

BELLINGHAM EXIT



BELLINGHAM EXIT 2023



Rainier

RECAP & FUTURE



For its first year, Bellingham Exit sought to build a multi-day music & arts festival centered around downtown Bellingham featuring in-venue art installations, a local art market, and free concerts in unusual spaces. In this, Exit was successful: issuing over 7,800 tickets & passes and drawing an estimated 2,600+ people from outside the city.

There are extensive improvements that we plan to implement in 2024, but the foundation was laid for a thriving, wholly unique, art-forward, multi-venue festival that highlights the character and community in downtown Bellingham.

2023 OVERVIEW

BELLINGHAM
exit

OCTOBER 9-15, 2023

OVERVIEW CONT'D

Bellingham Exit 2023 boasted incredible and surprising moments as fans and artists first experienced our venue art installations and explored the market at the beautiful National Bank building. Our priority was producing diverse and high-quality talent, art, and interactive installations to clearly separate Bellingham Exit from other festival.

Genres were varied in order to appeal to the widest. Mongolian metal, bluegrass, live electronic, themed dance parties, punk rock, comedians, drag, a gambian kora player, hip-hop, local bands. These events showcased Bellingham venues and retail businesses, driving attendees to downtown to eat, drink, shop, and celebrate shared spaces.

THE EVENT

- 6-days
- 52 events (38 ticketed, 14 free)

THE PERFORMERS

- More than 20 comedians & drag performers
- More than 85 music projects & bands
- 60 local musicians & comedians performed
- 54% of entire operating budget & 75% of gross revenue went toward artist fees & hospitality

EXIT TEAM

- A team of 17 skilled individuals
- 60% of these were Bellingham residents or alumni

THE ART

- 24 artisans & a tarot reader filled our art market in the vacant Bellingham National Bank space
- An est'd 1,000 people visited the free art market
- Collaboration with Bellingham TheatreWorks to produce the in-venue art installations
- Local designers and street muralists created one-a-kind marketing materials



HIGHLIGHTS

THE HU ROCKED BELLINGHAM



EXIT'S COMEDY LINE-UP SHINED



VENUES WERE TRANSFORMED



DOWNTOWN CAME ALIVE





MOUNT BAKER THEATRE



WILD BUFFALO



RED RUM TIKI BAR



CHAMPLIN GUITARS



THE SHAKEDOWN



THE BLUE ROOM



CULTURE CAFE



BANTAM



NEW PROSPECT THEATRE



RITUAL RECORDS



MALLARD ICE CREAM



GRUFF BREWING



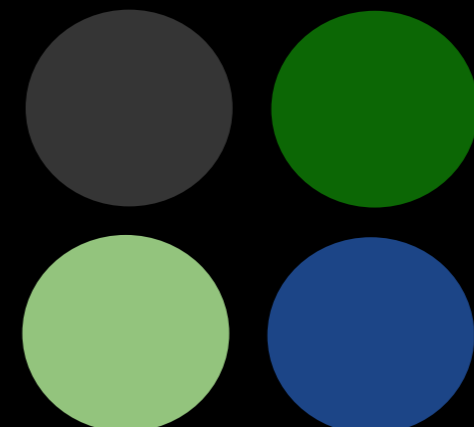
RAMBLE TUMBLE



THE UPFRONT THEATRE



BELLINGHAM NATIONAL BANK BUILDING



VENUES UTILIZED

2023 SALES & ATTENDANCE

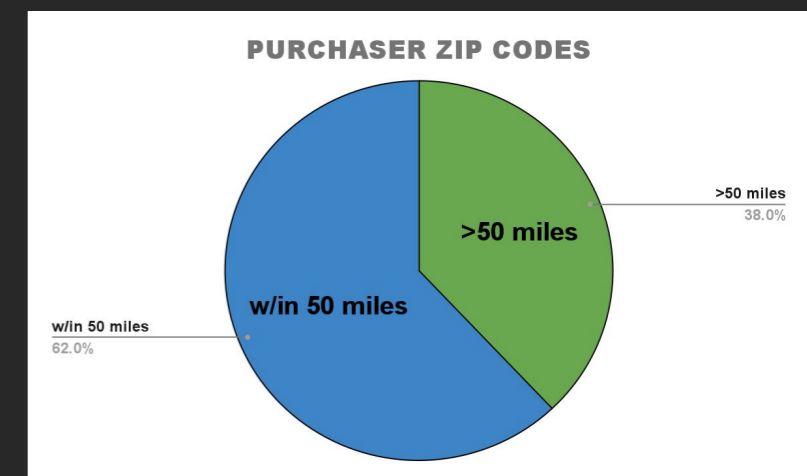
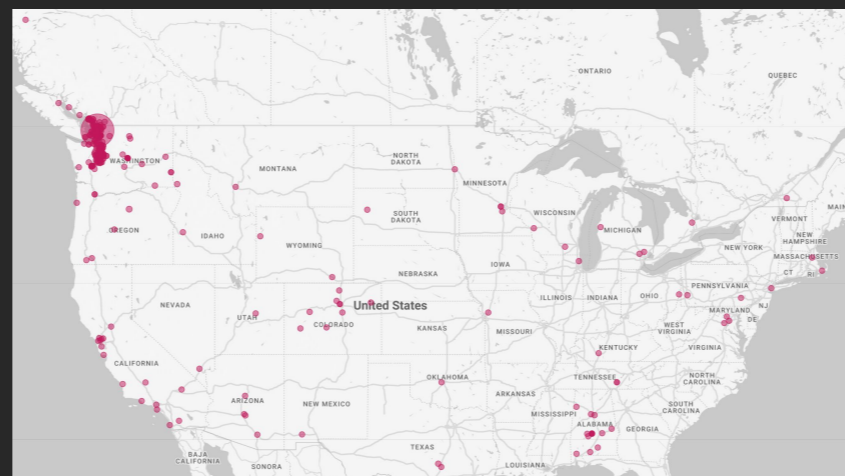


Accounting for shortened promotion time and general challenges to establish a first year festival, 2023 sales were strong. This is a reflection of strong curation, negotiation of talent at the top level, compelling marketing and demand from local communities.

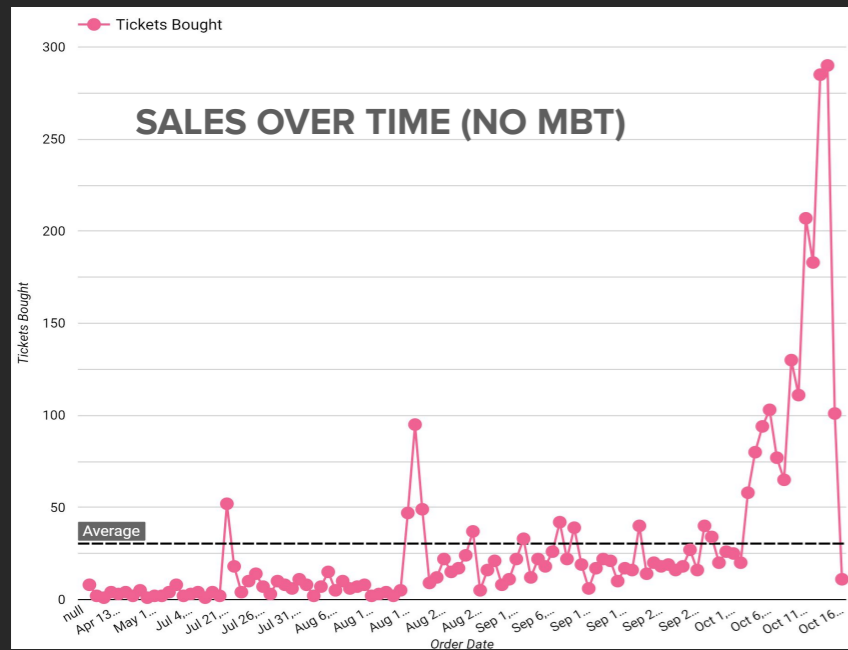
How does this compare to other festivals in the region? The Thing—produced by Seattle Theatre Group, the successor to Sasquatch Music Festival—has not sold out their 5,000 capacity venue since the inaugural 2019 event (in 2023 4000 tickets were issued). Bumbershoot returned with major sponsorship from Amazon and private donors allowing them to offer \$50 2-day passes, some estimate attendance at ~8,000 passes. Capitol Hill Block Party reportedly lost money in 2023 for the first time in years (in a 10,000 capacity space). Day-In Day-Out “sold out” their 2nd year with 2 nights at Seattle Center’s Fischer Stage. Bellingham Exit’s entire talent budget is less than 1 headliner for any of these festivals.

By contrast, NW Tune-Up nearly doubled attendance between year 1 and 2 to 5,600 tickets in 2023. Treefort Music Festival’s multi-venue experience in Boise continues to grow, getting back to precovid attendance (30,000).

Where did people come from? Ticket purchasers represent 32 states and 4 different countries with 38% of our sales (over 2600 tickets) from 50+ miles outside of Bellingham.

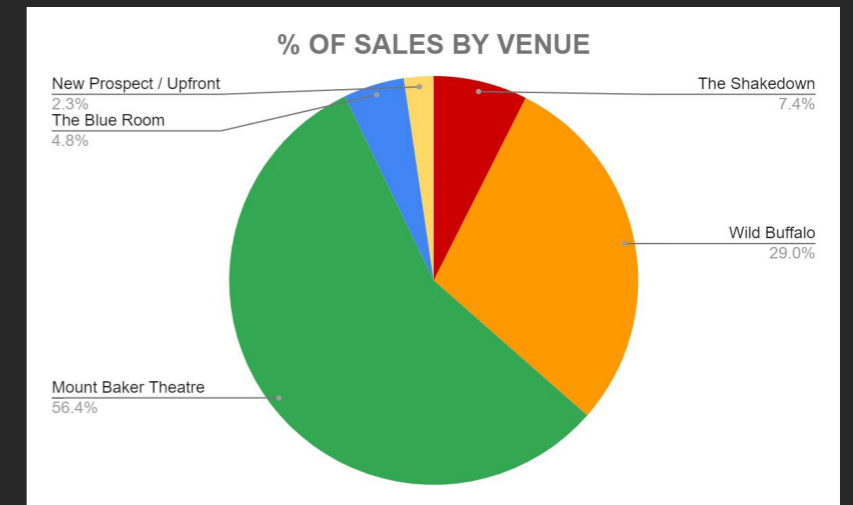
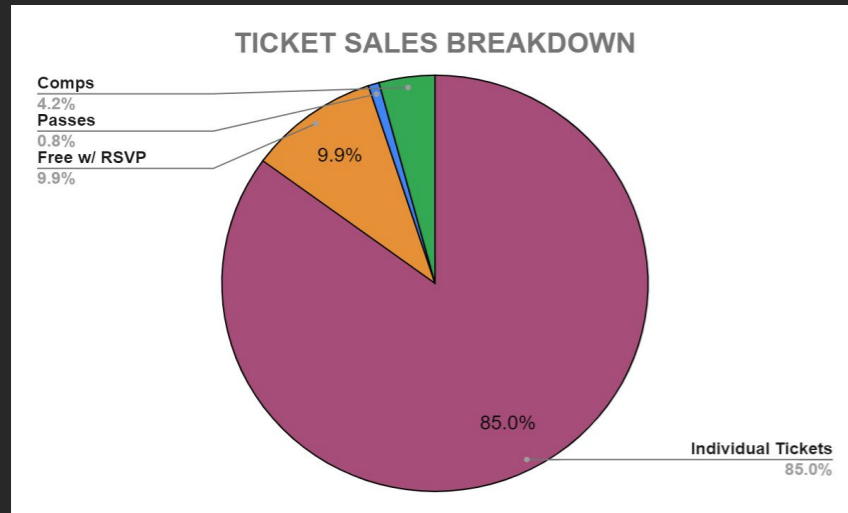


SALES & ATTENDANCE CONT'D



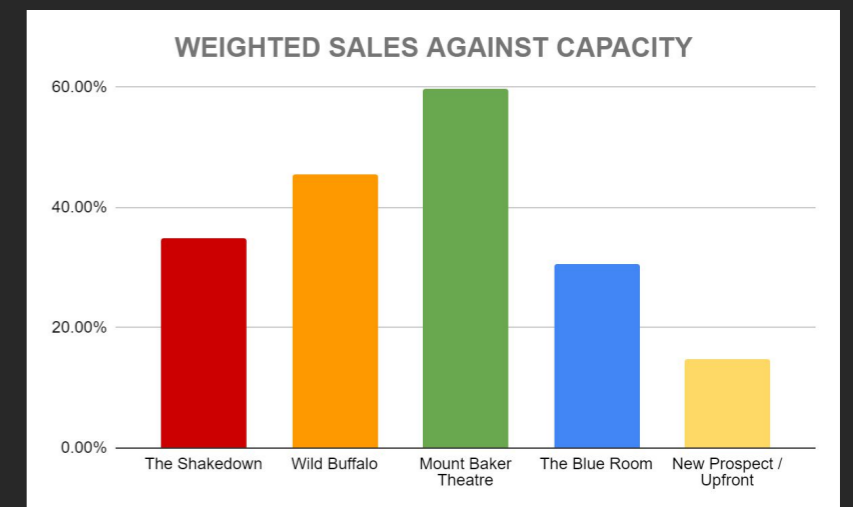
2023 TICKETS & PASSES

- An est'd 8,500 people participated in Exit
- 7,800 in tickets & passes for concerts & events
- That breaks down to 6,600 individual tickets, 65 festival passes, 770 free RSVPs, 334 complimentary passes
- Purchasers represent 32 states & 4 countries



2023 SALES BY VENUE

- Total ticket sales: Mount Baker Theatre: 56%, Wild Buffalo: 29%, The Shakedown: 7.4%, et. al.
- When comparing the sales to venue capacity, MBT accounts for a slightly higher percentage of sales, followed by WB, SD, Blue Room, and New Prospect/Upfront





2023 FINANCIALS

NET ORDINARY INCOME: \$10,450.81

INCOME: \$333,566.45

- **NET Ticket Rev MBT: \$152,266.61**
- **NET Ticket/Fee Rev All Others: \$86,766.82**
- **NET Art Market Revenue: \$2,154.69**
- **NET Merch Revenue: \$878.33**
- **Grant: \$85,000.00**
- **Sponsorship: \$6,500.00**

EXPENSES: \$323,115.64

- **Artist Fees & Hospitality: \$174,776.78**
- **MBT Venue/Staff Expenses: \$53,944.31**
- **Other Venue/Staff Expenses: \$12,882.25**
- **Hotels & Housing: \$7,008.62**
- **Hospitality: \$3,699.88**
- **Marketing/Branding/Merch/Signage: \$24,370.51**
- **Contracted Services/Team Staffing: \$20,230.00**
- **Sound/Lighting/Vehicle Rentals: \$2,404.02**
- **Art Market Costs: \$830.00**
- **Insurance: \$6,319.27**
- **Art Installations: \$16,650.00**



AREAS OF IMPROVEMENT

There were many important lessons in the creation and operation of the first year of Bellingham Exit. Post event notes were gathered from all departments and filed in a legacy folder for future reference. Particularly, we look forward to better communication with our venue partners and more community involvement.

FIRST YEAR CHALLENGES

- *Time constraints*
- *Establishing an entire team (leadership & staff)*
- *Developing systems*
- *Building brand/event concept awareness*
- *Communication*
- *Greater community involvement*

ENDURING CHALLENGES

- *Competing with other region festivals.* We will best compete with other festivals by focusing on brand building, awareness of our unique take, and those artists with outsized value in Bellingham
- *Convincing artists to play Bellingham within budget.* This will be on-going concern, but in time solved by growing excitement around BE and programming confidence
- *Sponsorship.* The inability to tap into larger regional or national sponsors for a smaller market & event means focusing on local partners and metered (rather than explosive) growth of attendance/marketing/talent budgets
- *Volume of design/ticketing needs.* Unlike many festivals—where one line-up poster, one reusable asset design, & one ticket link suffices—Bellingham Exit faces the unique challenge of wanting an image for each of its 52 events. We will beef up design support and ticketing integration to meet these needs.
- *Volume of accounting.* We will add additional accounting support.
- *Volume of production/organization.* We will beef up event staffing and model more of our events around community partnerships
- *Marketing to ticket purchasers for Mount Baker Theatre events.* Hopefully, we can establish some system to address this.

AREAS OF IMPROVEMENT CONT'D

PROGRAMMING / VENUES

- *General programming.* Decrease ticketed events overall by avoiding Mon/Wed/Sun programming, focusing marketing efforts to Thurs-Sat and driving festival pass pricing down
- *New strategy for late nights.* Our themed DJ nights were not successful enough, we plan to try again with a co-promotion/partnership focus
- *Festival Layout.* There was community interest for more pop-up concerts. We plan to expand free pop-up concerts throughout downtown by standardized partnerships and processes
- *Refocus smaller ticketed venues.* More national talent of varied genres.
- *Greater venue communication.* Earlier announce timelines, access to festival assets, individual show marketing and advance information

TICKETS

- *Lower festival pass prices.* Down from \$199 early bird pricing in 2023
- *Increase pass sales.* More marketing time & effort pass value/concept
- *Offer a late night pass.* As requested by a few electronic music fans

MARKETING

- *See marketing addendum.* More time to expand marketing efforts/buys

STAFF / SPONSORSHIP

- *Build new leadership team.* BE will reform it's 3-4 person leadership team
- *Additional staff support.* Adding more hours & positions for design, ticketing, marketing, production, and accounting
- *Sponsorship goals.* Goal of \$50k+ in sponsor revenue to help cash flow

ART MARKET / NEW ELEMENTS

- *Expand art market.* Increase vendors 50% & add community partners
- *Introduce new elements.* Adding the "Start A Band" Competition and public art efforts



BELLINGHAM exit

MONDAY		WEDNESDAY	
MANNEQUIN PUSSY 10:00pm-12:00am 13:30pm-1:45am	THE PHARCYDE 10:00pm-12:00am 11:00pm-1:30am	THURSDAY OCT 12	
MOUNT BAKER THEATRE 10:00pm-12:00am	WILD BUFFALO 10:00pm-12:00am	THE SHAKEDOWN 10:00pm-12:00am	THE BLUE ROOM 10:00pm-12:00am
DOORS AT 8PM ALL AGES	DOORS AT 8PM 21+	DOORS AT 8PM 21+	DOORS AT 8PM 21+
HEAVY CROWN 10:00pm-12:00am	URUKA'S BEDROOM 10:00pm-12:00am	DOORS AT 11PM ALL AGES	EARLY DOORS AT 7PM ALL AGES
BLIND CHANNEL 10:00pm-12:00am	YOUTH LAGOON 10:00pm-12:00am	DOORS AT 8PM 21+	BELLINGHAM THEATRE THE MUSIC IMPROVISED LATE DOORS AT 10:00PM ALL AGES
THE HU 10:00pm-12:00am	DOORS AT 8PM 21+	BEACON BLOOM 10:00pm-12:00am	BELLINGHAM THEATRE THE MUSIC IMPROVISED LATE DOORS AT 10:00PM ALL AGES
IF DISCO NEVER DIED 10:00pm-12:00am	DOORS AT 8PM 21+	DOORS AT 8PM 21+	DOORS AT 8PM 21+
FRIDAY OCT 13			
BELLINGHAM BAZAAR INDIE ART MARKET			
THE HU 10:00pm-12:00am	WILD BUFFALO 10:00pm-12:00am	THE SHAKEDOWN 10:00pm-12:00am	THE BLUE ROOM 10:00pm-12:00am
DOORS AT 8PM ALL AGES	DOORS AT 8PM 21+	DOORS AT 8PM 21+	DOORS AT 8PM 21+
DOORS AT 8PM ALL AGES	GRIEVES 10:00pm-12:00am	YUMI ZOUMA 10:00pm-12:00am	DOORS AT 8PM ALL AGES
JOE PERA 10:00pm-12:00am	SOL 10:00pm-12:00am	DOORS AT 8PM 21+	DOORS AT 8PM 21+
DOORS AT 8PM ALL AGES	DOORS AT 8PM 21+	DOORS AT 8PM 21+	DOORS AT 8PM 21+

BELLINGHAM exit

THE HU

DELTRON 3030

JOE PERA

MARC MARON

OLLY TUTTLE & THE OLDEN HIGHWAY

PHARCYDE

THE FUNK

YOUTH LAGOON

HUNTERS

MANNEQUIN PUSSY

MACHINEDRUM

JOE P

SOL

THE LIBRARIAN

YUMI ZOUMA

SONA JOBARTEH

AND MANY MORE IN ARC ORDER:

ACID TONGUE • ACTRESS • ALEX VILE • ATOMIC AFFAIR • BEACON BLOOM • BETTY DESIRE
 BLACK NOISE DJS (DJ Kitchen Sink, OG Neeks, Paradise Twin, S. Tone) • BLIND CHANNEL • BLKSKINN
 BRENT AMAKER & THE ROPEO • CABLES • CAT POSITIVE • CAT VALLEY • CHELSEA JADE • CHRIVS
 CONAN NEUTRON & THE SECRET FRIENDS • CRISTINA VANE • DJ BIG REZ • DUOS • FOKY APOLLO
 HARBOR DAY • HOCKEY TEETH • INSTANT CRUSH • JULIAN MACDONOUGH • KERALA DUST
 KING YOUNGBLOOD • LOUIS LEFORD • LUKE HOGFOSS • LUNG • MANATEE COMMUNE • MARK WOODYARD
 ME ND ADAM • MOPÉ • MOSTAFA • MIX • NAVVI • NERV • NIKO HALEY • NO-FI SOUL REBELLION • OBLÉ REED
 ORIONS BELTE • OVERTHINKR • PAPER IDOL • REST-LESS • SEA LEMON • SHIMMERTRAPS • SILK JAMMIES
 SLOW MAGIC • SLOWFALL • SMOOTH KIWI • SOFTCULT • STEREO DONKEY • SUNFLECKS
 THE HOLY TAILFEATHERS • URIKA'S BEDROOM • WHERE'S THE EXIT?

COMEDY STAGE:
 GRAY FAGAN • GEOFFREY ASMUS • LANGSTON KERMAN • MONICA NEVI • CAMERAN HEBB
 CHRIS MEJIA • COURTNEY BYRD • SEAN FLIKKE • JACK STEWART • VAUDEVILLINGHAM
 GNOME COMING DANCE • THE UPFRONT THEATRE • O-POLE STUDIOS

DANCE NIGHTS:
 IF DISCO NEVER DIED • THIS PARTY SUXX (POP-PUNK) • BODY TALK PRESENTS BOOGIE BINGO BRUNCH

PLUS BELLINGHAM BAZAAR ART MARKET

DOWNTOWN BELLINGHAM

OCTOBER 9-15, 2023

BELLINGHAMEXIT.COM



BELLINGHAM
exit
WHAT'S
NEXT?



2024 ROADMAP

JANUARY - APRIL

- Final city & sponsor reports
- Building new leadership team
- Sponsorship packet prepared & requests made
- Hold dates with “core” ticketed venues
- Confirm 2024 art installation theme
- Lock in key staff manager positions
- Create 2024 staff & event grid with budget
- Initial communication to purchasers about 2024 dates, theme, & changes
- Initial meeting with local community partners

MAY - JUNE

- 1st 30% marketing campaign: announce pass presale, new pricing, & initial partner venues
- Finalize headlining talent
- Update website & build ticket links
- Announce initial line-up & “Start a Band” competition with festival video teaser

JULY - AUGUST

- Final lineup announced
- 2nd 30% marketing campaign: experiential focus, driving pass sales before price increase
- Volunteers & media team establish
- Finalize individual event assets for all programs

SEPTEMBER

- Final 40% marketing campaign: event specific marketing in full swing
- Complete lineup and venue announce
- Printing final signage, inventory existing signs
- Day-by-day schedule released
- Advances finalized and sent to venues

OCTOBER

- Staff final onboarding, meeting, & plan
- Build art market, pass check-in, artist hospitality
- Produce main event: October 10-12, 2024