



## Senator Angelique V. Ashby, 8<sup>th</sup> Senate District

### SB 370 – Music Festival Preservation Act

*Provides grants to eligible live music events to support the state's creative economy*

#### SUMMARY

SB 370 establishes the California Music Festival Preservation Grant Program, which will allow the state to invest in multi-day music festivals that create significant positive economic impacts in communities throughout California.

#### BACKGROUND

Music festivals attract thousands of visitors each year, generate millions in economic activity, create jobs, and contribute significant tax revenues that bolster local economies.

For example, in 2024, two Sacramento music festivals – Aftershock and Golden Sky – generated an estimated **impact of \$44.6 million** and supported over 13,000 jobs including lodging, food and beverage, transportation, facility management, audio visual services, retail, and security. Local sales tax revenue from just these two events alone was over \$230,000, and state sales tax contributions were \$1.1 million.<sup>1</sup>

The economic impact of just one music festival – Outside Lands – generated **\$66.8 million in economic activity** for the city of San Francisco, and \$75 million for the entire Bay Area. The festival also created the equivalent of 700 full time year-long jobs, and paid over \$9.4 million in state and local taxes.<sup>2</sup>

Music festivals have a profound economic impact on regions throughout California. The Legislature must take necessary steps to preserve music festivals and help them remain here in the Golden State.

#### THE PROBLEM

Music festivals face challenges, with many events canceled both in the U.S. and internationally. Key drivers include escalating production costs, softening consumer demand, and broader shifts in social and technological habits that impact festival attendance.<sup>3</sup>

Rising costs of essentials including venue, security, safety, sanitation, staff, artists, advertisement, and insurance fees have also strained festival budgets. Many of these costs must be covered well in advance of the event leaving promoters largely reliant on ticket and vendor sales to recoup costs. With fewer upfront revenue streams, festivals take on significant financial risks. This forces promoters to choose between increasing costs for consumers or canceling events altogether.

Many festivals operate on thin margins, and as inflation drives up expenses, ticket prices also rise – which has deterred consumers. Festival promoters are reluctant to increase ticket costs further, wary of pricing out attendees, which has led to festival promoters canceling events.

#### THE SOLUTION

SB 370 establishes a grant program for eligible independent live music events to receive state support when they are multiple days and create significant revenue. The program will be administered by the Director of CalOSBA within GO-Biz. Other states are creating solutions to keep these economic drivers going in their communities. California is known for our creative economy. We should be leading the way.

SB 370 supports California's ability to attract economic engines such as Aftershock and Golden Sky in Sacramento, BottleRock in Napa, and Outside Lands in San Francisco, instead of losing them to other states.

#### SUPPORT

California Travel Association  
City of Sacramento

#### FOR MORE INFORMATION

Ryan Tomlinson, *Legislative Aide*  
[Ryan.Tomlinson@sen.ca.gov](mailto:Ryan.Tomlinson@sen.ca.gov) | (916) 651-4008

Sarah Mason, *Staff Director*  
[Sarah.Mason@sen.ca.gov](mailto:Sarah.Mason@sen.ca.gov) | (916) 651-4104

<sup>1</sup> [City of Sacramento](#)

<sup>2</sup> [San Francisco Recreation & Parks](#)

<sup>3</sup> [City of Sacramento](#)