

WE ARE  
**ALL IN**  
LOCAL

BUSINESS PLAN

# WE ARE ALL IN LOCAL

<p> <b>IDENTITY</b></p> <p>WE ARE ALL IN LOCAL uses a simple strategy to organize local music scenes, getting the bands to work together instead of against each other thereby increasing concert attendance.</p>	
<p> <b>PROBLEM WORTH SOLVING</b></p> <p>The traditional method of booking local artists in some markets is not optimal. Eager bands unknowingly play against each other, dividing audiences many times over.</p>	<p> <b>OUR SOLUTION</b></p> <p>We encourage local bands to sign a simple pledge of non-compete to each other. We then select a single venue. A panel of local music scene professionals tailors a curated calendar of weekend shows at our venue using only pledged bands. Being very careful to not divide genre audiences.</p>
<p> <b>TARGET MARKET</b></p> <p>With a roster of #___ pledged bands in (OUR CITY). The bands and their collective local fan bases now become our venue's weekend clientele. It also creates an environment for the musicians to perform, network, make friends, and build their fan bases</p>	<p> <b>THE COMPETITION</b></p> <p>Traditional methods of booking local acts in (OUR CITY) are failing. There are simply too many bands and not enough communication among venues. Our model is designed to help local bands build a fan base thereby increase concert attendance.</p>
<p> <b>SALES CHANNELS</b></p> <p>We will employ a traditional door cover charge, not ticketing. Revenue from the door and a guarantee is used to cover our operating expenses and pay the bands. Every attendee is, of course, also a venue patron.</p>	<p> <b>MARKETING ACTIVITIES</b></p> <p>We will utilize our venue's already in place advertising, marketing, and sponsorship programs. Augmented by our own advertising, social media, local sponsors, and of course our largest marketing asset - the bands themselves and the atmosphere we will create.</p>
<p> <b>REVENUE</b></p> <p>Revenue is drawn from a door cover charge as well as a "guarantee" from the venue dependent upon venue negotiations.</p>	<p> <b>EXPENSES</b></p> <p>Operational expenses (printing, additional advertising, music scene professionals working the show on our behalf).</p>
<p> <b>MILESTONES</b></p> <p>Filled a roster of #___ pledged bands by _____(date).      Completed venue negotiations by _____(date).      Host first show by _____(date).</p>	
<p> <b>TEAM AND KEY ROLES</b></p> <p>Campaign manager - Panel members -</p>	<p> <b>RESOURCES</b></p>