

Festival Overview

- Why can it not be later in the year?
 - Dates are picked in collaboration with Visit Baltimore and the City
 - Based on when we need visitors and need more people staying in hotels
 - As well as darkness (time of night) for the art
 - There were only 2 wash outs where the weather put a damper on the crowd
 - When the weather was beautiful – we had great crowds; when we had decent weather – crowd was good
- Restrictions with accessibility to the stage (performers)
- Tech crew was great with sound and visuals
 - 2 concert venues?
 - 2 stages instead of one?
- Visitor Experience
 - Last year between Pier 4 and Pier 5
 - They thought that there was more last year and there weren't as many places to go in between exhibits/between installations (specifically talking about bars)
- Visibility for food vendors (Pier 5)
 - Foot traffic wasn't exactly what they wanted it to be
 - More exposure for those people
 - Maybe more signage
- Rash Field –
 - What is it used for?
 - It's for back of house for BOPA Staff and Crew
 - Trailers, ice trucks, cable ramp, and other production assets
 - Being developed – so will probably not be available/as usable next year
 - Nice to use for parking for performers between performances
 - Also McKeldin will be different next year

Labs@LightCity

- Daytime innovation conference
- ~300 people averaged per day

Marketing, Communications & Impressions

- People saw our ads on local media to try and get more information
 - Folks in Delaware as well as Washington D.C. in the Media Market heard of it
 - More familiarity about the event from people who had just heard about it last year
- The Website is being revamped for 2018!

Economic Impact

- Pier 5 – sold out almost every night
- McCormick & Schmick's and Ruth Chris also saw some impact
- Spring Break – was there a difference
 - Didn't matter and the timing was fine and there were a fair few families that checked in
- Commissioned an independent contractor to give us the economic impact

Facebook Feedback

April 8th – was super crowded

Thursday and Friday were cold

Happy that we are live streaming this for people, although the audio was poor

Not enough stages for bands and performances

More buildings

More art in the water

More opportunity to get involved

Food areas having tables and seating was helpful

Q-and-A

- If performers only got to perform once, how would you feel for people be part of Light City again with the same proposal – how would you feel about that?
 - TBD
- For artists – over the 9 nights, was it hard to talk people through the installations, was it taxing? Could you have benefitted from more volunteers and people
 - It's almost hard to control people's conception, it's difficult to get across to people to explain what the art pieces are and felt good about what got the info across
 - It helps to have easy access to load in and load out
 - Festival goes that were super wonky engineers to anyone who wanted to just experience the piece as it was, was able to experience and interact with the art
- What's the buzz around Light City after year 2?
 - A lot of the artists don't like being around large crowds so it hindered some other people in the art community of wanting to come down and also see what's happening
 - Some of the artists were interested in how the festival will be documented from year to year

- Virtual tour for art installations?
 - It would be a great idea and helps to tell the story of the people and the art
 - Especially with some of the lines being so long, for those that can't experience ever
 - It also helps the attendees as well to know what to expect
- Open call for international artists this year?
 - Yes, it will be open to all artists
- What is your opinion on the pool of applicants?
 - This year the dynamic of the work changed from last year.
 - More international artists applied for 2017
 - 50-50 for the people that were juried in
 - There are Light Festivals in North America – more in Europe and Asia
 - The language in the Call for Entry changed from year 1 for BOPA and Light City
- Light City is the one of the few light festivals is one of the few that commissions new work for artists (most just ask for already existing work)
- Really great event – wish it was all year!
- Street performers that are already at the Inner Harbor – make sure to include them who in the festival and not just bringing in people to perform
- On Demand – connected a lot of artists to such a beacon of light
 - Connected a lot of local artists
- App –
 - So many function or attractions and it would be cool if there were a check mark to make sure that you know where you've been
 - Virtual stamp on your "passport"
 - Choose your own adventure
 - More robust version of build your own schedule