

# The Lighthouse Project

## *Scanning the Horizons*

### Background/ Research Objective

\* What we know: Elon purchased the former Lighthouse Tavern and is searching for student opinions about what the space should look, feel, and sound like next year.

\* What the challenge is: Students want a bar. The university has a responsibility to protect itself, its image, all while keeping students happy. How can a school and its students meet in the middle? Here's How...

### Let's get focused: West End Story

\* There was the Sharks vs. Jets, there is Yankees vs. Red Sox, and there is the Lighthouse Loyals vs. the West End Warriors. They say keep your friends close and your enemies closer. By infiltrating the other side we learned that West End patrons actually want the new facility to be similar to the old Lighthouse. "People go to different bars for different reasons. Some days are just Lighthouse days."

### The bigger the better

\* 5,000 students means 5,000 opinions. We got ransom (as in sampling) and discovered the real picture through a quantitative survey. 1,500 responses later we had our answer.



# IMPLICATIONS

## FOOD AND BEVERAGES

- \* non-Aramark food or no food
- \* bar/fast food that can be paid for with Phoenix cash
- \* limited food menu of "outside vendors"
- \* Subway or Chick-fil-A
- \* food for late night munchies
- \* a good selection of domestic and imported beer
- \* drink specials
- \* wide variety of non-alcoholic beverages
- \* vending machines

## FEATURES AND ATMOSPHERE

- \* pub-style atmosphere where students can relax
- \* safe/ smoke-free / more windows / cleaner bath-rooms
- \* outside patio
- \* booths and high tables
- \* multiple bars
- \* more televisions
- \* no "Elon" garb
- \* live music
- \* serve alcohol
- \* pool tables

## OPERATION AND MANAGEMENT

- \* third-party vendor operating the facility
- \* student employees (bouncers, DJ's, bar tenders)
- \* open Wednesday-Saturday night
- \* open 8 pm - 2 am
- \* must implement a cover charge
  - \$5 under 21, \$3 21+ (unless bigger bands)
- \* BioBus transportation

## RENTALS

- \* max two rental nights per week
- \* \$150 per night
- \* free off-hour rentals

## PROMOTION AND NAMING

- \* leave the name as Lighthouse
- \* two promotional time lines
  - "school news"
    - campus mail
    - e-net
    - table tents
  - "peer to peer news"
    - facebook
    - myspace
    - fliers
- \* bands schedules and announcements
- \* possible Lighthouse marketing team

## MUSIC

- "The live music place on campus."
- \* mix of live bands and DJ's
- \* rock/pop and hip-hop/rap music
- \* hire a Lighthouse programming board
- \* WSOE or SUB should get involved
- \* live bands: Anonymous and Three Day Weekend
- \* venue like Cat's Cradle or Ziggy's
- \* set music calendars
- \* KARAOKE is a must

"Some days are just Lighthouse days"