



PLANET  
BLUEGRASS

# 2022 ANNUAL REPORT

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## INTRODUCTION

Since its formation in 1988, Telluride Bluegrass Festival, PBC (d/b/a "Planet Bluegrass") has been redefining the musical festival by creating exceptional experiences that strengthen community while striving to reduce its environmental impact.

Social and environmental sustainability have always been core values of our company and in April of 2018, we made the legal changes necessary to become a Public Benefit Corporation (PBC)-a legal entity recognized by the state of Colorado as a framework for responsible business. In this way, we have formally committed to operate our business in a manner that is beneficial to society and the environment, for years to come. For the sake of accountability and transparency PBCs are required to produce an annual report that highlights the ways in which the company demonstrated their public benefits. This report shall be available publicly as well as distributed to all shareholders and board members to inform future decisions.

# PUBLIC BENEFIT CORPORATION (PBC)

## WHAT IS A PBC?

A Public Benefit Corporation (PBC) is a legal designation of a for profit corporation that considers the social and environmental outcomes in the decision making processes alongside generating profit. Specific areas of public benefit must be identified in the articles of incorporation.

## Section 7 - 101 - 503 (2), C.R.S.

**"...a public benefit corporation shall be managed in a manner that balances the shareholders' pecuniary interests, the best interest of those materially affected by the corporation's conduct, and the public benefit identified in its articles of incorporation."**

## PLANET BLUEGRASS' STATED PUBLIC BENEFITS



### MUSIC

Host exceptional music festivals that both perpetuate the traditional roots of bluegrass and folk music while inspiring its evolution for future generations.



### COMMUNITY

Create events that draw people together and foster community engagement through shared experiences and the exchange of goods, skills, and ideas.



### ENVIRONMENT

Pioneer and propagate sustainable practices for music festivals.

## ASSESSMENT

The Colorado Business Corporation Act requires that public benefit corporations use a third party to assess and measure their practices. Planet Bluegrass has met this requirement by being a Certified B Corporation since 2015. The B Impact Assessment, a rigorous examination of social and environmental performance, public transparency, and legal accountability, must be renewed every 3 years. Planet Bluegrass recertified in 2018 and is currently undergoing recertification for the cycle starting in 2021.

Although our B Lab Certification meets the requirement of the law, we don't believe that it is truly the best fit in terms of measuring our impact. Therefore, over the years we have consistently reached out to additional third party groups such as MENV CU students (2019) and "Waste Free Earth" (2018) to help evaluate our practices. We have also tracked and benchmark our carbon foot-print for the Telluride Bluegrass Festival (since 2007) and waste generation (since 2003).







*Host exceptional music festivals that both perpetuate the traditional roots of bluegrass and folk music while inspiring its evolution for future generations.*



## 2022 MUSIC AT A GLANCE

### *Festival*

### *Schools/Workshops*

### *Contests*



4-Day festival in Telluride, CO that began as a traditional bluegrass festival and now embraces a diverse group of artists. 11,500 daily attendance

- Planet Bluegrass Sustainability Tent
- Elks Park Workshops

- Bluegrass Band Contest
- Troubadour Contest



3-Day festival in Lyons, CO embraces traditional bluegrass as well as its evolution. Campground pickin' is the heartbeat of the Festival. 4,500 daily attendance

- RockyGrass Academy
- RockyGrass Kids Camp
- Wildflower Workshops

- Bluegrass Band Contest
- Instrument Contests: Guitar, Banjo, Fiddle, Dobro



3-Day festival in Lyons, CO rooted in Folk Music and the songwriting tradition. 4,500 daily attendance

- Song School
- Wildflower Workshops

- Songwriters Showcase songwriting competition



Revival of a 3-Day fall harvest festival in Lyons, CO. Music curated in conjunction with Watchhouse. 2,500 Tickets Sold

### Elephant Revival

Single-Night Concert with deep community roots  
3,000 Tickets Sold





# MUSIC

## 2022 HIGHLIGHTS

**1** All of our Festivals and Schools returned to their full capacity!!! In 2021 we were incredibly fortunate to receive the Colorado Arts Relief Grant which helped sustain us through the 2021 festival season at a reduced capacity.

**2** Celebrated the 50th Anniversary of the RockyGrass Festival!



**"We are forever grateful that our State Representatives are advocates for the arts and understand the impact the festivals have on so many different people. It was a good reminder that what we do is meaningful."**  
-Craig Ferguson, President

## STATISTICS

**80**

# of Musical Groups

**52.5%**

of the musical groups included  
**Women**

**78,500**

# of Festival/Concert  
People Days





## CONTESTS

Our nationally-recognized contests (2 Songwriting, 2 Bluegrass Band, Instrumental: Flat Pick Guitar, Fiddle, Banjo, Dobro) give ambitious musicians an opportunity to springboard to the spotlight and encourage community engagement. It's been a joy to experience the humble beginnings of so many groups and solo artists throughout our years.



## SCHOOLS



### ROCKY Grass ACADEMY

Bluegrass and Folk music is rooted in playing and learning music in community. RockyGrass Academy's small classes with world-class professional musicians set within a supportive music community offers a full bluegrass immersive experience for both Kids and Adults. Academy students return year after year, creating long-term relationships with fellow musicians from all over the world.

### THE song SCHOOL

The School School fosters songwriters at every level with an array courses taught by industry professionals as well as seasoned musicians. The nurturing community holds space for creative expression in all forms and pushes songwriters to the next level in their artistic journey.





# COMMUNITY

**Create events that draw people together and foster community engagement through shared experiences and the exchange of goods, skills, and ideas.**



## FESTIVARIAN BILL OF RIGHTS

Festivarians are endowed with certain unalienable rights, that among these are music, mountains, and the uninhibited pursuit of happiness.

### LOCALS

Locals have priority access to purchase tickets to ensure they can participate in the major event in their community.

### CRAFT VENDORS

Prioritize local vendors with products that are handcrafted and sustainably sourced.

### STAFF

**10** Year-round staff members

**8** Year-round part-time staff members

### SPONSORS

Responsible, like-minded partners.

### YOU

# FESTIVARIAN

**80**  
BANDS

### KIDS

They are the future!  
12 & Under  
get in free!

### FAMILIES

Free activities for  
kids in Family area.

**FESTIVARIAN (N): A LOVING NAME  
FOR OUR DEVOUT FESTIVAL-GOERS.  
ALL ARE WELCOME!**

**7,284**  
CAMPERS

**650**  
VOLUNTEERS

Volunteers receive a free  
pass in exchange for 4  
hours of work per day.

### FOOD VENDORS

Use compostable or  
reusable dishware  
and silverware.



# COMMUNITY



## VIRTUAL CONNECTIONS



**53.1K Followers**  
**49.9K Likes**



**54.2 Email**  
**Subscribers**



**29.3K**  
**Followers**



**BLUEGRASS.COM (2022)**  
2,595,429 Page views  
635k Users



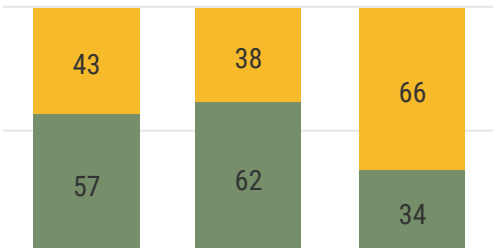
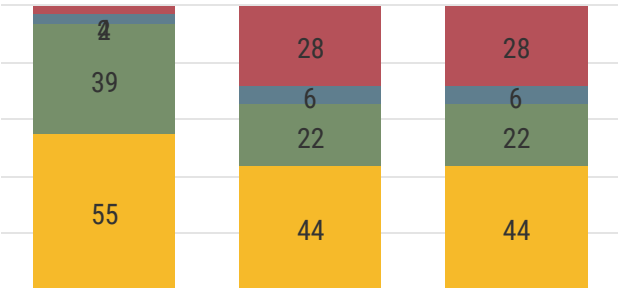
**FESTIVARIAN.COM**  
**Festivarian Forum**  
23.2k Sign-ups  
104k Posts  
8.2k Topics



Age

## 2022 FESTIVARIAN DEMOGRAPHICS

Gender



25 - 35   35 - 44   45 - 54   55 to 64

Male   Female





# COMMUNITY

## *Our Public Benefit*

### 2022 HIGHLIGHTS

- 1 Year-round staff completed 2 sessions of Diversity Equity and Inclusion (DEI) training
- 2 Developed accessibility webpages to help inform our Festivarians about onsite facilities and early access procedures
- 3 Formalized process (online form) for non-profit groups to apply for Telluride Beer Booth Donations.
- 4 Opened up the Lyons festival grounds to the Town of Lyons to host a community Easter Egg Hunt and Christmas Eve service
- 5 Supported local non-profit organizations in the Town of Lyons with free mainstage MC promotions and free booth spaces
- 6 The Lyons Wildflower Pavilion venue was used for specific community events such as the High School Band Performances etc.
- 7 Planet Bluegrass acknowledged that the Telluride Bluegrass Festival grounds and surrounding areas were historically inhabited by the Ute Indian Tribe. Two Ute artists, Norman Lansing and Babe Gallegos, were commissioned to create the artwork for the Telluride Bluegrass Festival. Half of all the poster sales were donated to the Ute Mountain Ute Tribe to support their ongoing enterprises and projects and the other half were donated to organizations of the artist choice.







# COMMUNITY

*Our Public Benefit*

## GIVING BACK

The tips collected at our beer booth are donated to local nonprofit organizations whose missions further causes our Festivarian community believes in.

# \$76,498

## 2022 TELLURIDE BEER BOOTH RECIPIENTS

ECOACTION PARTNERS

SAN MIGUEL RESOURCE CENTER

SEAS OF TREES

KOTO RADIO

TELLURIDE ELKS

TELLURIDE VOLUNTEER FIRE DEPARTMENT

# \$10,000

## MATCHING DONATION TO THE LYONS COMMUNITY FOUNDATION

## GETTING INVOLVED

Grace Barret, PB Director of  
Communication and Partnerships, sits  
on the Town of Lyons Economic Vitality  
Commission

Zack Tucker, PB Director of Operations  
is a Board Member of the Lyons  
Community Foundation







# ENVIRONMENT

**Pioneer and propagate sustainable practices for music festivals.**



## 2022 HIGHLIGHTS

1

Awarded the 2022 Folk Alliance International "Clearwater Award" for our environmental stewardship in the music industry

2

Partnered with local Telluride non-profit Seas of Trees to plant a 2,000-tree demonstration forest consisting of native quaking aspen, blue spruce, douglas fir, lodgepole and ponderosa pine. At maturity the forest could sequester up to 48 tons of carbon dioxide each year.

3

Improved our carbon tracking methodologies and engaged in a partnership with a Aclymate to build carbon event tracking software that allows Festivarians to purchase their own carbon offsets

4

Awarded \$2,000 from the Telluride Green Grant Program for LED upgrades for our festival flood lighting

5

Hired a part-time Sustainability Coordinator

**folk**  
ALLIANCE INTERNATIONAL<sup>®</sup>

**2022**

**"Clearwater Award"  
Winner**

**SUSTAINABLE  
FESTIVATION (n):**  
The act of creating a  
conscious community  
centered around a love of  
music and respect for the  
planet.



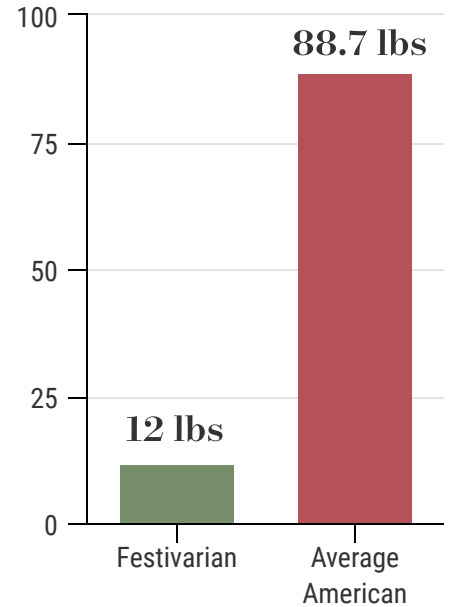
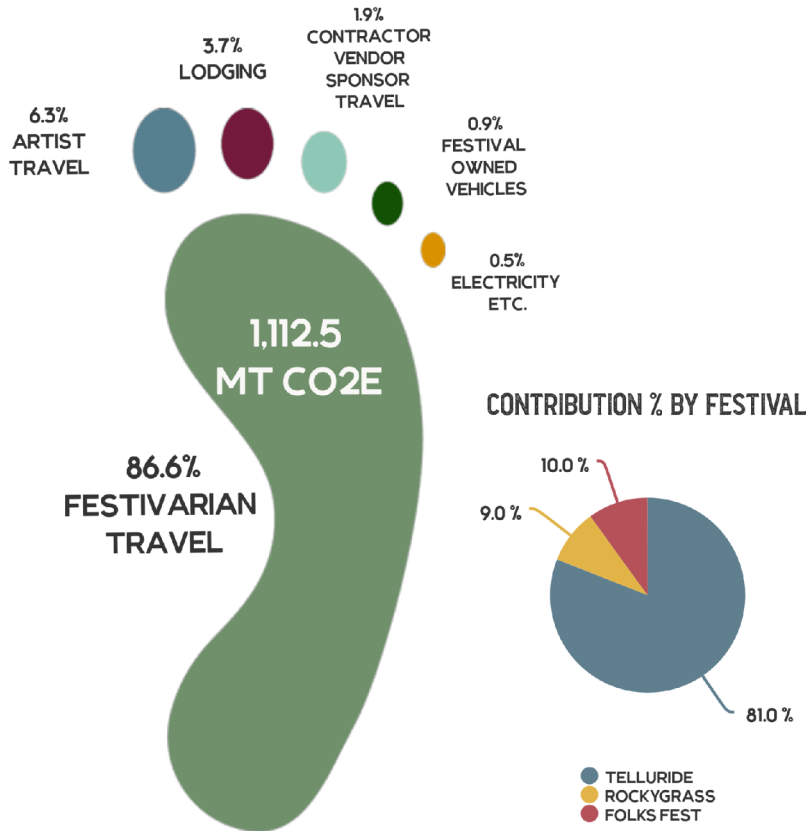


# ENVIRONMENT

## TOTAL 2022 FESTIVAL FOOTPRINT TELLURIDE, ROCKYGRASS, FOLKS FEST

**12**lbs (5.4 kg)

Daily Festivarian CO2 Footprint  
including avoided emissions



**2,532** MTCO2e

**Emissions** -

Emissions created at the festivals including travel to and from the Festivals.

**1,419** MTCO2e

**Avoided Emissions** =

Avoided emissions to account for reduced daily commuting and energy consumption of campers while Festivating.

**1,112** MTCO2e

**Net Emissions**

Total emissions created by Festivals.

## 2022 CARBON OFFSET PURCHASES

### NEPAL HIGH EFFICIENCY COOKSTOVES

**500 MTCO2e**

A certified emissions avoidance project that promotes women empowerment and healthier home air quality through the adoption of fuel-efficient cookstoves in Nepal.

### WIND FARM CHINA HEBEI PROVINCE

**713 MTCO2e**

An certified emissions avoidance project by using a renewable energy source for power production.



# ENVIRONMENT

*Our Public Benefit*

## 2022 SUSTAINABILITY INITIATIVES



### Waste Diversion

Waste station monitors are superstars



### Carbon Tracking & Offsets



### Reusable Plate Program

RockyGrass & Folks Festival Only



### Carpool Challenge

Telluride Only, Low Participation



### Food Donations



### Microtrash Cleanup



12,702 kWhrs of renewable energy generated from photovoltaic system located on Festival Grounds

## 2022 WASTE SUMMARY

**TELLURIDE**  
*Bluegrass*

**ROCKY**  
Grass + Folks Festival

**87 tons**

Waste Total

3 tons

**3.8 lbs**

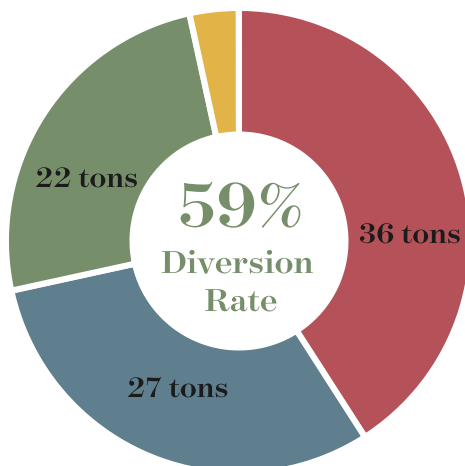
Daily Waste  
per person (1.7kg)

**22.3 tons**

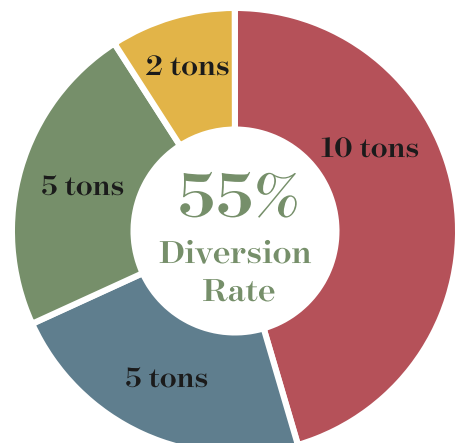
Waste Total

**1.6 lbs**

Daily Waste  
per person (1.7kg)



● Trash  
● Recycle  
● Compost  
● Cardboard





## EVOLUTION

**1988**

Planet Bluegrass Founded

**1992**

RockyGrass Held at the  
Planet Bluegrass Ranch  
(Lyons, CO)

**2001**

1st Mabon Festival

**2003**

Purchases first Carbon  
Offsets

**2007**

1st concerts held in Wildflower  
Pavilion

**2008**

PB offers free filtered water

**2013**

Lyons flood on festival  
grounds

**2015**

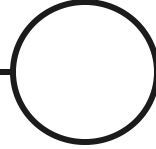
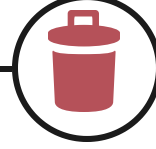
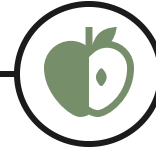
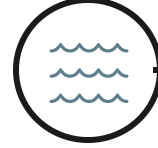
PB becomes B corp

**2018**

PB becomes a PBC

**2021**

Reduced capacity festivals  
& holds Spring Grass.  
Awarded Colorado Arts  
Relief Grant



**1991**

1st Rocky Mountain Folks  
Festival in Estes Park

**1994**

Rocky Mountain Folks Fest  
moves to Planet Bluegrass  
Ranch (Lyons, CO), 1st Song  
School

**2003**

PB introduce composting in  
Telluride

**2004**

PB introduce compostable  
water bottle

**2007**

PB neutralizes 100% of  
emissions from Telluride  
Bluegrass Festival

**2011**

PB experiments with  
removing all landfill trash  
containers

**2014**

PB revives from the flood,  
the show must go on!

**2016**

PB introduces the reusable  
plate system in Lyons

**2020**

Pandemic strikes!  
No Festivals or Schools

**2022**

PB celebrates the 50th  
RockyGrass Anniversary