

GROOVE FEST



Events/Retail/Shopping Mall

CHALLENGE

Raleigh's Cameron Village, the first shopping center in the Southeast and the first planned center in the U.S., was turning 60. The property manager, York Properties, decided that an anniversary celebration worthy of the milestone was required. The vision and entrepreneurial spirit of innovation that made Cameron Village a breakthrough success continues today. In the early years, the Village Subway was an underground entertainment district located underneath the Cameron Village shopping center. Along with restaurants and shops, the underground network housed a variety of nightclubs. During the '70s and '80s clubs in the "Underground" hosted some of the top musicians of the times, including R.E.M., The Ramones, Sonic Youth, the Connells, the Police, and Jimmy Buffet.

SOLUTION

Cameron Village is by design a family friendly landmark of the community. It has always been a gathering place as well as a shopping mall. In order to honor the spirit and legacy of iconic landmark an eight-day, multi-event 1960s themed celebration dubbed "Groove Fest" was held from October 4 - 11. Store owners decorated their windows with '60s themed displays. In addition, each day the merchants rewarded to first 600 shoppers spending \$60 with a \$10 gift certificate. For the final day, IMC planned a day-long party for the community featuring food, music, art, and contests. An invitational car show, limited to models from the 1960s, was organized. BackBeat, a popular Beatles tribute band, performed while guests participated in '60s dance lessons and contests.

RESULTS

During the week, merchants reported brisk sales and throng of cheerful shoppers. The car show proved to be a crowd favorite. It drew 100 vintage luxury sedans, muscle cars, and VW Beetles, with a cherry 1963 Corvette taking the top prize. Along with virtually every local media outlet covering the event, more than 1,000 guests attended the finale party. Hundreds of Beatles fans enjoyed the sounds of the Back Beat and shared a giant birthday cake.