

## **Bridget Hall**

### **Case Study Analysis Paper**

#### **Brief Overview of Eronel**

Eronel is an art and music venue in Dubuque, Iowa founded in February of 2013. It is a space for artists, verbal, musical and visual to have a place where they can exhibit their types of art and become a breeding ground for creativity. Eronel is also a drinking establishment that is known for serving a wide variety of craft brews from around the United States.

Eronel promotes and gives local or little known bands a place to perform to their music to an audience in a laid back atmosphere. There are several artworks that are also shown on the walls of the establishment from local or little known visual artists. Much of the space that Eronel provides is one that cultivates a social and creative atmosphere.

#### **Environmental Scan**

##### **I. Economic Scan**

Economic factors that are or could possibly influence the organization would include the price of alcohol and the amount of disposable income that costumers might have. Because this is first and foremost a drinking establishment, the factor of receiving and selling alcohol is one of the main focuses of Eronel. Eronel is a company that markets itself as a bar that offers a wide variety of microbrews to an area that does not have a lot of access to them. If prices went up and Eronel was either unable to maintain their collection or if the price that they were selling them to their costumers was too high, a supply and demand problem might come into effect.

Another economic factor that could influence the organization might be the amount of disposable income that customer have and/or are willing to spend. Because eating and drinking establishments rely almost solely on their customer base for their income to stay afloat, if there is a widespread downturn in

the economy this may have a negative effect on the business. One of the first places that people start to cut their spending when they are on a budget is entertainment and leisure. Without a large customer basis the company may begin to spiral downward.

One more economic factor that would influence Eronel is the seasons. In the state of Iowa, and much of the Midwest, summers tend to be very hot and humid and winters tend to be bitterly cold. That being said, the amount of costumers and income will fluctuate based on these trends. Customers are more likely to visit Eronel in the warmer months because of accessibility.

Most of the income that is made at Eronel can be categorized under the heading of earned income. Although the business at one time may have qualified or received some sort of contributed income from a community supporter, they most likely get their support from alcohol sales as well as charging a cover fee for bands. Other types of earned income could come from venue rental and merchandise sales.

Currently the financial health of the organization is in good standing. One final economic trend that should be mentioned is that of competition. Because Eronel is in the heart of the downtown area of Dubuque, there are several other bars to compete with in order to secure costumers. But because they serve to different kind of audience than most other bars in the area, they seem to have a steady hold.

## **II. Demographic Scan**

The general audience make-up consists of a wider age range than most bars and music venues in the area. Men and women mostly between the ages of 21 and 40 are what make up the customer base. Because of the type of live music and atmosphere that the space has, older participants frequent this establishment almost as much as those on the younger end. Trends that one might find in the participation level is that of the number of college students that frequent the venue. Because Dubuque,

Iowa is a city with three Division III colleges or universities and a number of smaller or community colleges, there tends to be a high number of those aged 21-25.

In regards to national trends, I was not able to identify exact numbers or data that consisted of information on the age of those of frequent drinking establishments. One statistic that I found though, referred to the gender of those most likely to go to a bar, and men came out on top (Trocki & Drabble). In comparison to the patronage of Eronel, I do not have exact number to compare. One demographic that might be of key concern of an establishment of this type would be that of alcoholics or binge drinkers. Because of being in a college town, the likelihood of this is greater.

### **III. Cultural Scan**

The general culture of the organization from an outsiders prospective is one of being alternative and individualistic. There is no board of directors for this organization. Local cultural elements such as the presence of a number of colleges in town encourage people in a way to participate and frequent the location. Social values that might also encourage participation include the value that many hold to socialize and interact with the community in a laid back and artistic way.

Eronel is an organization that likes to promote small or upcoming artists and musicians. Because of the ever and ongoing trend in almost every community to support your local entrepreneurs, this is the route that they have chosen to take. As mentioned before, Eronel is very much into promoting what is local, including their musicians and their artists. They use this cultural tactic to cultivate a certain audience. Another popular culture element that they offer and use to influence their audience is their offering of craft beer. Craft beer is not something that is extremely accessible in Dubuque, Iowa and Eronel tries to fill that gap with offering a wide variety.

How Eronel has responded to the technology culture includes how they advertise themselves. They have a website for their business as well as a Facebook page that promotes and shows upcoming and past events to people who “like” their page.

#### **IV. Other Environmental Elements**

Other environmental elements that would effect this establishment mainly relate to law related issues. Because the drinking age throughout the United States is 21, if an underage patron were to gain access to the establishment and procure alcohol, Eronel may have legal issues on their hands. If they were to get their alcohol license taken away, that was cause a huge drop in customers and consequently, revenue.

**SWOC analysis (strengths, weaknesses, opportunities, challenges) of the organization's cultural product, pricing**

	Strengths	Weaknesses	Opportunities	Challenges
Cultural Product(s)	Entertainment   Enjoyment   Personal Expression   Personal Expression   Promotion of local products	Type of music or art may not be enjoyable for all   Products are aimed toward a more specific audience than some	Offer different kinds of artist's access to the space that is available   Utilize the gallery more with a wider array of artists	There is an age requirement for this establishment   Space is an issue, so a time limit for each exhibition would have to be thought out
Pricing	Not as expensive as a large concert venue   Access to craft beer at a bar rather than ordering something from far away	In a college town, so many times having to pay a cover for a bar is something that students don't want to have to deal with   Craft beer can be pricier than others	Offer a two for one kind of deal to offset cover costs   Offer a drink token for paying the cover or other types of door prizes	Don't want to lose money by giving away free drinks/merchandise but still need a way to entice customers to spend money at establishment
Place (Access)	Downtown central location   Culturally rich area	Actual venue is in the underground, beneath a restaurant and is often times hard to locate if one has not been there before	Make the sign more prominent   Advertise the fact that the venue is underground so that it becomes common knowledge	Have to get sign approved   spend money on new promotional materials   Don't want to move the venue
Promotional Efforts	Promotions on Facebook allow for visual representations, along with opportunities to promote using video	There are only two media/social media site that are utilized, making it difficult to get information on different platforms	Use video instead of just photos and words to promote   Get ahold of a SnapChat account so that the promotion is instant and current	Who would take this job   Would hiring someone to create more social media accounts be cost effective

**Works Cited:**

Trocki, K., & Drabble, L. (2008). Bar patronage and motivational predictors of drinking in the San Francisco Bay Area: Gender and sexual identity differences. *Journal of Psychoactive Drugs, Suppl 5*, 345–356.