

Checklist For Starting a Drive-In Movie Theater

Business Planning

- Conduct market research
- Define target audience
- Create a detailed business plan
- Set pricing and ticketing strategies

Legal and Financial

- Register your business
- Obtain necessary licenses
- Secure a business loan if needed
- Establish an accounting system

Location and Infrastructure

- Find a suitable large outdoor space
- Lease or purchase the land
- Design layout for parking and screen
- Ensure zoning compliance

Technology and Equipment

- Purchase a high-quality projector
- Install a large screen
- Set up sound system options
- Ensure good visibility and audio

Concessions and Amenities

- Build a concession stand
- Offer a variety of snacks and drinks
- Provide clean restroom facilities
- Consider seating areas for best view

Staffing

- Hire operations staff
- Train in customer service
- Employ security personnel
- Manage staffing for special events

Marketing and Promotion

- Develop a strong brand identity
- Create an engaging website
- Utilize social media marketing
- Partner with local businesses

Operations Management

- Develop an efficient ticketing system
- Plan regular maintenance
- Manage daily operations
- Handle customer feedback

Go-to Resources for Drive-In Movie Theater

Projection and Audio

- [Christie Digital](#)
- [Barco](#)
- [Bose Professional](#)

Online Ticketing

- [Eventbrite](#)
- [Ticketmaster](#)
- [CinemaPro](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [QR Code Generator](#)
- [SWOT Analysis](#)

*All of the resources are clickable links