



UNDERGROUND MUSIC SHOWCASE

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IMPACT REPORT

2023

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MUSIC FEST ON A MISSION

Two years ago, Two Parts joined forces with Youth on Record to co-own and co-manage [Denver's Largest Music Festival](#), the UMS.

During the first year of co-ownership, the UMS aligned around a mission of artist and community. View a recap of the year-one impact [2022 Impact Report](#).

We hope you'll follow our progress as we continue to build our nation's most accessible, vibrant, and mission-aligned music fest!



X



X

Two
PARTS

ARTIST CARE

The UMS works to understand the needs of the artists who play at our festival, the majority of whom are local and regional bands and solo acts.

THRIVING ARTIST WAGES

IMPACT DAYS ARTIST CARE LOUNGE

ARTIST SNAPSHOT:



63%
WOMAN &
NON-BINARY
IDENTIFYING

39%
FIRST TIME
UMS ARTIST

28%
IDENTIFY AS
BIPOC

46%
IDENTIFY AS
LGBTQIA+

94%
LOCAL OR
REGIONAL

75%

THE VAST MAJORITY OF ARTISTS WHO COMPLETED OUR SURVEY IDENTIFIED AS HISTORICALLY MARGINALIZED/MINORITIZED.

100+

**CREATIVE
ATTENDEES**

2

**DAYS OF
SESSIONS**

10

**ENGAGING
WORKSHOPS**

31

**INDUSTRY
PANELISTS**

48

**ZIP CODES
REPRESENTED**

IMPACT DAYS 2023

Back again for a second year, Youth on Record (YOR) hosted Impact Days, a two-day **music conference** at The UMS.

With a threefold focus of Artistic Excellence, Community Impact, and Economic Opportunity, Impact Days provided resources to expand artists' careers and prepared to play their best UMS yet!

The Impact Days offering included:

- Skill-sharing workshops including procuring funding, securing radio airplay, utilizing AI for artists, and more!
- Professional development
- Networking
- Coaching opportunities

[Click here to watch all the workshops.](#)



ARTIST CARE LOUNGE 2023

At UMS, we let artists know that they come first. Our care lounge offered a substance-free, calming space with healthy snacks, wellness workshops, a nap area, access to mental health providers, instrument “first aid” repairs, and art-making stations. The vibe? Chill, regulate, connect, and be yourselves.

After a successful year-one launch, our Artist Care Lounge expanded to include musings and design from Meow Wolf artist, Andrea Fischer, who layered the space with colorful textile art and playful furniture.



**KENNY GORNBRECHT
& THE BISCUIT BOYS**

THRIVING ARTIST WAGES

UMS continues to lead in providing thriving wages!

Not only are our artists paid fairly, they also receive a slew of benefits including: guest wristbands, mental wellness care packages, and professional development. This makes the minimum total compensation a \$1,000+ value.

\$200

**MINIMUM PER
SOLO ARTIST**

\$400

**MINIMUM PER
BAND**

COMMUNITY CARE

The UMS is committed to making a festival a place of wellbeing for all. We're revolutionizing the industry by fostering a sober-curious culture and addressing long-overdue shortcomings in festival accessibility.

HARM REDUCTION SOBER BARS
ACCESSIBILITY COMMITMENT



RECOVERY CARDS PROJECT

The UMS partnered with Lift the Label, to distribute **free recovery cards** to festgoers! These beautiful greeting cards are designed by local/national artists and celebrate those in/working toward recovery from substance abuse and their powerful communities who support and encourage them along the way.

UMS distributed over 1,000
Recovery Cards this year!





ACCESSIBILITY COMMITMENT

The UMS 2023 marked the beginning of a comprehensive **three-year accessibility plan** to improve how musicians and attendees with disabilities experience every aspect of the festival, from the website and app to stages, venues, vendors, and participating businesses.

To lead these efforts the festival welcomed two artists with disabilities onto its team: long-time disability and accessibility advocate, Jessica Wallach, and activist, educator, and emcee of Wheelchair Sports Camp, Kalyn Heffernan (pictured from left to right above).

This year, we conducted venue audits, received feedback through accessibility surveys, distributed an accessibility guide, offered priority seating, accessible bathrooms, and more.

We surveyed attendees with disabilities and are committed to improvements!

71%
FOUND THE
FESTIVAL
NAVIGABLE

100%
COULD ACCESS
FOOD AT
CONCESSIONS

80%
FOUND ACCESSIBLE
BREAKS FROM
LOUD MUSIC

71%
PLAN TO
ATTEND UMS
IN 2024

GOT
NALOXONE?

KEEP THE PARTY SAFE.ORG

HARM REDUCTION

In 2023, the UMS partnered with [Keep the Party Safe](https://www.KeepThePartySafe.org), an education and awareness campaign working to prevent or reverse fentanyl overdoses. At the festival, Keep the Party Safe distributed 1,860 fentanyl test strips and 1,596 doses of naloxone to fest-goers.

1,860 TEST STRIPS
DISTRIBUTED

1,596 NALOXONE DOSES
DISTRIBUTED

MENTAL HEALTH RESOURCES



We teamed up with WellPower to offer

FREE VIRTUAL THERAPY SESSIONS

for every fest goer over 18 and every artist who played the festival. Supporting mental health is a key focus of The UMS

REASONS I'M IN THE SOBER BAR LINE...

- I'M SOBER - AND DAMN PROUD OF IT!
- THIS IS A THREE DAY FEST - I'M PACING MYSELF
- I'M PREGNANT. YUP! I'M PREGNANT AT A MUSIC FEST!
- I'M TRAINING FOR A MARATHON - OR SOMETHING ELSE EQUALLY GRUELING
- PROJECT SUMMER BODY!
- I'M NOT A BIG DRINKER
- I'M ON A FIRST DATE WITH A SOBER PERSON (PLAYING IT COOL)
- IT'S REALLY NONE OF YOUR BUSINESS. JUST POUR ME A MOCKTAIL.

SOBER/CURIOUS CULTURE

In an effort to provide additional non-alcoholic options to festgoers and foster a generation-wide sober-curious culture, UMS rolled out its first-ever Sober Bars in 2022.

Back again and more prominent than year one, UMS Sober Bars alcohol-free mocktails at each of the three stages and we continue to receive rave reviews from attendees.

5,116

NON-ALCOHOLIC DRINKS SOLD
THROUGHOUT THE WEEKEND

3 DAYS

SUBSTANCE FREE ARTIST
LOUNGE

80%

SURVEYED UMS ARTISTS WHO
IDENTIFIED AS SOBER/CURIOUS

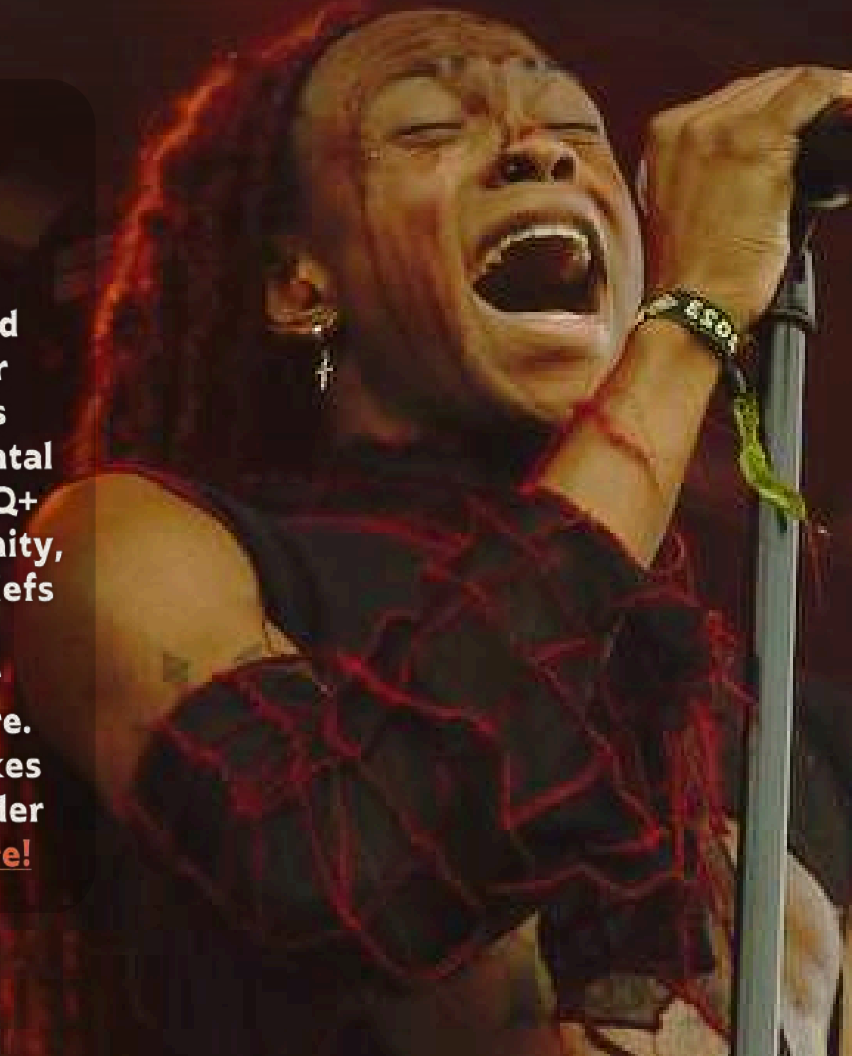
CARE FOR CULTURE

We're all about the love at The UMS! By nurturing a culture of inclusivity and belonging, we create an environment where everyone feels right at home.

**IMPACT ARTIST UNDERGROUND PARTIES
WORKFORCE DEVELOPMENT DELEGATES
BUSINESS AND COMMUNITY PARTNERSHIPS**

MEET OUR IMPACT ARTIST: N3PTUNE!

We were thrilled to have N3ptune and Rusty Steve leading the charge at our Impact Show! This superstar's got his priorities straight when it comes to mental health, fighting for BIPOC & the LGBTQ+ community, promoting healthy masculinity, and embracing a sober lifestyle. His beliefs match ours to a T: we're all about supporting our artists, nurturing our community, and celebrating our culture. And let's not forget, when N3ptune takes the stage, he's got the whole crowd under his spell. Check out his [UMS Recap here!](#)





UNDERGROUND PARTIES & INCLUSION

At UMS, we're all about community power! The more, the merrier!

That's why we threw the doors open to third-party community builders to host Official Underground Parties during the festival on South Broadway.

We were particularly keen on ideas that matched our mission for Artist Care, Community Care, and Care for Culture. We also wanted to make sure that our parties celebrated and uplifted attendees from diverse backgrounds, including BIPOC, LGBTQIA+, and those with disabilities. Let's party with a purpose!

**WE HOSTED NINE UNDERGROUND PARTIES INCLUDING:
PRIDE PARTY, ALL CITY HIP-HOP, SELENA TRIBUTE
CONCERT, WOMEN IN MUSIC PARTY, AND MORE!**



WORKFORCE DEVELOPMENT FOR YOUNG CREATIVES

YOR youth are going places! Our 18-24 year old fellows had the chance to hone their creative industry skills at the UMS. Young professionals were hired to manage box offices , merch, and greeting. This kind of experience is all part of YOR's grand plan to create a bright career path for young creatives that pave the way to a more inclusive and thriving Denver's music scene. We offered paid opportunities for 15 young creatives who received thriving wages at \$20/hour.

REDUCED TICKETS

We wanted to see more folks ages 24 and under at The UMS than ever before, so offered an exclusive discount for Sunday's tickets!

UNDERGROUND *at the* SHOWCASE



YOUTH-PRODUCED PODCAST, UNDERGROUND AT THE SHOWCASE

Underground at the Showcase, the official youth-produced podcast of the UMS emerged as a project stewarded by YOR. YOR offers a podcasting internship program, teaching young creatives ages 18-24 skills in storytelling, production, interviewing, and more.

Through hands-on learning, these talented youth podcasters are being prepared for work in the growing podcast industry.



BUSINESS PARTNERSHIPS

The UMS partners with local businesses to expand the list of Official UMS Venues beyond the three main stages!

2023 Official Venues included: Bar 404, Banded Oak, Baere Brewing, Denver Distilling, Hi Dive, Hornet, HQ Denver, Illegal Pete's, The L, Stoney's Cantina, Skylark.

Local businesses also opt into our free Community Partner program and have the opportunity to offer special discounts and promotions to UMS ticketholders via the official app!

11

**OFFICIAL
UMS VENUES**

23

**COMMUNITY
BUSINESS PARTNERS**

UMS DELEGATE SUMMIT 2023

The UMS Delegate Summit is a partnership between Music Policy Forum, YOR, and UMS. We invited community partners and stakeholders to experience the weekend with us and they joined from across the country. We facilitated meaningful discussions, collaborations, and experiences for industry leaders dedicated to paving way for the future of the creative economy.

AJ Haynes - UMS 2022 Impact Artist, Seratones

Adrian Molina - Artist, Youth on Record

Andrea Viarrial-Murphy - Youth on Record

Ben Chavez - City of Denver, Commission on Cultural Affairs

Bruce Trujillo- Manos Sagrados

Carl Swanson - National Independent Venue Foundation

Conor Hall - Colorado Office of Economic Development and International Trade

Danielle Olivatto - Office of the Colorado Governor

Eric Gilbert - Treefort Music Fest

Flor Alvarez - City Councilperson Elect

Jessica Wallach - Greater Depth Media, UMS Accessibility Lead

Leslie Herod - Colorado State Representative

Lisa Gedgaudas - National Independent Venue Foundation, Denver Arts and Venues

Melissa Renée- Diversify the Stage

Michael Bracy - Music Policy Forum, Youth on Record

Nathan Mackenzie - Youth on Record

Nathan Walker - Treefort Music Fest

Paul Laurie - Invisible City

Serafin Sanchez - Ableton, Youth on Record Board

Stephen Smith-Contreras - Youth on Record

THANK YOU SPONSORS

To achieve its goals, the UMS has doubled its mission-aligned funding this year, receiving a combined \$100,000 from government and philanthropic sponsors including:

Colorado Health Foundation

Denver Arts & Venues

Denver Art Museum

Keep the Party Safe

Lift the Label

Meow Wolf

Notley Rising Tide

Rose Community Foundation

The Music Room Audio

Two Parts

WellPower

Wana Brands

Vinyl Me Please

Youth on Record