



PLANSBOOK

Streetcar Studios



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MEET OUR TEAM



KATIE REYNOLDS

Account Executive



PAYTON FERGUS

Strategy Director



SEAN SPENCER

Creative Director



TABITHA MOSES

Research Director

EXECUTIVE *Summary*

The Dub is a women-owned sports bar focused on broadcasting predominantly women's sports, opening in Summer 2025. Co-founded by Monica Brady and Rachel Glenn, the bar's mission is "To be a safe & inclusive hub where fans of women's sports can watch, cheer on, & rally around their favorite teams & athletes."

In order to understand the industry that our client operates in, we conducted secondary research that focused on gaining a thorough overview of the client, the audience, the competition, market trends and the environment of Kansas City. This was primarily done through various online databases and using social listening to guide our primary research. Our primary research focused on what builds bar loyalty and the depth of women's sports knowledge within our target audience through an online survey, interviews and secondary research to develop key insights that informed our campaign goals.

Among the many things we learned through this process, we learned that our target audience values connection over intoxication. Their primary goal in going to a bar is not to drink as much as possible, but to spend time with loved ones and meet new people. We also found that our target audience builds loyalty to a bar through high-quality experiences they have in the establishment. Finally, we found that our audience is aware of women's sports, but they do not interact with it enough to feel knowledgeable on the subject.

Streetcar Studios identified three goals for The Dub: building community, build a cohesive identity on social media and promoting awareness of women's sports.

These goals will help The Dub build a community of loyal customers who will choose to spend their time at a women's sports bar despite the many other sports bar options. This will be done through various strategies and tactics, including fostering an environment where the target audience feels connected to their community, starting a loyalty reward program and a monthly newsletter. The Dub will also build awareness of women's sports in the community by positioning itself as the premier destination for women's sports. This will be done through "Female Athlete of the Week" posts that highlight high school, collegiate and professional female athletes in the Kansas City area. The Dub will build credibility on their knowledge of women's sports through a blog on their website called "Level the Field," that encapsulates everything you could know about women's sports and collaborating with local athletes for fans to meet them at The Dub.

Based on our predictions and plans, we have budgeted \$11,996 for the first year marketing budget.



SECONDARY *Research*

HISTORY

The Dub is a women-owned and women-focused sports bar opening in 2025 in the heart of downtown Kansas City, Mo. The bar, located six blocks north of the Power and Light district and within walking distance of Canadian Pacific Kansas City Limited Stadium, has the mission: **“To be a safe & inclusive hub where fans of women’s sports can watch, cheer on, & rally around their favorite teams & athletes.”**

Co-founders of The Dub, Monica Brady and Rachel Glenn, are partners not only in business but also in life. The couple's motivation for opening a women and queer friendly sports bar in the city stemmed from a lack of safe spaces for marginalized groups to explore their interest in sports. All levels of sports knowledge will be welcomed in the space, and educational sessions will be held to teach patrons who are unfamiliar with the rules.

Operating as a DBA (Doing Business As) formed under Women Seeking Wines LLC, the business is officially owned and operated by Brady. The responsibilities designated to her in the business plan are nurturing vendor relationships, marketing and managing customer relationships. Glenn will be responsible for holding employee training, managing projects and doing community outreach. The duo will hire additional staff including a general manager and bar lead.

A key value of the business that has translated into the construction of the space is the desire to provide women with opportunities. The entire renovation process of the less than 2000 sq ft space was completed by female contractors—the first project of its kind in Kansas City.

During the first three years of business, The Dub aims to reach a growth rate of 10%. Once it is up and running, the owners hope to expand to other cities in the Midwest region to give more people access to an atmosphere centered around women’s sports.



PRODUCTS & SERVICES

The bar will predominantly play women's sports but will also air major games played by men. While this is not a complete list of what will air at the bar, professional sports that are explicitly stated in the The Dubs business plan are soccer, basketball, rugby, hockey, volleyball, lacrosse and football. Outside of widely televised games, small teams who broadcast games via local channels or YouTube will also be shown.

Due to the nature of the business, The Dub will be a space where customers can get beverages and small bites. In line with its values of being a **safe and inclusive space for those underrepresented in the sporting community**, the bar will locally source food and beverage products from small businesses owned and operated by women and minorities.

The space will not have a hood and as a result no fried food will be made at the bar. Instead, it will offer upscale snacks and sandwiches to pair with its extensive cocktail and wine selection. Brady is a licensed sommelier and will hand select white, rosé, red and non-alcoholic wines seasonally.

BRAND PERCEPTION & IMAGE

Leading up to the opening of its physical location this year, Brady and Glenn have hosted several pop-up events at bars in the Kansas City area which gained significant traction from the potential client base of the business. Currently, The Dub has 4.4k followers on its Instagram page and nearly 700 followers on Facebook.

The brand has begun to establish itself in the area through its previously mentioned events, its social media presence and articles that have been published by news outlets. However, the brand could improve on its advertising efforts closer to the opening date by purchasing paid social ads.

Brady and Glenn hired a brand designer to create a logo, menu design and various other materials. The colors of the brand are a mix of greens and creams with some pops of red. The logo is a trophy that resembles a martini glass and has a skewer with sports balls on it. The tagline of The Dub is "LFG KC!" and is an ode to the "LFG!" battle cry that fans use at US Women's National Soccer Team games.



ENVIRONMENT

The Kansas City area has limited industrial vacancies, so new businesses are constantly coming and going. Per Co Star, over 80% of retail spaces listed on the market during the past year were leased within six months of first becoming available, while 98% were leased within nine months. New businesses need to make decisions about spaces quickly and effectively because of limited availability.

The opening of CPKC Stadium—the first stadium in the U.S. built specifically for a women's professional team—has led to an increase and more interest in women's sports. The Dub can focus on events that the KC Currents hold to increase business. The Dub can increase sales with their "mocktails". Sober curiosity is a recent trend among young adults. Many bars around KC have been promoting non-alcoholic beverages, such as Prime Social and The Campground.

Niche and more themed bars have been popping up in Kansas City. Some new niche bars include an anime and gaming bar, a Mexican sports bar in Johnson County, a mini-golf bar, and more. The Dub can highlight how it's different from other traditional sports bars and what makes them unique.



MARKET & INDUSTRY

In the last couple of years, women's sports and their fans have increased. This is due in part to the increased media coverage and investment. According to Mintel, organizers of women's sports games are putting in more effort to make sure the games are as visible as the men's games in prime-time viewing spots on free television services. In the latest Superbowl, Nike released an ad for the first time in 30 years celebrating women's sports with athletes such as Serena Williams and Caitlyn Clarke titled, "So I Win."

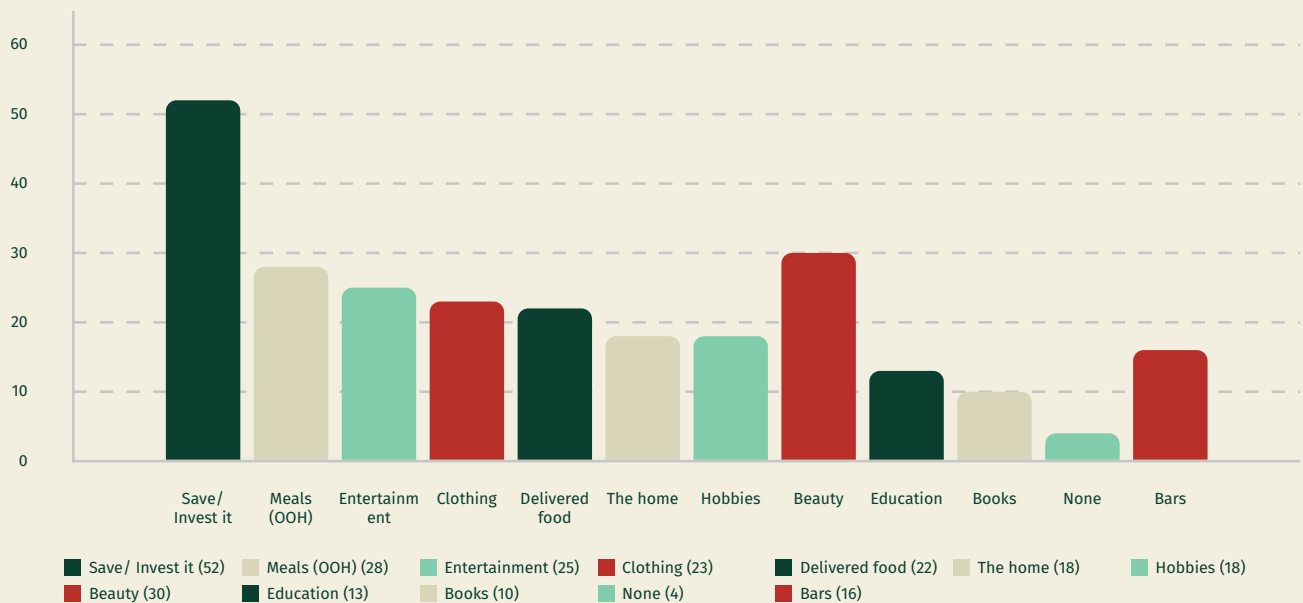
Spectators of women's sports are also seeing women athletes as role models because of their social media influences as brand ambassadors or influencer's, according to Mintel. Specifically, they are seen as role models for young girls. The achievements of female athletes promote diversity, equality and inclusion. However, these athletes are not as commonly expected to take a stance on social issues as male athletes are. Their contributions to gender equality in sports make them better role models for young women according to audiences.

This increase in audiences viewing and building relationships with not only women's sports but also their athletes, calls for an increase in places that make viewing sporting events easier. The first women's sports bar, the Sports Bra, opened in Portland, Oregon. This opened an industry for other sports bars that primarily show women's sports, like The Dub in Kansas City.



KANSAS CITY *Environment*

As of September 2023, The Dub's business plan states that there are 223 sports bars in Kansas City. Many of them are proud of how many TVs are available to their audience for an optimal sports viewing experience. A network was created specifically for womens sports called the "Womens Sports Network." It can be found on many different cable services such as Direct TV, LG, Roku and Samsung. This channel is also on streaming services such as Tubi or Prime Video. About 60% of womens sports viewed through ESPN, where showcasing womens sports has become a priority with more than 33,000 hours of programming. A review on Tripadvisor by "Jerryskc", describes the TVs as being "wall to wall." In this review, they were specifically talking about The Brookside and stated that it was the perfect place to watch sports games with friends.



In a more general sense, according to Mintel, people are moving away from going to bars to saving their money. According to the graph from Mintel, buying food and drinks ranks somewhat high on the list. This reflects the changing economy, which has affected the entire American population. Economic trends force consumers to think about long-term money goals, rather than short. They need more of an incentive to spend their money.

MARKET *Trends*

Due to the declining rates of drinking and spending money more is required for the consumer to be compelled to spend their money. 42% of consumers find that away-from-home drinking is becoming too expensive. Consumers have shifted to more mindful and occasion-based habits of consuming alcohol. This is also due to a surge in health-conscious and sober-conscious lifestyles. Although drinking rates are declining, bars are still expected to grow and create profit because people still associate drinking and bars with relaxation. Consumers care about superior taste, unique menus, and sustainable practices.

One of the emerging trends is referred to as “eatertainment.” This is where the act of enjoying the food is the main entertainment for the night. An influencer that helped pioneer eatertainment was “Salt Bae,” a chef who became popular in 2017 because he used his arm to season his food at the table. This provides different opportunities to diversify the dining/ drinking experience. Consumers will be more willing to participate in away-from-home drinking with innovative drink menus. Another trend that is emerging in food service is food/ drink pairings. This could work well with a limited menu. Specialty cocktails could be paired with a snack item or special garnish that is included in the drink price.

DIRECT *Competition*

The Quaff Bar and Grill

The Quaff Bar and Grill is a sports bar in Kansas City located a couple of blocks away from The Dub's location. It has been serving Kansas City since 1949. Originally founded by Antonio Bonion, The Quaff has continued to be owned and operated by the Bonion family. With multiple TVs, the Quaff guarantees access to any sports game on live television. Its other events include weekly food specials and a happy hour every day from 4-6 p.m. The most important event is the annual "Cinco de Quaffo" party on May 5. According to the website, it was voted Best of Kansas City in 2018 by the Pitch and received the 2018 Small Business Excellence Award.

Missie B's

Missie B's is a popular nightclub in Kansas City that opened its doors in April 1994 as a piano/karaoke bar. The space includes three different bar areas and a smoking patio. According to the website, they are the place of "good times and good friends." The UPstairs bar is open Thursday, Friday, Saturday and Sunday nights. In this space, they showcase music videos, host live DJs and sell merchandise out of their leather shop. Missie B's prides itself on its contributions to the community, more specifically the LGBTQIA+ community. They contribute to many local gay causes, including doing an annual benefit where the staff puts on a drag show.

No Other Pub by Sporting KC

No Other Pub is the official bar for Sporting KC watch parties. It is located in the Power and Light District, a block in Kansas City dedicated to bars, steak houses, nightclubs, and the Sprint Center, which draws a lot of attention. The pub includes a full bar, a gaming area and a social lounge. The gaming parlor has 9+ games, including bowling and a golf simulator. The social lounge is available to be rented out for events and parties.



INDIRECT *Competition*

Overview

Indirect competition is when another business does not offer the exact same services as your business, but could potentially compete for the same customers. These companies were chosen because, while not all of them offer sports, they offer entertainment and alcohol. Consumers attend these establishments for more than just purchasing a beer or a cocktail. Top Golf offers sports for entertainment. Hamburger Mary's is prominent with the queer community. The Phoenix offers musical entertainment and is in close proximity to The Dub.

Top Golf

Top Golf is an entertainment sports complex. Consumers can choose from a range of golf games accompanied by a food and beverage menu, outdoor experience, music and sports. Each party is given a "bay" to spend their evening. These bays are made for all weather conditions and can be enjoyed during all four seasons. Top Golf has two locations in Kansas- one in Wichita and one in Overland Park. The Overland Park facility features 3 floors, over 200 HDTVs, free wifi, private event spaces and a bar and restaurant. This space was created for both adults and children to enjoy. Anyone who is under 16 years old needs to be supervised at all times and anyone under the age of 18 years old needs to be supervised after 9:00 p.m..

Hamburger Mary's Bar and Grille

Hamburger Mary's Bar and Grille is a drag bar and restaurant that first opened in 1972 in San Francisco. Their motto is "an open-air bar and grill for open-minded people." Hamburger Mary's has multiple locations across the United States. Each location has a different owner and freedom to decorate however they want. In Kansas City, it is located on Broadway St., on the same block as the Uptown Theater, and a couple of blocks away from Westport, another "nightlife" centered area in Kansas City. The Kansas City location is themed like a nightclub with moody colors and decorations with pops of pink. Hamburger Mary's is adult-centered due to the nature of the events that they host at night, but there still is a kids' menu for "little lambs."

The Phoenix

The Phoenix is a jazz club in the Garment District of Kansas City on the first floor of the historic Phoenix Hotel. While the building was built in 1888, the club officially became "The Phoenix" in 1920. It is the oldest jazz club in downtown KC. The Phoenix features live music six days a week, a full menu and a live jazz brunch every Sunday. Some of the bands that play weekly have been playing since the club opened. The full menu includes weekly specials like taco Tuesdays and burger Wednesdays. It also includes a separate drink menu with beer, wine and cocktails. The club is closed every Monday.



BEST *Practices*

Competitor's Best Practices

The Quaff Bar and Grill utilizes strategies such as daily food specials, happy hour promotions, and hosting various entertainment and sports viewing events. It also has annual events that help get its name known, such as “Cinco de Quaffo,” which has become one of the biggest Cinco de Mayo parties in Kansas City. The Quaff keeps up with its community through its Facebook interactions and posts, where it posts events, updates, and more.

The Sports Bra is a women’s sports bar in Portland, Oregon. Some of their marketing strategies include strong community engagement with various underrepresented communities and having a strong social media presence to keep their audience engaged. Some events that have proved well are drag bingo, singles nights, hosting DJs, and trivia nights. The Sports Bra offers branded merchandise through their online store, allowing supporters to represent their logo and celebrate women's sports beyond the bar's physical location.

Potential Ideas for The Dub

The Dub wants to focus on LGBTQIA+ and women’s sports fans as part of their audience. Looking at their competitors, The Dub can focus on having annual events that will help them gain recognition in the community. They can also work on building their social media presence by interacting more with their community. The Dub can host featured events that can invite a larger audience or expose people to their business that wouldn’t usually be considered ‘regulars’. They want to focus on underrepresented communities in the Kansas City area, so collaborating with some of those organizations and having events can help promote their business. Along with weekly drink and food deals to bring people to The Dub on weekdays.



AUDIENCE *Data*

Opportunity Awaits

With its growing population, Kansas City offers a dynamic environment for business growth. The Kansas City metro area has a combined population of 2.39 million people and has one of the highest growth rates in the Midwest. The sports bar industry is also a growing segment of the business population throughout the country. According to IBISworld.com, the sports bar industry has reached revenues of 2.2 billion dollars in 2024 in the U.S.

Psychographics

Kansas City offers a fan-friendly atmosphere open to everyone. Sports fans are looking for good food, good drinks, and a place to watch live games and events. Customers are looking for an immersive sports-viewing experience where they can support local professional teams and learn about new sports franchises. A quality food selection, along with a drink menu that includes alcohol and non-alcoholic drinks. Customers are looking for an establishment that caters to their preferences and behaviors.

PRIMARY
Research

OVERVIEW

Purpose

In our primary research, we utilized four interviews and a survey to explore our target audience and identify potential opportunities for The Dub. Through secondary research and regular calls with our client, we identified two goals for our primary research. The first goal was to identify reasons why the target audience remains loyal to drinking establishments. The second goal was to determine the depth of women's sports knowledge and their preferred ways of engaging with it.

Target Audiences

We have identified two target audiences through our secondary research. The **primary target audience** is millennial women who have previously identified themselves as sports fans. Meaning they have attended games, gone to traditional sports bars or streamed sporting events. The **secondary audience** is millennial members of the LGBTQ+ communities who are interested in sports but do not identify as sports fans. They are looking for a safe space to learn.



INTERVIEW *Results*

We conducted four one-on-one interviews with women in our target audience in two weeks. Each interviewee was identified for their gender, age and various other attributes depending on the person. The interview questions were constructed with the research goals in mind. The interviews were structured with some variability in the questions. Three of the interviews were conducted over the phone and transcribed via Otter.ai. The last interview was conducted in person.

Kaitlynn

Kaitlynn is a 34-year-old female who lives in Kansas City, Kansas. She is a self-identified sports fan. Some of her favorite sports are Chiefs football and KU basketball. She occasionally attends sports bars to watch games. While at these bars, she averages four drinks a night, due to being in her thirties. Kaitlynn stated that she only watches unimportant games at bars because she gets rowdy during important games. For important games, such as the NBA championship or the Super Bowl, Kaitlynn opts to watch from her home.

Kaitlyn works match days at Children's Mercy Park in Kansas City, Kansas, in the field club. The field club is an all-inclusive club at the field level of the stadium. She primarily works during Sporting KC events and occasionally works for KC Current. Through this experience, Kaitlynn has worked with multiple bartenders in her life. She expressed that she dislikes when bartenders have "bad attitudes" and are unwilling to accept requests for drinks that might not be on the menu or that the bartender does not know how to make off the top of their head.

Another important thing to Kaitlynn is the environment of the bar. She prefers a sports bar that has adequate seating for the number of people in the establishment, especially if she is planning on being there for a longer game such as football. Ideally, this seating would be comfortable as well. She also prefers for there to be a late night menu with appetizers to sustain her for a night of drinking. Kaitlyn also expressed concerns for safety around out-of-control patrons.

Finally, when discussing the relationship between sports and bars, Kaitlynn expressed how important it is for bars to not just sponsor a sports team but also to support it. She said she would be more willing to go into a bar that has merch up for the team that they are sponsoring. For example, scarves are important to soccer teams and she would love to see KC Current scarves in "The Dub." She also thinks a good way to get people into the bar would be to do merch giveaways.

"I think nowadays, just because we're older in our 30s, we more or less go for like, brunches, or more or less for sports games, like we want to go catch the game somewhere, and then eventually, you know, stay and drink, if it's like a night game."



Kelly

Kelly is a 31-year-old female millennial from Fayetteville, North Carolina, who watches sports. She spent a lot of time in her 20s going to bars and clubbing. Now, however, she does not spend very much time in a bar space. Kelly prefers to go to a “lounge bar” where the emphasis is to spend time with friends and not to get drunk.

Kelly’s biggest concern with a bar is the environment. One reason she tends to stay away from bars is because she feels they get too chaotic. People start to drink too much and get rowdy, cause fights, etc. Kelly does not wish to take part in any drama or chaos that occurs when other people drink too much. It is her choice to stay out of it and go home. Kelly stated she is looking for a “chill and relaxing vibe” at a bar. She is willing to spend more money on drinks at a bar as long as she has a good experience and is having fun. At these places, the staff is usually friendlier, which is also important to Kelly.

The most important aspects of a bar are good food, good music and good drinks. In her past, she would often go clubbing with a group of her friends for “girls’ night.” She stated that if she had a bigger group of friends to go out with now, she would probably go more often. Kelly will go out with the group of friends she has to watch boxing or football, especially if it is a big game and they all decide to go drink for it.

“I think what would keep me coming back is if they have great food, great drinks, and the employees, I think employees play a huge part in it, just because if they're friendly and they're welcoming and they make you feel welcome to all kinds of people.”



Myranda

Myranda is a 28-year-old living in Overland Park, Kansas. She enjoys going to bars to spend time with friends and watch sporting events. Typically, she prefers a bar with a good atmosphere that does not have an overwhelming number of TVs and plays good music. Her ideal bar provides a chill vibe with a patio area and music coming from the bar.

Nowadays, Myranda only goes out to bars for events, birthdays and other celebrations. On a night out, she drinks socially and will consume about 2-3 drinks. She is not picky about the drink options but does appreciate good beer and drink deals. Myranda expressed the importance of having good food options and her favorite item to order is spinach artichoke dip.

She doesn't consider herself to be a women's sports fan but does enjoy watching women's college softball and is aware of some women's sports teams in her area, like the KC Current. Myranda recognizes there is a stigma around women's sports, like "it's slower, it's boring," and they do not get the same respect or media attention as men. She also mentioned how Caitlyn Clark has boosted up the hype around women's sports

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"It's slower, it's boring, it's, you know, whatever. Maybe it is, I don't know, it's to each their own opinion, but definitely the media coverage is all about men's sports. And even when you do find some coverage about women's sports, you can almost tell that sometimes even the person covering the sport is maybe a little uninterested as well, so I think it has a lot to do with the stigma."



PaChee

PaChee is 26 and lives in Lawrence and Kansas City, Kan. She enjoys bars but does not go out as much and typically has 2ish drinks when she does. Quality cocktails and good music are appreciated as well as games and TVs. The food options are not as much of a priority, but a tame bar that is not very crowded and where you can talk to your friends makes for a better experience.

Her preferred drink options are staple cocktails like Moscow Mules, Mojitos, and Sex on the Beach. For the food menu, you need fries, chicken tenders, and cheese curds. She likes the pop-up bar trends, specifically holiday ones that bars host where they decorate drinks based on the holiday.

PaChee doesn't frequently watch sports but will occasionally watch major sporting events at home or bars with friends. Drink deals encourage her to go out to watch games. She does not consider herself a sports fan, but will watch some KU games. When she does hear about women's sports, it's from social media, from friends' posts and she feels that men's sports are more popular. PaChee would attend a sporting event like a Chiefs or a KU game if her friends went with her. She thinks women's sports receive less publicity and respect than men's sports because male sports are more popular. However, she has seen more news about women's sports, but only for the big events.

“I don't think so. I think they're just less popular. Um, I don't know. I think just like, less publicity. Um, and probably like, just like how people just like have, you know, gender roles and have preconceptions about women.”



SURVEY *Results*

We created a survey with the goals of examining bar loyalty, sports watching behaviors, and knowledge of women's sports. Our survey went live March 6 and ended March 10. The questions were curated with those goals in mind. In total, we received 175 responses, and of those responses, 126 were completed. We distributed the survey by sending the link into group chats, posting on social media and posting on LinkedIn. We tagged the KU J-School on the LinkedIn posts, which they reposted and allowed us to reach a larger audience.

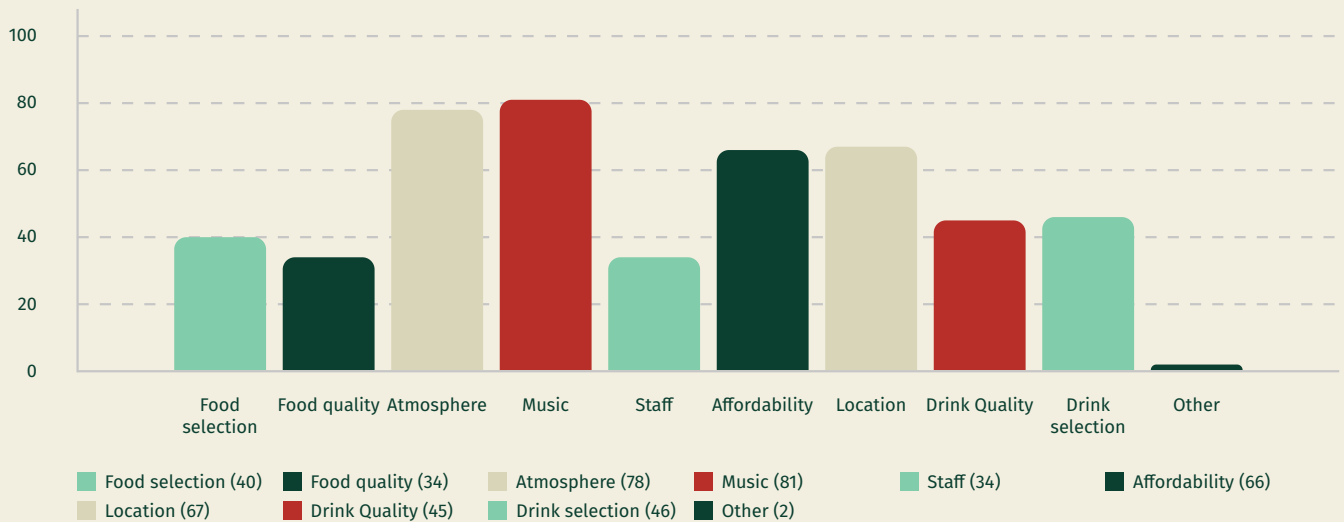
Demographics

Most of our respondents were women (77%). A majority were caucasian as well (80%). Around 60% of our respondents were from the Kansas City and Lawrence areas, with 25% being from outside of Kansas. Due to many of our respondents being within the 21-27 age group (62%), the highest yearly income was \$0 to \$25,000 at 46%. The rest of the yearly incomes were 20% (\$50,000 to \$75,000), 16% (\$25,000 to \$50,000), 10% (\$100,000+) and 8% (\$75,000 to \$100,000).

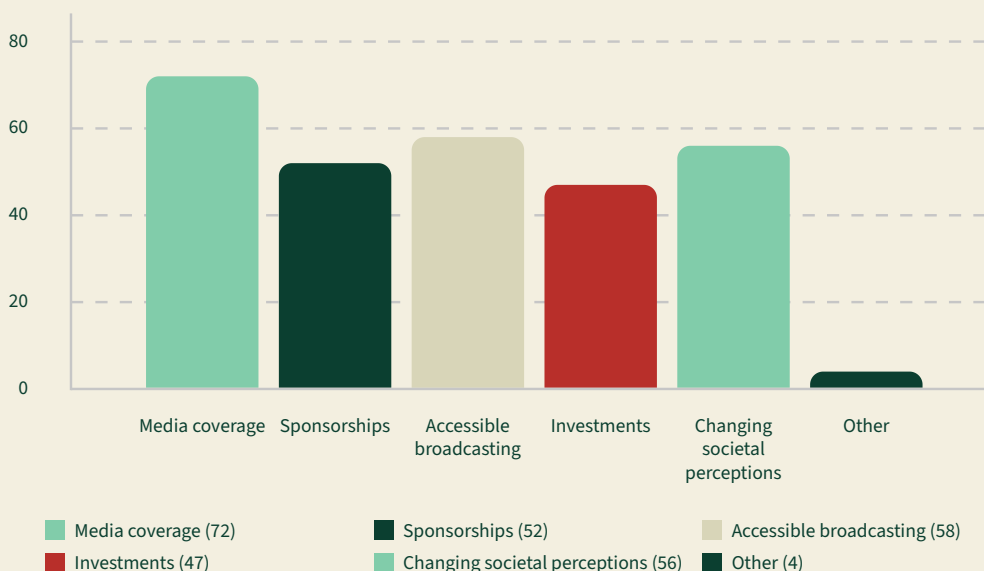


Overall Themes

The Main themes from our survey responses can be broken down into our three survey goals. Factors that heavily influence bar loyalty are the ambiance, atmosphere, music, and affordability (see Graph 1). Respondents frequently mentioned that the overall vibe of a bar, including its decor and crowd, played a major role in repeat visits. Pricing was also a significant factor, aligning with the fact that most respondents fall within a lower income bracket (\$0-\$25,000). While some respondents expressed brand loyalty to specific bars, many indicated they are open to exploring new places, suggesting that experience-driven marketing could be effective.



In terms of sports-watching behaviors, the survey revealed that viewership of women's sports remains limited, with many respondents citing a lack of media coverage and sponsorships (see Graph 2) as key barriers. Although some respondents personally enjoy watching women's sports, others noted that games are often hard to find on TV or not promoted well enough. Social perceptions also played a role, with some responses suggesting that women's sports are viewed as less competitive or engaging compared to men's sports.



When it comes to knowledge of women's sports, basketball was the most frequently mentioned sport, suggesting it has the highest visibility among respondents. Other women's sports received significantly fewer mentions, reinforcing the idea that media exposure plays a crucial role in shaping awareness and interest. Many respondents expressed that **better marketing, stronger storytelling, and dedicated promotional efforts**, such as sports bars hosting special events for women's games, could help boost engagement and viewership.



32%

Basketball



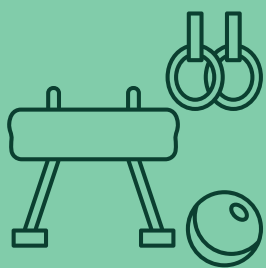
30%

Soccer



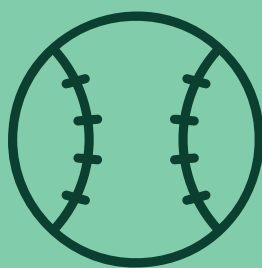
2%

Tennis



21%

Gymnastics



2%

Softball



12%

Other

Insights

Based on the results of both our interviews and our survey, we identified three key insights about The Dub's target audience that can be implemented into their business structure for increased success.

SOCIAL CONNECTION

SOCIAL INTOXICATION

Our research findings indicate that the target audience values social connection over social intoxication. Many interviewees, particularly those in their late 20s and 30s, described a shift in their bar-going habits as they age, favoring intentional social experiences over heavy drinking. They emphasized the importance of a welcoming atmosphere, quality conversations and a comfortable space rather than alcohol consumption. Respondents frequently cited friendly staff, good music and a relaxed vibe as key reasons for choosing a bar, while chaos, overcrowding and excessive drinking culture were major deterrents. Additionally, several interviewees said they primarily go out for special occasions or big games, reinforcing that the experience itself—not just the drinks—is what keeps them coming back.

To align with this insight, The Dub should foster a social environment that prioritizes community and engagement over alcohol consumption. This could include offering lounge-style seating that encourages conversation, hosting well-advertised social events and watch parties. The Dub should also provide quality mocktail options to ensure non-drinkers feel welcome. Staff training should emphasize hospitality, ensuring patrons feel valued and included. Additionally, The Dub could market itself as a go-to spot for group outings, birthdays and casual gatherings by offering table reservations, shareable appetizers and special event packages. By focusing on the social experience rather than just the drinks, The Dub can build long-term customer loyalty and attract a wider audience.



REFINED EXPERIENCES DRIVE LOYALTY

Loyalty to a bar is built on experience, not just what's on the menu. While drink selection plays a role, it is not the primary reason patrons return. Instead, factors such as atmosphere, music, seating and staff interactions have a greater impact on customer retention. Many respondents stated they are willing to spend more on drinks if the overall experience is enjoyable, with friendly service and a welcoming environment being key. On the other hand, negative experiences, such as rude bartenders, overcrowding or an overly chaotic setting, were commonly cited as reasons for avoiding certain establishments. The preference for a balanced atmosphere, where socializing is easy but the energy remains lively, highlights the importance of prioritizing experience over offerings alone.

To capitalize on this insight, The Dub should focus on curating an exceptional customer experience beyond just its drink menu. Investing in high-quality service, from friendly and knowledgeable staff to efficient ordering systems, can enhance customer satisfaction and encourage repeat visits. Thoughtful design elements, such as comfortable seating, strategic TV placement and curated playlists, can help create an inviting atmosphere that appeals to both casual and dedicated sports fans. A clean, modern and less-traditional sports bar aesthetic—one that emphasizes style and comfort over the usual rowdy, beer-soaked environment—can further set The Dub apart. By prioritizing the overall experience, The Dub can foster strong customer loyalty and differentiate itself from other sports bars.



WOMEN'S SPORTS STRUGGLE WITH *visibility*, NOT *interest*

Based on responses from participants, we have concluded that engagement with women's sports is due to limited visibility, not a lack of interest. Many respondents expressed frustration over the difficulty of finding women's games on TV and the overall lack of media coverage and sponsorships. While some personally enjoy watching women's sports, others noted that games are often under-promoted and not as easily accessible as men's sports. Many of the respondents in our research suggested that they watched sports but did not identify as sports fans.

Social perceptions also play a role, with some respondents saying women's sports are viewed as less competitive or engaging. However, high-profile athletes such as Caitlin Clark have helped generate more excitement, proving that increased exposure can drive interest and viewership. Our respondents stated that they have engaged with media about high-profile players via social media or by watching it on the news. In our interviews, respondents expressed that they watch college women's sports when they know the players, had experience in their childhood with the sport or when the sport is immediately available to them.

To strengthen its identity as a women's sports bar and drive growth, The Dub should position itself as the premier destination for women's sports fans through strategic marketing and an engaging in-bar experience. Social media campaigns featuring game previews, player spotlights and behind-the-scenes content can help build excitement and establish The Dub as a go-to source for women's sports coverage. Partnering with local women's teams and athletes for meet-and-greet events, watch parties or merchandise collaborations can deepen community ties and attract new patrons. The Dub can also implement loyalty programs that reward repeat visits during women's sporting events, encouraging consistent attendance. In-bar experiences, such as interactive halftime trivia, themed viewing parties and exclusive game-day specials, can enhance the atmosphere and make The Dub the preferred gathering place for fans. By prioritizing both the promotion of women's sports and the overall customer experience, The Dub can drive engagement, increase foot traffic and build a passionate, loyal customer base.



SITUATION *Analysis*

History

The Dub is a women-owned, women-focused sports bar set to open in 2025 in downtown Kansas City, MO. Founded by Monica Brady and Rachel Glenn, the bar was born from their desire to create a safe, inclusive space for fans of women's sports, especially those from marginalized communities.

Brady oversees vendor relationships, marketing, and customer engagement, while Glenn manages employee training, project coordination, and community outreach. They will also hire a general manager and bar lead to support operations.

A core value of The Dub is empowering women, reflected in its unique renovation, completed entirely by female contractors, a first in Kansas City. The bar will welcome all levels of sports knowledge, offering educational sessions for newcomers.

The Dub aims for a 10% growth rate in its first three years, with long-term plans to expand across the Midwest, bringing more visibility and community to women's sports.



THE DUB

Products and Services

The primary service that The Dub will provide is that it is a space to watch women's sports. The Dubs business plan states soccer, basketball, rugby, hockey, volleyball, lacrosse and football will be shown on 10 TVs throughout the space. Outside of widely televised games, small teams that broadcast games via local channels or YouTube will also be shown. The sports will be predominantly women's, with an occasional major men's sporting event. In this safe and inclusive space, customers will be able to purchase alcohol and different food options. The Dub will have a small selection of local tap beers, liquor and specialty cocktails. The space does not have a hood in the kitchen, so food service will be small sandwiches, flatbread pizza, charcuterie boards and small handheld appetizers.

Market Analysis

In recent years, there has been an increase of fans of women's sports. There is a shift in seeing female athletes as role models because of their social media influence and brand deals. Increased media coverage and investment bring awareness of this market to the public. However, based on our primary research, it is apparent that there still needs to be more coverage via social media and investment in the ability to watch women's sports programs. Our interviewees stated that they are interested in women's sports but do not see them very often.

However, the increase in visibility in the last couple of years has opened a new market: women's sports bars. The first women's sports bar, the Sports Bra, opened in Portland, Oregon, in 2022. Since then, six other women's sports bars have opened across the country, with the potential of at least 12 others to open within the next year. They all promote community, inclusivity and visibility for women's sports.



COMPETITORS

Direct

The direct competitors of The Dub are **popular bars** in the surrounding area. These bars are direct due to **location, similar target audiences** and they **provide a form of entertainment** for their guests. The first is **The Quaff**. This is another sports bar, a couple of blocks away from The Dub. The Quaff was voted best in Kansas City in 2018 by the Pitch and the 2018 Small Business Excellence Award. The second direct competitor is **Missie B's**. This bar is known for its inclusivity, good times and carefree attitude. Missie B's also makes contributions to local gay causes, including hosting an annual benefit drag show. The final direct competitor is **No Other Pub** by Sporting KC. Located in the Power and Light district, this bar attracts business due to its proximity to steak houses, nightclubs and the Sprint Center. The pub includes many different games for entertainment and a social lounge that can be rented out for large parties.

Indirect

The indirect competition consists of **bars that do not offer the same services** as The Dub, but may be competing for the same audiences. All of these locations provide entertainment and alcohol. **Top Golf** is located further outside of Kansas City. This is a family-friendly establishment offering specialty cocktails and range golf games. The next indirect competitor is **Hamburger Mary's Bar and Grille**. Located on Broadway, close to Westport, Hamburger Mary's is a themed nightclub offering drag shows multiple times a week. Finally, **The Phoenix** is a Jazz club located in the Garment District of Kansas City. The Phoenix features live music six days a week.



Environment

As of September 2023, there were 223 sports bars in Kansas City. This is a saturated field in the city. Many of these establishments are proud of their sports viewing experience they provide. A key factor in this experience is how many TVs and how many channels these bars have access to. Due to a changing economy, many people are moving away from spending money on alcohol. In turn, they are spending money on more important things, such as groceries. This reflects a long-term economic shift, which results in customers needing more incentive to spend their money.



TARGET *Audience*

Primary

Through our secondary research, we have identified two key target audiences. The primary audience consists of millennial women who already consider themselves sports fans. These individuals have a history of attending games, visiting traditional sports bars, or streaming sporting events. They are actively engaged in the sports community and seek spaces that align with their values and interests.

Secondary

The secondary audience includes millennial members of the LGBTQ+ community who have an interest in sports but do not necessarily identify as avid sports fans. They are looking for an inclusive and welcoming environment where they can learn more about sports in a safe and supportive space.

Why?

Women's sports fans and their allies represent an under served market segment, despite the rise in popularity of female athletes and teams. Through primary and secondary research, we found this audience is deeply engaged with social media, actively participates in events, and values businesses that align with their social beliefs. This audience watches sports but will not identify themselves as sports fans. They lack knowledge of sports in general and awareness of women's sports. By creating a space dedicated to them, The Dub will foster a loyal community that will drive repeat business, word-of-mouth promotion, and long-term growth.

THE DUB

Challenges

Limited Awareness & Market Penetration

As a new business, The Dub must establish brand recognition within Kansas City's sports and nightlife scene. Competing against established bars will require targeted outreach and strategic partnerships.

Overcoming Traditional Sports Bar Norms

Many sports bars primarily focus on men's sports, and shifting consumer behavior to embrace a space dedicated to women's sports will take time and education.

Engaging a Niche Audience

While women's sports fandom is growing, it remains a niche market compared to men's sports. The Dub will need to ensure it reaches this audience effectively through digital marketing, in-person events, and collaborations with local sports teams.

Retention & Customer Loyalty

Building a dedicated customer base requires consistent engagement, unique events, and promotions that encourage repeat visits. A loyalty program, special events, and exclusive game-day experiences could help drive retention.

Summary

By effectively identifying and addressing these challenges, The Dub can carve out a unique position in Kansas City's sports bar landscape and create a lasting impact in the women's sports community.

CHALLENGES

Unconfirmed Opening Date: The Dub aims to open in June 2025 to align with Pride Month and key Kansas City Current games. However, finalizing an exact launch date remains uncertain. Navigating permits, licensing, and city regulations has posed delays, impacting construction timelines and overall planning. This could impact potential plans to market towards Pride Month activities.

Funding Constraints: As a new business, securing sufficient funding for renovations, staffing, and initial operations is a challenge. The Dub is actively seeking financial support through investors, grants, and community partnerships.

Limited Space: With a footprint of under 2,000 sq. ft., maximizing functionality while maintaining a comfortable atmosphere is a priority. Efficient use of space for viewing areas, seating, and educational sessions is potentially a challenge.



WHY TAKE ACTION?

As an up-and-coming sports bar, it's crucial to act now to expand our social media presence while developing brand loyalty and increasing awareness of women's sports.



REASONS *to act*

SOCIAL MEDIA, LOYALTY & AWARENESS

As a new Kansas City business, The Dub needs to expand its name recognition through social media by both growing its audience and consistently engaging with followers.

Through planned social media posts, events, and specialty drink deals as well as spotlighting women's sports and women's sports athletes, The Dub can better connect with customers and sports fans in the Kansas City area. The Dub can use the success from the previous pop-up events, keeping supporters involved while acquiring new potential customers. Building relationships and partnering with other established organizations that are connected to women's sports will bring about important connections and help boost The Dub's credibility and popularity within the Kansas City community.

The Dub will support the community by offering a safe space and environment to cheer and support your teams and become more aware of women's sports. The Dub plans on donating money to the local LGBTQ+ sports league "Stonewall." Many of the spirits and beers that will be offered at The Dub will be locally sourced from Kansas City. Specifically, the beers that will come on tap in the space.

An essential part of growing the customer base will include increasing awareness of women's sports and knowledge of sports gameplay. This can be done through education (rules classes), promoting team schedules, highlighting big games, and marketing The Dub as the place to be for women's sports viewing and support.



AUDIENCE *Personas*



SOPHISTICATED *Sara*

- **Age:** 34
- **Gender:** Female (she/her)
- **Race:** Caucasian
- **Location:** Parkville, MO.
- **Sexual Orientation:** Heterosexual
- **Status:** Single
- **Income:** \$114,000/ year

Background

Sara is a People Person (HR) at Burns & McDonnell in Kansas City, Mo. She commutes to work from the suburbs of Parkville, Mo and frequently listens to fantasy audio books and sports podcasts on her drive. Sara is an avid sports fan but primarily engages with sporting communities digitally, via streaming and social platforms. She gets drinks with friends and/or coworkers a few times a week but doesn't consider herself a "partier". Sara prefers high quality cocktails and an overall experience that isn't overwhelming. As she gets older, Sara has noticed that she values the experience and connections made while going out more than being intoxicated. She typically sticks to 2-3 drinks and paces herself throughout the night.

Identifiers

- Outgoing
- Meets new people
- Knowledge of sports
- Spends time with brother

Challenges

- Busy
- Overwhelmed
- Wants female interaction

Pain Points

She finds traditional sports bars uncomfortable—often loud, dirty, and male-dominated—with drinks that don't meet her standards.

GOALS

Primary: While Sara loves her Pilates and brunch friends, she wants to expand her circle. Currently, she only talks to her brother about sports, but she would love to get more perspectives.

Secondary: Sara wants to find a physical space where she can watch sporting events.

How we can help

The Dub can help Sara reach her goals by marketing itself on channels where Kansas City (and surrounding areas) women are already engaging with sports content: social media. It should position itself as a non-traditional sports bar—highlighting the drinks, experience and overall friendly atmosphere. Sara (and women like her) are overwhelmed by traditional sports bars. The Dub is different because the space as well as branding will be clean, bright and feminine.

Objections

Sara might hesitate to come to the Dub if she thinks that it will only play women's sports. As a fan of both, Sara wants an experience that allows her to watch all of her favorite teams while connecting with women. She might also avoid coming to the bar unless there is a major sporting event taking place. She is more likely to get acclimated to the bar when there is a sporting event that she wants to watch airing.





OUTGOING *Olivia*

- **Age:** 32
- **Gender:** They/ She
- **Race:** African American
- **Location:** Kansas City, MO. (Crossroads Art District)
- **Sexual Orientation:** Queer
- **Status:** Single but complicated
- **Income:** \$62,000/ year

Background

Olivia is a registered nurse at the University of Kansas Medical Center in Kansas City. They went to KCKCC, a local community college 30 minutes away in the suburbs, to receive their nursing degree. They enjoy working as a nurse, but the long hours in the hospital make them exhausted. They have been considering a career change but have not fully looked into it yet. They have a partner but its something super casual right now. They have not made their mind up on whether they want to be married in this economy.

Identifiers

- Compassionate
- Full of life
- Chronically online
- Loves helping people

Challenges

- Dislikes crowds
- Hates exclusivity
- Needs reasonable pricing
- Needs seating options

Pain Points

Olivia often feels pressured to conform to the vibe of a venue. They want an environment that doesn't require a dress code or emotional labor—just a place to relax, connect, and feel seen.

GOALS

Primary: Find an inclusive, affirming space where their gender identity is respected.

Secondary: Unwind with a well-crafted but affordable cocktail in a chill, post-work setting.

How we can help

The Dub can be the safe space that this person is looking for. Just knowing that it is a queer owned space will immediately change their perception on the sports bar. The dub is inclusive and safe to more than just the LGBTQ+. It is also going to be accessible to members of ADA making it a space that everyone can enjoy. Their cocktails, drinks and appetizers will be affordable to most. While The Dub may get busier on the weekends, it is going to be a safe space unlike the rowdy, drunken people at Power and Light. There will also be table seating options away from the bar or high traffic areas in The Dub.

Objections

Olivia might reject The Dub because of the physical spacing of the location. The Dub has limited spacing options and this type of consumer could find that daunting if its busy and they're trying to find a place for a drink after work. If the prices of this establishment get too high for Olivia, they may opt to have a drink at home instead of stopping after their shift.





SPORTS FAN *Fran*

- **Age:** 29
- **Gender:** Female (she/her)
- **Race:** Caucasian
- **Location:** Downtown KC.
- **Sexual Orientation:** Heterosexual
- **Status:** Married
- **Income:** \$89,000/ year

Background

Fran is a dental hygienist who lives in downtown Kansas City. She and her husband are season ticket holders for the Kansas City Current, and also regularly attends the Kansas City Chiefs and other local teams. When not in the stadium, Fran is looking for new fun and safe places for her and her friends to watch sporting events in the KC area. She's passionate about local teams and wants to deepen her fandom within a like-minded community.

Identifiers

- Adventurous
- Confident
- Passionate
- Community driven

Challenges

- Work/ life balance
- Budget conscious
- Prioritizes husband
- Wants a family

Pain Points

When not in the stadium, Fran is looking for new fun and safe places for her and her friends to watch sporting events in the KC area. She's wants to deepen her fandom within a like-minded community.

GOALS

Primary: Fran loves cheering on her favorite local sports teams and being a dedicated fan. She hopes to continue to grow in her fandom and find a community to share that experience with.

Secondary: She is career-minded, loves her job and wants to advance in her career field.

How we can help

The Dub can offer an approachable, affordable venue with high-quality food and drinks—a place where sports fans can unite, regardless of their experience level. Fran and fans like her will appreciate an environment that's both fun and elevated.

Objections

She might avoid The Dub if it has a limited menu or comes off as unwelcoming or overpriced. Ensuring a fresh, diverse menu and warm atmosphere will be key.





ENTHUSIASTIC

Enrique

- **Age:** 26
- **Gender:** Male
- **Race:** Latino
- **Location:** Kansas City, Mo
- **Sexual Orientation:** Gay
- **Status:** Single
- **Income:** \$65,000/ year

Background

Enrique is a 26-year-old gay man who recently moved to Kansas City, Missouri, from Texas. He holds a Master's in Social Work (MSW) and works as a grant writer for El Centro, a non-profit dedicated to improving the lives of Latinos and underserved communities through education, social programs, and economic opportunities. Moving to a new city has been exciting but also challenging—he's looking to build a social circle and find a safe, welcoming community. He enjoys sports but has never been deeply involved in them, so he wants a space where he can learn and participate without judgment.

Identifiers

- Warm
- Friendly
- Eager
- Accepting

Challenges

- Adapting to KC
- Needs safety
- Unfamiliar with surroundings

Pain Points

He often feels anxious about joining conversations where he doesn't feel knowledgeable. Imposter syndrome can keep him from engaging fully, especially when it comes to sports.

GOALS

Primary: Find a social safe space where he can meet like-minded people and build a support network.

Secondary: Become more knowledgeable about sports so he can enjoy conversations and games without feeling left out.

How we can help

To help Enrique feel comfortable, we can create a welcoming environment that prioritizes inclusivity. By offering beginner-friendly sports discussions, we can make sure he feels encouraged rather than intimidated when learning about teams, rules, and game strategies. Hosting social events that blend casual sports viewing with opportunities to meet others can help him build relationships without feeling pressured to be an expert. Above all, fostering an atmosphere where everyone, regardless of their knowledge level, feels valued will make it easier for Enrique to find a sense of belonging.

Objections

Enrique might hesitate to join because he feels he doesn't know enough about sports and worries that he won't fit in with a more knowledgeable crowd. He may also feel uncertain about putting himself out there socially, especially as someone new to the city. Enrique could struggle with finding the right space to meet people without the awkwardness of forced networking. If he's unsure where to start, he might avoid participating altogether, fearing that he won't connect with others in a meaningful way.



SWOT *Analysis*

Strengths

- Strong and growing fan base
 - a. Repetitive attendance in popups
 - b. New faces for new sporting events
 - c. 70-100 people in attendance before opening of physical space (KC Current)
- Collaborations with other bars builds a good relationship with the community
- Customer interest in opening leads to new followers on social media
- Potential for continued community partnerships to locally source things like liquor, beer and goods
- Plans to sponsor Stonewall
- Already gaining earned media

Opportunities

- Kansas City has 322,000 individuals in the 18-64 age range
- Growing population allows for dynamic business growth
- Success of KC current + tapping into the followings of other women's sports teams in the area
- Two women's tackle football teams in KC
- Location and proximity to the T Mobile Center and Power & Light
- Favorable attitudes from community groups about inclusivity and sports viewing

Weaknesses

- Cross attendance 20% of establishment
- Confusion from customers about opening and keeping momentum with communication
- Limited space- capacity and limited number of seats
 - a. Management of this
- Selection/ prioritizing strategic partnerships
- Customer preferences for menu/ products
- Figuring out aligning values with products

Threats

- Millennial drinking trends lowering
- Changing of social media platforms used by audiences
- Political climate is anti-inclusive
- The saturation of sports bars in Kansas city and the potential of losing ability to leverage woman's sports due to the opening of other women's sports bars
- Large health/ economic pandemics
- Underage drinking + prevention of losing liquor licenses

PLANNING *Section*

GOAL *one*

BUILD A COMMUNITY OF LOYAL CUSTOMERS

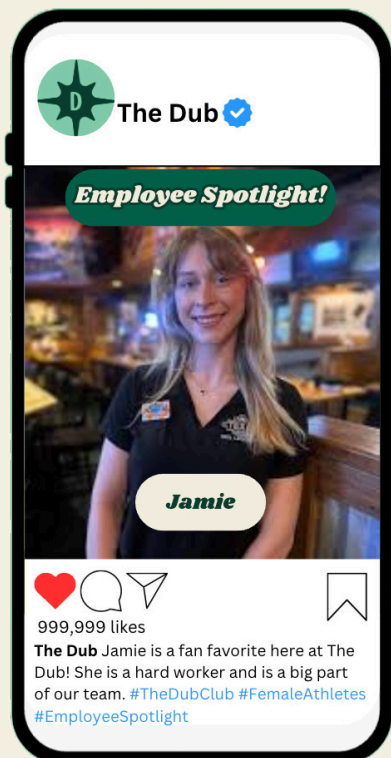
Objective: Increase the number of regular customers by 10% between weeks 4 and 12 of business.

<i>Strategy</i>	<i>Tactics</i>
Curate a customer experience that prioritizes social interaction and connection.	<ul style="list-style-type: none">- Host regular events that encourage guests to talk to fellow customers (sports-learning classes, trivia night, watch parties, etc.)- Train staff members to speak to guests throughout the night and build relationships with them.
Position the Dub as a home-away-from-home through its social media platforms.	<ul style="list-style-type: none">- Share features about regular customers on social media.- Launch a loyalty reward system called "Dub Dimes," where members receive custom tokens each month that can be redeemed for exclusive perks like free drinks, limited-time menu items, or Dub Club merch. These collectible coins add a fun, interactive element to the customer experience and encourage repeat visits.- Post social content that centers around the people who attend/ work at the Dub.- Start a bi-monthly newsletter of upcoming events by collecting emails at watch parties.
Foster an environment where millennials of all backgrounds feel connected to their community.	<ul style="list-style-type: none">- Continue to collaborate with other bars in the community and share support for them on social media.- Partner with local female athletes for small, connection-centered events, for customers to meet players from teams aired at the Dub.- Post detailed menu item breakdowns that share where ingredients are being sourced from in the community.- Highlight local spirits/wines/beers that are being used at The Dub on social media platforms

DUB *dimes*



COMMUNITY *highlights*



GOAL *two*

BUILD A COHESIVE IDENTITY ACROSS SOCIAL MEDIA PLATFORMS

Objective: Increase social media engagement rates on Instagram by 15% by December 2025.

<i>Strategy</i>	<i>Tactics</i>
Build a consistent brand image for The Dub across all social media platforms.	<ul style="list-style-type: none">- Expand the brand book so that it defines The Dub's tone, values and personality to ensure cohesive messaging.- Use sports-oriented copy and verbiage on posts to connect with The Dub's sports-loving audience and amplify game-day energy.- Utilize paid Instagram and Facebook advertisements to promote key events.
Hire a social media manager to create content and traction online.	<ul style="list-style-type: none">- Create and schedule engaging content to consistently showcase The Dub's brand and personality.- Highlight upcoming events, weekly specials, menu items and behind-the-scenes moments to keep followers interested.- Launch social media-exclusive promotions and giveaways to encourage followers to visit and share.



CONTENT *calendar*

THE DUB SOCIAL MEDIA CALENDAR WEEK 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Upcoming sporting events: 11am Post with time and date of local & and nonlocal upcoming Women's sporting events.			Want to Learn About Sports?: 10am Join the Dub as we go over some sports knowledge and enjoy half priced drinks	Female athlete of the week: Scheduled post for 1pm Show casing a female athlete along with brief description.	
		Upcoming sporting events: 11am Post with time and date of local & and nonlocal upcoming Women's sporting events.		Dub Dimes: 10:30am: Ask your servers about Dub Dimes and other Special offers!		Female athlete of the week: Scheduled post for 1pm Show casing a female athlete along with brief description.	Game Day Happy Hour Prices: 11am Join the Dub for the big game and enjoy discounted drinks!
				Women's sports and Dub Updates: 10 am Email Newsletter informing customers of upcoming events .			

UPDATED *voicebook*

tone of voice

Bold. Real. Unfiltered.

Our tone is youthful, direct, and culturally fluent, mixing sharp wit with grounded honesty. We don't shy away from strong opinions or bold statements, but we never talk down to our audience.

values

1. Keep it real
2. Speak up
3. Culture first
4. Community over stardom
5. Evolve loudly

SOCIAL posts



EMAIL newsletter



The Dub <TheDub@Gmail.com> [Subscribed](#)

Subject Line: Kick Off the Week with The Dub!
Header: This Week at The Dub – Your Home Turf for Good Times
Body:

Hey Team Dub,

We're here to be your play-by-play on all things happening at The Dub — from upcoming events and crowd-favorite promos to just checking in with our all-star members. Whether you're here for the games, the good vibes, or just a midweek timeout, we've got something brewing for you.

This Week's Lineup:

Thursday Night – Soccer Rundown @ 7PM

Step onto the pitch with us this Thursday for a crash course on the world's most popular sport. Whether you're a seasoned striker or just learning the rules of the pitch, this is your chance to dive into soccer basics with fellow fans.

Bonus Play: First round's on us — enjoy one free drink just for showing up!
So lace up, bring your A-game, and we'll see you at kickoff!

– The Dub Team



GOAL *three*

PROMOTE AWARENESS OF WOMEN'S SPORTS

Objective: Increase favorability for women's sports among the customer base by 10% by the end of the first year of business.

<i>Strategy</i>	<i>Tactics</i>
Position The Dub as the premier destination for women's sports	<ul style="list-style-type: none">- Build credibility of sports knowledge by revising the events calendar on The Dubs website to include general women's sporting events as well as The Dub's events.- Use the current Dub tagline, "Kansas City's hub for every dub," as well as revise others to position The Dub as the best place to watch women's sports.- Start a blog on The Dub's website called "Level the Field," where they write about all things women's sports, accomplishments, players and game highlights.
Build awareness in the community of local women's sports teams and players.	<ul style="list-style-type: none">- pay for a mural in the Kansas City community celebrating women's sports.- Reach out to local publications with press releases for Player Meets with The Dub to generate earned media.- The dub will post one local female athlete (high school, collegiate, or professional) and highlight their personality and accomplishments.

CALENDAR

revisions

JULY						
<i>Sun.</i>	<i>Mon.</i>	<i>Tues.</i>	<i>Wed.</i>	<i>Thurs.</i>	<i>Fri.</i>	<i>Sat.</i>
		1 WNBA Commissioner's Cup Championship/ watch party @ Dub	2 Trivia Night @ Dub	3	4 England Women v India Women T20I (Cricket) Happy Hour: 5-7	5
6 Netball Super League Grand Final (Netball)	7 DUB CLOSED	8	9 Trivia Night @ Dub	10	11 Happy Hour: 5-7	12 Theme Night: Favorite soccer team
13	14 DUB CLOSED	15	16 Trivia Night @ Dub	17	18 Happy Hour: 5-7	19 London Athletics Meet AT&T WNBA all star Game/ watch party @ Dub
20	21 DUB CLOSED	22	23 Trivia Night @ Dub	24	25 Happy Hour: 5-7	26
27 Women's T20 Blast Finals Day (Cricket)	28 DUB CLOSED	29	30 AIG Women's Open (Golf) Trivia Night @ Dub	31 AIG Women's Open (Golf)		

LEVEL

the field

LEVEL THE FIELD





Game Changers

Winning Moves

Off the Field

Midfield Magic: Vanessa DiBernardo's Big Season

Steady and smart, DiBernardo is proving to be the creative engine behind the Current's success.

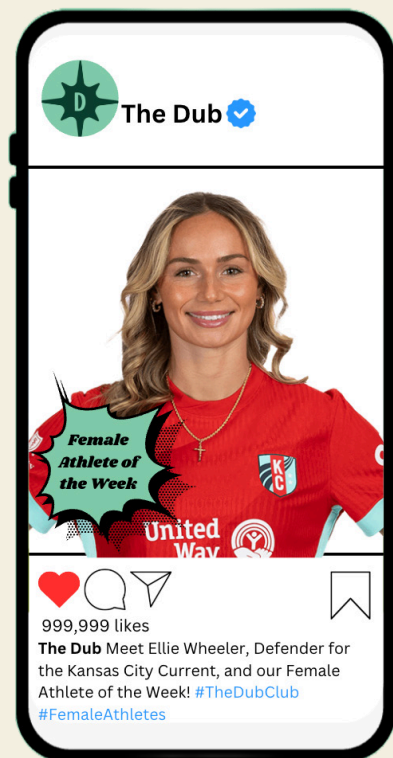
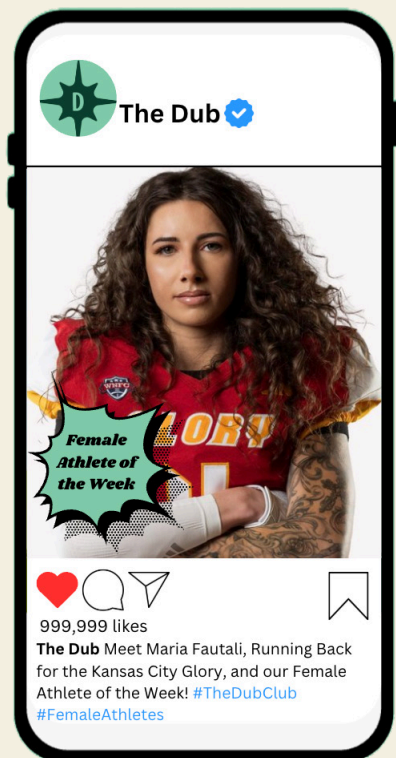




Top 5 NCAA Players to Watch This March Madness

These standout athletes are set to take center stage and could be the difference-makers in the tournament.

FEMALE ATHLETE *of the week*



MURAL *examples*



Mayfield Park, San Juan (2016)



Secret Campaign: Just #WatchMe (2021)

BUDGET

/item

Cost

GOAL 1:

Dub Dimes Tokens (300 pieces)

Goal 1: Objective 1: Strategy 2: Tactic B

..... \$180

Mail Chimp Subscription

Goal 1: Objective 1: Strategy 2: Tactic D

..... \$240

\$20/ per month

GOAL 2:

Paid Instagram and Facebook Ads

Goal 2: Objective 1: Strategy 1: Tactic C

• 4 per month (48)

..... \$2400

\$50/ per ad

Content Creation Tools

Goal 2: Objective 1: Strategy 2

• Ring Light

• Tripod

• Phone Microphone

• Canva Pro Subscription

..... \$210

\$50

\$30

\$10

\$120/ per year

Advanced Hootsuite Subscription

Goal 2: Objective 1: Strategy 2

..... \$2490

\$249/ per month

(10 months)

Social Media Intern (Part-Time)

Goal 2: Objective 1: Strategy 2

..... \$4500

\$15 / per hour

(15 hours per week for 4 months)

GOAL 3:

Posters and Flyers

Goal 3: Objective 1: Strategy 2

..... \$300

Community Mural

Goal 3: Objective 1: Strategy 2: Tactic B

• Collaborate with local artist

..... \$1200

Female Athlete of the Week

Goal 3: Objective 1: Strategy 2: Tactic D

• Photo/Video Shoots

..... \$200

Squarespace Core Subscription

Goal 3: Objective 1: Strategy 1: Tactic C

..... \$276

\$23/ per month

(1 year)

Total: \$11,996

EVALUATIONS

PREDICTIONS & EVALUATIONS

Goal 1: Building Community

Increase the number of regular customers by 10% between weeks 4 and 12 of business.

Prediction: Creating a welcoming environment where customers build friendships and connections will encourage them to return frequently. Hosting events like trivia nights and player meetups, launching the "Dub Dimes" loyalty program, and spotlighting regulars on social media will help turn occasional visitors into loyal patrons, driving consistent repeat business.

Evaluation: Track customer return rates through the loyalty program signups and "Dub Dimes" redemptions. Monitor event attendance lists and social media engagement on regular customer features to gauge community-building success.

Goal 2: Building an identity

Increase social media engagement rates on Instagram by 15% by December 2025.

Prediction: Posting consistent, energetic content around events, specials, and behind-the-scenes moments will strengthen audience connection to The Dub's brand and boost engagement. Promotions, giveaways, and a strong, defined voice will encourage followers to comment, like, share, and tag friends, ultimately increasing interaction rates by the end of 2025.

Evaluation: Use Instagram Insights to track engagement metrics (likes, comments, shares, saves) monthly. Compare engagement rates each quarter to the baseline to ensure a steady 15% growth by December 2025.

Goal 3: Promote awareness

Increase favorability for women's sports among the customer base by 10% by the end of the first year of business.

Prediction: Positioning The Dub as Kansas City's go-to destination for women's sports through content, events, and community partnerships will help normalize women's sports as mainstream entertainment. Customers exposed regularly to positive coverage, player meetups, and blog posts will develop stronger support for women's sports over time.

Evaluation: Conduct biannual surveys of customers to measure shifts in knowledge, attitudes, and favorability toward women's sports. Use survey results to inform ongoing marketing strategies.



Streetcar Studios



WORK CITED

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