

# OUTSIDE LANDS

GOLDEN GATE PARK · SAN FRANCISCO, CA

















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



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Estimated Combined Economic Activity of CA Independent Venues\*



562 Venues 29,455 Employees 29,979,200 Tickets Sold

\*Economic Activity assumptions as per 2019 Loop Chicago Impact Study

### MEET THE CREW







### DARK STAGES

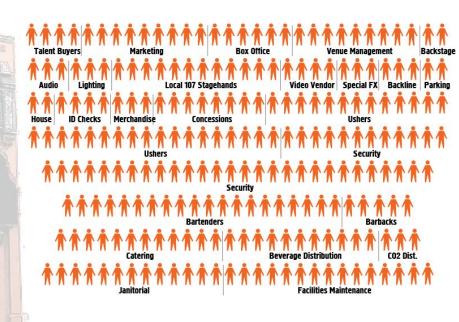


# 90% of NIVA members are at risk of CLOSING PERMANENTLY

### DARK STAGES



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



### DARK STAGES



**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

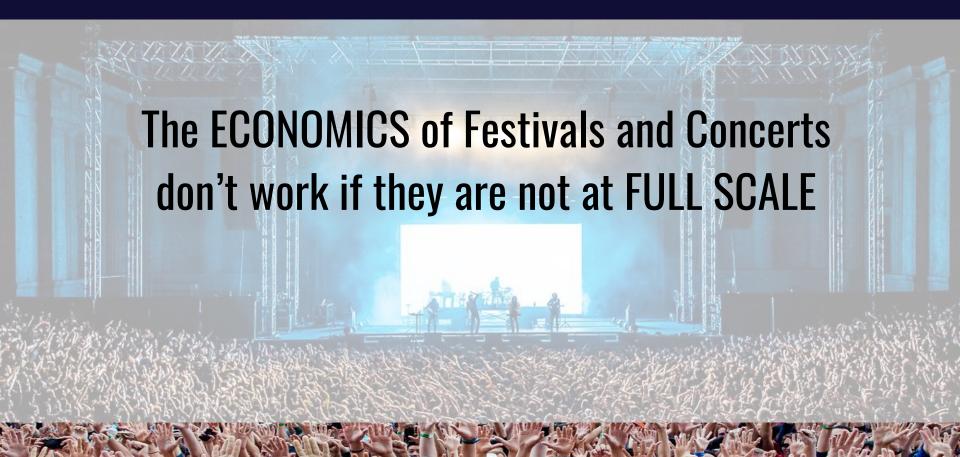
### SAFETY FIRST



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

### THE ROAD TO REOPENING





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## It takes MONTHS to produce a CONCERT

...and even longer to produce a festival

