

Pemberton Music Festival

Fact Sheet

<u>Current Year:</u>	2017
Location:	Pemberton, British Columbia
Festival Dates:	July 13 – July 16, 2017
Average Ticket Sales (Per Day) to date:	18,230
Revenue (to date):	\$8,225,000
Budgeted expenses:	\$22,000,000

Other notable comments:

The Pemberton Music Festival has been significantly impacted since 2015 by a weakening Canadian dollar relative to the US dollar as many of its entertainment costs are denominated in \$US dollars. In addition, the Pemberton Music Festival experienced increasing difficulty in sourcing talent for the 2017 festival due to a limited number of artists touring in 2017.

Prior Years:

The Pemberton Music Festival is a four day summer camping music festival held in Pemberton, British Columbia. The Pemberton Music Festival was first held as a three day event in 2008 featuring a variety of rock, indie rock and hip hop musicians.

The Pemberton Music Festival was not held for 5 years during 2009 to 2013.

The Pemberton Music Festival resumed in 2014 under different ownership and was held in each of 2014, 2015 and 2016. The festival featured a variety of recognized rock, hip hop, rap and comedy artists.

The Pemberton Music Festival incurred significant losses in each of the previous three years. Ticket sales for each of these particular years was:

	<u>2014</u>	<u>2015</u>	<u>2016</u>
Average Ticket Sales (Per Day)	17,700	25,151	38,423
Ticket Sales Revenue	\$5,759,300	\$10,329,200	\$15,230,800