



Groove Productions is a company started by Ashley Scott and co-owned with her brother, Tyler J. Scott. The company's mission is to promote diversity through the sharing of live entertainment experiences in the Greater Lafayette and Ft. Wayne, IN areas. The company's website is <http://www.groovewithus.com>, and they also have a presence on Facebook & Myspace. The company address is 1716 N. 9th Street, Apt. 6, Lafayette, Tippecanoe County, IN 47904. Ashley is a junior at Purdue University and Tyler is a high school senior in Ft. Wayne that will be attending Berkley College of Music in the Fall.

Ms. Scott first approached the SBDC on December 18, 2008 with her idea of beginning a non-profit music promotion and production company. After receiving counseling on the benefits and problems with setting up her company as a non-profit, Ms. Scott decided to simply begin her company as a partnership with her brother, Tyler, who is a jazz musician interested in beginning music production in Ft. Wayne. With less than two months preparation, Groove Productions was born and hosted its first event, "Jazz Like Me" on February 20, 2009 at the Lafayette Theatre in downtown Lafayette, Indiana, with around 200 attendees. The event employed two photographers, two fundraisers, two hostesses, one MC, and two sound and light technicians in addition to receiving support from Smith Sound Company. This particular event sought to bring danceable jazz to the Greater Lafayette area. The feature band, "Discopoetry's Naked Jazz Whippin' Quartet" entertained guests, along with local jazz groups at a late-night jam session.

Heather Clark-Reynolds, Groove Productions' SBDC Business Advisor, met with co-owner Ashley Scott for 6.35 hours. During these counseling sessions decisions were made regarding logos, marketing ideas, sales techniques, website design, Facebook techniques and fan page development, vendor meetings, vendor contract agreements, local business filing requirements with County Recorder, and budget development. As a result of the SBDC help, Groove Productions spent \$2,500.00 in order to meet their mission statement of bridging the multicultural and generational gaps in Central Indiana through jazz music. A portion of the \$2,500.00 was raised by approaching local businesses for "sponsorship" support that provided direct advertising opportunities for these sponsors to the West Lafayette/Lafayette area and Purdue campus of nearly 40,000 people. It is unknown at this time the amount of revenue infused into the local economy as a result of this event; each participant spent money on food, gas, parking, drinks, etc., not to mention the economic impact each vendor experienced as a result of this event. According to a recent study by Ball State University, for each dollar spent on tourism marketing, \$15.00 is infused into the local economy. Whether this formula can be utilized for this event to determine the economic impact is uncertain, it is something to consider when determining arts and entertainment far reaching economic waves.

Ashley has said many times over that without the help of the SBDC, Groove Productions would never have gotten off the ground and been the success story it became. Because the first event was so well-received, future events are being planned, the next being a “Jazz Like Me II” in April 2009. Not only has the SBDC helped a small business get started, but played a role in bringing cultural entertainment into an area where such experiences would otherwise be non-existent.



Playbill for the first event by Groove Productions



Ashley and Tyler Scott, co-owners of Groove Productions



Attendees at Jazz Like Me, February 20, 2009



