

2024 ANNUAL REPORT



TELLURIDE BLUEGRASS

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.

As a Public Benefit Corporation (PBC)—a legal entity recognized by the state of Colorado as a framework for responsible business—we have formally committed to operate our business in a manner that allows us to make decisions not just based purely on profit, but also considers the societal and environmental impacts of our Festivals.

We are excited to share this 2024 Annual Impact Report that highlights our continued commitment to our stated public benefits in the areas of Music, Community and Environment.

Finally we would like to thank you, our beloved Festivarian community for sharing in this journey with us—without you we could not be where we are today.

Love,
The Folks on Planet Bluegrass

PUBLIC BENEFIT CORPORATION (PBC)

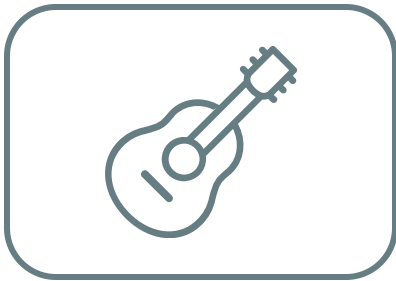
Telluride Bluegrass Festival, PBC (d/b/a "Planet Bluegrass")

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.**"

OUR 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.

In 2024 we engaged in the certification process by A Greener Future (AGF). AGF are the founders of the world's first sustainability standard for festivals and events. The AGF Framework has been used to guide, assess, and certify hundreds of events, festivals, and venues worldwide; providing independent audit and external verification.

Qualified AGF assessors attended all three Festivals and assessed areas of sustainability such as transport, energy and power, waste, water usage, local environment, CO2, and food and beverages. We are delighted to announce that all three of our Festivals (Telluride Bluegrass, RockyGrass, and Folks Festival) achieved the Greener Festival Improvers Certification in 2024.

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



2024 MUSIC AT A GLANCE

FESTIVAL

SCHOOLS/WORKSHOPS

CONTESTS

51st TELLURIDE Bluegrass

4-Day festival in Telluride, CO that began as a traditional bluegrass festival and now embraces a diverse group of artists. 12,000 daily attendance

- Planet Bluegrass Sustainability Tent
- Elks Park Workshops

- Bluegrass Band Contest
- Troubadour Contest

52nd ROCKY Grass

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, Mando

34th FOLKS Festival

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

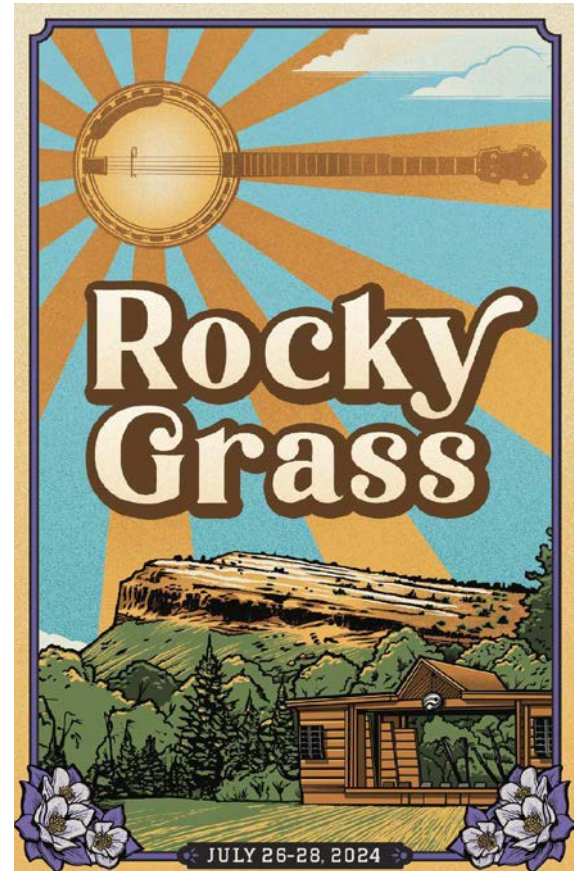
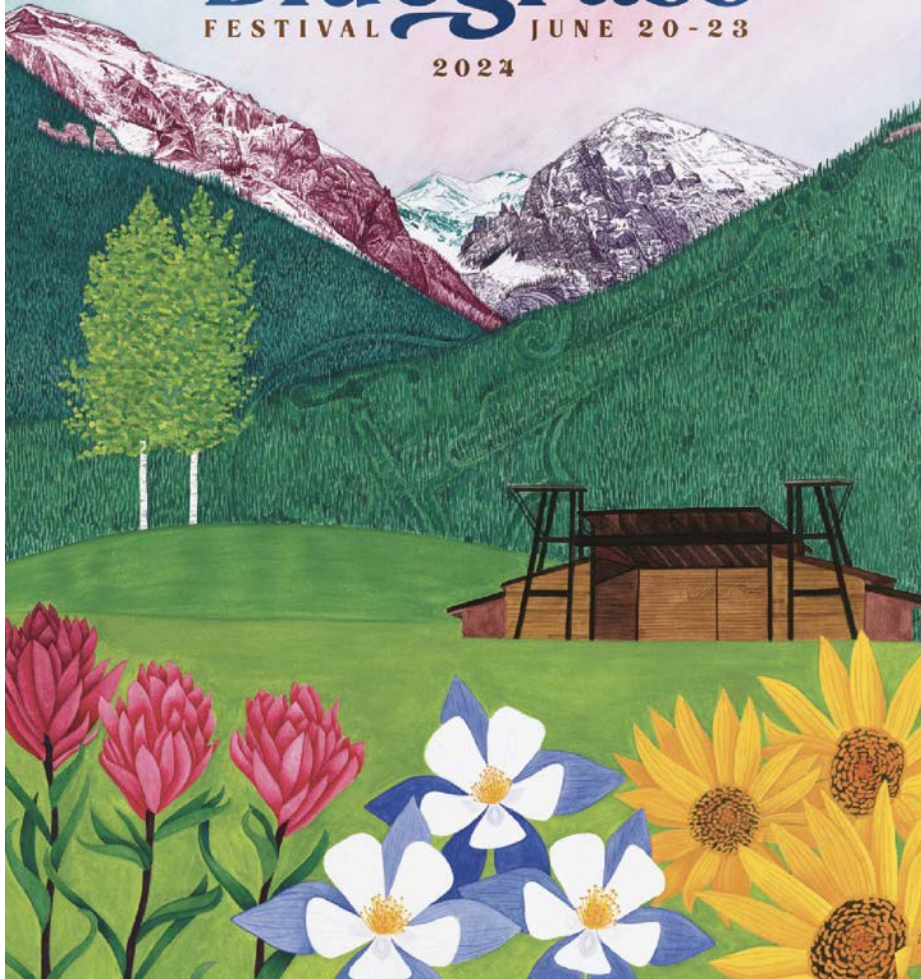
Wildflower FallGrass

Second Annual Fall Fest in Lyons, CO! Small bluegrass festival with camping to encourage campground picking.

MUSIC IN 2024

Telluride Bluegrass Festival

FESTIVAL JUNE 20-23
2024



WILDFLOWER FALLGRASS
A pickin' party on Planet Bluegrass



SEPTEMBER 20 & 21 IN LYONS, COLORADO

HOGSLOP STRING BAND
WILLIE WATSON
CALEB KLAUDER & REEB WILLMS
TANASI • THE SULLIVAN SISTERS

TICKETS AND CAMPING AT shop.bluegrass.com

Wildflower
— CONCERT SERIES —
PLANET BLUEGRASS RANCH • LYONS, COLORADO

A special 10-round performance by
Steve Poltz + Shook Twins + Madeline Hawthorne
September 4th

Daniel Rodriguez with Dave Bruzza
October 2nd

Humbird with Sound of Honey
October 9th

PLANET BLUEGRASS X BOULDER PHILHARMONIC

GROOVE
Wednesday, September 25
A mixture of classics, bluegrass, folk, jazz, bluegrass, and more by composers of diverse backgrounds for string chamber ensembles, bass, piano, and guitar. Modern selections include songs that have been performed by artists such as Justin Bieber and Taylor Swift.

AMERICANA: REDEFINED
Wednesday, October 16
An exploration of American folk that pushes past the conventional boundaries of "Americana" and digs into the influences of gospel, jazz, blues, bluegrass, country, and global folk music of the many cultures that make up America.

BRASS & BREWS/BOOZE
Wednesday, November 6th
Join our selection of brass ensemble pieces with a cold brew... or two... or three. This program trails jazz and Afro-Cuban influences, featuring many tunes familiar to music lovers, including Duke Ellington's "Do Nothing 'Til You Hear from Me" and Freddie Mercury's "Bohemian Rhapsody."

Tickets + More Information: shop.bluegrass.com

MUSIC CONTESTS & SCHOOLS

Our nationally-recognized contests (2 Songwriting, 2 Band, 5 instrumental) give ambitious musicians an opportunity to springboard to the spotlight.



- Songwriter Showcase - Martin Gilmore (Englewood, CO)
- Telluride Band Competition - Still House String Band (Palisade, CO)
- Telluride Troubadour - Martin Gilmore (Englewood, CO)
- RockyGrass Band Competition - Off the Rails (Nashville, TN)



- RockyGrass Instrumental Competitions:
 - Banjo - Owen Brockman
 - Guitar - Justin Koch
 - Mando - Sophia Sparks
 - Fiddle - Jackson Earles
 - Dobro - Dylan Flynn



ROCKYGRASS 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 like no other offers a full bluegrass immersive experience for both Kids and Adults.

THE SONG SCHOOL

The Song School fosters songwriters at every level with an array of 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.





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



2024 HIGHLIGHTS

SCHOLARSHIPS

2024 "Community in Harmony Scholarship"

Each year, Planet Bluegrass provides \$5,000 for a graduating senior from Lyons, Colorado that has shown their commitment to being involved in their community and can extemporaneously write about what community means to them and the magic, power, and challenges of gathering together. We are incredibly proud of the 2024 Harmony Scholarship recipient!

In partnership with Longmont Latinx Voices (LLV), Planet Bluegrass funded a \$1000 award through Longmont Latinx Voices (LLV) in 2023 and 2024 to increase educational and extracurricular opportunities for Latinx youth in the St Vrain Valley.

In honor of Andy Clark, the beloved community member and founder of Moxie Bread Co, The Andy Clark Foundation selected and funded a scholarship for a young musician to attend the 2024 RockyGrass Academy.

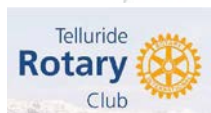
FESTIVARIAN (N):
A LOVING NAME
FOR OUR DEVOUT
FESTIVAL-GOERS.
ALL ARE
WELCOME!

GIVING BACK TO OUR COMMUNITIES

2024 TELLURIDE BEER BOOTH RECIPIENTS

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

\$67,252



ECOACTION PARTNERS

SAN MIGUEL RESOURCE CENTER

TELLURIDE HUMANE SOCIETY

TELLURIDE ELKS

TELLURIDE VOLUNTEER FIRE DEPARTMENT

COMMUNITIES THAT CARE

SHEEP MOUNTAIN ALLIANCE

SAN MIGUEL MENTORING

TELLURIDE ACADEMY

TELLURIDE ROTARY CLUB

\$5,000

LYONS HIGH SCHOOL BOOSTER CLUB

The Lyons Wildflower Pavilion venue was used for community events such as High School Band Performances, the Lyons Community Theater, the Town of Lyons community Easter Egg Hunt and Christmas Eve services.



THE SOUND
OF TELLURIDE
SINCE 1975

Donated a customized Telluride Bluegrass Martin Guitar to KOTO (Telluride's non-profit community radio station). KOTO raffled the guitar during the Telluride Bluegrass Festival to raise over \$6,600 to support the radio's programming.

COMMUNITY INVOLVEMENT

Zach Tucker (Vice President) is a Board Member of the Lyons Community Foundation

Grace Barrett (Director of Communication and Partnerships) is the Co-Chair of the Town of Lyons Economic Vitality Commission & Co-Chair of the Lyons Creative District



ENVIRONMENT

Pioneer and propagate sustainable practices for music festivals.



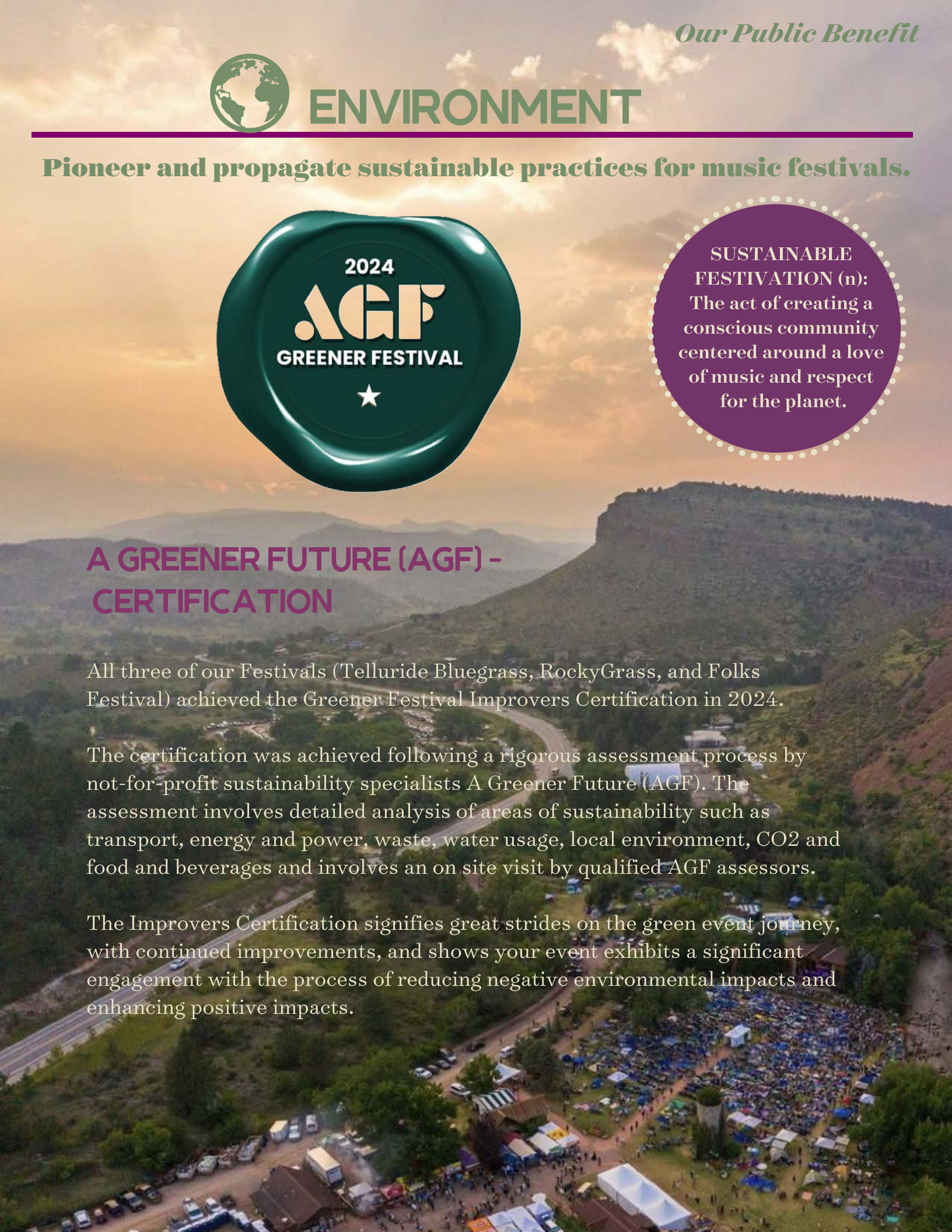
**SUSTAINABLE
FESTIVATION (n):**
The act of creating a
conscious community
centered around a love
of music and respect
for the planet.

A GREENER FUTURE (AGF) - CERTIFICATION

All three of our Festivals (Telluride Bluegrass, RockyGrass, and Folks Festival) achieved the Greener Festival Improvers Certification in 2024.

The certification was achieved following a rigorous assessment process by not-for-profit sustainability specialists A Greener Future (AGF). The assessment involves detailed analysis of areas of sustainability such as transport, energy and power, waste, water usage, local environment, CO2 and food and beverages and involves an on site visit by qualified AGF assessors.

The Improvers Certification signifies great strides on the green event journey, with continued improvements, and shows your event exhibits a significant engagement with the process of reducing negative environmental impacts and enhancing positive impacts.



SUSTAINABILITY INITIATIVES



Telluride Food Bank Donations
Food Vendors & Catering



Plastic Film Recycling
Telluride Only



Microtrash Cleanup



Carbon Tracking & Offsets



Reusable Plate Program
RockyGrass & Folks Festival Only



Waste Diversion
Waste station monitors are superstars!



Water Stations
Fill up your reusables!

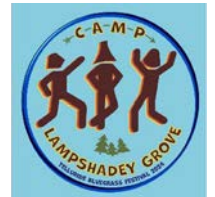


Clean Campground Challenge
Telluride, RockyGrass & Folks Festival

Hosted by Leave No Trace
Campgrounds share their
sustainable practices for a chance
to win a pair of tickets to next
years festival!



2024 TBF CLEAN CAMPSITE
CHALLENGE WINNERS



"Camp Lampshadey Grove is a fun bunch from all across the country, who come together for TBF! We try to pre-make as much of our food as possible and don't bring packaging to camp. Take advantage of solar power, and ditch those items that require batteries! This year we're bringing a solar oven to test our baking skills! Biggest tip for being Green is try your best to avoid plastic, and if you can't make sure you recycle!" - Todd Gunter

RENEWABLE ENERGY



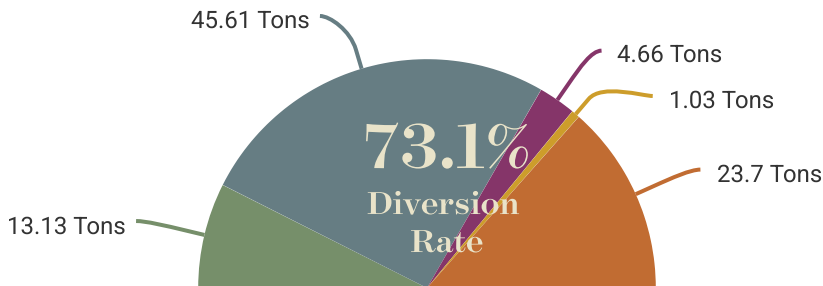
Our 13.2kW DC Photovoltaic system located on the roof of the Wildflower Pavilion helps offset the energy needs of the Lyons Festival grounds.

WASTE MANAGEMENT

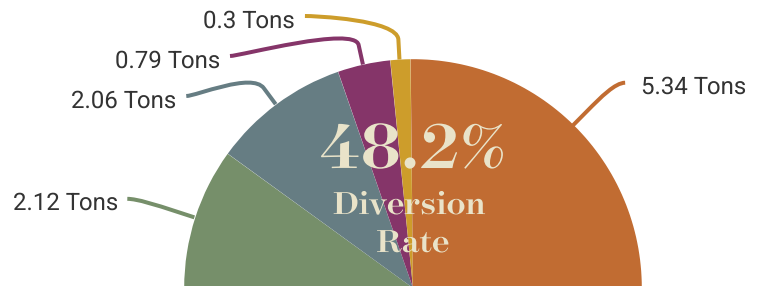
2024 WASTE SUMMARY



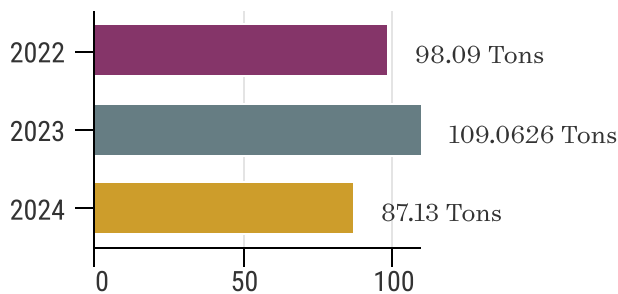
TELLURIDE BLUEGRASS



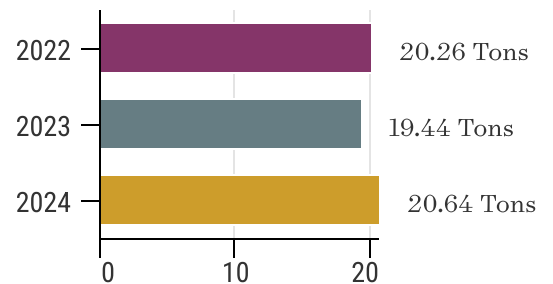
ROCKYGRASS & FOLKS FEST



TBF TOTAL FESTIVAL WASTE



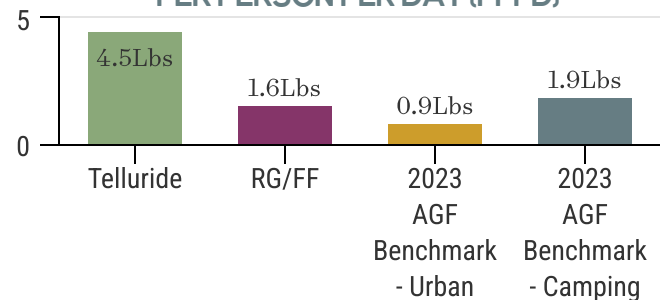
RG & FF TOTAL FESTIVAL WASTE



CAUGHT IN ACTION
FESTIVARIAN LED POP-
UP RECYCLE CENTER IN
THE TOWN PARK
CAMPGROUND
(TELLURIDE)C



AVERAGE WASTE (LBS) PER PERSON PER DAY (PPPD)



PB DONATED 280 LBS OF FOOD
GRADE APPLES TO COMMUNITY
FRUIT RESCUE FROM OUR PB
TREES ON THE RANCH THIS YEAR!



FESTIVAL ARTIST TEAM ANN
HALL AND JACOB
LEEUEWENBURGH
VOLUNTARILY COLLECT LEFT
OVER FOOD FROM VENDORS
AT RG & FF AND DELIVER TO
THE LYON'S FOOD PANTRY. IN
2025 THEY DONATED
AROUND 600 LBS PER FEST

PLASTIC FILM RECYCLING

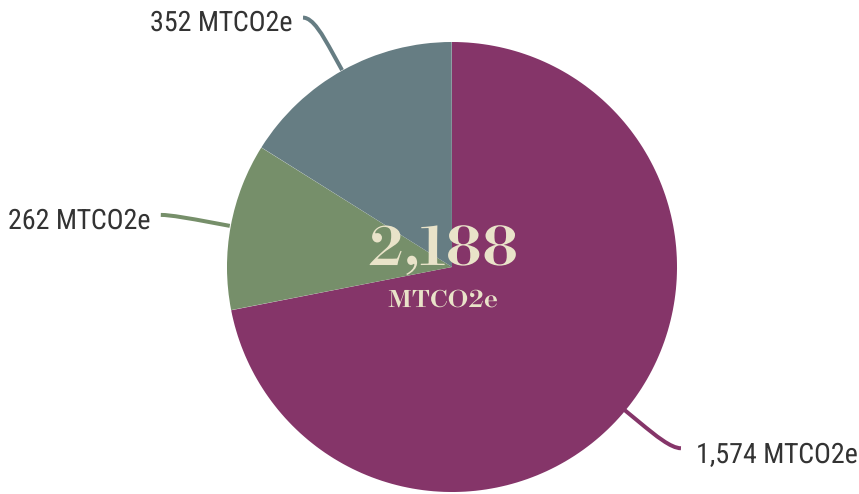
Local Telluridian
Tyler Simmons spearheaded
plastic bag/film recycling
at the Telluride
Festival!



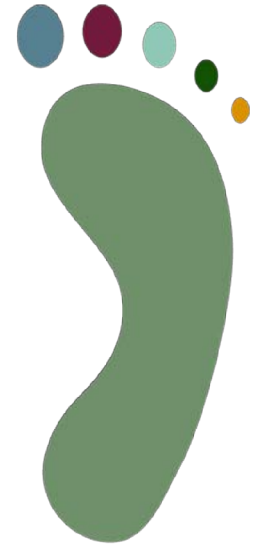
2024 FESTIVAL FOOTPRINT

TELLURIDE, ROCKYGRASS, FOLKS FEST

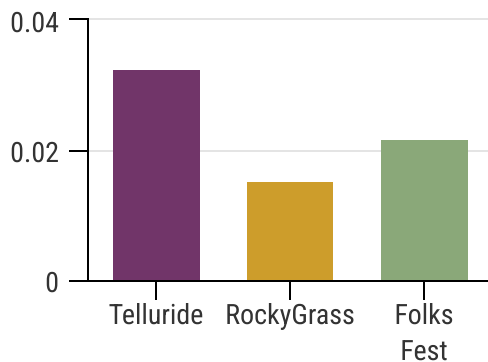
CONTRIBUTION % BY FESTIVAL



● Telluride
● RockyGrass
● Folks Fest



AVERAGE FOOTPRINT (MTC2E) PPPD



2024 PLANET BLUEGRASS CARBON OFFSET PURCHASES

Issued to:
Planet Bluegrass

For emissions related to the 2024 Telluride Bluegrass Festival, 2024 Rocky Grass Festival, & 2024 Folks Fest (1/2)

2,428 tonnes of CO₂e

Order #
[6F683-54966-6C6D4-D3977](#)

Purchased on
January 09, 2025

ACLYMATE
NET ZERO FOR ALL

CØ c/naught

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

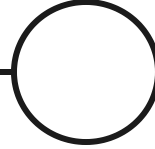
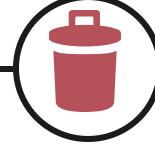
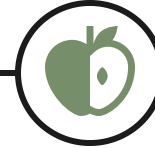
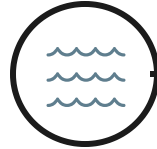
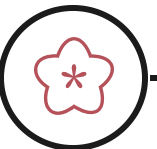
PB becomes a PBC

2021

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

2023

PB celebrates the 50th Telluride Bluegrass Festival



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

2024

Telluride Bluegrass, RockyGrass, & Folks Festival AGF Certified