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# Greene County

## The Cabin Business Plan

180 Degrees Consulting – Indiana University

Greene County, Indiana

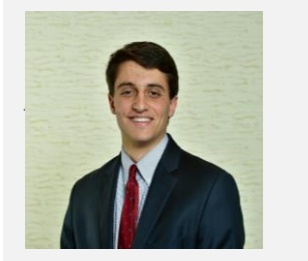
04/29/2020



**180Degrees**  
CONSULTING

# TEAM PROFILE

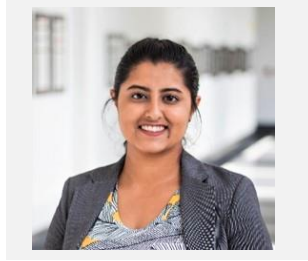
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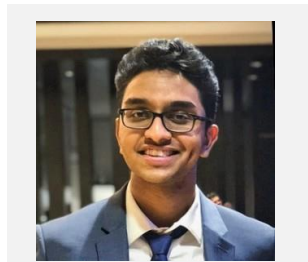
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# EXECUTIVE SUMMARY

We have been working diligently throughout the course of this semester to provide the best recommendations possible to get the Greene County Showcase at the Cabin up and running efficiently. We worked to make sure our recommendations are founded in solid research and that they would be sustainable for the future. We worked through four sections of the engagement to prepare every aspect of the Cabin's business and we are excited to share our findings with you.

## Launching the Organization

We have identified the optimal structure for the organization as an artist co-operative with various member artists bought in both with their time and their finances. Each artist would pay an annual membership fee, would share the revenue from sales of their art with the organization, and would volunteer a portion of their time to working and cleaning the gallery. In exchange for this, they are able to sell their art through the co-operative and get all of the benefits of the structure and of the co-op's marketing efforts.

In our research we found a variety of art co-operatives that were structured this way all across the country. In analyzing their websites and speaking with them on the phone we learned the specifics of how they conduct business and the benefits of this organizational structure which we cover in more detail later in the report.

## Projected Costs

The next stage of the project was for us to determine the costs that the organization would face during operation. We identified the majority of costs as being the general overhead that it takes to run any business. This includes costs such as utilities, liabilities insurance, taxes, the fees paid to artists, and marketing expenses. We have constructed a model in Microsoft Excel that allows for estimating the monthly costs and revenues and see if you are on track to break even.

## Revenue Streams

The third stage of the engagement was for us to find revenue streams that the Cabin can pursue. The main revenue stream is of course sales of artwork from the gallery but there were other opportunities that we found in research that are also viable for the Cabin. These include event and supply rentals, hosting and tickets, and grants and donations. In the report we have detailed best practices and how to implement them.

## Marketing

We were presented with the unique challenge of getting the word out about the Cabin to Greene County and to the surrounding area. We looked for ways to broadcast the mission and the work that the Cabin will do but in a manner that can reach the older demographic residing in Greene County. Through a mixture of likeminded partnerships as well as a robust online presence we have cultivated an omni-channel marketing strategy that can be implemented quickly and cheaply for the Cabin.

# LAUNCHING THE ORGANIZATION

## Organizational Structure

After extensive research we recommend creating an artist co-op organization where all of the artists are active participants in the business. The artists make up the core group of the business and in exchange for getting to sell their products through the gallery, 25% of the revenues from every sale goes back to the co-op. Additionally, there will be a \$50 annual membership fee each artist must pay to remain a member of the organization. All of the artists are also required to volunteer a few hours of their time every month to working at the gallery, manning the sales counter or setting up and cleaning the space. All business decisions made by the co-op such as whether to admit new members, will be voted on by all the member artists.

Artists will be given a portion of the gallery space to display and sell their work. Prices can be set by the artist and the co-op together. The co-op will also offer a variety of workshops taught by the member artists such as painting lessons or workshops on how to make stained glass. The ticket sales revenue from these workshops will have the same 25-75% split between the artist and the organization and the artists are responsible for providing the materials.

## Best Practices

It is important to have a broad range of artists included in the co-op; oil painters, watercolor painters, craftsmen, and more. The diversity helps limit competition between member artists and also brings in more customers. At the start, the organization needs a handful of artists to launch in the first place, at least eight (8) according to a business feasibility study conducted by the government of Little Chute village in Wisconsin. Host a monthly meeting where all of the artists can gather and discuss the co-op and any ideas or grievances they may have.

The artists' work should be rotated around the gallery each month so that everyone gets fair representation on the floor. Additionally, you can feature one artist's work in a prime location on the floor each month as the highlighted work of the month. This dynamic environment makes it fun for patrons to see a different design to the gallery every month but also keeps the artists happy and allows each one to be in the spotlight.

## Business Registration

The business should be registered as a 501(c) non-profit organization. As you already know, this allows for increased access to grants and helps the public appreciate the showcase's true mission of bringing art to the community. The revenue that the organization takes from each transaction goes to paying for the business expenses such as property tax and utilities. Any left-over funds should be re-invested back into the organization to make the space more appealing or add new amenities and equipment for the artists.

# PROJECTED COSTS

In talking with comparable organizations, we isolated the main costs that are incurred in running an artist co-operative. They are not substantially large and can certainly be offset by the various revenue streams outlined later in the report.

The main costs that we identified were utilities (which includes water and electric), WIFI, liabilities insurance, taxes on the land, marketing expenses, and the 25% of each sale that is paid out to the member artists. All of these expenses are necessary to running an effective operation and are the kinds of payments that other co-ops across the country are making.

We have constructed an Excel model to help with budgeting and financial planning. The model allows for the input of estimates for both costs and revenues and will show the monthly projected break-even point based on those estimates. All of the cells highlighted in yellow are the input cells and you and your team can put in projected values into those cells and then allow Excel to make the calculations. There are placeholder values currently in those cells and the formulas for the cost are based on some online research. For example, we used estimates from Greene County's Eastern Heights Utilities company to gauge the price of each gallon of water used but these formulas can be edited if new information is supplied.

This model can be an effective tool for month-to-month planning and can paint a better picture of what areas of the business are contributing the most to monthly payments.

Costs			Revenue		
	Monthly Amount	Monthly Cost		Monthly Amount	Monthly Revenue
Projected value of monthly art sales:	100		Estimated number of member artists	10	
Water (gallons):	1000	\$ 4.95	Sales Revenue	-	\$ 75.00
Eastern Heights Utilities			Percentage of sales revenue from cell E2		\$ 250.00
Electric (kWh):	750	\$ 131.51	Grants and Donations	-	\$ 250.00
WiFi (select plan):	Satellite	\$ 50.00	Membership Fees	10	\$ 41.67
Insurance	72.33333333	\$ 72.33	Event and Supply Rentals		\$ -
Taxes	88000	\$ 60.87	TOTAL MONTHLY REVENUES		\$ 366.67
TOTAL MONTHLY COST		\$ 364.66	TOTAL ANNUAL REVENUES		\$ 4,400.00
TOTAL ANNUAL COSTS		\$ 4,375.86			
Expected to break even this month!			Surplus: \$ 2.01		

# REVENUE STREAMS

Through our research, we have located four primary sources of revenue generation. This can be done through rentals, event hosting, grants/donations, and sale of art. These methods have various pro's/con's, purposes, and outcomes. Although there are many other ways to rake in revenue, these four methods are the most diverse and time effective. We have structured the categories to contain recommendations, implementation plans, timelines, and best practices. Some sources provide models and examples of these recommendations in practice. When implementing these recommendations, there may be variance with the everchanging economy and Greene County's population statistics. These recommendations were created with a general understanding that Greene County is consistent with an aging population. Overall, we hope that our revenue recommendations serve you as purposeful and highly effective.

## Event and Supply Rentals

We recommend that the Cabin rents out the resources it possesses for increased revenue. This can be in the form of supplies or space. Rental areas are popular choices for people wanting to host birthday parties, friend gatherings, and other private events. Along with space renting, Greene County's artists can contract out the supplies that they use; this can be from specialized easels to brushes. For example, we recommend charging anywhere from 15 dollars per hour for a full brush set and 5 dollars for an easel, while space rentals can depend on the size of the space rented out, most places range from 35 to 60 dollars per hour. Also, the artists can be hired to teach classes and supervise the rentals.

### Implementation

Rentals can be easily implemented by creating a pricing structure that will help offset the costs of the co-op that cannot be funded through the sale of art. Creating this price structure will also have to include the fees of keeping the space open and the diminished value from using certain supplies. Establishing a standardized way for the community to get rentals set up will help increase the number of customers and increase engagement throughout the community. A standardized method would include creating a contact point page either through phone number, email, or website and including the offering details for rentals (time and spaces/supplies).

### Timeline

Rentals are an excellent idea to get started earlier at the beginning of the co-op,

- To plan the material and get the strategy/logistics ready for operating, it will take about one month. However, this work can be done ahead of time, before the center opens, the pricing and marketing strategy can be laid out and advertised to get residents of Greene County excited to utilize the space.

- As more supplies and artists join the co-op, you can slowly expand the rental program as need, especially in periodic segments. Implementing an intermittent expansion plan will help mitigate risks of failure in the rental application.
- In the future, if big enough, rentals can branch out as a separate sector of the artist co-op to be a full-fledged business.

### **Best Practices**

1. Create general community guidelines for the use of the community spaces. By creating overarching rules there will be more care and standardization in the use of the spaces and supplies.
2. As the co-operative grows through the rental branch, make sure to separate the artists' supplies and the rental business supplies. This will help prevent any mismanagement and separate the two lines of business for liability's sake.
3. Make sure you have a backup plan if the rental supply gets broken or the rental space is damaged, this may look like incidental charges in the case of damaged goods. Determining the cost of incidentals can be built into the rental price or be a separate fee.
4. Implementing a deposit, cancellation, and late policy can help offset the loss of revenues in the event of a misleading customer. This will protect the Co-op from facing losses through rental wastage.
5. Make sure there are times for rentals that are desirable for the general public
  - a. Offer discounts for the "undesirable time," this can make sure that the rental spaces are being used to the fullest potential and continuously raking in revenues

### **Sources**

- <https://msmarket.coop/community-classroom-rental/>
- <https://cooperator.com/article/renting-your-common-areas/full>
- <https://artworksrvva.com/rent-artist-studio/>
- <https://chargebee.com/resources/glossaries/tiered-pricing-model-strategy/>

## **Event Hosting & Ticket Sales**

We recommend that Greene County use the co-op spaces to hold community engagement events and collect ticket sales or sales from goods at the events. To put this into perspective, this may include a "canvas & wine" event where the community members can pay to join a class where they can socialize with other participants and paint while being guided by an expert artist from the co-operative. They may also have finger painting classes for the community, where the adults can take the perspective of a young child and finger paint. The co-op can also be partners with other local small businesses and to enhance engagement. By co-sponsoring or volunteering at an event they

can fit into other opportunities to generate revenues. For example, the co-op can have mini classes at schools or community events such as fairs or farmers markets.

### **Implementation**

These classes can charge an upfront fee to take part in the event, and the co-op would provide the art supplies and the other equipment. From there, the class goes on; afterward, the guests can walk around the space and check out the co-op artist's work, which they may even purchase. The pricing of the class should be fair, consisting of mainly the costs of the supplies and teacher fees (which can be artists from the co-op). This must be avidly advertised throughout the community, such as newspaper ads, which are ideal for an elderly population, website posts through yelp, and regular paper advertisements posted at grocery stores or pharmacies (more details on advertising provided in the marketing section). These classes can be held at a thrice-weekly pace; the best method would be to cater each lesson to a particular age group and specialize the timing of the class to their commitments.

### **Best Practices**

- i. Cater to the class topic and timings based on specific age categories, for example, canvas and wine can be for the middle-aged people so that a good time would be 6 PM on a Thursday. While for little kids, a clay sculpting session can be held during the midday on the weekend.
- ii. Have a variety of topics and mediums to peak interests from all kinds of people in a particular age group. This will create more openness towards the direction a "student" may want to take.
- iii. Standardize a monthly schedule, so there is a variety of classes; however, it is manageable yet does not cut into profits by creating too much personalization.
- iv. Allow schools to contract out artists to conduct break out session art classes; this will increase the profits for the artists as it provides a stable income source.
- v. Send out surveys for what the community would like to see, to get the best attendance. Doing market research subtly and fundamentally will allow you to gain more insight into what the community wants, along with marketing the co-op.

### **Sources**

- i. <https://seward.coop/events/>
- ii. <https://www.psarts.org/map/>

## **Grants and Donations**

We recommend that you create and utilize a strong online presence to increase the donations you receive. In addition, apply for grants, especially as the public perception of the organization

increases. Grants and donations are great for sustaining the business; however, it is not a sole revenue generator. Grants and donations are highly variable and can be unpredictable. We still recommend utilizing these options in order to possibly to aid in expanding the business, this will prove to be safer than increasing the liabilities through debts. The Cabin may benefit most by searching for grants through the state and county wide level. Donations can be sought out by community members and should be constantly sought out for, as it can also be a method to advertise.

### **Implementation**

A method for donations can be implemented by using a free online website producer to produce a low-cost website that will allow for, not only effective marketing but a system for individuals to easily contribute cash, in the form of donations. These donations can be in a tiered system that allows people to obtain prescribed benefits from their specific monetary level of donations. As for grants, since they are primarily from the local government, it is essential to apply for more aid as the reputation of the co-op grows stronger.

### **Best Practices**

- i. Make sure that the website is easily accessible, this will allow customers to have a streamlined path to access all materials of the co-op. This increases the chances that they donate and allows for more community engagement.
- ii. See that the price donation ask ranges are within an affordable range for the population. If you were to ask for donations out of the scope of the community, you may miss out on some. By pricing lower and asking more consistently, this will create a more sustainable revenue stream.
- iii. However, it is necessary to realize that this will not be the main source of cash but that it will increase as the center becomes more popular and a corner stone of Greene County.
- iv. Apply to as many grants as possible in order to realize the most amount of money but recognize that this is also not the primary source of revenue. Even if the grant may not seem directly applicable, there are still chances of obtaining the grant.
- v. Bring on an intern or volunteer who can work on applying to grants and advising creative methods to bring in new donation driving techniques.

### **Sources**

- i. <https://acba.coop/blog/2017/10/2/cash-for-coops-funding-for-your-cooperative>,
- ii. <https://www.psarts.org/map/>

## **Sale of Art**

We recommend that the art displayed is for sale by the owner, with 75% going to the artist and the remaining going to the gallery. Each piece would have the price set through an agreement between the co-op and the artist and would be able to sell to third parties on the spot. Marketing the art

online may be implemented later, after the establishment of a website. Pictures, features, and prices would have to be shown on the online platform. In addition, the cooperative can sell art at unconventional places. For example, the co-op can advertise at a local farmers market and sell paintings or art supplies; this is a way to increase brand awareness across the community.

### **Implementation**

Implementation can happen from the start of the gallery, as each piece of inventory is priced and put on display. Clients will come from foot traffic, and it is possible this co-op can expand the range through working with dealers in the county/state. There may need to contract with the artists regarding the sale of their art. In order to sell online, the co-op would have to have an established website, from there make sure that the inventory is properly managed in order to prevent double sales. The artists can advertise their website through social medial such as Facebook and Instagram. By advertising, the co-op will be expanding engagement beyond Greene County.

### **Best Practices**

- i. Only members of the co-op can show and sell art from the co-op. This will prevent a mismanagement of the website and simplify the process associated with the co-ops sales
- ii. Online sales can start after the business stabilizes, and after an online/social media presence is established. This will allow time for the artists to adapt techniques to help them sell their art. This should be in place as to not overwhelm the co-op when it is the chaos of opening.
- iii. Keep track of trends in sales, while also potentially reaching out to the client again if there is additional work that may spark interest. This will create customer loyalty, which can serve as a financial basis for the co-op

### **Sources**

- <https://www.artistsnetwork.com/art-business/before-you-try-to-sell-your-art-know-these-things/>

# MARKETING

## Likeminded Partnerships

### Carnegie Heritage and Arts Center

One key aspect of marketing for the showcase is engaging in partnerships with other organizations that have similar missions and interests. The first place to look is within Greene County itself. Promotional materials such as flyers and advertisements should be placed at the Carnegie Heritage and Arts Center. There is a lot of overlap in the mission statements of both the Showcase and the Heritage and Arts Center and it would be the perfect spot to place an ad where the target audience would see it.

### Greene County Daily World

A second opportunity within Greene County is an ad in the Greene County Daily World. This is a great way to reach a large market, particularly with the older demographic that lives in the county. Below is the link to the portion of their website that allows for submission of classified ads. Stories can also be submitted as well and the paper could potentially run a story on the opening of the showcase.

<https://www.gcdailyworld.com/scripts/user/login.php?s=classifieds&refer=/scripts/classifieds/post.php>

### Greene County Website

Another resource to capitalize on is to email [info@visitgc.com](mailto:info@visitgc.com). This is the contact for the visit Greene County website and there is a whole section called "things to do" that includes events and a calendar of what is going on within the county. Getting in contact with them is a great way to get showcase events included on that calendar and get the word out to the public about the opening of the co-op.

### Marketing to Senior Centers

Marketing to senior centers is also vitally important. To attract a variety of customers to art events and gallery showings, we recommend reaching out to senior centers in Greene County. Two senior centers in Greene County are, Worthington Senior Center and Lyons Senior Center. To draw interest in The Cabin, one or two artists can put on an art event (ex. Painting) in the senior centers. After the event, participating artists can put up calendars and flyers for future workshops and classes and invite center members to The Cabin.

Similar Orgs:

- The Artist Co-op in New York City. They had 1 large event for the launch of their co-op which helped attract the initial interest from artists in the area.
  - <http://www.theartistco-op.com/>

## Best Practices

- Within the content of the message to seniors, use words like “enhancing independence”, “enhancing family relationships”, and “enjoying life”
- Seniors are more likely to read and respond to direct-mail advertising (ex. Flyers, letters) rather than email and web
- Seniors prefer personal interaction than web-based interaction so in-person events are more effective

## Marketing to Families

In addition to marketing to senior centers we recommend targeting families as well. With approximately 20% of all Greene County citizens being below 17 years old, we recommend artists put up marketing materials for children focused events, such as a summer camp, in public libraries. The Linton Public Library in Bloomfield, IN holds club meetings for elementary school students, so similarly artists from The Cabin could hold an art club for students during the school year or in the summer. This investment will lead to increased interest from families to The Cabin and will bring more customers willing to buy art pieces from the artists.

Similar Orgs: The Community Fine Arts Center in Rock Springs, Wyoming holds an “Art Camp” for 10-14-year-olds in the summer in drawing, painting, sculpture, and crafts.

- <https://www.cfac4art.com/>

Timeline: After The Cabin has established permanent artists and there is interest from various elementary and middle schools in the area, a summer camp or art club can be initiated.

### Best Practices:

- Hosting events for kids appeals to families as it gives parents confidence that their children are in a safe, clean, environment
- Information about events can be shared in mom’s groups on Facebook
- Families prefer to attend kids’ events that are fun, safe, affordable, or educational
- Best time to market for summer camps is Winter or Early Spring

## Indiana University Artist Guilds

The final recommendation for a like-minded partnership is looking outside of the county and partnering with Indiana University. The IU Eskenazi Art Museum has a host of different artistic guilds. These guilds are collections of students that promote community involvement through the arts. They put on events, have lectures, and even host fundraisers and would be a great partnership opportunity for the showcase. You could host joint events and they can promote the art available at the showcase to a new market of IU students that are close by. This is the website of the painting guild that includes contact information for how to reach them:

<https://beinvolved.indiana.edu/organization/PG>.

## Social Media

Further develop the Cabin's Facebook page. Facebook is a very easy way to reach people in the community and do so in a cost-effective way. Creating a page for the Cabin allows you to post updates about events and feature the art as well as any upcoming workshops. Facebook is also the best social media platform for reaching the 50+ population according to Business News Daily. Greene County's demographics present a unique marketing challenge and Facebook is an efficient way to mitigate against that. Facebook lends credibility to a business and older demographics like to fill up their timelines with articles, videos, and posts that relate to their interests.

Make the Facebook page a business page and some of the most important sections to fill out include the "about", "community", and events sections. Business News Daily lists best practices for operating your Facebook page. It is crucial to respond to messages; people like to engage directly with businesses and getting a response to their questions goes a long way to building a loyal customer base. It is also important to leverage the tools that Facebook provides. There are built-in analytics tools that allow you to target your audience and see what kinds of posts are successful with what demographics. The kind of content should vary as well. Share relevant content, have conversations, highlight milestones of the business, and create videos to attract viewers. This link includes more detail on the best practices for Facebook pages:

<https://www.businessnewsdaily.com/7761-facebook-business-guide.html>.

## Online Presence

### Google Listing

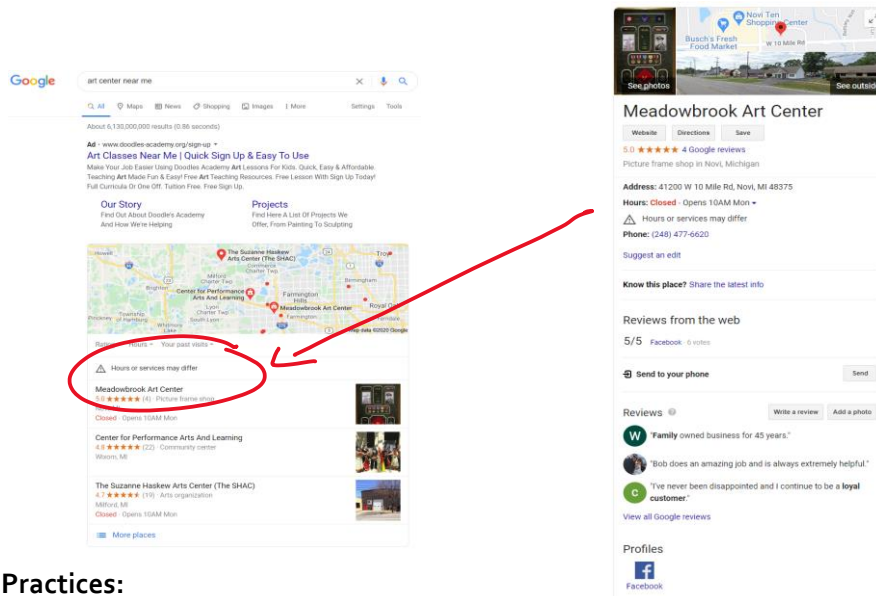
Get Started: <https://www.google.com/business/>

What it is: Google My Business is a business profile connected with the Google Suite of apps, Search, Maps, Reviews and more. Owners can update information regarding location, description, time, photos and more. Business listings can gain customer reviews to boost overall search rankings, and directly address customer feedback.

#### Value Provided

- Creates a "knowledge panel," with business information when customers search for a business
- Ranks business in relevant Google Searches. For example, "Art centers near me."

Stronger profiles (Top reviews, quality photos, reliable information) will rank higher in general search



## Best Practices:

1. Add all business information and descriptions
  - a. Phone number, hours of service, location, business name.
  - b. Utilize business categories by adding multiple that are relevant to business.
  - c. Add a full description of offerings to invite customers, end with an invitation to connect on other social media platforms being used, or a website.
2. Add high quality photos
  - a. Well-lit photos should cover surrounding area, guest area and building.
  - b. Allow customers to post their own photos.
  - c. Post photos of past events or upcoming events.
3. Respond to all customer feedback/reviews
4. Run promotions through Google My Business of upcoming events and promotions.

## Back end: Google Analytics

- Track views, engagements, search recognition, activity and more

## Optional: Google My Business Basic Certification

[https://skillshop.exceedlms.com/student/catalog/list?category\\_ids=678-google-my-business](https://skillshop.exceedlms.com/student/catalog/list?category_ids=678-google-my-business)

## Google Keyword Planner

Recommendation: When setting up the co-op website and event Facebook pages, it is important to use the wording that will help increase the views of those pages. Google Keyword Planner is a tool that allows users to see how relevant words or phrases perform on Google Search. It also shows the number of times a certain word is searched compared to other, similar words. The benefits of using Google Keyword Planner are that it helps build a website or Facebook pages that will appear at the top of search pages when certain terms are used. Non-profits can apply to Google Ad Grants which offers \$10,000 per month towards a Google Ad campaign to promote the non-profit.

## Similar Orgs:

- Google Ad Grants Application: <https://static.googleusercontent.com/media/www.google.com/en//grants/pdf/external-nonprofit-guide-2014.pdf>

## Best Practices

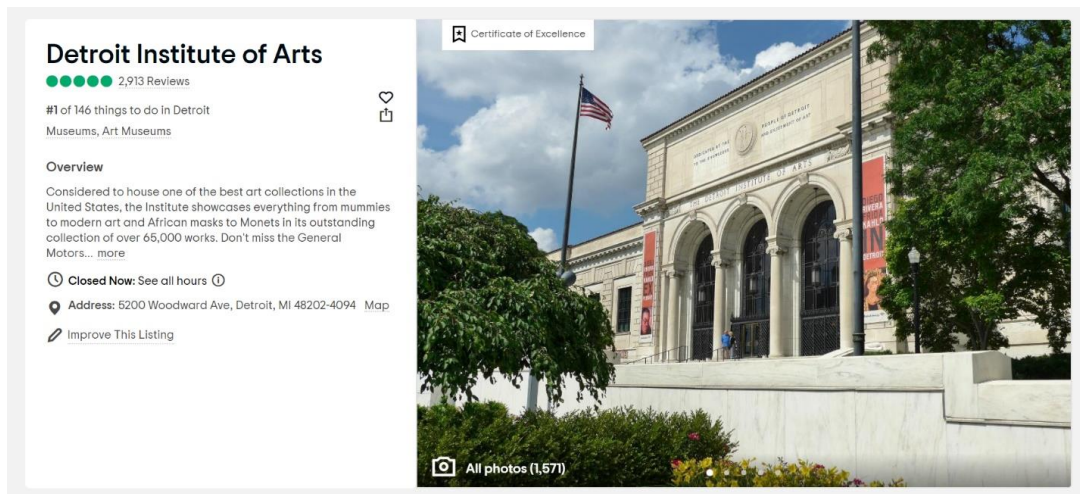
- Discover the search volume of words related to your marketing campaign and add the top words multiple times within the website or Facebook page
- Determine which words are more widely searched in your specific area
- Keyword Planner can discover keywords that you haven't thought of by analyzing your webpage or product/service category

## TripAdvisor & Expedia Profiles


TripAdvisor: <https://www.tripadvisor.com/GetListedNew>

Register as an "Attraction," then "Point of Interest"


What: TripAdvisor is an online platform of travelers and businesses such as hotels, attractions, and resorts. By registering with TripAdvisor, businesses can better connect with customers through content similar to Google My Business and reviews.




**Top Attractions in Detroit** Sort by: Traveler Favorites




**1. Detroit Institute of Arts**  
●●●●● 2,913 reviews  
[See 1 Experience](#)



**2. Motown Museum**  
●●●●● 2,078 reviews



**3. Detroit RiverFront**  
●●●●● 1,438 reviews



**4. Eastern Market**  
●●●●● 476 reviews  
[See 2 Experiences](#)

Strong profiles with high reviews, quality pictures and reliable information will rank higher on popular lists. These rankings can be as wide as Top Attractions in Detroit, or specific to a business category.

Event promotion:

“Experiences” are upcoming event promotions on TripAdvisor. Provide event information, ticket availability, past reviews and more. Get featured on TripAdvisor’s local events page to attract bookings.

Listings can be created through “Management Center,” once business profile is created.


**Epic Let’s Roam’s Scavenger Hunt Detroit: Midtown Groove!**

By: Let’s Roam

Save | Share

**Support this operator**  
 Times are tough for the travel community right now. To show your support, consider leaving a thoughtful review or posting photos of your favorite tours and experiences. Your support will go a long way in helping our operators worldwide get back on their feet down the road.

**Support this operator**



[View all photos \(6\)](#)

**Select Date and Travelers** From \$12.31

**Check Availability**

- ✓ Low Price Guarantee
- ✓ No Booking Fees

[Overview](#)
[What to Expect](#)
[Important Information](#)
[Reviews](#)

TripAdvisor rankings are calculated by:

1. Quantity of Reviews
2. Quality of Reviews
3. Recency of Reviews

Larger amounts of recent reviews with good feedback, description and details will result in higher rankings. Reviews on both the business page & event page (if applicable) are influential.

Attract more reviews:

1. Check "Management Center," frequently for tips and steps to bring in reviews
2. Use Review Express to email or contact past customers to leave reviews
3. Avoid offering incentives as it is against TripAdvisor policy
4. Make sure all information on business and event pages are of high quality, and accurate.
5. Consistently upload new content, videos, photos and event promotions.
6. Interact with previous reviewers for additional feedback and/or appreciation.

Additional Information: <https://www.tripadvisor.com/TripAdvisorInsights/w765>

Expedia/Travelocity: <https://welcome.expediagroup.com/en/about-us/join-travelocity>

What: Expedia is a travel booking sight with listings for local events. The difference between Travelocity/Expedia and TravelAdvisor is the lack of a business profile. Travelocity allows for local events to be listed after a business has registered with their service. These local events will then be generated to users upon search or through promotional articles written by Travelocity staff.

### Tell us a little about you

How many properties with different addresses are you adding?

Contact Information

First name

Last name

Email

Phone country/region code

Phone number

By continuing, you agree to allow Expedia to contact you regarding your property registration, including via text message.

**Submit**

A business must register with Expedia Group before being directed by staff to list and create events.

Example of an event created by Expedia Partner, no business profile exists for Sea Life:

**SEA LIFE Michigan Aquarium**  
by Sea Life Aquarium

per adult ~~\$24~~ **\$19** [Check Availability](#)   
**Price Guarantee**

**4.3** of 5 (15 Travelocity Verified Reviews)

⌚ Duration: 1d ✔ Free cancellation available  
📄 No Booking Fees 🖨️ Print Voucher

**Highlights**

- Underwater tunnel with impressive 180-degree view
- Close-up look at clownfish, sharks & a giant Pacific octopus
- Chance to view more than 5,000 freshwater & ocean creatures
- Children's play area, daily presentations & feedings
- Interactive touch pools with live starfish & sea urchins

**Check Availability**

From  To  [Update](#)

**Admission**

⌚ 1d

Available on  Adult (13+ years)  Child (3-12 years)

1 Adult x ~~\$23.50~~ **\$18.95**

✔ Free cancellation until Fri, May 1  
✔ No booking or credit card fees  
✔ Save 19%

[Book for \\$18.95](#)

## Private Blogs

Source List: [https://blog.feedspot.com/art\\_blogs/](https://blog.feedspot.com/art_blogs/)

[Anuj@feedspot.com](mailto:Anuj@feedspot.com) – Feedspot blog resource can connect business with relevant blogs.

Tips to contact blogs for articles

1. Create value for them
  - a. Blogs will tend to write articles about centers that have an existing online profile (TripAdvisor, Google My Business, a website etc.)
2. Offer free experiences, products or services but be open to honest review.
3. Provide dynamic content
  - a. Press document
    - i. High quality photos
    - ii. Detailed description of activities
    - iii. Information on common customer feedback (Testimonials)
4. Request posting outside of written articles
  - a. Facebook, Instagram, YouTube etc.
5. Establish a long-term connection with an emerging blog, reappear on the blog's network.

# THANK YOU!

We want to conclude by thanking you for working with us this semester. We had a great time learning about the business and you and the team were so helpful with answering all of our questions and switching to a virtual presentation to navigate these unprecedented times. We hope that our recommendations are helpful to both you and the business and we can't wait to see the Cabin once it is officially up and running. Thank you again for such a great semester and please don't hesitate to reach out if you have any further questions!

Sincerely,

Brad, Srishti, Ella, Raga, Sujit, and Yusef