

7 February 2022

TO: Oregon State Legislature  
RE: HB 4040 Public Hearing

Good morning, my name is Kevin Cradock. I run and co-own Revolution Hall, Mississippi Studios and Polaris Hall in Portland. We employ 175 wonderful people. Over 350,000 patrons and 11,000 artists with tour support visit our venues each year (in a 'normal' year). My staff and I are sick of COVID – literally everything about it (like everyone else), but here we are. I am writing for bipartisan support for arts and culture across Oregon. We move forward. We just want to get back to what we do best: make music.

**On behalf of my staff, our vendors, our artists, our contractors, and their families, please support HB 4040. Thank you for supporting the economic realities facing arts and culture in Oregon.**

As you have probably heard, we were the first to (fully) close and the last to (fully) reopen. I add 'fully' because you cannot just turn off and turn on a venue. As I write this, we are concurrently dealing with this week's list of show cancellations and postponements.

The post-vaccine era of Omicron, Delta, masks part 2, etc. have put incredible financial and sustained hardship on our operations. We are hosting shows again, but not at the frequency (yet) as before. Our entire industry, what remains, is rebuilding. To build back from 19+ months of full closure, 5 months (and counting) of recovery will take more help to see our industry thru to the other side.

People come to venues (not just ours) from all over the country (+Canada, and beyond) to enjoy not just arts and culture, but everything else Oregon has to offer. We are a huge economic multiplier. The stats are clear: every dollar spent on a ticket multiplies x10 to x12 - or more.

The Fall 2021 'comeback' we all anticipated failed to materialize due to Delta and the collective reaction to it, our operations re-mangled. Then the Omicron surge decimated our Winter and early Spring 2022 calendars. We're getting by, being nimble, but it's not pretty. As I mentioned above, venues can't really turn on and off without incurring significant costs. We remain determined and in good spirits.

Two weekends ago, my staff and I spent the early morning moving pallets of food products from one venue (where tonight's show was canceled - tomorrow's too) to the other. We often don't know day-of-show if the concert is actually going to happen until it actually happens. But we have to keep all our staff on board and keep things moving forward - rescheduling shows, refunding tickets, keeping the theaters online and functional. The overhead and cost of doing business has also skyrocketed. Atop this, consumer behavior has changed in so many ways.

Tech staff are once again losing shifts left and right. We're trying to keep everyone whole by overstaffing & adding special projects, but the businesses are sustaining incredible losses atop ticket purchasers either not showing up or asking for refunds. Concession sales are down 50-60% most shows.

As a key cultural and economic anchor in our community, we endeavor to come back stronger and intact, and we will, but for now, our existence and ability to plan and manage thru it depends on this critical bill passing. Thanks for supporting HB 4040. And for supporting arts, culture, and live music in Oregon

Sincerely,

*Kevin Cradock*