



The logo for Cordovan ART school features a stylized paint palette icon with three colored dots (blue, red, orange) on the left. To its right, the word "cordovan" is written in a lowercase, maroon-colored sans-serif font. Below "cordovan", the word "ART" is written in a large, bold, black, uppercase sans-serif font, followed by the word "school" in a smaller, lowercase, black, sans-serif font.

cordovan ART school

Grand Opening Checklist & Schedule

3 Months Before Event

- Choose a date for the Grand Opening
- Add Grand Opening classes to Jackrabbit
- Add Grand Opening information and classes to website

1-2 Months Before Event

- Get the word out (social media, friends, family, students, etc)
- Hire food truck (optional)
 - Invite the food truck to join us in advertising on their accounts, too.
- Assign teachers for each Grand Opening class
- Hire staff to work the day of the event
- Order & hang Grand Opening banner
- Make sure studio is set up (art on walls, decorations, etc)
- Send out a constant contact
- Facebook ads
- Print all marketing literature (info about classes, camps, events, etc)
- Ask local newspapers to write an article, post information
- Take off the mandatory credit card option in Jackrabbit, so customers can register for free Grand Opening classes without having to put in a credit card. Reinstate this option after the Grand Opening event has ended.

1-2 Weeks Before Event

- Make sure you have all the art supplies—
 - brushes, paints, canvases, ceramic glazes (2 sets)
- Make sure you have enough tables & chairs in the classrooms and lobby
- Have extra tables and chairs outside of the classrooms for parents to sit
- Order refreshments (budget \$100-\$150)

- Prepare any free giveaways/ contests
- Make sure your upcoming camps are on display, “camp wall”

1 Day Before Event

- Have decorations outside your studio to draw attention to cars driving by, people walking by. (i.e. A-Frame easel, display table outside of studio, helium balloons, yard signs, etc.)
- Hang balloons outside & in studio
- Send out a constant contact reminder
- Have literature set out—upcoming events (ie. camps, classes, events, etc)
- Hang signage inside studio for Grand Opening sales
 - Grand Opening sale: 50% off PYOP
 - Grand Opening Sale: Register for a weekly art class today by 12 midnight and the registration & supply fee is waived (\$85 savings)
 - Grand Opening Sale: Get \$\$ off any upcoming camp (must register by 12 midnight)

Day of Event

- Facebook Post—inviting people to drop in
- Promote/ Upsell without being pushy. Be classy and let your customers know about our specials without being salesy.

How many staff are needed?

- 1 for the cash register station—ALWAYS have someone at the cash register. Never leave this post!
- 1 staff member for the paint bar (helping guests choose paints, water, brushes, cleaning the brushes when the guests are done, etc)
- 1 staff member with a clipboard, holding the class rolls, helping direct the guests into their proper classroom
- 1 staff member outside the door, or in the lobby to do the following tasks
 - greet guests
 - invite guests to participate in the Grand Opening activities and promotions (register for a free class, camp, PYOP, party, guess how many candies in jar, etc.)
- 1 staff who is an expert at PYOP to help guests who are painting PYOP

- 1 staff member to float and help where needed
- Depending on how close the classes are scheduled, you may need 2 helpers to help set up and take down each classroom between projects.

Ideas for Grand Opening Activities

- Free art classes. Duration: 1 hour each class. (customers can register on the Cordovan Art School website prior to the event, or drop in– if there is space available)
- PYOP (50% off PYOP and 50% off painter's fee)
- Food Truck (ie. Waffle Love--come and eat and attend your free class/ or paint pottery afterwards) OPTIONAL
- Food Truck + PYOP (combo price added to website for pre-registration) OPTIONAL
- If Grand Opening is during a holiday season, you can add a holiday twist. (i.e. Photos with Santa. We have set up a Santa photo booth for a December Grand Opening event before)
- Offer promotions to people who show up at the Grand Opening event. (i.e. stop by and sign up at our grand opening to receive \$50 off any summer camp

Promotion Ideas. (Also mention on constant contact & social media)

- FREE camp giveaways from free raffle drawing. (Make sure get customer's email to enter them into constant contact database)
- FREE \$50 PYOP gift card from free raffle drawing
- FREE big jar full of candy. Closest guess to how many candies are in the jar wins one (1) month of free art classes
- FREE face painting. OPTIONAL
- 50% off all PYOP
- Waive annual registration/supply fee (valid only day of event)
- Light refreshments for attendees. Cookies, small water bottles, etc. No need to do this if a food truck is coming.
- FREE grand opening art classes

Schedule of Events

At a Grand Opening Event, some events are free, some will cost money. The goal is to promote and have people REGISTER ON THE CORDOVAN ART SCHOOL WEBSITE

ahead of time for both free and paid activities. This helps so you can plan ahead, and so you know approximately how many people to expect.

- **All Classes should last 1 hour**
- **Allow 30 minutes between each class for a transition period**
- **It is good to have classes close together—when there are a lot of people in the studio at the same time for the Grand Opening event, it feels more exciting, and helps build momentum.**
- **It is recommended to open a few classes and fill those classes first. Once those classes sell out, then open more classes on the website.**

Below is an example of a Grand Opening Schedule:

- 9am, Studio 1: Free Art Class #1 Ages 6-8 (pre-register on website)
- 9am, Studio 2: Free Art Class #2 Ages 9-12 (pre-register on website)
- 9am, Studio 3: Overflow area for PYOP customers: 50% off any piece! (we recommend that customers pre-register on website, but walk-ins also welcome)
- 9am, Lobby: PYOP 50% off any piece!
- 9am: Outside: Food truck (set up tables & chairs?) **OPTIONAL**

- 10:30am, Studio 1: Free Art Class #3 Ages 6-8 (pre-register on website)
- 10:30am, Studio 2: Free Art Class #4 Ages 9-12 (pre-register on website)
- 10:30am, Studio 3: PYOP 50% off any piece! (pre-register on website or walk-in)
- 10:30am, Lobby: PYOP 50% off any piece! (pre-register on website or walk-in)

- 12pm, Studio 1: Free Art Class #5 Teens & Adults acrylic OR watercolor step-by-step painting (pre-register on website)
- 12pm, Studio 2: Free Pottery Hand-Build Class #6 Ages 6-8 (pre-register on website)
- 12pm, Studio 3: Free Pottery Hand-Build Class #7 Ages 9-12 (pre-register on website)
- 12pm, Lobby: PYOP 50% off any piece! (pre-register on website or walk-in)

- 1:30pm, Studio 1, 2, 3 as needed: Step-by-step PYOP project with instructor for Families or individuals (pre-register on website)
- 1:30pm, Lobby: PYOP 50% off any piece! (pre-register on website or walk-in)