and panel chair for the Fulton County Arts Council Small and Emerging Arts organizations panel; a panelist

for the City of Atlanta Office of Cultural Affairs Theatre panel; panelist for the Georgia Council for the Arts Theatre panel; and as founding Treasurer for the Inman Park Business Association board. She was a member of the 2008 Arts Leaders of Metro Atlanta class. Lara became the Managing Director of Actor's Express in August 2010. While there,

she helped lead the organization through a financial crisis and ultimately retired 26% of the debt in two years. In partnership with a consultant, she led the organization through a five year strategic planning process. While there she completed a certificate program in Nonprofit Governance Essentials from the Georgia Center for Nonprofits. From there, Lara returned to Dad's Garage in August 2012 to become Managing Director. She helped lead the organization through the site redevelopment, including securing significant in-kind and discounted help for the move and temporary space options. Lara is a graduate of the LEAD Atlanta Class of 2014 and received a scholarship from the Harvard Business School Club of Atlanta to attend an executive education course, Strategic Perspective in Nonprofit Management, at the Harvard Business School in July 2014.

**Facilities**

The organization once had its own location at 280 Elizabeth Street in the Inman Park neighborhood of Atlanta. The former location was big enough to provide space for all their shows and events, so much so that the space was rented out to provide additional income for the organization. The previous space was in need of repair and the organization was not able to keep it.



Dad's Garage now rents space in 7 Stages venue in the Little Five Points district of Atlanta, still close to the previous location.



The Little Five Points district is an eclectic neighborhood full of artsy hipsters. The demographic of Little Five points is 75% percent white, 10% Black, 6% Asian, 5% Hispanic and 4% 'other' with an average age range of mid-twenties to late thirties. The rented location at 7 Stages is considerably smaller. The main stage seats 200 people and the Back Stage Theatre that Dad's Garage usually utilizes holds only 90 people. The location has efficient equipment that allows the organization to put on worthy shows. 7 Stages offers the Java Lords Coffeehouse & Bar as well as an on-site gallery.

The organization has recently bought a new property in the Old 4<sup>th</sup> Ward neighborhood of Atlanta, a mile from the current location. The location that was recently purchased is a church that will provide a larger amount of space overall than both of the previous places. It will need to be renovated to be successfully used as a theatre.

**Technology**

Dad's Garage is limited in their technology as far as the work environment. Due to the fact Dad's Garage currently rents their production space from 7 Stages, staff is limited to working from home. The space at 7 Stages provides adequate current technology to put on the shows they need. In the upcoming months, the organization will be more limited after moving into their new space due to the need to renovate the space to put in the technology needed to produce theatre. At that point, the organization will be slightly behind the curve.



## Programming

The programming of Dad's Garage consists of scripted and improvised theatrical performances and sketch comedy. Most of the content produced by Dad's Garage is for mature audiences due to its explicit, vulgar, and crude nature. The programming involves many sexually explicit jokes, both verbally and visually. The organization describes their material as "things that would make a sailor blush." The staff collaborates on pitching ideas and then vote on which ideas will be performed for the upcoming season. The programming at the theatre is interactive because it allows for audience engagement to suggest possibilities and be a part of the show instead of just being a passive observer. The organization also has a lesser known & promoted, Dad's Garage Radio, which is presented on Soundcloud mobile platform. The current programming of Dad's Garage consists of Extreme Elimination Improv Challenge, TheatreSports/TheatreSports Tournament and CageMatch.



### Extreme Elimination Improv Challenge

This is a fast-paced, no holds barred improv show. Improvisers get paired up at random and perform games and scenes based on audience suggestions. Then, the audience votes on which scenes they like best and the losers get eliminated until there's only one person left.



### TheatreSports/TheatreSports Tournament

TheatreSports is a fast-paced improv competition that features the best improvisers in the city and uses audience suggestions to fuel the show. The show consists of two teams, a host/referee, and the "infamous scum box."



### CageMatch

CageMatch is where two teams of long form improvisers take the stage to win the audience's vote to become the night's champion and earn the right to defend their title.

### King of Pops, The Post-Apocalyptic Musical!



This scripted show is the story of a determined young man who left his job in the corporate world to follow his dream of bringing popsicles to the people. But when a darkness overtakes the land and the King is left for dead, the fight for food truck freedom takes on epic proportions. Mike Schatz, the creator of V.I.P. Room and Apnea, wrote the musical.

In addition to theatrical performances, Dad's Garage has classes for emerging actors and provides a platform to bridge the gap between being an amateur artist to being an experienced actor. The ensemble of professional, award-winning improvisers teaches the improv training course. The ensemble has hundreds of years of experience combined and have taught classes and workshops all over the world for artists, corporate clients and everyone in between. The classes are a 4 level system for students. Each class costs \$235 and runs for a period of 8 weeks at the Inman Park United Methodist Church.

Level 1: Fundamentals of Improv





The Level 1 class is open to people of all skill levels, and no previous experience is needed. This class is designed to teach the basics of improv theory and group mind. The focus is on group dynamics, trust and reaction and will serve as the foundation for the work the student will perform in future classes. This class will prepare students looking for a continued improv education as well as appeal to professionals looking for different ways to approach public speaking and interpersonal dynamics in the work place.

#### Level 2: Intro to Short Form Games



Level 2 is designed to take what has been learned in Level 1 and apply it to short-form games. Students learn how to play a variety of short-form games and begin to apply the Dad's Garage focus of storytelling. The class ends with a showcase to friends and family. Completion of level 1 is required before taking this class.

#### Level 3: Short Form Games



Level 3 again builds on the previous 2 classes and the application of those skills to short form games. With an emphasis being placed on good storytelling, students learn how to play a variety of short-form games and maintain the scene's narrative structure.

#### Level 4: Performance Skills & TheatreSports



Level 4 brings all of the work done in the previous levels together, with an emphasis on techniques specific to performing for an audience. In this level, students learn games and show formats that are appropriate for audiences as well as hone their performance skills. This level wraps up with a TheatreSports graduation show for an audience.

Besides the classes the organization hosts through the actual company, the organization has The Dad's Garage High School Outreach Program. This outreach program is a free service to multiple high schools in the Metro Atlanta area in order to help bring the arts into the lives of students that might not otherwise have access to them. Each semester, 3 different schools are chosen and a 10-week curriculum is taught to 15 students at each school by one of the members of the artistic company. At the end of 10 weeks, the students from the 3 schools get a chance to come together and perform live on our stage for family and friends.

The improvisation classes we teach focus on: improv theory, team building, the art of narrative storytelling, character development, and performance skills. The skills taught during this training include trust, relaxation, listening, focus, agreement, developing creativity, verbal and nonverbal storytelling, monologue, scene structure, commitment, status, specificity and motivation.

The program has a number of goals, including: teaching students skills that are not only valuable on stage but in life; promoting creative problem-solving, positive interpersonal communication skills, character building and self-esteem; introducing skills that are helpful to students in the classroom and workplace; developing meaningful relationships between students and professional artists in their community; reaching a group of students with diverse interests and backgrounds; and providing a positive outlet for creativity and energy.

#### **Audience**

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The demographic of the Dad's Garage programming audience according to the Marketing Director is 18 - 35 white men and women, college educated, and middle class. Through observing consumers at BaconFest, the organization's main fundraiser, the attendees appeared to be within the 27-45 age range, college educated, white men and women. It was stated in an article that the organization say their audience "do not consider themselves patrons of art. Many of our audience members have never seen a live theatre show before, so we try to break them in nice and gentle with some outrageous comedy." Dad's Garage celebrates being able to sell out many shows in past and the ability to create a strong, loyal fan base that as kept them relevant for past 2 decades.



## Marketing and Promotion



The organization's largest and only recurring fundraiser is BaconFest. Baconfest is a grand event that serves as a fundraiser for the organization. Due to BaconFest's immensity, the organization holds a large campaign to promote the event which included a billboard, constant social media plugs, and allowing the event to be the main banner on the website. BaconFest also has a separate Twitter account with almost 2000 followers and a separate

Facebook page with over 3500 likes and over 1000 visits aside from the Dad's Garage page. Marketing for their programming is slightly lackluster. The organization makes use of Twitter and Facebook as well as YouTube for their "Dad's Garage TV." The YouTube channel has nearly 2000 subscribers. The Twitter profile for the organization is very active and has over 5000 followers. The organization retweets a lot of their followers' mentions about the organization as well as post information about classes and shows. The official Facebook profile has over 12,000 likes and over 11,000 visits. On Facebook, the organization talks about upcoming events, shows, behind the scenes information, and engage in conversation with their fans. They also post comedic entertainment news from around the web. The organization utilizes the social media platform, Soundcloud for Dad's Garage Radio.

Dad's Garage recently closed a Kickstarter fundraising campaign to help finance its new home in the Old Fourth Ward. The goal was to raise \$116,000 to help close the deal on the old church. The organization offered donors a downloadable mix of Dad's Garage's greatest hits from its original musicals and sketches. Several price points were rewarded by items designed by Atlanta-based multimedia artist R. Land. For larger amounts, the organization offered many benefits from private shows to putting donor's names on toilets.

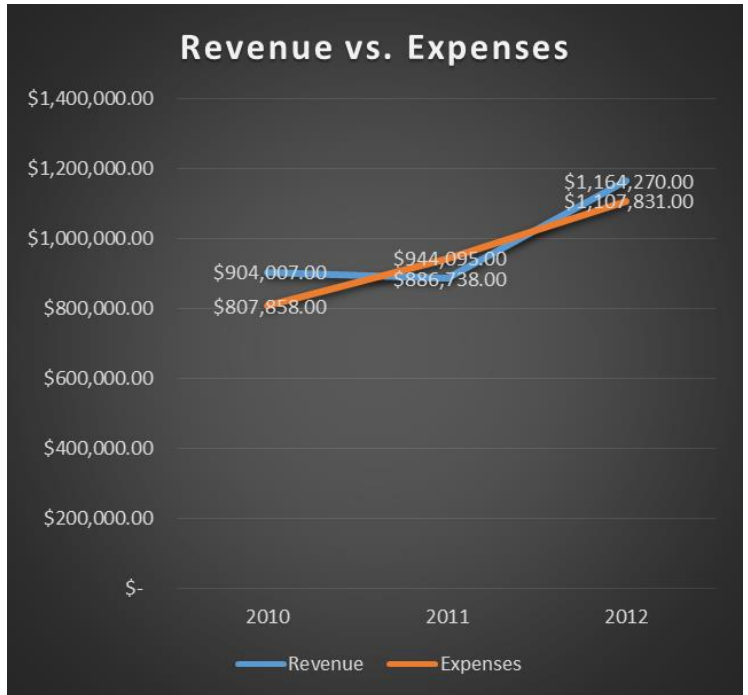
The organization has also recently started a new campaign to raise funds for the renovations of the location it purchased and plans to move into by the end of the year. Thus far, to promote this campaign, the organization has created a comedic informational video as well as used it as a header on the main page of their website. Currently, this campaign is still in the works as far as explaining it to donors and is mildly promoted.

## Financials

Dad's Garage, Inc. is a 501(c) (3) not-for-profit organization. On the 2012 tax return, the company received \$1,164,270 in revenue from contributions & grants and program services. Dad's Garage program expenses came to \$894,290, the management expenses were \$144,717, and fundraising as \$68,824. The net assets were \$180,638 at the end of the year which is an increase from the beginning of the year where it was \$124,199. This shows that they are making improvements as far as having money on hand because the cash increased significantly 272% from \$61,422 to \$167,127. However this big of an increase leads me to believe they just sold something within that fiscal year. Dad's Garage's programs are scripted and improvised theatre performances. The organization spends \$162,923 in direct production costs. The top staff of Dad's Garage, which is the Managing Director and Artistic Director receive \$18,361 and \$49,843 respectively. The organization does not lobby and is a private foundation.

On the 2011 tax return, the company received \$886,738 in revenue, a decrease from 2010. The expenses for that year came to \$944,095 leaving a deficit at the end of the year of \$57,357. Although they suffered a loss, 80% of their revenue came from program service revenue which is a good thing. A comparison of their program expenses as compared to the program revenue is bad because they spent \$775,632 and only made \$710,097. A red flag for me is the \$239,134 in "other" expenses that seems like a hefty number that has from 2010. The company also lost a significant amount of cash from \$121,579 to \$61,422, a 50% decrease. The direct production costs for this year was \$100,500.

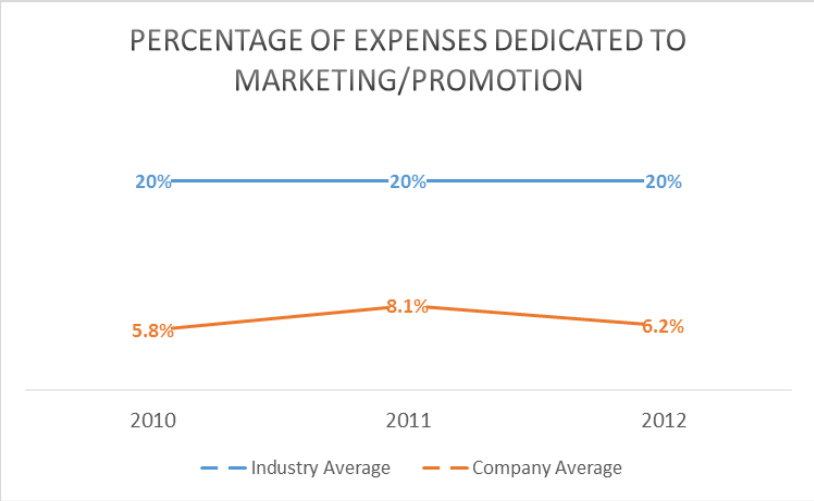
In 2010, Dad's Garage made \$904,007 in revenue and 126% increase from the prior year. Expenses were \$807,858, resulting in a profit of \$96,149. Direct production costs were \$78,133 which is good compared to the \$537,360 from program service revenue.



This increased from 2011 where it was only \$18,300 and that was a decrease in 2010 which was over \$36,000. If you take out the fact that someone was hired to do fundraising, there was still a slight increase in fundraising expenses over the years: \$14,792, 2010; \$18,300, 2011; and \$25,027, 2012. However 2012 number is highly increased because it has an events category. Besides the extreme dip in 2011, the company has been operating in a surplus since 2009.

As of the 2012, the company is operating within its budget even bringing in a profit. However, this has not also been the case because the previous year, the company suffered a tremendous loss of over \$57,000. Before that point, the company had been making a slight profit in 2010 and 2009. The fundraising expense has increased over the years with over \$14,000 in 2010, to over \$58,000 in 2011, to close to \$69,000 in 2012. The reason for this increase is because apparently someone was hired to handle fundraising because in 2011 and 2012, there are amounts in "salaries & wages." In 2012, the company spent \$30,062 in advertising and promotion.

In 2010, only 4.7% of the program service expenses were contributed to advertising and promotion. Fundraising with advertising and promotion combined makes 5.8% of the overall expenses. Only 2.3% of the program service expenses were contributed to advertising and promotion in 2011. Combining fundraising expenses with advertising and promotion makes 8.1% of the overall expenses. There is no amount in advertising and promotion in 2012. Using the fundraising expenses, it accounts for 6.2% of the overall expenses. While the monetary numbers may increase slightly over the years, the percentage of what they spend on fundraising, advertising, and promotion is extremely low as compared to the overall expenses.



Marketing should account for around 20% of the budget and the numbers from Dad's Garage, there marketing barely hits 10% in the best year of the comparison data. The only year that has an amount in the "information technology" category is 2010, which I assume is attributed to the website in some sense. The expenses are not spread proportionately throughout all categories and each year has a huge "other" category that is continuously increasing. The biggest expense for any company should be the salary and wages but the "other" category should not a close second.





## Community Profile

### Community Overview



Dad's Garage is located in the Inman Park neighborhood near Little Five Points in Atlanta, Georgia. Atlanta is the cultural and economic center of the state of Georgia, home to 5,522,942 people and the ninth largest metropolitan area in the United States. Little Five Points is a district on the east side of Atlanta, Georgia. It was established in the early 1900s as the commercial district for the adjacent Inman Park and Candler Park neighborhoods, and has since become famous for the alternative culture it brings to Atlanta. Inman Park is the first planned suburb of Atlanta. It was named for Samuel M. Inman, who was a prominent cotton merchant and businessman in Atlanta, best known for the neighborhood in Atlanta that bears his name.

The first Atlanta streetcars were constructed just south of the Little Five Points area in the 1890s. According to the National Park Service, as the population grew on Atlanta's east side, the area where the trolley lines converged became one of the earliest major regional shopping centers. Little Five Points thrived until the 1960s, when a proposed freeway through the heart of the district drove residents out of the neighborhood. By the 1970s, Little Five Points had fallen into disrepair. Revitalization began as urban pioneers moved into the then-cheap neighborhood and restored the Victorian-style homes. By 1981, local merchants formed the Little Five Points Partnership to continue the restoration and expansion of the retail area, turning what was formerly a gas station into the "484 retail area" — several retail shops aligned in strip-mall style.



Little Five Points is renowned for its alternative culture. It is home to metro-wide indie radio station WRFG FM 89.3, two independent bookstores (Charis Books and More and A Cappella Books), a skateshop staffed by pro skateboarders (Stratosphere Skateboards), record stores (Criminal Records, Wax'n'Facts, and Moods Music), coffee shops (Java Lords, Aurora Coffee, Starbucks), a health and wellness center (Sweetgrass Wellness Spring), new and used clothing stores (Rag-O-Rama), novelty shops (Junkman's Daughter), a new-age shop (Crystal Blue), a locally owned credit union (BOND Community Federal Credit Union), a natural foods store (Sevananda Natural Foods Market), an independent pharmacy (Little 5 Points Pharmacy), and independent record labels (DB Records) and Shut

Eye Records & Agency, three theaters (7Stages, Dad's Garage Theatre Company, and Horizon Theatre), a major music venue (Variety Playhouse), a community music school (The Little 5 Points Music Center), a smoking store (42°), and several local restaurants and bars. The neighborhood is featured in the Cartoon Network show *Class of 3000* as well as the *Internet Girls* series of books by Lauren Myracle, who mentions several of the businesses in Little Five Points by name.

Little Five points is home to the Little Five Points Halloween Festival, which takes place every year on the Saturday before Halloween. The official L5P Poet used to freestyle poetry in the square and has a mural located in the alleyway between Earthtones and American Apparel; he has not been present in 2014. Local vendors sell arts and crafts and the highlight of the celebration is the Little Five Points Halloween Parade. The parade features local celebrities, bikers in costume, live music, hearses, several local marching bands, and many parade floats that are put together by community action groups and local businesses. Little Five is also the host of Little Five Fest, which is an annual music festival featuring 50-100 local bands spread across multiple venues. <sup>1</sup>

**Demographic**



Little Five Points is surrounded by the Inman Park, Edgewood, Candler Park and Poncey-Highland neighborhoods of Atlanta. The center of Little Five Points is located at the convergence of three major roads: Moreland Avenue (once called Hurts Avenue and County Line Road), Euclid Avenue (formerly Decatur Turnpike or the “Pike”), and Seminole Avenue (formerly Cleburne Avenue). Immediately to the south on Moreland in Atlanta.

, just through the DeKalb Avenue and Georgia Railroad underpass, is the Edgewood Retail District, a late-2000s urban infill land development of former Atlanta Gas Light Company land. This provides the area its big-box stores (Lowe's, Target, Kroger, Ross, Best Buy, Office Depot and others), mostly at the opposite end of the spectrum from the historic Little Five Points. Its smaller shops constructed along Caroline Street, occupied by many chain stores, are done in a small-town "main street" style (with underground parking), and the entire development is done in brick, as Little Five Points originally was.

	Little Five Points	Atlanta	Georgia
<b>Population</b>	402	431,724	9,951,071
<b>Median Household Income</b>	\$72,886	\$61,642	\$49,276
<b>Average Household Net Worth</b>	\$641,816	\$526,940	\$424,287
<b>Long-term Residents (5+ years)</b>	21%	36%	33%
<b>Annual Turnover</b>	23%	18%	18%
<b>Median Age</b>	34 years	36 years	35 years

Little Five Points occupies 0.164 square miles with the population standing at 794 thousand. Population density of Little Five Points is 4,852 people per square mile, and 3,282 people per square mile

Age	Population
0-9	41
10-19	25
20-29	84
30-39	107
40-49	70
50-59	43
60-69	26
70-79	6
80+	1

**Candler Park**

The current population of Candler Park is 3,175 with the median age of 35. Candler Park's median household income is \$77,597, and the average household net worth is \$629,439. 27% of Candler Park's population are long term residents having lived in their homes for more than 5 years, while 22% of Candler Park's population have moved in the last year.

Age distribution represents the distribution of the population in Candler Park by age group. In Candler Park, the male-to-female ratio is 1,568:1,606, which is 3% higher than the ratio of Atlanta Metro, which is 2,627,243:2,772,441. Age demographic data is sourced from census, 2015.

Age	Population
0-9	462
10-19	219
20-29	463
30-39	747
40-49	599
50-59	390
60-69	226
70-79	43
80+	27

	Candler Park	Atlanta	Georgia
<b>Population</b>	3,175	431,724	9,951,071
<b>Median Household Income</b>	\$77,597	\$61,642	\$49,276
<b>Average Household Net Worth</b>	\$629,439	\$526,940	\$424,287
<b>Long-term Residents (5+ years)</b>	27%	36%	33%
<b>Annual Turnover</b>	22%	18%	18%
<b>Median Age</b>	35 years	36 years	35 years

## Edgewood

The current population of Edgewood is 3,610 with the median age of 34. Edgewood's median household income is \$40,728, and the average household net worth is \$398,524. 32% of Edgewood's population are long term residents having lived in their homes for more than 5 years, while 19% of Edgewood's population have moved in the last year.

	<b>Edgewood</b>	<b>Atlanta</b>	<b>Georgia</b>
<b>Population</b>	3,610	431,724	9,951,071
<b>Median Household Income</b>	\$40,728	\$61,642	\$49,276
<b>Average Household Net Worth</b>	\$398,524	\$526,940	\$424,287
<b>Long-term Residents (5+ years)</b>	32%	36%	33%
<b>Annual Turnover</b>	19%	18%	18%
<b>Median Age</b>	34 years	36 years	35 years

Age distribution represents the distribution of the population in Edgewood by age group. In Edgewood, the male-to-female ratio is 1,697:1,915, which is 6% lower than the ratio of Atlanta Metro, which is 2,627,243:2,772,441.

Age demographic data is sourced from census, 2015

## Inman Park

The current population of Inman Park is 3,611 with the median age of 33. Inman Park's median household income is \$69,352, and the average household net worth is \$719,491. 22% of Inman Park's population are long term residents having lived in their homes for more than 5 years, while 22% of Inman Park's population have moved in the last year.

<b>Age</b>	<b>Population</b>
0-9	417
10-19	341
20-29	662
30-39	802
40-49	448
50-59	378
60-69	264
70-79	188
80+	113

	<b>Inman Park</b>	<b>Atlanta</b>	<b>Georgia</b>
<b>Population</b>	3,611	431,724	9,951,071
<b>Median Household Income</b>	\$69,352	\$61,642	\$49,276
<b>Average Household Net Worth</b>	\$719,491	\$526,940	\$424,287
<b>Long-term Residents (5+ years)</b>	22%	36%	33%
<b>Annual Turnover</b>	22%	18%	18%
<b>Median Age</b>	33 years	36 years	35 years

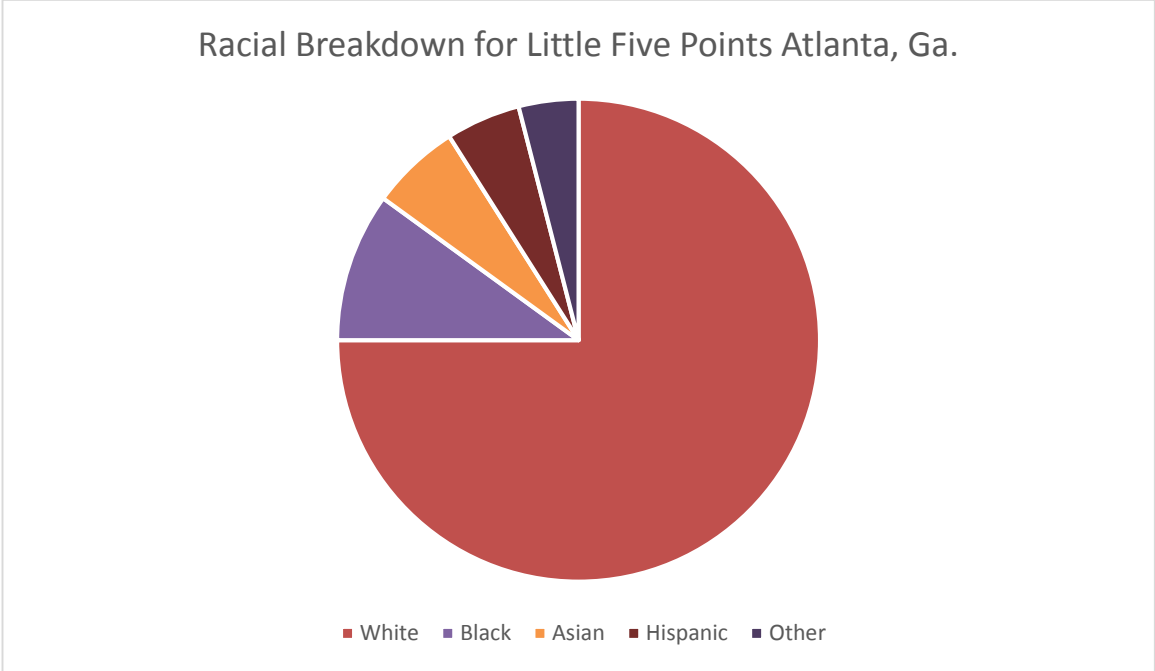


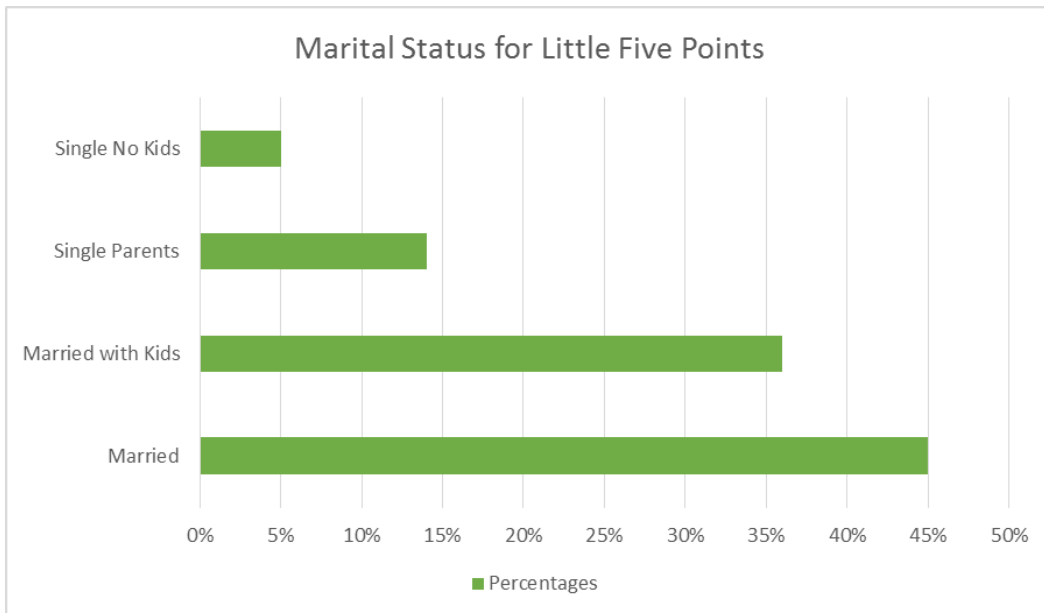
Age distribution represents the distribution of the population in Inman Park by age group. In Inman Park, the male-to-female ratio is 1,829:1,784, which is 8% higher than the ratio of Atlanta Metro, which is 2,627,243:2,772,441. Age demographic data is sourced from census, 2015.

Age	Population
0-9	164
10-19	107
20-29	812
30-39	814
40-49	408
50-59	234
60-69	138
70-79	72
80+	21

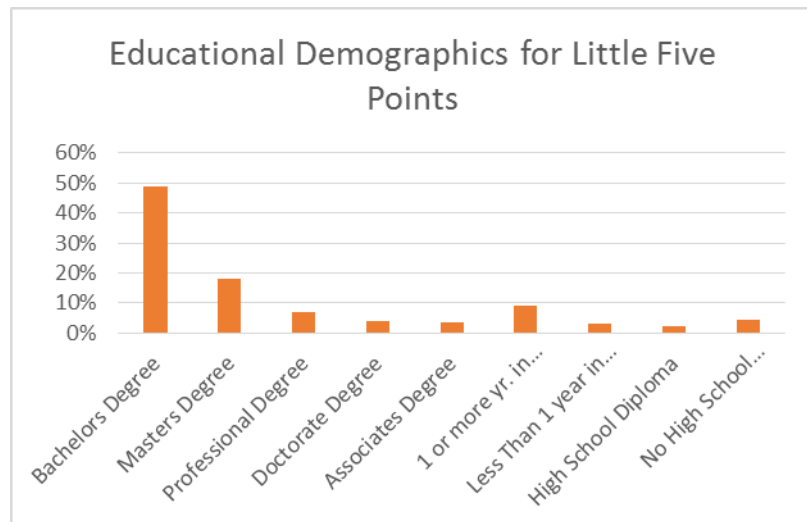
**Population Trends**

Dad’s Garage Theatre is currently located in the Seven Stages Theatre in Atlanta’s Little Five Points area. This area is known as the cultural mecca of Atlanta, located in the 2 ½ miles away from the Downtown area, there are over 700 people who live in the Little 5 Points area and the median age range is about 34-39 years old for the majority of the residents. The next largest age demographic is ages 20-29 and after that is ages 40-49. Over 21 percent of these residents are what’s considered long term residents meaning that they have lived in the area for more than 5 years. The gender break down of the neighborhood is approximately 309 males to 404 females. This is 7% higher than the ratio of the Atlanta Metropolitan area. The racial breakdown is about 75% percent white, 10% Black, 6% Asian, 5% Hispanic and 4% ‘other’. The marital status breakdown of the Little 5 Points area is 45% married, 36% married with kids, 14% single parents and 5% single.



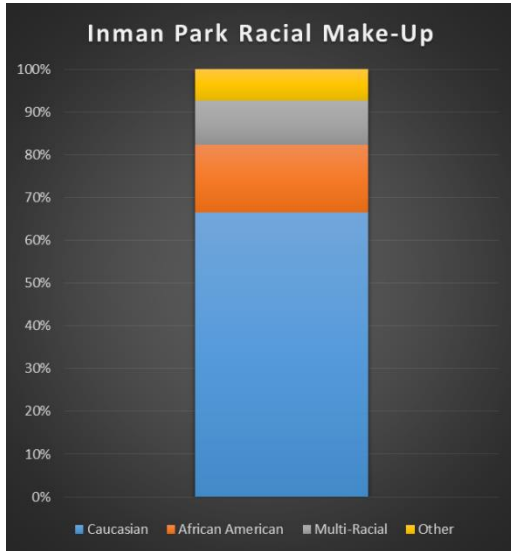


The education statistics of the Little Five Points are a lot better than the statistics in Atlanta over all. 49% of residents in Little Five Points have received their Bachelor's degree, 18% have received their Masters, 6.9% have received a professional degree, 4.1% have received their doctorate, 3.6% have an Associate's degree, 9% have 1 or more years in college, 3% have less than one year in college, 2.2% have received their High School degree or a high school equivalent and 4.2% of residents do not have a High School diploma. The population of the Little Five Points community is on an increase. Considered one of the best neighborhoods of the Metropolitan Atlanta area, Little Five Points is a hot bed for young, artistic and alternative adults. With the addition of The Atlanta Beltline within walking distance of Little Five Points, this area is experiencing a steady boost of residents.



The Little Five Points area of Atlanta, Georgia, where Dad's Garage Theatre temporarily calls home is considered among the most popular communities in Atlanta. It has a current demographic of educated young, married adults and couples with children and a median income of \$66,926. The people that call this neighborhood home have a higher level of education and will most likely remain residents of the neighborhood for a long time. Dad's Garage Theater's may want to pay attention to the changing population of the neighborhood that they are currently in as well as the demographics of their future home to maximize on audience.

## Inman Park

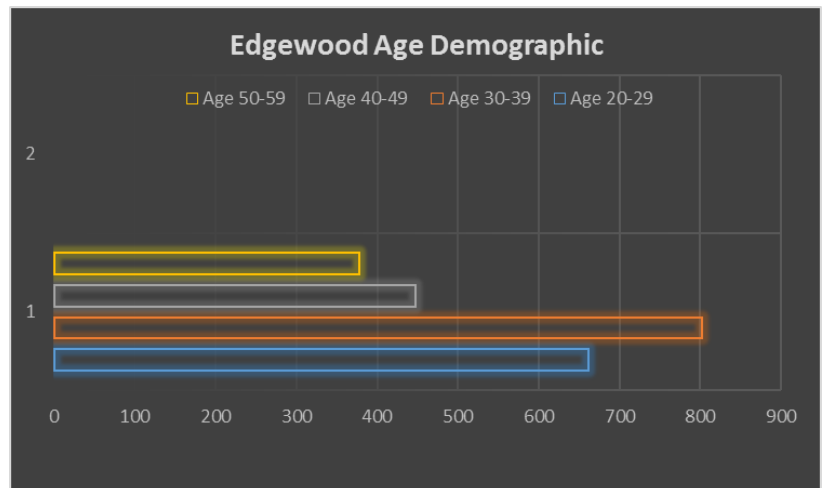


The Inman Park area of Atlanta, Georgia is the area that surrounds Little 5 Points and also shares the 30307 area code. The Population of this area is about 3,606. The racial division of the area consists of 85.85% white, 9.42% African American, 2.24% Mixed Race, 1.46% Asian, and 1.03% who identify as other. The median age of this community is 33.3 and the age breakdown is 793 people ages 20-29, 1,022 people ages 30-39, 610 people ages 40-49, and 374 people ages 50-59. The gender breakdown is 1,531 male and 1,677 Female. The overall median income for this neighborhood is \$69,352 with the breakdown as follows 275 making between \$30,000 and \$39,000, 218 people making \$60,000 and \$74,000 and that same number of people making \$75,000 and \$99,000, 218 people making between \$100,000 and \$124,000. The marital status for this area is 48.6% of people being married, 33.3% married with children, 12.7% single parents and 5.4% of people are single. The education for this neighborhood stands as 1,394 people having received their Bachelor's degree, 714 people having received their Masters or professional degree, 336 people having no college degree, 223 having graduated from High School, and 74 having received their Associates degree.

their Masters or professional degree, 336 people having no college degree, 223 having graduated from High School, and 74 having received their Associates degree.

## Edgewood

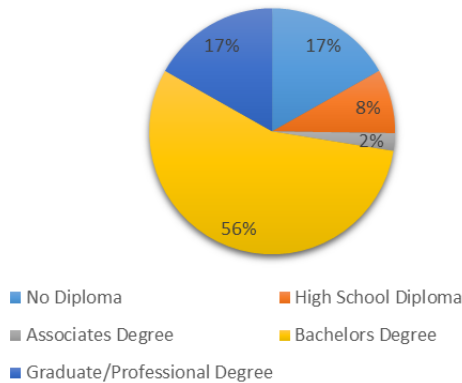
The Edgewood neighborhood has been in constant change for a couple of years now. With the building and opening of the Edgewood retail district, and the recent construction of luxury condominiums, mean that the neighborhoods demographics are in flux. The current total population of this area is 30,513 people with the breakdown between males and females being 14,803 male and 15,708 female and the median age being 34.67. The age distribution for this area is 802 people being 30-39, 662 being 20-29, 448 people being 40-49, and 378 being 50-59 years old. The racial breakdown for the Edgewood neighborhood is as follows, 56.89% African American, 38.38% Caucasian, 2.25% Mixed race, 1.38% Asian, 1.08% other and 0.11% Native American. The median income for the Edgewood neighborhood is \$61,049. The income breakdown is 249 of the residents making \$20,000 – \$29,000, 194 making \$60,000- \$74,000, 195 making \$30,000 - \$39,000. The marital status for this neighborhood are 33.4% Single parents, 29.6% married, 23% single and 13.9% married with children. The education breakdown for the Edgewood neighborhood is 603 residents have a High School Diploma, 540 residents have no High School Diploma, 529 residents have obtained Bachelor's Degree, 334 residents having obtained a graduate or professional degree, and 173 residents having obtained an Associates degree.



The education breakdown for the Edgewood neighborhood is 603 residents have a High School Diploma, 540 residents have no High School Diploma, 529 residents have obtained Bachelor's Degree, 334 residents having obtained a graduate or professional degree, and 173 residents having obtained an Associates degree.

## Poncey-Highland

**Poncey-Highland Education Demographic**



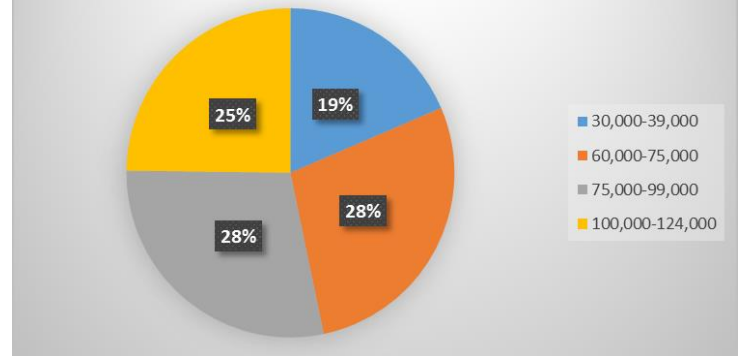
The Poncey- Highland is located just south of the Virginia-Highlands neighborhoods, and is named after the intersection of North Highland Avenue and Ponce de Leon Avenue. This neighborhood borders the Candler Park, Inman Park and the Virginia Highlands area. This neighborhood is also experiencing changes and the transformation of the old City Hall East building to a mixed use retail and housing area, the demographics continue to fluctuate. The current population stands at 41,957 with the breakdown between the sexes being 21,114 male and 20,842 being female. The median age of the Edgewood neighborhood is 34.90. The area is overwhelmingly white collar with the occupational employment being

63.5% white collar and 36.5% blue collar. The median income is \$98, 285. The economic breakdown of the Poncey-Highland area is 439 residents bringing home \$75,000 to \$99,000, 525 residents bringing home \$30,000 to \$39,000, 391 residents bringing home \$60,000 to \$75,000. The age breakdown of this area is 1,726 people between the ages of 30-39, 1,566 people between the ages of 20-29, 1,303 people between the ages of 40-49. The racial breakdown of the Poncey-Highland neighborhood is 88.82% Caucasian, 5.46% African American, 3.36% Asian, 1.49% Mixed Race, 0.45% other, and 0.16% Native American. The Education breakdown of this neighborhood is 2,387 residents have received their Bachelor’s Degree, 1,976 residents have received their Graduates or a Professional Degree, 722 residents don’t have a High School Diploma, 361 residents have a High School diploma, and 99 residents have earned their Associates Degree. The marital breakdown of the Poncey- Highlands is 44.1% of residents are married, 39.3% of residents are married with children, 9.7% are single parents and 6.8% are single.

## Candler Park

The Candler Park neighborhood was named for the Coca-Cola magnate Asa Griggs Candler who donated the land that the neighborhood is on to the city in 1922. It features a park, a golf course, a swimming pool, tennis courts and a football/soccer field. The neighborhood borders the Little 5 Points, Lake Claire, Inman Park and Edgewood neighborhoods. The median age of residents in the Candler Park Neighborhood is 35 years old. The age breakdown is 747 residents’ ages 30-39 years old, 599 residents ages 40-49 years old, 463 residents ages 20-29 years old, and 390 residents ages 50-59 years old. The male to female ratio is 1,568 to 1,606. The racial breakdown of the Candler Park neighborhood is 86.03% Caucasian, 6.66% African American, 2.49% Asian, 2.43% mixed race, 2.40% other race, and 0.1% Native American. The income breakdown for the Candler Park neighborhood is 201 residents earning \$75,000 to \$99,000, 199 residents earning \$60,000 to \$75,000, 175 residents earning \$100,000 to \$124,000 and 131 residents earning \$30,000 to \$39,000. The Education breakdown is 935 of residents having earned their Masters or Professional degree, 804 residents having earned their Bachelor’s Degree, 281 residents having no college diploma, 202 residents have their High School Diploma. The marital breakdown of the Candler Park is 43.2% of residents are married with children, 32.3% of residents are married with no children, 15.1% of residents are single parents and 5.4% of residents are single.

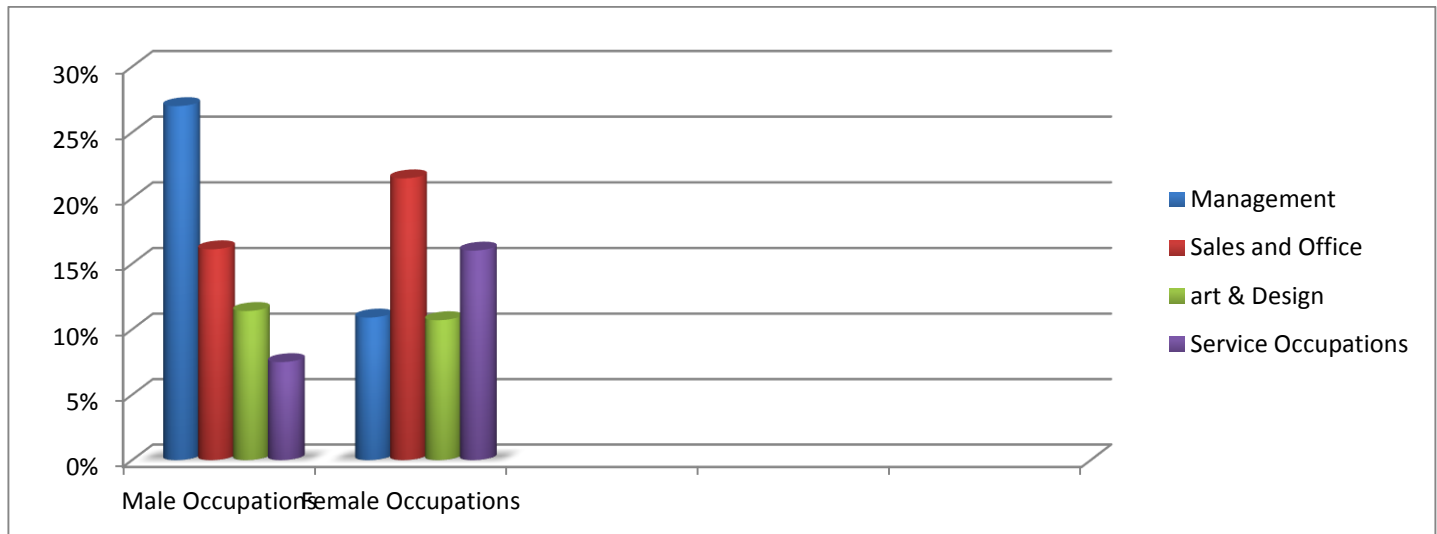
**Candler Park Income Demographic**



## Economy

### Little Five Points

The Economy of the Little 5 Points area presents a picture of a successful neighborhood; the unemployment rate in the area is currently 8.50% as of the year 2014. This is only slightly above the national average of 6.30% Percent. Most of the residents of his neighborhood are young professionals with 27% of males and 10.9% of women working in management occupations, 16.1% of males and 21.5% of females working in sales or office occupations and 11.4% of males in arts, design, entertainment, sports and media occupations and 16% of females in service occupations. 27% of the population has an income level that is considered below the poverty line, compared to 21.6% in the whole state. Residents in this area with an income level below 50% of the poverty level are 10.5%; this is lower than residents in the whole state with an income level below 50% of the poverty level.



The Little 5 Points/Inman Park area has several schools associated with it. Among these are two public elementary schools; Fernbank Elementary and Mary Lin Elementary and three private schools, Paideia, The Atlanta School, and The Horizons School. There are two middle schools that serve this area, The Atlanta School, which is private and Inman Middle School, which is part of the Atlanta Public School system. The High Schools in this area are the Horizons School and Paideia both private and Grady High School and Druid Hills High belonging to the Atlanta Public Schools and DeKalb County schools respectively. There are several colleges and universities in the area that surrounds the Little Five Points/Inman Park neighborhood. The closest one is Emory University; located minutes from the area, students from Emory consider Little Five Points a top hang out spot. Georgia State University is based in downtown Atlanta, just two to three minutes away from the area. Georgia Tech and The Savannah College of Art and Design are both in areas surrounding the Little Five Points.

The economy of the Little 5 Points area tends to lean more towards wealthy and middle class homeowners with occupations in the managerial sector, sales and office occupations, and the arts. There is an undercurrent of unemployment and poverty in the area with 8.50% of people that are considered unemployed and 27% of people living below the poverty line. There are several schools and colleges in the area and the students at these schools; especially the colleges and universities flock to the Little Five Points area for the restaurants, culture and nightlife. The college crowd exactly fits Dad's Garage's demographic and with an abundance of them in the neighborhood, the theatre has a ready-made fan base.

## Inman Park



The Inman Park neighborhood is a fairly affluent neighborhood with the income per capita being \$35,719 and the median household income being \$46,146. The median income for males in the Inman Park area is \$36,545 and the median income for females is \$27,974. The unemployment for the neighborhood is 8.1%, a bit higher than the rate for the city of Atlanta at 6.8%. There is a poverty issue in this neighborhood. The poverty level for the Inman Park neighborhood is 24.3% which is higher than the city average of 14.75 and the national average of 14.9%.

The schools that serve the Inman park area are, Inman Park elementary school, Springdale elementary school, Mary Lin elementary school, the Paideia school, the Montessori in Town, the Inman Park cooperative school, Inman Middle School, and Henry W. Grady High School. The colleges and universities closest to the neighborhood are Emory University, which is minutes away from Inman Park is Emory University, Georgia State University is also near the Inman Park neighborhood, approximately two to three miles away. The Savannah College of Art and Design is also located close to the Inman Park area as well as the Colleges of Sciences.

## Edgewood

The Edgewood neighborhood borders the Inman Park, Poncey-Highland, and Candler Park neighborhoods. The per Capita income is \$30, 124 which is a bit less than the city per capita income of \$35,719 and higher than the state average of \$25,309. The Unemployment rate for this neighborhood is 6.8%, a lot lower than the state average of 8.1% and exactly the same of the state unemployment average of 6.8%. The median household income for this neighborhood are \$38,200 for males and \$30, 914 for females. The occupational breakdown for this neighborhood is 3.42% engaged in blue collar occupations and 65.8% engaged in white collar work.



The schools that serve this neighborhood are the Paideia School, Whiteford Elementary, Fred Armon Toomer elementary, Mary Lin Elementary, Coen Middle School, Whitfield Academy, Charles Drew Charter School, Southside High School, Inman Middle School, Renfroe Middle, The Atlanta School and Grady High School. The Colleges and Universities near this neighborhood are Emory University, Georgia State University, The Georgia Institute of Technology, and the Savannah College of Art and Design.



## Poncey-Highland

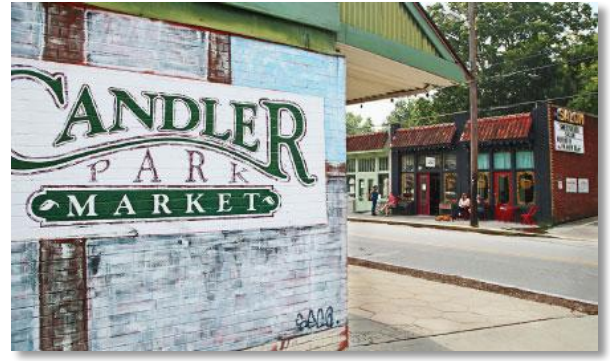
The Poncey-Highland neighborhood is located on the Eastside of Atlanta, near the Virginia Highlands neighborhood. The income per capita of this neighborhood is \$54,158. The median household is \$65,920. The breakdown of median earnings for this neighborhood is \$53,923 for males and \$38,923 for females. The unemployment rate for this neighborhood is 3.0%, a lot lower than the state average of 8.1% and the state average of 6.8%. The per capita income in the Poncey-Highlands neighborhood is 51.6% higher than the Atlanta average and 114% greater than the Georgia average. The occupational employee breakdown is as follows, 36.5% blue collar and 63.5% white collar.

The elementary, middle and high schools that serves the Poncey-Highland neighborhood are the Children's school, the Paideia School, Rockspring Pre-school, The Orion School, the Canterbury school, Montessori in Town, Morningside Presbyterian School, Primrose Schools, Charles Drew Charter School, Mary Lin Elementary school, Inman Middle School, Kipp Strive Academy, Young Middle School, Young Middle School, Ben Carson Middle School, Brown Middle School, Grady High School and North Atlanta High School. The Colleges and Universities near

this neighborhood are Emory University, Georgia State University, The Georgia Institute of Technology and the Savannah College of Art and Design.

## **Candler Park**

The Candler Park Historic neighborhood of Atlanta, Georgia has a per-capita income of \$57,490, this is 61% greater than the Atlanta average and 127.2% greater than the Georgia average. The median household income is \$83,606 this is 81.2% greater than the average for Atlanta and 68.5% greater than the Georgia average. The median earnings for males in this neighborhood is \$59,700 and \$42,457 for females. The unemployment rate for this neighborhood is 4.5%, considerably lower than the State average of 8.1% and lower still than the state average of 6.8%. The occupational employment breakdown of this neighborhood is 38.3% Blue Collar and 61.7% White Collar.



The schools, elementary, middle and high school that server the Candler Park neighborhood are Charles Drew Charter, Jackson elementary, Brandon elementary, Springdale park elementary, Mary Lin elementary, Neighborhood Charter School, Inman Middle School, Kipp Atlanta Collegiate, Sutton Middle School, Atlanta Charter Middle School, Young Middle School, Kennedy Middle School, Best Academy, Early College High School at Carver, Grady High School and North Atlanta High School. The Colleges and Universities that are around the area of this neighborhood are Emory University, Georgia State University, Georgia Tech, and The Savannah College of Art and Design.

## **Political**

There are several significant organizations in the Little 5 Points area, the main one is the little 5 Points Business Association. The Little 5 Points Business Association is a collection of business owners and employees who make decisions regarding the retail aspect of Little 5 Points, this group is also responsible for putting on the annual Little 5 Points Halloween festival and parade, an annual event that is considered the Mardi-Gras of the area. Another organization that is a big part of governing the area is the Inman Park Neighborhood association. This association oversees Atlanta's first planned community, Historic Inman Park and is charged with putting on one of Atlanta's best festivals, The Inman Park Festival and Tour of Homes. The political representative of the Little 5 Points and Inman Park area is Fulton County Commissioner Joan Garner of District 6. The Little 5 Point/Inman Park is also a part of City Council District 2 represented by Kwanza Hall and Post 1 at large Michael Bond.

The community issues that face the Little 5 Points/Inman Park area are first and foremost crime. The community has recently been rocked by a double murder that happened March of 2015 as well as a murder that happened at a local Kroger grocery store. Another issue that this area battles with is gentrification. This neighborhood is a highly sought after one, developers are constantly bulldozing old structures and building upscale and expensive housing, pushing out the older residences. The community also struggles with maintaining its unique and historic vibe with the incoming big box stores.



A few of the political initiatives and community projects that are happening in the Little 5 Points/ Inman Park area are the proposed parking deck that is planned for the Little 5 Points retail community, the proposed sale of the Inman Park Trolley Barn and the upcoming Inman Park Festival and Tour of homes.

Little 5 Points/Inman Parks political leaders are very active in the community, representative Kwanza Hall works closely with local businesses and associations to make sure the needs of the community are met. The Little 5 Points Business Association and the Inman Park Neighborhood Association make sure that the community is engaged and running smoothly. Their annual events, The Little 5 Points Halloween Festival and the Inman Park festival draw thousands of people every year and with Dad's Garage Theatre being a part of this community these two events offer a wonderful opportunity for the organization to interact with the community.

The City of Atlanta run by Mayor Kasim Reed and the Atlanta City Council which consists of Ceasar Mitchell, Ceasar Mitchell, Carla Smith, Kwanza Hall, Ivory Lee Young, Clela Winslow, Natalyn Archibong, Alex Wan, Howard Shook, Yolanda Adrean, Felicia Moore, C. T. Martin, Keisha Bottoms, Joyce Sheperd, Michael Julian Bond, Mary Norwood, Andre Dickens. The City of Atlanta is in Fulton County and that is run by The Fulton County Board of Commissioners which is comprised of Chairman John H. Eaves, District 7 at large, Vice Chairman Liz Hausman District 1, Bob Ellis District 2, Lee Morris District 3, Joan P. Gardner District 4, Marvin S. Arrington District 5, and Emma L. Darnell District 6.

The state of Georgia consists of three branches of government, the Executive branch, the Legislative branch and the Judiciary branch. The Executive branch consists of the Governor Nathan Deal, Lieutenant Governor Casey Cagle, Attorney General Sam Olens, Secretary of State Brian P. Kemp, State School Superintendent John Barge, Insurance Commissioner Ralph Hudgens, Agriculture Commissioner Gary Black and Labor Commissioner Mark Butler. The Legislature of Georgia is the Georgia General Assembly; it is bicameral, consisting of the Senate and the House of Representatives. The Georgia state Senate consists of 56 senators. The highest judiciary power in Georgia is the Supreme Court and is composed of seven judges and the state Court of Appeals which consists of 12 judges.

There have been a few legislations that have been passed that may affect arts organizations in Georgia; a few of these are the legislation that has been proposed to tighten the regulations on public art. This ordinance states that there must be community input will have to be gotten before murals al be put up on private and public buildings. This could affect Dad's Garage Theatre's new location in the event that the organization wants to display public art. The recently passes Net Neutrality act which allows any Internet user to access the lawful content or application of their choosing without interference from an ISP. These rules were passed by a 3-to-2 vote by the FCC. This act means that Internet Service Providers cannot restrict internet usage in favor of more money. If this act were overthrown, it would mean that Dad's Garage Theatre and all other arts organization would not be able to reach key members of their demographic via the internet. Also the proposed tax reform of 2014 contained proposed changes to charitable tax deductions including imposing a two-percent floor of an individual's Adjusted Gross Income (AGI) in order to take deductions for charitable giving. This legislation did not advance in the 113th Congress, but tax reform is always an issue that is bantered back and forth in the government and any changes in these could directly influence how Dad's Garage Theatre deals with their patrons and the gifts that their patrons give.





## Competitive Analysis

### Direct Competitors

#### Whole World Improv Theatre Company



Whole World Improv Theatre is an extremely popular, well-established improv comedy troupe that has been a part of the Atlanta community since 1994. The troupe offers a wide range of talent and skill to create an unrehearsed, live experience, from costumes and set changes to music and story lines, based entirely on audience suggestions. Whole World Improv Theatre (WWIT) is a non-profit theatre company that began in Atlanta, Georgia in late 1993, when a dedicated and talented core of actors united to form what they call the hottest improv company in town. Since its inception, Whole World Improv has consistently garnered many awards, including Best Improv Group, Best Place for a 1st Date, Best Improv Overall, and Best Outdoor Event for its annual Improv in the Park performances, and Atlanta Magazine's Best Theatre 2007.

#### Location:

1216 Spring St NW, Atlanta, GA 30309  
Midtown Neighborhood

#### Mission & Description:

Whole World strives to be the most entertainment and dynamic improvisational theatre and creative educational institution in the south. Whole world is cultivating actors to go on to be recognized by a global audience, while providing an artistic home for anyone who wishes to be educated, inspired and better themselves through this artistic expression Whole world is dedicated to using theatre as a form of communion for all people.

#### Description of Products:

Whole World has set a highly polished standard for improvisational comedy. The shows involve actors taking random plot points from the audience, then performing several semi-structured "scenes" relying on physical and verbal humor. The organization hosts themed nights such as Ladies Night & Kids Night. In addition to theatrical performances, Whole World also provides an in-depth theatrical educational curriculum. They have 7 Improv classes; Improv Workshop, Improv 101, 201, 301, 401, Musical Improv, & the Improv Studies Program. The organization has two summer camp programs, one for teens (13-17) and the other for kids (8-13) along with the Youth & Teen Improv Program and Improvius Prime. Whole World can also be hired for events such as Private & Corporate Team Building Workshops, Private Events & Holiday Parties, Cocktail Parties, and Meeting Rentals. The organization also hosts Improv in the Park at Atlantic Station which is a free theatrical event on the first Wednesday of every month.

### Pricing & Product Position:

Show times are Thursday 8pm, Friday 9pm, Saturday 8pm & 10:30pm. Tickets price from \$10 to \$25. The classes range from \$50 at the cheapest classes to \$915 at their most expensive program, Improvius Prime. Whole World offers many deals through their Facebook profile. The organization entices guests to attend shows through promotions such as wining prizes, free tickets, and discount tickets to local events.



### Summary of organization's spaces for performances, ticket sales, exhibits, etc.:

Whole World's annual attendance is an average 8,250 which includes regularly scheduled shows and private events. The space is best described as loft chic, and the theatre seats up to 125 people. The bar offers a wide selection of domestic and imported beers and specialty wines, as well as an array of non-alcoholic beverages.

### Target Market:

The target market of Whole World Theatre based on the demographics of the Facebook likes and the ticket prices are 24-39, Caucasian in the Atlanta area. The ticket prices range from \$20-\$25 per night which are more susceptible to be purchased by this audience. There are \$10 shows on Thursday that night attract the 18-24 market, however I do not believe this is the market this organization specifically targets.

### Summary of all promotion methods:

In addition to in-house Playbill inserts and in-house announcements during all shows, Whole World Theatre utilizes social media tools such as Facebook, which has 4,595 likes and 10,405 visits; LinkedIn, which has 62 followers; and Twitter, which has 691 followers. The organization currently has the Power2Give campaign that raises funds to provide equipment and specialized training in music and voice to broaden the Youth & Teen and Kids Camp Programs. Support also allows the company to enhance the production value of the performance space as they offer a free stage to Georgia improv teams that do not have a venue. The organization has also taken promotion to television by appearing on CBS Peachtree TV.

### Strengths and Weaknesses:

Whole World is considered a direct competitor because their services are almost exactly the same as Dad's Garage. The only main difference between the two is the niche audience that Dad's Garage serves and the broader audience that Whole World targets. Both companies specialize in improve theatrical works and have a theatrical class program for aspiring and emerging actors. Whole World go beyond what Dad's Garage can do because their educational program is more extensive and in-depth. Not only does the company have classes, but Whole World has two summer camp programs as well. Being that Whole World has its own building, they are able to offer more and do more. What solidifies Whole World as a heavy competitor is that the pricing for their shows is in a similar price range as that of Dad's Garage, only higher by a few dollars. The classes of Whole World are more expensive than Dad's Garage but the curriculum seems to be more in-depth. What Dad's Garage has over Whole World is there niche audience with the crude humor content of their shows that has built their loyal following for over 20 years.

The Whole World Improv Theatre provides quality improvisational theater as well as classes on improv for kids, adults and they even offer private lessons. Dad's Garage Theatre and The Whole World Theatre both offer improvisational comedy shoes and improv classes. The Whole World Improv Theaters primary advantage is that they offer children's shows. The Whole World Improv Theatre could add more information to their website. There is no information on their history or who the staff is. The Whole World Theatre has a 4 ½ star rating on Yelp and has generally good reviews. The Whole World Improv theatre sometimes partners with local radio stations, offering specials to their listener's and hosting special nights for them.

## The Improv Comedy Club & Dinner Theatre



The world famous Improv Comedy Club & Dinner Theatre is a part of the Andrews Entertainment District. Andrews Entertainment District was created as Buckhead's premier destination for drinks, food, dancing, and entertainment in Atlanta. Over the decades, the talent who has graced an Improv stage represents the “who's who” of American Comedy, including Richard Pryor, Billy Crystal, Lily Tomlin, Freddie Prinze, Andy Kaufman, Eddie Murphy, Jerry Seinfeld, Tim Allen, Jay Leno, Chris Rock, Dane Cook, Ellen DeGeneres, Jamie Foxx, Adam Sandler, Jeff Dunham, and Dave Chappelle.

### Location:

56 E Andrews Dr. NW Atlanta, GA 30305  
Andrews Entertainment District/Buckhead neighborhood

### Mission and description of the organization:

The Improv best known for its A&E network show *An Evening at the Improv* was founded by Budd Friedman in New York in 1963. It started expanding in 1975 when it opened its legendary second location on Melrose Avenue in Hollywood California. For almost a half century, The Improv Comedy clubs have remained the premiere stages for live comedy.

### Description of products:

The Atlanta Improv Comedy Club & Dinner Theatre features national touring comics up to 5 shows a week, every Thursday, Friday and Saturday evening. The theatre is available to rent for private events, corporate functions, offer comedy classes, and social engagements. The Improv Comedy Club & Dinner Theatre also hosted Kids Comedy Korner television show. The organization offers 2 classes, Level 1: Stand Up Comedy Class and Level 2: Comedy Class.



Kids Comedy Korner is a television show hosted by Denisha Gillespie. This show is an hour reality talent competition that entertains the audience and educates the contestants. Each week the contestants learn skills to create and perform comedy from comedians and acting coaches. Quincy Bonds, head instructor and on screen moderator of improv, coaches the contestants one on one with the help of Atlanta comedians. The end result is the development of unleashing their own inner comedians while acquiring skills like public speaking, networking, confidence, thinking on their feet and writing. Together, the show is geared toward empowering children to be more conscious of their sense of humor and teaching a strong sense of self. This is a collaborative project between Kids Comedy Korner and Atlanta Improv Comedy Club & Dinner Theatre alliance partners.

### Pricing and position of the product in regard to the market:

Tickets prices from \$7 to \$500 for different kinds of shows. Price of food and drinks are various to meet different consumer audience. The price for their level 1 class is \$395 and the price for their level 2 class is \$300.

### Summary of organization's spaces for performances, ticket sales, exhibits, etc.:

The Improv Comedy Club has space for 350 guests for a reception/cocktail event 300 guests for a Theatre-style event. The venue has a state-of-the-art sound system, including 8,000 watt QSC, loud speaker system and XLR input for DJs, bands and microphones. It also has a state-of-the-art visual system, including two 110-inch Samsung video walls and an 18-foot HD retractable projection screen capable of displaying Power Point presentations, company logos and DVDs.

### Target markets:

The target market of Atlanta Improv seems to be primarily 25-39 based on their show line-up. They feature well-known comedians such as Marlon Wayans, Yannis Poppas, and TJ Miller who have a fan base in the 25-39 age range. Also, many of the shows require that the guest be over the age of 21. As far as demographics of ethnicity and income, Atlanta Improv caters to Caucasian and African American audiences with their diverse line-up of celebrity guests. The tickets range from \$10 up to \$55 depending on the featured celebrity, therefore it's not a location that targets college-aged audiences, but more so a well-established market that is willing to spend \$55 for a night of comedic entertainment. I would guess this income would be higher than \$25,000/year.

### Summary of all promotion methods:

Improv Comedy club makes use of Facebook, which has 18,000 likes, and Twitter, which has 2,420 followers as their main social media platforms. The organization also has a podcast on iTunes. The organization still makes use of traditional methods such as flyers and playbills to promote shows as well.

### Strengths and weaknesses:

The Improv Comedy Club and Dinner Theatre provides great improv performances with affordable menu options for a dinner and a show experience. They also provide children from the local Boys and Girls club a chance to perform their comedy onstage. Both Dad's Garage Theatre and The Improv Comedy Club and Dinner Theatre offer improvisational comedy shows and improv classes. The improve Comedy Club and Dinner Theatres primary competitive advantage is that the offer dinner options, cocktails and space for private events and they offer open mic comedy for new comers to showcase their talent. The Improv Comedy Club and Dinner Theatre could offer more classes to young people, seeing as how they already have a kid's comedy night. They may also want to improve on their customer service.

The Improv Comedy Club and Dinner Theatre has a 3 ½ star rating on Yelp and a lot of mixed reviews. Complaints range from the quality of the comedy to the treatment of patrons by staff. The cost of a show at The Improv Comedy Club and Dinner Theater is around \$25.00 plus a two-drink minimum. Their children's comedy shows run between \$5.00 and \$10.00 Menu options range from \$5.00 to \$12.50. The Improv Comedy Club and Dinner Theatre has a website that is chock full of information and is easy to navigate.



## Indirect Competitors

An indirect competitor is an organization or business that offers similar programming but not the same. These competitors are important because even though the entertainment is slightly different, it's still an alternative that people can spend their money instead of Dad's Garage. The best way for the organization to overcome competitors such as this is to have the orange seem more appealing than the apple so to speak.



As the country's first led-certified theatre, Theatrical Outfit is a professional, not-for-profit organization, which operates as a SPT-8 (Small Professional Theater) under Actor's Equity Association, the union of actors and stage managers in America. Theatrical Outfit is a member of or participates in Theatre Communications Group, the Atlanta Coalition of Performing Arts, The Atlanta Convention and Visitors Bureau's Arts Marketing Initiative, Central Atlanta Progress, and the Metro Atlanta Arts and Cultural Coalition.

### Location:

84 Luckie St NW Atlanta, 30303  
Downtown Atlanta

### Mission and description of the organization:

To provide our diverse audiences, actors and artists with a rich theater experience and produce works that stimulate thoughtful discussion. We are intentional about using local talent to tell our "Stories that stir the Soul" - which often come from classic and contemporary literature - featuring themes that enrich and enliven the civic discourse. Starting the conversations that matter.

### Description of products:

Theatrical Outfit performs a yearly season of 4-8 dramatic productions and educational programs. They also rent out their space for touring shows and other organizations. The organization has the SummerStage program which is a month-long performance-based program designed for kids ages 10 to 14 (or 5th to 9th grade) who are serious about theatre but also looking for summer fun. The program concludes with a fully realized, professional musical theatre production. The educational program consists of classes on Movement, Vocal Work, Auditioning, Make-up, Theatre Games, Fight Choreography, Hip-Hop, Line Memorization, Monologues, and Scene Work. In addition to classes, the organization offers internship opportunities and The Teen Ambassador Program, which is a free opportunity for Atlanta's young theatrical artists. Through this program, high school teachers select two rising seniors—one girl and one boy who share a profound interest in the theater—to be representatives of the school for one year.

### Pricing and position of the product in regard to the market:

Theatrical Outfit tells consistently high-quality, soul-stirring stories, often from great classic and contemporary literature, with themes that are relevant and revelatory; Theatrical Outfit has a deep appreciation for history, which is manifested in some of the stories, in a landmark building, in the heart of Atlanta, in the American South; Theatrical Outfit creates a safe and comfortable atmosphere for their diverse audiences to reflect on, respond to, and connect with through the stories that they tell on stage; Theatrical Outfit is intentional about providing opportunities for professional

Atlanta-based actors and artists to work and excel; Theatrical Outfit creates an environmentally-friendly place to enjoy and produce events. School matinees Tickets are \$15 each for groups of 100 or more. The organization also encourages patrons to call and set up arrangements for discounts should there be a large gathering or will be hosting a special event/occasion at one of the shows. They also offer incentives such as saving up to 45% off selected single tickets, the ability to exchange your tickets up to 48 hours prior to a performance, Priority Seating: 5 guaranteed nights out in “your” seats, and taking free historic tours of the theatre for family and friends.

Summary of organization’s spaces for performances, ticket sales, exhibits, etc.:

The space at Theatrical Outfit offers Stage, masking, lighting and sound as found; green room; and dressing rooms. The main stage of The Balzer Theater at Herren’s has approximately 21’ x 60’ of performance space with stadium style audience seating for 200 people. The rehearsal room of the Balzer Theater at Herren’s is approximately 32’ x 25’. According to the most recent 990 on Guidestar, the organization pulled in over \$340,000 in earned revenue in 2012 and over \$430,000 in 2011. In comparison to the contributed income, the organization’s contributed income tripled the earned income in 2012 and doubled it in 2011. This shows that even the organization may sell well; they are not pulling in as many patrons as they should because of the high level of contributed income.

Target markets:

Theatrical Outfit seems to target a 25-39 Caucasian audience with an income of over \$25,000. I gathered this information from the Facebook likes and the types of shows they offer currently. This theatre seems to perform many musicals which are mostly attended by older audiences. The theatre does encourage younger audiences because they have specials for schools where they can buy tickets for \$15.

Summary of all promotion methods:

Theatrical Outfit utilizes Facebook, which has 3,312 likes and over 800 views, and Twitter, which has 2,200 followers.

Strengths and weaknesses:

The Theatrical Outfit is a long running theatre company offering quality and intriguing scripted plays. Dad’s Garage offers some scripted shows like the Theatrical Outfit Inc. The Theatrical outfit also offers classes to youth. The Theatrical Outfit Inc.’s primary competitive advantage is that they have been a staple of their community since 1979. The also offer very high quality shows. Another one of their primary. The Theatrical Outfit could offer adult classes and could improve upon their advertisement methods

The Theatrical Outfit have received 4 out of 5 stars on the website Yelp! Most reviews on Yelp are glowing and patrons expressed strong desire to return for future shows. The price of a theater show at the Theatrical Outfit are \$25 - \$35 dollars in comparison to Dad’s Garage’s tickets which are \$10-15. Dad’s Garage could do more partnering with other local corporations, this not only gives back to your patrons but it opens up your organizations to gain future patrons, who may not otherwise know who you or your organization.



Founded in 1983, Horizon Theatre Company is a small organization in the theatrical producers and services industry located in Atlanta. Horizon is a professional theatre with a reputation for excellent ensemble acting, Horizon produces outstanding new plays by today's playwrights that reflect and challenge the lives of the diverse people living in the urban Southeast. Also, Horizon Theatre wins a lot of awards so far, it has an outstanding performance in theater company industry. Since Horizon Theatre is a 501(c)(3) not-for-profit organization. Subscription revenue and ticket sales cover approximately 50% of our operating expenses. The remaining 50% is raised through charitable donations from individual donors, corporate and foundation grants, and government contracts. Horizon wins a lot of awards so far, and it was nominated for "Best Production" and "Best Theatre Company" by Sunday paper, it has an outstanding performance in theatre company industry.

Location:

1083 Austin Ave Ne Fl 3 Atlanta, 30307  
Inman Park/Little Five Points neighborhood

Mission and description of the organization:

Horizon Theatre Company's mission is to connect people, inspire hope, and promote positive change through the stories of our times. Horizon strive to be a dynamic leader in the production and development of contemporary theatre in the Southeast, passionately connect our audiences to accessible and relevant plays that are new to our region, also cultivate diverse new artists and audiences for contemporary theatre through innovative artistic development.

Description of products:

Horizon Theatre producing its main stage season, also develops new plays through workshops, readings, and the annual New South Play Festival, dedicated to producing plays from, for, and about the South.

Pricing and position of the product in regard to the market:

Horizon develops new audiences and artists through the Young Playwrights Festival, Apprentice Company, and Intern Company programs. General admission for their shows is \$28. Group rates are available for parties of 10+. Groups of 10-24 receive \$3 off general admission tickets. Groups of 25+ receive \$5 off general admission tickets. Horizon also has the option of subscriptions that are as follows:

2015 SUBSCRIPTION PACKAGES	5-PLAY	4-PLAY	3-PLAY
Flex Pass	\$130	\$105	\$85
Saturday 8:30pm	\$130	\$105	\$85
Opening Night Friday	\$130	\$105	\$85
Preview Thursday	\$65	\$55	\$45
Weekday: Wed.,Thurs.	\$85	\$70	\$55
Senior Weekday (65+): Wed.,Thurs.	\$75	\$60	\$50
Weekend: Friday, Sun., Sat. Matinee	\$100	\$80	\$65
Senior Weekend: Friday, Sat. Matinee	\$90	\$75	\$60

Summary of organization's spaces for performances, ticket sales, exhibits, etc.:

Horizon's theatre seats 172 people. According to the 2013 990, the organization made over \$800,000 in earned revenue and over \$700,000 the previous year. Their earned income is almost twice as their contributed income in both years. Both years the organization saw a profit of over \$200,000 in 2011 and \$120,000 in 2012. This is evidence that financially, Horizon Theatre is doing very well with ticket sales and probably frequently sells out shows.

Target markets: The target market for Horizon Theatre is very diverse. They seem to be one of the only theatres that target families. The shows performed at the theatre are very family-friendly and family-oriented. The shows range from regular family tones to holiday and special events. Being this, the real target market of this theatre would be 25-39 and 40-55 because these are the age groups that would most likely have a family and engage in family outings. General admission starts at \$28 which is affordable for a family with \$25,000 to \$30,000 in household income

Summary of all promotion methods:

Online promotion - Sell Tickets Online  
 Social media promotion  
 Fundraising Campaign

Strengths and weaknesses:

The Horizon Theatre is a well-established theatre that has been putting on shows in the Atlanta area since 1983. They have built up a loyal fan base and puts on quality shows. Dad's Garage occasionally puts on scripted shows like those that appear at Horizon Theater. Horizon Theatre also provides the community with acting classes for both children and adults alike. The Primary competitive advantage of Horizons Theater is that they do offer scripted shows for those audience members who just want to sit back and enjoy a quality play and do not wish to interact with the actors. Horizons theatre could improve upon their method of purchasing tickets online. The current systems is confusing.

Horizons Theatre has received a 4 star rating on Yelp and the reviews from previous patrons are for the most part very favorable. The Horizon Theatre has, to their credit, many numerous awards including several Suzi Bass awards and several Atlanta Theatre Fan Awards. Horizons general admission tickets run from \$25.00 and up, this is almost twice the price of a Dad's Garage ticket. Horizon theatre offers a clear and succinct website, this is something that Dad's Garage could use, also provides a subscription service for frequent patrons.



## The Brink Improv



The Brink Improv is an incubator for developing comedic actors and writers. The Brink Improv founders, Ian Covell and Kristy Oliver, have a combined 35 years of improv performance and training experience. The Brink Improv professionally-trained instructors represent some of Atlanta's best and most experienced improvisational comedians, and create a fun and supportive environment where students can explore, develop, and succeed. The Brink Improv realized what Atlanta needed was an improv training center that catered to both individuals as well as to the business world.

### Location:

Clarkston, GA

### Mission and description of the organization:

The Brink refers to the moments in life where either success or failure may follow. Meet your moments with no fear. The Brink Improv teaches people and the business world how to use the art of improvisation to be better in life and at work. Its combined goal is to change the way people communicate on stage and in life for the better and to elevate the level of comedic talent in Atlanta to rival what is found in cities like New York, Chicago and Los Angeles.

### Description of products:

The Brink Improv incubating, developing comedic actors and writers, it offers performing shows, camp, business training, team building event, and classes. The Brink Improv founder Kristy founded Atlanta Improv Events in 2009 and re-branded as The Brink Improv in 2014. This year, the Brink Improv performed at the Atlanta Science Festival on March 25th, 2015 at Whole World Theatre.

### Pricing and position of the product in regard to the market:

The organization does not produce theatrical performances, however it does have classes the general public can sign up for. Tuition has three different options: Regular Tuition \$199.00 USD Sibling Tuition \$348.00 USD DSA Tuition \$174.00 USD. The Brink positions itself with Generation X (25 to 39) while also having services for kids but even those services are targeted to their parents who would be in generation X. The organization also corporate environments as they host trainings for many companies.

### Summary of organization's spaces for performances, ticket sales, exhibits, etc.:

The organization does not host shows. It is mainly an educational outlet for emerging and aspiring artists and a training exercise for corporate events.

### Target markets:

The target market of The Brink is 25-39, 40-59, and corporations.

### Summary of all promotion methods:

Social media promotion like face book, YouTube, email, etc.

### Strengths and weaknesses:

The Brink Improv offers improvisation classes to Metropolitan Atlanta, as well as team building, corporate entertainment, business training and a Summer Camp for ages 8-17. The Brink Improvs focus on corporate education and team building is unlike any improv company in Atlanta. The Brink Specializes in Improvisational comedy, they offer classes and can be hired out for corporate entertainment. These are all things that Dad's Garage Theatre also offers. The Brinks primary competitive advantage is their focus on corporate engagement. The Brink Improv could improve upon their website, first and foremost. Their site is confusing and it takes a long time to figure out what exactly this place is. They could also offer a longer Summer Camp for the youth. Their current Summer Camp only lasts a week.

The Brink Impov has a great reputation amongst the corporate community for teaching leadership and customer service skills through the art of improve. The Brink Improvs price structure is a bit different from Dad's Garage Theater because The Brink does not offer shows, instead that are hired out for corporate events. Their BizProv corporate course runs \$159 for a 6-week session and their Summer Camp is \$199 for a 1 week session. Dad's Garate Theatre may want to look at creating their own hashtags for twitter, Facebook and Instagram. It seems that The Brink had done this (from their twitter feed that is on the first page of their website.)

### **Highwire Comedy Co.**



### Location:

3041 N Decatur Rd, Scottdale, GA 30079

### Mission and description of the organization:

Highwire Comedy Co. is the Atlanta-area's newest source for improv, sketch, and stand-up comedy shows and training.

### Description of products:

Highwire provides Stand-Up Grad Show, SOAPBOX Show, The Shakespeare, Unscripted Show, Teen Improv + Sketch Comedy Workshop, Improv Classes.

### Pricing and position of the product in regard to the market:

Highwire Comedy pricing its ticket for \$10 cash/credit at the door / \$5 for students, its ticket price range is affordable.

### Summary of organization's spaces for performances, ticket sales, exhibits, etc.:

The average ticket price of Highwire Comedy shows is \$10. Tickets sales information cannot be found from its official website. High wire Comedy teaches improv, sketch and stand-up comedy classes to both adults and youths and have cultivated many excellent students, and thus it brings effective word of mouth recommendation to Highwire.

### Target markets:

Scottdale and Atlanta communities, target audiences are young, and 18 to 45 year old, with a interest in comedy shows.

Summary of all promotion methods:  
Social media tools- Face book, YouTube, email, etc.  
Sell Tickets Online

Strengths and Weaknesses:

Highwire Comedy Co. owns excellent educational and artistic trainer, they will help improv student walks through the comedy process and get them involved into the improv world effectively, as well as attract more audience to engage in the theatre shows. In addition, Highwire is rated for 5 star by audience, it means Highwire have done an excellent job and have a awesome reputation.

## Future Competitors

### The Village Theatre



This year, the Village Theatre will host the inaugural Atlanta Improv Festival to benefit Dad's Garage Theatre Company as it transition into a new location. The festival will last for three days, and include over 20 shows with all of our favorite names in local comedy: overlapping members from Whole World Theatre, the Basement Theatre, Automatic Improv, Laughing Matters, and Highwire Comedy Company will participate.

Location:

349 Decatur St., Suite L, Atlanta, GA 30312  
Sweet Auburn District/Downtown Atlanta

Mission and description of the organization:

Village Theatre is an improvisational comedy troupe, and we take all of the material to fuel our stage performance from our audience. Since 2008, they have been entertaining Atlantans with long and short form improv comedy multiple nights each week.

Description of products:

The Village Theatre provides shows, extensive 5-level improvisational comedy training program, and occasional workshops. Also, the Village Theatre offers age-specific improv camps for children and teenagers, and private events. Camps are one week long. Each camp ends with a graduation show, open to family and friends.

Pricing and position of the product in regard to the market:

The goal of the Village Theatre is to provide Atlanta's cultural community with a fresh and exciting venue to perform and laugh. Shows are only \$5-\$10 which allows it to be the most affordable entertainment options in the city.

Summary of organization's spaces for performances, ticket sales, exhibits, etc.:

Because Village Theatre is still a new organization, there is not much information on ticket sales or how the space is set up.

### Target markets:

The target market of this organization seems to be 18-24, eclectic Caucasians who reside in the Sweet Auburn/Old 4<sup>th</sup> Ward districts of Atlanta. The low-ticket prices and sometime cartoonish promotional designs for shows and tours lends to the millennial target audience.

### Summary of all promotion methods:

In addition to the official website, the organization utilizes Facebook which has over 5000 likes and almost 5000 visits. Village Theatre also uses Twitter where they have 1500 followers. The organization uses online promotion such as video and the ability to purchase tickets online along with physical handbills and announcements.

### Strengths and Weaknesses:

Most of the Village Theatre improvisers have at least five years of performance experience, with many having over ten. The Village Theatre as an organization really connects their audience through their improv style comedy shows. They also offer improv classed at several levels of experience and a Summer Camp for youth. They also offer excellent pricing for their shows and are available to be hired out for special events. The Village Theatre is an Improve troupe similar to Dad's Garage Theatre. Like Dad's Garage, Village Theatre also offers improv classes and are available to be hired out for events. The Village Theatre's competitive advantage is their Summer Camp for kids. Dad's Garage does offer High School outreach but does not offer youth classes, much less a Summer Camp. Village Theatre could be a bit more visible to the public. It seems that they have a great thing going on, with good shows, great pricing, lots of classes and even a summer camp for young people but they could do more to get this information out to the public and potential audiences.

The Village Theatre seems to have a pretty positive reputation according to their Yelp page which is conveniently linked on their website. Past audience members seem pleased by what they have experienced and said that they will agent a show again. The Village Theatre's pricing structure is only slightly less than the pricing structure of Dad's Garage. Village Theatre's tickets run between \$5 and \$10 dollars, Dad's Garage's run between \$10 and \$15 dollars. The Village Theatre's website is cleaner and easier to get around and they have linked their Yelp page to the home screen so that when visitors come to the page, they can see the most current reviews.



## Non-Arts Competitors

### The Star Community Bar



#### Location:

437 Moreland Avenue, Atlanta, GA 30307  
Little Five Points District

#### Description of Products:

The Star Community Bar offers comedy shows with '80s themed music and alcohol.

#### Strengths & Weakness

The Star Community Bar is known for its attention to local musical talent and their infamous Elvis shrine. Both Dad's Garage and The Star Community Bar both offer entertainment options for Metro Atlanta. The Star Community Bar's primary competitive advantage is that they are a staple of the Little 5 Points Community, offering local musicians a place to showcase their talent in a quirky location. The Star Bar could stand to be a bit more inclusive of the community that they are a part of. The Star Community Bar received a 4 star rating on Yelp and customers have mixed reviews. There is no cover charge to enter the Star Bar and the bar has typical bar pricing. The Star Bar maintains itself because it's such a staple of the community and does nothing special in the way of promotion.

## The Plaza Theatre



### Location:

1049 Ponce De Leon Ave N, Atlanta, GA 30306  
Midtown neighborhood

### Description of Products:

The Plaza Theatre shows independent and main stream movies. They host local film festivals as well as put on a production of the cult favorite, The Rocky Horror Picture Show with live actors and audience participation.

### Strengths & Weakness

The Plaza Theater is an independent movie theater that specializes in showing cult classics and their showing of the Rocky Horror Picture Show at midnight on Friday, complete with theatrics. The staging of the Rocky Horror Picture Show involves some acting and feels almost like some of the improv stages at Dad's Garage. The Plaza Theatre could offer more outreach to its community. The Plaza received a 4 star rating on Yelp and most patrons had great things to say about it. The Price of a ticket to a movie at the Plaza is between \$8 and \$12 dollars. The Plaza Theatre hosts all kinds of film festivals, adding to their visibility in the community. This is a promotion tool that Dad's Garage could incorporate into their business.



## Marketing Analysis & SWOT



The following sections detail Dad's Garage Theatres internal Strengths, Weaknesses, Opportunities and Threats, as well as a few goal and strategies. This information was gathered through many sources, including Internet research, 990 Internal Revenue Service forms, staff interviews and personal experiences. There are a few strengths that also listed as weaknesses. This is because a few of Dad's Garage Theatres' strong points have some room for improvement. An overview of the organizations strengths and weaknesses will help to highlight future opportunities.

### Internal: Strengths & Weaknesses

#### Strengths

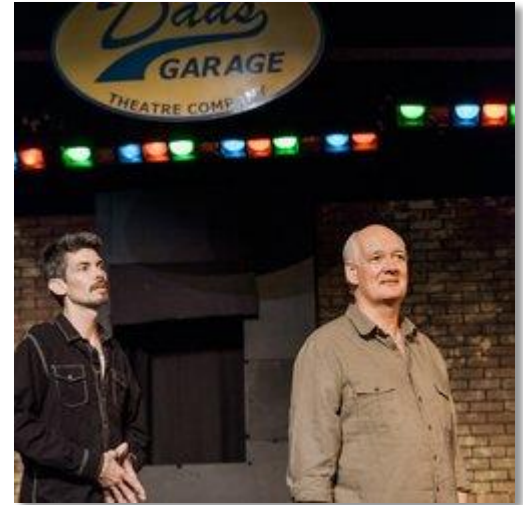
**Pricing-** Dad's Garage, in comparison to other entertainment outlets has one of the most reasonable pricing for an entertainment venue in Metropolitan Atlanta. The Price point for Dad's Garage ranges from \$5.00 for a ticket to the high end of \$21.50 and the cost of a bucket of beer which equals to about 5 beers is about \$16.00. The Average movie prices can range from \$8.17 for a matinee up to \$17.50 for an IMAX and upwards of \$21.00 for 3D movies. The cost of movie theatre food is also a pricing factor. A large movie popcorn costs about \$8.17, a larger soda costs \$6.31, and candy costs about \$4.25. Other Improvisational theatres, such as Whole Work Improv theatre, tickets range from \$15.00 online and \$16.00 at the door to \$24.00 online to \$25.00 at the door. Village Theatre, another one of Dad's Garage Theatre's pricing is comparable to Dad's Garage Theatre with tickets ranging from \$5 to \$10 per show.



**Customer Satisfaction** – The Reviews of Dad's Garage Theatre on the customer comment site Yelp.com are overwhelmingly positive. Most reviews rated Dad's Garage 5 out of 5 stars with focus on the quality of the improvisation, the customer service and how inexpensive the beer is. Because of their target demographic (18-24 year olds), they don't have a high rate of audience return but this fact does not count against them in the Customer Satisfaction category. An overwhelming amount of their audiences leave satisfied.

**Customer Service** – Dad’s Garage seems to really take their service to their customers. When looking at the customer feedback site Yelp.com, every time there was a not so favorable review, or every time there was a customer complaint, their marketing director made sure to address each and every person, offering possible solutions and opening up a dialog that could be beneficial for both the organization and the consumer.

**Connections with local community, celebrities, artists, etc.** – Dad’s Garage Theatre has developed relationships with several nationally known celebrities. Dad’s Garage partnered with arts organization, The Goat Farm to put on The Goat Farm Arts Center Presents: Dad's Garage and Friends a star studded event that featured Aisha Tyler, Colin Mochrie, Kevin McDonald and Tim Meadows. Actress and Comedian Mo Collins has also graced Dad’s Garages stage to offer her own brand of funny to Dad’s often madcap performances. Dad’s Garage Theatre has also collaborated with local artists such a R. Land, Travis Overstreet, Lucky Nash and Amber Yeats, also such local powerhouses and the Atlanta Opera and the Zoetic Dance Ensemble. Dad’s Garage also reaches out to their local community by providing classes on improvisational comedy, providing corporate improve training and outreach to local high schools.



**Organization’s History-** Dad’s Garage Theatre has been a fixture in the Atlanta theatre community for twenty years, and has nurtured some of Atlanta’s best talent that has gone on to star television shows and in movies that have been seen worldwide. Dad’s Garage Theatre has also provided classes and stage time for novice actors looking to break in to the industry. Dad’s has received recognition from some of Atlanta’s major publications including winning the Creative Loafing’s award for the Best Improv Troupe ten years in a row.

**Staff** – Dad’s Garage Theatre has a staff of eleven extremely dedicated people all committed to the organizations continued success. Kevin Gillese, the organizations current artistic director has been with the organization since 2010. Lara Smith is Dad’s Garage Theater’s Managing Director. Having served as the organizations development director in 2007 and after a brief leave of absence came back to Dad’s in 2012 to take on her current role. After being an improviser with Dad’s Garage for ten years, John Carr is now the marketing director and has recently coordinated the most financially successful BaconFest, the organizations once a year fundraiser, to date. Staff members such as Development Director Gina Rickicki and new Director of Communications, Matt Terrell all offer fresh and unique perspectives that will help to propel the theater in to the future.

**Contributed VS. Earned Income** - Dad’s Garage Theatre has consistently reported a higher earned income than contributed income. In the fiscal year 2011 the organization reported an earned income that was higher than the contributed income by over \$138,000 (59%). In FY 2012 the organization reported an earned income that was over \$533,000 (80%) than their reported contributed income. In FY 2013 the organization reported an earned income of over \$617,000 (76%). In the latest fiscal year 2014, Dad’s Garage Theatre budgets that they will make \$616,220, which is %64 of their total income. According to Theatre Facts (tcg.org) in 2013 the average earned income of a theatre of comparable size to Dad’s would bring in about 59.6% of revenue in earned income. In comparison, Dad’s Garage is well above that average.

Fiscal Year	Earned Income	Contributed Income	Percentages of total Revenue
2011	\$537,370	\$366,647	%59
2012	\$710,097	\$176,229	%80
2013	\$890,931	\$273,339	%76
2014	\$661,220	\$370,100	%64



## Weaknesses

**Future Location**– Dad’s Garage Theatres original location nestled in Inman Park, a bustling neighborhood, became the go to spot for imaginative improve, when that location was bought out and turned in to a mixed use living and retail space, the theatre moved into nearby 7 Stages theatre as a temporary home. 7 Stages is in the heart of foot, traffic heavy Little 5 Points. After an extremely successful Kickstarter campaign, the organization bought a church located at 569 Ezzard st. in the Old Fourth Ward neighborhood. This location is in more of a residential area and not an ideal location for casual foot traffic. With the move to this location that is not on a main street the organization may see a drop in show attendance.

**Rate of Return**- Although there is no doubt that Dad’s Garage makes the majority of their money from ticket sales but because of the demographic that they target, 18-24 year olds, the theatre does not see a lot of returning audience. Most of the theatres patrons attend two shows at the most. Because their target demographic is quite fickle, by not cultivating a base of returning patrons, the organization runs the risk of losing money.

**Online representation** – The online home of an organization is their website. In our increasingly technologically dependent society, a potential audience member will more than likely check out an organizations website before visiting. In addition to visiting an organizations website to check it out, a good deal of people will use the website to purchase tickets for shows. Dad’s Garage Theatre’s website is confusing and not user friendly and most of all it isn’t optimized for mobile use. Majority of internet users view websites from their phones and if a website isn’t mobile optimized then it immediately turns the user off.

**Facility**- The future home of Dad’s Garage is former church and is not up to code for a theatre. It is going to take a lot of money to get it to the point where full-fledged shows can happen. With the cost of moving and the additional cost and time it will take to get the building up to theatre standards. On top of that, because of how out of the way it is, there will have to be some time and thought put into how patrons will know where the new facility is.

**Community Involvement** – Dad’s Garage Theatre comes across as an extremely closed society and one that is hard to break into. This is reflected in the community involvement. Dad’s Garage does participate in the Little 5 Points Halloween parade and the Inman Park Festival parade, and offers outreach to local high schools but there are several ways that they can open themselves up to more community involvement. When an organization ingratiates themselves with the community, their community will bend over backwards to support them.

**Transparency**- The financial records that appear on the Dad’s Garage website are different from the 990 forms that are available on the website Guidestar.com. This is confusing for potential contributors and patrons who which to see how the organization is doing before contributing their money to it. The organization recently held their annual fundraising event, BaconFest. According to the staff, the event was the organization’s most successful event to date, selling out the venue with ticket prices ranging from \$27.00 to \$47.00. There is no information available on the financial success of this recent fundraiser. Patrons have no idea how much money was raised or even how their dollars will be used. This creates an atmosphere of mistrust when it comes to the way the organization deals with its finances.

**Payment of Actors**- Dad’s Garage Theatre currently pays their improve actors \$20 per show. Mostly every improv theatre in Atlanta basically pays their actors about that. This leaves Dad’s Garage and the other improv theatres in jeopardy of another fledgling company coming in and offering actors a higher rate of pay and essentially stealing talent out from under them. Atlanta is becoming an entertainment mecca and there are several entertainment companies that are poised to open that will challenge Dad’s for their artists.

**Offensiveness** – The hallmark of Dad’s Garage is its crude and sometimes offensive humor. This appeals to their demographic of 18-24 year olds, but if the organization wishes to grow its demographic and fan base and to become a nationally recognized theatre, then the crudeness and offensiveness may have to be turned down a bit. Especially if the organization wishes



to perform on stages like The Fabulous Fox Theatre, jokes about body parts and bodily functions may not go over well with their audiences. The new home of Dad's Garage Theatre is ad former church, which some, especially in the Bible belt south, feel is sacred ground and as one of the Kickstarter fund offerings was a "Dad's style" rendition of the famous painting The Last Supper, depicting Jesus and his Apostles, using the donors faces in place of the Apostles. This has the great potential to not only stir up controversy, but to offend and turn potential audience member, donors and sponsors off.

**Social and Cultural** - Atlanta is a city of diverse social and cultural groups. It provides Dad's Garage with a plethora of opportunity to expand their target market and to bring in new patrons and audience members. At the moment Dad's Garage draws majority of its target market from its immediate area, the areas of Midtown, Inman Park, Candler Park and Fourth Ward area. The majority of the populations in these areas are young, Caucasian 18 to 40 year olds, with a sizeable disposable income. With an expanded marketing plan and more promotional efforts, Dad's Garage can easily expand their target market to further tap in to this large and wealthy market. Dad's Garage currently takes advantage of a few partnerships within its community, but by forming partnerships with local restaurants and bars to offer discounts to audience members, the organization continues to promote themselves and also forms ties with the local businesses. This will be especially important when Dad's Garage Theater moves into its new home on Ezzard Street.

**Customer Service** – Although for the most part, patrons have reported positive interactions with the Dad's Garage staff, there have been a few times where customers have reported rude or flippant interactions with staff members. Even though Dad's Target demographic is 18-24 year olds and it is know that this market is typically laid back and informal in their interactions, they are also the most proficient and consistent users of social media and a negative experience at an organization can result in negative tweets, Facebook Posts and Yelp reviews which, in turn will possibly be seen by hundreds or possibly thousands of future patrons.

## **External: Opportunities & Threats**

### **Opportunities**

**Target Audience** -The target market for Dad's Garage is 18-24 and this demographic is among the largest age group in the Metropolitan area at 30% of the total population. Atlanta is also home to several colleges and universities such as Emory, Georgia State University, Georgia Tech, and The Savannah College of Art and Design. This offers Dad's Garage a unique opportunity to reach out to this demographic on their own turf, (the campuses) and to promote themselves as the number one destination for entertainment for college students.

**Market** - The entertainment industry is increasing in the Atlanta area which is bringing not only more talent to the area but also bringing audiences to see the talent to the area. This offers Dad's Garage Theater the opportunity to open up their target demographic in order to gain a larger audience as well as to pull new talent in from the actors and improvers that are moving here to take advantage of the booming film and television industry that has made its home her in Atlanta. It is said that in 2014, there were over three hundred movies and television shows filmed here in Atlanta, more than were filmed in Los Angeles by half. Atlanta is becoming the Hollywood of the South and with that brings both well established and as yet to be discovered talent. Some of that talent could be nurtured on Dad's Garage Theater's stage bringing national and international recognition.

**Social & Cultural** – Atlanta is a mixture of several ethnicities, religions,

**Dad's Garage TV** – The organization currently operates a YouTube channel called Dad's Garage TV, with YouTube being such a force in social media and launching stars such as Issa Rae, who now has an award winning internet series, *The Misadventures of Awkward Black Girl*, a book that has recently been released and an HBO show that is currently



filming; Grace Heilbig, who also has a book out, has starred in national television commercials and has several internet series and Hannah Hart who recently launched a cookbook an major US tour; Dad’s Garage has the opportunity to expand their audience with Dad’s Garage TV and also has an opportunity to bring in additional revenue by monetizing their YouTube channel.

## Threats

**Technological** - The acquisition of Dad's Garages' new building presents a huge technological threat to the company as compared to other companies. Because the new building was a former church

**Competition** – Atlanta is becoming, not only the entertainment capitol of South but of the nation, with several entertainment companies currently forming and some already well established companies re-locating their headquarters to this area. Dad’s Garage Theatre is in danger of being swallowed up in this tidal wave of larger, better-established and more ambitious companies. There is also a threat of these companies taking the very talented actors and improvers that now call Dad’s home, with the promise of more money and more stage time.

## Marketing Orientation

### STRATEGIES

*Objective 1- To announce every people who attended the shows from Dad’s Garage, or people follow Dad’s Garage on any types of social medias, that Dad’s Garage is moving to another address, 569 Ezzard St. SE, the Atlanta Metropolitan Christian Church in mid of 2016.*

Strateg y	Time	Staff	Resources	Budget	2016-2019 Budget				
					Item	2015 Forecast	2015 Projected	2017	2018
<b>A</b>	From May 2015 to December 2016 - in 83 weeks.	2 staffs to in charge of social media PR	Promote all events through all media platform, make each type of social media PR page ,such as Facebook page look more intuitive by enabling searches for “Dad’s Garage” and “Improv Theatre” as well as “Dad’s Garage Theatre”.	Online social media other Publicity expense	\$500	\$800	-	-	-
<b>B</b>	From May 2015 to December 2016	5 staffs to in charge of Digital promotional material	First, cooperate with existing partners and potential funders; further strengthen digital media PR influence together. Second, Dad’s Garage can utilize external resources to develop long-term partnerships with other entertainment and tourism organizations to abstract and cultivate more new audiences and consumers.	Digital outreach Materials	\$1000	\$1500	\$1500	-	-
<b>C</b>	From January 2016 to new	Dad’s Garage Most performers	To invite as many people as Dad’s Garage can and to recruit new members	Reopening day celebrate show	\$2500	-	-	-	-

address reopening day	based on current audiences and consumers information data.	production cost					
		Total	\$4000	\$2300	\$1500	-	-

**Methods**

To post announcements of moving to another new address on each type of media platform continuously, also to do PR announcements during current each show.

Handed out advertisements and outreach materials.

Prepare for removal launches and new location reopening night shows, and inviting current member and recruiting new members to attend. Also, add value for all regular attendees.

- Budget
- Time
- Staff
- Resources

**Obstacles & Solutions**

Although Dad’s Garage try its best to let the public know its removal information, but it still might be there are some audiences have not been informed for the removal announcements and loss some consumer resources inevitably. Face the obstacle, Dad’s Garage can develop activities and long-term partnerships with other entertainment and tourism organizations to abstract and cultivate more new audiences and consumers.

**Necessity & Importance of Digital Marketing Strategy**

Dad’s Garage is looking to gauge customer responses and satisfaction in order to provide better service and enhance the audiences experience with moving to a new location. Therefore, it is necessary and important to utilize each type of media platform- Facebook, Twitter, Website, YouTube Page, Radio page, E-mails, Mails, etc. to instigate audience to participate in Dad’s Garage activities, especially to invite all the followers to attend and share the happy and exciting removal moment with audiences.

**Strategies for objective 2**

*Objective 2- With the purpose to enhance and expand the impact from social medias of Dad’s Garage, establish a digital social media promotion plan by setting up more official account on different social medias, and improve the quantity, frequency and quality of its posts.*

**Methods**

To touch and develop the digital audience and consumer with the implementation of new digital marketing and network promos tools, digital campaign material, videos online, blogs, Twitter, Facebook Instagram, Pinterest, and G+, YouTube, media advertisement etc.

Re-design Dad’s Garage website.

- Budget
- Time
- Staff
- Resources

Strategy	Time	Staff	Resources	Budget					
				Item	2015 Forecast	2015 Projected	2017	2018	2019
A	From now on to December 2019	3 staff to develop and maintain digital audience	First, to utilize Dad's Garage show resources -contents, images, videos, and current audience resources to do sufficient social media campaigns. Also carefully considering electronic steam media propaganda strategy since each placement is expensive. According to the results of audience's attention behavior and preference questionnaire survey to allocate different media advertising ratio. Third, advertisements or on-air promotions can be traded for tickets to performances, thus can support marketing budget.	Online social media other Publicity expense	\$500	\$800	-	-	-
				Broadcast Publicity expense	\$500	\$800	-	-	-
				Regular Digital outreach Materials	\$1000	\$1500	\$1500	-	-
				Local stream media Advertisment	\$5000	\$6000	\$8000	\$8000	\$8000
B	From now on to December 2016	Have management Team members to re-design and manage the website.	According to all the user experience with Dad's Garage website feedback and bug reports to re-design and fix all the bugs. Hope to form a SMART and impressed website.	Website re-design and maintenance	-	\$2000	\$2500	\$2500	\$2500
Total				\$7000	\$11,100	\$1500	\$10,500	\$10,500	

## Obstacles & Solutions

Now Dad's Garage running YouTube video and online radio advertisement tools as its main streaming media PR Approaches, obviously this kind of a few times propaganda is not likely to have much impact. The marketing staff probably only focuses on the market research, analysis, and create some market opportunities or further make some directions and plan. But for the actual media PR execution, it is hard for the market staff to make any efficient and remarkable actions to engage audience and consumers. Therefore, it is necessary to increase the propaganda production costs to widen the social media PR platform, establish an independent external publicity mechanism and have a professional PR administrator to in charge of the propaganda work. These Obstacles would be solved by further separate the social media promotion work from the marketing department to set up and strengthen publicity to enhance and achieve the Dad's Garage influence.

## Necessity & Importance of digital marketing strategy

Dad's Garage have excavated and cultivated some audience resources in past years, and now are looking to develop and maintain a number of highly quality and engaged followers and audience. As most performance productions at

Dad's Garage involve digital technology, so it is necessary to invest activities through digital media and new technologies with different digital advertising and information Transfer, online newsletter, blogs, videos, Twitter, Facebook, Instagram, Pinterest, and G+ etc.,thus can make a straight communication and speak directly to more new era digital consumer also to traditional audience.

### Strategies for objective 3

*Objective 3-To raise the number of attendance, the ticket sales of each show by 10% in the next two seasons, by the end of 2015.*

### Methods

With the removal of a new location, Dad's Garage now have the potential to increase the available seats. First to make an appropriate and sufficient renovation to the church, especially for the Seat layout adjustment. To set up a 360 degree viewing environment and an upgraded overall experience for audiences by recalibrate the member benefits and accelerate the roll out of more attractive shows and cut some current unsatisfactory shows.

Launch audiences response rates questionnaire survey to narrow down the accurate and different needs of audiences and consumers. Based on these response rates to make the performance content with a more reasonable selection of the show entertainment topics and themes, also to make some changes to the forms of the show arrangement. Thus, can complete building a strong foundation for audiences attendance and return rate.

- Budget
- Time
- Staff
- Resources

Strategy	Time	Staff	Resources	Budget					
				Item	2015 Forecast	2015 Projected	2017	2016-2019 Budget	
							2018	2019	
<b>A</b>	From now on to the end of 2015 - in two seasons	Have 3 professional stage staff together to make a final decision for seats area design	Based on tickets sales budget offering members discounts and great flexibility in selecting performances and classes, also to set up member only benefits.	Tickets discounts	(\$1000)	-	-	-	-
				New shows promotion expense	\$35,000				
		2 staff to recalibrate the member benefits	Utilize current any theatre existing resource to design ideal member benefits						
		3 staff - performers and producer together to plan new attractive shows and make reasonable adjustment to current performances arranging.	Dad's Garage receives a lot of creative ideas and performance scripts from its followers and enthusiastic audiences, therefore producer and performers can excavate and find some interesting and attractive ones to develop new shows.						
<b>B</b>	From now on to the end of 2016	2 staff to design and make audiences response rates questionnaire s urvey material	Based on the past a few years audiences response assessment result to design a new version audiences questionnaire survey	Questionnai re Survey material	\$1000	\$1000	-	-	-
<b>Total</b>					<b>\$35,000</b>	<b>\$1000</b>	<b>-</b>	<b>-</b>	<b>-</b>

## Obstacles & Solutions

In order to engage more audience's attendance, Dad's Garage performers staffing and the treatment probably are a main problem need to be solved. This obstacle can be solved by cut unnecessary and unwelcome shows production spending and increase generally tickets sales to offer performers supplementary treatment.

## Necessity& Importance of digital marketing strategy

With digital marketing questionnaire survey-both online and offline surveys can let Dad's Garage better assess audiences buying patterns. Effective customer response rates are important for Dad's Garage to target marketing activities.

## **Strategies for objective 4**

*Objective 4- Increase the awareness of classes from Dad's Garage within the metropolitan Atlanta and the number of students by 15% in the next 6 months.*

## Methods

To build Dad's Garage brand awareness loyalty, and leadership by set up a Dad's Garage brand promise-Representative of experienced Improvisation creativity, inspiration and exploration.

Especially to expand brand influence into a national range based on current perception of Dad's Garage as a provider of Atlanta local theatre via gradually increase the class attendance by 30% per year -expand the class size with effective class PR promotion, further to build a wide range reputation and solid outcomes quality.

Attempt to make changes for curriculum design according to audience composition, size and different background, thus those students and course resources can be linked to different specific activities which theaters have undertaken, also can help audience to achieve their diversification of enthusiasm and some other expansion dreams for stage performances.

- Budget
- Time
- Staff
- Resources

Strategy	Time	Staff	Resources	Budget					
				Item	2015 Forecast	2015 Projected	2017	2018	2019
				2016-2019 Budget					
<b>A</b>	From now on-Long term	All staffs are responsible for building Dad's Garage brand and reputation	Each excellent staff is the precious brand resources of Dad's Garage.	-	-	-	-	-	-
<b>B</b>	From now on-Long term	Have class instructors and Performers create course outcomes quality and carry out effective class PR promotion.	Continued expansion of course depth and quality based on Dad's Garage Performers self-experience.	Class Campaign and PR promotion material	\$500	\$800	\$1000	\$1000	\$1000
<b>C</b>	In next 6 months	Class instructors and Performers in charge of course arrangement	Class instructors and Performers can make full use of course and student resources linked to different specific activities, which theaters have undertaken, to help students achieve their diversified dreams for stage performances.	-	-	-	-	-	-
<b>Total</b>					\$500	\$800	\$1000	\$1000	\$1000

### Obstacles & Solutions

The new location of Dad's Garage is a church, so it may be hard for audiences to disassociate what it was from Dad's Garage content, but obviously this is not impossible, thus it is probably to become a unique representative of local Improv Comedy theatre. If Dad's Garage is looking to become a nationally recognized Improv Comedy theatre, this structure may pose some challenges if programming is not taken outside of its walls. It will be better for Dad's Garage to renovate and remove as many religious obstacles as soon as possible so as not to offend its deeply religiously-tied and surrounded audiences.

### Necessity & Importance of digital marketing strategy

It is important to build Dad's Garage brand and increase the awareness through developing digital audiences and classes consumer data to build relationships with its followers. Also, the digital audiences database can help Dad's Garage to utilize those audiences demographics, geographic and purchase behavior information to subdivide database segments on advertising placement and marketing promotion.

### **Overall Analysis**

If Dad's Garage Theater will take in to consideration all of their strengths, work to find resolutions for their weaknesses and take the steps needed to implement the 4 objectives outlined here, it will be taking huge steps towards becoming a more successful organization and further ingratiating itself with its immediate community as well as the greater Atlanta area. Also, if the obstacles outline here are taken into consideration and worked on by the staff and board of directors, they can be easily overcome with proper strategic planning and monitoring of the progress of each objective. If the organization adopts these objectives over the next one to two years, focusing on re-acclimating their audience to their new space on Ezzard street, and reaching out to new potential patrons, Dad's Garage Theatre will be well on their way to achieving their goal to be a nationally recognized improv theatre.





## Target-Market Identification and Marketing Mix

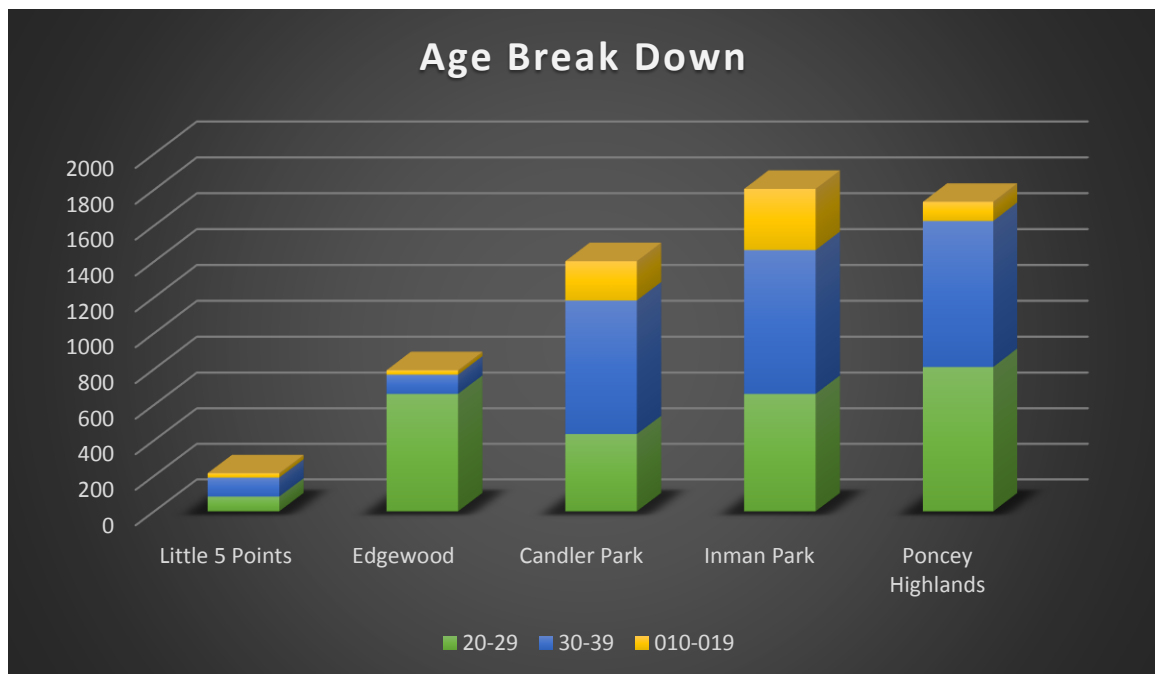
The following section consists of an overview of the target markets that Dad's Garage Theatre should gear their marketing plan to, and also contains the marketing mix for the products that are most prevalent at Dad's Garage Theatre. The information presented here was found using a mix of Internet research, corresponding with organizations that provide outlets for advertising, and good old-fashioned creativity.



### Target Market Identification

#### Target Market: 18-25 Year Olds

Dad's Garage Theatre's current target market is 18 – 25 year olds. Targeting this demographic has proven successful for the organization and is how they have garnered their success up to this point. Looking at the areas surrounding Dad's Garage Theatre, The neighborhoods of Little 5 points, Inman Park, Candler Park, Edgewood and Poncey-Highlands, the 18-25 year old age demographic is usually the second largest age group behind the 26-36 age group. They make up about almost one half of residents in these neighborhoods and the number of them is increasing.



The racial breakdown of the 18-25 year old demographic for the neighborhood that Dad's serves is overwhelmingly Caucasian, this is the exact demographic that Dad's Garage Theatre appeals to currently. The education of this group consists mostly of High School and College graduates, with some graduate degree. A good majority of this age demographic are still in school so their income ranges from around \$14,000 to an upwards of \$50,000, this means that while they may have some disposable income, if they are still in school and relying on their parents, this amount may not be terribly high.



This age demographic, often call the Millennials likes to go out and socialize with peers. This group, who is extremely connected via social media, looks for affordable and relaxing places to socialize and hang out. They are interested in learning through bite-sized pieces of information (avenues that provide this are the micro blogging site Twitter which allows users to post information up to 140 characters). They are knowledgeable about world issues and are excellent at multi-tasking and are among one of the most diverse generations yet. A few weaknesses of this demographic are that they tend to be a lot more narcissistic than past generations and are more worried about money, work and the cost of housing making them more stressed out than generations before them<sup>1</sup>.

### **Target Market: 26-39 Year Olds**

The 26-39 market is another demographic that Dad’s Garage Theatre targets. This age group is more likely to become a donor of their favorite organizations and are more likely to be repeat patrons for the organization. This is the largest age demographic in the neighborhoods that surround Dad’s Garage Theatre. Like the millennials, Dad’s Garage has been able to successfully market to this group and has used that to ensure the theatres success.

Like the 18-25 demographic, in the areas surrounding Dad’s, the 26-39 years olds racial breakdown is majority Caucasian and the educational background consists mostly of high school and college graduates with a few more earning graduate degrees than the 18-25 demographic. The income for the 26-39 demographic ranges from<sup>2</sup> \$22,900 to \$60,000. While the earnings for this age demographic are higher than the 18-25 year olds, this group also has more responsibility. This group is more likely to be married with children than their younger counterparts.



This age group, referred to as Generation X, was the generation of “latchkey kids”, due to divorce and the rise of mothers working outside of the home. This generation is independent, resilient and adaptable<sup>3</sup>. They grew up with emerging technology and have grown to be reliant on it but not as much as their millennial counterparts. This generation is highly educated, balanced, and entrepreneurial. This generation also tends to be skeptical and cynical.<sup>4</sup>

### **Target Market: 40-49 Year Olds**

The third and less marketed to demographic of Dad’s Garage Theatre is the 40-49 year olds. This age demographic still enjoys going out with friends and because Dad’s has been around since the 90’s, are more likely to have an already established knowledge of the organization and an appreciation for Dad’s brand of improv comedy. This is the third largest age demographic in the areas surrounding the organization. The racial breakdown of this age demographic, just as in the two demographics mentioned above it is majority Caucasian and their educational background consists of high school and college graduates with more having earned graduate degrees than the generations younger than them. The income for this age demographic<sup>5</sup> are \$40,248 to \$53,058 but like generation X, they have much more responsibility than the millennials.

The Baby Boomers are goal-oriented, adaptive and possess a positive attitude. Because of their increased educational social and financial opportunities, this generation is classified as being a generation of optimism, exploration and achievement. The Baby Boomers are now beginning to think about estate planning, debt management and the care of their aging parents. This generation dislikes change and conflict and can tend to be judgmental if they disagree with the issue.



## Product Portfolios

### Product | Improv

#### Product: Improv

**Target Market:** Dad's Garage Theatre's target market for their improvisational comedy is age 18-39 men and women who have never been to a theatre performance before.

**Positioning:** Dad's Garage Theatre was the first place in Atlanta to see live improv, and it continues to bring high quality comedy at the best prices in the city. This provides an opportunity for the organization to present the medium that they are known for, the content of the shows will lead people to want to explore more about the theatre which will lead them to discover Dad's TV, the online video productions that can be found on the organizations YouTube page, sign up for classes or come back to see a scripted show. Dad's Garage has been recognized several times for their improvisational comedy by such prestigious organizations such as the National Endowment of the Arts, The Andrew Mellon Foundation and The Theatre Communications Group. They have also won The Creative Loafing's award for Best Improv Group for ten years straight.



**Price:** Pricing for improvisational comedy shows in the Atlanta area range from the lowest end of \$23.00 (Dad's Garage Theatre's TheatreSports Saturday shows) for a weekday show to \$25 (Whole World Theatre's award winning improv Saturday shows) for a popular weekend production. These prices are lower than regular staged productions because of their bare-bones nature. There are no sets or costumes involved with improvisational comedy. The expenses of putting on a show of this nature consists of paying for lighting and someone to operate them, sound equipment if it is needed in the space, paying the actors and whatever expenses are occurred with running a theatre for a day.

Dad's Garage Theatre currently prices their shows at: General Admission: \$5.50 online, \$7.50 phone & door and Reserved: \$10.50 online, \$12.50 phone for their production of Extreme Elimination Improv Challenge. For Cage Match the prices range from General Admission: \$12.50 online, \$14.50 phone & door and Reserved VIP: \$17.50 online, \$19.50 phone and for their most popular production, Theatre Sports, General Admission \$16.50 online, \$18.50 phone & door and Reserved VIP \$21.50 online, \$23.50 phone. The price ceiling for a night of improvisational comedy in Atlanta is \$25.00 for a weekend show<sup>1</sup>. This is the price that Dad's Garage competitor, Whole World Theatre is currently charging for a Saturday night show. Another one of Dad's competitors, Village Theatre charges \$10.00 for a Saturday night show and The Basement theatre also charges \$10.00 for a Saturday night performance.



### *Pricing Method:*

Currently Dad's Garage Theatre prices their improv shows by the day that they occur on, meaning that Thursdays shows are less expensive than shows occurring on Saturday. This method was adopted to both be offer more affordable shows for their target market and bring in some money on one of the Theaters slowest days. In order to further draw their target market the following pricing methods are recommended:

- Make ticket prices uniform for every improv performance but add additional value items for slower selling shows.
- Keep in mind how the competition is pricing their shows to remain competitive.
- Make sure the show value matches the ticket price.
- Make sure that ticket price covers operational costs for that evening.
- Offer incentives for earlier ticket sales.

### *Pricing structure:*

- Set ticket price between \$15 and \$20 for every show
- Set Student ticket pricing between \$8 and \$10 or between \$16 and \$18 depending on set ticket price
- *Discount structure:*
- Offer a 10% discount to groups of 6 or more. Push this at college campuses that have fraternities and sororities

**Place:** Dad's Garage Theatre currently uses a mixture of social media (Facebook, Twitter etc.) and traditional media (Print and television) as methods of distribution. This is effective because it covers all bases, reaching those who rely on print and television to get their information and those such as their target audiences for improv performances that get their information from the internet and social media. Suggestions to improve distribution for Dad's Garage Theater's improv distribution would be to increase their Facebook presence by having a specific strategy for posts pertaining both to their latest production and interesting information. Another suggestion would be to create a Twitter posting strategy, including what and when to post to capitalize on high volume times so that more people see these tweets. Dad's Garage would also benefit from reaching out to college campuses to not only hand out flyers for their latest performance but to interact with the students to create a sense of familiarity. This familiarity will endear the students to the actors and that will make the more likely to come out to shows. Dad's Garage should also think about collaborating with other arts organizations to put on performances. Organizations such as WonderRoot, The Goat Farm, and other improv troupes such as up and comers, The Basement Theatre to put on group improv shows. The organization can even partner with the Atlanta Opera again in order to gain a larger crossover audience.

## **Digital Promotions & Communications Plan | Improv**

### **Introduction**

Improv comedy is the heart and soul of Dad's Garage. It is the basis on which the organization is rooted and will continue to be its foundation. It is very important to market this aspect of Dad's because this is what helped make Dad's Garage the name to watch when it comes to theatre and especially for improv in Atlanta. By creating and following a digital communications and promotions plan, Dad's Garage ensures that their products and shows remain visible to the audiences most likely to patronize the theatre. This will become increasingly important as the organization expands and grows. This digital communications and promotions plan mostly focuses on letting Dad's Garage Theatres patrons know about their upcoming move to their permanent home base of The House of Dad's at 569 Ezzard St. SE

## Target Market

The target market for the digital communications and promotions plan for the Improv product will be the age groups of 18-25 and the 36-39 age group who are interested in having a fun night out with friends but are not looking to spend a lot of money. These groups are targeted because Dad's Garage Theatre's brand of comedy fits in well with these age groups. Also the prices that Dad's Garage sets for their shows are priced for the 18-25 year old crowds that may be still in school and are on a budget.

## Advertising:

### Print

The following section gives a brief profile of the print based media that was listed in the previous timeline



The Creative Loafing is a multimedia company based in Atlanta, Georgia that was founded in 1972. The print version of this company's paper is currently the second most widely distributed paper in the state of Georgia with a circulation of 75,000. They currently boast an in print readership of 440,000 and 446,000 online readers. The majority of The Creative Loafing's readership mostly consists of ages 18-34 with 45% of these readers being male and 55% being female.

Their readership is diverse with 37% of readers identifying as Caucasian, 51% identifying as African American and 12% identifying as Asian or Hispanic. The Creative Loafing can be found on almost every college campus and in thousands of restaurants and entertainment spots in and around the Atlanta area, according to statistics listed in the Creative Loafing's media kit. It is distributed in 1,300 locations and spans Fulton, Clayton, Cobb, Dekalb and Gwinnett counties. The Creative Loafing is the number one alternative paper in the Atlanta area.

Ad information	Ad rate
<b>Creative Loafing 1/3 page ad</b> <b>Space reservation: June 25<sup>th</sup> before 4pm</b> <b>Proof Ad Copy : June 25<sup>th</sup> before 4pm</b> <b>Camera ready Ads: June 26<sup>th</sup> before 4 pm</b> <b>Ad should use vibrant and imagery of the cast and the new, location, the Dad's logo, website, location, and contact information</b>	\$950 for a 1/3 page full color ad to be run for 52 weeks.  Total Cost: \$950

Atlanta INtown is a local newspaper committed to delivering hyperlocal news that helps foster a sense of community. The distribution of Atlanta INtown is around 35,000 homes and businesses monthly for their in-print paper and boasts 36,000 unique visits to their online paper. The primary zip codes that the publications distribute to are 30306, 30307, 30308, 30309, 30324, and 30325. The average income for their area of distribution is \$90,000 with 23% of these homes making \$500,000 dollars a year. Dad’s Garage will not only be getting the word out about their upcoming move, but they would be potentially building their patronship.

*Objective:* To announce to the readership of Atlanta Intown that Dad’s Garage Theatre is moving and to promote their upcoming shows in their new venue

*Strategy:* Advertising in Atlanta INtown is monthly and an organization can choose to have their ad published in either one month’s publication, 3 months, 6 months or 12 months. The cost of a 1/3 page ad for a 12 month run is \$700 the addition of color is \$195 per insertion. The Ad should announce Dad’s Garage Theater’s move to their Ezzard street compound and to list any upcoming shows and prices.

Ad Information	Ad rate
<b>Atlanta INtown 1/3 page ad</b> <b>Space Reservation August 25<sup>th</sup> before 4pm</b> <b>Proof Ad Copy : August 25<sup>th</sup> before 4pm</b> <b>Camera ready Ads: August 26<sup>th</sup> before 4 pm</b> <b>Ad should use vibrant and imagery and the new, location, the Dad’s logo, website, location, and contact information</b>	\$700 for 1/3 page black and white ad to be run for 52 weeks           Total Cost: \$745

**Suggested Timeline: Advertising**

Timeline	Ad	Rate
August 1 2015 – August 1 2015	Creative Loafing – 1/3 page ad – Full Color at no additional cost	\$910
4 weeks prior to re-opening	Atlanta INtown – 1/4 page ad is \$745 Color \$195 per insertion	\$745
4 weeks prior to opening	10 second ad with youtube.com setting a \$50 a day budge	\$1550
3 weeks	30 second Hot Hits Atlanta Spot	
2 weeks prior to re-opening	30 second spot on B98.5	
1 week prior to opening	60 second spot on Q100	
	<b>Total</b>	\$3205.00

# Dad's Garage Theatre Atlanta's Best Improv!

We got shows to fulfill all of your improv desires:

**EXTREME improv Elimination Challenge:**  
A bunch of improvisers start the show but only ONE will be victorious  
Thursday nights @ 10:30pm

**CAGEMATCH:**  
Two teams fight like cats and dogs in this long-form improv battle  
Friday nights @ 10:30pm

**THEATRE SPORTS:**  
Our improvisers compete in a fast-paced, high energy improv comedy competition.  
Saturday Nights @ 10:30pm

All This and Cheap tickets too!!!



Dad's Garage Theatre:  
569 Ezzard St.  
Atlanta, Ga. 30312  
404.523.3141  
[www.dadsgarage.com](http://www.dadsgarage.com)

Come Laugh till your  
face falls off!



## Radio:

The following is a list of local and radio Internet stations where Dad's Garage can advertise their upcoming move and new improv shows in 30 and 60 second spots.

Q100 is a local top 40 radio station that is based in Atlanta. It features a number of popular shows including "The Bert Show". This radio station is ranked 4<sup>th</sup> according to the Atlanta Journal Constitution Q100 is ranked 4<sup>th</sup> among all pop stations in Georgia but is ranked 1<sup>st</sup> among the 18-35 demographic



ages 60+.

Hot Hits Atlanta is an internet radio station that is a part of the live 365 collection of internet radio. According to the analytics on the Live 356 site, an average of 50 minutes is spent listening to internet radio a day. They have an average of 308 million unique web visitors monthly and 2.2 million app downloads monthly. The age demographic of average listener's to Hot Hits Atlanta is 28% ages 18-40, 26% ages 41-50, 27% ages 51-59 and 19%

B98.5 is currently the number one pop radio station in Georgia according to the 2014 rankings by the Atlanta Journal Constitution. Their most popular show by far is the Jeff and Melissa morning show. It has held the number one pop radio spot for two years in a row and is more popular with ages 25-35 than with 18-35.



## Video Advertising:

Youtube is video sharing website based out of California. Since its birth in 2005 Youtube has become an internet sensation. Individuals can upload their content for the world to see and even get paid through Youtube's monetization program. It was bought in 2006 by Google and remains one of its subsidiaries. This site is extremely popular among Millennials and Generation X for sharing content, keeping up on the latest trends, tutorials and even news. The company's overview is "YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small."



For video advertising on YouTube.com Dad's Garage must go through Google AdWords. The organization must set up an account and choose either Campaign Daily Budget or Account-level Budgets. Account-level Budgets are much better for larger companies. Campaign Daily Budget would be better suited for Dad's Garage Theatre because the organization can set a daily budget for video advertising. The more money the organization invests, the more frequent their ad will run on Youtube.



## Database Marketing

It is suggested that Dad’s Garage Theatre use database marketing to reach their target markets through social media, direct mailings and email lists. In order to announce upcoming improve shows, and to announce their upcoming move, Dad’s Garage should use mail full color postcards to all previous email subscribers. Because Dad’s does not currently have ticket subscriptions, post cards should emphasize the upcoming move, give directions to the new place and give a listing of upcoming shows.

Direct Mailing	Price/ Quantity
<b>Postcard announcing Dad’s Garage Theatre move to its new location and announcing of grand re-opening and upcoming shows. Post card should be from the Artistic Director. Graphics should be vibrant and eye catching in order to stand out.</b>	Quantity: 1000 (4x6) Price: 2 sided color post cards for \$140 + \$5.00 for premium color glossy From vistaprint.com

Emails are suggested to be sent out on weekends to guarantee maximum opens. Sunday is ideally the best day to send the email blasts. An email from Dad’s Artistic Director should be sent out to all subscribers to announce the upcoming move to the new location on Ezzard Street as well as to announce the new season of shows in the new location. All emails should include the Dad’s Garage logo and links to the box office.

In addition to direct mailing and email, Dad’s Garage should also use its various social media sites (Facebook, Twitter, Instagram) to inform patrons about the move and the upcoming season. Dad’s currently has 5,392 followers on Twitter, 12,761 likes on their Facebook page and 520 followers on Instagram. It is recommended that Dad’s Garage offer a look into what it takes to transform a former church into a theater with pictures, blogs and tweets on their move. These tools can be leveraged to get Dad’s followers involved and excited about the moving process by offering a play-by-play of the church’s break, down and the Theaters set up

### Budget for entire Plan

Creative Loafing Ad	\$910
Atlanta InTown	\$754
YouTube Ad	\$1550
Direct Mail	\$145
<b>TOTAL</b>	<b>\$3350</b>



To purchase tickets to any Dad's Garage Theatre Company  
 Visit the website at  
[www.dadsgarage.com](http://www.dadsgarage.com)  
 or  
 call the Box Office at  
 404.523.3147

# Dad's Garage Theatre Company

## Atlanta's Best Improvisational Comedy

Follow Dad's on Social Media to keep up with all the current and future awesomeness:



[www.facebook.com/dadsgaragetheatre](http://www.facebook.com/dadsgaragetheatre)



@dads\_garage



@dads\_garage

If you've never experienced Improvisational comedy, then let Dad's show you how its done...if you have seen Improv before, let Dad's show you how its done right.

### What is Improv you say?

Improvisational Comedy is a form of live theatre in which the plot, characters and dialog of a game, scene or story is made up in the moment. Often improvisers take suggestions from the audience or draw on some other source for inspiration.



569 Ezzard St.  
 Atlanta, Ga. 30312  
 (404) 523-3141  
[www.dadsgarage.com](http://www.dadsgarage.com)

## A Sample of Dad's Garage Theatre's Improv greatness:

### EXTREME ELIMINATION IMPROV CHALLENGE



This is a fast-paced, no holds barred improv show. Improvisers get paired up at random and perform games and scenes based on audience suggestions. Then, you vote on which scenes you liked best and the losers get eliminated until there's only one person left. It's just that easy...and just that hard.

**Length:** approximately 90 minutes with a 15 minute intermission.

#### Show Dates and Prices:

Thursday Nights @ 10:30pm  
 General Admission: \$5.50 online \$7.50 at the door or by phone  
 Reserved: \$10.50 online \$12.50 by phone. No reserved tickets at the door

### CAGEMATCH



In this no-holds-barred improv show two teams of long form improvisers will take the stage to win your vote to become the night's champion and earn the right to defend their title.

**Length:** approximately 90 minutes with a 15 minute intermission.

**Dates and Prices:** Friday Nights @ 10:30pm April - June

General Admission: \$12.50 online \$14.50 phone and door

Reserved: \$17.50 online \$19.50 by phone. No tickets at the door.



### TheatreSports



Our longest running improv show and an audience favorite for years, TheatreSports is a fast-paced improv competition that features the best improvisers in the city and uses your suggestions to fuel the show.

Consisting of two teams, a host/referee, and the infamous scum box (that keeps things in line) - TheatreSports will have you in hysterics and in on the fun.

**Length:** approximately 90 minutes with a 15 minute intermission

#### Show Dates and Prices:

Saturday Nights at 10:30pm  
 General Admissions: \$16.50 Online \$18.50 By Phone or at the door  
 Reserved: \$21.50 online \$23.50 by phone. No Reserved tickets at the door.

## Sales Promotion

In order to promote membership Dad's Garage will send a QR code to the phone of every new member that signs up or donates money. The new member will show this code at the box office when they come to a performance and it will be good for 30% off of 2 tickets to a Friday or Saturday show and one free regular popcorn.

This promotion will run for the first month that the organization will be in their new space and when the new member brings shows their QR code on their phone to a staff member at the Box Office and that staff member will scan the code into a program that will record it. This will be used to track the success of this promotion. From this program a spreadsheet will be able to be printed showing the new member, when they signed up or donated and when they redeemed their coupon. The QR code was chosen as way to further engage with their target age demographics of 18-39. These ages connect to the world through their mobile devices, which they always have at hand. The QR code can be emailed or text directly to the patron who can simply pull it up and show it to the box office. They do not have to try to keep with a paper coupon.



## Public Relations

Dad's Garage should consider creating a press release to inform of their move to a new location, to invite old patrons to see the new space and to stir interest in new patrons that may be interested in seeing an improve show at The House of Dad's.



**For Immediate Release: July 20, 2015**

Contact: Jon Carr  
Marketing Director  
Dad's Garage Theatre  
(404) 523-3141  
[jon@dadsgarage.com](mailto:jon@dadsgarage.com)

***“Dad’s Garage Theatre Re-Opens at new permanent location:  
The House of Dad’s”***

Dad's Garage Theatre Company announces the grand opening of *The House of Dad's* located at 569 Ezzard Street Atlanta, Georgia 30312. This will be the theatre's permanent location after having to leave their first location in Midtown and having share a space with 7 Stages Theatre in Little 5 Points. The staff of Dad's Garage raised \$169,985 through an extremely successful KichStarter campaign in order to purchase the former church where the Theatre will now be located.

The grand opening of The House of Dad's will be held on Friday August 7<sup>th</sup> 2015. It will be held at the brand new location, 569 Ezzard Street and will feature the improvisational comedy that Dad's is famous for, Meeting and Greeting the improvisers, a tour of the new facility and lots of food drinks and fun.

Dad's Garage has been a staple in Atlanta's theatre community since 1995. It has grown from a small volunteer run organization to a thriving mid-sized theatre that currently has 11 artistic and administrative staff members and features 22 improvisers. Actors who have graced Dad's stage have gone on to be in movies, commercials and television, including doing voice overs for Comedy Central's hit show *Archer*.

For more information please contact Dad's Garage Theatres Marketing Director Jon Carr at [jon@dadsgarage.com](mailto:jon@dadsgarage.com) (404) 523-3141 or visit the website at [www.dadsgarage.com](http://www.dadsgarage.com)

###

## Product | Scripted Shows

Scripted show can be offered by Dad's Garage as a product to attract attention of audience. Scripted show can be fun and accessible, now Dad's Garage is performing the King of Pops scripted show on the stage, also Dad's Garage made a series of scripted shows in the past and acquired good response. Hence the scripted show can be considered as a good product selection.

The target market is aged 25-35 who are interested in traditional comedy shows and located in greater Atlanta area. This group includes renters and owners, singles, married couples with children, families, and middle-class status. Based on the mixed collection of some theatres shows analysis and survey results, scripted shows can completely and accurately express some thoughts and creativity of the script writers and easier to achieve the basic demands of the show's criteria set. This is an obvious advantage. The weaknesses of original scripted shows is it gives audiences a traditional sense, performers could only follow the script and always keep one performing form, this trait often restrict emotional connection. Thus, scripted show cannot get further interact with audiences by the same performing formula of a show.



### Positioning Statement

While some audience interested in alternative comedy, there are still many people prefer traditional comedy shows. These audience require a stage visual experience in *classic* sense and want to enjoy the moment when the show hits a comic peak. For scripted show, there were many popular Dad's Garage original scripted show have been performed on stage before in order to gather more traditional audiences, Dad's keep creating new original scripted show each season to meet the audience requirement. Also Dad's actors and content writers can be contracted to provide services for performances not original to Dad's Garage, which means Dad's Garage provides contract services by performing shows at private events similar to the ones performed at their venue based on their suggestion, and cater to the need of different scripted show audience individual requirements, so that it will make a difference and set Dad's scripted show apart from its other competition's shows. This is a interesting feature to attract traditional audience. In a word, scripted show is fundamental in terms of tactics for Dad's Garage.

Scripted shows can be fun, accessible, and quality-guaranteed as the show effect can be measured in advance. Dad's Garage content is focused on mature audiences as its explicit, vulgar, and crude nature styles of comedy shows are more widely accepted by mature people. Dad's Garage now is performing the King of Pops scripted show on the stage that is profit and popular, also Dad's Garage made a series of scripted shows in the past and acquired good response. Therefore, it is sufficient to amply that the scripted show worth to be posited as a absolute product which appeal to the mature audience which can includes Micro-City Blues group, City Centers group, Country Comfort group, and Middle America group, etc.

### Price

Now one of Dad's Garage scripted show's -"King of pops, post-apocalyptic" is priced from \$12.50 to \$22.50, according to different show dates. Therefore, it has a \$10 range built into the pricing of the scripted show. It can be assumed that the highest ticket price of a scripted show could be set at \$30 per show, the ticket price floor could be \$15 per show. Because the highest price should be within acceptable limit of current target audiences. However, Dad's Garage can

provide different ticket package for different consumer within the price range and add some additional value, such as set discount price for group audience, young and old couple audiences.

In the scripted comedy shows market segment, Theatrical Outfit has a similar product, is considered a competitor, and its tickets prices range is also inexpensive. The price of a scripted show at the Theatrical Outfit are \$25 - \$35 dollars in comparison to Dad's Garage's which are almost the same level.

There are more competitors than Theatrical Outfit in Atlanta.

The scripted show as one product targets those audience members who just want to sit back and enjoy a quality play and do not wish to interact with the performers. This product can help Dad's Garage enters into competitive industry of traditional comedy performing arts and via strengthening its competitive power to absorb more traditional local audience.

The value of the scripted show is it can make audiences laugh by a kind of designed method, the show effect can be expected. Once a response of the scripted show is spread in the audience, it will bring mainstream audiences expectation. Also, the author or producer of the show will gather the certain value, thus further to promote the mass effect of the show and gather more audience attention. Without pricing Dad's Garage self out of the product market, the highest ticket price we can charge for the scripted show might be \$45 with a full value.

Dad's Garage provides a kind of affordable ticket price to introduce the scripted show to the public and through extra value try to reach more people and increase the impact of Dad's Garage itself. The realistic demand for the scripted shows are to enrich the original script content to enhance the quality of the show, carry out expected comic and fun, and get the audience recognition. In order to cover the cost and profit of the product, it is recommend to keep the average tickets sales over \$25 per person.

Now Dad's Garage pricing the tickets price according to different dates and different shows and provide two types tickets prices due to different booking ways (online reserved or buy at door) Generally speaking, the ticket price is designed to be affordable.

#### Calculate Costs:

For each season of scripted show

Production Fees: \$3,000

Salary for performers and staff:  $\$1,500 * 10 \text{ staff} = \$15,000$

Utilities & Other: \$4,500

Total estimated costs: \$22,500

#### Pricing Objective & Strategies:

It is recommended that Dad's Garage can adopt these objectives and strategies when pricing the scripted show to promote more wage earners and retirement population to participate in.

- To price the ticket with an high performance and price ratio
    - Provide quality performance for the ticket price.
  - keep pricing the ticket affordable
    - Make average ticket price within \$30.
  - To price the ticket with attractive additional value
    - Provide ticket discount for repeat consumers.
  
  - To price the ticket with ensure a certain profit
    - Pricing the ticket based on the calculation and analysis of production budget, and ensure to make a best profit for each ticket.
-

- To price the ticket with different price options to meet the demands of various consumers  
-Set different ticket package for group audiences and regular audiences, and to encourage more new consumers to participation.

### **Pricing structure**

- Set entry-level ticket price from \$15
- Establish Season ticket packages, each package can be priced for \$85 for VIP seats and include all four scripted shows on Dad's Garage Stage
- Set VIP ticket price for \$30 which include a full value

### **Applicable discounts**

It is recommend Dad's Garage to release discounted rate on the auditorium advertising, for instance Dad's Garage can offer discounts to people who book 5 tickets or more

- Set VIP ticket price for \$30 which include a full value
- Applicable discounts  
It is recommend Dad's Garage to release discounted rate on the auditorium advertising, for instance Dad's Garage can offer discounts to people who book 5 tickets or more.
- Dad's Garage should execute a price review though design and deliver to its audiences a feedback questionnaire to make sure that whether each kind of ticket value meets their demands and collect their responses and suggestions, than evaluate this data and make specific changes based on the current market.

### **Place**

#### 1. Distribution analysis & recommendations

Current Dad's Garage is utilizing Website (announcement, listings, banner, buy tickets), Facebook, Twitter, YouTube, outdoor publication (magazine, print, outreach, propaganda materials) methods as main distribution ways. It is recommend to create a theatre gift store within the new location and upgrade some new distribution methods as Radio Ad Production, TV Ad Production, TV Ad voice over and over objective Voice email, Photo call for auditions, opening Night Photo call for new shows, etc. Also to develop iPhone, Smart phone, Android Apps to fix the distribution loophole.

#### 2. Three grass roots-"out of the box" distribution methods

It is recommend Dad's Garage to implement product diversification strategy for its scripted shows. For example, Dad's Garage could try to make a collaboration with non-profit arts organization such as The Wren's Nest to create some new content elements which suit for kids add to its new upcoming scripted show, thus by establish new product type, this kind of scripted show can be looked as an family-oriented scripted show to meet the target market segmentation and to form integration propaganda.

#### 3. As Dad's Garage has recently bought a new property in the Old 4<sup>th</sup> Ward neighborhood of Atlanta, it is still located in the Little Five Point. Little Five is a commercial district, such as it is the host of Little Five Fest, which is an annual music festival featuring 50-100 local bands spread across multiple venues. It is recommend that Dad's Garage can utilize the geographical advantage to tempt some commercial resource and power, such as to cultivate bands commercial sponsorship, do more fundraising campaign and marketing cooperation within the community.

#### 4. Dad's Garage has shown a difficulty reaching out to and connecting with more potential audiences who located in a wider range of geographical location in the past. So I recommend Dad's Garage can collect and make video profile for all the past scripted shows and try to sell the past scripted comedy show to a network like Netflix, AMC, FX, Amazon, Hulu etc., so that Dad's Garage could to reach out to a larger population

# Digital Marketing & Communications Plan | Scripted Shows

## Introduction

Dad's Garage chose the Scripted show as a product since the original scripted show is an indispensable part of Dad's Garage. Dad's Garage produced a series of scripted comedy plays in the past decade and obtained the success. The target market of the Scripted shows are aged from 25 to 35 (middle-class status) who are interested in traditional comedy shows and located in greater Atlanta area.

The market field survey data of Atlanta is shown below; it presents the mainstream entertainment choice consumers prefer. The population in Metro-Atlanta averages 35 years old who have a steady source of income; therefore for a scripted show, Dad's Garage has targeted the most compelling market population in Atlanta.

In the following Digital Communication and Promotions Plan for Dad's Garage, the overall goal is to make an effective connection with the key populations and to accomplish remodel a remarkably efficient form of scripted shows marketing.

Atlanta Market Quick Facts (market data from Cox Media Group)<sup>1</sup>

Population: 5.53 Million | 7th among Top 10 Markets

Households: 1.9 Million | 9th among Top 10 Markets

Median Age: 35.44 | 3rd among Top 10 Markets

Median Income: \$65,880 | 4th among Top 10 Markets

Education: 35% w/ College Education | 4th among Top 10 Markets

Atlanta has the second highest concentration of African-Americans

Top 5 Markets for Retail Shopping Activity among Top 10

Top 3 Markets for Travel Consumption among Top 10

Top 3 Markets for Entertainment / Music Consumption



## 1. Objectives

With Dad's Garage's communications effort, these objectives can be attained:

- a) To improve the ticket sales of scripted shows
- b) To provide excellent service and shows to audience.
- c) To increase the community audience engagement and participation.
- d) To cultivate audience loyalty and improve the quality of communication.
- e) To shape Dad's Garage as an uncanny representative of scripted show.

## 2. Strategies

The above objectives can be accomplished by these ways:

- a) Through providing marketing questionnaire surveys for scripted show - both online and offline surveys can let Dad's Garage better assess audiences buying patterns. Effective customer response rates is essential factor for Dad's Garage to adjust ticket price marketing strategy, thus can help Dad's Garage utilize advertisements to improve the ticket sales effectively. It is recommended that Dad's Garage send 1,000 surveys through both online and off line methods. Only fully finished surveys can be accepted by the online system, and off line surveys should be checked by Dad's Garage staff. It is also recommend that Dad's Garage arrange a small crew of 5 people to work on the personal selling plan quarterly. Therefore, when Dad's Garage quarterly hold outdoor community visits and make group presentations, Dad's can send out off line surveys at the same time, it might be launching on July 2015 and continuing through July 2016.

<sup>1</sup> <https://atlmediaindustries.wordpress.com/atlanta-media-industries/>



- b) Encourage potential audience to attend scripted show by providing one-time free scripted show experience tickets to build positive service reputation, and the influence of “Word of mouth” would be far-reaching.
- c) Launch hype for scripted show and create Dad’s Garage classic scripted show month as an annual activity to increase the community audience participation. That is to say to fully implement the below Digital Communication and Promotions Plan.
- d) Increase the scripted show’s brand visibility widely by showcasing Dad’s Garage product uniqueness, that is its quality original scripted plays, as an advertising campaign, also providing some valuable feedback to audience at the same time, thus cultivating audience loyalty.
- e) Create and issue audiences Scripted shows response rates questionnaires to narrow down the accurate and different needs of audiences and consumers. Based on these response rates tailor the performance content with a more reasonable selection of the scripted show entertainment topics and themes, also possibly making some changes to the show arrangement. Thus, Dad’s Garage can shape its scripted shows as a unique representative according to audiences personalized demands.

## 2. Audience

Dad’s Garage’ communications will be addressed to those target audiences:

Dad’s Garage current theatre members

Young people aged 18-25+

Couples and newlywed aged 25-35

Families and middle-class status 25+

Greater Atlanta community residents

Culturally diverse groups

New arrivals in Atlanta and visitors

Ratepayers - people with jobs aged 25-45, also interest in Comedy shows

Media

Local government institutions



### 3. Tools and Timetable

Communication and Promotions Tools			
Projected tools		Existing tools upgrade	
Advertising	a. TV b. Radio c. Posters d. Street pole banners e. Community noticeboards f. Newspapers g. Magazines	Social media promotion	a. Website b. Facebook c. Twitter d. Instagram e. Pinterest f. YouTube g. Google+
Community Promotions and engagement campaign	h. Banners i. Signage j. Have some elected Dad's Garage member to introduce theatre info to residence		
Internal online annual report			
Establish online forums			
Email newsletter			

### 3. Evaluation

Dad's Garage will measure the product propaganda results by

Monthly Communication and Promotion execution report- to check up the implementation rates no less than 70%, track the progress for each promotion event, and summarize and list difficulties.

Research and analysis current online reputation of Dad's Garage and Identify itself a score - Scores from following Communication and Promotion administration cannot less than the original score; Set a constant grow rate of 5% for every quarter.

Checkup Media execution deliverables (ROI) - ensure each communication and Promotion event *deliverables* and the organization's needs constantly, analysis the return value for every six months, ROI cannot less than 60%.

Checkup different social media platform followers' numbers - make sure to have a 5% rate of increment at least for every quarter.

Collect internal and external questionnaire surveys and recommendations - send out at least 1,000 surveys through both online and off line methods. Only fully finished surveys can be accepted by the online system, and off line the Dad's Garage staff should check the surveys. If get at least 70% positive response rate, it will be considered as a successful outcome.

Analysis the annual Communication and Promotion summary report and implement recommendations.

Digital communication strategies

## Advertising

### Digital print

The print advertisement will be color and a full page ad. ArtsATL and BURNAWAY are nice choices for Dad's Garage. ArtsATL covers a wide audience of the arts in metro Atlanta. BURNAWAY provides critical coverage and dialogue about arts in the Southeast. The monthly print cost of BURNAWAY will be \$500(full site and full bar) monthly for color full page. For the ads frequency, Dad's Garage can adopt the method of quarterly display ads.

### Target audience

Focus on Metro Atlanta area educated, creative, young, and influential readers, aged from 18-45 audiences with artistic taste

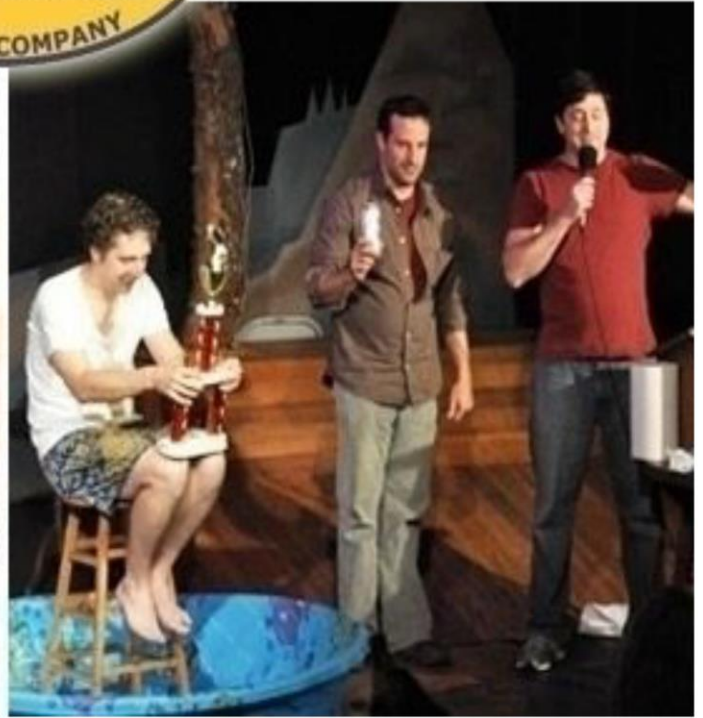
### Positioning, Pricing, and Distribution

Print advertisement is an important way to reach audience, in order to assure the minimization of wasted readers and have a quality publicity effect. Dad's Garage is better to positioning its print ad on a relative quality level to get some long term fixed audience. The cost will be challenging if select a quality print media platform, but the price must be acceptable since it will help Dad's Garage distributes the scripted show product in a correct way.

### Possible strategic partnerships for Dad's Garage

It is recommend Dad's Garage choose BURNAWAY since BURNAWAY keeping the cost of advertising reasonable and could help Dad's Garage to reach a rich base of readers and robust network in Atlanta.





*Dad's Garage Theatre  
is at the heart of  
Atlanta communities.  
Let's shout about  
"We are awesome."*

- POSTER -



POSTCARD



Perforation  
Guide

Perforation  
Guide

If posting, look-up address details at [www.dadsgarage.com](http://www.dadsgarage.com)

Add stamp or  
leave this side  
blank, pop it in  
a collection  
box and we'll  
deliver it.

Audience's first name  
-----

Audience's last name  
-----

Address line 1  
-----

Address line 2  
-----

Town  
-----

County  
-----

Postcode  
-----

## **Timeline**

The projected print advertising period is for the coming year. It will run from July 2015 to July 2016. The annual print Advertising can impact audience much better at the beginning phase. Also, Dad's Garage may monthly change the print ad content to cater to scripted shows content and promotion.

Communication control-*evaluate and control the plan (KPIs)*

Design and issue online and off surveys for audience to know how many audience come from radio advertisement channel and collect audience suggestions for advertisement. It is recommend that Dad's Garage set a target feedback of radio audience satisfaction is no less than 75%, and the target for ticket sales growth is no less than 7% every quarter. Monitor the radio advertising delivery rate and to check up the increase audience amount in scripted show by survey response analysis, as well as the ticket sales.

## **Video advertising**

For video advertisement, 10 seconds commercials video ad will be a nice choice for Dad's Garage. First Dad's Garage can purchase the TV slot on Atlanta City Channel - 26. Another is a kind of video ad which appears before online radio, that is mean while people open an online video link, some short commercial video ads will appear prior to the video content. This kind of Internet video advertisement is also pretty effective and assured for Dad's Garage to reach a large audience. Dad's Garage can also run this kind of Internet video ad on Vimeo and YouTube sites. The TV ad cost on Atlanta City Channel - 26 will be \$8,500 monthly, 10-second in length. Dad's Garage can do one-month video advertising every quarter.

## **Target audience**

The main target audience is Atlanta local residences, ages 18-65 who prefers using television platform, and youth aged from 18-35 who prefers using internet.

## **Positioning, Pricing, and Distribution**

The video advertisement can be shaped as a brief and mini play to show Dad's Garage's traits and the big point is to cause audience interest, as this can help Dad's Garage to develop online potential members. Video ad production cost can under control since Dad's Garage owns many talent performers and professional producer. Therefore, Dad's Garage may utilize its strengths to have more funds to do TV and online propaganda, and pay more attention to effective deliver platforms. It is recommend delivering the online video ads on main mass video content sites as YouTube and Vimeo, etc since these kind of famous video site can make the ads widely distributed. Thus can help Dad's Garage to reach frequent Internet users.

## **Possible strategic partnerships for Dad's Garage**

Atlanta City Channel - 26 will be an appropriate partnership for Dad's Garage since through their cooperation –Dad's can attract attention from local audiences.



## Dad's Garage Mobile Website Campaign Design

Featured content

Recent posts

Main Categories

Main Categories



<p><b>About Us</b></p> <p><a href="#">Company Overview</a></p> <p><a href="#">Improv</a> <a href="#">Staff</a></p> <p><a href="#">Board of Directors</a> <a href="#">Our Business Side</a></p> <p><a href="#">Directions</a> <a href="#">Parking</a> <a href="#">Places to Eat</a></p>	
<p><b>Shows &amp; Tickets</b></p> <p><a href="#">Calendar</a></p> <p><a href="#">Shows Listings</a></p> <p><a href="#">Event Listings</a></p>	<p><b>Buy Tickets</b></p> <p><b>(404) 523-3141</b></p> <hr/> <p><b>Gift Certificates</b></p>
<p><b>Services</b></p> <p><a href="#">Hire us for Shows</a></p> <p><a href="#">Hire us for Workshops</a></p> <p><a href="#">Classes Calendar</a></p> <p><a href="#">Classes Listings</a> <a href="#">High School Outreach</a></p>	

<p><b>YOUTUBE</b></p> <p><b>RADIO</b></p> <p><b>LINKS</b></p> <p><b>FAQ</b></p>	
<p><b>Support Us</b></p> <p><a href="#">Donate</a></p> <p><a href="#">Volunteer</a></p> <p><a href="#">Sponsor Us</a></p> <p>(404) 523-3141</p>	<p><b>Contact Us</b></p> <p><a href="#">Mailing Address</a></p> <hr/> <p>P.O. Box 5867 Atlanta, GA 31107</p>
<p><b>Announcement- We Bought A New Home</b></p>	

**Mailing Address:**  
**P.O. Box 5867**  
**Atlanta, GA 31107**  
**(404) 523-3141**  
**www.dadsgarage.com**

## Timeline

The projected video ad deliver period is for the coming year. It will run from June 2015 to June 2016. The annual Advertising can impact audiences much better at the beginning phase. Also, Dad's Garage may consider a monthly change its video ad content to cater to theatre activities.

### Communication control-*evaluate and control the plan (KPIs)*

If the market goals and objectives of scripted show are achieved, then the digital promotion and communication plan will be considered success. So, the effectiveness of the video ad promotion will be measured by:

A. Design and issue online and off surveys for audience to know how many audience come from internet video advertisement channel and collect audience suggestions for advertisement. It is recommend that Dad's Garage set a target feedback of video audience satisfaction is no less than 80%, and the target for ticket sales growth is no less than 10% every quarter.

Monitor the video advertising delivery rate and to check up the increase audience amount in scripted show by survey response analysis, as well as the ticket sales.

### Budget for entire digital advertising campaign

Entire Digital Advertising Budget for Dad's Garage	Format	Coverage	Run Time	Length/ Specs	Ad Value	Audience/ Impressions
<b>PRINT</b>						
BURNAWAY	Print/Web	National	May	Spring Print Full Page	\$ 500	300,000
ArtsATL	Print	Local	May	Full Page	Call them to know	
<b>RADIO</b>						
Atlanta WAOK 1380	Radio	Local	midday	:10	\$ 28,00	425,000
<b>TELEVISION</b>						
Atlanta City Channel - 26	Video	Local	April/May	:30	\$ 8,500	100,000
<b>OUTDOOR ADVERTISING</b>						
MARTA	Signage	Local	April/May	Bus Kings	/	3,965,404
MARTA	Web	Local	April/May	Hotlinks	/	600,000
MARTA	Video	Local	April/May	Signpost	/	12,000,000
Street Banners	Signage	Local	April/May			
<b>SOCIAL MEDIA</b>						
Website	Web	Worldwide	Ongoing	Logo Link		420,000
FaceBook	Web	Worldwide	Ongoing	x30 Mentions		15,000
Twitter	Web	Worldwide	Ongoing	x30 Mentions		6,000
APP	Mobile	Worldwide				5,000
TOTAL AUDIENCE/IMPRESSION S					\$	



## Database Marketing

### Database marketing strategies

Although Dad's Garage have itself consumers current database which include audience email address and social media (Facebook, twitter,etc) information, however the existing database can not being made a efficient connection with market. It is better for Dad's Garage to purchase some additional database to support its marketing. According to Nielsen Media Research data, it can be found nowadays Atlanta ranked eighth in television broadcasting, having recently slightly surpassed the Washington, D.C. area, and not far behind the South Florida area. Therefore I recommend that Dad's Garage purchase specific market database information from relevant database institutions as below:

Cable network	Online broadcaster
Cable station	Online news source
College newspaper	Online publication
Freelance journalist	Organization
Industry research organization	Publication (entertainment)
Magazine, consumer	Radio network
Magazine, news and business	Radio program
Magazine (entertainment)	Radio station
News Agency/Wire service	Television network
Newsletter, consumer	Television program
Newsletter, trade	Television station
Newspaper	others

Then to utilize the effective contact information to reach the market by sending them direct mail, email, also use social media tools to close to the target population and implement powerful propaganda. It is recommended that Dad's Garage adopt the database contact procedure as below:



Content marketing strategy:

*The message*

First is to edit the marketing message; make it brief and natural to make people feel comfortable. The point of the message is to let different people know who Dad's Garage is, what it do (such as scripted show introduction), and tell people its current shows and theatre activities etc.

*Frequency and Variations of the delivery of message*

Dad's Garage can edit messages of different content, deliver the message to different populations every two weeks to engage people in various ways.

*Target*

First, the recipients as the target of database marketing should be relevant to the theatre industry or have potential to join Dad's Garage theatre. According to career relevance, consuming habits etc, certain factors to screen out the final recipients are needed. Certainly, different targets will be delivered messages in different ways.

*Size of the target*

The size of the database marketing will cover a lot of population from theatre, media, and related areas, setting the relevant database information listed above.

*Timeline for the database marketing campaign*

The first stage of database marketing plan will be activated from December 2015 to December 2016. It is projected that direct mail will be delivered every two months, and email will be delivered every two weeks to inform the target population of Dad's Garage news and show activities information.

*Budget*

The projected budget for Dad's Garage entire database marketing campaign is \$3,000 for one year, which include database purchase fee and mail deliver expenses.

### ***Additional Advertising***

Dad's Garage can place print banner ads on streets, also across Marta and subways in Atlanta city area to further to utilize mass advertising.

### **Sales Promotion:**

For sales promotion, I recommend Dad's Garage can create a incentive system for scripted show ticket sales. For example, if one existing consumer or member brings no less than three new audience members to a scripted show, Dad's Garage will give the existing consumer a ticket discount and/or extra value. Thus can help Dad's Garage push audience's motivation and promote product sales.

#### *Target population*

Dad's Garage current members, Scripted show potential audience - young male and female aged 18 to 34 years old who interest in comedy, and database marketing target population

#### *Communication to introduce the promotion*

Dad's Garage can utilize mobile prompt messaging; email, and social media tools, to further strengthen the promotion communication.

#### *Timeline*

From June 2015 to June 2016, update promotion policy every month to engage consumer participate in the theatre activities.



## Personal Selling

### Three call to action messages:

#### **Dear Dad's Garage audience:**

Dad's Garage strongly believe that the arts are one of the community's greatest assets. Dad's Garage Arts shows and educational courses has been supporting Atlanta local theatre arts for more than 10 years, helping make our region a unique and vibrant place that attracts talented people like you, educates audience to be an Improv talent and enriches your lives. Watch our Scripted and Improv shows, take part in our awesome performance courses and an be a member of Dad's Garage Theatre. Our sweet summer scripted show- *"King of Pops, The Post-Apocalyptic Musical!"* now is waiting for you. Pick up your phone, call us at (404) 523-3141 or visit our website <http://www.dadsgarage.com>

#### **Dear Dad's Garage audience:**

Dad's Garage is the perfect choice for a group outing. Our 2015 Season shows will be at 7 stages. This year's line-up offers an array of engaging and compelling shows that will provide an enjoyable and entertaining experience for any group. Dad's Garage is the best choice for group tourists, social clubs or any group of people who are able to have fun together.

With Dad's Garage talented team of performers, group package discounts, and group leader incentives, your experience is sure to be memorable. For more information, contact Dad's Garage Group Sales at (404) 523-3141, Thursday through Saturday, 7:00 p.m. - 12:30 a.m. or visit our website <http://www.dadsgarage.com>

#### **Dear Dad's Garage audience:**

Bring a group to Dad's Garage, you can have fun on a night! Our sweet summer scripted show- *"King of Pops, The Post-Apocalyptic Musical!"* now is waiting for you.

- ✓ Grab 15 or more people
- ✓ Select your ideal date and time
- ✓ Tell us your budget
- ✓ Select your method of payment
- ✓ Contact Dad's Garage group sales department

Why do not start an awesome night at Dad's Garage Theatre? Pick up your phone, call us at (404) 523-3141 or visit our website <http://www.dadsgarage.com>



**SPECIAL DISCOUNT  
FOR YOU  
AT DAD'S GARAGE THEATRE**

Looking for somewhere new and exciting to go with your friends? Why not take a tour to Dad's Garage Theatre? Come see comedy shows together! Dad's Garage is a theatre offering a mix of improv and scripted shows in Atlanta area!

At Dad's Garage you can enjoy:

- A variety of comedy shows for adult audiences
- Fun and exciting seasonal improv and scripted shows and events
- Improv classes and so much more!

The staff at Dad's Garage knows how important improv mentoring is to the audience in our community. As a special way to say thanks to our audience, if you present the coupon below to Dad's Garage Theatre, you'll receive our special discount.

**For More Information:**

Please visit <http://www.dadsgarage.com>

*Or Contact:*

**Dad's Garage Theatre**  
P.O. Box 5867  
Atlanta, GA 31107  
(404) 523-3141



**DISCOUNT COUPON**

Finish our online audience sales promotion questionnaire survey and present this coupon to Dad's Garage Theatre and you will receive a buy one ticket get one ticket free opportunity! With this coupon, when ONE audience purchase a regular priced ticket for his or her friend (a \$20.00 value), the First audience receives his or her ticket for free. This is an \$20.00 big savings!

**ONE TICKET  
FREE  
WITH  
PURCHASE  
OF ONE  
TICKET!**

**ENJOY AND THANKS FOR BEING OUR LOYAL AUDIENCE !**

**Public Relations:**

Dad’s Garage can try to establish partnerships with some media and government agencies, and to contract mutually beneficial agreements to promote its theatre products. Next is to utilize digital press releases and press kits to shape Dad’s Garage’s public image. Dad’s Garage performers or producers are recommended to attend more public interviews, media appearances and press conferences to increase media exposure and grab audience attention; this is also the main objective for the public relation promotion.

*Targets*

Atlanta local media agencies, government agencies, public audience

*Timeline*

Launch on November 2015 will continue through November 2016, to hold public relations related activities every month.

**Personal Selling:**

For the personal selling portion, in order to sell and promote Dad’s Garage scripted show products directly with consumers, it is recommend that Dad’s Garage adopt community group presentation tactics to help with product ticket sales. Since Dad’s Garage is going to move to a new address, this kind of community visits and group presentations will get close with the most potential audiences efficiently.

*Target*

Community residents -- educated community members, male and female, aged from 18-65 years old.

Scripted show potential audience- young male and female aged 18 to 34 years old who interest in comedy and located in Atlanta area.

*Timeline & Staffing & Specific groups*

The outdoor community visits and held group presentations can be held quarterly, launching on July 2015 and continuing through July 2016, it is recommend that Dad’s Garage arrange a small crew of 5 people to work on the personal selling plan quarterly. The specific target group should be educated community members, male and female, aged from 18-65 years old.





## Database and direct marketing

### Two social media message:

Dear Audience,

Dad's Garage hope you enjoy our show this year. You will be pleased to hear that we have created a brand new original scripted show and now we are having our sweet summer show- "**King of Pops, The Post-Apocalyptic Musical!**" at 7 stages is waiting for you.

Because you are a supporter and enthusiast of our shows, we would like to encourage you to introduce a friend by offering you one free ticket when you purchase a ticket in the first week of this season.

Bookings are already coming in so to take advantage of the "buy one get one free" offer, you must book by July 31<sup>st</sup> 2015. Submit back the online booking form to us at [www.dadsgarage.com](http://www.dadsgarage.com), you can also send at no charge to free post or email back to us: [gina@dadsgarage.com](mailto:gina@dadsgarage.com)

We looking forward to see you soon.

Dad's Garage Theatre  
5/20/2015

Dear Audience,

Thank you for paying attention to Dad's Garage summer scripted show production of "**King of Pops, The Post-Apocalyptic Musical!**" The combination of a large cast and a popular concept means that tickets will sell quickly for this production, and we are likely to have many sold out performances by the time the show opens. Avoid the stress of having to secure last minute tickets by taking advantage of the special week long pre-sale period, which is offered only to friends and family of Dad's Garage member.

Beginning at 12:00am Thursday, May 21<sup>st</sup>, you can go online at [www.dadsgarage.com](http://www.dadsgarage.com) to the private link below to purchase tickets to this scripted show. Remember to carefully select the date and time, if you have any questions, please contact our box office at (404) 523-3141 or email [gina@dadsgarage.com](mailto:gina@dadsgarage.com)

**[PURCHASE TICKETS TO King of Pops, The Post-Apocalyptic Musical!](#)**

**Here's to a great show!**

Dad's Garage Theatre  
5/20/2015



# Dad's Garage

Mailing Address:

P.O. Box 5867

Atlanta, GA 31107

(404) 523-3141

www.dadsgarage.com

ANNOUNCEMENT



## Scripted show-King of Pops, The Post-Apocalyptic Musical!

*Highlighted Information*

Dad's Garage Theatre has purchased for a price above \$2 million, a building that now houses a church and some land that adjoins the church, located at 569 Ezzard Street. The church has outgrown the facility and plans to relocate in 2016.

**Rember Dad's Garage bought a new home!**

### Dad's Garage sweet summer scripted show!

Now around the corner from several bars, clubs and taquerias in Hotlanta's vibrant Little Five Points neighborhood, comedy mainstay Dad's Garage Theatre offers a mix of scripted and improv shows on 7 Stages. You can be sure that this sweet summer scripted show is bursting with a whole lot of action-packed flavor. Have you ever wondered how that familiar rainbow umbrella protecting those frosty Chocolate Sea Salts came to be? Well, it turns out that the ruler of those tasty treats has a fantastic origin story – and we're going to tell it.

Mike Schatz, the creator of V.I.P. Room and Apnea is about to wow your paleta-loving-pallet with the story of a determined young man who left his job in the corporate world to follow his dream of bringing popsicles to the people. But when a darkness overtakes the land and the King is left for dead, the fight for food truck freedom takes on epic proportions. Oh, and yeah – and there will be pops.

April 23 - May 30 : Thurs, Fri, & Sat. at 8pm. Welcome to this show!



## Summary

In conclusion, different digital advertising which includes online internet radio and video campaigns, print media promotions, social media communications, database marketing, sales promotions, public relation propaganda, personal selling promotion, and other additional advertising such as street advertisements, mass transit advertising and so on, can totally work together and complement each other into one complete communications and promotions plan. This plan may help Dad's Garage to market its scripted shows as a product to the public in a SMART way. Each part of this digital communication and promotion plan is a necessary part for the scripted show marketing, the whole plan can help Dad's Garage product reach out to different segments, locate new consumers and finally lead them back to the Dad's Garage most valued product.

## Product | Dad's Garage TV

### Target Market

The target market of Dad's Garage TV is Caucasian 18-25, College aged men and women that use social media.

### Positioning

Dad's Garage TV is the only theatre in the Atlanta area that has an online presence in the way of producing video content that is different that the content presented on stage. This presents an opportunity for the organization because it allows them to express themselves in a different format, the content will allow for promotion of the organization by enticing people to see a theatrical performance, and maintain an online presence especially in social media. Dad's Garage TV can be compared to MTV's MadTV, and Saturday Night Live. What sets this programming a part is that it is original programming from the Atlanta talent pool and it is programming that the audience could also see clips of in person by visiting a show.

### Price

Content on their YouTube page is free to the public. The content on their site page would be accessed through a Dad's Garage TV membership that allows them access to see full shows, all comedy music videos, comedy sketches, and backstage exclusives. The price for the membership to gain exclusive access to Dads Garage TV would be \$30 per year and they would get access to Dad's Garage TV, backstage access, and receive deals on show tickets. Currently, competing theatres do not have original video content in a digital format. Dad's Garage should strive to have this content available for all social media users, however only members would have access to full-length original programming.



There are no competitors that offer an online based television channel with original content therefore Dad's Garage will be the only of its kind in the Atlanta area. Dad's Garage TV is ensured to be available to Millennials through the platforms of YouTube, Instagram, and the Dad's Garage TV website. The value of Dad's Garage TV is that it is original and local based comedic series, shorts, and music videos that can be accessed through any mobile device including the computer. This allows fans of Dad's Garage to receive new content that is not available or performed at the theatre in the palm of their hands. This product of Dad's Garage will be seen as an independent online television channel similar to Hulu but programming similar to Adult Swim and MadTV. Hulu sells a subscription for \$10 per month and so does other online platforms such as Netflix. This is the highest that can be charged for access to Dad's Garage TV due to bigger and better known companies having this price. The price of Dad's Garage TV communicates to the public that

it is a serious television venture based in Atlanta. The fact that it is a theatre company creating the content communicates to the public that the organization is very innovative and are fueling the entertainment industry in more ways than just theatre. It says that this product should be taken as serious as Hulu and Netflix and the programming that will be created will be high level and worth paying for. In today's society, Internet television is becoming more and more popular as people move away from cable. To have access to an original channel that is dedicated to all things crude humor, has the potential to make a huge impact on the way people view theatres and the ideas and products they create.

As the online television channel begins to grow, local business will be able to purchase ads on the site that will increase revenue for the organization and cover production costs to keep the subscription fees low. With heavy promotion in the first year of its launch and marketing the shows to build a fan base in the shows, the second year of Dad's Garage TV will sell ad space to local businesses. Also within the first year of its launch, Dad's Garage TV will offer 2 months free of access for those who sign up. This is entice more people to join the Dad's Garage TV following. By signing up for DGTV, patrons will have chances to win show tickets, exclusive merchandise only available on DGTV and discounted or free special event admissions of Dad's Garage.

### **Place**

Currently, Dad's Garage TV is on their YouTube platform with a link to it from their website, however it is not something that is promoted. Because the Dad's Garage TV is a digital format, the company should create a digital marketing campaign for the product. YouTube should be a place where the audience can go to watch the created comedy music videos and clips of the shows that are produced. However, there should be a specific page on their website that showcases all of their content. Advertisements should be on Facebook and announced at their shows. Dad's Garage TV could also have an Instagram that shows clips of video content that draws people to the website to view the full video. Social Media is big for this product's target market of 18-25, especially Facebook and Instagram for promotion, using YouTube as its video platform. 29% of Facebook's users are between the ages of 18-25. Teens have twice as many friends than users aged 30-40 and make almost 3x as many wall posts as users aged 30-40. This makes this a great source for creating campaigns were if the more a person shares a specific post, the faster a bonus video will be released. This draws the audience more into the post, creates conversation on social media, and allows the audience to promote.

## **Digital Communication & Promotions Plan | Dad's Garage TV**

### **Introduction**

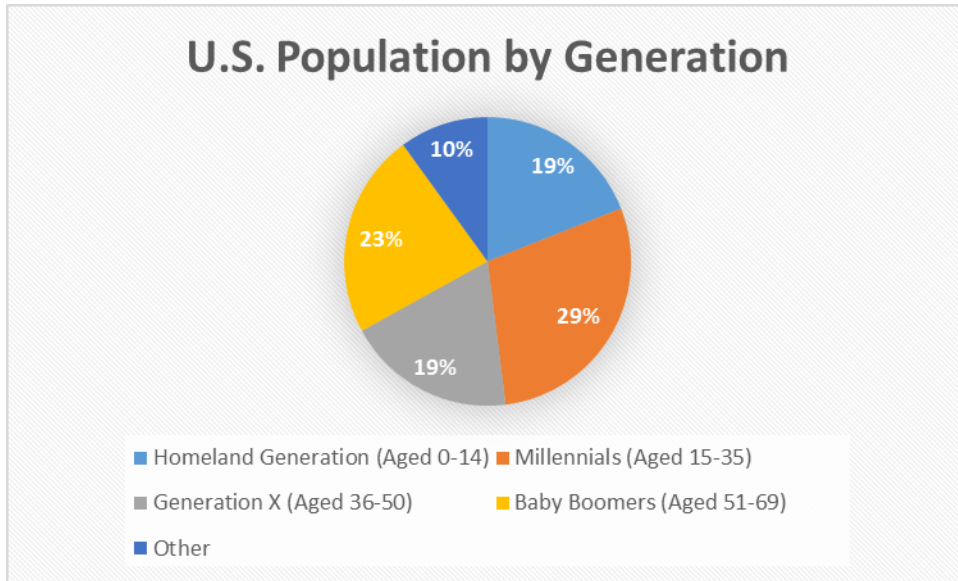
The product of the Digital Communication & Promotions plan is Dad's Garage TV. Dad's Garage TV itself is a strong digital presence for Dad's Garage Theatre Company. Unlike other Atlanta theatres, Dad's Garage is the only one that offers content that is only available online that is an extension of the products and services offered by visiting the theatre. Having a solely online-based product allows for perfect positioning to develop a campaign that will draw people to watching their content and in turn, entices the target market into visiting the theatre itself.

### **Target Audience**

The target audience for Dad's Garage TV is 18-24, the millennial generation. This is the best target audience for this product because now represent the largest generation in the United States, comprising roughly one-third of the total population in 2013. Due to that fact that the generation was born into an age of technology, the generation itself founded

the social media movement. Millennials are fluent and comfortable with technology and possess more of a positive view of how technology is affecting their lives than any other generation. Interactive technologies, from smartphones to websites to mobile apps are essential to capturing this target audience. Millennials have different communication habits and are more connected and in-tune with technology and online culture. According business analysts, mobile is

the platform of choice for the millennial generation and it should be expected to talk about the brand on social media and engaging in the conversation.



The target audience as it relates to Dad’s Garage TV is a solely online, interactive, social product. It’s online platform and the viewing habits and sharing habits of social media users creates a great opportunity for the product. Dad’s Garage has the potential to increase

inbound traffic and create better search engine rankings not only to the product, but to the website where other products of the organization will have “cross-fire” promotion. Comedic videos and online content promotes conversation and sharing naturally and therefore creates an avenue that is already present, but need to be strengthened.

### **Advertising**

### Digital Print

The biggest aspect of digital print for Dad’s Garage TV, is the creation of a “mini-website” with the current Dad’s Garage website platform. This shifts the viewing audience from a third party social media platform such as YouTube to an in-house online platform completely controlled by the organization that will have links to the accompanying YouTube page.

For digital advertisements on other websites, it would follow a 300x250 medium rectangle that is best optimized for text, display, and mobile advertisements. For color coordination, warm colors are best. Bright red, orange, and yellow are warm colors, indicative of fire, and they stimulate excitement. The message of the advertisements is that the campaign is the re-emergence of a lesser-known product offered by a locally famous organization. Dad’s Garage TV is fun, exciting, innovative, and funny and the next generation of programming should be promoted as such.

Studies show that 80 percent of 18-44 year olds check their smartphone as soon as they wake up. This creates an optimal time to post between the hours of 6:30-8:30am. Smartphone owners also tend to reach for their phones around meal times and 86 percent of mobile internet users report using their device while watching TV. Due this advertisements will also be presented around 2:00pm to 5:00pm. The advertisements will run at least 3 days per week, two morning ads, and 1 evening ad.

The costs of redesigning a current website into top quality framework that can accommodate an emerging online video media content platform is between \$5,760 and \$13,800. According to research, these figures are based on our hourly rate; it includes planning, design, programming, marketing setup and launch; website will be mobile/tablet-responsive;

website is built in a CMS framework to empower non-technical staff to edit most content themselves; and the organization provides all text content (body copy, product/ team images).

Breakdown	Average Cost
<b>Planning</b>	\$600 – \$1200
<b>UX (sitemap, wireframes)</b>	\$0 – \$600
<b>Visual Design</b>	\$960 – \$2400
<b>Programming</b>	\$3000- \$7200
<b>Content Support</b>	\$240 – \$600
<b>Client Training / Documentation</b>	\$0 – \$600
<b>Testing and Launch</b>	\$960 – \$1200

INTRODUCING THE ALL NEW!

# DAD'S GARAGE TV

It's the Dad's Garage you can't get in the theater!



Subscribe now to gain access to  
original comedy series, hilarious music videos, and  
exclusive backstage content!



Mailing Address:  
P.O. Box 5867  
Atlanta, GA 31107  
(404) 523-3141

**ALL NEW!**  
**ALL ORIGINAL!**

**FACEBOOK.COM/  
DADSGARAGE**  
**INSTAGRAM: DADS  
GARAGE TV**  
**WWW.DADSGARAGE  
TV.COM**



Dad's Garage Theatre

2 hrs · 🌐

👍 Like Page

THE BEST OF THE REST OF DAD'S GARAGE!



The All New Dad's Garage TV!

Subscribe now and gain access to brand new original shows, music videos, and exclusive backstage access!

Like - Comment - Share - 👍 105,565 💬 1,300 ➦ 3,204

http://www.dadsgaragetv.com

Need to show me mobile viewing

It's the Dad's Garage you can't get in the theater!

FEATURED CONTENT

Rusty Trombone  
76,477 views • 4 years ago

High Fructose Corn Sizzurp: By Monsanto (Starring Colin...  
41,126 views • 1 year ago

Month Long Kevin BaconFest  
34,375 views • 1 year ago

THIS WEEK'S HIDDEN REWARD

Find this week's Hidden Reward and you have a chance of winning show tickets and collectible Dad's Garage Merchandise!

SUBSCRIBE NOW FOR EXCLUSIVE CONTENT!

## Video Advertising

Online video ads are one of the fastest-growing advertising mediums, outpacing growth in spending on television and other digital formats. Online video advertisement viewing reached 35 billion video views in the U.S. in December 2013. The platform for the video advertisements that will reach the targeted market of 18-24 is Facebook and YouTube. Like the digital print ads, the ads will be posted in the morning between 6:00am and 8:00am and in the afternoon between 2:00pm and 5:00pm. Video advertisements will run once a week on each online platform. The 1 minute in length ads will feature clips from the Dad's Garage TV programming with the message that it is a new medium similar to MadTV but featuring original programming from the Dad's Garage ensemble and will highlight the special features and celebrity guests.

Facebook offers custom budgeting on all advertisements that can be as little as \$1 per day. YouTube advertisers pay per view of their ad, with an average cost-per-view ranging between \$0.10 – \$0.30. The type of ad chosen for YouTube is an in-display ad to the right of the viewing video above the suggested video section. Advertisers can target viewers by age, gender, location or by what types of videos they like to watch on YouTube. Generally, advertisers pay incrementally more for focused target audiences.

## Database Marketing

The organization will utilize email and social media opportunities for its database marketing because Dad's Garage TV is a solely online product therefore it needs marketing material that once the targeted audience member is enthused, the person can go directly to the site to access the content without having the time for the message to slip the person's memory.

## Message

The message of the emails and social media opportunities is basically that this is the re-emergence of Dad's Garage TV. It is current product yet the newest force in online entertainment by a local theatre company, the only of its kind. It is a way to receive additional, creative, original, comedic content from the creators of the Dad's Garage theater performances that sets a new standard on how a theatre company distributes original content to its viewers and fans.

## Frequency

The messages will be sent out once a week via email and social media posts, specifically promoting Dad's Garage TV as a whole. Additional messages may be sent out as new content is released that is either a fan favorite series or if it features a special or celebrity guest.

## Variations

The social media messages will be more posed as questions such as, "who would you like to see guest star on (insert Dad's Garage TV series)?" or "what do you suggest the next comedy music video be about?" The emailed messages will be as informational, call-to-action messages promoting brand new content, reminding the audience where they can see it performed live, and to join the fun by downloading the Dad's Garage TV app.

## Target

Initially, these messages will go out to the entire database of people who already subscribe to Dad's Garage as an organization. As a separation tactic to narrow down the audience more interested in Dad's Garage TV, theatregoers will be offered to sign-up for the Dad's Garage TV mailing list that focuses only on the content and promotions of Dad's Garage TV. Also, people who download the app will provide their email addresses upon download therefore adding to the specific target audience who watch Dad's Garage TV.

## Size

The size of the target is very broad because it is 18-24, college-aged, app using, online savvy individuals who have love for comedic videos and original comedy.

## Budget

The organization currently uses MailChimp as their database-marketing provider. MailChimp ranges from \$0 to \$25 per month for a growing business plan that includes up to 2000 subscribers and unlimited emails. The growing business plan also has a pay-as-you-go option from \$9 to \$150, ranging 2 to 3 cents per email, and 300 to 7500 email credits. The growing business plan is the best option for Dad's Garage TV as opposed to the high volume sender plan. A complex app for Dad's Garage TV can range from \$20,000 to \$80,000, however it is one of the best ways to reach the target audience and allow for complete audience interaction.



TO: dallen4u@gmail.com

From: info@dadsgarage.com



# INTRODUCING THE ALL NEW: DAD'S GARAGE TV

Subscribe now to gain access to original comedy series, hilarious music videos, and exclusive backstage content!



Dad's Garage Theatre Company has been one of the leading and most successful improv theaters in the Atlanta area and we're giving you the exclusive chance to see the completely revamped, Dad's Garage TV. Filled with original comedy short-series, hilarious music videos, and backstage content including interviews with the ensemble and celebrity guests, Dad's Garage TV is something you won't want to miss!

Click here to [Subscribe now](#) to get the best of the rest of Dad's Garage you won't see at a show!



Hidden rewards in shows! Find the hidden rewards within our online content and you have a chance to win tickets to a live performance or other Dad's Garage merchandise!



Visit us at [DadsGarageTV.com](#) | [Dads Garage TV Instagram](#) | [Dads Garage Facebook](#)



Mailing Address:  
P.O. Box 5867  
Atlanta, GA 31107  
(404) 523-3141



FOR IMMEDIATE RELEASE:

Contact:

Lara Smith, Managing Director  
The Dad's Garage Theatre Company, Inc.  
(404) 523-3141

[larasmith@dadsgarage.com](mailto:larasmith@dadsgarage.com)

[www.dadsgarage.com](http://www.dadsgarage.com)

### **Dad's Garage TV Reveals New Platform and New Content**

Atlanta, Georgia, May 21, 2015 — The Dad's Garage Theatre Company Inc. is re-launching its YouTube based Dad's Garage TV for a new online platform locate on the website. The subscription-based new platform hosts new original content such as comedy sketches, comedy mini-series, comedic music videos, and backstage content exclusively available on Dad's Garage TV. The new platform, located at [www.dadsgaragetv.com](http://www.dadsgaragetv.com) also offers bonus show content and potential prizes for subscribers that watch the programming.

Dad's Garage Theatre Company is currently the only theatre in the Atlanta metropolitan area that offers additional programming different from the theatrical performances in a strictly online-based platform that can be accessed via computer or mobile app. Subscribers have the opportunity to win prizes related to show tickets and collectible Dad's Garage merchandise not available anywhere else. This revamp of an already popular Dad's Garage product ensures that patrons of the theatre can access Dad's Garage material from wherever they are.

For additional information, contact Lara Smith, Managing Director at 404-523-3141 or visit [www.dadsgaragetv.com](http://www.dadsgaragetv.com).

Dad's Garage TV offers guests the exclusive opportunity to additional content that cannot be found in the theatre in a format that can be viewed anywhere an internet connection is available.

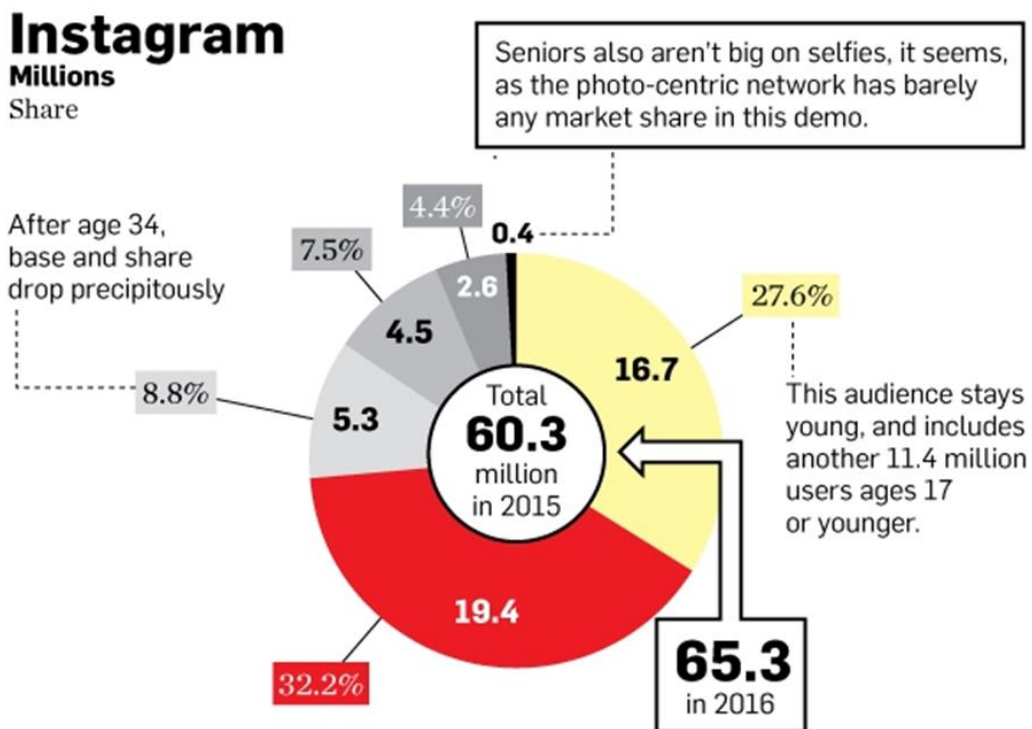
Founded in 1995, Dad's Garage Theatre has grown from a small volunteer led organization to a thriving mid-size theatre led by professional artistic and administrative staff. The family at Dad's has continued to grow along with us including over 300 volunteers and performers. The organization hosts scripted and improvisational theatrical performances, online content, and educational programming.

###

## Additional Advertising

### Sales Promotion


Instagram is one of the most influential social media platforms for the Millennials. Over 90% of the 150 million people on Instagram are under the age of 35, which makes it an attractive platform for many apparel, entertainment, and media brands focused on the 18- to 34-year-old age bracket. In addition to that, early data shows that Instagram video attracts more engagement than Instagram competitor, Vine. The organization also can use the network to drive referral traffic back to their ecommerce hubs and increase product visibility. Braffon reported on Simply Measured's Instagram data in March 2013, showed that Instagram membership has grown 9 percent since November 2012. How Instagram and Dad's Garage TV connects is that snippets and previews of online content can be posted to the social media platform that are directly marketed toward Millennials. The Instagram profile should not be for the organization as a whole, but just for Dad's Garage TV. As new programming is developed, snippets will be posted to the Instagram profile with an accompanying link back to the website to watch the full version or gain access to exclusive content relating to Dad's Garage TV.



# Dad's Garage TV Promo - Totally NOT PORN



## DadsGarageTV

 [Subscribe](#)



1:28 / 1:28



drashard\_, caviar\_bawse, la\_dama\_reed and 8 others like this.



teesandquotes #quote

Write a comment...

## Product | Classes

### Target Market Identification

The target demographic for Dad's Garage is extensive and broad due to product, the classes, appeal and popularity. Given careful consideration and after researching and analyzing consumer age, household size, marital status, and income, the best target markets for Dad's Garage's classes are 18-25 year-olds college students.



18-25 year-olds college students are chosen due to their high ranks and volume in metro Atlanta, as well as the relaxed, humorous, curious, energetic characteristics that match. Considering the option of targeting the whole 18-25 year-olds is not specific enough target for Dad's Garage improv classes due to the special form of stage performance and audience base that is already established. The city of Atlanta is home to 10 universities and graduate institutions; 11 colleges; and 1 community and technical college.<sup>1</sup> Such as Georgia Tech, SCAD, Georgia State University, Emory, etc. Also there are 23 colleges in neighboring cities and towns. There are 57 colleges and universities in total in the

Atlanta region, with almost 1,800 district programs of study at the associate's bachelor's master's doctorate and professional levels. More than 250,000 students enrolled each year. Thus the large scale of targets is a very good option, which reflects the existing consumer market for Dad's Garage's 4 different levels of improv classes. However, the weak point of this target group is the annual earning income is around \$5,000, besides, uncertainty and changeable personalities will be big distractions for the product.

### Product Portfolio

Improv performances are the main and standard product of Dad's Garage. Professional, award-winning improvisers not only performing on the stage but also are the trainers of the improv classes. There are 4 different levels of improv classes provided by Dad's Garage, from the fundamentals of improv, intro to short form games, short form games, to performance skills and theatresports. Each of the class will last for 8 weeks, cost \$235 for 2 hours each time. The price is at an average level of improv classes in Atlanta. Every class is arranged from 7:00pm – 9:00pm at night once a week, which is very convenient for students, daily workers to join, enjoy and relax the fun of improv.

From the aspect of revenue earning, the improv classes help Dad's Garage bring in the most of its revenue. Furthermore, improv shows are still not a usual or typical type of performance that well known and accepted to the public. Thus improv class is a very good method to build up and expand the audience and reputation of improv shows.

The target market of improv classes in Dad's Garage is 18-25 year-old college students in Atlanta region. There are 57 colleges and universities in Atlanta region. This group of people is more open to new and creative information; besides, they hold an open, humorous, curious, casual personality that benefit the acceptance of improv show. However, very easy to change their minds, low return, and limited budget for art are the weaknesses for 18-25 year old college students.

## Positioning

### Positioning Statement:

For 18-25 year old college students who want to get a deeper understanding or closer experiences, the 4 different levels of Dad's Garage improv classes provide one of the most professional, aspiring, relax improv experiences, because only Dad's Garage is the local theatre concentrate on improv and comedy development in 18-35 year-old audience.

### Marketing Messages:

1. Start the fun of improv from Dad's Garage.
2. Everybody can do improv, start your talent from Dad's Garage.
3. Improv has more than what you have imagined.

## Price

### Different prices for Improv Classes in Atlanta region:

Dad's Garage:

\$235 for 8 classes in 8 weeks, 2 hours long classes, 4 different levels

Atlanta Improv Comedy Club & Dinner Theatre:

\$395 for 8 classes in 8 weeks, 2 hours long classes, 2 different levels

Village Theatre:

\$200 for 8 classes in 8 weeks, 2 hours long classes, 7 different levels

\$150 for 6 workshops

Whole World Theatre:

\$400 for 12 classes in 12 weeks, 2 hours long classes, 4 different levels

\$50 for one time workshop

The Basement Theatre:

\$200 for 8 classes in 8 weeks, 2 hours long classes, 3 different levels

The estimated range is from \$25 per class to \$50 per class.

### Calculate Costs:

For each season of classes

Utilities:  $\$50/\text{class} * 8 \text{ classes} = \$400$

Salary for trainers:  $\$100/\text{class} * 8 \text{ classes} = \$800$

Other: \$500

Total estimated costs: \$1,700

### Pricing Objective:

- 1) Profit margin maximization

Bigger profit margins better revenue. Classes are the most important earning income for Dad's Garage. To maximize the profit margin should use multiple pricing; skim pricing or product line pricing strategies.

- 2) Revenue maximization

Cash liquidity is the king. Revenue maximization helps the cash flow keep running in the organization. In order to make better revenue, strategies like skim pricing, optional product pricing or good, better, best pricing should be considered.

- 3) Status quo

Stay tight with the whole market is important. In order to be status quo, competitive pricing is necessary.

- 4) Survival

From a conservative aspect, survival is a must. For this objective, competitive pricing, loss leader pricing and product bundle-pricing strategies are good for this objective.

## 5) Quantity maximization

The quantity of students in every class is like a certification for the revenue of the class. Multiple pricing, good, better, best pricing and product bundle pricing are strategies should be considered.

### Determine Pricing:

Level 1: Fundamentals of Improv

\$235 for 8 classes in 8 weeks, 2 hours long classes

Level 2: Intro To Short Form Games

\$255 for 8 classes in 8 weeks, 2 hours long classes

Level 3: Short Form Games

\$255 for 8 classes in 8 weeks, 2 hours long classes

Level 4: Performance Skills and Theatresports

\$285 for 8 classes in 8 weeks, 2 hours long classes

Discounts:

Purchase 2 months ahead for \$20 off discounts;

Purchase 2 different classes together get a \$50 off discounts.

Old student introduce new student get two free ticket for the selected shows.

### **Place (Distribution)**

Currently a various mixture of social media, such as Facebook, Twitter, YouTube etc., and traditional outdoor publications like magazines, print outreach propaganda materials methods are main distribution for Dad's Garage. However Dad's Garage is using all these methods mostly for its brand or the shows. The main profitable revenue program: Improv Class is not sharing as many ads as the shows. Here are 3 grass roots –“out of the box” distribution methods recommended for Dad's Garage to place the product of Improv Class.

1. It's recommended that Dad's Garage should collaborate with theatre groups or clubs in universities located in metro Atlanta. Georgia Tech has established a student run theater named DramaTech Theater ( <http://dramatech.org/about/home> ). “ DramaTech offers a thriving theatrical laboratory environment at Georgia Tech that enriches the greater Atlanta community through innovative and diverse live performances.”<sup>1</sup> The DramaTech Theater has been housed in a variety of buildings with mainstage productions as well a improvisational comedy troupe. DramaTech Theater even provides theater production classes through the School of Literature, Communication, and Culture. Most of the audiences or target market of DramaTech Theater are college students aged from 18 to 24, which are exactly the same targets that Dad's Garage set for the improv classes. Thus create programs, community activities, or workshops for the theatre. Special promotion activities or communication plans should be designed specifically for DramaTech Theater in order to better spread the brand of Dad's Garage as well as the product – Improv Classes.
2. Apart from the student run theater, DramaTech Theater, Dad's Garage is definitely recommended to focus on collaboration plans with Ferst Center. “Located in the heart of the Georgia Tech campus, the Ferst Center was conceived as a brilliant showcase for the presentation of concerts, lectures, dance, film and theater. The Ferst Center programs an outstanding season of music, dance, and comedy performances from September to April.”<sup>2</sup> Dad's Garage should consider have performances in Ferst Center as well as delivery the information of Improv Classes.
3. Dad's Garage has difficulties on interactions with people on social medias. People enjoy being in Dad's Garage, feel happy and relax in improv classes, and really expect the BaconFest event. However people

don't or don't know how to talk about their experiences with Dad's Garage. It's important and strongly recommended to create a "Dad's Garage Hashtag" project to design special or unique cyber words for people to use when they want to share their feelings and experiences with Dad's Garage. With hashtags, people can easily find out information, pictures, feedbacks, commends of Dad's Garage. It's one of the most powerful way to develop recognition, popularity and reputation of one organization.

## **Digital Communication and Promotions Plan Part 1**

### **Introduction**

#### Product: Dad's Garage Improv Classes

Improv performances are the main and standard product of Dad's Garage. Professional, award-winning improvisers not only performing on the stage but also are the trainers of the improv classes. There are 4 different levels of improv classes provided by Dad's Garage, from the fundamentals of improv, intro to short form games, short form games, to performance skills and theatresports. Each of the classes will last for 8 weeks, cost \$235 for 2 hours each time. The price is at an average level of improv classes in Atlanta.

From the aspect of revenue earning, the improv classes help Dad's Garage bring in the most of its revenue. And improv class is a very good method to build up and expand the audience and reputation of improv shows.

### **Advertising**

#### Advertising Objectives

#### The Target – 18-25 year-old college students in Atlanta region

The target markets of improv classes in Dad's Garage are 18-25 year-old college students in Atlanta region. There are 57 colleges and universities in Atlanta region. This group of people is more open to new and creative information; besides, they hold an open, humorous, curious, casual personality that benefits the acceptance of improv show. However, very easy to change their minds, low return, and limited budget for art are the weaknesses for 18-25 year old college students.

#### The Position – Be the most professional and high-reputational Improv classes institution

People, especially people aged in 18-25, people who are interested in improv performances, people who are outgoing, willing to face challenges, and people who want to learn theatre techniques, plays and entertainments, will think of, or recommend when they or anyone around them want to take further lessons in Improv, or want to try Improv.

For 18-25 year old college students who want to get a deeper understanding or closer experiences, the 4 different levels of Dad's Garage improv classes provide one of the most professional, aspiring, relax improv experiences, because only Dad's Garage is the local theatre that concentrates on improv and comedy development in 18-35 year-old audience.

#### Response Desired – Awareness, Knowledge, Liking, Preference, Purchase

##### Awareness:

People who enter Dad's Garage for a show will notice that Dad's Garage provides professional and good quality Improv classes.

People interested in Improv shows will know that Dad's Garage provides professional and good quality Improv classes.

People in Atlanta or people who can read the advertising of Dad's Garage Improv classes will notice they are professional and good quality Improv classes provided at Dad's Garage.

People in the Little Five Points area and nearby neighborhoods will be aware that Dad's Garage provides professional and good quality Improv classes.



## Knowledge

People who are interested in attending Improv classes will be informed about the Improv classes' information at Dad's Garage.

People who enter Dad's Garage for a show will be informed about the details of the Improv classes at Dad's Garage. People in Atlanta or people who can read the advertising of Dad's Garage Improv classes will be informed about (at least) the basic information of the Improv classes in Dad's Garage.

## Liking:

Students who had classes before and liked it will be encouraged to share their experience with others

After being informed about the information of the Improv classes of Dad's Garage, the people who are tending to have Improv classes will like it.

Improv fans that have seen a show in Dad's Garage will like the Improv classes in Dad's Garage after being acknowledged the information.

## Preference

The Improv classes in Dad's Garage will be the preferred choice for those who have had a class before.

The Improv classes in Dad's Garage will be the preferred choice for those have seen Improv shows and want professional and good quality Improv classes.

## Purchase

Students who have taken classes before will purchase other level of classes.

Those have seen Improv shows in Dad's Garage and want professional and good quality Improv classes will purchase the classes.

People who have been recommended the Improv classes in Dad's Garage will purchase the classes.

## Time Horizon – After a period of the class season

Improv classes advertising should begin right after the previous class season and last till the next one begins. Dad's Garage should use the previous classes information, commands, images, feedback, etc., to attract new clients.

## Advertising messages and image

Messages / Headlines:

Start the fun of improv from Dad's Garage today!

Everybody can do improv; start honing your talent with classes from Dad's Garage.

Improv has more than what you ever imagined! Become a part with classes from Dad's Garage today!

Want a real, professional and awesome Improv experience? Check out the classes at Dad's Garage!

## Image

The image of Dad's Garage Improv classes' advertisements will be followed up to the main image of Dad's Garage itself, however, it will present more classes scenes, photos, and students pictures.

## Media and Media Timing

As the organization size of Dad's Garage, the Improv classes advertising media choices will be set into media categories listed below:

Atlanta local magazines, journals, newspapers, posters, and billboards; Internet radio, Atlanta local radio, video, mobile ad, and online advertising

## Digital Print – Magazines, Journals and Newspapers

Possible strategic partnerships – Creative Loafing Magazine 1/16 ad

Strengths: covers a high range of arts readers in metro Atlanta. It holds a good reputation and stable well sales.

Weaknesses: Not a big page of ad, easy to be ignored, the readers are older than the target audience.

Reach: 307,000 readers are between the ages of 25 and 44

Frequency: once two weeks for 5 times

Impact: One of the most anticipated articles “Best of Atlanta” listed the city’s best in various categories including “best theatre”, “best play” and many other artistic categories.

Timeline and Budget: 3 months ahead from the next classes’ season, \$220 per ad with 5 times, once in two weeks.  
\$220 X 5 = \$1,100

Possible strategic partnerships – BURNAWAY – Weekly “to do list” COLUMN

Strengths: BURNAWAY is an Atlanta-based nonprofit organization with a mission of providing critical coverage and dialogue about the arts across communities in Atlanta and the Southeast.

Frequency: Rates vary by quantity

1x: \$150;

3x: \$125;

6x: \$100

Impact: The organization offers online arts publication and an annual print publication, which serve as trusted resources for art happenings and reviews of art in Atlanta. Dad’s Garage Improv Classes will get a good reputation and recognition from this website.

Timeline and Budget: 6 times 3 months advanced the next season of the classes. \$100 X 6 = \$600

## Digital Print – Posters / Flyers

Possible strategic partnerships – Non

Strengths: Easy to spread, paste, and cheap.

Weaknesses: A lot of humane work, less impact with a large amount of paper.

Reach: Universities’ campus in town.

Frequency: 3 months ahead, 3 times a week with 300 posters/flyers each time.

Impact: Down to daily life for students in town, flexible for student to decide the time.

Timeline and Budget: \$0.14per one X 12 weeks X 3 times X 300 = \$1,512

## Radio

Possible strategic partnerships – Atlanta WAOK 1380

Strengths: Easy to spread, large amount of listener, local.

Reach: native metro Atlanta listeners

Frequency: 10s for the midday rate. During the lunch time (11am-1pm) and off work time (4-6pm)

Impact: The actually sound of the show can be presented to the listeners, and attract the people to get further interest in Improv.

Timeline and Budget: \$2,800

## 2. Evaluation

### Copy pretesting

Every marketing message, image, or materials of Improv classes in Dad's Garage should have the copy pretesting process. That is to present all the messages or materials to the audience of different show in Dad's Garage, the people in neighborhood area, and college students that selected randomly. Gather opinions and feedbacks from different and improve the marketing materials. The copy testing should ask question from attention aspect, comprehension strength, follow-through strength, cognitive strength, affective strength, to behavioral strength. It is to ask if the marketing messages have delivered to the target efficiently, correctly and clear enough. Survey will be help for questions from service quality, satisfaction for the ad, choices of preferences of the ads, etc.

### Message and media post testing

**Recognition Test:** Recognition test involves the ability of viewers to correctly identify the advertisement, the brand, or message the organization previously exposed to. It's recommended to use starch test and Bruzzone test to do it. Starch Test is applied only to print ads that have already run. "The interview shows each respondent a magazine or newspaper containing the ads being tested. From each ad the interviewer asks the respondents to reply to ad related questions."<sup>ii</sup>

**Recall or Impact Test:** The recall test is designed to measure the impression of readers or views of the advertisement. After have seen the ad for couple days, the interviewer asks the readers or viewers to answer some ad related questions, and in response to the question asked, the reader reveals the accuracy and depth of his / her impression.

## **Database Marketing**

It is recommended that Dad's Garage use database marketing to reach its Improv classes target markets through direct mail, opt-in email lists, and social media forums.

### Direct Mail

In order to announce the upcoming Improv classes' announcement, Dad's Garage should send out colorful, well-designed brochures including classes schedules, prices, contacts, discounts, and other information, to all the subscribers and old students.

### Opt-in email lists

Emails are recommended to be sent out on weekends, especially on Thursdays because Thursday is the last of school day each week in most of the colleges, and it's the "Happy Hour" time for students to relax, also the time they are willing to find something fun to do, it's a very good time period to give them new choices. Besides, Improv classes are not like tickets, people usually think more, compare with other companies more then choose the best one. Emails are just like announcements for those who may interest in Improv classes that Dad's Garage can be your best choice.

### Social Media Forums

Social media forums are one of the most important to market a product on now. Dad's Garage should use its Facebook, Instagram, Twitter, G+, etc., to better communicate with its public. For now, people know Dad's Garage's Facebook information having 12,717 total page likes and has a 0.3% growth from last week. There are also 33 new page likes recently. There are 11,420 people have checked the Facebook page, and 234 people are talking about it. The review of its Facebook page is rated 4.6 of 5 stars by 890 reviews. On its Twitter page, there are 5,391 people are following. And there are 1942 subscribers on DadsGarageTV page on YouTube. The popular videos have more than a 14 thousand times watch record. But Dad's Garage doesn't have an Instagram official account.

It is recommended that Dad's Garage sign up for an official Instagram account to share more daily routine, backstage, stories, funny short videos from Dad's Garage to the public.

Different content from greetings, daily routines, backstage, new show information, classes information, interviews of actors and actresses, videos of staffs, to ticket sales and marketing messages should be organized and posted on different social medias at least twice a day with different pictures or images. On weekend late nights, around 11pm-1am, they should post more compelling commands, fun stories of Dad's Garage and link the post with the classes information because on weekend late nights 18-25 college students may be the most active period of time and they like checking their social media APPs that time, so more targets can read the information.

## **Additional Advertising**

### **1. Sales Promotion**

#### Discounts:

Purchase 2 months ahead for \$20 off discounts;

Purchase 2 different classes together get a \$50 off discounts.

Old student introduce new student get two free ticket for the selected shows.

### **2. Public Relations**

#### Brochures

Dad's Garage will design brochures specifically for its Improv classes to inform clients or potential clients the information about the Improv classes. Especially when the guests come for the Improv shows can be well acknowledged about the differences of different levels, prices, teachers, what will it provide or how would it be in the classes.

As brochures can serve multiple purposes, in the general theatre brochures, Improv classes can also be mentioned and have basic information and contact information as the class advertising.

#### Blogger outreach

Blogger outreach is kind of direct marketing because Dad's Garage must attract the popular bloggers, convince him/her to believe the products – Dad's Garage Improv classes, are good enough to be worth recommending in their blogs, and help them to build up a better blog by gaining more reputation, popularity, "likes", "forwards", or even some more ads.

Sharing experiences showing how great is a big yet easy and important thing nowadays due to the fast updated technologies. People love reading stories, feelings from another individual. Recommended from another person, a person that is trusted and valued by many people will be a much stronger organization boast itself.

#### Product Blog

An individual blog for Improv classes from Dad's Garage is a very good platform for the product to marketing its target as well as to maintain the marketing strategies. And a blog of Dad's Garage Improv classes is also good to build up a closer relationship within its clients. In this blog, Dad's Garage can upload the latest news, classes' information, portfolios or resumes of different teachers and monitors, bbs pages for existing or old students to share experiences and commands on the classes, as well as advertising for the shows or other products from Dad's Garage.

#### Summary

In conclusion, the Improv class of Dad's Garage is a very strong program in the theatre. It's an education program, which need reputation and experiences sharing from former students to better promote and spread the quality and awareness of the program. Print advertising and radio ads are easier and native to the target of the target audience. But personal selling like one-to-one telemarketing, blogs, social media interaction are keys to the success of communication and promotion.

## Advertising

- Design digital posters.



- Redesign the Home Page of Dad's Garage official website. <http://www.dadsgarage.com>

Rename the title

Apart from the company name logo, there should have one subtitle for one whole line name out the “Atlanta Improv comedy theatre”. Make it shape and obviously to be read.

Change most digital links, pictures into text forms

In the schedule session, all names of the shows should name out the key words of Improv shows, comedy shows, etc. Make them all in text forms. Make a bigger session for the schedule and make the names, timing, ticket price in different font or colors that will be easy for people to recognize, and memorize. As well as the information in pictures such as address, social media links should have text forms and link them directly to the place that would be easier for people to reach what information they need

Add more key words

In description of every program, key words like “improv”, “theatre”, “comedy”, “Atlanta”, “Improv classes”, “shows”, etc. should but mentioned in different ways for many times. It's relevant to the search agents such as the biggest one – Google. More key words that people would put into search blank, the bigger frequency should be put in the test.

Rearrange the composing of the page

Better arrange the composing of the page:

Make less color, (it's better to be less than 5 colors that are in one set);

Make it clear and easy to find out what people would like to reach for the information they need, relist the first title line;

Make it in order with "About us" → "Shows & Tickets" → "Classes" → "Support us" → "Watch us" → "Hire us" → "Plan Your Visit".

Make the "Search" line bigger and put it a little bit lower;

Use a brighter color, (red, orange, yellow or other warm bright color would be better attract people to click on it), for "BUY TICKET" and "DONATE", and make the buttons more 3D.

Make it mobile-able

Mobile users are getting significantly important nowadays. Make the website mobile-able is crucial. Same design of the website, but the ticket, schedule, calendar, donate, and the social media buttons should be easy to click on via the mobile smart phones.





Redesign the Classes Lists Page of Dad's Garage official website.

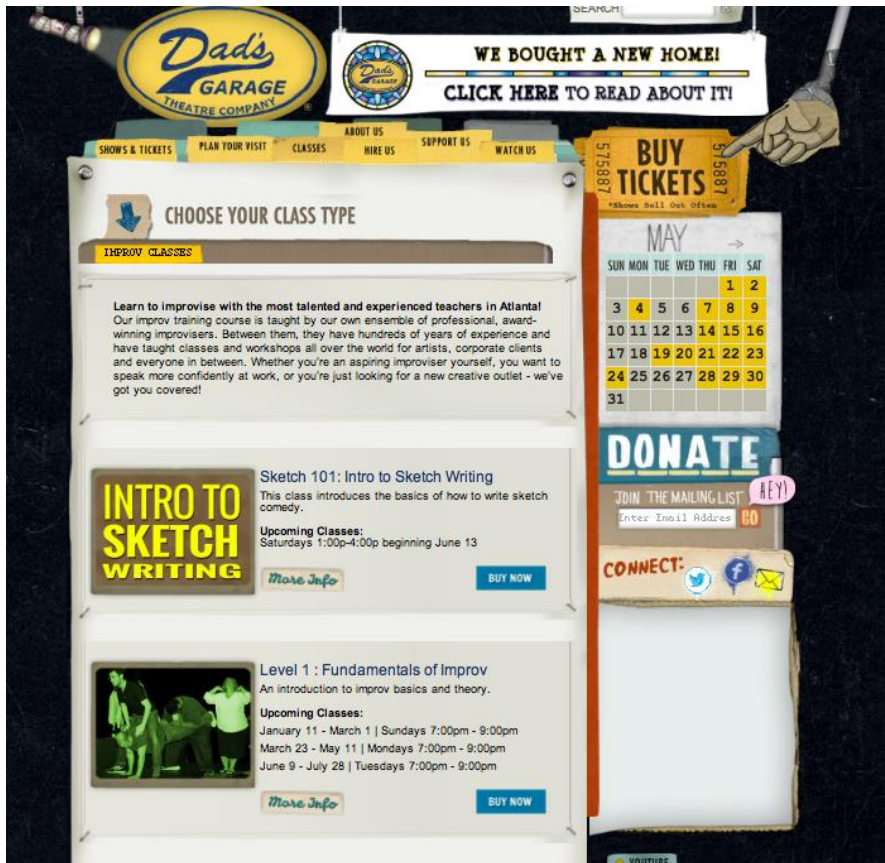
<http://www.dadsgarage.com/Classes>

People that come to the "Classes List" page mainly want to reach the information like:

- The Schedule
- The Price
- The Introduction
- The Profile of the Instructors
- The Locations
- The Promotion
- How to Pay
- The Digital Images of the Classes
- The Comment and Feedback from old students
- The Community Reputation
- The reason of the class -- Why they need to chose you
- The value of the class -- What they can get by this class
- The contact
- Q&A

Thus on the "Classes List" page, every class should have the basic information: timing, price, and basic information of the class. The information should listed in order and be easy to read and understand. The "Buy Now" button needs to be stand out also.

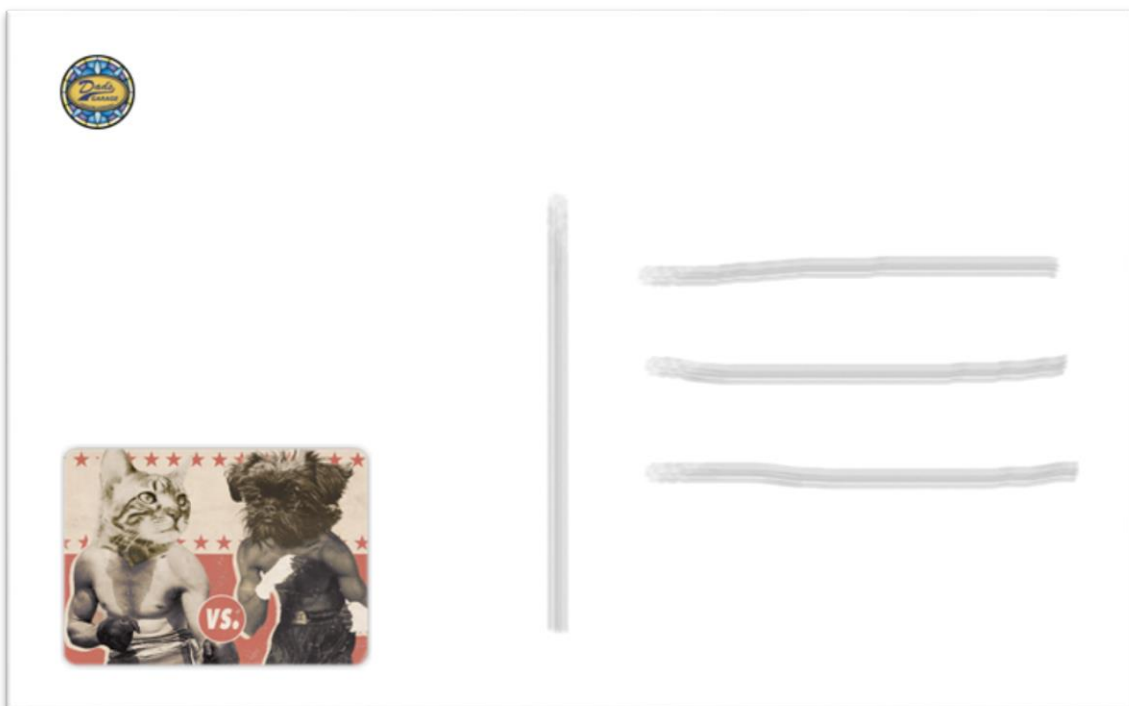
In the "Click-in" page, all information listed above should be contained systematically and clearly enough to be read and understand.





# Database and/or Direct Marketing

- Postcard





Craft two social media message templates for use on a specified platform. *Reference readings on content marketing.*

#### Instagram

[Pictures of improv classes]

Come and check the Schedules of improv classes pick one and start your fantastic journey in improv performance.  
@Dadsgarage #improv #theatres #shows #atlanta #improvclass #awesome #fun

#### Facebook

Dad's Garage Theatre Company presents great live Improv Shows to metro Atlanta people every Thursday, Friday and Saturday. Come and check the tickets out! You will have an amazing and relax evening with our talented and professional improv performers!

Donate to our \_\_\_\_\_ Campaign in support of Dad's Garage \_\_\_\_\_ (program/ event) now for Free tickets of Improv show and many other benefits. For more information, Click the link: \_\_\_\_\_ and DO IT NOW!!!!



**For Immediate Release: July 20, 2015**

Contact: Rene Dellerfont  
Associate Artistic Director  
Dad's Garage Theatre  
(404) 523-3141  
[rene@dadsgarage.com](mailto:rene@dadsgarage.com)

***“Brand New Season of Dad's Garage's Improv Classes”***

Dad's Garage Theatre Company presents a new season of 4 different levels of Improv Class, plus a brand new class Sketch 101: Intro to Sketch Writing. An ensemble of professional and award-winning improvisers teaches the Improv training course of Dad's Garage. Between them, they have hundreds of years of experience and have taught classes and workshops all over the world for artists, corporate clients and everyone in between. Whether you're an aspiring improviser yourself, you want to speak more confidently at work, or you're just looking for a new creative outlet - we've got you covered!

Sketch 101 will be started on June 13<sup>th</sup> 1:00pm – 4:00pm, \$235 for the 8-week session, each class last for 3 hours. Each Improv class is arranged from 7:00pm – 9:00pm at night once a week, which is very convenient for students, daily workers to join, enjoy and relax with the fun of improv. Tuition fee of different level of classes range from \$235 to \$285 for 8-week session with 2 hours long classes.

For more information please contact Dad's Garage Theatres Associate Artistic Director Rene Dellerfont at [rene@dadsgarage.com](mailto:rene@dadsgarage.com) (404) 523-3141 or visit the website at [www.dadsgarage.com](http://www.dadsgarage.com)

###

## Sales Promotion



In order to promote Improv Classes of Dad's Garage, Dad's Garage will give the 20% off coupon code "Dad'sImprovClass" existing student to let them introduce their friends. The new students, the friends of existing or old students, will show this code at the front desk or put it into the promoting code blank on our website when they are applying for new classes. When they come to check out the classes they choose, they can receive 20% off discount of the tuition fee.

This promotion will run 2 months ahead of the classes.

This "Dad'sImprovClass" 20% off coupon code will be also validating from our chosen telemarketing prospects.



## Personal Selling

### Telemarketing Script

Telemarketer: Hello, this is Improv class from Dad's Garage. My name is \_\_\_\_\_.

Prospect: Yes.

Telemarketer: We are so exciting to tell you the latest information of improv classes. Do you have a quick minute?

1. Prospect: No.

Telemarketer: Ok, sure! Thank you very much! Have a good day.

2. Prospect: Yes.

Telemarketer: Great! In Dad's Garage we have classes for 4 different levels, which will provide a full process for you to get involved into improv performances and stage shows from zero to a better practical understanding. And now we even provide a brand new "Intro to Sketch Writing" class that introduces the basics of sketch comedy to the students.

Prospect: Ok.

Telemarketer: All classes will be held once a day at night 7pm-9pm on one of the weekdays. It's a such flexible and perfect timing for students to get relax and have fun from Improv and stage performing experiences.

Prospect: Hmhm.

Telemarketer: Improv classes will last for eight weeks with \$235 in total tuition fees, which is a very good and substantial price in town. Class will last for 2 hours each time.

Now we are so exciting to inform you that we are promoting our classes and every new student that introduced by old students, or provide our promoting code "Dad'sImprovClass" will have a 20% off for the one of the classes. It's your perfect timing to show your performing talent. Please check our website Dad's Garage.com, or follow more information on our Facebook and twitter page.

Prospect: Ok.

Telemarketer: Dad's Garage is the most professional comedy theatre in Atlanta that concentrates and indicates in live improv performances. It's a golden chance for you who are interested in arts, theatres, and improv shows. So don't hesitate and take action!

3. Prospect: Ok. How can I apply for the class?

Telemarketer: It's easy! You can click on our website: Dad'sGarage.com and get further information, schedule from the Classes button. You can apply and pay for your tuition on the website. Or you can also come to our theatre to get individual instructions.

Prospect: Ok, thanks.

Telemarketer: Ok, good! Is there anything about Dad's Garage and the classes that I can help you today?

Prospect: No, thanks.

Telemarketer: Ok thank you very much for your time. I hope seeing you soon in our amazing Dad's Garage Improv Classes. Have a nice day!

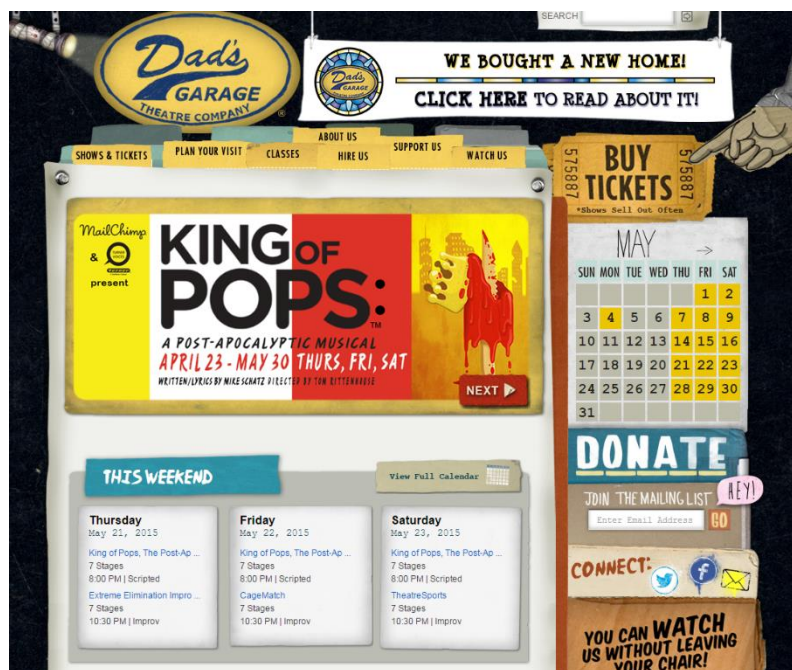


## Customer Service & Membership

The following section contains an analysis of Dad's Garage Theatre's customer service. It takes a look at box office accessibility, the organizations website, the discounts offered by the organization, benefits offered, special events, responses to complaints and inquires and the organizations payment options. This section also covers the organizations subscription and membership campaigns. The information in this section was gathered through internet research, studying the organizations website, attending shows that Dad's has put on and first-hand experience at the organization's annual fundraising event, Baconfest. There were few obstacles in researching the customer service of Dad's, as the majority of the research involved attending events put on by the organization.

### Box Office Accessibility

The ticket buying process at Dad's Garage needs to be improved greatly. One of the biggest improvements the organization needs to make regarding their ticketing system is the prevalence of information to the ticket buyer. There is an additional fee to the customer that isn't stated until the last minute before verifying the transaction. This is something that should be told the customer. Calling the box office is impossible for customers because the ability to reach a live person is strenuous. Even when a customer calls the 7 Stages Theatre to get more information, he/she is redirected to Dad's Garage where he/she cannot reach a live person. To improve this area is easy. The organization must make sure they have someone to answer the phones to provide assistance for ticket buying or general show information at all times. The website should provide all the needed information to the customer before purchasing.



### Website

The Dad's Garage website serves its purpose as a website however there is much room for improvement.

The pros of the website are the color scheme, the available links, and the rotating banner. The color scheme is a high point of the website because it has a black background which makes everything in the middle (the information) stand out even more. The main information has pops of yellow and blue which can grab the guests' attention. The available links on the homepage guides the guests to wherever they need to go on the site from the "buy tickets" button to the calendar that guests can click on. The rotating banner is the best feature because it advertises three of the biggest shows that the theatre performs. Each show banner gives information on when the show is

and clicking on each shows banner takes the guest to the page providing more information including ticket prices and the button to where the guests can buy tickets.

The cons of the website are many. The biggest issue with the site is that it is not mobile friendly. In today's society, many people view websites on their mobile devices solely if not just more than visiting from a computer. The mobile site has a mobile homepage, but if a guest clicks anywhere off that page, it takes the guest back to the regular site which is difficult to view in a mobile screen. Because the Dad's Garage Theatre's site is not optimized for mobile viewing, the links and information are too tiny and pressed to read, which provides an inconvenience for the guest. Also, the site is not hyperlinked as far as phone numbers and maps go. When a guest presses the phone number from a mobile device it should bring up the phone app which allows the guests to call directly. The same goes for the location section. Guests should be able to click on the address and it automatically bring up the Maps app so that the guest can immediately obtain directions to the theatre. The top button bar is also a con. It has too many options that can be consolidated and also reordered. The "Buy Tickets" button is in a good location at the top of the homepage however it should stand out more. As a guest, the person can easily look over it due to it blending into the background of the rest of the information. There is also an element of redundancy to the homepage. For example, the dual calendar is not needed. The calendar that shows the upcoming weekend is good and there should just be a link that says "View Full Calendar." Much of the website information, if guests wanted to learn more about the organization is either outdated or incorrect. The organization should have the correct financial statements on the website because if a guest who is a potential donor looks up the organization on GuideStar and see completely different financials, they might be led to believe the organization is hiding something and it can lower the organization's character. The potential donor should not have to ask for the corrected financials if there is a section where the financials should be. Lastly, the links to the organization's social media pages are placed in positions where they are not very noticeable to guests. These links should be in a place where the guest can easily access them and easily view them.

## Discounts

Dad's Garage does not offer any discounts as far as buying tickets. While at the theatre, guests can have the option to buy a bucket of beer at improv shows that can be considered as a special but not a true discount. The improv shows are priced as low as \$5.50 and therefore do not need a discount. The ticket prices for the other shows are fairly priced and do not need a discount however members of the mailing list should be offered a discount because it makes those people feel special and different from those who did not sign up for the mailing list. The discounts could range from receiving 50% another show from the purchase of the first show or offer free popcorn and drink with the purchase of 2 tickets to a particular show. This entices the guests to visit the performances and still makes them feel special. I believe it would be best for there to be different discounts to the people who signed up for the mailing list than those who like the Facebook page.

## Benefits

Currently, the organization has 9 levels of benefits for donors that range from "Sweet Child O' Mine" at \$49 to "Daddy Warbucks" at \$10,000+. As an organization with the character of Dad's Garage, the title of their levels fit with the organization and its comedic sensibilities. The actual benefits from each level range from T-shirts, to priority seating, to private dinners and parties, to having a show named after the donor. I believe that some of the beginning levels of \$25-59 and \$50-99 should be consolidated because there isn't much difference in benefits. These categories should be combined where all donors should receive website recognition and a welcome letter and packet. The next two levels of \$100-299 and \$300-499 should be combined so that all of these members receive a t-shirt and have their names printed in the programs. The levels that follow are fine as they are. I also believe that any donor, even down to those donors who give \$1, should receive a thank you letter because the organization should make all givers feel appreciated for whatever amount they gave.



## Special Events

Dad's Garage Theatre's biggest special event of the year is Baconfest, their annual fundraiser. This event is billed as Bacon, Beer and Bands and took place at the Masquerade Music Park in the Old Fourth Ward neighborhood this year. In addition to the copious amounts of beer, bacon, bands and skits there were also booths featuring face painting, a scavenger hunt, pork tastings, a human foosball game, a guess your bra size booth, a "Best bacon in Atlanta" contest, and the Baconatrix, which was essentially a Domaniatrix that would spank attendees with a large basting brush paddle. The majority of customer service complaints at this event were that the lines for the booths were unorganized, no one knew where one ended and the next began. The staff was not easily identified and the event seemed to run itself. Baconfest is a large

event and gaining more popularity every year and Dad's Garage Theatre's general attitude is very laid back and casual, this works for their general performances, but with an event as large as Baconfest is becoming, more organization and a higher level of customer service is necessary to ensure that everything goes smoothly and to ensure that patrons return year after year.



## Response to Complaints or Inquiries

Dad's Garage Theatre generally gives timely responses to complaints and inquiries. Any complaints left on the organizations yelp page are quickly addressed and solutions found. For example when a patron, who is also a student, complained about the price (\$15.00 per show), the organizations current marketing director, was quick to offer up their Thursday night shows that are priced at \$5.00 to \$7.00, perfectly priced to fit a student's budget. There have also been instances where the staff at Dad's has come across as flippant and dismissive to customers. One example of this, also found on the organizations Yelp page is when a patron purchased 3 tickets to a Dad's show but one member of their party fell ill and their group couldn't make it, they called the theatre to see if they could possibly use their tickets on one of the theatres slower nights, the customer complained that the person who answered her call was very rude and refused to allow her to finish her sentence. Again, Marketing Manager Jon Carr responded and offered apologized for the patron's inconvenience, explained that they cannot exchange tickets for shows when contacted the week following the missed show. He however did not address their employee's rudeness. Response when emailing the organization with questions is prompt and polite. When inquiring whether or not the theatre gives special group pricing, the Front of House Manager, Jason Drucker responded with a quick and polite response, offering to personally help out with the booking.

## Payment Options



Dad's Garage Theatre offers payment for shows via their website. Patrons may use Visa, MasterCard, American Express or Discover card for their convenience. Patrons can also purchase tickets by calling the box office at Dad's Garage and also using their credit card. The third option offered for purchasing tickets is to buy them at the theatres Box office, at the door. This option allows patrons to buy with credit card or to pay with cash; tickets purchased this way will be \$2.00 more than if the patron were to buy their tickets online or via phone. Tickets for any special events that the organization holds can also be purchased online, with Baconfest being the only event that does not offer tickets at the door.



## Subscription or Membership Campaign

### Current Status

Dad's Garage currently does not have a formal membership campaign, but currently, Dad's Garage's website-membership page shows: "we are currently redesigning our membership packages. Check back for new options in the beginning of September." Based on the research and for a variety of reasons, I do recommend that Dad's Garage can try to initiate a future membership campaign in a proper way; it would bring some progress and be beneficial to the Dad's Garage in a long term.



For comparison, Holly Theatre is a good example for Dad's Garage to learn from. Holly Theatre does a good job with its membership campaign. Below is the membership price structure and main benefits of Holly theatre, and Holly has an annual membership drive timeline.

#### Basic Membership

- \$50 Tax-deductible donation constitutes basic membership dues
- \$100 donation gets two memberships

#### Other Benefits and Privileges:

- One vote (per membership) in Board elections
- Eligible to serve on the Board
- Invitation to the annual meeting and any special meetings and events for members
- Advance notice and opportunity to purchase season tickets in advance of the general public
- Listing on "Members" page of the Holly web site (may elect to remain anonymous)

Thus it can be seen, through a membership campaign, Holly Theatre has made more people join its membership and buy their season tickets, and help with its program revenue and cash flow.

According to Holly Theatre's financial data in 2014, the organization generates a higher percentage of its own program income than just about any other theatre in the state. Holly theatre earned 57% of its revenue in 2014 from ticket sales and program fees. Less than 23% of last year's revenues came from donations, while most other community theatres rely on donations for up to 70% of their revenues. However, the membership campaign is a big point; it helps the Holly theatre make the difference. Through membership campaign, the Holly engages audiences of different age from its community, whether through ticket purchases, donations or other selfless gifts of time and resources, the Holly generates all of its income from its community.

As a consequence, Dad's Garage Theatre is full of potential to redesign its membership campaign to help with its ticket sales, further to bring a massive and continuous audience effect. For instance, if select the scripted show as a sample product of Dad's Garage. The organization can encourage both individuals and other organizations to join in the membership. Also make new membership automatically join the 2015–2016 season subscription.

Examples of membership structure, pricing, and time line:

a. Get individuals involved.

1) \$45 Tax-deductible donation constitutes basic membership dues

One Admissions to the 2016 Dad's Garage Bacon Fest; One VIP tickets for one shows.

2) \$80 donation gets two memberships

Two Admissions to the 2016 Dad's Garage Bacon Fest; Two VIP tickets for two shows.

3) \$115 donation gets three memberships (family package)

Three Admissions to the 2016 Dad's Garage Bacon Fest; Three VIP tickets for two shows. Golden membership.

b. Get organization involved.

The Organizations include social club, sorority, fraternity, alumni chapter, church, etc. with overall membership sales in excess of \$5,000 by June, 2016 will win a one-time complimentary use of Dad's garage theatre's new home as rental spaces, and organizational ticket bills will be discounted at five percent.

The 2015–16 membership drive will run from June 1, 2015 through June 31, 2016. For individuals, Dad's Garage can hold Annual Community Members and Subscribers Party in Dec 2016 — and all the members and subscribers will be invited. Also, for organization members, organizational membership captains will be recognized during the 2016 Dad's Garage Bacon Fest Day and Dad's will set casual meetings every season.

## Subscription Services

Dad's Garage is a comedy theatre concentrating on improvisational performances. It is currently located in 7 Stage in little five points, metro Atlanta (until 2016). Its target marketing is the 18-35 age group. These groups of people are usually characterized in outgoing, humor, artistic, adventurous, but also are unstable. They will usually purchase the tickets less than two weeks ahead. Dad's Garage provides the atmosphere and delivers the information that this theatre is a good place for fun, entertainment, and alcohol, which leads the people think it is a place to visit spontaneously. It's not a place that people will likely scheduling ahead to.

Improvisational performances do not require sets, scenes, costumes, make-up, it's because of this the fact that most people do not consider it classic theatre performance, that people don't usually purchase tickets in advance. Improv is more flexible and creative with various possibilities, but it won't be the same at all each time.

Its attraction to younger audiences, the various possibilities and creativities in shows become shortcomings when it comes to membership services for Dad's Garage. The target of membership is usually aged 35-60 because their financial stability, background knowledge, and statues in the society. However the target marketing of improv shows at Dad's Garage is the ages of 18-35. It is not easy for this generation to be members for a comedy theatre actively.

Combining all factors and research, apart from the "subscription" from its YouTube official page, there is no any systematic subscription or membership campaigns existing in Dad's garage.



## Summary

Dad's Garage Theatre's customer service is generally good but could use some improvements. The website could use some re-vamping to make it more user friendly, it also needs to be optimized for mobile devices because more and more people are using their cell phones and tablets to access websites. The organizations benefits packages are pretty good but could use a bit more consolidation to inspire more patrons to become members. Dad's Garage Theatre's annual fundraising event Baconfest is generally a success but as it grows and expands, better organization and a clear definition of the staff working the event will be important to implement in order to keep the experience a positive one in the minds of attendees. The attitude of some employees of the organization should be addressed, although the general attitude of the organization is a bit sarcastic, the treatment of patrons should be taken seriously and patrons treated with the utmost respect. The negative treatment of patrons can affect the organization greatly. One bad experience with a staff member can result in the loss of patrons due to word of mouth. The payment options are pretty standard for theatres but any extra fees that the patrons may incur should be clearly outlined before the patron purchases tickets. Dad's does not currently have a subscription service due to the nature of the shoes that they produce but their membership structure can be improved upon to encourage more patrons to become members and donors.

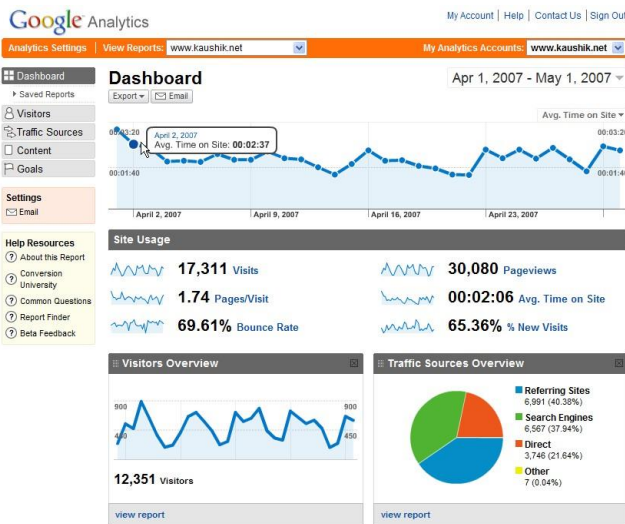




# Management and Evaluation



## Keyword Performance



Keyword performance indicators are metrics that can be used to let the organization know how effective the Search Engine Optimization drives traffic to their website. Website keywords are a leading indicator that provides valuable information about the organizations ability to improve on existing rankings and will help to rank new keywords. Examples of keyword performance indicators include search engine rankings; web page viewings time, and search term matches. Keyword performance can easily be evaluated by the organization signing up for Google Analytics. Google Analytics is an analytics service offered by Google that tracks and reports website traffic. There are a few simple steps that Dad's Garage will have to take in order for have Google Analytics track the movement on their website. They will have to first sign up at their website and then copy and paste the site generated code into the

code on the pages that they wish to track. Then all a staff member has to do is log on, view the analytics and print a report out if needed.

The staffing needs to manage and keep track of the effectiveness of the organizations website are minimal. It would take only one staff member a few minutes to once a week to monitor Google Analytics and to make any changes to better maximize rankings. The three key words that Dad's Garage should work to optimize are Improv, Comedy and Theatre. By using these keywords the organization can make sure that when anyone who searches these terms in association with Atlanta that Dad's Garage Theatre will pop up, ensuring that the organization remains number one in improvisational comedy performances.

Keyword	Visits ↓	Unique Visitors	% New Visits	Bounce Rate	Pages N/visit	About (Goal2 Conversion Rate)	Goal Completions	Per Visit Goal Value
1. (not provided)	18% 4,651	3,692	65.06%	66.74%	1.93	2.37%	22%	1,064 \$1.27
2. avinash kaushik	5% 1,339	853	38.24%	41.08%	2.71	10.60%	12%	598 \$2.82
3. avinash	2% 496	344	38.51%	40.12%	2.80	8.67%	4%	195 \$2.36
4. occam's razor	2% 406	241	36.95%	47.04%	2.61	1.72%	3%	138 \$2.01
5. invitation	1% 248	244	98.79%	78.63%	1.31	0.00%	0%	12 \$0.21
6. working at google	1% 219	196	86.30%	88.58%	1.17	0.91%	0%	20 \$0.43
7. occams razor	1% 174	131	45.40%	41.38%	3.39	2.87%	2%	86 \$3.03
8. kaushik	1% 146	105	45.21%	32.19%	3.26	12.33%	2%	73 \$2.87
9. google	0% 131	128	97.71%	69.47%	1.37	0.00%	0%	3 \$0.09
10. survey questions	0% 125	123	97.60%	91.20%	1.14	0.00%	0%	2 \$0.06

Dad's Garage will measure the product propaganda results by manage and keep track of the effectiveness of the organizations website and minimal, through send and collect surveys for product experience, questionnaire on theatre services cognition, track Media execution deliverables (ROI). It is recommend that Dad's Garage provides monthly Communication and Promotion execution report and annual summary report, keep track of the online reputation of Dad's Garage and Identify itself a score, and execute the evaluation standards (KPI).

**Group sample surveys**

Dad’s Garage could measure the product propaganda results by check up different social media platform follower’s numbers to make sure to have a 5% rate of increment at least for every quarter. Collect internal and external questionnaire surveys and It is recommend that Dad’s Garage send out at least 1,500 surveys through both online and off line methods. Only fully finished surveys can be accepted by the online system, and off line the Dad’s Garage staff should check surveys. If there is at least 70% positive response rate, it will be considered as a successful outcome. Key Performance Indicators are applied into the evaluation design. The measurement Criteria and designed sample form as below,

**Dad’s Garage Theatre Assessment Survey** (one section of the designed survey)

*Dear Dad’s Garage audience,*

Please use the table to indicate whether you are enjoying the product and services of Dad’s Garage and how frequently you are coming to us. If you are not satisfied with our shows and services, please indicate why not.

<b>Dad’s Garage Audience Satisfaction Survey</b>					
<b>FREQUENCY SCALE</b>					
1=Always; 2=Almost Always; 3=Most Often; 4=Frequently ; 5=Occasional ly; 6=Never					
<b>Audience Satisfaction</b>	<b>Will Attend</b>	<b>Already Attend</b>		<b>Can’t Satisfied</b>	<b>Explain Why</b>
# 1	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
# 2	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
# 3	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
# 4	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
Other	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	

Please answer the questions below to provide more feedback about your experience about Dad’s Garage. Please be sure to identify and elaborate on any support needs you have, as well your recommendations.

1) How was your experience been so far about Dad’s Garage? What else demand do you have? How you know us, though which method, please be definitely specified.(Internet/TV/Radio/Print advertisement/other)

\_\_\_\_\_

\_\_\_\_\_

2) What’s your favorite product (Improv shows, scripted shows, courses, special events)of Dad’s Garage, why ?

\_\_\_\_\_

\_\_\_\_\_

3) How often you come visit Dad’s Garage? Any recommendations about audience services you have? Do you think

there are having any barriers when you connect with our theatre? How do you think that Dad's Garage can overcome these barriers? Please provide your advice.

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*Thank you for your cooperation, we wish to see you soon at Dad's Garage.*

Timeline for the evaluation

It is recommend that Dad's Garage begin send out the Group sample surveys monthly, from July 2015 and complete collection by June 2016, and to set aside another three months to analysis the data and summarize the surveys report. The entire process will be continued 12 months.



Staffing and Resources needed

Dad's Garage Artistic achievements promotion evaluation KPI	
Excellence in show production and classes Excellence in audience, critics response Excellence in views of external peers	
Responses from audiences (Classes,Improv and scripted shows)	No less than 90% positive social impacts and feedback -from social media platform and industry news
	No less than 80% positive educational impacts and feedback -from Improv student feedback
	Quickly, effectively,and high quality of theatre inner governance and management- from feedback of audience satisfaction surveys
Responses from collaborators	Create no less than 60% revenue for collaborative events. Be a main role in the sector and ability to nurture new work,artists,and creativity-self finance statement analysis
	Try to break a zero, get one or two Theatre awards

It is recommended that that Dad's Garage arrange 5 staff to design, deliver and collect the group questionnaire surveys monthly.

Evaluation would be executed by keep providing Monthly Communication and Promotion Execution Report to check up the implementation rates no less than 70%, it means questionnaires must be send out and collected at least 1000 surveys, and track the progress for each promotion product, and summarize and list difficulties and analysis the annual Communication and Promotion summary report and implement recommendations from audiences.

**KPI for Artistic achievements promotion of theatre products**

Dad's Garage could measure the product propaganda results by measure Artistic achievements promotion of theatre products, also check up Media execution deliverables (ROI) to ensure each communication and Promotion event deliverables and the organization's needs constantly, analysis the return value for every six months, ROI can not less than 60%. Research and analysis current online reputation of Dad's Garage and identify itself a score. Scores from following Communication and Promotion administration can not less than the original score; Set a constant grow rate of 5% for every quarter. Key Performance Indicators for artistic achievements of theatre products as below,

<b>Detail Performance indicator(monthly)</b>	<b>Projected Achievement (monthly)</b>
Attract total of 5,000 visitors to Dad's Garage Comedy shows, events and classes	5,000 visitors
Attract 300 students to Dad's Garage theatre learning Impov courses	300 students
90% of visitors to Dad's Garage rate their visit as very good, good or satisfactory	95% of surveys excellent, very good, good or satisfactory
Present or host New shows and events at New home of Dad's Garage	85% awareness achieved in June 2016 survey of residents

#### Timeline for the evaluation

It is recommend that Dad's Garage begin the artistic achievements evaluation for itself products from June 2015 and continue through June 2016, this self-evaluation process will last 12 months.

#### Staffing and Resources needed'

It is recommend that that Dad's Garage arrange a small crew of 7 people, which include product managers and event tracking staff to work on the evaluation work monthly.

Evaluation would be executed by keep providing Monthly Communication and Promotion Execution Report to check up the implementation rates no less than 85%. The board members should listen to the feedback from all product managers every week, track the progress for each promotion event, and summarize and list difficulties. Finally, the staff of Dad's Garage should to analyze the annual Communication and Promotions summary report and implement recommendations at the end of one-year summary evaluation conference.

For the annual calendar of evaluation, it is recommend to have a continuing evaluation going on in terms of the marketing performance of Dad's Garage, and to hold an annual summary evaluation conference to reevaluate the plan and make adjustments to the marketing plan based on the assessment results.



Annual Evaluation Calendar			
ACTION REQUIRED BY:	JULY	AUGUST	SEPTEMBER
Manage and keep track of the effectiveness of the organizations website	ongoing	ongoing	ongoing
Group surveys	Deliver and Collect surveys	Deliver and Collect surveys	Deliver and Collect surveys
Evaluation for Artistic achievements promotion of theatre products	Conduct marketing program Reviews &monthly report	Conduct marketing program Reviews &monthly report	Conduct marketing program Reviews &monthly report
	OCTOBER	NOVEMBER	DECEMBER
Manage and keep track of the effectiveness of the organizations website	ongoing	ongoing	ongoing
Group surveys	Deliver and Collect surveys	Deliver and Collect surveys	Deliver and Collect surveys
Evaluation for Artistic achievements promotion of theatre products	Conduct marketing program Reviews &monthly report	Conduct marketing program Reviews &monthly report	Conduct marketing program Reviews &monthly report
	JANUARY	FEBRUARY	MARCH
Manage and keep track of the effectiveness of the organizations website	ongoing	ongoing	ongoing
Group surveys	Deliver and Collect surveys	Deliver and Collect surveys	Deliver and Collect surveys
Evaluation for Artistic achievements promotion of theatre products	Conduct marketing program Reviews &monthly report	Conduct marketing program Reviews &monthly report	Conduct marketing program Reviews &monthly report
	APRIL	MAY	JUNE
Manage and keep track of the effectiveness of the organizations website	ongoing	ongoing	Final evaluation due June 30th Finish surveys delivery and collection/ Detailed Group Surveys Assessment Analysis Report (APAS).
Group surveys	Deliver and Collect surveys	Deliver and Collect surveys	Submit Effectiveness Report to the board .Detailed in Annual Performance Assessment analysis Report .
Evaluation for Artistic achievements promotion of theatre products	Conduct marketing program Reviews &monthly report	Conduct marketing program Reviews &monthly report	

In conclusion, the expected campaign overall staying on Dad's Garage budget and on its schedule, and the budget is appropriately allocated. As A Whole the selected target markets is supposed to be reached, the exact and concrete marketing result will be seen by carry out evaluation indicator(KPI) in 12 months. The marketing effect can be appropriately impacted in terms of the marketing effort put forth, it means if we have made a correct and efficient marketing plan, the more effort we made, and the better result can be seen. Different campaign strategic and elements will bring different marketing effect, they can be mutually beneficial and work together. It is hard to determine whether each marketing method and marketing efforts cost-effective right now, but it is sure that some detail marketing tactics will be adjusted based on the evaluation result in 12 months.



## Marketing Expense Summary

	Actuals from most recently completed Fiscal Year	FY16 Budget
<b>OPERATING BUDGET / CASH EXPENSES</b>		
<b>1. Personnel—Administrative</b>		
Managing Director (FT)	\$52,530	\$56,259
Marketing Director (FT)	\$37,740	\$33,201
Communications Director (FT)	\$0	\$33,201
Development Director (FT)	\$32,403	\$35,374
Front of House Manager and Management Associate (FT)	\$28,718	\$36,414
Bookkeeper (PT)	\$7,032	\$10,000
	\$158,422	\$204,449
 <b>2. Personnel—Artistic, Technical &amp; Production</b>		
Artistic Director (FT)	\$52,530	\$56,259
Ensemble (PT)	\$37,560	\$45,000
Associate Artistic Director #1 (FT)	\$25,965	\$27,808
Associate Artistic Director #2 (FT)	\$25,894	\$27,732
Technical Director (FT)	\$32,743	\$36,414
Actors/Improvisors (PT)	\$43,635	\$46,733
DGTV Producer (PT)	\$12,644	\$13,542
Instructors (PT)	\$22,210	\$26,000
Costume Designers (PT)	\$2,480	\$2,750
Lighting Designers (PT)	\$2,650	\$3,000
Prop Designers (PT)	\$2,400	\$2,750
Set Designers (PT)	\$2,400	\$2,750
Sound Designers (PT)	\$2,350	\$2,750
Special FX Designers (PT)	\$600	\$750
Directors (PT)	\$3,500	\$4,500
Choreographers (PT)	\$1,400	\$1,500
Musicians (PT)	\$1,472	\$1,576
Playwrights (PT)	\$2,820	\$3,020
Multimedia and Graphic Artist (PT)	\$10,332	\$11,066
Front of House (PT)	\$14,540	\$18,000
Stage Managers (PT)	\$5,440	\$5,826
Technicians (PT)	\$20,275	\$21,714
	\$20,275	\$21,714

### 3. Outside Fees

- Artistic/Education Expenses
- DGTV
- Royalties/Licensing
- Web Hosting
- Accountant
- IT
- Credit Card and Ticketing System Fees

## OPERATING BUDGET / CASH EXPENSES

### 4. Marketing

#### **I. Dad's Garage Theathre Company**

Advertising	
Print-Creative Loafing	\$910
Print-Atlanta Intown	\$745
Video	\$1,550
Database Marketing	
Direct mail-Postcard	\$145
<b>TOTAL</b>	<b>\$3,350</b>

#### **II. Scripted show**

Advertising	
Print-BURNAWAY	\$500
Print-ArtsATL	-
Radio	
Atlanta WAOK 1380	\$2,800
Television	
Atlanta City Channel - 26	\$8,500
<b>TOTAL</b>	<b>\$11,800</b>

### III. Dad's Garage TV.

#### Advertising

##### Print

Planning		\$600 – \$1200
UX (sitemap, wireframes)		\$0 – \$600
Visual Design		\$960 – \$2400
Programming		\$3000- \$7200
Content Support		\$240 – \$600
Client Training / Documentation		\$0 – \$600
Testing and Launch		\$960 – \$1200

##### Database Marketing

##### MailChimp

		\$20,000 - \$80,000
TOTAL		\$25,760 - \$93,800
		\$25,760

### IV. Improv Classes

#### Advertising

##### Print - Creative Loafing Magazine 1/16 ad

\$1,100

##### Print - BURNAWAY – Weekly “to do list”

\$600

##### Print – Posters / Flyers

\$1,512

##### Radio

##### Atlanta WAOK 1380

\$2,800

##### TOTAL

\$6,012

### TOTAL MARKETING EXPENSES

\$46,922

##### Mainstage Productions

\$5,180

\$6,000

##### Top Shelf Productions

\$649

\$1,000

##### Improv Productions

\$545

\$1,000

##### General Expenses

\$11,285

\$10,000

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\$17,659

\$64,922

### 5. Remaining Expenses

##### Travel (cash expenses only)

\$4,198

\$2,500

##### Insurance

\$54,674

\$80,000

##### Fundraising

\$61,885

\$35,000

##### Production Expenses

\$16,253

\$25,000

##### Supplies

\$10,656

\$10,000

##### Maintenance, Equipment

\$2,144

\$2,000

##### Payroll Taxes

\$28,676

\$30,000

##### Inventory Expense

\$23,011

\$2,000

##### Conferences/Training

\$485

\$1,000

##### License, Fees, and Dues

\$8,165

\$9,000

Rent/Mortgage	\$65,104	\$100,000
Depreciation	\$3,545	\$0
Non-operating Expense (Capital Campaign)	\$24,595	\$0
Utilities	\$5,845	\$50,000
	<hr/>	
	\$107,739	\$477,000
6. Total Expenses	\$734,138	\$1,243,086
 <b>INCOME</b>		
7. Admissions		
Single Ticket Sales	\$269,564	\$340,000
Touring	\$1,477	\$2,500
Gift Certificates	\$3,409	\$5,000
Service Fees	\$19,875	\$25,068
	<hr/>	
	\$294,325	\$372,568
8. Membership		
9. Contracted Services		
Classes	\$90,042	\$105,000
Contracted Jobs	\$43,977	\$70,000
Dad's Garage TV	\$47,879	\$80,000
	<hr/>	
	\$181,898	\$255,000
10. Corporate Support		
Turner Broadcasting	\$15,000	\$20,000
MailChimp	\$20,000	\$30,000
Anonymous	\$2,500	\$5,000
Other BaconFest sponsors	\$1,905	\$10,000
	<hr/>	
	\$39,405	\$65,000
11. Foundation Support		
The Metropolitan Atlanta Arts Fund	\$60,000	\$0
Community Foundation for Greater Atlanta		\$25,000
Imlay	\$15,000	\$25,000
SunTrust Foundations	\$0	\$25,000
Other	\$2,737	\$10,000
	<hr/>	
	\$77,737	\$85,000
<hr/>		
12. Individual Donations		
Board Giving	\$42,097	\$55,000
Major Giving (over \$1,000 gifts)	\$15,000	\$15,000
Special Events	\$116,882	\$125,000
Individual Giving (under \$1,000 gifts)	\$40,745	\$45,000
	<hr/>	
	\$214,724	\$240,000
<hr/>		

13. Federal Government		
14. State Government (other than GCA)		
15. County Government		
Fulton County Arts Council	\$19,500	\$20,000
Fulton County Outreach	\$11,737	\$0
	\$31,237	\$20,000
16. City Government		
City of Atlanta Office of Cultural Affairs	\$35,000	\$40,000
Power2Give match	\$5,000	\$0
	\$40,000	\$40,000
17. Revenue - Other		
Merchandise/Concessions/Bar	\$57,733	\$115,000
Interest Income	\$21	\$20
Nonoperating Income (Capital Campaign)	\$19,592	\$0
	\$77,346	\$115,020
17. Funds Requested in this Application	\$0	\$25,000
Total Income	\$956,671	\$1,217,588
Surplus/(Deficit)	\$222,532	-\$25,498

\*Full Marketing Expense Summary is attached in Excel form

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## Summary

Dads Garage has been a dynamic force in the Atlanta theatre community for over twenty years and has done a good job of attracting audiences to their improv shows, their scripted shows, their classes and their special events. Their annual fundraising event, Baconfest has grown by leaps and bounds and has been sold out success for the past few years. With all the success that Dad's Garage has achieved, there are, as with any growing organization a few things that can be improved upon. Re-vamping the organizations website to make sure that it is both optimized for mobile devices and that it is search engine optimized and effectively uses key words is one of the suggestions made in this marketing plan. This will allow for greater online visualization and will help to make sure that the website is accessible to patrons regardless of the devise that they are using. Also found in this marketing plan are ways that Dad's Garage can use social media to effectively inform patrons about their upcoming move to The House of Dad's, located in the Old Forth Ward neighborhood and to better understand and reach their target markets. This plan also contains ways the organization can better capitalize on the jewel that is Dad's TV, the online video component of the theatre.

Dad's Garage Theatre has some excellent resources at its disposal, a very talented troupe of improvisers, excellent writers and a staff that is fully committed to taking the organization to the next level It is poised on the brink of greatness and the information contained in this marketing plan will help the organization on its way. By following the suggestions in this plan, the organization, upon re-opening its doors in its brand new home can become better, more visible, better prepared and better able to tackle changing technology. We thank you for the opportunity to assist this awesome organization and to offer suggestions for its progress.





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  - <sup>ii</sup> <http://www.ferstcenter.gatech.edu/plugins/content/index.php?id=24>

