



MINNESOTA

THE FIRST ECONOMIC RESEARCH STUDY OF THE INDEPENDENT LIVE SECTOR

The Economic Impact of Minnesota's Stages and why they need to be protected by HF4250

Minnesota's Results



THE FIRST ECONOMIC RESEARCH STUDY OF THE INDEPENDENT LIVE SECTOR

WHAT IS INDEPENDENT LIVE?

Independent live entertainment stages are independently owned and operated, meaning they are not controlled by a multinational corporation or a publicly traded company, and their primary mission is to present live performances to the public. This includes venues, promoters, festivals and more.

OVERVIEW IN MINNESOTA

Minnesota's independent live entertainment industry drives \$1.2 billion in state GDP, \$2.4 billion in economic output, and \$131.7 million in tax revenue, supporting 17,512 jobs and \$774.6 million in off-site spending. With \$174.8 million in off-site tourism spending, the sector is both a cultural anchor and a major economic force.

ECONOMIC IMPACT

\$2.4 BILLION
TOTAL ECONOMIC OUTPUT

\$1.2 BILLION
CONTRIBUTION TO STATE GDP

2024
STATE AND LOCAL
\$131.7 MILLION

8,422
TOTAL EMPLOYEES

3,524,099
FANS SERVED

\$774.6
WAGES AND BENEFITS PAID

17,512
JOBS SUPPORTED

TOURISM BREAKDOWN

\$174.8 MILLION
OFF-SITE TOURISM SPENDING

In 2024 alone, fans attending independent shows generated \$174.8 million in off-site spending—filling hotel rooms, crowding local restaurants, supporting shops, and tipping drivers.

\$147.6 MILLION
SPENT ON LODGING

\$14.9 MILLION
SPENT AT RESTAURANTS AND BARS

\$7.2 MILLION
SPENT ON SHOPPING

\$3.9 MILLION
SPENT ON GAS, PUBLIC, AND TRANSPORT

\$1.4 MILLION
SPENT ON OTHER ENTERTAINMENT AND RECS

NIVA | NATIONAL INDEPENDENT VENUE ASSOCIATION

• FOR METHODOLOGY, SEE THE NATIONAL REPORT AT STATEOFLIVE.ORG 1



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IMPACT TABLE

Impact Type	Employment	Labor Income	Value Added	Output	Local/County Tax Revenue	State Tax Revenue	Federal Tax Revenue
Direct Effect	8,422	\$264.80	\$426.00	\$980.20	\$12.50	\$27.80	\$57.60
Indirect Effect	6,445	\$335.00	\$554.80	\$994.00	\$19.10	\$38.90	\$14.80
Induced Effect	2,645	\$174.60	\$312.20	\$502.90	\$11.20	\$22.30	\$40.50
Total Effect	17,512	\$774.60	\$1,293.00	\$2,486.10	\$42.80	\$89.00	\$112.90
Multiplier	2.08	2.93	3.03	2.51			

This table shows the full economic ripple effect of Minnesota's independent live entertainment sector, including the jobs, income, business activity, and tax revenues generated directly by venues and festivals, through their in-state suppliers, and from the additional local spending of workers in those jobs.

For the full methodology, see the national report at stateoflive.org

NATIONAL OVERVIEW INDUSTRY OPERATIONS SNAPSHOT

41%
OF STAGES HAVE SHOWS AT LEAST 4 NIGHTS PER WEEK

94%
OF STAGES SELL TICKETS OR CHARGE A COVER TO SHOWS

91%
OF VENUES OPERATE YEAR-ROUND

THE AVERAGE VENUE HAS SHOWS **143** DAYS A YEAR



ACROSS ALL STAGES, THE TOP OPERATIONAL CHALLENGES RANKED BY FREQUENCY INCLUDE:

1. MARKETING & BRINGING IN AN AUDIENCE
2. ARTIST COSTS RISING DRIVING HIGHER ARTIST FEES
3. STAFFING COSTS
4. INFLATION
5. MONOPOLIES
6. RISING INSURANCE COSTS
7. SCALPERS & PREATORY RESALE PLATFORMS
8. COST OF RENT AND MORTGAGE
9. UNCAPPED, UNLIMITED PERFORMING RIGHTS ORGANIZATION FEES
10. DECREASING ALCOHOL SALES

64%
OF STAGES WERE NOT PROFITABLE IN 2024

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• FOR METHODOLOGY, SEE THE NATIONAL REPORT AT STATEOFLIVE.ORG 2

Minnesota Stages Economic Output:



\$2.4 Billion
annually

Minnesota Stages Contribution to GDP:



\$1.2 Billion
Contributed to GDP

Nationally, nearly $\frac{2}{3}$ of independent stages in 2024 were **NOT** profitable.



While these venues generate immense economic, cultural, and community value, that impact is increasingly undermined by a ticketing marketplace that siphons revenue away from the very stages and artists that make live entertainment possible.

The Problem?

- Price Gouging and Fan Harm
- Bot Activity & Scalping Incentives
- Revenue Leakage from Local Economies
- Reputational Impact on Independent Stages

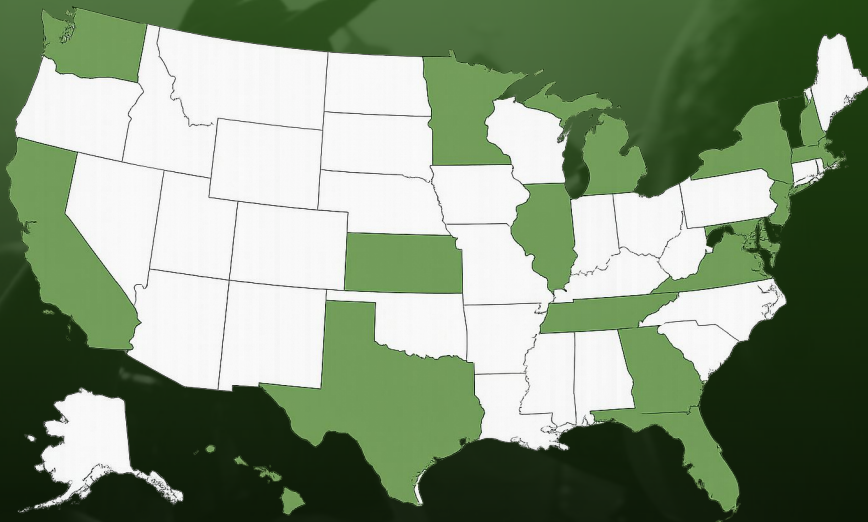
**“They're a scam...
I paid \$203 for
tickets that were
\$25.00 each...”**

**-Vividseats User,
Better Business
Bureau**



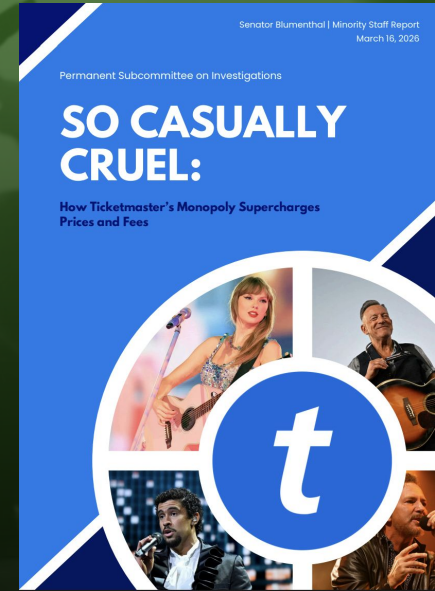
The Solution for Minnesota? A Resale Price Cap

- Resale price caps disincentivize predatory resale behavior and force scalpers to resell in other states
- Common sense solution to reign in an industry that has **avoided true correction for decades**
- More than a dozen other states are pursuing resale price caps specifically
- And members of Congress called for a states to cap resale just this week



Structural LN/TM Breakup + Resale Caps

- NIVA and independent venues nationwide support breaking up Live Nation Ticketmaster and are amplifying calls for national action
- The Senate report shows this isn't accidental, Live Nation worked to weaken protections while profiting from higher prices and even charging fans more than professional brokers
- A national resale price cap and structural breakup are critical, but they will take time
- Minnesota's venues, artists, and fans cannot wait



Ticket Resale Opposition

