

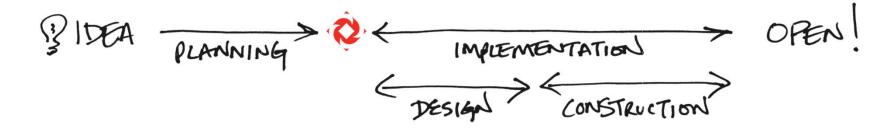
Crowded Markets for Public Venues

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About B&D



- Markets: Sports and Recreation, Assembly **Facilities**
- Focus: "Quality of Life" Facilities
- Services: Planning through Implementation
- **Breadth:** 100+ People in Seven Offices

What is "Feasible"?

Typical "Planning" Services

- Demand Analysis
- Market Analysis
- Financial Analysis
- Development Budget
- Programming
- **Operating Strategies**
- **Business Planning**
- Funding Plans
- Economic Impact Analysis
- Management Consulting
- Referendum Planning

Outcomes

- Market Feasibility
- Financial Feasibility
- Funding Feasibility
- Political Feasibility
- Delivery Feasibility

What do Outcomes Mean?

Strategic Asset Valuation

"All of the Project's objectives must be expressed in specific terms that demonstrate their relevance to furthering the client's *mission*, reinforcing *values*, responding to commitments and responsibilities, and improving the Facility's competitive position in the market."



SAV Worksheet

Outcomes

- Not Yes or No but What
- Managed Expectations
- Organized Objectives
- Plan for Operation
- Plan for Implementation
- Realistic Project Concept
- Empowered Client
- Consensus

Milano Representative Projects

Campaign Management

- Peace Center for the Performing Arts (3 campaigns)
- New Jersey Performing Arts Center (2 campaigns)
- Clay Center for the Arts and Sciences of West Virginia
- Hobby Center
- Miami Performing Arts Center / Arsht
- Cathedral of Our Lady of the Angels

Significant Assistance

- Bass Center (capital campaign design)
- Four Rivers Center (capital campaign design)
- Pittsburgh Cultural Trust O'Reilly Theater
- Disney Concert Hall (strategic renewal study and case statement)
- Kimmel Center (business plan and strategic study)

Capital Funding – Private Sector

Strategic Study

- Public/Private Partnership
- Civic and Philanthropic Leaders on Oversight Task Force
- Financial and Business Plan
- **Community Interviews**
- Conclusions; Projections; First Stage Fundraising

Funding for Sustainability

(the show is only Part of the experience)

Annual Fund Programs

Individual Memberships

- Pre-Public Sale (basic offer)
- Best Tickets (mid-range)
- Meet 'n Greets (higher end)
- Members Lounge
- Box Service

Funding for Sustainability

Corporate Memberships

- Base Grant for Corporate Portal
- Executive Suite 'White Glove'

Legacy Membership

Bequest or Trust to 'Join'



Crowded Markets for Public Venues

Questions & Answers

