

Action/Research Plan

Action/Research Team's Sector:

Working Title for this Initiative or Business Opportunity: Outdoor Theater

Overview of Initiative (a brief description): Research and promote siting of an outdoor venue for 400-1200 seat theater.
Potential Market: Local residents, students, tourists, international bus tours.
Groups/Organizations/People with whom to connect: SLC Council for the Arts, music stores, ticketron, bus tour companies, SLC Chambers of Commerce, Norwood Village Green, AARP, AAA, travel agents, newspapers, trade magazines, radio stations.
Information needed to enhance this opportunity: Identify indicators Identify potential locations
Potential research projects to gather needed information: What types of activities would be supported? What size of venue would be optimal? Who are potential artists?
Additional resources and support needed for this opportunity: County – marketing and promotion A local promoter Universities & colleges Accommodations available? Technical expertise (sound engineers, etc.)

Additional ideas for Initiatives and Businesses in this sector – prioritized, especially for 2003-2004

Team Convener(s) for 2003-2004:

Proposed Date/Time for next meeting to develop agenda: