

# Creative & Out-of-the-Box Ideas to Generate Revenue Now and When You Reopen

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Webinar will begin at 2:00 PM EDT.



Join us next  
Wednesday, May 27<sup>th</sup>  
at 2:00 PM EDT for  
our webinar on  
Practices and  
Learnings From  
Attractions That Have  
Already Reopened

<https://bit.ly/3cH3lbT>

# Asking Questions

The screenshot displays the Cisco WebEx Event Center interface. The main window is titled "Cisco WebEx Event Center" and includes a menu bar with "File", "Edit", "View", "Communicate", "Participant", "Event", and "Help". The "Event Info" tab is active, showing details about the event, including the host (Conference Manager), audio connection instructions, and the event number.

On the right side, there is a sidebar with icons for "Participants", "Chat", and "Q&A". The "Q&A" icon is highlighted with a red box. Below the sidebar, a "Participants (7)" panel is visible, showing a list of participants: "Conference Manager (1 lost)" and "Joe Bloggs (mc)".

At the bottom of the interface, there is a "Q&A" section. A red box highlights the "Q&A" dropdown menu, which is labeled with a blue circle containing the number "1". Below this, there is a "Ask:" dropdown menu with "All Panelists" selected, labeled with a blue circle containing the number "2". To the right of the "Ask:" dropdown is a text input field for asking a question, labeled with a blue circle containing the number "3". A "Send" button is located to the right of the input field, labeled with a blue circle containing the number "4".

The interface also shows a "Connected" status at the bottom right.

# Creative & Out-of-the-Box Ideas to Generate Revenue Now and When You Reopen

Wednesday, May 20, 2020



The background is a solid blue color with a white circuit board pattern. The pattern consists of various lines, including straight horizontal and vertical lines, and more complex, stepped lines that resemble traces on a PCB. Small white circles are placed at various points along these lines, representing solder points or vias.

# **WEBINAR AGENDA**

# Webinar Agenda

- 90 Minutes in length
- Community discussion and presentation of best practices
- Question and answers from the community
- Press & Public Viewing

# Webinar Wednesdays

3/18: Galaxy Best Practices  
in a Time of Crisis

4/1: Operational Strategies  
for Now and the Next  
Normal

4/15: Reopening Strategies and  
Transitioning to a Capacity  
Managed Attraction

3/25: Managing Pass  
Updates, Renewals and Bulk  
Orders

4/8: The New Guest Journey

4/22: Optimizing the Capacity  
Managed Guest Experience Inside  
Your Attraction

5/6: Pricing the Guest  
Experience in a Post COVID  
World

5/20: Creative & Out-of-the-Box  
Ideas to Generate Revenue Now  
and When You Reopen

4/29: Re-Creating Trust With  
Your Guests and Re-Training  
Your Staff

5/13: What Are Your Consumers  
Saying: An Inside Look at Recent  
Industry Surveys

5/27: Practices and Learnings  
From Attractions That Have  
Already Reopened



www.gatewayticketing.com/community



Gateway  
TICKETING SYSTEMS


SOLUTIONS SERVICES SUPPORT STRATEGY MARKETS BLOG / COMMUNITY

COMPANY CAREERS CONTACT

LET'S GET STARTED

BLOG COMPANY NEWS CASE STUDIES VIDEO TUTORIALS WEBINARS EVENTS GATEWAY GET-TOGETHERS

CATEGORY: WEBINARS



Webinars

#TUESDAYTALKS ON MAY 26, 2020: CONFIGURING CAPACITY MANAGEMENT, HOLDS & PASS REQUIRED TICKETS

Updated: May 20, 2020

Community Forum on May 26 at Noon EST

READ MORE →

NEWSLETTER SIGN UP

Email \*


First Name \*

Last Name \*

Company Name \*

I am a current customer \*

Yes




Webinars

WEBINAR MAY 27: THESE ATTRACTIONS HAVE ALREADY REOPENED – HERE'S WHAT THEY'VE LEARNED SO FAR

Published: May 19, 2020

READ MORE →




Webinars

WEBINAR MAY 20: CREATIVE & OUT-OF-THE-BOX IDEAS TO GENERATE REVENUE NOW AND WHEN YOU REOPEN

Updated: May 14, 2020

READ MORE →



# Moderator

Matthew Hoenstine

[mhoenstine@gatewayticketing.com](mailto:mhoenstine@gatewayticketing.com)

Destinations Principal





# Moderator

Randy Josselyn

[rjosselyn@gatewayticketing.com](mailto:rjosselyn@gatewayticketing.com)

Wildlife and Conservation Principal



# Panelist

Sylvia Matiko

[Sylvia@ADifferentViewOnline.com](mailto:Sylvia@ADifferentViewOnline.com)

Co-Founder



# Panelist

Curtis Parks

[cparks@iconattractions.com](mailto:cparks@iconattractions.com)

Chief Operating Officer/Managing Partner





# Panelist

Brandon Willey

[brandon@hownd.com](mailto:brandon@hownd.com)

Chief Executive Officer





# Host

Bill D'Angelo

[bdangelo@gatewayticketing.com](mailto:bdangelo@gatewayticketing.com)

Product Communications Manager





# INDUSTRY UPDATE



# Industry Update – Preparing to Reopen



YOUTUBE.COM

**De Efteling opent haar deuren! ✨ Dit is wat je verwachten van een veilig bezoek aan de Efte**

Efteling

## Creatieve oplossing: Efteling overhandigt snacks via glijbaan

Gisteren, 21:34 uur Reacties

Efteling presenteert Eigenheymer-glijbaan in coronatijd

Watch later Share

MORE VIDEOS

0:01 / 0:22

YouTube

Klik hier om je te abonneren op ons YouTube-kanaal

Hoe overhandig je snacks als medewerkers geen direct contact mogen hebben met bezoekers? De Efteling heeft daar een originele oplossing voor. Wie een Eigenheymer bestelt - een gefrituurde aardappelspiraal op een stokje - ontvangt de lekkernij via een heuse glijbaan.

De Eigenheymer-kramen in het attractiepark zijn uitgerust met plexiglas, zodat personeelsleden beschermd worden. Er zijn uitsnedes gemaakt voor een pinapparaat én voor een speciale goot. Daar kan de aardappelsnack doorheen glijden, richting de klant.



[https://www.youtube.com/watch?time\\_continue=23&v=Et3diPcEmfY](https://www.youtube.com/watch?time_continue=23&v=Et3diPcEmfY)

<https://www.loopings.nl/weblog/14440/Creatieve-oplossing-Efteling-overhandigt-snacks-via-glijbaan.html>



# Industry Update – Preparing to Reopen



"We began by having each team review every step of the guest journey throughout the property," said Steve O'Loughlin.

"Union Station Hotel, the St. Louis Wheel, the St. Louis Aquarium, the restaurants, the ropes course, mirror maze, miniature golf, the carrousel, even the public spaces both indoors and outdoors. They all had to be assessed and analysed for potential areas of risk. This was done based on what we now know about the virus and its spread."

"Many of us were in different places and working from home," says **Eli Stovall** of Icon Attractions, who operates the resort's outdoor attractions including the Wheel, Miniature Golf and the Carousel.

"So, the teams came together and did a virtual walkthrough of every area of the complex. Our management team, zoOceanarium Group's management team and the owner of the resort's management team all did a deep dive into the intricacies of the complex. We worked together to put together a complex-wide set of procedures for reopening after COVID-19."



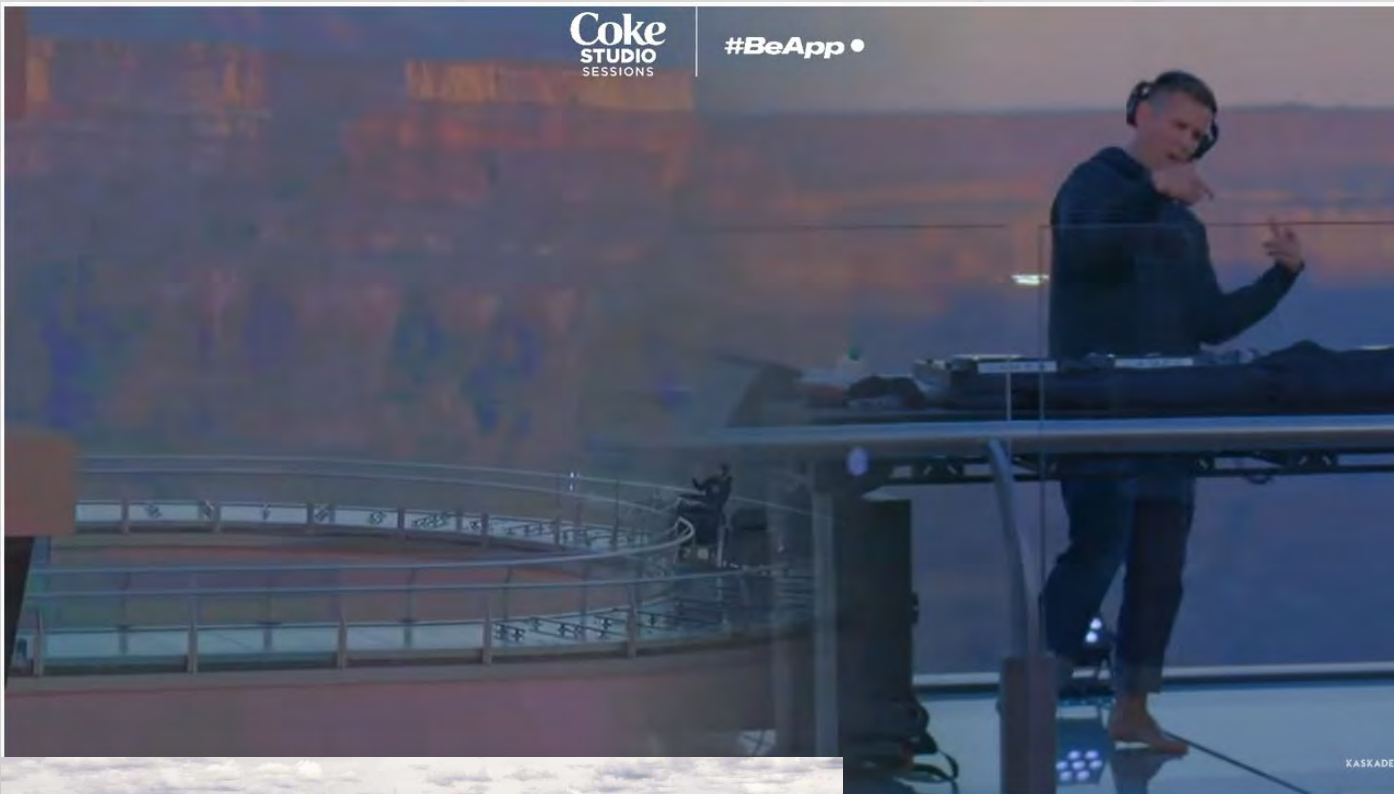
*Eli Stovall*

<https://blooloop.com/features/reopening-after-covid-19-st-louis-union-station/>



# Industry Update – Attractions at Home

**GRAND  
CANYON**  
*West*



#CokeStudioSessions #Kaskade #BeApp

Coke Studio Sessions: Kaskade Live from Grand Canyon Skywalk

<https://www.youtube.com/watch?v=IHgKyKvGGNU>



# Industry Update – Positively Promoting Changes

**LAS VEGAS  
REVIEW-JOURNAL**

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## MGM Resorts to bring back free parking on Las Vegas Strip

**MGM RESORTS  
BRINGING BACK  
FREE PARKING**

Take Your Tickets With You

More Videos

00:02 / 00:26

MGM Resorts on Monday announced free parking for all guests at its Strip resorts for the foreseeable future. (James Schaeffer/Las Vegas Review-Journal)

BOOK NOW

MGM RESORTS

Search

## Free Las Vegas Strip Parking

Free self-parking will be available at each resort, including resorts on the Las Vegas Strip, as each resort opens.

### Questions/Answers

Is free self-parking permanent moving forward?

- We're implementing free self-parking now as a way to welcome back guests.
- We don't have a timeline regarding future plans or changes.

To which properties does this apply?

Does this apply to valet parking? Will valet parking be available?

Will free self-parking also be available during events?

Reservations

855-788-6775

Telephone booking fee may be applied.

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Mastercard

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Social

<https://www.reviewjournal.com/entertainment/entertainment-columns/kats/mgm-resorts-to-bring-back-free-parking-on-las-vegas-strip-2030770/>

<https://www.mgmresorts.com/en/things-to-do/free-parking.html>



# Industry Update – Attractions Differently

## Van Gogh exhibit launches world's first drive-in art experience

4 hours ago



Immersive van Gogh Exhibit

[f](#) [t](#) [in](#) [p](#) [+](#) [Leave a comment](#)

The Immersive Van Gogh Exhibit has world's first immersive drive-in art experience. Gogh By Car is an innovative solution during COVID-19.

The co-producers of Lighthouse Immersive developed the premiere of Immersive Van Gogh was delayed in response to the COVID-19 pandemic.

Gogh By Car is an immersive experience of art, light, sound, and music. Visitors must drive into the Toronto Star's former printing plant to see the exhibit.

The venue can accommodate 14 vehicles per time slot. Patrons must turn off their engines to enjoy the 35-minute show from inside their cars.

Timed Admission						
July   August   September						
sun	mon	tue	wed	thu	fri	sat
28	29	30	1 SOLD OUT 1 PM - 9 PM	2 SOLD OUT 1 PM - 9 PM	3 SOLD OUT 11 AM - 9 PM	4 SOLD OUT 11 AM - 9 PM
5 SOLD OUT 11 AM - 9 PM	6 SOLD OUT 1 PM - 7 PM	7 SOLD OUT 1 PM - 7 PM	8 SOLD OUT 1 PM - 7 PM	9 SOLD OUT 1 PM - 7 PM	10 SOLD OUT 11 AM - 9 PM	11 SOLD OUT 11 AM - 9 PM
12 SOLD OUT 11 AM - 9 PM	13 SOLD OUT 1 PM - 7 PM	14 SOLD OUT 1 PM - 7 PM	15 SOLD OUT 1 PM - 7 PM	16 + 90% SOLD 1 PM - 7 PM	17 + 90% SOLD 11 AM - 9 PM	18 SOLD OUT 11 AM - 9 PM
19 + 70% SOLD 11 AM - 9 PM	20 1 PM - 7 PM	21 1 PM - 7 PM	22 1 PM - 7 PM	23 1 PM - 7 PM	24 11 AM - 9 PM	25 + 70% SOLD 11 AM - 9 PM
26 + 70% SOLD 11 AM - 9 PM	27 1 PM - 7 PM	28 1 PM - 7 PM	29 1 PM - 7 PM	30 1 PM - 7 PM	31 11 AM - 9 PM	1 SOLD OUT 11 AM - 9 PM

[HOME](#) [ABOUT](#) [FAQ](#) [BUY TICKETS](#)

### h By Car!

rst Drive-In Immersive Art Exhibit!

an incredible challenge and we are saddened to see the cultural calendar cancelled their events and laid off their artists and staff.

novative approaches that will make presenting Immersive Van Gogh safe

The background features a warm orange-to-yellow gradient. Overlaid on this is a faint, light-colored circuit board pattern consisting of various lines, right-angle turns, and small circular nodes, reminiscent of a PCB layout.

# INDUSTRY SURVEY



# Visitor Attraction Survey – How are we doing?

The background of the slide features a light gray circuit board pattern. It consists of a network of thin, gray lines that branch out and connect to small, light gray circular nodes, resembling a printed circuit board (PCB) layout. The pattern is more dense on the left side and becomes sparser towards the right.

# ADV Visitor Attraction Mindset Study

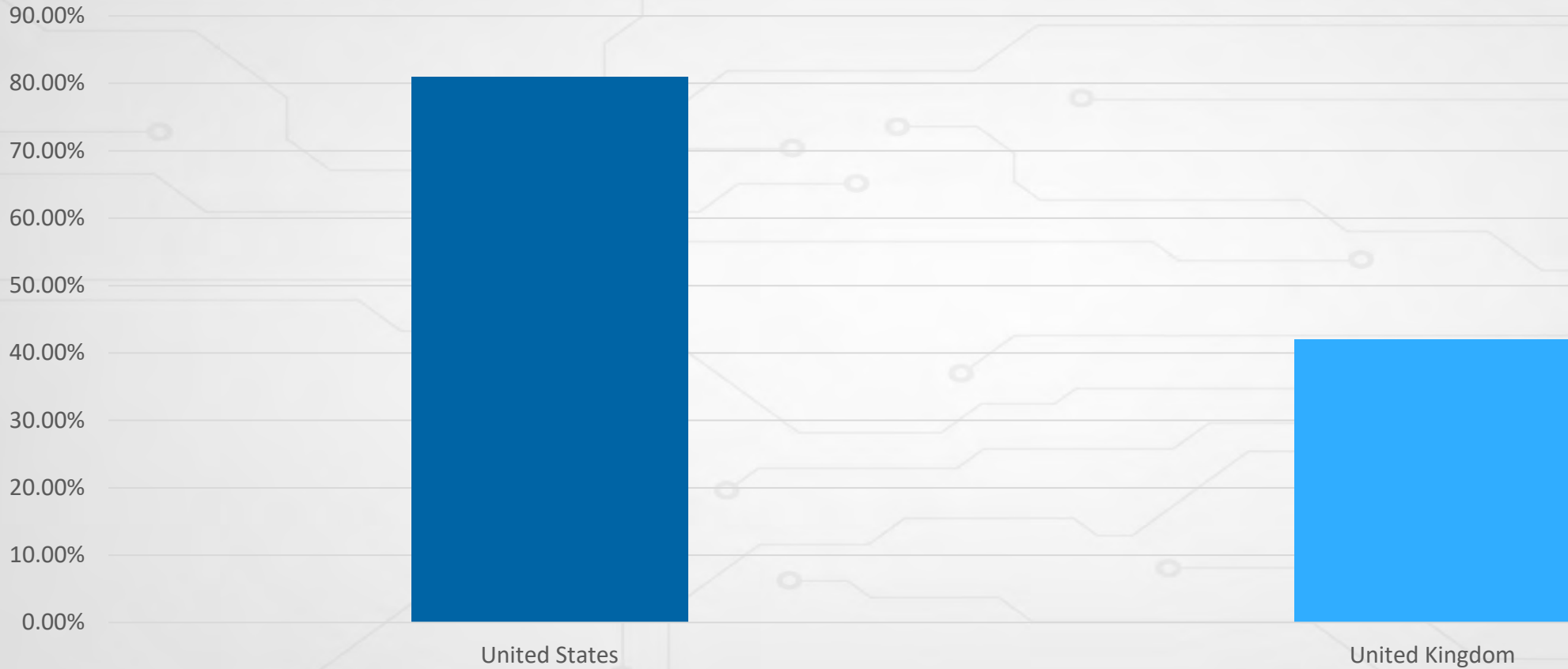
Wondering how to react	39%	47% USA	35% UK
Wondering if we can survive	34%	33% USA	37% UK

Three quarters all visitor attractions expect to be **very** different or say they can **expect some changes** and the pattern is similar in the UK and the US.

- 20% of Themed Entertainment “**highly likely**” that we will be very different.
- 16% of Arts & Cultural
- 14% of Outdoor and Conservation

# ADV Visitor Attraction Mindset Study

Percentage of US and UK attractions who applied for funding



# ADV Visitor Attraction Mindset Study

- **Online Experiences:**
- Themed entertainment is least likely to develop online content/experiences
- Outdoors & Conservation as well as Arts & Culture are way more active with plans to increase online experiences significantly.

**ANIMAL MEETING CAMEOS**



Add an epz animal to your virtual work meeting, get together, or party! Select animals are available for 15 minute segments, accompanied by a zoo staff member that can answer questions and share facts about your cameo guest.

Times are available seven days a week, between 10:00 am and 5:00 pm. Earlier/later times may be available by request.

Have a request for an animal or a time that is not listed below?  
Contact us at [education@elmwoodparkzoo.org](mailto:education@elmwoodparkzoo.org) and we will work with you to the best of our ability.

[Click Here to Purchase](#)

## Elmwood Park Zoo


\$100 - \$150 for 15 minutes  
They've book over 150 over the last 3 weeks



# ADV Visitor Attraction Mindset Study

- Animal Adventure Park's April the Giraffe
- Toys 'R' Us-sponsored YouTube stream, monetized text messages, a clothing line and the sale of T-shirts, caps and fuzzy toys.

[Home](#) / [Subscriptions & Sponsorships](#) / [Corona Virus Relief Fund](#)



**Animal Adventure**

**CORONA VIRUS RELIEF FUND**

**\$10.00 – \$100.00**

Gifts of Support

**Support Amount** Choose an option ▼

SKU: N/A Category: [Subscriptions & Sponsorships](#)

Description	Additional information
<p><b>DESCRIPTION</b></p> <p>We are in "interesting times".</p> <p>Animal Adventure and our team is committed and dedicated to the continuation of the standards of care for our living collection.</p> <p>Allow us to openly state, the park is not a charity organization, and does not receive any grants or outside support. We are supported by YOU!</p> <p>Our normal revenue streams; ZOO TO YOU Programming &amp; Animal Encounters have been cancelled at this time. These programs support the park during our seasonal shut down.</p>	

**NEED HELP?**

Our online Store Support is there to help! Contact us at:

**Online Store Support**

**Return Policy**

**PRODUCT CATEGORIES**

**\*\*CLOSEOUT\*\***

**\*\*NEW/HOLIDAY 2019\*\***

**\*2020 RELEASES\***

AAP  
MERCHANDISE

ALL THINGS  
FLAMINGO

ALL THINGS  
GIRAFFE!

ALL THINGS  
PENGUIN!

ALL THINGS SLOTH

ANIMAL  
ENCOUNTERS

APPAREL

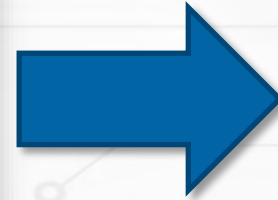
EVENT TICKETS

GIFT CERTS. &  
MEMBERSHIPS

The background is a solid blue color with a subtle, abstract pattern of light blue lines and dots. The lines are thin and form a network-like structure, reminiscent of a circuit board or a digital data flow. The dots are small and scattered throughout the pattern.

# GENERATING REVENUE

# Adapting to the Changing Marketplace






# Adapting to the Changing Marketplace

Nashville Predators liked

**Nashville Locker Room**  
@NSHLockerRoom

! Attention all @PredsNHL fans ! A new week calls for another round of mystery boxes being sent out! Check it out today at [NashvilleLockerRoom.com](https://NashvilleLockerRoom.com) for a chance at some jerseys and much more at the link below: [nashvillelockerroom.com/search.php?sea...](https://nashvillelockerroom.com/search.php?sea...)



2:25 PM · May 18, 2020 · Twitter for iPhone

**NASHVILLE LOCKER ROOM**

Golden Deals New Jerseys Men's Women's Youth Headwear Novelty

18 results for 'Mystery box'

Products (17) News & Information (1)

SORT BY: Relevance

Product	Price
Men's Winter Classic Mystery Box	\$150.00
Women's Winter Classic Mystery Box	\$100.00
Youth Winter Classic Mystery Box	\$100.00
Nashville Predators Jersey Mystery Box	\$150.00



# Adapting to the Changing Marketplace



St. Louis Union Station

15 hrs · 🌐

Need a mask? Check out these from The St. Louis Wheel! #stllove

Order at [www.thestlouiswheel.com/giftshop](http://www.thestlouiswheel.com/giftshop) 😊



## 10 Pack Neoprene Mask

Price

\$10.00 USD

Neoprene Mask

Quantity

1

ADD TO CART

## Neoprene Face Mask 10 Pack

One size fits most. Soft & Breathable, Stretchable & Comfortable. This product is NOT made for medical purposes. It is designed as a protective barrier for occasional use. Product is not suitable for use by children without adult supervision. Caution should be taken by people with any breathing difficulties. Care instructions: Wash before first use. Hand washing and air drying recommended.


# Adapting to the Changing Marketplace

**CNN** travel DESTINATIONS FOOD & DRINK NEWS STAY VIDEO Q

## A Maryland restaurant's new tables have huge inner tubes that make social distancing look fun

David Williams, CNN • Published 18th May 2020

f | | |




(CNN) — A popular waterfront restaurant in Maryland has come up with a way to keep customers at a safe social distance that actually looks pretty fun.

Fish Tales Bar & Grill in Ocean City has bought new "bumper tables" that are surrounded by large inner tubes to keep diners from getting too close.

It's one of the creative ways restaurants are coming up with to keep their customers safe as states begin to ease restrictions during the coronavirus pandemic.

At Fish Tales Bar & Grill, the custom-built tables look like huge 45 vinyl records and are on wheels, so people can walk in the restaurant's parking lot and bar area and mingle while

ROSELINLIN



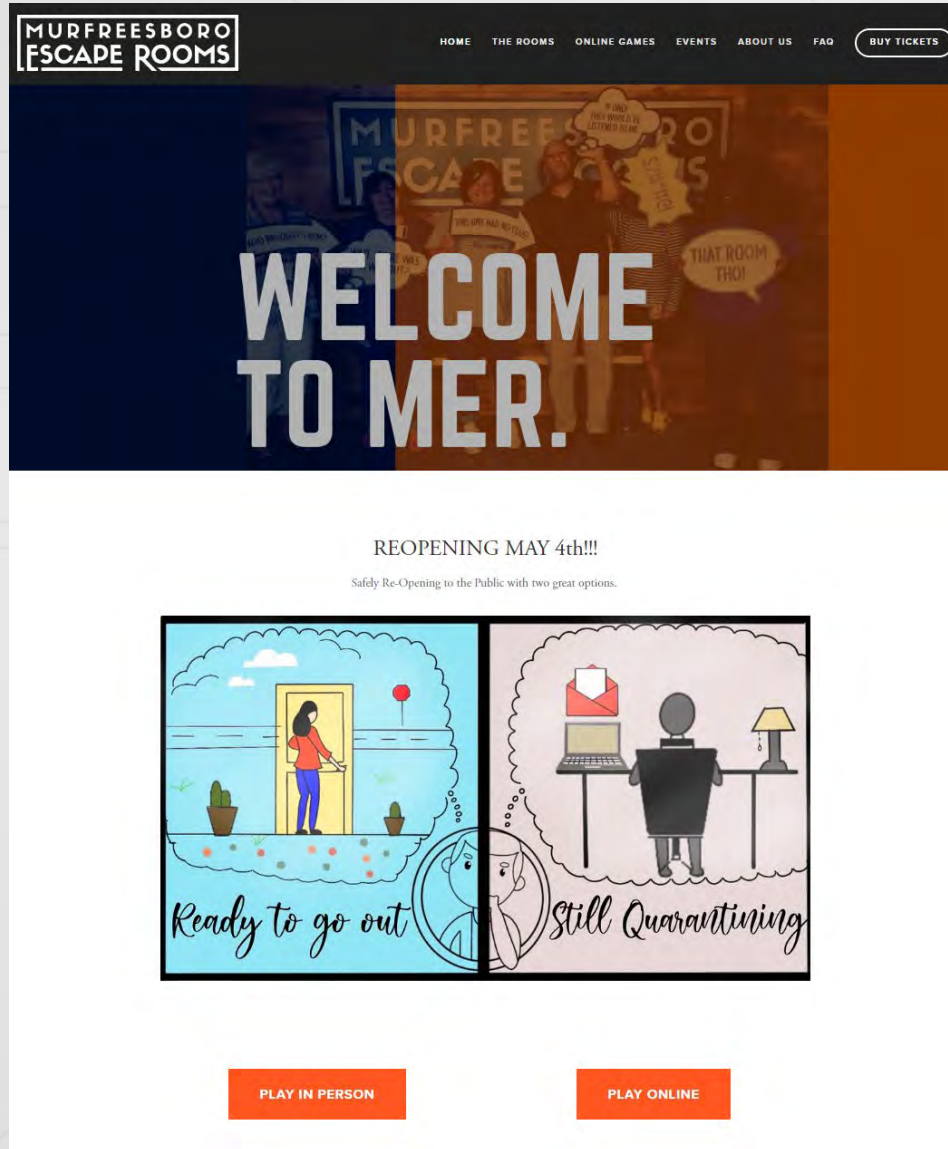
<https://www.cnn.com/travel/article/coronavirus-restaurant-bumper-tables-trnd/index.html>



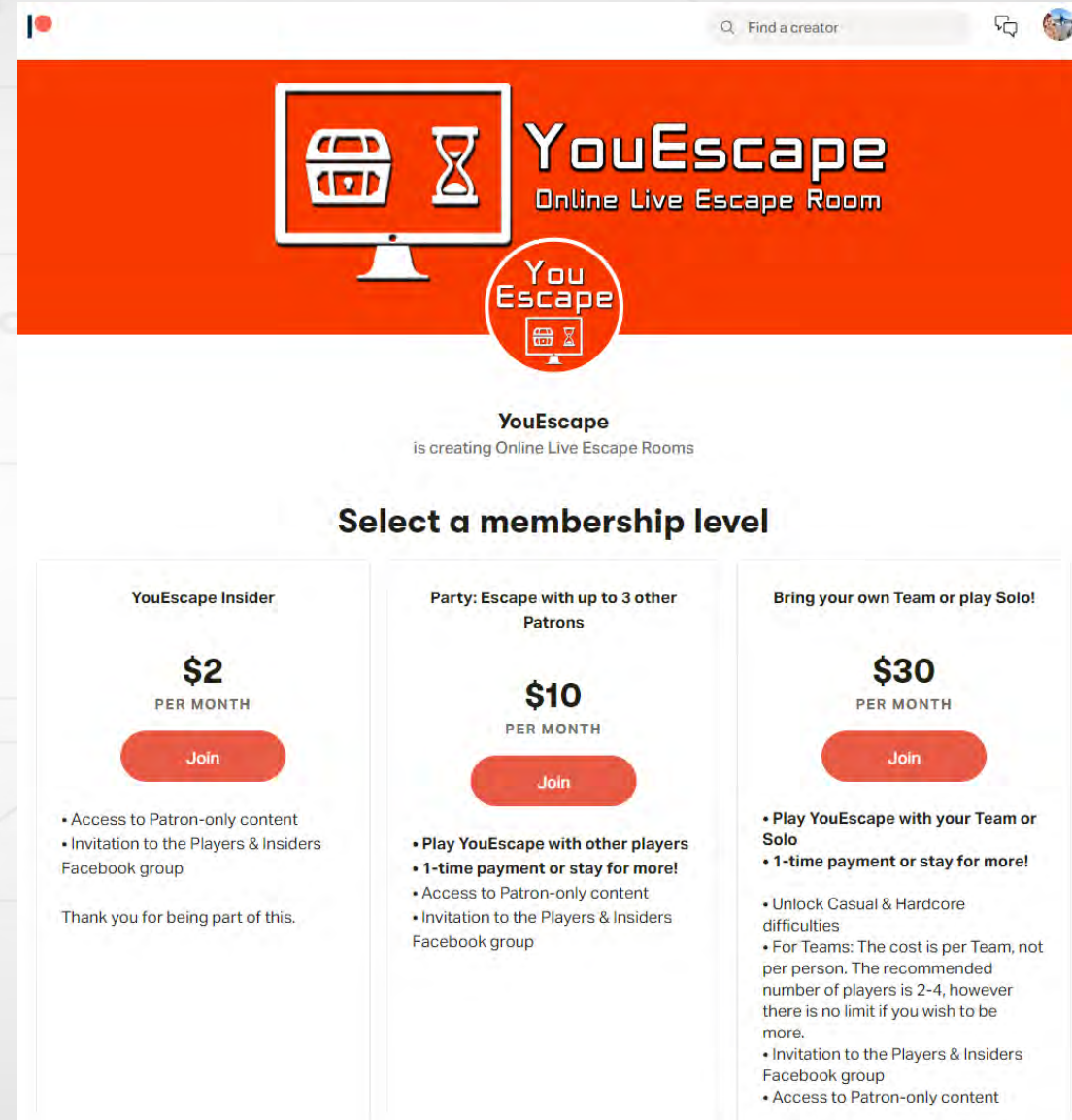
<https://www.secretcinema.org/secret-sofa>



# Adapting to the Changing Marketplace



<http://murfreesboroescaperooms.com/>



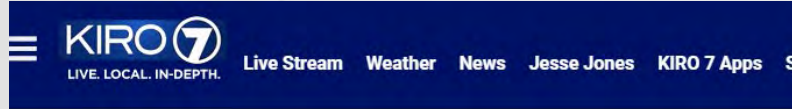
<https://www.patreon.com/youescape>

# Developing new Experiences





# Developing new Experiences



## Northwest Trek to let cars drive through wildlife park for the first time ever



Photo credit: Northwest Trek Wildlife Park

f Share

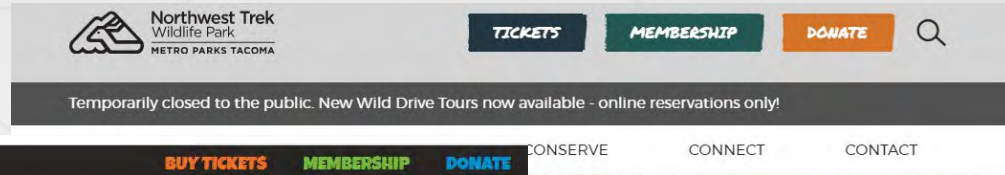
Updated: May 19, 2020 - 3:46 PM

EATONVILLE, Wash. — Northwest Trek Wildlife Park thought he'd be letting people drive through the park.

But in a global pandemic that requires safe social distancing, Dietz and his team had to get creative.

"We're all feeling the effects of being cooped up inside, and we wanted to provide an opportunity for our community to enjoy nature," Dietz said.

<https://www.kiro7.com/news/local/northwest-trek-let-people-drive-their-cars-through-wildlife-park-first-time-ever/CYAC6HRW7JFIRBYAAH2NTNGWU/>



phoenixzoo  
ARIZONA CENTER FOR NATURE CONSERVATION

VISIT EXPLORE CONSERVATION ENGAGE SUPPORT BLOG

The Phoenix Zoo is now [closed due to Coronavirus prevention](#) and will remain closed until further notice. [Donate](#) now.

# CRUISE THE ZOO!

DETAILS [SOLD OUT!]

DONATE NOW

<https://www.phoenixzoo.org/cruisethezoo/>



## NEW WILD DRIVE PREMIER TOURS

WHERE EVERYONE GETS A WINDOW SEAT

Experience the awe and wonder of seeing a moose or newborn bison calf from the comfort and safety of your own car. Our all-new Wild Drive premier tour allows you to drive by roaming herds of Roosevelt elk and mountain goats in our beautiful Free-Roaming Area while following the governor's health and safety protocols.



<https://www.nwtrek.org/visit/tours/wild-drive/>



# Developing new Offerings

## WHEN THE WHEELS TURN AGAIN



### POST COVID-19 RE-OPENING **Ticketing & Promotions**

Add value without deep discounts or complicated pricing unless necessary.

All prices +tax

**DRAFT**

		Tier 1 - Opening	Tier 2 – 2 Weeks after Opening TBD	TBD as needed	TBD
ICON Packages	Retail	Value	Discount	Third Party	Deep Discount
2 Tickets for The Capital Wheel	\$30	\$30 + free parking	\$20 (2 for \$20)	\$23	
2 Tickets for The Capital Wheel + 2 Tickets for The Carousel	\$44	\$44 + free parking	\$30 (Free Carousel)	\$30	
4 Tickets for The Capital Wheel + 1 photo package (2 6x8 + digital download)	\$77.50 / \$85	\$60 (buy 4 tickets get free souvenir photo package)	\$60 (buy 4 tickets get free souvenir photo package + free digital download)	n/a	
2 Tickets for The Capital Wheel + 2 drinks w/ Souvenir Cups	\$56	\$46 (free souvenir cup)	\$40 (free souvenir cup)	n/a	
Online Advance Purchase Only					
1 Ticket for The Capital Wheel	\$15	\$15	\$11.25 (EPKP)	\$11.25 (EPKP)	\$10

**POST COVID-19**  
**RE-OPENING Partner Packages & Community Relations**

Limited Partner Packages to drive date night visitation and support hospitality industry workers.

Get a great deal for a day trip, girls' night out, happy hour or date night and support hospitality workers in the DMV. Nearly 2/3 of all workers displaced due to COVID-19 are in the hospitality industry. Get out of the house and give back to those that make fun times possible.

Partner Packages	Retail	Special Offer
2 Tickets for The Capital Wheel + 2 dinners at Bond 45 + 2 drinks at restaurant + 1 parking		
2 Tickets for The Capital Wheel + 2 dinners at Fiorella + 2 drinks at Flight Deck + 1 parking		



# Buy Now, Play Later

hownd

Support Now, Play Later: Up to 40% Off Gift Cards to Help During Our Temporary Pause



STARTING FROM  
\$15.00

\$15 for a \$20 Gift Card  
PRICE: \$15 DISCOUNT: 25% VALUE: \$20

BUY NOW

GIVE AS GIFT

SHARE OFFER



Playland Skate Center  
"Support Voucher"

Playland Skate Center of Austin, TX worked with Hownd to create and send a "Support Now, Play Later" promotion for 40% off non-expiring gift cards. The center generated nearly \$500 revenue within just 30 minutes of the campaign going live!

\$6,264

... and counting!





# Create a New Mascot to Attract Guests

This is a subtitle.

Gatorland's Social Distancing Skunk Ape has already made appearances in Gatorland's popular Youtube show "Gatorland Vlogs" as well as their Facebook morning show "School of Croc". He will also be featured in informative in-park videos as well as randomly appearing in the park for meet and greets... from a safe distance of course."



Gatorland's own "Social Distancing Skunk Ape!"





# Close Down for Small Group Parties

Charge a premium to make your entire facility available for small groups of 10-20 guests for 2 hours with cleaning between sessions.


## Bundled Packages & Value Ads

Experiment with your pricing and packaging to increase your per cap to compensate for decreased volume.





# Deliver top sellers in a new way



The Smokehouse at Typhoon Texas  
@SmokehouseTTX

- Home
- Reviews
- Photos
- Posts
- Videos
- Events
- About
- Community
- Menu

Create a Page


Like Share ...

your calendar, and don't miss out on these great deals!


**MONDAY 4/27**  
#MegaritaMonday  
Traditional Margaritas and Strawberry Margaritas... See More

**THE SMOKEHOUSE AT TYPHOON TEXAS**  
**PLAN YOUR WEEK!**

**monday 4.27**  
\$39.99 GALLON MARG  
\$3.16 OZ MARG




**tuesday 4.28**




\$6 LOADED BBQ NACHOS

**wednesday 4.29**




\$5 CHOPPED BRISKET SANDWICH & FRESH FRIES

**thursday 4.30**



\$9.99  
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**friday 5.1**



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AT TYPHOON TEXAS

**MOTHER'S DAY MEAL!**

**SOLD OUT!**

- 1 LB SLICED BRISKET
- 1 LB SLICED TURKEY
- 1 LB PULLED PORK
- 1 PINT OF RANCH STYLE BEANS
- 1 PINT OF MAC & CHEESE
- HOME MADE BBQ SAUCE
- ROLLS
- ONE (1) MARGARITA FOR THE TABLE

**\$69.99**

FREE TICKETS

**MOTHER'S DAY MEAL**

Meat by the pound	\$17.99
CHOPPED BRISKET	\$17.99
PULLED PORK	\$16.99
SLICED TURKEY	\$19.99
SLICED BRISKET	\$19.99
Sides by the pound	
POTATO SALAD	\$5.99
RANCH STYLE BEANS	\$5.99
MAC & CHEESE	\$7.99



# Outside the box revenue generation idea

- Can you use your parking lot for drive-in movies or concerts?
- Are there other spaces you can repurpose for revenue opportunities at a lower capacity?
- Parking lot rentals
- Other opportunities with the property you own



*(AP Photo/Robert F. Bukaty, File)*



# Outside the box revenue generation idea

**BoxOffice** PRO

MagazinePulseCalendarPodcast

Trending:FeaturesBox Office Archives


Live SessionsNews & Analysis

## Parking Lot Cinema: How Movie Theaters Are Converting to Drive-Ins During the Pandemic

Coronavirus • Chris Eggertsen • May 07 2020

With most U.S. theaters remaining shuttered due to the novel coronavirus pandemic, exhibitors nationwide have been crafting innovative solutions to keep their businesses afloat during the shutdown. For some, like the Florida-based chain Epic Theatres, those solutions have included temporary—and often highly improvised—conversions to the once-voguish drive-in format.

“We pulled an old screen out of storage and built a frame from PVC pipe, [then] hung the screen over the side of our largest auditorium wall,” says Epic Theatres co-owner and IT director Weegee DeMarsh, who, along with his brother and co-owner Joe DeMarsh, opened a pop-up drive-in at Epic’s Deltona location on March 20. Though they were later forced to remove the screen due to looming summer rains, the DeMarshes didn’t let that stop them. In a decidedly makeshift but highly effective solution, they proceeded to paint the auditorium wall white.



<https://www.boxofficepro.com/boxoffice-podcast/>

<https://www.jsonline.com/story/entertainment/movies/2020/05/15/pop-up-drive-movie-theater-works-ballpark-commons-franklin/5199042002/>

## A pop-up drive-in movie theater is in the works at Ballpark Commons in Franklin

Chris Foran, Milwaukee Journal Sentinel Published 12:21 p.m. CT May 15, 2020

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A pop-up drive-in movie theater is in the works for the parking lot north of the stadium where the Milwaukee Milkmen play in Franklin at Ballpark Commons. (Photo: Curt Hogg / Now News Group)

Milwaukee will get its first new drive-in in forever next week, when the Milky Way Drive-In opens at Ballpark Commons in Franklin.

The pop-up drive-in, announced Friday, is a joint venture of the Milwaukee Milkmen, the independent-league baseball team, and Franklin Tourism. The movies will screen on nights when the Milkmen are playing on the road.

Opening night for the Milky Way is May 22. Movie titles, showtimes, ticket prices and safety precautions are expected to be announced next week.



# Outside the box revenue generation idea

- Brooklyn Children's Museum leasing space to the Brooklyn Library for \$200k a year.





# Outside the box revenue generation idea



- Major expansion includes housing, hotel and mixed retail
- The Neighborhood of Play will include a 120-150 room hotel, 201 units of market-rent housing and 17,000 square feet of urban-mix retail which will be funded and operated by partners Indus Hospitality and Konar Properties. These are set to generate more than \$130 million in annual economic impact for Rochester.



# Coronavirus closure costs the Tennessee Aquarium 90% of revenue

With 10,000 critters to care for, the attraction racks up big bills

May 17th, 2020 | by *Mary Fortune*



Photo contributed by the Tennessee Aquarium / Maggie Sipe with Redruffed lemurs during an online class at the Tennessee Aquarium.

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