



GEOTIX™

LOCAL TICKETS. ONE PLACE.



In 2008, we choose to turn the ship into the storm.

We began building new products, many of which look familiar to everyone in media.

From 2008 to 2012...

we beefed up our website dramatically, launched five monthly e-newsletters and one daily, sold sponsored content and native content, and on from there. We even launched three new magazines

In a matter of a few years, we grew our audience from **355,000** to over **2.1 million**.

Through it all, I was determined to never be completely dependent on advertising revenue again.

The hunt for non-advertising revenue began in 2011 with this question:

What can we sell our audience, based on the content they come to us for, that they intend to purchase anyway?

I was a surprised as anyone to discover that our event content, and that of all local media companies, has the power to unlock **\$5.5 billion** dollars in ticket fees in the US alone.

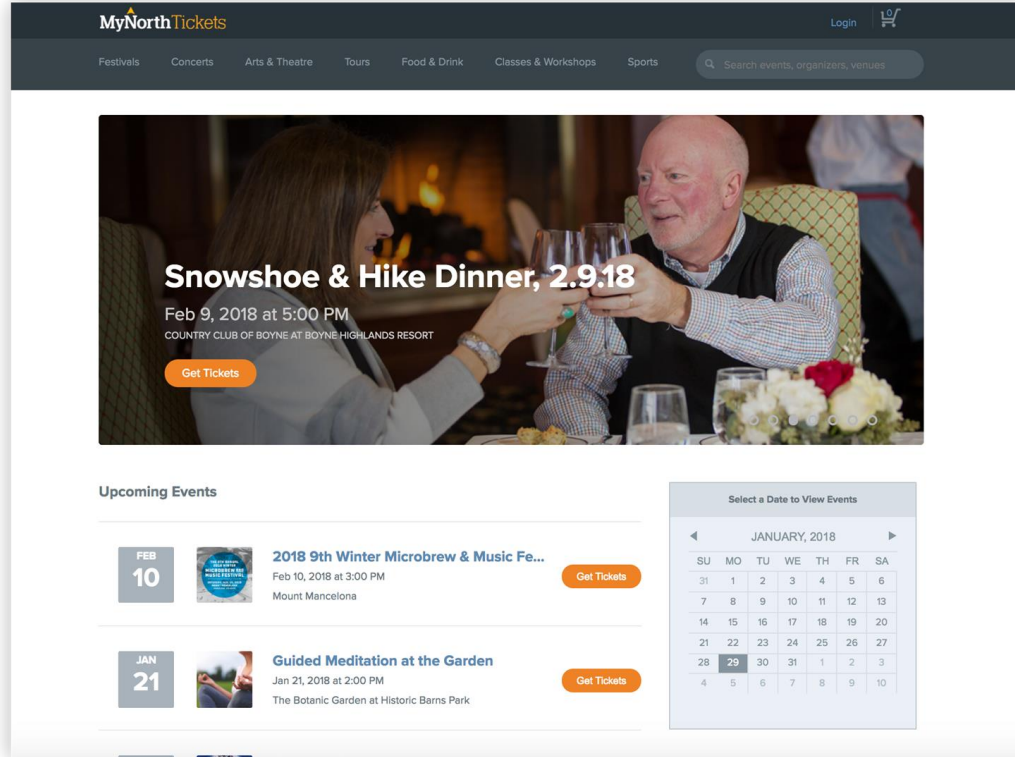
There's a simple truth...

All event discovery is **local**.


All ticket buying is from a national company

MyNorthTickets

a local ticket portal to monetize content, expand our audience, and build our brand



The screenshot shows the MyNorthTickets website. At the top is a dark navigation bar with the logo, a 'Login' link, a shopping cart icon, and a search bar. Below the navigation bar is a main banner for a 'Snowshoe & Hike Dinner, 2.9.18' event, featuring a photo of a couple clinking glasses. Below the banner are two event cards: '2018 9th Winter Microbrew & Music Festival' and 'Guided Meditation at the Garden'. To the right of these cards is a calendar widget for January 2018.


MyNorthTickets Login 

Festivals Concerts Arts & Theatre Tours Food & Drink Classes & Workshops Sports


Search events, organizers, venues

Snowshoe & Hike Dinner, 2.9.18
Feb 9, 2018 at 5:00 PM
COUNTRY CLUB OF BOYNE AT BOYNE HIGHLANDS RESORT
[Get Tickets](#)

Upcoming Events

FEB 10


2018 9th Winter Microbrew & Music Festival
Feb 10, 2018 at 3:00 PM
Mount Mancelona
[Get Tickets](#)

JAN 21


Guided Meditation at the Garden
Jan 21, 2018 at 2:00 PM
The Botanic Garden at Historic Barns Park
[Get Tickets](#)

Select a Date to View Events

JANUARY, 2018

SU	MO	TU	WE	TH	FR	SA
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

The current way all of our content sells tickets...

- We pay a lot of money to produce and disseminate content about things to do in our cities and regions
- We attract value audiences to our content
- We sell advertising to businesses who want to reach that audience
- We send our audiences somewhere else to track down and buy tickets

We promote all events

[Party Pics](#)
[Restaurants](#)
[Events](#)
[Best of Detroit](#)
[Life & Style](#)
[Health](#)
[Give Detroit](#)
[Travel](#)
[Faces of Detroit](#)
[Great Places](#)
[Real Estate](#)

[HOURL DETROIT DIRECTORY:](#)
[DOCTORS](#)
[DENTISTS](#)
[RESTAURANTS](#)
[SHOPPING](#)
[OTHER PROFESSIONALS](#)


Events

SPARK - DETROIT GARMENT GROUP'S ANNUAL FASHION FETE

Date/Time

Oct 13, 2016
07:00 PM until 10:00 PM

Description




DGG's inaugural fundraiser - SPARK - ignites the Motor City from 7-10 p.m., Thursday, October 13 at One Woodward in Detroit. Guests will enjoy light bites and cocktails while browsing the silent auction, taking part in a high-energy raffle, and viewing a curated-fashion exhibit from local designers. DJ Thornstryker (Emily Thornhill) - the NBA's first ever female DJ, and fellow fashion designer - will stream the evening's soundtrack as guests dance the night away. Finally, guests can create keepsake memories of the evening with photo and gif fun via Tap Snap. This years theme is "The Future of Fashion." Attendees are encouraged to dress in futuristic and fashionable outfits. Tickets for the event are \$75, available at [dggspark.eventbrite.com](#), and proceeds go to DGG to help continue its programing, and to help grow the local fashion industry as well as cut and sew manufacturers. Our guest of honor is Jeffry Aronsson, founder and CEO of Aronsson Group,

Calendar Home

Submit an event

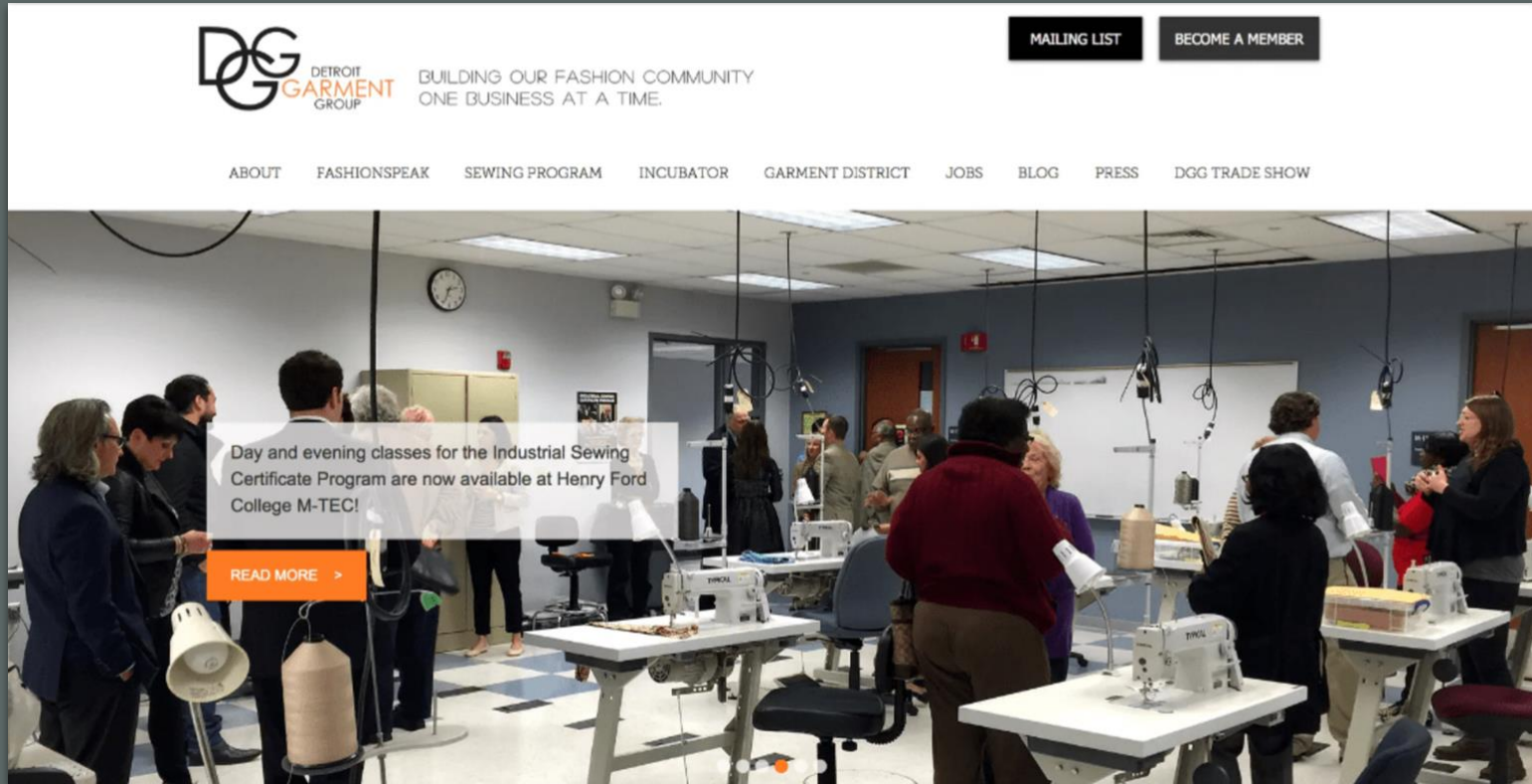
Get this Event



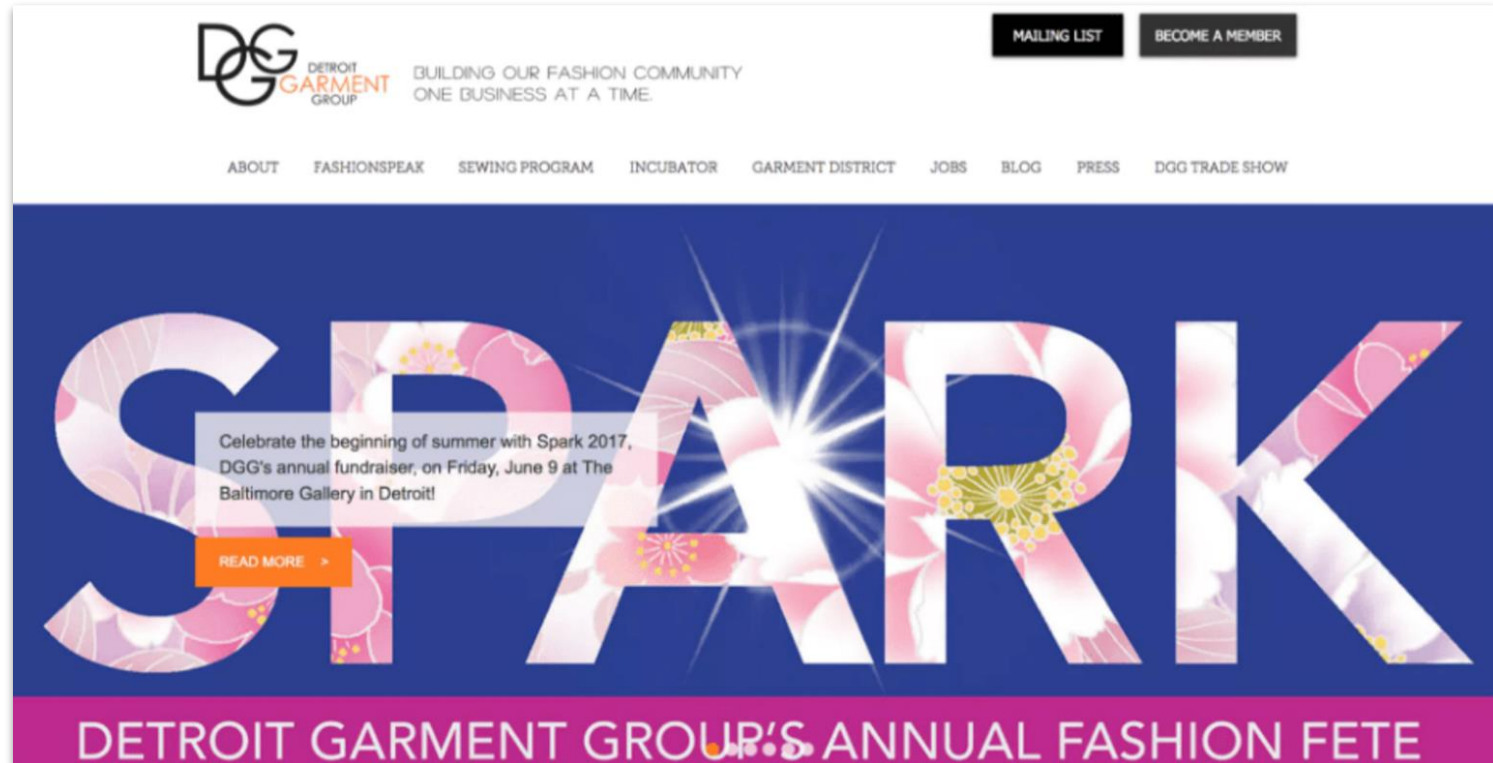
HOUR TOWN FEATURED EVENTS

CYCLE & SHOP FOR A CAUSE

Our audiences have to hunt down tickets



When they finally find the tickets, they have to buy from a national ticket seller



DGG DETROIT GARMENT GROUP
BUILDING OUR FASHION COMMUNITY
ONE BUSINESS AT A TIME

MAILING LIST BECOME A MEMBER

ABOUT FASHIONSPEAK SEWING PROGRAM INCUBATOR GARMENT DISTRICT JOBS BLOG PRESS DGG TRADE SHOW

SPARK

Celebrate the beginning of summer with Spark 2017, DGG's annual fundraiser, on Friday, June 9 at The Baltimore Gallery in Detroit!

READ MORE >


DETROIT GARMENT GROUP'S ANNUAL FASHION FETE

That's right, Eventbrite just made \$4.
They love all of us!

Eventbrite
Search for events
BROWSE EVENTS
HELP
SIGN UP
LOG IN
CREATE EVENT

SPARK 2017 - Detroit Garment Group's 2nd Annual Fashion Fete

Detroit Garment Group (DGG)
Friday, June 9, 2017 from 7:00 PM to 11:00 PM (EDT)
Detroit, MI




Ticket Information					
TICKET TYPE	SALES END	PRICE			
General Admission	Jun 9, 2017	\$60.00			
Donation more info	Jun 10, 2017	Enter donation			
Designer Showcase Ticket - LIMITED <small>This is for designers who wish to showcase their pieces at SPARK. There are a limited number of spots, and all designers must be approved by lindsey@detroitgarmentgroup.org before purchase is made.</small>	Jun 9, 2017	\$50.00	\$3.74	0	
Early Bird Special more info	Ended	\$50.00	\$3.74	N/A	

FEE

\$4.29

[Save This Event](#)

When & Where



Just like Google and Facebook, our communities are having significant money sucked out every day





But what if...

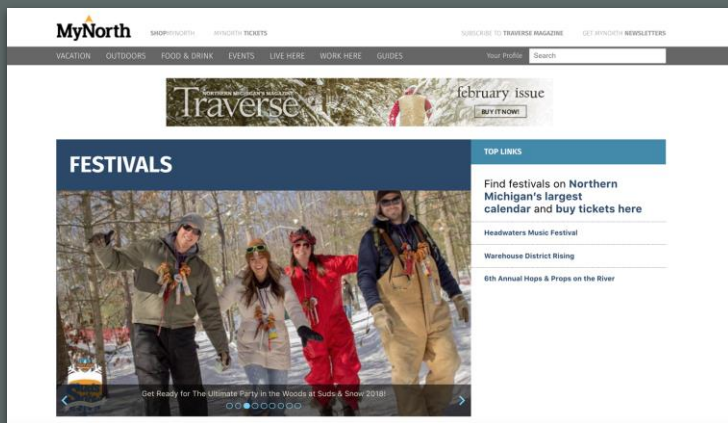
We could make it easier for our audience to find tickets

Make events more easier and more successful for our local organizations

And actually generate revenue and email addresses from our audience and content

It's actually really simple.

Our content promotes an event



*\$2 from each ticket sold will go to supporting local Traverse City charities and non-profits.

Hotel Packages

Cherry Tree Inn and Pointes North are the hotel sponsor and are offering special packages that include complimentary shuttle services to and from the event. Reserve at cherrytreeinn.com and pointesnorth.com under "Specials & Packages."

Purchase tickets for Suds & Snow at MyNorthTickets.com.

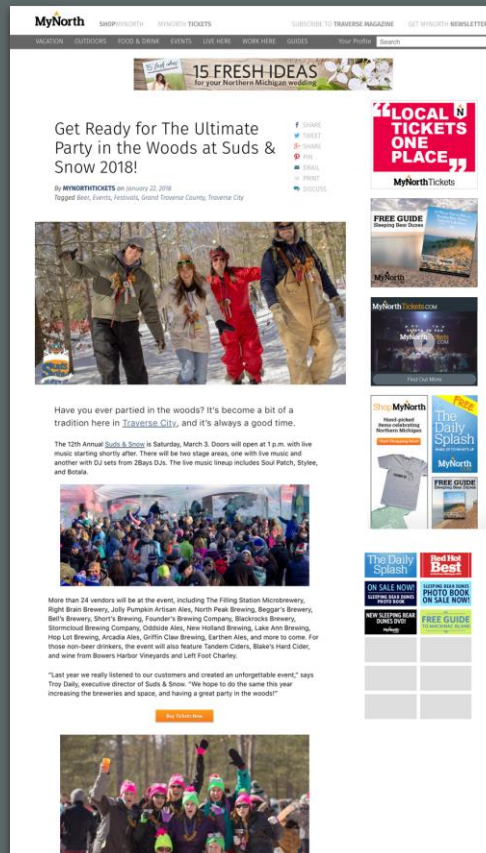
[Buy Tickets Now](#)

More Winter Fun in Northern Michigan

[Magic on the Vine at Chateau Grand Traverse](#)

[Celebrate 10 Years of Keeping Beer Curious with Right Brain Brewery](#)

[Winter Microbrew & Music Festival Announces Music Lineup, Super Fan Bus & More!](#)



Our content links directly to that event



A screenshot of the MyNorthTickets website. The header includes the MyNorthTickets logo, a navigation menu with categories like Festivals, Concerts, Arts & Theatre, Tours, Food & Drink, Classes & Workshops, and Sports, and a search bar. The main content area features a large event poster for "12th Annual Suds & Snow - 2018" on the left, which includes the date "March 3, 2018 1-6pm" and the tagline "THE ULTIMATE PARTY IN THE WOODS". To the right of the poster, the event title "12th Annual Suds & Snow - 2018" is displayed, followed by the date and time "Saturday, March 03, 2018 from 1:00PM - 6:00PM" and the location "Timber Ridge". Below this, a price range "\$30.00 - \$60.00" is shown, and a large orange button labeled "Tickets" is prominently displayed. At the bottom, an "Event Details" section provides further information about the event, including the date, location, and ticketing details. The text in the Event Details section reads: "12th Annual Suds & Snow on Saturday, March 3, 2018. Suds & Snow is 'The Ultimate Party in the Woods.' The annual event will be held at Timber Ridge Resort in the back wooded trails. Timber Ridge Resort, Create TC and Craft Beverage Artisans announce the 12th Annual Suds & Snow on Saturday, March 3, 2018. Suds & Snow is 'The Ultimate Party in the Woods.' The annual event will be held at Timber Ridge Resort in the back wooded trails. Tickets will be on sale Monday, November 13 at 10 am. This years event is presented by 4Front Credit Union and supported by MI Local Hops." Below this, there is a note: "*Please limit 4 tickets per order for postage on those being mailed." and a quote from Troy Dally, Executive Director of Suds & Snow: "Last year we really listened to our customers and created an unforgettable event. We hope to do the same this year increasing the breweries and the space, having a great party in the woods!" The final line of text states: "Suds & Snow will take place on Saturday, March 3rd. Doors will open at 1:00 pm with live music starting shortly after. There will be two stage areas, one with live music and another with DJ sets from 2PM-5 PM."

We make the fee

MyNorthTickets

Login

14:14

Festivals

Concerts

Arts & Theatre

Tours

Food & Drink

Classes & Workshops

Sports

Search events, organizers, venues

Order Summary

Tickets

12th Annual Suds & Snow - 2018

Mar 3, 2018 at 1:00 PM at Timber Ridge

Ticket Type	Row	Seat	Price
General Admission (General Admission)	General Admission		\$30.00

Select a Delivery Method

Mail (\$4.00)

Will call

Office Pickup

Gift card or promo code

Apply

Subtotal: \$30.00

Ticket Fees: \$3.00

Delivery Fees: \$0.00

Total: \$33.00

Continue Shopping

Next

Figure 1. The effect of the number of trials on the number of correct responses. The number of correct responses was significantly higher than the number of incorrect responses for all groups. The number of correct responses was significantly higher than the number of incorrect responses for all groups. The number of correct responses was significantly higher than the number of incorrect responses for all groups.



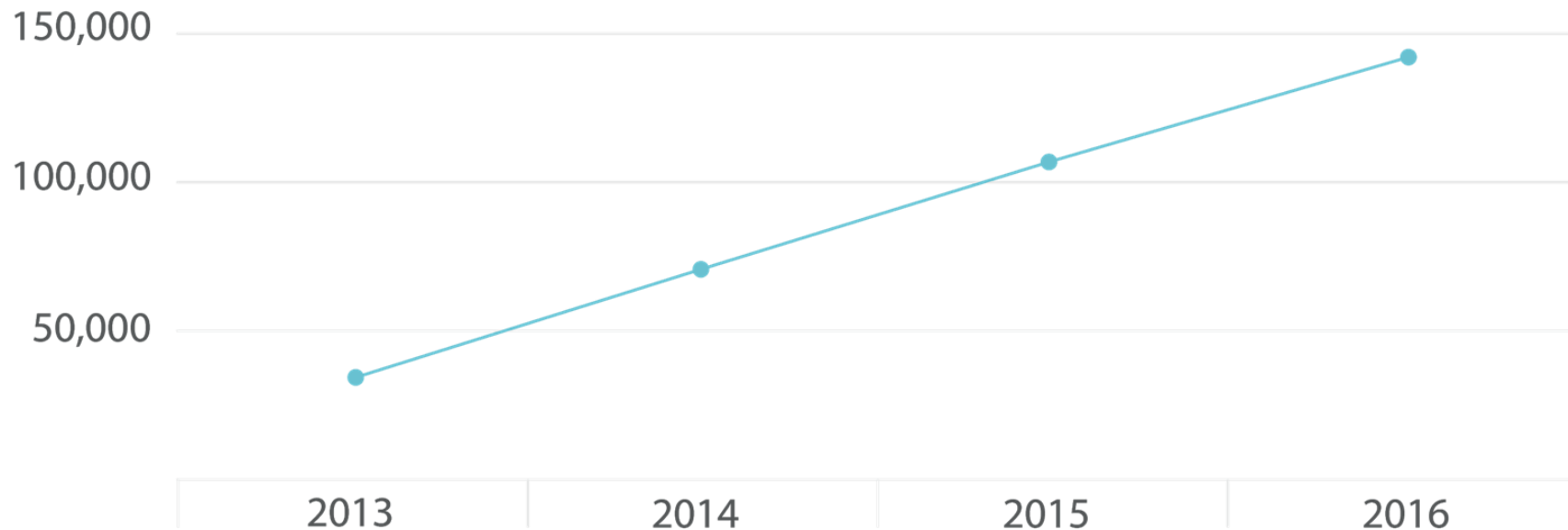
We even generate revenue through ticket newsletters



BETA: MyNorthTickets



Annual Ticket Sales Growth



In operation since 2013. Running on GeoTix since 2015



By the numbers

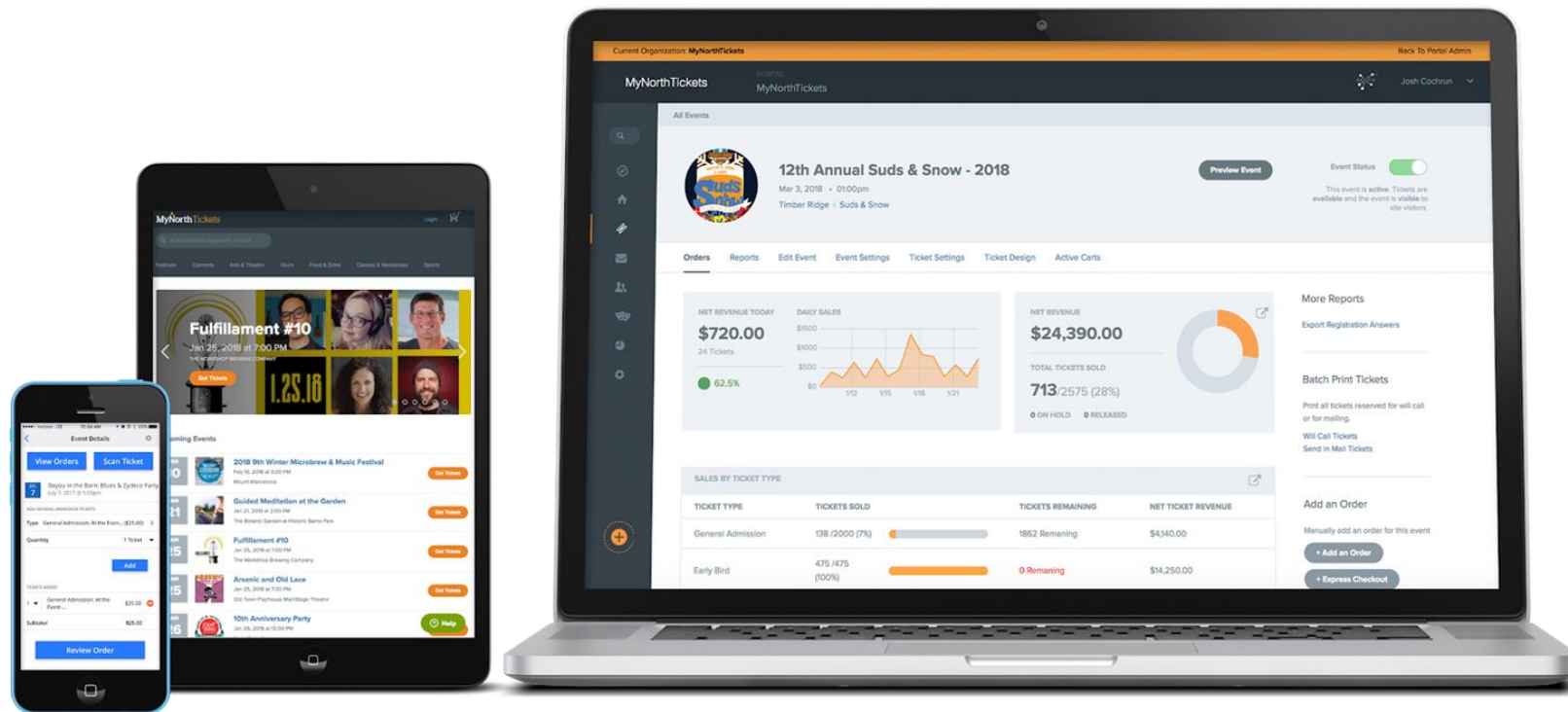
\$240,000

ANNUAL
TICKET FEES

54,000

EMAIL
ADDRESSES

The Product



How it works

Consumers purchase a ticket through:

- Online local ticket portal
- Event organizers website
- Box Office



Organizations keep
the ticket revenue



Portals keep the
fee on each ticket



GeoTix takes a fee
on the portal fee

Why would an event ticket with us over a national ticket seller

	Local Ticket Portal	National Ticketing Provider
Online Ticketing Software	✓	✓
Exposure to a large and engaged audience	✓	
Content that drives directly to a ticket sale	✓	
Local support and service	✓	
Connection to a credible and respected brand	✓	
All the money stays in the community	✓	

In the fall of 2016, we started offering other local media companies the opportunity to become their region's local ticket portal



digitalfirst
MEDIA

 **MORGAN
MURPHY
MEDIA**

 **LEE ENTERPRISES**



HeartlandMedia

In May of 2017, we raised **\$1M** in seed money

We've grown to:

- Over 38 portals throughout the country
- Over 1.2M users and over 5M pageviews
- And have ticketed for over 800 events

Staffing Growth

We've increased our staff from 3 to 10 including a Portal Success team that provides onboarding, sales and system training, prospecting, on site demo days and much more!

GeoTix has grown organically out of a local media company. We didn't go out to the market until we had proven our own success and knew we understood how to make local media companies everywhere just as successful.

WHEN YOU BECOME THE TICKETING SOURCE
IN YOUR CITY, YOU CAN:

**GROW
REVENUE**

**INCREASE
TRAFFIC**

**CAPTURE
EMAILS + DATA**

**BUILD
YOUR BRAND**

There's one simple truth about event ticketing....

Consumers buy their tickets from the system
the event chooses. And when given the chance,
local events choose **local ticketing**.