**Meyer Event Productions (working title)**

**DIRECT QUESTIONS FROM EDC’S PRE-APPLICATION PROCESS**

**How they will not duplicate existing companies like Pentangle and ArtisTree?**

*I am a proud member/supporter of Pentangle and my family attends Pentangle and ArtisTree events frequently. Our organization is committed to avoiding competition with local nonprofit performing arts organizations and we believe that more arts / entertainment programming in a region creates a more vibrant culture and community (e.g., The Berkshires, Manhattan, etc.). We will make every effort not to schedule an event that conflicts with something on their calendar – for example, we are specifically targeting Saturdays as we’ve observed a gap in programming on those days from other organizations. We will keep an open line of communication with these organizations and even look for partnership / collaboration opportunities.*

**Would they be open to a loan?**

*No, but I appreciate the question. I’m just not willing to go into debt at this stage as I don’t think it would be a wise business decision.*

**Would any of the events be offered for free or reduced fee to local community members?**

*Despite being a for-profit entity, making the performing arts “accessible to all” is consistent with this organization’s mission (and important to me personally). My expectation is that these events will have a very reasonable price tag, typically $5-$20 per person. However, if/when there is a premium priced event of $35+, there will be a reduced price ticket program or lottery.*

**Would they be open to partnering with local school/youth groups to utilize the events as a fundraising tool? Perhaps through a concession stand, or % of ticket sales?**

*Yes, potentially. It would, of course, depend on the situation but partnerships with area organizations is critical to our mission and that would include local school / youth groups.*

**What is the target audience reach, either from your past event or expected if new event?**

*Our initial goal / expectation is a minimum of 12 events per year (in Woodstock) and a minimum of 100 attendees per event so expected attendance in the first year is 1,200 – 2,500 people*

**How do plan to grow audience reach?**

*Repeat / increase the quantity of the most successful event types and eliminate the least successful event types. For example, if we sell out of a live chamber music performance, we’d do more of that event type – and if a professor lecture doesn’t sell well, we won’t repeat that event type.*

**How do you plan to use this grant to become self-sustaining in future years?**

*As we grow audience reach through additional events, the business will become profitable quite quickly. In fact, nearly all of the individual events themselves are expected to be profitable. The “expensive” part of this business plan is simply the costs of getting it up and running.*

**How have you planned to accommodate the additional influx of people to the town for the event and make the impact tenable and a value add?**

*It is unlikely that our organization’s events alone will result in an additional influx of people beyond the locals and tourists who are already here. Instead, these events will serve to enhance the experience of both groups. However, we do expect that our events will create an opportunity for downtown businesses to benefit from the gathering of 100-200 people for a performance as our patrons are likely to eat, drink and shop before or after a performance.*

**How have you considered making your event ecologically sound and low impact of environment?**

*These events would have very little impact on the environment but we’re wide open to suggestions for ways to reduce environmental impact further!*

**Is your event part of a for-profit or nonprofit organization or endeavor?**

*For-profit. I am attempting to create a successful for-profit business that operates primarily in Woodstock where my family and I reside*

**Are you looking to create a private fund that you would then use to create events?**

*Yes, essentially (if I understand the question correctly). The grant money will be used to cover event-associated expenses like venue rentals, artist fees and A/V equipment but also basic business start-up costs like website development.*

**Are you a for-profit entity?**

*Yes*

**What associations within the community will you be utilizing?**

*To start with, I plan to partner with venues like The Woodstock History Center (WHC) for outdoor events in their backyard (May-Oct) and The Little Theater / Rec Center for indoor events (Nov-Apr, pending the status of COVID) -- we’ve had rental / partnership discussions with both. We’d love to expand our list of local partners to Norman Williams Public Library (beautiful space on their Mezzanine level!), Billings Farm and Museum (for an outdoor event!), The Chamber of Commerce (e.g., for a co-hosted networking event!) and others.*

*We will also be pursuing partnerships with local artists / craft dealers who may want to sell their products at our events and for-profit businesses who may be interested in sponsorship opportunities or providing services like concessions.*