

MEETING DATE: May 26, 2015

AGENDA ITEM: **JOINT CITY COUNCIL AND SUCCESSOR AGENCY BOARD AGENDA ITEM: (1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of IndieCade: International Festival of Independent Games; and (2) Approval of Related License Agreements.**

**ATTACHMENTS**

|                                                                                       | <u>Pages</u> |
|---------------------------------------------------------------------------------------|--------------|
| 1. IndieCade list of requests and spreadsheet of City costs requested for fee waiver. | 1-6          |
| 2. Wrap-Up Review of IndieCade 2014                                                   | 7-44         |



**IndieCade 2015  
Partnership Requests/ City of Culver City**

**Equipment**

- Crossovers and electrical set ups (please see electrical contribution from 2013 and 2014)
- Extension cords for electrical in the fire station and Old Wash/Parcel B (please see electrical contribution from 2013 and 2014)
- Furniture and equipment at Vets Memorial (tables, chairs, podiums, microphones, speakers)
- Barricades
- Trash and recycle bins

**City spaces:**

- Fire station (Games Gallery) and space in front of station
- Vets Memorial (IndieXchange on October 22nd and pre-event volunteer meetings - 3 in total – prior to events) \*\* Note: Volunteer meetings held for 2 hours total, 50-70 people
- Use of conference room at City Hall (6 times total for pre-production meetings during normal business hours (M-Th and alternate Fridays from 7:30am-5:30pm))
- City Council Chambers, Patacchia Room, Patacchia Overflow Room for Conference Sessions (Fri/Sat/Sun, October 23rd-25<sup>th</sup>, 2015 8AM-6PM)
- City Hall Courtyard (Potential alternate location for Night Games)
- Downtown Town Plaza (Potentially for Info booth, art installation and possible booth space)
- Parcel B and Old Wash Rd. (IndieCade village – tents, board games, Big Games, sponsor booths, Creator's Lounge, Beer Garded, Registration, Night Games) – from Monday, October 19<sup>th</sup> – Monday, October 26<sup>th</sup>, 2015
- Media Park
- Parking Spaces for IndieCade staff in Ince (in the event that Parcel B is mostly used for event space)

**List of the activities for all of the spaces for the event**

- Fire station: Games Gallery, Media preview, public Game Walk, media interviews
- Downtown Plaza: information booth, possible art installation, possible additional exhibitions for the public,
- Old Wash Road: tents with Registration, Festival Sessions, Lounge, IndieCade Selects Games, Sponsor tents, big games, Production tent, board games, family games space, performances
- Parcel B: Tents, Big Games, Staff parking, Beer Garden
- (Foshay) and Ivy: Conference
- City Council Chambers: Conference
- City Council Conference Room: pre-production meetings
- Vets Memorial: IndieXchange summit and volunteer meet-ups

**List of anything else you are requesting use of from the City (including the banner request, internet connections, marketing online, etc.) that might have a cost associated with it.**

- Vets Memorial costs paid (hours of the October 22nd IndieXchange and added 3 slots for volunteer meetings leading up to the event).
- Ability to bring deliveries and some small set up in the Vets memorial evening/ night of October 21<sup>st</sup>.
- City Chambers and City Conference Room rental cost paid
- Banners (approx 2 street banners, 20-30 pole banners) hung in Culver City  
\*\* Last year the city covered banner permit fees for IndieCade. We would like to request the same assistance this year.
- Bus ads (fees only, inside buses, Indiecade prints the signs)
- Bus signs telling people which bus to take from the metro to downtown to get to IndieCade
- Internet connections for IndieCade Village, The Fire station and Vets Memorial – 2014 a portion of this was provided through a sponsorship with Time Warner Cable. We will again work to make this happen; however internet accessibility is crucial for the event.
- Electrical wiring and support – staff rates for setup during regular business hours
- Promotions via the city website
- Staff support during permitting process
- Transportation permits for trucks making deliveries
- Sound permit
- Events permit
- Sanitation – trash and recycle bins

Please see more details about a preliminary production schedule below (includes spaces):

**Monday, October 19th- Friday, October 23rd** – setting up Old Wash Rd. and Parcel B for **IndieCade Village**

- Deliveries of tents made
- Setting up tents, umbrellas, signage, artwork, etc.
- Setting up all electrical and internet

\* Note: “Village” refers to the info booth in Plaza, Parcel B and Old Wash (and perhaps Media Park if we use that)

\*\* Note: Conference has traditionally been held at the Ivy Substation and the Foshay Lodge. As in 2014, we would like to use the City Council Chambers rather than the Foshay for the second conference track, alongside the Ivy

\*\*\* Delivery and minor set up in Vets Memorial requested for **Wednesday, October 21<sup>st</sup>**, around the convenience and schedule of the staff and rentals.

\*\*\*\* Set up of Culver City Hill Courtyard requested within this period as well. Primarily set up will take place Saturday, October 24<sup>th</sup>, with some rentals arriving during the main set up period as well as pick up of rentals.

**Thursday, October 22<sup>nd</sup>**

| Time               | Location | Organizer                           | Badge Access                                                                 | Description                                                                                                        |
|--------------------|----------|-------------------------------------|------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| 9 AM- 4PM          | VETS     | Education and Advancement Committee | Complimentary for developers who submit to IndieCade, Industry by invitation | <b>IndieXchange:</b> Master classes, Panels, Clinics, Screenings, and Show and Tell, Opening Coffee & Lunch Break. |
| 9 AM- 4PM          | VETS     | Education and Advancement Committee | Invitation only (Private)                                                    | Hand picked meetings.                                                                                              |
| 4:00 pm – 6:00 pm  | VETS     | Education and Advancement Committee | Complimentary for developers who submit to IndieCade, Industry by invitation | Game Tasting Reception                                                                                             |
| 8:00 pm – Midnight | TBD      | Events: Awards Ceremony Committee   | Invite only (Private)                                                        | Awards ceremony and party.                                                                                         |

## Friday, October 23<sup>rd</sup>

| Time          | Location                                         | Organizer/Curator                                   | Badge Access                                                                                   | Description                                                                                                          |
|---------------|--------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| 9 am - 6:00pm | Conference Theaters (Ivy and City Hall Chambers) | Conference Committee                                | All Access                                                                                     | <b>Professional Conference Sessions</b>                                                                              |
| 10am – 6 pm   | Village                                          | Activities Committee (Festival Chairs and Curators) | 9: am – 1 pm Open for field trips for local schools. 11 am onward: All Access Exhibitions Only | <b>Exhibitors, eSports, Big games, Table Games, Digital Selections, Exhibitors, Activities, Sessions, Screenings</b> |
| 4-7           | Firehouse                                        | Jury and Curators                                   | Media and Invited Guests                                                                       | Opening of nominee and award winning games.                                                                          |
| 2- 9          | Village                                          | Special events committee                            | All Access / Media                                                                             | Beer Garden Party and games with music from games and games integrated into the space.                               |

***Note: on Friday we will open the Village early to allow for field trips from schools (high school primarily) with games, film, and technology programs in the morning (indicated above). Following, we will have activities for the Exhibits only pass holders: opening the games to play on Friday, Show-and-Tell, and Creators' lounge for start (may add more).***

## Saturday, October 24<sup>th</sup>

| Time         | Location                                                 | Organizer/Curator                                            | Badge Access                            | Description                                                                                     |
|--------------|----------------------------------------------------------|--------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------------------------------------------|
| 9 am -6 pm   | Conference Theaters (Ivy and City Hall council Chambers) | Conference Committee and Education and Advancement Committee | All Access                              | Morning is GameU program and afternoon is Professional Conference                               |
| 10 am – 7 pm | Village                                                  | Activities Committee (Festival Chairs and Curators)          | All Access Exhibition Only              | Festival Sessions: a combination of artists' panels and keynotes.                               |
| 10am – 7 pm  | Village                                                  | Activities Committee (Festival Chairs and Curators)          | All Access Exhibition Only              | Screenings and artist talks                                                                     |
| 10 am – 7 pm | Firehouse                                                | Jury and Curators                                            | Free to public                          | Nominee and award winning games                                                                 |
| 10 am- 8 pm  | Village                                                  | Activities Committee (Festival Chairs and                    | All Access Fest Plus Festival Day GameU | <b>Exhibitors, eSports, Big games, Table Games, Digital Selections, Exhibitors, Activities,</b> |

|                 |                     |                          |                                       | <b>Sessions, Screenings</b>                                                            |
|-----------------|---------------------|--------------------------|---------------------------------------|----------------------------------------------------------------------------------------|
| Noon-12am       | Village             | Special events committee | All Access / Media                    | Beer Garden games with music from games and games integrated into the space.           |
| 6- 9 pm         | Village             | Special events committee | All Access / Media                    | Beer Garden Party and games with music from games and games integrated into the space. |
| 7 pm - midnight | City Hall Courtyard | Night Games Committee    | All Access Exhibition Only (Saturday) | Night Games                                                                            |

***Note: on Saturday and Sunday the GameU program will be the conference content for the morning and then professional conference will then resume after lunch.***

## Sunday, October 25th

| Time                                | Location                                                 | Organizer/Curator                                            | Badge Access                | Description                                                                            |
|-------------------------------------|----------------------------------------------------------|--------------------------------------------------------------|-----------------------------|----------------------------------------------------------------------------------------|
| 9 am -6 pm                          | Conference Theaters (Ivy and City Hall council Chambers) | Conference Committee and Education and Advancement Committee | All Access                  | Morning is GameU program and afternoon is Professional Conference                      |
| Noon – 5 pm                         | Village                                                  | Education and Advancement Committee                          | All Access (Student)        | GameU Sessions                                                                         |
| 11 am (or some time during the day) | Village                                                  | Activities committee                                         | All Access Exhibition Only  | Keynote                                                                                |
| 11 am – 5 pm (intermittent)         | Village                                                  | Activities committee                                         | All Access Exhibition Only  | Well-played screenings...                                                              |
| 10 am - 12 pm                       | Village/ Firehouse                                       | Curators and Jury                                            | All Access (developers)     | Developer “coffee crawl”                                                               |
| Noon – 6 pm                         | Village / Firehouse                                      | Curators and jury                                            | Free and open to the public | Nominees, Award winners, and selections                                                |
| Noon-7 pm                           | Village                                                  | Special events committee                                     | All Access / Media          | Beer Garden Party and games with music from games and games integrated into the space. |
| 6 pm                                | Village                                                  | Award Committee                                              | All Access Exhibition Only  | Closing Awards Ceremony and Party                                                      |

# INDIECADE

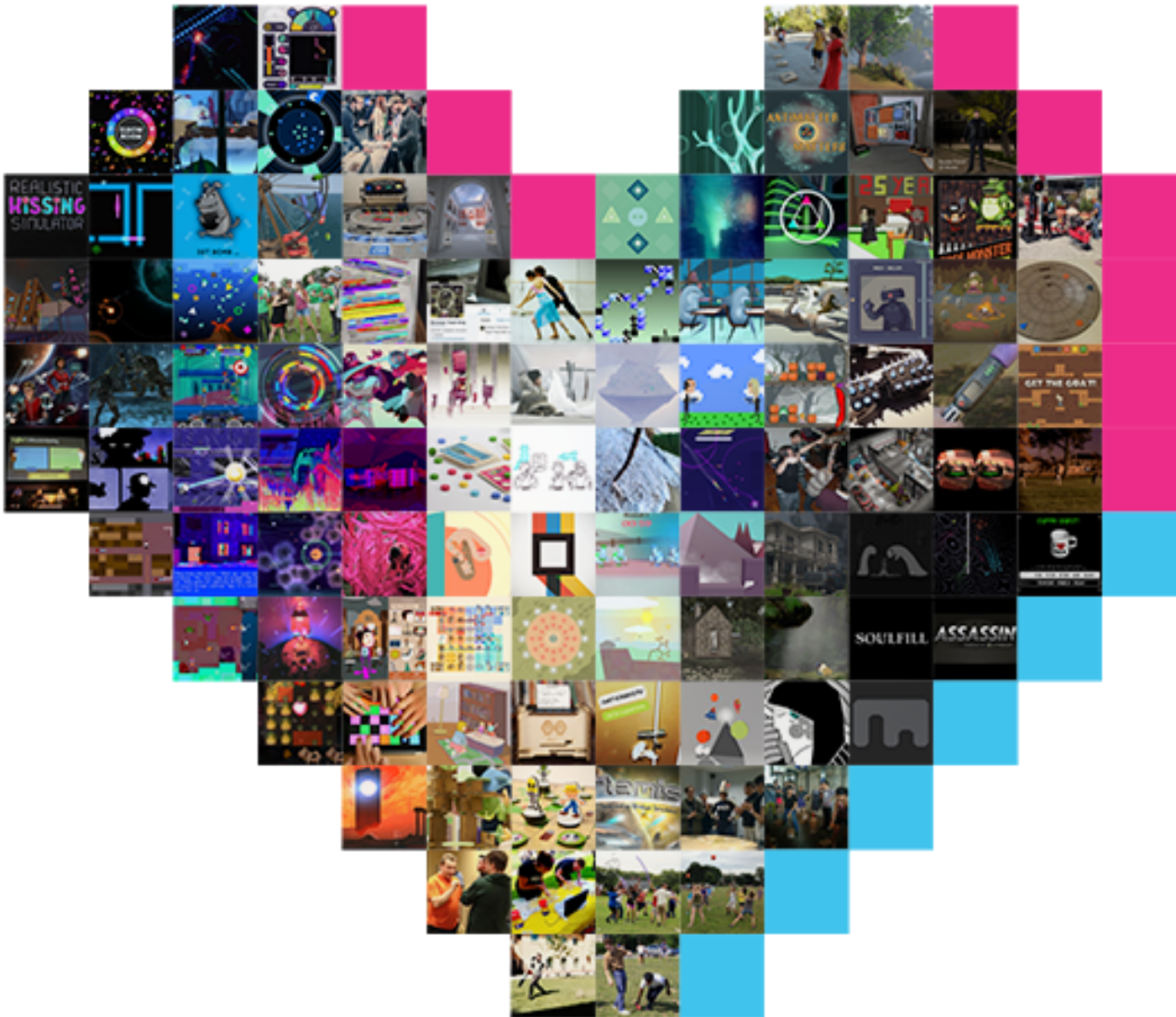
## CITY COSTS FOR 2015

| <b><u>COSTS REQUESTED FOR WAIVER</u></b>                       | <b><u>2014 Costs</u></b> | <b><u>2015 Costs</u></b> |
|----------------------------------------------------------------|--------------------------|--------------------------|
| <b>Property Rental Fees</b>                                    |                          |                          |
| Parcel B                                                       | \$572.00                 | \$572.00                 |
| Old Washington Blvd                                            | 450.00                   | 450.00                   |
| Media Park (2 days and commercial rate)                        | 1,000.00                 | 1,000.00                 |
| Veteran's Memorial Building Room Rentals/Staff (IndieXchange)  | 4,553.00                 | 6,477.00                 |
| Room Rentals for 3 Volunteer meetings (Garden Room)            | N/A                      | 642.00                   |
| 30 Parking spaces for IndieCade staff 5 days x \$6)            | 900.00                   | 900.00                   |
| Town Plaza                                                     | 0.00                     | 0.00                     |
| Fire Station #1                                                | 0.00                     | 0.00                     |
| City Council Chambers                                          | 0.00                     | 0.00                     |
| City Hall Courtyard (Night Games)                              | 0.00                     | 0.00                     |
| City Hall Conference Room (6-8 times for 2 hours each)         | 0.00                     | 0.00                     |
|                                                                |                          |                          |
| <b>In-Kind Staff Costs</b>                                     |                          |                          |
| Staff Time (In Kind Cost for coordination, PW, and PRCS staff) | 3,500.00                 | 3,800.00                 |
|                                                                |                          |                          |
|                                                                |                          |                          |
| <b>In-Kind Equipment Rental</b>                                |                          |                          |
| PRCS Equipment Rental                                          | 55.00                    | 55.00                    |
| Electrical Equipment                                           | 1,440.00                 | 1,440.00                 |
| Sanitation Bins                                                | 120.00                   | 120.00                   |
|                                                                |                          |                          |
| <b>Permit fee requested to be Waived</b>                       |                          |                          |
| Banner permit fee                                              | 119.00                   | 119.00                   |
| Banner 4% surcharge for permit/install                         | 40.16                    | 40.16                    |
| Special event permit fee                                       | \$45.00                  | \$45.00                  |
| Fire Prevention fee                                            | 125.74                   | 125.74                   |
| street closure - eng. permit                                   | 312.00                   | 312.00                   |
| Recycle/Waste Permit fee                                       | 125.00                   | 125.00                   |
|                                                                |                          |                          |
|                                                                |                          |                          |
| <b>TOTAL WAIVER REQUEST</b>                                    | <b>\$13,356.90</b>       | <b>\$16,222.90</b>       |

### **HARD COSTS (To be paid for by Producer)**

|                                    |                   |                   |
|------------------------------------|-------------------|-------------------|
| <b>Staff Time (Day of Event)</b>   |                   |                   |
| Police (Night Event , Beer Garden) | \$440.00          | \$3,960.00        |
| Fire Department                    | 0.00              | 0.00              |
| PRCS (security guards, Haynes)     | 315.00            | 315.00            |
|                                    |                   |                   |
| <b>Sanitation costs</b>            | <u>332.00</u>     | <u>332.00</u>     |
|                                    |                   |                   |
| <b>TOTAL HARD COSTS</b>            | <b>\$1,087.00</b> | <b>\$4,607.00</b> |

“IndieCade, the video game industry’s Sundance.” Los Angeles Times



*Culver*  
CITY

# IndieCade: International Festival of Independent Games



IndieCade supports independent game development and organizes a series of international events showcasing the future of independent games. It encourages, publicizes, and cultivates innovation and artistry and diversity in interactive media, helping to create a public perception of games as rich, diverse, artistic, and culturally significant.

*Culver*  
**CITY**

2014 Overview

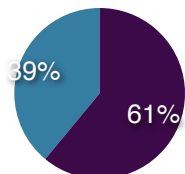
# ATTENDEE DEMOGRAPHICS

Over four days in October 2014 more than 5,000 attendees converged on Culver City for IndieCade's festival, conference, and special events!!!



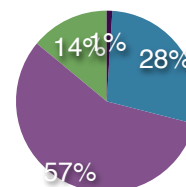
Gender

Male  
Female



Age

> 18  
18 - 24  
25 - 35  
< 35



*Culver*  
**CITY**

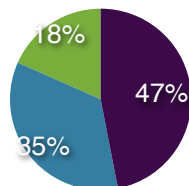
# ATTENDEE DEMOGRAPHICS

These up-and-coming developers and their constituencies have a tendency toward early adoption of technology and the promotion and determination of cultural trends.



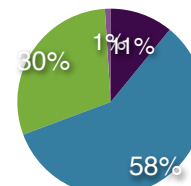
## Income

- > \$50,000
- \$50,000 - \$100,000
- < \$100,000



## Education

- High School Grad
- Undergraduate
- Graduate
- Other



*Culver*  
CITY

# ADDITIONAL DEMOGRAPHICS

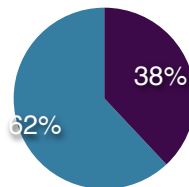
250+ Playable Games including independent games on major platforms such as Sony PlayStation and Nintendo

36 Nominated Games & 12 Award Winning Games

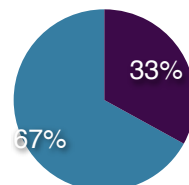
Game Developers from around-the Nation and the World including:

41% were local to Southern California while 48% came from out of state or overseas

● Overseas  
● Out of State



● California  
● Los Angeles Area



Canada  
France  
Spain  
Brazil  
UK  
Italy  
Taiwan  
New Zealand  
Poland  
The Netherlands  
Sweden  
Mexico  
Argentina  
Australia  
Switzerland  
Japan  
China  
India  
Korea  
Belgium  
Portugal  
Chile  
and more...



*Culver*  
**CITY**

# ECONOMIC STUDY

Attendees coming to IndieCade throughout the event were surveyed and the following economic survey information was established

**58%** of surveyed attendees  
had not come to Culver City in the past year

**73%** said IndieCade  
is the only reason they come to Culver City

**31%** had returned to Culver City  
**3x** in the last year

**34%** estimated  
they would spend **\$200 +**  
on food, drinks, housing, parking, and transportation  
when they were in Culver City

**57%** estimate  
spending **\$400 +**  
on food, drinks, housing, parking, and transportation  
when they were in Culver City.



# EVENTS: PRE EVENT DEVELOPER SUMMIT

The IndieXchange is a free invitation-only event for all developers who submitted games to IndieCade to receive special feedback, opportunities to meet major players in the industry, and necessary practical sessions.

The event is an opportunity for game creators from around the world to show games to one another and share and culminates in an annual “game tasting.”



*Culver*  
CITY

# GAMEPLAY

Throughout the weekend the public is welcomed to Fire Station One to have play IndieCade's premiere games - the ones that have been nominated or won awards. The creators from around the world are with their games and it is a unique opportunity for the public to get to play many of these games well before they may be available.



*Culver*  
CITY

# GAMEPLAY

Independent game creators save their limited resources to come to Culver City each year for this opportunity and honor to show their work at Fire Station One. It is this diversity of experience and creators that is at the heart of the event and completely unique for the game industry.



*Culver*  
CITY

# GAMEPLAY

Unlike other game events in the nation, IndieCade's fresh content is family-friendly and focused on empowering youth to understand and experience the greater cultural meaning behind these games and their creators.



*Culver*  
CITY

# EVENTS: PROFESSIONAL CONFERENCE

With a focus on community this conference is created for the Independent game developers whose games are in the festival as a specific benefit and opportunity for them. More than 50 speakers came and presented their work to one another and discussed important topics for the community.



DAVID O'REILLY,  
WARD, COLLEEN  
ZIMMERMAN, BENNETT  
PETER BRINSON, DEIRDRA KIAI,  
MATTHEW CONWAY, TONI PIZZA,  
CHRIS HECKER, TEDDY DIEFENBACH, BEN ESPOSITO, JAMIE SANCHEZ,  
SYED SALAHUDDIN, ADRIEL WALICK, WILL LEWIS, JON PETERSON, SAM  
ROBERTS, JENNEL JAQUAYS, KELLEE SANTIAGO, GREG RICE, ROBIN  
HUNICKE, BRENDON CHUNG, ADAM SALTSMAN, SHAWN ALLEN, TJ  
THOMAS, FATIMA ZENINE VILLANUEVA, ASHLEY ALICEA, CATT SMALL,  
RAMI ISMAIL, JAMES MIELKE, RAPH KOSTER, GREG COSTIKYAN, JIM  
MUNROE, MIGUEL STERNBERG, EDDO STERN, BEN NORSKOV,  
MOHINI FREYA DUTTA, ANNA ANTHROPY, IAN BOGOST,  
PATRICIA HERNANDEZ, DAJANA DIMOVSKA, RICHARD  
LEMARCHAND, LAINE NOONEY, MATTIE BRICE,  
DAPHNY DAVID, DIANA SANTIAGO,  
ELIZABETH LAPENSÉE,  
JOHN ROMERO,  
AEVEE  
BEE

PENDLETON  
MACKLIN, ERIC

FODDY, TRACY FULLERTON,  
LIZ RYERSON, CORY SEEGER,

TONI ROCCA, ARCHIE PRAKASH,

JAMIE SANCHEZ,

SAM PETERSON,

GREG RICE,

ROBIN HUNICKE,

ADAM SALTSMAN,

SHAWN ALLEN,

TJ THOMAS,

FATIMA ZENINE VILLANUEVA,

ASHLEY ALICEA,

CATT SMALL,

RAMI ISMAIL,

JAMES MIELKE,

RAPH KOSTER,

GREG COSTIKYAN,

JIM MUNROE,

MIGUEL STERNBERG,

EDDO STERN,

BEN NORSKOV,

MOHINI FREYA DUTTA,

ANNA ANTHROPY,

IAN BOGOST,

PATRICIA HERNANDEZ,

DAJANA DIMOVSKA,

RICHARD LEMARCHAND,

LAINE NOONEY,

MATTIE BRICE,

DAPHNY DAVID,

DIANA SANTIAGO,

ELIZABETH LAPENSÉE,

JOHN ROMERO,

AEVEE

BEE



# EVENTS: GameU

Educating Youth and Interested Professionals, IndieCade provides a GameU experience of open tents with the opportunity to bring game education out into the public sphere throughout the weekend. Sessions include introduction to game design, different technologies, and information about school programs.



*Culver*  
CITY

# SIGNATURE EVENTS: NIGHT GAMES

Playing games at Night under the stars! At this annual event artists and technologists create special games for this onsite experience. This specific event draws additional audience who come to Culver to make a night of it!



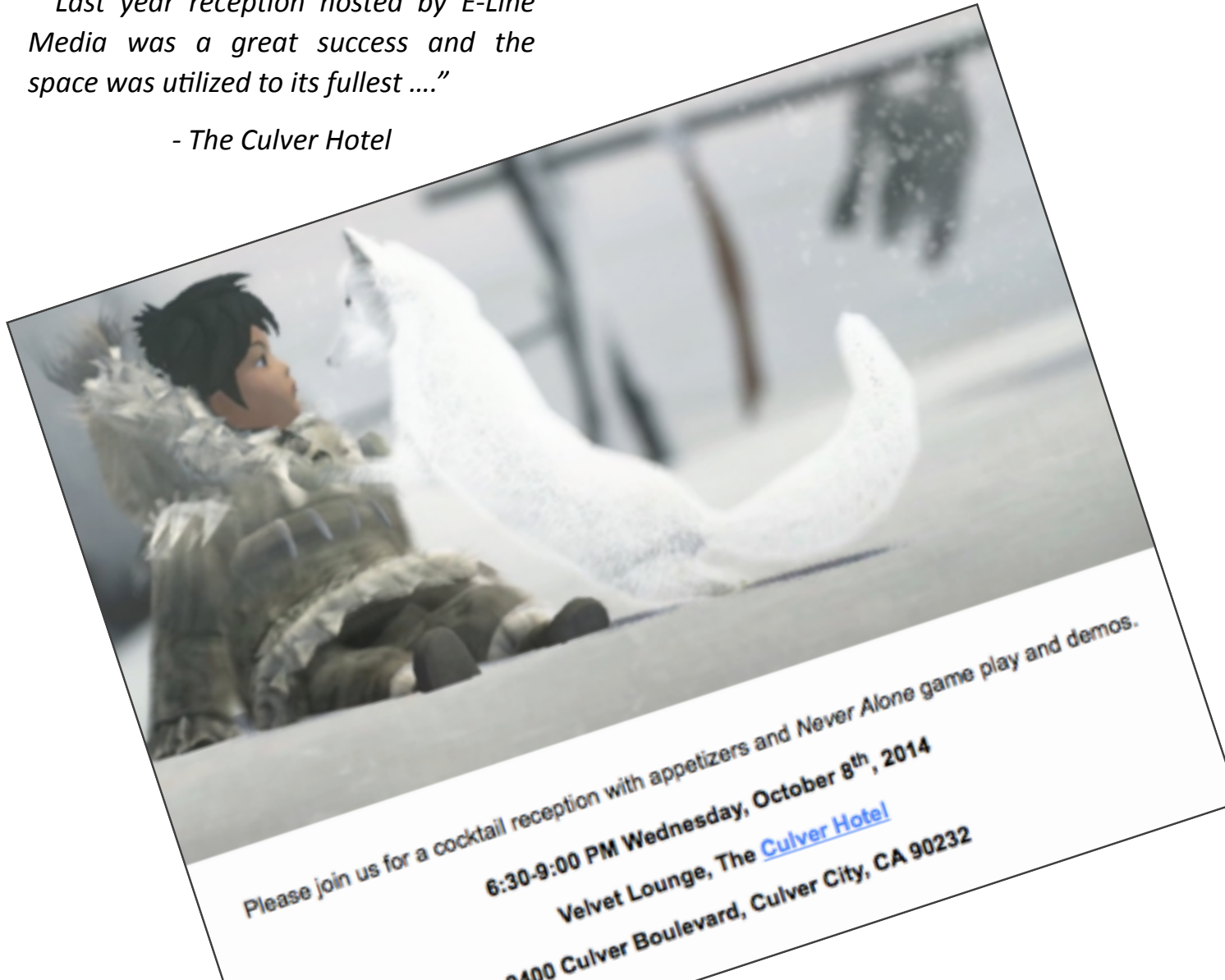
*Culver*  
CITY

# SIGNATURE EVENTS: PARTIES

Increasingly each year, small studios and important publishers hold receptions, dinners, and parties throughout Downtown Culver City to promote their games, inviting local industry and media.

*" Last year reception hosted by E-Line Media was a great success and the space was utilized to its fullest ...."*

*- The Culver Hotel*



# SIGNATURE EVENTS: PARTIES

Additionally, large game developer centered parties funded by publishers have grown to fill entire restaurants and have lines down the block.

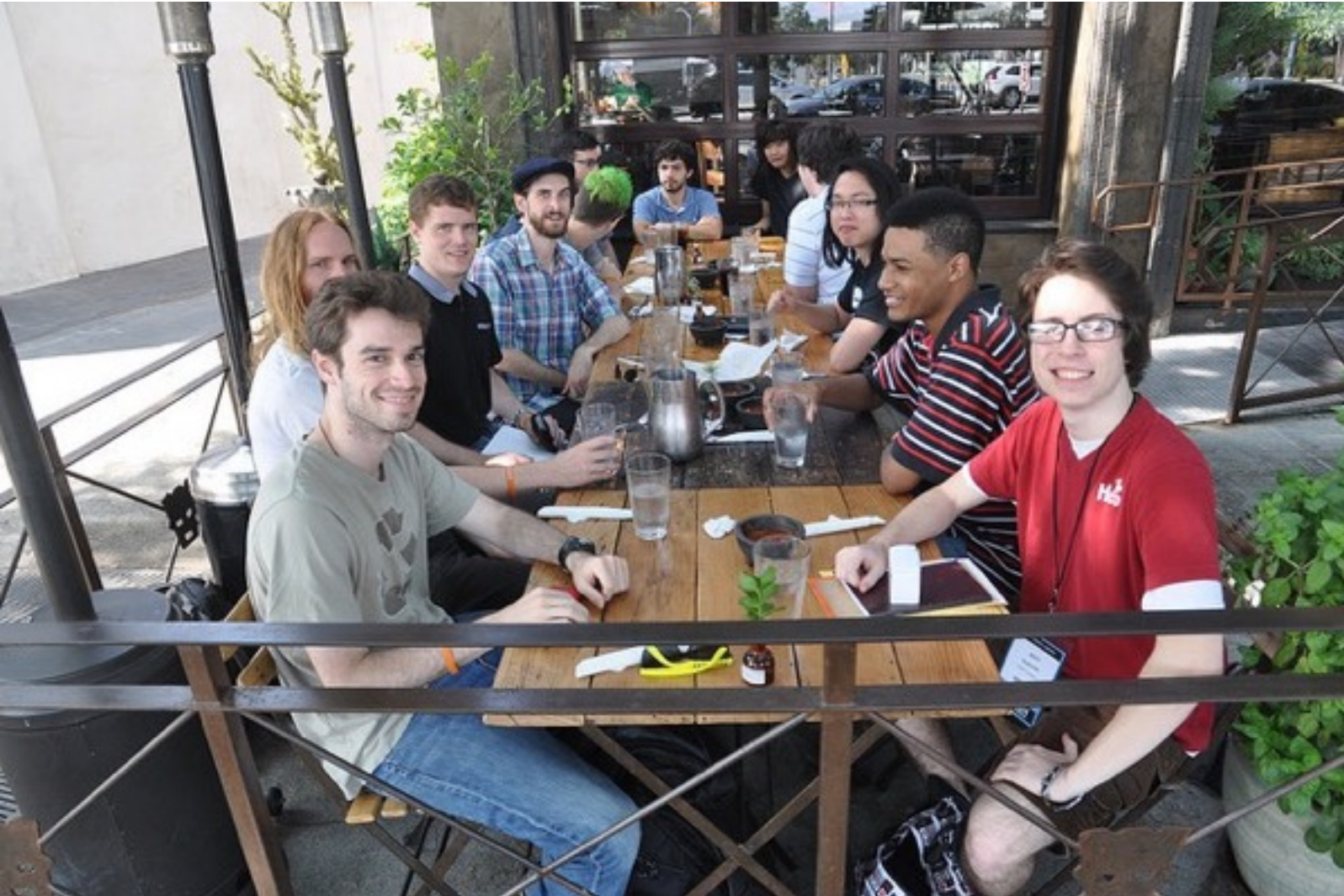
*“Last year Rush Street hosted a private event on Friday Night. It was a great event for both IndieCade and Rush Street and we hope to be able to do it again ....” Rush Street*



*Culver*  
CITY

# ENJOYING CULVER CITY

“Culver City was one of my favorite parts of the event, and allowed for networking opportunities that have had a huge impact on my work and delicious food.” Willy Chyr (Gamemaker from New York)



*Culver*  
CITY

# ENJOYING CULVER CITY

“Meeting with friends is most of why I come to the festival. For indie devs it is really important to get together and it is the only time of year that we all wait for and get together and get to sit around and eat fried chicken with honey and then play each others games.” Taiyoung Li (game industry from Korea)



*Culver*  
CITY

# ENJOYING CULVER CITY

“Staying at the Culver Hotel is an ideal trip to Los Angeles. There is no need for a car with the festival out the front door and wonderful restaurants all within walking distance.” Bob Drwila (Business Development from Seattle)



*Culver*  
CITY

# WORDS OF SUPPORT: AT A GLANCE

IndieCade is delighted to partner with Culver City and its businesses. We are grateful for the support and thrilled to make such a positive economic impact on the City and its business. A word from some of our friends ....

"IndieCade has cemented Culver City as the center of the Los Angeles games scene. It's what inspired me and my friends to open up Glitch City (a games-centric co-working space) on Washington..... I am writing this now from Akasha!"

**Asher Vollmer: Game Developer Threes, Glitch City Cofounder**

"Last year, we did nearly all of our meetings in [The Culver Hotel] lobby and bought food, coffees and cocktails. I took developers for lunch at Kay & Dave's, Grand Casino, and Public School, had dinner with industry contacts at Lyfe Kitchen and Rush Street as well as drinks at City Tavern."

**Caspar Gray: Agent, The Arsenal Agency**

"...we had a spike in sales during that weekend. We're always in support of cool, forward-thinking festivals like IndieCade coming to Culver City to support the local community and add fun, feel-good vibes to the neighborhood."

**Tender Greens**

"We see a lot more foot traffic, which is not only from IndieCade members but from others driving by. They see the lively streets so of course that always brings more people into town. More people around means more business for us!"

**Kay 'n' Dave's**

"Last year we hosted a private event for IndieCade on Friday night. It was a great event for both IndieCade and Rush Street and we hope to be able to do it again this year. The excitement of the IndieCade experience energizes the entire weekend with significant increases in foot traffic and business in downtown Culver City."

**Rush Street**

"Public School benefited from the festival by an increase in approximately 5% sales - almost a \$1000 increase in sales each day of the event...we had a good increase in lunch/brunch business, as well as a good bump to our bar revenue center."

**Public School 310**



# WORDS OF SUPPORT: AT A GLANCE



"It was very beneficial to our company! Not only did we receive many staff members in our restaurants, but we also saw a lot of the guests to the festival as well. We appreciated the business they brought and look forward to them coming back in 2015."

**Daphne's California Greek**

"The Culver Hotel, right in the heart of all the activities, always plays an important role during the festival and has been used in the past throughout the years during the week and especially on the weekends for gatherings as well as more organized receptions by several of the attendees... Last year reception hosted by E-Line Media was a great success and the space was utilized to its fullest with several displays of upcoming games."

**The Culver Hotel**

"Over the four days of the festival, the downtown-Culver-City establishments are filled with IndieCade attendees meeting together to do business and to bring business to Culver City."

**Mogol Games**

"While the festival is under way, the downtown Culver City establishments are filled with IndieCade attendees and our colleagues meeting together to do business and to bring business to Culver City. Hyperkinetic believes that it is commendable for the City of Culver City to support an event that can help keep our downtown vibrant and relevant in a highly competitive region. IndieCade has also helped to expand the image of Culver City, and has also brought a new crowd of consumers and sightseers to our downtown every year."

**Hyperkinetic Studios**

"Not only does it attract major game companies and technology firms to Culver City, it brings Culver City residents to downtown to experience what's going on in the forefront of entertainment... Video Games are on the verge of becoming a \$100 billion industry worldwide and it's rare for a city like ours to be able to command such an enormous amount of mindshare as a place that promotes, supports and celebrates its ascendance as an increasingly important segment of entertainment."

**Survios**

"IndieCade was my first introduction to Culver City, it was the first reason I had to travel there. I stayed in the historic Culver Hotel and had a wonderful time being in the city over the weekend during IndieCade. "

**Pendleton Ward: Animator, Producer, and Creator of Adventure Time**



# MEDIA COVERAGE

"These indie developers are the ones changing the way we game."



"... [T]he rise of the indies can be traced in no small part to IndieCade, a quirky, artful gathering, that attracts people from around the world to an event that's known as the Sundance of games."

*The New York Times*

"...where risk-taking design choices and anything-goes unpredictability take precedence..."

**TIME**

"IndieCade functions as a friendly wake up call that games are an art form too. "

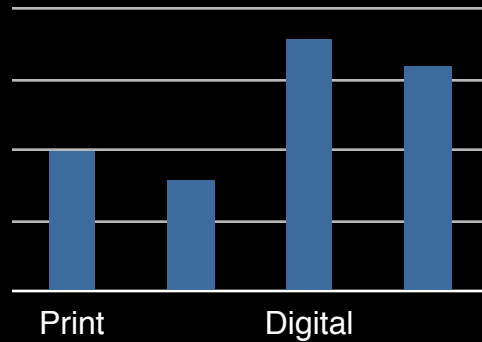


"... [IndieCade] spotlights the greatest minds in independent game development."



# IMPRESSIONS

2014 Media included onsite accreditation of more than 250 journalists who generated articles, reviews, social media/blog posts.



Print: 2.5 million +

Broadcast: 2 million +

Outdoor: 2 million +

Online: 5 million +

Email blasts: 250,000 +

Social Media: 2.6 million

Guerrilla Marketing: 20,000 +



*Culver*  
**CITY**

# IndieCade Foundation

Of all the media arts, we believe games are uniquely positioned to transform society by promoting diversity; fostering democratic discourse, and inspiring new forms of artistic expression. Our mission is to foster the creation of game as art by supporting independent game creators throughout the entire process of game development, from funding, to production, to distribution.



501c(3) Status as of October 6th, 2014





Thank you for your ongoing partnership as we define the future of interactive entertainment together!

IndieCade: The International Festival of Independent Games

1081 Amoroso Place

Venice, CA 90291

[www.IndieCade.com](http://www.IndieCade.com)

[central@indiecade.com](mailto:central@indiecade.com)



### **Matt Stumacher: Rush Street**

Rush Street has been very happy to be a part of the IndieCade experience in Culver City. It is always a great weekend when IndieCade takes over the Downtown. Last year we hosted a private event for IndieCade on Friday night. It was a great event for both IndieCade and Rush Street and we hope to be able to do it again this year.

The excitement of the IndieCade experience energizes the entire weekend with significant increases in foot traffic and business in downtown Culver City.

Rush Street would like to lend its unqualified support to IndieCade returning to Culver City this year and for many years to come.

**Dave Arnieri: Public School 310**

Public School benefited from the festival by an increase in approximately 5% sales - almost a \$1000 increase in sales each day of the event, over the course of the 4 days it took place. We had a good increase in lunch/brunch business, as well as a good bump to our bar revenue center. We'd be happy to see the group back in town again!

Dave A. Arnieri  
General Manager

**Asher Vollmer: Game Developer, Glitch City Cofounder**

To Whom It May Concern,

IndieCade has cemented Culver City as the center of the Los Angeles games scene. It's what inspired me and my friends to open up Glitch City (a games-centric coworking space) on Washington. It was the reason I bought a house in Palms and patronize downtown Culver City on a daily basis. (I'm writing this email from Akasha)

IndieCade is what's keeping the west side relevant to independent game developers.

Thanks for your time,  
Asher Vollmer

### **Caspar Gray: Agent, The Arsenal Agency**

Last year, we did nearly all of our meetings in the hotel lobby and bought food, coffees and cocktails. I took developers for lunch at Kay & Dave's, Grand Casino, and Public School, had dinner with industry contacts at Lyfe Kitchen and Rush Street as well as drinks at City Tavern.

Stephanie,

As I mentioned previously, Tina and I have had good business experiences the last two years at IndieCade. In 2013, Tina & our client Giant Squid Studios met with a number of publishers at the Culver Hotel to show their game ABZU and subsequently signed with 505 Games. Last year, we were back at the hotel and held half a dozen meetings with publishers for White Rabbit- while they eventually signed with a publisher who wasn't at the show, all but one of the publishers they met at IndieCade made an offer for their title Death's Gambit.

While neither of those studios are located in Culver, both are in the wider local area (Giant Squid is in Santa Monica and the White Rabbit guys graduated from USC in 2013).

We anticipate being back for this year's event and hopefully having just as much success! Good luck for your meeting with the council and let us know if there's anything more we can do to help ensure the show happens as planned this October.

Best,  
Caspar

**Christina Wong: Tender Greens**

In regards to last year's event...we had a spike in sales during that weekend. We're always in support of cool, forward-thinking festivals like IndieCade coming to Culver City to support the local community and add fun, feel-good vibes to the neighborhood.

Hope you're able to return to Culver City this year!

**Dave Licht: Kay 'n Dave's**

Our experience with IndieCade has been a good one, and we'd certainly be in favor of your return.

Warm regards,  
Dave Licht

**Silvia Lopez: Kay 'n' Dave's**

IndieCade in Culver City definitely makes a difference. We see a lot more foot traffic, which is not only from IndieCade members but from others driving by. They see the lively streets so of course that always brings more people into town. More people around means more business for us! So thank you for including us.

Best,  
Silvia Lopez

**Pendleton Ward: Animator, Producer, creator of Adventure Time**

IndieCade was my first introduction to Culver City, it was the first reason I had to travel there. I stayed in the historic Culver Hotel and had a wonderful time being in the city over the weekend during IndieCade. The event is a specialized festival that attracts clever, interesting, entertainment entrepreneurs in the gaming industry to Culver City. In my opinion, the potential blossoming of a unique creative hub in the heart of Culver City is a positive boon!

Good day!

-Pendleton Ward

**Andrew Tucker: Daphne's California Greek**

To whom it may concern,

We here at Daphne's really enjoyed having the IndieCade Festival here in October of 2014. It was very beneficial to our company! Not only did we receive many staff members in our restaurants, but we also saw a lot of the guests to the festival as well. We appreciated the business they brought and look forward to them coming back in 2015. Thank you IndieCade!

Andrew Tucker  
Daphne's California Greek

**Akira Thompson: Game Developer**

I've been making games in Culver City for the past 2 years. The ONLY reason I've been in Culver is because of IndieCade and the community that it is growing and supporting.

Without IndieCade game developers would have no reason to be in or remain in Culver City.

## **K-ZO**

We would be happy to support the IndieCade Festival. We recognized there was a lot of traffic in the town. Positive festival energy was going on in the city.



To Whom It May Concern,

My name is Chris Lin and I am the owner of Which Wich Superior Sandwiches on Main Street in Downtown Culver City. Each October, IndieCade is held in the area, and makes a positive impact on the community, as well as the local businesses. I am writing to support their return to the Downtown Culver City area in 2015.

Thanks and Best WICHes,

Chris Lin



Dear Stephanie,

We are Mogol.inc and we produce mobile games.

On behalf of my Culver City-based business, I am writing to express my support for the IndieCade Festival, which has become an important annual event for Culver City as well as for the independent game industry.

Over the years in our downtown, we have witnessed the festival becoming an important cultural fixture for the game industry, bringing game creators from around the world to Culver City. Over the four days of the festival, the downtown-Culver-City establishments are filled with IndieCade attendees meeting together to do business and to bring business to Culver City.

Mogol Inc. is a startup mobile publisher from 2013. We are constantly looking for great talent and games to publish on mobile app stores. IndieCade allows independent developers to highlight themselves and products to publishers like ourselves.

We feel that IndieCade will play an important role in the strategic growth of Mogol as a mobile game publisher.

Thank you for your time,

**Mike Domaguing**  
Director of Publishing  
9696 Culver Blvd., Suite 208  
Culver City, CA 90232  
P: (310) 320-6032  
F: (886) 367-4050  
E: m.domaguing@mogol.co



Dear Mayor Meghan Sahli-Wells and the Culver City Council,

We are Hyperkinetic Studios, an independent development studio founded by game industry veterans about a year ago. We started our business as a way of allowing other members of our creative field to work in a sustainable and enjoyable environment in a city that we love. A large part of building that environment comes from working with other indie studios and using our experience to help others wherever possible

On behalf of my Culver City-based business, I am writing to express our wholehearted support for the IndieCade Festival, which has become an important annual event for Culver City as well as for the independent game industry. Over the past six years, IndieCade has become an important vital cultural fixture for the game industry, bringing game creators and fans from around the world to downtown Culver City. While the festival is under way, the downtown Culver City establishments are filled with IndieCade attendees meeting together to do business and to bring business to Culver City.

As a startup, our goal is to keep growing and IndieCade has created a platform for us to be able to take our work and share it with our peers and with a wider audience. From being able to express our thoughts and insight as presenters or to share our own independently-financed titles, IndieCade allows us an opportunity to do so in a location that is central to many other development studios and publishers. More importantly, IndieCade affords the ability for people who are trying to break into the industry to meet with veterans who can provide the support, inspiration, and advice needed to take the first steps in getting into game development.

IndieCade is the right kind of event to draw a young, dynamic, and energetic demographic to our businesses and everything else that Culver City has to offer. Hyperkinetic believes that it is commendable for the City of Culver City to support an event that can help keep our downtown vibrant and relevant in a highly competitive region. IndieCade has also helped to expand the image of Culver City as a must-visit center of culture and business, and has also brought a new crowd of consumers and sightseers to our downtown every year.

I look forward to seeing IndieCade grow further and hope that it has that chance in this wonderful city.

Sincerely,

Dave Padilla  
CEO and Executive Producer  
Hyperkinetic Studios



---

10301 Jefferson Boulevard • Culver City CA 90232 • 310-736-1507 • [www.survios.com](http://www.survios.com)

April 5, 2015

Dear Culver City Council,

Survios, Inc. is a Culver City based virtual reality video games company founded in 2013 and backed by top-tier Silicon Valley venture firms like Shasta and Felicis. We are at the cutting edge of the next big wave of media entertainment and I am writing to you today to urge you to support IndieCade.

Survios relocated to Culver City in June 2014 to be part of the explosive growth of media and technology companies who make Culver City their home. We also located here to be close to the annual IndieCade festival, which draws top talent from around the state, the country and the world to Culver City. IndieCade made a big impact on why we wanted to be located in Culver City. LA attracts the yearly E3 Expo, the largest trade show for video games) and Culver City attracts IndieCade, the largest festival for independent game developers. IndieCade is a key reason why the LA region is now an epicenter for games and from our perspective it's utterly imperative that IndieCade succeeds and continues to grow. No festival makes a bigger impact on the games industry than IndieCade. Not only does it attract major game companies and technology firms to Culver City, it brings Culver City residents to downtown to experience what's going on in the forefront of entertainment.

I'm writing today to encourage you to support IndieCade's ongoing presence in Culver City. IndieCade is the Sundance of Video Games and has a worldwide reputation in the video game industry for everything it does to help the discovery, promotion and advocacy of innovation in the games space. It would be utterly exciting and impactful for my company if Culver City would continue to grow as a center for promoting video games and new technology.

I encourage Culver City not to rely on its past glories around movies and TV. Video Games are to the 21<sup>st</sup> Century what movies were to the 20<sup>th</sup>. From our perspective as a leading company in the games space and a leader in innovation around Virtual Reality technology, we want and need Culver City to continue to push the boundaries of what entertainment means as a medium and how video games, mobile games, and virtual reality games play an increasingly crucial part of what people consider entertainment. Video Games are on the verge of becoming a \$100 billion industry worldwide and it's rare for a city like ours to be able to command such an enormous amount of mindshare as a place that promotes, supports and celebrates its ascendance as an increasingly important segment of entertainment.

We located our company in Culver City and we want to see more and more activity happening in our market segment. IndieCade impacted our decision to locate here and I can assure you we are not the only company who did so. Please support our business, please support the future of media, and please throw as much support as you can to IndieCade.

Sincerely,

---

Nathan Burba, Co-Founder & CEO