



**NORTH OGDEN
AMPHITHEATER**



2024

BUSINESS PLAN



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Executive Summary

History

North Ogden Amphitheater at Barker Park, located at the crossroads of Fruitland and Deer Meadows Drive, North Ogden, UT 84414, was first established in 2003 (bowl construction) to provide facilities and community support for the provision of local cultural and educational benefit to residents of North Ogden City. Since that time, a stage and electrical infrastructure was added in 2005 and the facility was rebuilt in 2017-2018. It is operated by North Ogden City and currently does not have any full-time dedicated staff or volunteers.

Purpose

Promote	To promote the development of the arts and cultural activities in North Ogden City and Weber County.
Provide	To provide programming to include programs of educational merit such as those concerned with scientific, cultural, historical, and human studies; adult education, distance learning, programs in support of K-12 and higher education.
Deliver	To deliver a facility for use by individuals and groups who wish to perform, present, or gather.

Mission & Vision



Mission

It is the mission of the North Ogden Amphitheater at Barker Park, to promote and facilitate the arts in North Ogden City; provide for increased arts access; promote and aid the creative skills and cultural welfare of the community; feature lectures, concerts, poetry and literary readings, theater productions and talent to ensure the continued growth and development of the arts and other community culture within our community.

Vision

North Ogden Amphitheater at Barker Park aims to provide a turn-key facility to individuals and groups in a way that lowers the financial barrier for cultural and education programs that provide a forum for creative and personal expression by and for residents of North Ogden City.

General Description

Goals & Objectives

GOALS

2024 Goals

1. Provide a facility that is accessible and easy to utilize for non-professional cultural events.
2. Provide programming, access, and training to the community in cultural disciplines.
3. Make our facility available for musical, cultural, historical, and informational programming that celebrates and expresses the diversity of the community

OBJECTIVES

2024 Objectives

1. Provide community cultural events through programming focused on involving families and individuals of all ages and backgrounds.
2. Continue to grow public support for the facility.
3. Partner with other organizations who are willing to provide activities and events for free, or at discounted rates.

General Description

Business Philosophy & Financial Support

PHILOSOPHY

Business Philosophy

We provide a facility for musical, cultural, and informational programming that celebrates and expresses the diversity of the community, and makes available a venue for groups in the community that may otherwise go unheard.

SUPPORT

Financial Support

Continue to grow the program to exhibit the facility as a venue for where individuals can donate, volunteer, or otherwise financially support arts and culture in North Ogden.



Marketing Plan

Services & Strengths

Basic Services

1. Maintenance and operation of the Amphitheater, presenting approximately 1 to 2 community events each month of the season.
2. Preparation and cleanup for private events and rentals.

Marketing Focus

Our programs and services will be marketed via:

1. Newsletters
2. Social Media Platforms
3. Local organizations and non-profits.

Legal

The facility is owned and operated by North Ogden City, a Utah Municipal Corporation

Organizational Strengths	Competitive Strengths	Competitive Advantages
<ul style="list-style-type: none">• Broad Community Support (including elected officials, educators and other groups)• Track Record of several successful productions• Commitment to supporting the cultural vitality of the community we serve	<ul style="list-style-type: none">• Facility design and location• Ease of use of the facility• Availability of the facility with no competing professional presentations	<ul style="list-style-type: none">• Lack of competition in the immediate area• Majority of events will be free or with modest ticket prices• Location of the facility• Engaged community

Marketing Plan

Fee Structure and Strategy

Fee Structure

1. A significant portion of the programming is intended to be free for anyone wishing to experience the arts and culture of the city
2. Fees are based on the usage of the facility
3. Ticket prices are based on the expected number of tickets sold covering the cost of the production for city sponsored events



Strategy

Our strategy is to build a successful track record of engaging community cultural events along with a fully functional venue for private events and rentals.

Promotion

Promotion will be done through:

- Personal and professional contacts
- Area non-profits
- Municipal resources
- Future Website for Amphitheater

Our Image

The image we project is that we provide musical, cultural, and informational programming that celebrates and expresses the diversity of the community, and makes available a venue for groups in the community that may otherwise go unheard.

Marketing Plan

Economics, Features and Benefits

Economics

Economics

- **Market Size:** 22,000 (plus 20,000 in surrounding communities).
- **Demand in Target Market:** Estimated at moderate based upon past events with higher attendance at theater events than musical performances.
- **Barriers to Entry:** Limits on ticket sales and facility recognition.
- **Strategy to Overcome Barriers:** Scale the events with reasonable expectations for attendance and community participation.



Customers and Competition - Our Niche

Our customers are residents of North Ogden and surrounding communities. There is relatively low competition for a free/community cultural events. Some venues nearby have higher rental fees for use of the facility and higher ticket prices, however, our niche is being the local provider to the local community. We will provide local cultural events programmed by members of the community.

Features

- Broad variety of local and regional entertainment
- Free attendance for many events
- Low-priced tickets for some events

Benefits

- Opportunities for exposure for local talent
- Accessibility
- Increased sense of community

Marketing Plan

Facility Usage, Frequency and Events

Annual Facility Usage



City Events

1. Cherry Days
2. North Ogden song and instrumental competitions
3. Summer Theatre



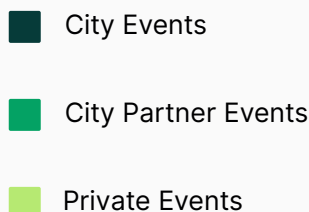
City Partnered Events

1. Veterans Day
2. Community Band Performances
3. Ms. North Ogden



Private Events

1. Piano Recitals
2. Dance Recitals
3. Family Events
4. Other Events

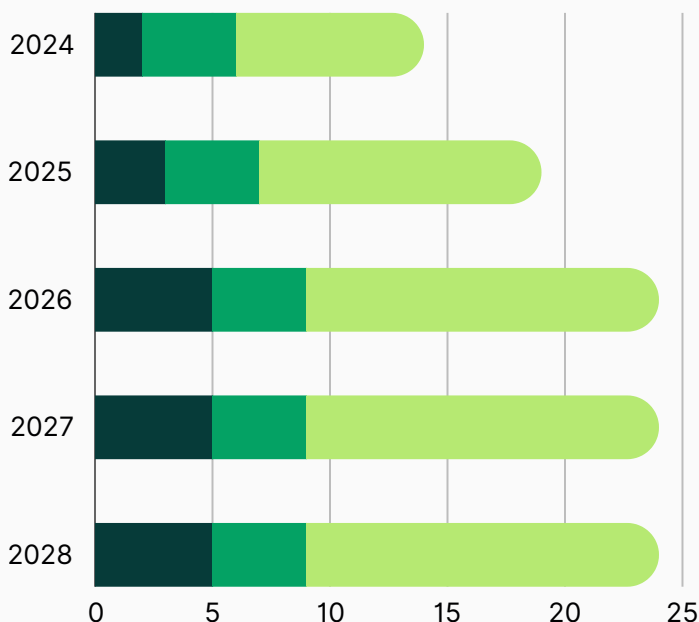


Goals

Our goal is to increase the number of city and private events until 2025 when the facility will reach our target of 24 total events per year, averaging 1-2 per month.

2026 and Future Years

- City Events: 5
- City Partner Events: 4
- Private Events: 15
- Total: 24



Management and Organization

North Ogden Arts Guild

The Arts Guild shall have not less than five (5) nor more than seven (7) members, as may be determined by the Guild from time to time. To effectively operate this facility there will need to be a group of volunteer residents to provide guidance and resources for the facility.

Personnel

There are not currently any employees assigned to the amphitheater for management and oversight of the facility. Reservations are made through office staff currently employed by North Ogden City.

Organization

(Reserved for future use.)



City Events

Cherry Days, Song and Instrument Competitions, Summer Theater

- We plan to provide a facility with the necessary sound equipment and lighting to facilitate small bands and speakers for the annual celebration.
- The desire is for a turn-key facility that can operate with limited training and oversight.

City Partnered Events

Veterans Day, Community Band, Ms. North Ogden.

- Provide a turn-key facility that can operate with limited training.

Private Events

Piano Recitals, Dance Recitals, Family Events Etc.

- Provide a facility that is accessible to individuals and groups.
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Location

Barker Park, 2375 N. Fruitland Drive,
North Ogden, UT 84414

Personnel

There are not any current plans to hire dedicated employees to maintain the facility. The facility will be run by existing North Ogden employees with the proper training on the various systems.

Capital Requirements

Currently the facility requires a small amount of money for utilities to operate. There are no dedicated staff and no planned additional expansions in the immediate future which will increase costs.

Utilities

Historical Utility Costs have been quite low because a high efficiency system was installed for the heating and air conditioning. It is expected that Utilities will not exceed \$5,000 a year.

Financial Outlook

If we meet our goals of 15 private events during the year we expect to bring in revenue of close to \$7,000 to cover the cost of utilities and repairs on equipment. The \$7,000 is not expected to be received from the 10 or so city sponsored or partnered events, where the facility is not rented out. Historically, the larger city musical theater productions have covered their costs from ticket sales, or been supplemented by sponsors and other individuals.



**Contact us
for further
inquiries**



**NORTH OGDEN
AMPHITHEATER**

505 E 2600 N, North Ogden, UT | 801-782-7211 | www.northogdencity.com
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