

**DANA POINT SUMMER CONCERT SERIES 2011
POTENTIAL BUSINESS DEVELOPMENT OPPORTUNITIES**

1. Conduct a raffle for concert attendees to track attendance and obtain contact information for future advertising, marketing, etc. If the concertgoers do not immediately patronize local businesses on concert day, at least they can leave their retrievable footprints behind. No fee would be charged for the raffle ticket, only the participant's name, address, e-mail address and (optional) phone number would be required to enter. The raffle prize(s) should be desirable enough to incent people to provide the requested information, but not so expensive that it is a cost burden. If a number of businesses combined their resources on this, the cost of (more desirable) prizes could be shared, more concert attendees could be canvassed and more information collected. The information collected (a) would be extremely helpful for the City to learn who is attending its summer concert series, and (b) should help the City and cooperating parties more efficiently advertise other events throughout the year. Such information should also help participating merchants of all kinds to contact concertgoers with promotional offerings before each concert (or other City special event) so that attendees may work some Dana Point shopping into their weekend along with the concert. I cannot think of a single business within Dana Point that could not materially benefit from having access to such contact information.

2. Merchants could sponsor prizes for particular activities that occur at the summer concert series. Examples may include: "Best Picnic Setup," "Best Dance Couple," "Best Concert Theme Attire" (this would have worked REALLY well with the Jimmy Buffet tribute band that played recently), etc. It should be noted that prizes for kids would probably attract a particularly high level of attention! Announcements can be made that representatives of participating merchants will be surveying the crowd throughout the afternoon and will announce the winners at set times. If the prizes are desirable enough, and especially if they are related in some

way to the sponsoring merchants, this activity could really focus some crowd attention on participating merchants and their businesses.

3. The summer concert series draws a lot of families because the events are free, fun and outdoors. Special attractions for younger children may not only capture the kids' attention but could create a very favorable impression with their parents as well. Merchants could send appropriate "characters" (think Disneyland) out to roam the crowd, shake hands (or fins!) with the kids, take pictures with the kids, and generally create a carnival-like, positive buzz that can be associated with the sponsoring merchants. Given the seaside location of our summer concerts and the marine setting of our Seven Square Miles of Paradise, it may be most appropriate to have "sea characters" like dolphins, whales, sea birds, and maybe a "friendly" shark or two working the crowd. They can not only create a positive and entertaining environment for the kids and their families, but they can also pass out advertising literature, promotional offerings, information, etc. for participating merchants. It may even be a good idea to set aside a separate part of the venue for children and their parents to go meet characters who are not roaming the venue. Character costumes are relatively inexpensive and I am sure merchants could figure out how to best staff the "characters".

4. One thing I have noticed at the first two concerts of this summer series is that a lot of people are wandering around looking for food and beverages. As the concerts migrate over to Sea Terrace Park in two weeks, this situation seems likely to become more acute. Not everyone shows up with the perfect picnic setup (only a small percentage really do), but those that do inspire the "have-nots" to seek out their feasts elsewhere. Right now we only have two non-profit groups that provide mostly snacks and sodas, so I think there is substantial room for more ambitious food and beverage offerings, from the most basic picnic diet to the most indulgent comfort foods. It would be a great way for the merchants to get their products (by no means limited to food and beverage, by the way!) out there and provide a valuable service for the concertgoers as well. During the first two concerts there

have only been two spaces sponsored by vendors in addition to the two non-profit spaces and spaces for the OCSD and the City of Dana Point. There appears to be plenty of room to accommodate merchants who are interested in bringing their products and services to the concert attendees.

5. If the merchants are not inclined to bring their services and wares to the concert venue, they could always create and sell custom items and packages for people to pick up and take to the concerts (picnic baskets, wine and beer packages, beach apparel, blankets, towels, chairs and tables, etc.). Advertising for such custom products could be helped by accessing the new database created by the raffle drawing activity described in paragraph 1, above.

6. A special “summer concert package” may be a great idea to move people from the concerts to our area businesses on concert days. Merchants could stage events at their places of business either before or after the concerts with special pricing and programs for the concert day (or perhaps days surrounding the concert day). This would give the concert attendees an opportunity to sample the merchandise and services at more affordable rates while they are still in the mood to have fun, enjoy the beach town atmosphere, and spend some money. Since many of the folks who attend our concerts are music fans, incorporating music events into concert packages may be a real drawing card as well. Including a “preferred parking” opportunity somewhere around the merchant’s site with the special concert packages could be a real selling point, especially if the city is able to develop an economically feasible “trolley-like” transportation system to ferry people around. This idea may be particularly effective for certain Dana Point restaurants and hotels, and even sport and recreational businesses, but with a little imagination I think many different kinds of businesses could find a worthwhile way to participate.