

2nd Annual Light City Feedback Sessions May 2, 2017

Welcome & Introductions

Festival Overview

- Dates, Times, Location(s)
 - Easter was later so the event was later in the year in 2017
 - Was there an inclement weather plan?
 - The only thing that changes the plans is for dangerous weather which didn't happen during festival hours
 - Is there a way to move performers around more?
 - Timing worked because people were in town since this wasn't during spring break and people weren't taking their family vacations
 - First and second Saturdays were the biggest/busiest days
 - Stretch of adding this second weekend is worth it?
 - Absolutely!
 - Times – people with kids didn't realize that things started earlier for them
 - More advertising about the 5 pm soft opening if that happens again
- Visual Art Installations/ Performances
 - West Shore Park was a homerun with Impulse and The Pool – both interactive and fun!
 - More of the businesses along Pratt Street to light up (Brilliant Baltimore) and be part of the event
 - Make it feel more like an entrance (grand entrance feeling)
 - Could we do something where we charge for people to participate or have some common theme/brand package
 - Nightly Moments
 - Genius idea as a kick off
 - Lots of families knew about these moments
 - Some people came that early to see these parades
 - Got people downtown earlier
 - Fireworks
 - Perfect way to end things on the last night!
 - Performing Artists and Concerts on the schedule –
 - More time on the stage for transitions/scheduling
 - Light Up the Night! Concert and Performance Stage/Concerts
 - Stage moved from West Shore Park because of residents in Federal Hill and Christ Hill Church apartments
 - 90% of the performances were fine there but some needed more space for the full experience
 - Thought of using Pier 6 but the space seemed to be a little too big of a jump for the 2nd year of the festival
- Food & Beverage
 - Food vendors were extremely happy
 - The hours during the week being open at 5pm didn't work
 - Friday and Saturday worked at that time

- 5 pm open didn't work for bars
- Kudos to the vendors that decorated their spaces and got into the theme/feeling
 - Really stood out to folks!
- Everyone was having such a blast and people were really into the interactive installations
- People really liked the cups the year before and wanted to see that back this year
 - Because we are allowed to have strolling consumption, we needed to have an identifiable cup
 - Dooby's Light Bulb Bottle was amazing
- Bars were run very well; consider suggestions for easier/more consistent pours
- Merchandise
 - Outsourced to Virginia Toys
 - Nice that they had t-shirts to readily identify
- Visitor Experience –
 - Transportation
 - Are we able to utilize the water taxi more in the festival?
 - April 8th – almost impossible to get people in
 - Can we re-route the circulator to get more people into the city instead of having so many cars
 - The festival was during Oriole home stands – added to difficulty of transportation?
 - Parking Management Office - Fielded 0 calls or e-mails about issues with parking and garages and traffic control
 - NO GRUMBLINGS ABOUT PARKING – down from last year significantly when there were 80 complaint calls
 - Traffic moved very well out of the garages this year
 - So many families out and about!
 - There were a number of people that couldn't attend because traffic was just so hard to get through on the busiest nights
- Neighborhood Lights
 - Hamilton
 - Overwhelmingly positive
 - Tons of families
 - All came early and stayed late
 - Still there – lasting effect
 - Project coordination was amazing
 - Needs to be more cross coordination on the events to make sure that events aren't happening all at the same time
 - Meeting with all of the neighborhoods as a networking opportunity and to break down the silos of information
 - Had 15 applications and selected 8 neighborhoods
 - Disparity on where the lighting was happening
 - How can this be handled more readily
 - More of a spread of light
 - People would like to know where everything is happening and to reach more places and be in more neighborhoods
- Labs@LightCity
 - Attendee: originally nervous about being at one place for all day

- Ended up attending from 8:30am – 7:30 pm
- Confusion on where to go, where to park, more signage and more information where to go once people are heading to the conference
- YouthLabs were great and it was a really great opportunities for students
- Social Media presences was amazing and made people want to go to all of the Labs

Marketing, Communications & Impressions

- Printable schedule for the countdown/website/schedule (PDF version)
- BOPA is working on revamping the website for 2018!
- App was terrific and a huge help!
- Charles Street – liked that BOPA shared everything that they were posting (more cross coordination)
- Printable map of the Inner Harbor is SUPER helpful
 - LOVED the printable map
- Does Light City have a mission statement?
 - We have it and is something that is included in the Call for Entry but maybe something that is more concise that can be shared more widely
- Critical to make sure that Light City is that thing that you can't miss
- Trying to create pick up and drop off zones to make the attendee situation better
- Historic Ships –
 - Most of the attendees were local
 - Appreciative of being able to get on the ship
- Nightly Moments –
 - Using cell phone flashlights to turn on to make sure everyone is part of Light City
 - Some kind of moment that is so simple to do but spreads across so many people and allows for more people to get involved
 - More events to get everyone excited throughout the year!
- Working with City Council to make sure that people know what's happening in each of the neighborhoods