

# KOSCIUSKO AFTER DARK

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**Presented by KLA Cadets:**

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# IS PLAY LOST?



- Play is an essential part of our lives
- We seek to help twenty-somethings by finding opportunities
- Goal: Initially to have a board game bar
  - Steer clear of Warsaw-centric
- What is already available? Do we even know?



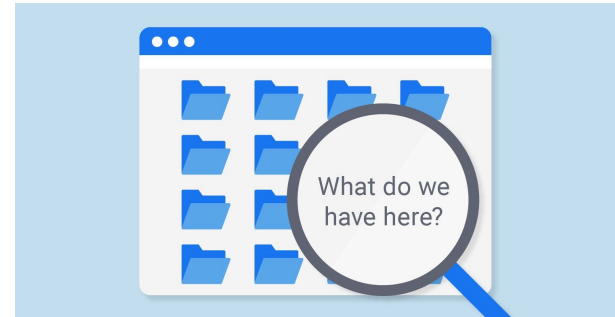
# WHAT WE LEARNED



1. Key business-owners are aware of the need to serve this age group
2. Valuable notes and suggestions from the community
3. The many challenges to unifying our county to provide events

# DIRECTORY OF KOSCIUSKO SITES

- Personal knowledge, networks, focus groups and research
- Includes:
  - 1. Name of business & brief description
  - 2. Address & hours of operation
  - 3. Contact name & info
  - 4. Any additional notes from business owner
- If applicable the events already offered or specials
- Pushed to go outside of just Warsaw
- Google Calendar
- Potential Venues



# POSSIBLE EVENT SUGGESTIONS

- YMCA Events
- North Pointe Cinemas
- Eastlake Skate
- Pop-Up Events
- Events as an individual, pairs or groups



# CONSIDERATIONS TO POSSIBLE EVENTS

- Variety of price points
- Options with and without alcohol
- Opportunities for arts to be exposed
  - Local bands
  - Open Mic Nights
- One-time events at unique locations



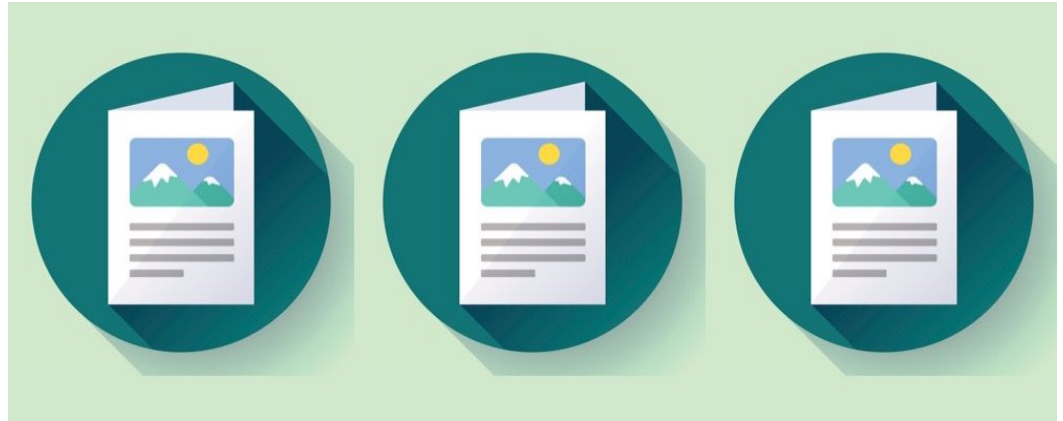
# WHO BENEFITS FROM THIS DIRECTORY?

- Local Higher Education Institutions
  - Grace College
  - Ivy Tech
- Local Intern Programs
  - Maple Leaf
  - OrthoWorx
  - Lake City Bank
- Employee Recruitment/Retention
  - KedCo
  - Visitors Bureau



# HOW CAN IT BE EASILY FOUND?

- Calendar filter on KCCVB calendar
- Instagram handle: kosciuskoafterdark
- Pamphlet for new employees





# CHALLENGES IN OUR DISCUSSION

- Covid-19 as a large barrier
- What could we have done?
  - Ways to serve
    - Volunteer, etc



# SUSTAINABILITY



- Meeting with Kosciusko County Visitors Bureau
  - Adding filter to their event calendar?
  - They would use it to have details for their calendar
- Clearly Kosciusko
  - Pushing the brand to pull young adults for a “better place to live, work, and play”
- Eventually social media
  - Instagram or Facebook group
- Unified calendar

# SUMMARY

- Potential to meet a great need for young adults
- Clear organizations and businesses need to work together
- Summer is a great opportunity to reschedule things
- Prize money: towards marketing to give key stakeholders