

Steel Garden: Art Park



November 14, 2018

Meet The Team.



Victoria Perez

Creative Director



Danielle Palomino

Media Director



Julia Killelea

Experiential Producer



Brooke Bargholtz

Financial Manager

What Is Steel Garden?

An outdoor immersive and interactive playground built on sustainability.

We combine the ideas of an experiential art park and an adult playground utilizing shipping containers as a foundation.

To consumers, Steel Garden is a creative outlet, a place to gather with friends, and an overall enjoyable experience.



The Facts.

Experience
based
spending

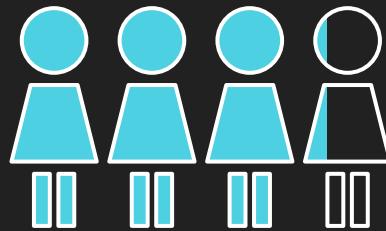


70%
Since 1987

88%

of Millennials use
social media (about
1.5 billion people)

Over 3 in 4 Millennials
prefer to spend money
on **experiences** over
material goods



The Experience.

Experiential art installations placed within each container.

Local artists in each city create a new exterior mural.

Collaborative art wall for all guests.



The Experience. Cont'd

VIP Parties at the end of each month.

Local musical performances.

Food and drinks.

Exclusive after-hours experience for
200 guests.



Ticket Prices.

\$28

Two-hour time slot

Staggered entry, limited to 45 people per hour- no more than 90 people in the park at once

* Additional fee for longer admittance

\$100

Private, VIP events

Musical performances

After-hours experience

Capturing Our Audience.

Social Media

- Organic Content
- Paid Promotions
- User Engagement

Social Influencers

- Preview Party
- Endorsements

Brand Ambassadors

- Guerilla Marketing
- Pop-Ups
- Referrals

Social Influencers

For every **\$1.00** spent on influencer marketing, marketers see an average of **\$7.65** in earned media value returned.

Belinda Selene

Potential Reach: 92.3K Instagram followers | 7,152 Twitter followers | 561K Youtube subscribers | 15K Facebook likes



Lauren Riihimaki (laurdiy)

Potential Reach: 4.7M Instagram followers | 5.9M Twitter followers | 8.6M Youtube subscribers | 398K Facebook likes



Why Social Media?

Target audience for first run:

- All genders
- 16-35 years old
- Living in Greater Chicagoland area

Building brand relationships through direct engagement with the consumer.

“Social media’s ability to engage in **real-time communication** can help **secure prospects** who may be in the **consideration or pre-purchase stage**. Listening tools can help identify conversations in which these prospects may be engaging, presenting an opportunity to **guide them through the purchase funnel**.”

Instagram

800 million monthly active users

500 million daily users

Facebook

2.1 billion monthly active users

1.15 billion daily users

Twitter

330 million monthly active users

100 million daily users

Snapchat

300 million monthly active users

187 million daily users

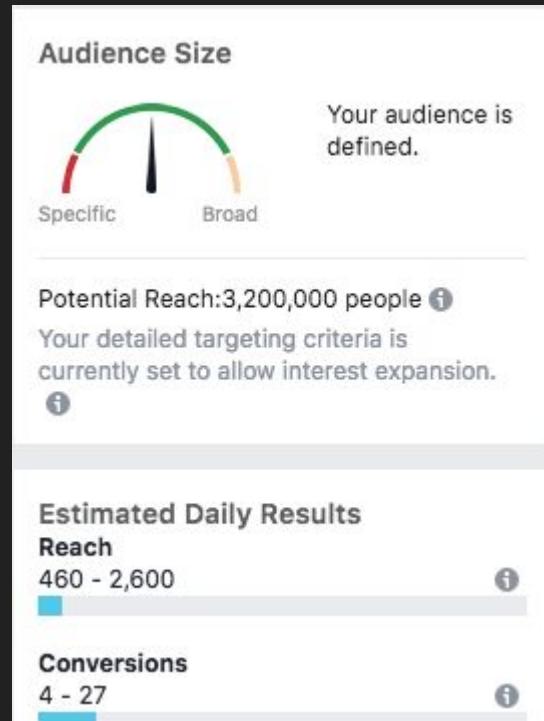
Social Specifics

Facebook Targeting:

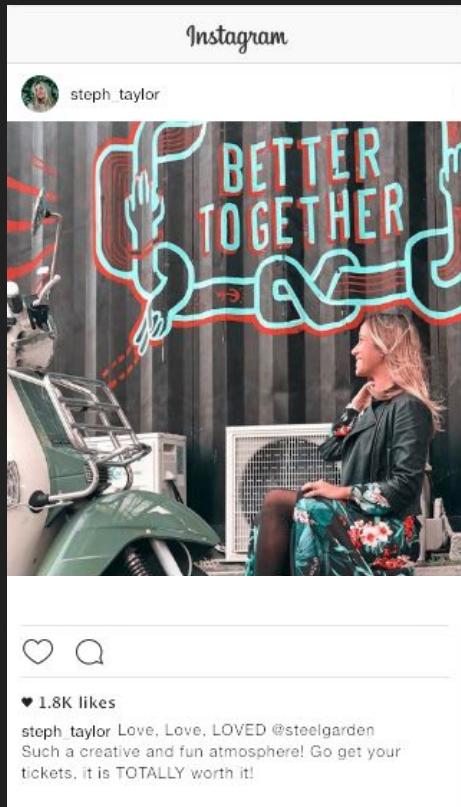
16-35 years old

Within 50 miles of Chicago

Interests in art, entertainment, experience



Social Campaigns



A Facebook advertisement for **Steel Garden**. The ad is sponsored and features a woman with an afro hairstyle sitting next to a large green lizard-like creature. The text "Let the Steel Garden nurture your creativity." is displayed above the image. Below the image, there are two ticket purchase options: "General Admission" and "VIP Part". Both options have a "Buy Now" button. The Instagram interface shows 53 comments and 13 shares.

General Admission

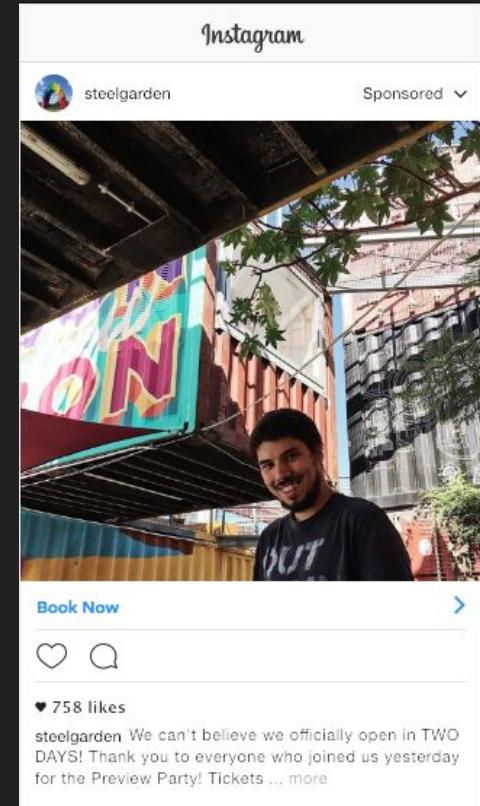
VIP Part

Buy Now

Experiential Art Park

53 Comments 13 Shares

Like Comment Share



Brand Ambassadors

High-energy, positive individuals | 16-22 year olds | Instagram influencers

Their Tactics

Sharing across social media

Guerilla marketing - getting the word out to locals

- Posters, stickers, friend referrals

Representation at pop-ups for contests and general promotion

Overall: Positive first impressions and making connections

Incentives

One free general admission ticket

Free ambassador merchandise

Professional development

High-performing members gain access to special events

Chicago will be our first home.

Population: **2.716 million**

About $\frac{1}{3}$ of the population is between the ages of 16 and 35.

Expansive music and art scene and diverse community.

Operations.

Artists

- Commissioned for expansive, live, or permanent pieces
- Proposals for work may be submitted, Steel Garden team will also coordinate artist relations

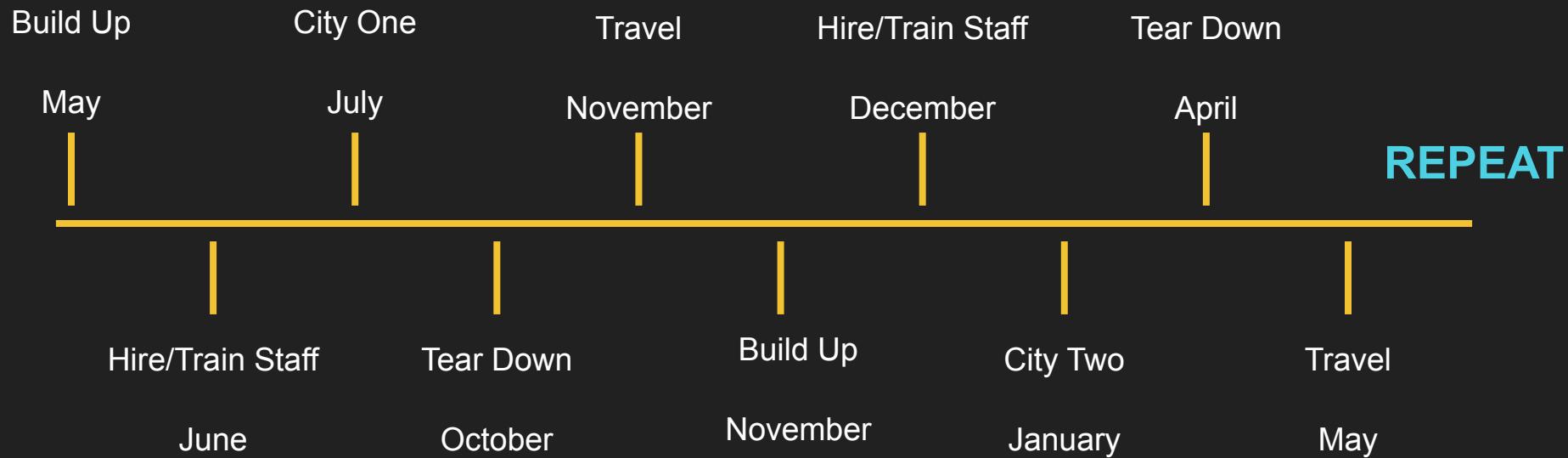
Day to Day Staff

- Local Staff to be compensated at an hourly wage
- Staff applications submitted via online email submission
- Training between setup and launch date
- Contract required to waive liability and consent to agreed compensation

Production Crew

- Short term contract for small touring production crew
- Contract will include set compensation and per diem

5-Year Tour Timeline.



Finding Our New Home.

Consumer Surveys

1. Utilize email subscriptions
2. Engage with social media audience
3. “Request Your City” feature on website

Market Research

1. Demographics
2. Population
3. Economy



Our Projections.

General Ticket Sales

3 months

\$28 per person

10 hours a day

45 people per hour

**\$1.12 Million
Per City**

Exclusive Event Tickets

3 months

\$100 per person

Once per month

200 capacity

\$60,000 Per City

Overall Sales

**\$1.18 Million
Per City**

**2 Cities Per Year
\$2.36 Million
Per Year**

End of 5 Year Run: \$11.8 Million

Expansion and Exit

3-5 Year Life Span

Steel Garden plans to expand to other smaller cities once we get through Chicago, New York, Miami, LA and San Francisco.

Long Term opportunity may exist with high profile clients based on trend analysis.

Measuring Success.

Key Performance Indicators:

Social:

- Feed CTR (Paid Advertisements)
- Display Ad Clicks
- Brand Mentions #SteelGarden @SteelGarden (Organic)
- Conversion Rate
- Post Engagement (Organic)

Operational:

- Ticket Sales
 - Key dates: Launch, VIP, End Dates
- City Response (Press)
- Post Event Consumer Survey Response
- Valuation of Business at End of Year 1

How will we know we succeeded?

The Industry.

Market was worth nearly **\$600 million** in 2016 and is expected to top **\$740 million** by 2020.

Competition: wndr museum, Happy Place, 29 Rooms, Color Factory

- Demand increase in first runs allowed for increase in price as the pop-up experiences traveled from city-to-city.

What We Need.

We are seeking



\$250,000

FOR



10% equity

in the Steel Garden Journey