

MISHAWAKA AMPHITHEATRE

Helping a Colorado institution keep growing.

A continuing relationship with a destination where live music, the canyon and the guest experience all matter to the brand.



Mishawaka Amphitheatre | Official venue photography

20%

reported year-over-year growth

Phil's account of the relationship

Music + dining

one destination experience

An established Poudre Canyon venue

Ongoing

marketing relationship

Agency leadership through consulting

THE IDEA

The place is part of the reason people come.



MISHAWAKA AMPHITHEATRE

The work behind the result.

WHERE IT STARTED

Mishawaka is an established music venue and restaurant in Colorado's Poudre Canyon. Growing a business with that identity calls for care: reach new guests while preserving the character people already love.

THE RELATIONSHIP

Phil's relationship with Mishawaka spans his agency leadership at Mish Media and continued consulting. His contribution combines marketing direction, digital systems and ongoing support, working alongside the people responsible for programming, hospitality and operations.

HOW THE WORK CONTINUES

Keep the experience central

Think about the full reason to visit, from a concert to a meal in the canyon. The marketing direction draws on the venue's distinctive setting and established identity.

Support the business behind the experience

Connect marketing direction with practical digital support. The ongoing relationship lets Phil stay useful as the venue's needs change across the season.

Stay involved

Carry knowledge of the business forward through continued consulting and collaboration with Mish Media, instead of treating every new need as a fresh introduction.

Growth alongside an established team.

Phil reports that Mishawaka achieved 20% year-over-year business growth during their work together. His role was to support the marketing and systems within a larger team whose programming, hospitality and operations shape the guest experience.

Bring your marketing question to Phil. hiddenlever.marketing/contact

SOURCES & MEASUREMENT

The 20% year-over-year growth figure was supplied by Phil Carpenter from his work with Mishawaka. The underlying measure and comparison years were not available in the reviewed records, so it is presented as reported business growth and is not labeled revenue, ticket sales or marketing-attributed lift. Brand context was checked against Mishawaka's official website. Work spans Mish Media and continued consulting; results belong to the wider business and team.