



JUN 2022- FEB 2023

MARQUEE X BKM RECAP

CAREFULLY CURATED BY BILL KAELIN MARKETING

BILL KAELIN
MARKETING.EVENTS.CONSULTING

THE STRATEGY

In the past 8 months, BKM secured strategic marketing concepts, planned and executed social group activations, planned and executed 4 major Marquee branded events, and curated a robust online presence for Marquee.

Partnering with your management our team:

- Vetted, established, and managed all strategic partnerships
- Increased brand awareness through on-site events, programming, and social media platforms
- Targeted your desired demographic and assisted in creating an experience where customers return
- Established local connections throughout Asheville for partnerships with media, social groups, and non-profit organizations



BKM'S SCOPE OF WORK

- BKM will host one social group a month at Marquee or Foundy Street as a whole
- BKM will produce 2 yearly cornerstone events (proposing Halloween and Christmas)
- BKM will manage social media accounts for Foundy and Marquee
 - Instagram and Facebook with 3 static posts a week for each
- BKM will liaison and communicate with tenants of Foundy and Marquee leaders for promotions, focuses, deals, and other information they want shared on social
- BKM will provide general consulting as a whole
- BKM will increase awareness and curb appeal to Foundy Street



GENERAL CONSULTING

In the past 8 months, BKM helped Marquee navigate and established processes for private event sales, partnerships, store management, and vendor relationship navigation.

Partnering with your management, our team:

- Created a contract template to use for future event inquiries, gave instruction on how to vet event vendors, and secured a large private event rental
- Established a MailChimp newsletter system for vendors and Asheville locals, built a large database for vendor communication and created and managed a monthly Marquee newsletter for locals
- Took meetings for media publications such as Asheville Made, Explore Asheville, Romantic Asheville, Asheville Chamber of Commerce, AVLToday, the RAD Association, and Mountain XPress
- Advised on website updates and development (3D Tours, forms, etc.)
- Brought major branding & concepts and partnerships to the table (Blue Ridge Pride, Marquee Masquerade, Miracle at Marquee, Love, Marquee)
- Conducted personal consulting with Bill on the future of Marquee's bar, how to involve employees in marketing decisions, vendor contracts, flow of the space, atmosphere, etc.
- Created branding terms such as "Marquee Cast Members"



PARTNERSHIPS & EVENTS

YELP ELITES SOCIAL EVENT AT MARQUEE

BKM established an ongoing partnership with the Yelp Elites of Asheville. We hosted the group for a social event including a giveaway, artist passport activation and complimentary beverages. The goal of this event was to familiarize locals with Marquee's name and get people through the door in an engaging way.

23+

EVENT
ATTENDEES



EXPLORE ASHEVILLE'S SUMMER SOCIAL AT MARQUEE

BKM helped to facilitate a partnership between Explore Asheville and Marquee Asheville in which Explore Asheville paid an event rental fee to host their Summer Social at Marquee.

This event facilitated new social media followers, put Marquee on Explore Asheville's radar for future event space ideas, and spread the word about Marquee to Asheville locals.

100+

EVENT
ATTENDEES

PARTNERSHIPS & EVENTS

AC ASHEVILLE X MARQUEE ARTIST RECEPTION

BKM established an ongoing partnership with the AC Charlotte hotel to host three Marquee artists in their rooftop bar, Capella on 9. We held an artist reception with the artists and their loved ones to celebrate this partnership.



CITY SOCIAL GROUP EVENT AT MARQUEE

BKM established an ongoing partnership with the City Social social group in Asheville. We hosted the group for a social event including a giveaway and complimentary beverages. The goal of this event was to familiarize locals with Marquee's name and get people through the door in an engaging way.

2K+

TOTAL NUMBER OF IMPRESSIONS

10

EVENT ATTENDEES

26+

EVENT ATTENDEES

PARTNERSHIPS & EVENTS

ALOFT ASHEVILLE X MARQUEE ARTIST RECEPTION

BKM established an ongoing partnership with Aloft Hotel Asheville to host 4 Marquee artists in their bar area and lounge space. We held an artist reception to invite family, friends, and art enthusiasts to enjoy beverage tastings while checking out the new art pieces.



1.5K+

TOTAL NUMBER OF IMPRESSIONS

25+

EVENT ATTENDEES



OPENDOORS HOLIDAY ACTIVATION

BKM facilitated calls and meetings with local nonprofit OpenDoors Asheville to create holiday activation in Marquee's space. OpenDoors established a glass blown ornament station at Marquee throughout the holiday season and became cohosts of Miracle at Marquee-- giving people the chance to learn more about and support their nonprofit.



PARTNERSHIPS & EVENTS

SECOND SUNDAYS AT MARQUEE

BKM established an ongoing monthly activation, "Second Sundays at Marquee" featuring a DJ and live music to encourage people to come enjoy a lively shopping experience and drink specials every second Sunday of each month from 1-4pm.

This event has featured several DJs and local musicians Elise Eden and Michael John Jazz.



SECOND SUNDAYS @MARQUEE

Stop by this Sunday, October 9th from 1pm-4pm and the following Second Sunday of upcoming months at Marquee!

SHOP WITH OUR CAST MEMBERS. ENJOY MUSIC BY MOLLY PARTI. SIP ON DRINKS FROM SAINT BRIGHIDS.



7K+

TOTAL NUMBER OF IMPRESSIONS



LEE'S ONE FORTUNATE FARM

BKM established an ongoing partnership with local Asheville farm, Lee's One Fortunate Farm for a pumpkin display during the fall season.

The pumpkins were for sale to bring some fall decor into the space while supporting local Asheville farmers, and Marquee received 15% of the cost of pumpkin sales.

PARTNERSHIPS & EVENTS

ASHEVILLE MODEL NETWORK SOCIAL GROUP

BKM established a partnership with The Asheville Model Network to host a networking social group event in the space. The Model Network enjoyed a wine tasting with Saint Brigid's and the opportunity to network and take photos throughout Marquee.

This event achieved new social media followers for Marquee as well as well as established connections with local photographers and models that then went on to model for and promote the Love, Marquee fashion show.



THE BEAUTY BOOST ASHEVILLE SOCIAL GROUP

BKM established a partnership with The Beauty Boost Asheville to host a networking social group event at Marquee. The Beauty Boost enjoyed a wine tasting from Saint Brigid's and extended shopping hours at Marquee.

Their members also enjoyed a photo booth and massage experience during their time in the space. There was a great turn out for the event and the members enjoyed their time at Marquee.

CORNERSTONE EVENTS



BLUE RIDGE PRIDE "THE ART OF PRIDE" AT MARQUEE

For Blue Ridge Pride Month, BKM partnered with local nonprofit, Blue Ridge Pride, to host their members and the general public for "The Art of pride" reception and exhibition.

Attendees enjoyed light bites, a DJ, and an art reception celebrating the works of John Casey, Humberto Dionisio, and David Macvaugh.

This event created a lasting partnership with Blue Ridge Pride and was considered a major event on the Pride event calendar.

6.5K+

TOTAL NUMBER OF
IMPRESSIONS

125+

EVENT ATTENDEES

HOLIDAY CORNERSTONE EVENTS

MARQUEE MASQUERADE

BKM helped to plan and executed a Marquee Masquerade Halloween event on October 27. Attendees dressed as their favorite Hollywood icons, enjoyed light bites and drinks, tunes by DJ Jaze Uries, a costume contest, unique works of art, trick or treating for the family, and a surprise appearance from Street Creatures puppets.

250+

ATTENDEES



MIRACLE AT MARQUEE

BKM helped to plan and execute a holiday event & ugly Christmas sweater party on December 2.

Attendees enjoyed live music, an Ugly Christmas Sweater competition, drinks at Saint Brigid's bar, cookies from Mary's Mountain Cookies, and a marching band surprise and delight.

This event was co-hosted with Open Doors Asheville, a local non-profit that also displayed their handmade glass blown ornaments at Marquee throughout the season.

125+

ATTENDEES

CORNERSTONE EVENTS

LOVE, MARQUEE

In celebration of Marquee's one-year anniversary, BKM helped to plan and execute Love, Marquee on February 9.

This event was Valentine's theme and had the largest turnout to date. With over 400 estimated attendees, the festivities included a fashion show showcasing Marquee's apparel vendors, a performance from DJ Lil Meow Meow, a champagne toast, a performance by The Cheeksters, aerial performers, Grifftown Goods printing Marquee branded teeshirts, sweet treats from MM Cookies, local drag queen Ganymede hosting a photobooth, and more.



12.5K+

TOTAL NUMBER OF
IMPRESSIONS

400+

EVENT ATTENDEES

WHAT'S NEXT?

For the next quarter, our team has conceptualized partnerships, events, and activations including:

- March 19 - Asheville Fringe Festival Kickoff Party at Marquee
- March 20-26 - Asheville Fringe Festival will utilize Marquee as "Fringe Central", achieving foot traffic and recognition through one of Asheville's largest festivals
- April 1 - Marquee Made, Marquee's introductory class series where Marquee artists will host ticketed workshops and classes
- April - "Marquee Live" exhibition night
- April/May - Begin Marquee Live Second Sundays incorporating a brunch food truck and local musicians



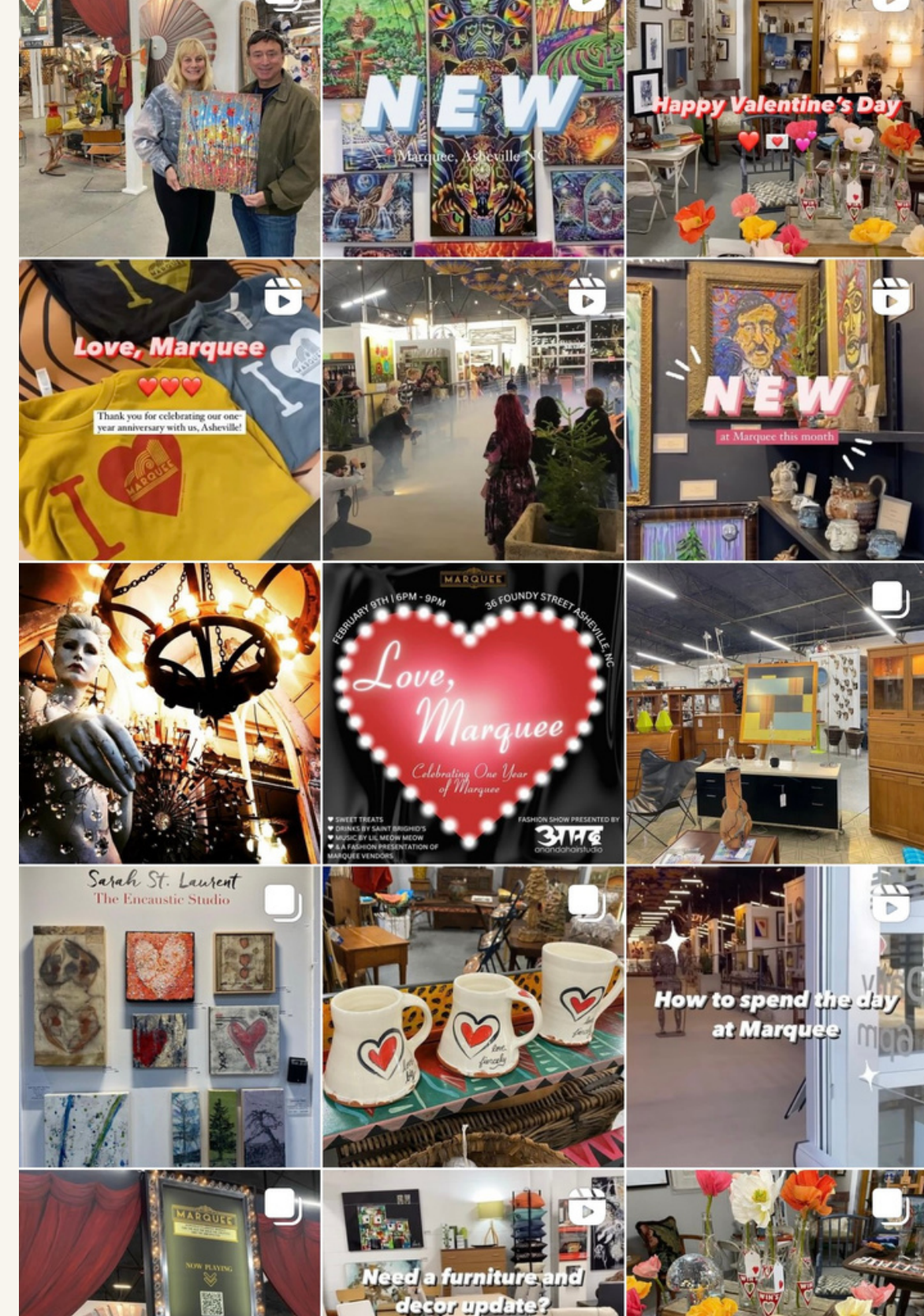
MARQUEE'S SOCIAL MEDIA

Marquee has seen a major growth in followers, impressions, engagement, and general community on all social media platforms. We have reached the attention of all popular Asheville media platforms and have seen an average growth of 200-300 Instagram followers per month.

The strategy with Marquee continually showcases the vendors and events happening in the space:

- This includes spotlighting Marquee vendors through Reels and static posts
- Posting real-time stories of guests shopping, reposting guest and vendor stories
- Posting live videos and stories at all major Marquee events
- Creating and posting event graphics
- Promoting Marquee partners and events
- Including Marquee in Foundy Street's influencer strategy by purchasing Marquee gift cards for local and travel influencers to use & promote Marquee on their social platforms --

@travelguideasheville, @magnoliamegan



1,941

INSTAGRAM FOLLOWERS GAINED

408

FACEBOOK FOLLOWERS GAINED

88k+

TOTAL IMPRESSIONS ACROSS BOTH PLATFORMS

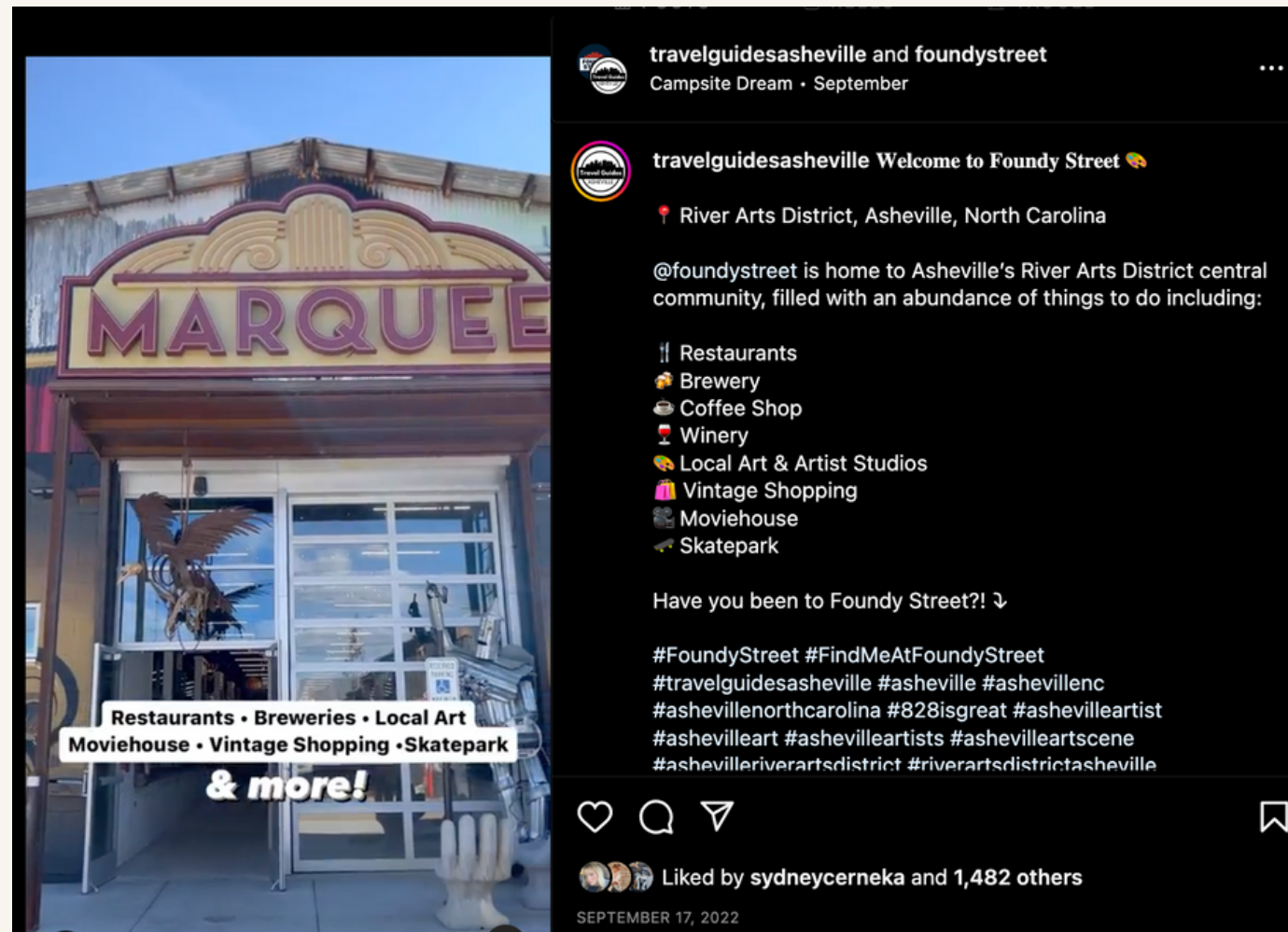
95k+

ACCOUNTS REACHED ACROSS BOTH PLATFORMS

12.5k+

ACCOUNTS ENGAGED ACROSS BOTH PLATFORMS

INFLUENCER EXAMPLES



TRAVELGUIDESASHEVILLE

1,483
LIKES

73.6K
FOLLOWERS REACHED




MAGNOLIAMEGAN


1,558
LIKES

83.6K
FOLLOWERS REACHED

THANK YOU!

We look forward to continuing to work together in the future.

 @billkaelinmktg

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 billkaelin.com

