

# WELCOME TO THE SHOW

ANOTHER PLANET.  
ENTERTAINMENT

**OUTSIDE LANDS**  
GOLDEN GATE PARK • SAN FRANCISCO, CA



  
**BILL GRAHAM**  
CIVIC AUDITORIUM

**FOX**  
OAKLAND

THE  
**GREEK**  
THEATRE AT UC BERKELEY

DOWNTOWN NAPA  
**COXBOW**  
RIVERSTAGE



**HARVEYS**  
OUTDOOR AMPHITHEATER  
LAKE TAHOE



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**COMMUNITY** centers,  
cultural beacons, regional  
employers, anchor businesses  
and economic drivers



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FOR EVERY  
**\$1**  
SPENT  
AT A VENUE



**\$12**  
IS GENERATED IN  
THE LOCAL  
ECONOMY



# WELCOME TO THE SHOW



## Estimated Combined Economic Activity of CA Independent Venues\*



**\$13,291,144,800**

562 Venues

29,455 Employees

29,979,200 Tickets Sold

\*Economic Activity assumptions as per 2019 [Loop Chicago Impact Study](#).




# MEET THE CREW

ANOTHER PLANET.  
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**NIVA** | NATIONAL  
INDEPENDENT  
VENUE  
ASSOCIATION







**90% of NIVA members  
are at risk of  
CLOSING PERMANENTLY**

# DARK STAGES

**95% OF WORKERS** at  
independent music venues  
across the country have been  
**LET GO OR FURLOUGHED**  
due to the pandemic



# DARK STAGES

A faded background image of a theater building with ornate architectural details and a sign that says 'THEATER'.

**Smaller markets have  
INVESTED IN THE SURVIVAL  
of their CREATIVE  
ECONOMY during  
this shutdown**

Oregon :: \$50 Million

Maryland :: \$30 Million

Colorado :: \$25 Million

Wisconsin :: \$15 Million

Montana :: \$10 Million





# SAFETY FIRST

ANOTHER PLANET.  
ENTERTAINMENT

**The LIVE EVENT INDUSTRY is prepared  
to meet the challenges of creating  
COVID SAFE EVENTS**



# THE ROAD TO REOPENING

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**The ECONOMICS of Festivals and Concerts  
don't work if they are not at FULL SCALE**



# THE ROAD TO REOPENING

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It takes MONTHS to produce a CONCERT  
...and even longer to produce a festival









A photograph of a band of seven men on a stage, posing for a photo. They are all smiling and making hand gestures (thumbs up and peace signs). The stage is equipped with various musical instruments and equipment, including microphones, speakers, and a large cymbal in the foreground. In the background, a large, dense crowd of people is visible, many with their hands raised in the air. The text "Thank you" is overlaid in large, bold, yellow letters across the center of the image.

Thank you