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LIGHT CITY[®]

A FESTIVAL OF LIGHT, MUSIC AND INNOVATION

**Light City Announces Economic Impact for 2018 Festival,
2019 Dates and Call for Entry Open for 2019**

Out-of-state spending was \$33.50 million, in addition to \$7 million in local spending

Baltimore, MD – The Baltimore Office of Promotion & The Arts (BOPA)

announces the economic impact from the third annual **Light City**, the nation's first free large-scale light, music and innovation festival, that took place in Baltimore in April 2018. Light City 2018 brought an estimated 442,500 nighttime visitors to the Inner Harbor with a total economic impact of \$33.50 million. According to an economic impact study conducted by Pennsylvania-based research firm Forward Analytics, visitors generated \$19.72 million in direct spending, which rippled through the local economy injecting another \$13.78 million in indirect impact. Light City attracted local residents as well, with their attendance generating an additional \$7 million in local spending. The full economic impact report is available on www.lightcity.org.

"The theme of this year's Light City was *More Love, More Lights!*, and the economic impact report shows us that initiative was a resounding success," said Roz Healy, Interim Chief Executive Officer of the Baltimore Office of Promotion & The Arts. "The Baltimore Office of Promotion & The Arts brought the magic of Light City to more than 38 neighborhoods before we opened the festival at the Inner Harbor. Opening night attendance at the Inner Harbor broke all records, with an estimated 175,000 attendees coming downtown. We are thrilled that Light City has been embraced so wholeheartedly by visitors and residents alike."

Survey research shows that of the 442,500 total estimated attendees, 173,000 were Baltimore residents and 101,330 were people residing elsewhere in the Baltimore Metro area. The study shows that 19.6%, or 86,730 visitors, came from out-of-state. Survey respondents included residents of 19 other states, with the majority of out-of-state visitors coming from Washington, D.C., Pennsylvania, Virginia, New Jersey and New York. Slightly over 81% of

visitors indicated that Light City was the “main reason for visiting the Baltimore area today.” Each non-local visitor spent an estimated \$67 while exploring and enjoying Light City.

Light City showcased Baltimore in a positive light on the national stage by generating an estimated publicity value to the city of \$1.3 billion. In total, Light City was covered in the media more than 475 times, reaching 1.6 billion people. The festival’s amazing works of light art are perfect for posting; to that end, Light City also garnered 1,583,146 social media impressions on Facebook, Instagram and Twitter during the festival. Social media metrics indicate an 80% jump in impressions and engagement when compared to 2017 data.

Light City 2019 is set to take place Friday, April 5 through Saturday, April 13, 2019. The Call for Entry is now open for artists who wish to receive grants ranging from \$15,000 to 75,000 to produce works for the 2019 festival. The deadline for proposals is Monday, August 27, 2018. The Call for Entry can be found on www.lightcity.org.

Launched by the Baltimore Office of Promotion & The Arts in 2016, Light City is the largest festival of light, music and innovation in North America. Light City is a free festival that transforms Baltimore with large-scale light installations, performances, music and innovation. Central to Light City is the BGE Light Art Walk along Baltimore’s Inner Harbor, featuring attractions including illuminated sculptures, projections, interactive technologies, performances, concerts, food vendors and a children’s area.

The Baltimore Office of Promotion & The Arts is a 501 (c)(3) non-profit organization which serves as Baltimore City’s arts council, film office, and events agency. By producing large-scale events such as Light City, Artscape and the Baltimore Book Festival, and providing funding and support to artists, arts programs and organizations across the city, BOPA’s goal is to make Baltimore a more vibrant and creative city.

For more information on Light City, visit www.lightcity.org or call 410-752-8632. Stay connected via [Facebook: Light City Baltimore](#), [Twitter: @LightCityBmore](#) and [Instagram: @LightCityBmore](#) by using the hashtag #LightCity.

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