

**Collab Dance Studio & Creative Space**  
**Public Relations Plan**



**441 E. Carson St, Unit F&G**

**Carson, CA 90745**

**Collabcarson.com**

**Presented by: Vigor PR**

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**COM 467**

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**Profile/overview**

Collab Dance Studio and Creative Space was established in 2021 officially opening their doors in Carson, CA. Keyonna Kidd-Goins the founder and owner of Collab has been a part of the small business scene, hosting wine tasting and other small events with other creators. She revealed that her issue before was never truly turning a profit because she would distribute most of the funds into space rentals. Her biggest drive was to have her own place where she can host her events plus invite other small businesses and entrepreneurs to come in with their ideas and passions at an affordable rate. Due to her knowledge and following in the creative space scene she decided to do it independently, investing in a studio with the help of her husband and aunt Collab was born.

As of today, Collab offers a wide range of activity space for dance classes, fitness classes, open mic nights, and workshops in different categories to name a few. Her price rates break down by the client's needs, classes/meetings of up to 50 people start at \$75 an hour while events of up to 80 people start at \$300 an hour for seven hours, the pricing is detailed on her website on the book now tab. The company is run by Keyonna with the other only staff being her husband and aunt.

**SWOT**

During Collab's initial analysis we discovered some of the company's strengths, weaknesses, opportunities, and threats. The company's strengths were seen in their affordable pricing, being black/women owned, the client's creative control of the venue when booking, excellent rehearsal space, outside customer loyalty (not Carson), and easy booking system online. The weaknesses were in the minimal parking for customers, the company name missing

from the main marquee, the social media organization, and the unclear perception of who owns the company. We found opportunities in the location being next to an affordable housing complex and having an engagement with CSUDH for a pool of new customers.

Collab has the opportunity to increase the awareness to Carson and the rest of the South Bay area, create a bigger social media presence, update the website, and increase their networking events. The threats to the company were seen in the funding and lack of community engagement. Collab also has a few competitors very close Romance and Dance, Dancetime Studio, The SOL Venue, and Carson Event Center. Collab Dance Studio and Creative Space's mission statement is to be a source for the community with dance, fitness, and health awareness; and to work with people who want to provide services needed in the community.

### **Three Target Audience**

At the moment her current customers are from everyone else but her target market. She has customers from San Pedro, city of LA, Pasadena, Long beach etc. Her top reached cities on social media are LA 7.7, New York 3.2, Carson 2.8 and Long Beach 2.6. Her biggest audience is mainly women 84.80. This organization is in the community and for the community. From speaking with the business, she has made it known that she has three main target markets: the South bay area, Small businesses and local organizations.

As for the South Bay area, although she is located in Carson and wants more Carson based customers, she has realized that the surrounding area is just as beneficial.

Small Businesses and local organizations are a huge target market for her such as those are the individuals who need a space to have their events whether it be pop up shops, workshops, dance classes, meetings etc. With that being said, customers that would have repeat rental spaces

would be more ideal so that dates can be secured for them. She wants to focus on the community and offer them a venue at an affordable price. She wishes to host more events that would benefit the community without losing a cost on her end.

### **Goals and Objectives**

There are several goals and objectives that Vigor PR wishes to accomplish when it comes to Collab Dance Studio and Event Space. The main overall objective is to get business and organizational partnerships to collaborate with Collab Dance Studio. A few goals are set in place in order to accomplish this such as increasing the viability on social media, this will be important because it will bring traction to the studio. In order for social media to gain viability we will help brand it and make it more aesthetically pleasing by creating cover images for each post that gives the page one overall theme that is attractive to viewers.

Another goal is to bring awareness to the Carson and South Bay community as most of the clients are currently commuting from other cities, we will do this by building awareness of the studio and getting the word out that an affordable studio space exists within the community. A main goal is to secure sponsorships in order to allow nonprofits to rent out the space at no cost to get better involved with the community. It is important to the founder that she collaborates with black and women owned businesses in order to give them an upper hand in the community and help them to flourish in their business. These are a few goals and objectives we have set in place in order to make Collab Dance Studio thrive.

### **Key Messages**

As Vigor is helping our client Collab there are four key messages that we want to emphasize in our plan. Those four messages are Collab being a black/woman-owned business, a

family ran business, competitive pricing as well being a space for all of the South Bay area to gather. With all these being highlighted there is one common goal and that is community. Bringing people together from different cities to engage and learn something new with our space. Highlighting Collab as a black/woman-owned business gives the studio a market of supporters as well as gives clients a reason to support it. We want to target consumers who want to support black/woman-owned businesses.

With the prior pandemic, we saw an uprise in support for family-owned businesses. With the constant media coverage of businesses like these, it is a great way to get new vendors and clients to Collab's space. It is a benefit for both Collab in a way for getting more business and clients supporting a family business. Something very special about Collab is the affordable prices in classes they offer. This comes with affordable prices on dance classes, event spaces and more. If we get future clients to see how affordable we are compared to other competitors more people will use Collab. Lastly, as we stated before, it's all about Community. Collab is all about being a space for the community and giving the opportunity to hold events and classes so people can have a chance of doing and learning in an affordable space.

### **Strategies and Tactics**

The strategies Vigor proposes for COLLAB will emphasize optimization of brand identity, brand voice, and brand management via the creation of a social media kit plus overall a rebrand of social media presence. By making the story of COLLAB and its owner's general information more accessible online, we hope to update the online brand identity towards more modern consumers who are accustomed to website convenience. The tactic of creating a generalized social media kit will expand her brand voice/outreach towards other diverse online platforms (such as Tik Tok, Facebook, or Twitter). Revitalizing the brand's online visual

aesthetics with intentional updated forms of content creation will effectively increase reach of brand voice, improve brand management, and shape COLLAB's brand identity as a community space on and offline.

### **Public Relations Campaign Timeline**

The first phase of the public relations campaign begins with a series of strategic planning meetings where we meet in a group with our client and do site visits to fully understand the strengths, weaknesses, opportunities and potential threats. This phase will take place between February 22nd and March 17, 2023.

The 2nd phase of this campaign will include the optimization of brand voice, brand identity and brand management. This phase will include content batching, redesign of the social media appearance/layout, creation of media deck and early development of a feature story. This phase will take place between March 18, 2023 and April 7, 2023. The week of April 10, 2023, we will begin to utilize batched content and newly designed social media templates to post across various social media platforms to highlight Collab's recurring events. Posts will be monitored week over week moving forward to test and report against overall engagement.

The 3rd phase of this campaign begins April 10, 2023 and runs parallel to the social media strategy above. During this phase we will be reaching out to various businesses for sponsorship and collaboration opportunities. This phase will require usage of the media deck which will work as a visual pitch to engage partnerships. This includes media outreach to highlight the business. During this phase we will also begin planning the early stages of a potential event within the space. The phase will take place between April 10, 2023 and May 1, 2023. We will track all media coverage and conduct necessary follow ups.

The 4th and final phase of this campaign will consist of gathering insights for social media performance, identification of sponsors and partnerships and solidifying a final date for a networking-oriented event. The final phase will take place between May 1, 2023 and May 15, 2023.

### **Deliverables**

To help Collab Dance and Creative studio meet some of the highlight's objectives and goals, Vigor PR is suggesting the following ten deliverables. These deliverables were based on the client's needs and will outline who from Vigor PR will be responsible for each deliverable.

- Partnerships – Carl Johnson
- Brochures- Caitlin Quijano
- Media Kit- Jade Esparza
- Fact Sheet- Katey Alvarez
- Events- Confidence Umejese
- Feature Story- Ryley Wheeler
- Branding- Gerardo Arellano
- Promotional Videos- Gerardo Arellano/Carl Johnson
- Social Media- Gerardo/Caitlin
- Press Release- Adrian Little



## Execution

Bellow are all the deliverables that were implemented for Collab Dance Studio & Creative Space

### 1. Partnership Email

Hello [Potential Partner]:

I am Keyonna Kidd- Goins from Collab Dance Studio and Event Space. We focus on providing a place for small business owners and entrepreneurs without a brick-and-mortar to hold events. I have been looking to partner up with local businesses that can help my clients and in turn help spread knowledge about my space to the community. I have several dance groups that rent my space and could benefit from buying from a local business like yours.

A partnership between our two businesses would build a great community in the South Bay area. I can send business to you, and you can send business to me. I have many dance groups in my space, and you have dancers that buy from you. I feel we can produce a special promotion that can help us both.

Would you be available for a meeting soon to discuss a potential partnership?

Thank You,

Keyonna Kidd- Goins

Owner & Operator of Collab Dance and Event Space.

Cell (323) 552-6944 Email: [collabcarson@gmail.com](mailto:collabcarson@gmail.com)

2. Fact Sheet



## Fact Sheet

### Collab Dance Studio & Creative Space

#### WHAT

- Collab Dance Studio & Creative Space is a business with a 1750 square foot open space studio.
- The name collab comes from 'spirit of community and collaboration' which is the mission for this business.

#### WHO

- Keyonna Kidd-Goins is the founder and operator of a small business.
- Keyonna is a two-time alumna of CSUDH earning her BS and MBA Degrees in Business Administration.

#### WHERE

- The Creative space is located 441 E Carson St Ste F-G, Carson, CA 90745.
- The blank Space is equipped with Wi-Fi, colored led lighting, Bose Bluetooth sound system, mounted TV's, chairs, tables and mini fridge/freezer.

#### WHEN

- Collab Dance Studio & Creative Space first opened its doors for business October 2021.

#### WHY

- This space provides entrepreneurs and small business owner's without a brick and mortar store a place to call home.
- For Other small business owners to utilize in order to create, show and growing within the space.

#### Additional Facts

- This Business is woman and black-owned.
- Her business raises funds to cover the charge of the event space for smaller community businesses and organizations.

###

## 3. Feature Story



## Women in Business with Keyonna Kidd-Goins

COLLAB Dance Studio and Creative Space is owned and operated by Keyonna Kidd-Goins. She is dedicated and passionate about serving her community and creating an open space for entrepreneurs and small business owners a place to call home. Supporting COLLAB Dance Studio is supporting black-owned women and families in business. COLLAB speaks for itself and comes from ‘spirit of community and collaboration’ which is the mission for her business. Kidd-Goins acts as a resource facilitator to other businesses within the community to help them build a network and better connect with their community. She has collaborated and hosted pop-up events with local vendors within the city of Carson.

Keyonna graduated from California State University, Dominguez Hills with a Bachelor’s degree in Business Administration. She is well connected in the community and has a background in community outreach, recreation, business management, and city council. Her overarching goal is to create a space for community within the city of Carson. With a background in City Counsel as a Los Angeles City Clerk she has always been dedicated to serving her community. Her business raises funds to cover the charge of the rental space for smaller community businesses who want to rent the space but may not have the funds. As a major supporter of women in business, she does her absolute best to provide the space to anyone and everyone and is constantly looking for sponsorships to support this.



4. Press Release



**Collab Dance Studio & Creative Space**

**Adrian Little**

**(424) 264 - 5146**

**collabcarson@gmail.com**

**FOR IMMEDIATE RELEASE**

**CARSON-BASED DANCE STUDIO AND EVENT SPACE HOSTS IMPROV-COMEDY EVENT FUNDRAISER**

CARSON, California – On May 6th, Black woman-owned Collab Dance Studio and Creative space (@collab\_carson) will be hosting a comedy event, organized by CJ the host (@CJthehost) and starring all-black improv-comedy group Bernie Mac & Cheese (@BMCimprov), fundraising to sponsor and cover the costs of future events for recurring classes held at Collab Dance Studio and Creative Space.

Keyonna Kidd-Goins, the passionate owner of Collab, is delighted to bring Bernie Mac & Cheeses' unique style of group comedy to her event space for the first time, and is grateful for their willingness to fundraise on behalf of established groups who want to continue to be a part of the Collab experience but are low on funds.

The event will be from 7pm to 8pm, located at 441 E Carson St Ste F-G, Carson, CA 90745.  
individual tickets priced at \$10, available for purchase online and at-the-door.

BOILERPLATE BIOGRAPHY

###

5. Media Kit



**MEDIA KIT**



**facebook.com/collabcarson**



**@collab\_carson**

**WWW.COLLABCARSON.COM**



# KEYONNA KIDD-GOINS

## PROFILE

COLLAB Dance Studio & Creative Space is a 1750 square foot open space studio centrally located in Carson, CA. Owned by Keyonna Kidd she began her entrepreneurial journey when she created COLLAB to provide a place for small business owners without a brick and mortar to operate in and call home. The name COLLAB captures the spirit of community and collaboration making it the perfect location to host any class or intimate event.



## SERVICES

- Main Room: 1750 Square foot remodeled open space.
- Setup/Storage Area: Hidden storage
- Restrooms
- Add ons: Tables, chairs, backdrop stands, TV's, dance pole with stage, table linens, champagne wall, and more

## AFFILIATES

- ELITE SPORTS
- BORN TOUGH
- Viking Bags
- Phamily Steppers
- Healing thru rhythm



## MEDIA REACH



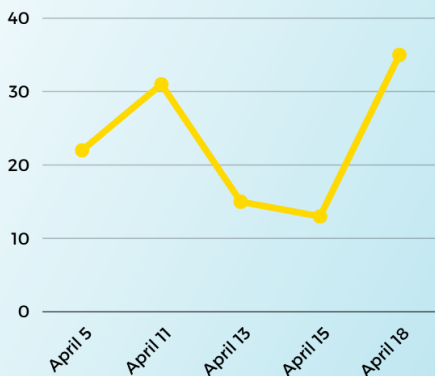
303 followers



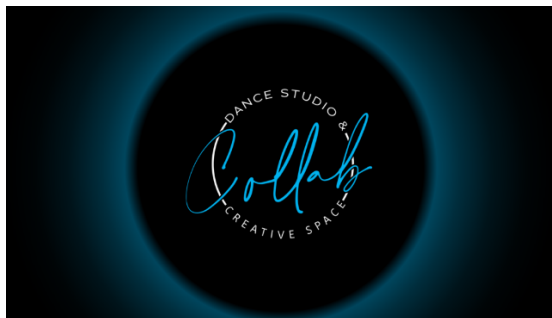
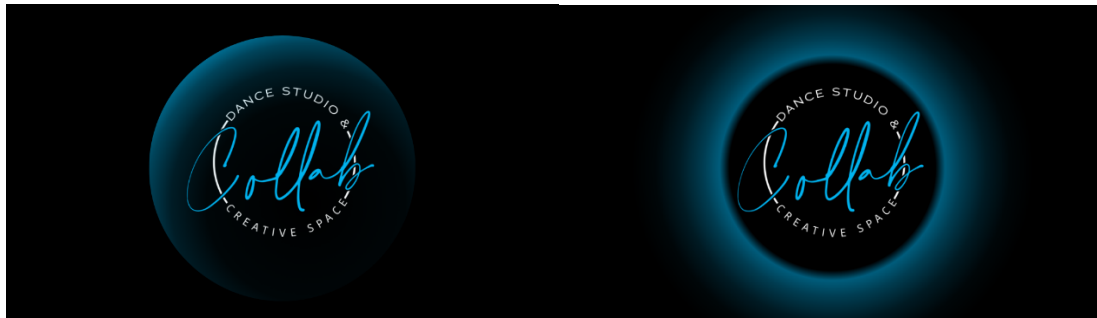
2,580 followers

## WEBSITE STATISTICS

This chart is the total of monthly visitors April - May.



6. Branding (Business card update/ website updates)



*Keyonna Kidd-Goins*  
FOUNDER/ OWNER

- ✉ info@collabcarson.com
- ☎ (424) 264-5146
- 📱 (323) 552-6944



Collab Dance Studio & Creative Space  
441 E. Carson St. Unit F & G  
Carson, CA, 90745



## ABOUT

Collab Dance Studio & Creative Space is a black female owned business. The owner is a two time alumni of California State University Dominguez Hills in Carson, where she earned both her BS and MBA Degrees in Business Administration. She has extensive work experience which includes community outreach and engagement through countless years of service in recreation, business taxes, public works and city council. She began her entrepreneurial journey when she created COLLAB to provide a place for small business owners and entrepreneurs without a brick and mortar to operate in and call home. The name COLLAB captures the spirit of community and collaboration, which she is working to build within Carson.

When you support COLLAB you're helping a first time small business owner make history and keep the doors open for other small business owners and entrepreneurs that utilize the space to continue to create, share and grow.

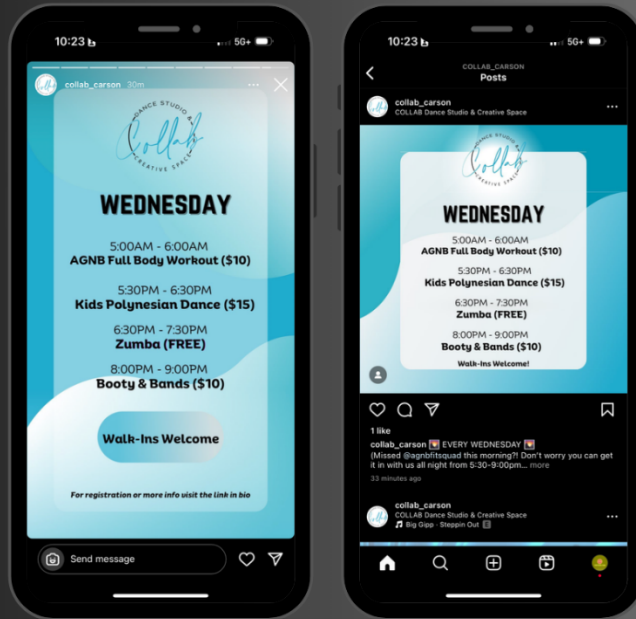
[Support The Mission](#)



7. Social media



### CHOSEN DESIGNS



### CHOSEN DESIGNS GRID LAYOUT

#### BEFORE

#### AFTER



8. Promotional Video

PROMO VIDEO



9. Brochure

## PARTNERSHIPS

“ WHEN YOU SUPPORT COLLAB YOU'RE SUPPORTING A BLACK WOMAN OWNED BUSINESS ”

If you are interested in building a partnership or Collaborating with us please contact us



Dance. Create. Host



## CONTACT INFORMATION

- (424)-264-5146
- [www.collabcarson.com](http://www.collabcarson.com)
- [collabcarson@gmail.com](mailto:collabcarson@gmail.com)
- 441 E Carson Street, Unit F&G Carson, CA 90745



# COLLAB CARSON

DANCE STUDIO & CREATIVE SPACE





## ABOUT COLLAB

COLLAB Dance Studio & Creative Space is owned by Keyonna, a two time alumni of CSUDH where she earned both her BS and MBA Degrees in Business Administration. She has extensive work experience which includes community outreach and engagement through countless years of service in recreation, business taxes, public works and city council. She began her entrepreneurial journey when she created COLLAB to provide a place for small business owners and entrepreneurs without a brick and mortar to operate in and call home. The name COLLAB captures the spirit of community and collaboration, which she is working to build within Carson.

## PRICING

no minimum amount of hours

\$75 per hour

Class rental rate  
(no equipment usage)

\$150 per hour

Event rental rate  
(add on equipment available)

\$1,000 per hour

Event rental rate  
(7+ hrs, no additional charge for equipment)

## EVENTS

Host your next family event, birthday party, dance class, ANYTHING you can think of at Collab Carson.

- Birthday Parties
- Dance Classes
- Workshops



## 10. Event

**Events**

Collab Dance Studio and Creative Space (CDSCS) has extremely affordable pricing; even at that, some nonprofits request to use the space for free. These nonprofit groups hope to give back to the community by hosting free educational women empowerment workshops. CDSCS cannot permit this due to a lack of funds, so they are exploring having sponsors to fund the nonprofits.

Vigor PR is hosting an Improv Comedy show **on the 6th of May, 2023, at 7 pm**. The comedy group that'll be featured is Bernie Mac & Cheese. Vigor PR and CDSCS chose two in-house nonprofits, Phamily Steppers and Healing thru Rhythm. These groups provide free dance classes for the Carson community. The bill is \$10 for each person; the goal is to raise \$800 as the hall can seat up to 80 people. \$600 of this fund will be used to pay for the space when Phamily Steppers and Healing thru Rhythm want to use it.

We did not reach our goal; guest turnout was lower than expected. We had approximately 15 people that bought the ticket. This is CDSCS' first time allowing an event like this; we will encourage more of these fundraisers to be held to sponsor nonprofits.



## **Data Collection**

Data collection began in the planning phase which included a meeting with Collab Dance Studio & Creative Space. During this meeting we conducted a SWOT analysis and acquired social media insights and provided a foundation for the creation of the overall plan. Once we agreed to deliverables, there was an ongoing collection of data that included capturing photos, videos and creating social media content with it. Additional insights obtained, included audience data from the website which showed traffic, and devices used over the last 30-days.

Moving forward we are recommending that Collab obtain a search engine optimization analysis that includes the website, and social media accounts. Social media continues to trend upward with Collab recently celebrating having hit 2500 followers and offering a promo code to supporters in return. The SEO analysis should include a back-links analysis to identify if currently used links are helping potential customers find the business pages that are outside of social media. We see that the 2nd largest portion of the audience in the last 30-days has come in via search, but it only makes up 29% of the overall.

## **Reporting**

The goals and objectives throughout this PR plan begin with trying to generate business and organizational partnerships to collaborate with Collab Dance Studio. The way we tried to accomplish this was by increasing their visibility on social media, creating traction to the studio. This was done by making their social media more aesthetically pleasing. We created cover images for each post that gives the page one overall theme that is attractive to viewers.

Another goal is to bring awareness to the Carson and South Bay community as most of the clients are currently commuting from other cities. To execute these basic templates were created such as a media kit, feature story, press release, brochure, fact sheet, and a partnership

email to easily adapt to any information the client will be needing. This builds awareness of the studio and can help build relationships within the community. A main goal is to secure sponsorships in order to allow nonprofits to rent out the space at no cost to get better involved with the community. The partnership email will make it easier to reach out to sponsors keeping it simple and to the point. These are a few goals and objectives that were set to help Collab propel itself forward in the future.

### **Reflection**

Creating a PR Plan and executing realistic goals and objectives is always the most important part in being successful. The campaign's time frame is the key aspect in what a team can offer and deliver without failing or coming up short. As a team we created aspects of a file that she can modify to fit what is needed at that specific time. Cleaning up her social media will help viewers not get confused or lost in all of the studio's information. Finally, as a company they have a great message but we really believed they were missing a voice and face to the brand, so we highly encouraged the owner to add an "About me" section and show customers who they are trusting with their money and business.

From these small changes a larger outcome is possible, if implemented strategically Collab can expand and hit all the target audiences with ease. Having a more cohesive outline will also help with future partnerships because they will automatically know and understand who they are working with and all that Collab Dance Studio & Creative Space has to offer.