

GHOST COAST VIDEO · FIELD GUIDE FOR VENUE OWNERS

Main Street Events: *How to Fill the Room*

People paid to play board games in our venue. That's the headline. Here's everything we learned about building a serialized live event that generates real ticket sales, reactivates dormant clients, and reminds your market you exist.

THE SITUATION

We didn't just run a game night. *We built a soap opera with dice.*

We're in a K-shaped economy. If you've got a stable job, you're looking for something that feels good at a budget you can attain. Live events are booming — and the ones winning aren't the biggest ones. They're the most intentional.

At Astronomia in Albuquerque, our team at Ghost Coast Video ran Blood on the Clocktower as a serialized ticketed experience. We added the addictive element — the fun element — of a running storyline. Not a true soap opera yet, but a season. A reason to come back.

We got real ticket sales from a Meetup group that had been running for years. The customers were already there. What we added was the production, the confidence, and the structure that turned a gathering into a destination.



ASTRONOMIA · BLOOD ON THE CLOCKTOWER, FAIRY TAIL EDITION · ALBUQUERQUE, NM

$0	100%	<$400	Monthly
PAID AD SPEND	REAL TICKET REVENUE	FIRST EVENT COST	SERIES CADENCE

This guide is for anyone running a space — bar, boutique hotel, retail, venue — who wants to turn empty nights into recurring revenue and existing relationships into active ones.

Section 01 The Game: Why Prestige Over Easy

Maybe you think of board games as Monopoly or Risk. Today's modern board games are more complex — they have backstory, lore, non-elimination mechanics, ways to make sure every player stays in the suspense for an extended time.

Blood on the Clocktower is a social deduction game where players lie, deduce, and die — but never get eliminated. Everyone stays in the story until the bitter end. That's not just good game design. That's event design.





We chose a prestige game deliberately. **Casual games attract casual attendance. Prestige games attract devotion.** The people who love Blood on the Clocktower drive across the city for a well-run event. They post about it. They bring friends. They come back.

> *"The game has a lot of intricate pieces — cute or sinister, whatever. The eye has the incredible capacity to focus, and that focus is tied to memory. Give people something to look at."*
>
> GCV FIELD NOTES

Blood on the Clocktower may be too niche for your audience — and that's fine. Two Rooms and a Boom, Root, Brass Birmingham — games of social deduction where characters switch back and forth between hidden roles. The community you build around one game carries into the next season, the next reason to show up. **The point isn't the specific game. It's the depth of commitment the game asks from players. Ask more of them.**

Section 02 What We Layered In: The Four Elements

Production value isn't about budget. It's about intention. Here's exactly what we built into every session at Astronomia — four layers that transformed a game night into a recurring destination.

Element 01

Intricate Visuals

The human eye craves focus — and focus is tied to memory. We gave attendees something to look at. Cute tokens, sinister artwork, tactile pieces that demanded attention. Every component is a hook. When someone picks up a token, they're already inside the world.

Element 02

Sound Design

PA system, atmospheric audio. You're not just playing a game — you're in a story. Sound does half the storytelling work before anyone says a word. If you don't have a PA, a Bluetooth speaker and a curated playlist is a real start.

Element 03

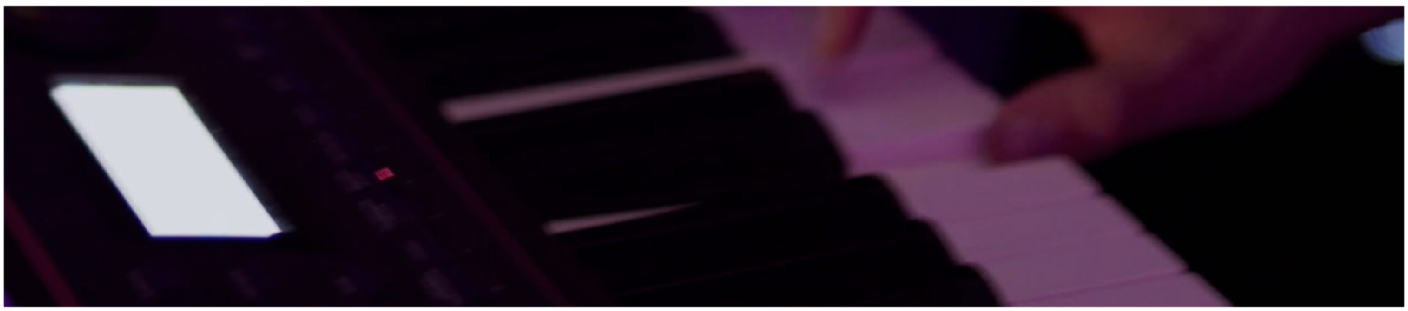
Food + Drink in Rounds

Mocktails served between rounds. You can make these for as little as no money, or build theater around a professional bar program. Either way it marks the rhythm of the night. We underestimated demand by 40% our first event. Always 1.5x your prep on consumables.

Element 04

Serialized Storytelling

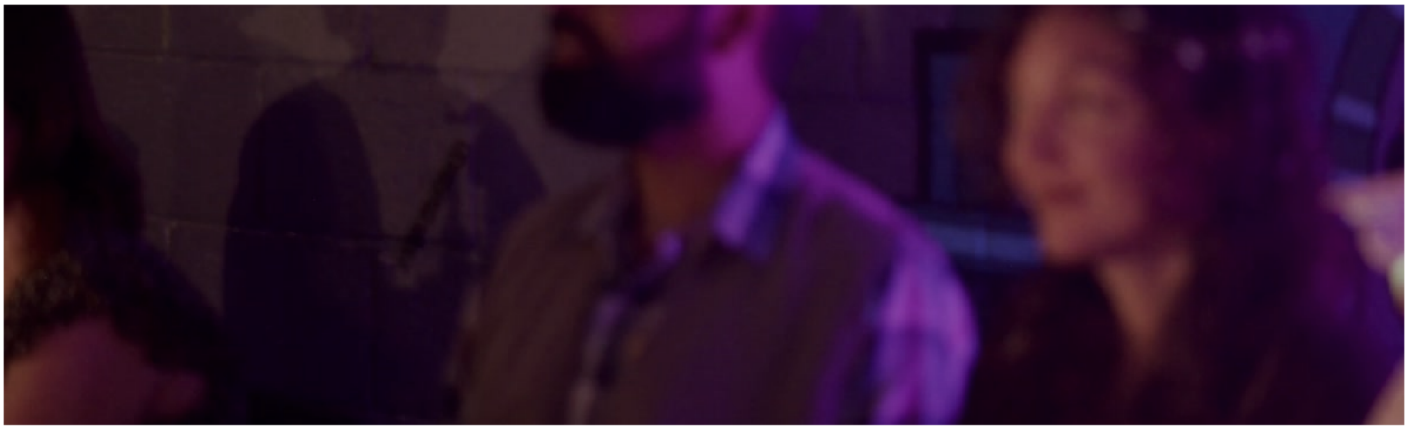
We threaded sessions into a season. Recurring players. Inside jokes. A reason to come back that isn't just "the game was fun." The customers became the customers again, month after month. The series is the product.



The formula is simple: Intentional visuals + atmospheric sound + timed refreshments + a narrative thread. None of these are expensive. All of them are deliberate. That combination is what makes an event feel like an event.

Section 03 The Small Business Reality: Flexibility Is the Skill

Here's what nobody tells you about running a venue: you have to play a lot of characters. You're the host, the tech support, the social director, the conflict mediator, the budget manager, the storyteller.



ASTRONOMIA · FAIRY TAIL EDITION GAME NIGHT — THE CROWD BUILDS THE EVENT

A lot of venues get spoiled. Great creative organizers walk in with ideas and the venue just shows up. But what happens when you're the one who has to facilitate the idea? When you're navigating the spider web of logistics, personalities, and expectations that come with small business retail?

> *"The game is the vehicle. The experience is the product."*
>
> GCV FIELD NOTES

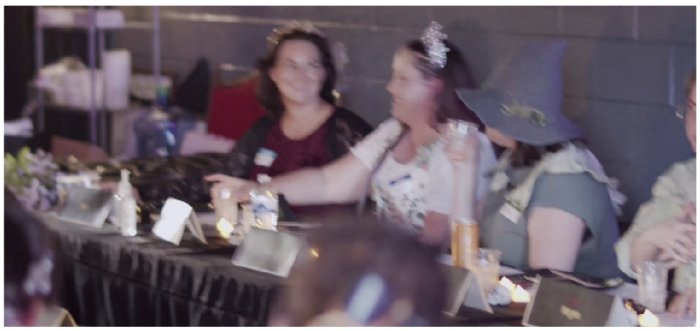
We didn't wait for someone to bring us a perfect event. We built the event. We knew our audience — Meetup regulars, board game nerds, people hungry for connection — and we engineered the experience around them.

It's important to remember: if you treat yourself like a tourist and have a lack of confidence, your budget is going to spiral out of control. It's not about having the most resources. **It's better that you have strength, confidence, and a clear sense of what you're offering — then the resources follow.**

Section 04 **The Lead Gen Angle: A Credibility Reset**

An event like this isn't just entertainment revenue. It's a credibility reset. It reminds past clients who you are. It wakes up dormant relationships. It gives you something to point to that isn't just "we're still here."





We started with our existing list. Think about your top corporate clients — do outreach to them. Think about your top prospects and separate them into a couple of lists. Think about leveraging the time you've spent being a steady force — a steady space — into a new explanation, a new credibility, a wake-up call.

An event like this makes it so that even if they're out of town, even if they're seeing the world — **you've done something important enough that it cuts through.**

For corporate clients specifically

Most team-building fails because people can smell the agenda. A social deduction game does the work invisibly — players have to read each other, build alliances, detect lies. By the end of the night, your team has practiced more genuine communication than in a year of weekly check-ins.

- Reactivates past clients who've gone quiet
- Differentiates you from venues that just "provide the room"
- Creates content — photos, clips, case studies — that works for months
- Opens a corporate events revenue stream alongside ticketed public events

> *"We didn't treat this like a tourist attraction. We treated it like a product launch. Confidence. Clarity. Resources that don't spiral out of control."*
>
> GCV FIELD NOTES

Section 05 What It Costs & How to Start

The honest breakdown from our first event at Astronomia:

Audio / PA System	Already owned for GCV production work. Starting fresh: quality Bluetooth speaker system handles up to ~30 people.	$150–400
Lighting	Atmospheric, not bright. Smart bulbs and DMX controller we already owned.	Under $60
Food + Drink	Mocktails between rounds. Always 1.5x expected demand.	Under $20
The Game	Blood on the Clocktower Storyteller's Grimoire. One-time. Pays for itself in 2–3 events.	$150–200
Storyteller	The real cost. A skilled Storyteller is worth paying — this person is the event.	Don't cut this
Marketing	Meetup group + LinkedIn + word of mouth.	$0

<$400
TOTAL FIRST EVENT

2–3
EVENTS TO BREAK EVEN

LAUNCH SEQUENCE

01 — **Pick your game and your Storyteller.** The Storyteller is the event. Start here.

02 — **Invite your existing list first.** Not ads. The people who already trust you.

03 — **Charge from day one.** Free events attract the wrong energy. Ticket sales signal quality.

04 — **Document everything.** Photos, clips, reactions. This event is also your content.

05 — **Announce the next event before this one ends.** The serial hook happens in the room.

Ghost Coast *Video*

VIDEO PRODUCTION · ATLANTA, GA & ALBUQUERQUE, NM

Ghost Coast Video is a video production company based in Atlanta. We own Astronomia in Albuquerque. We run these events. We document them. And we help other venue owners build the same model.

If you want to talk about building a serialized live event series for your space — or you're a corporate client looking for a team experience that doesn't suck — let's talk.

The K-shaped economy rewards the bold.

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