



Music Festivals: Bringing Tourism Dollars to Your Community

Steve Gold

W.C. Handy Blues & Barbecue
Festival

Tiffany Finley

Master Musicians Festival

David Helmers

Railbird Festival

BLUES TRAVELER

THE STEELDRIVERS DEVON GILFILLIAN

THE WOOKS KELSEY WALDON MORGAN WADE

BILLY DON BURNS NICHOLAS JAMERSON THE LOCAL HONEYS

WAYNE GRAHAM JAIME WYATT MOJOTHUNDER JOHNNY CONQUEROD

BEE TAYLOR WADE SAPP DAVID VAUGHN LINDSEY WOLFPEN BRANCH

KUHZIN PAWL GRAYSON JENKINS MARIA CARRELLI ABBY HAMILTON SYLMAR

BEDFORD BAND DARRIN HACQUARD BUCK THE TAXIDERMIST JENN MARIE

DRIFTWOOD GYPSY COBY LANGHAM BROTHER SMITH JORDAN SMART

TIFFANY WILLIAMS CODY-LEE MEECE KELLY CALDWELL BRIAN COMBS TOMMY CATE

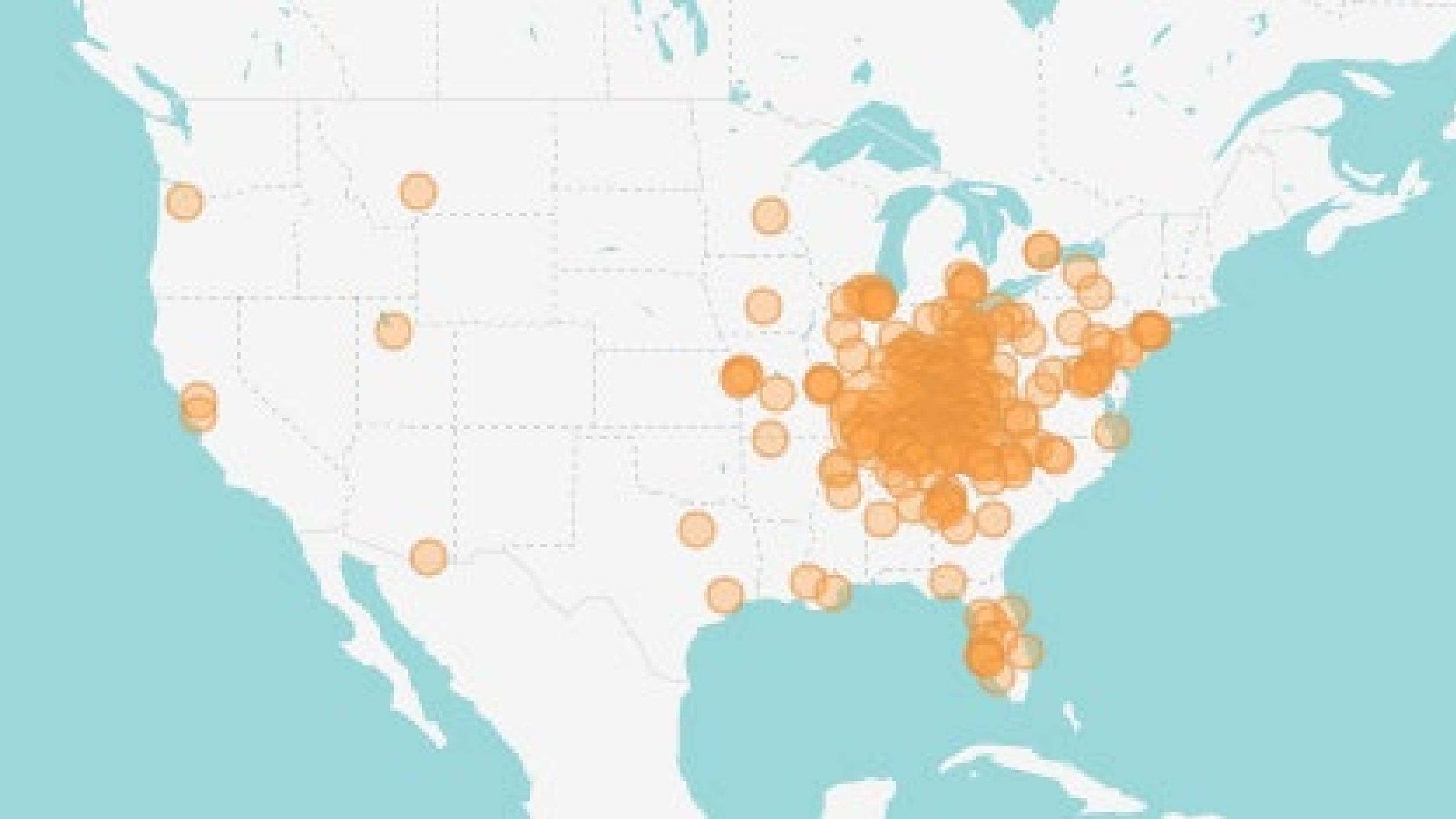
FRIDAY LATE NIGHT SET
THE WOOKS
PLAY & SING JOHN PRINE

SATURDAY LATE NIGHT SET
JOHNNY CONQUEROD


Somerset
The Spirit of Southern Kentucky

JULY 16-17 2021
SOMERSET, KY
WWW.MASTERMUSICIANSFESTIVAL.ORG

THE 28TH ANNUAL
MASTER MUSICIANS FESTIVAL





shutter & spindle



LEX *Railbird* KY

THE GROUNDS AT KEENELAND
AUGUST 22-23, 2020



Railbird
LEXINGTON, KY



THE GROUNDS AT KEENELAND • AUGUST 28-29, 2021

— SATURDAY, AUGUST 28 —

MY MORNING JACKET
LEON BRIDGES

BILLY STRINGS | BLACK PUMAS | MIDLAND | MARGO PRICE
JAPANESE BREAKFAST | JOY OLADOKUN | SARAH JAROSZ | JOHN MORELAND
BRISTON MARONEY | SIERRA FERRELL | THE BROOK & THE BLUFF
BENDIGO FLETCHER | MAGNOLIA BOULEVARD | NICHOLAS JAMERSON

— SUNDAY, AUGUST 29 —

DAVE MATTHEWS BAND
JASON ISBELL AND THE **400 UNIT**

KHRUANGBIN | THE REVIVALISTS | BAND OF HORSES
ROBERT EARL KEEN | THE WAR AND TREATY | PINEGROVE | ZACH BRYAN
LIZ COOPER | KATIE PRUITT | CEDRIC BURNSIDE | CHA WA
S.G. GOODMAN | SOUTHERN AVENUE | GRAYSON JENKINS

MUSIC ✦ **BOURBON** ✦ **EQUINE** ✦ **RAILBIRDFEST.COM**



DISCOVER



KEENELAND

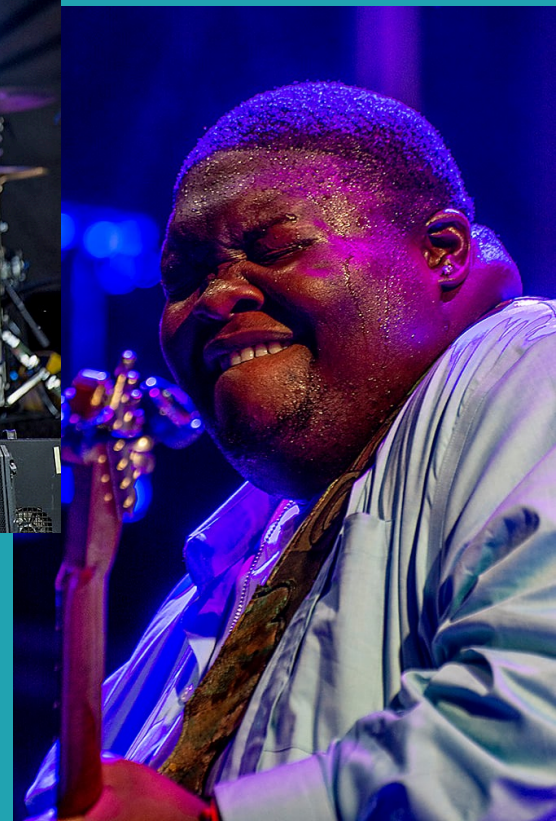
verizon

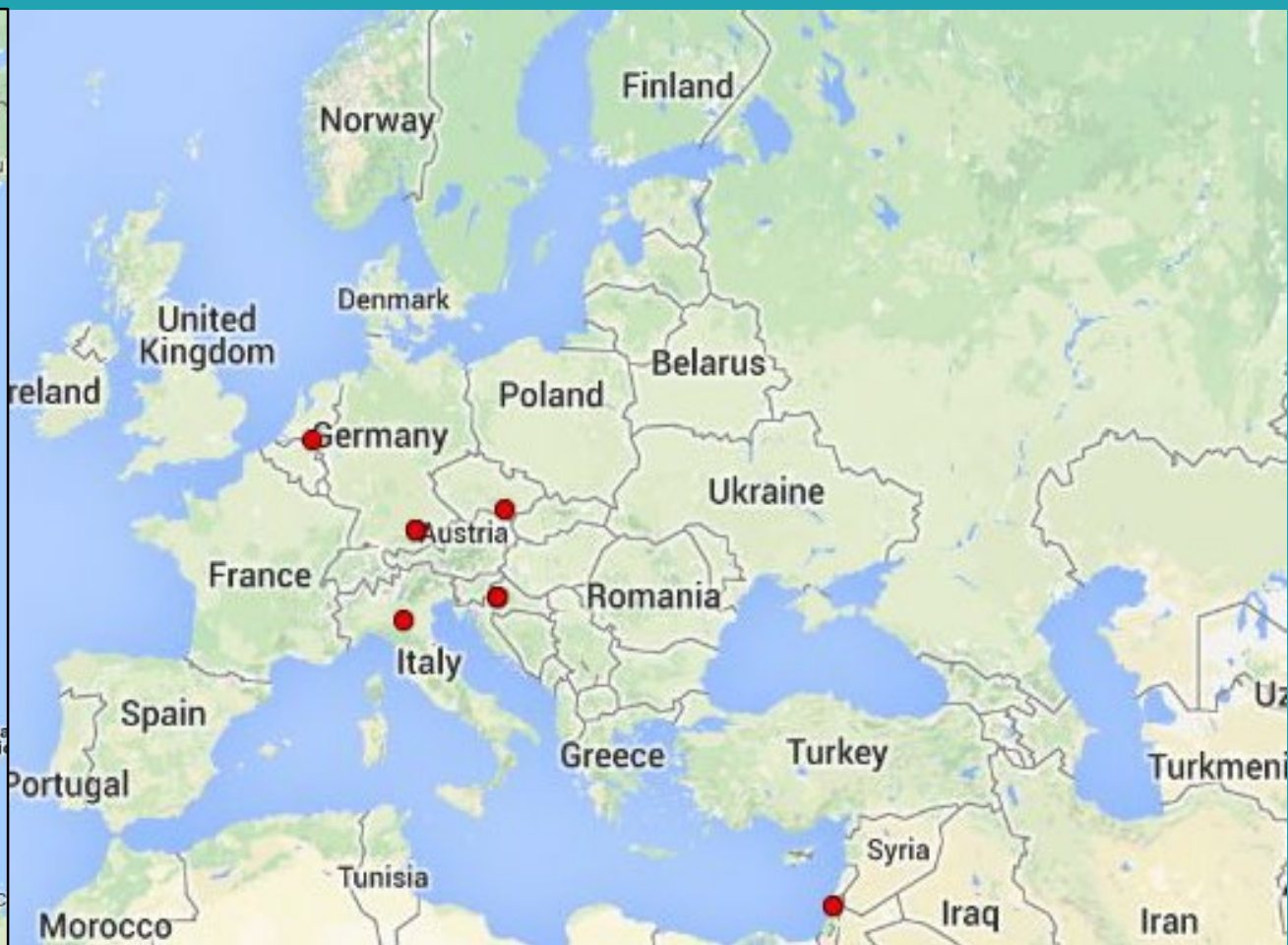
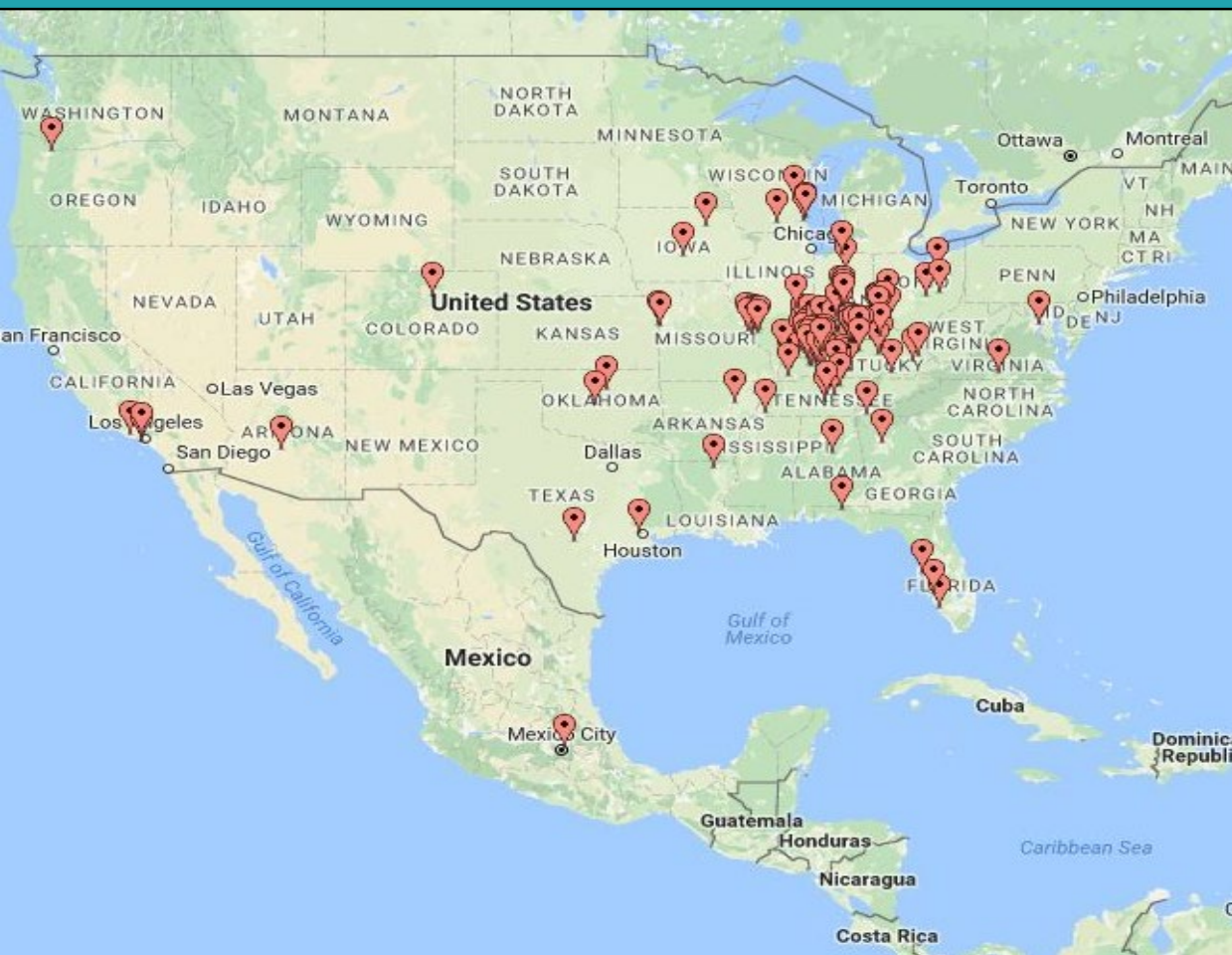


30 YEARS
W.C. HANDY
BLUES &
BARBECUE
FESTIVAL 2021
HENDERSON, KENTUCKY

WALTER TROUT
SAMANTHA FISH | LARKIN POE
ERIC GALES
JOE LOUIS WALKER
CHRISTONE "KINGFISH" INGRAM
TOMMY CASTRO AND THE PAINKILLERS
RICK ESTRIN & THE NIGHTCATS
CHUBBY CARRIER AND THE BAYOU SWAMP BAND
DWAYNE DOPSIE AND THE ZYDECO HELLRAISERS
MR. SIPP
MISSISSIPPI HEAT
GHOST TOWN BLUES BAND
AMANDA FISH
DUWAYNE BURNSIDE
KARA GRAINGER
GOUGH - MARTIN BLUES BAND & TRAMP
BLUES 4U

WWW.HANDYBLUES.ORG







The Arts Mean Business



**Organizations
\$63.8 Billion**



**Audiences
\$102.5
Billion**

Source: *Arts & Economic Prosperity 5*, Americans For The Arts (2017)

Economic Impact of the Nonprofit Arts & Culture Industry (2015)



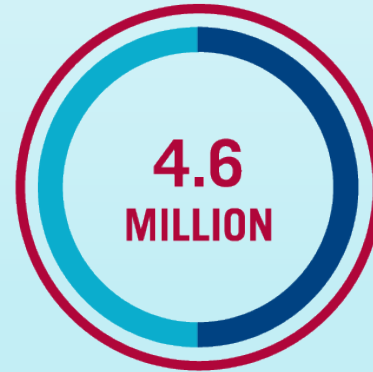
Total Direct Expenditures
\$63.8 BIL + \$102.5 BIL



Resident Household Incomes
\$49.43 BIL + \$46.64 BIL



Total Government Revenue
\$11.86 BIL + \$15.68 BIL



Full-time Equivalent Jobs
2.3 MIL + 2.3 MIL

■ Organization ■ Audiences ■ Total

Source: *Arts & Economic Prosperity 5*, Americans For The Arts (2017)

Average Per Person Per Event

Audience Expenditures: \$31.47



The average audience expenditure **does not** include cost of admission.

Local vs. Nonlocal Arts Audience Spending

Local Audience Spending // **\$23.44**



Nonlocal Audience Spending // **\$47.57**





Music Festivals: Bringing Tourism Dollars to Your Community

Steve Gold
W.C. Handy Blues & Barbecue
Festival

Tiffany Finley
Master Musicians Festival

David Helmers
Railbird Festival