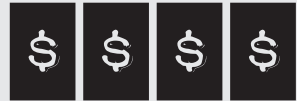


PRICING NIGHTLIFE: HOW NEW YORK CITY CLUBS PUT VALUE IN A VENUE

STARTUP COST

New venues can cost as much as \$80 million to build

While many New Yorkers don't put much thought into their weekend experience, the people behind the scenes are running billion-dollar empires where no detail is too small and no expense is spared. It's the price of playing the game in the hyper-competitive industry of NYC Nightlife.



- Entertainment: DJ or performer
- Lights and Special Effects
- Staff: bathroom attendants, servers
- Bottles and food for promoters
- Wages for workers

Nightclubs enlist a number of characters that shape your experience

PROMOTIONS COMPANIES



These businesses are hired to control every aspect of a nightclub. They hire the bouncers, managers, promoters and workers.

BOUNCERS

Paid an average of \$40,000 per year, bouncers are there to "cast" the room. They're under strict instructions to discriminate potential entrants. Beautiful, famous, stylish people are the goal. At more exclusive clubs, men are required to pay a bar tab minimum, cover charge or buy bottle service.

DJ'S

Nightclubs pay between \$500 to \$1,000 a night for a DJ, and if the venue is known for having big-name performers, they may have to dole out as much as \$100,000 in a single night.

CLIENTS

Are the money-makers for night clubs. They pay thousands of dollars for bottle service. The women that promoters and bouncers bring in are there to make the client believe the club is desirable.

DANCERS

Most successful NYC venues have live entertainment. Making an average of \$16/hour, they're meant to keep the crowd energized.

PROMOTERS

Paid between \$100 and \$1,500 per night, promoters receive a flat rate for working and an additional \$10 - \$25 for every girl they bring into a nightclub.