

A crowd of people at a music festival, with text overlaid. The background is a dark, dimly lit scene with people in the foreground looking towards the right. The text is white and bold, with lightning bolt symbols on either side of the year '2022'.

THE
UNDERGROUND
⚡ 20 MUSIC 22 ⚡
SHOWCASE

A MUSIC FEST ON A MISSION

IMPACT REPORT 2022

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THE
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Two
PARTS

WE'RE ON A MISSION

FORGING A NEW PARTNERSHIP MODEL FOR NONPROFITS AND MUSIC FESTIVALS

A PARTNERSHIP IS BORN

IN 2022, TWO PARTS JOINED FORCES WITH YOUTH ON RECORD TO PURCHASE DENVER'S LARGEST MUSIC FESTIVAL.

At the onset of the partnership, we asked ourselves how a music festival could better support musicians and fans? We brought together artists, national delegates and stakeholders, longtime fest-goers, and community organizers to help us find the answer. This collaboration resulted in committed action and community impact, within this inaugural partnership year and will only gain momentum in the years to come.

UMS IS NOW ON A MISSION TO PROVIDE:

THRIVING
ARTIST WAGES

HARM
REDUCTION

PUBLIC HEALTH
AND SAFETY

COMMUNITY
CARE

MENTAL HEALTH
SUPPORT

INCLUSION, JOY &
BELONGING

NOTHING BRINGS
PEOPLE TOGETHER LIKE
MUSIC FESTIVALS

NOT CONCERTS,
NOT ART EXHIBITIONS,
NOT CONFERENCES,
NOT PLAYS.

UMS MISSION ENHANCEMENTS

DURING THE 2022 FESTIVAL, WE PROVIDED:

75

ARTISTS
with in-person professional
development trainings

3 FREE

THERAPY SESSIONS
to all fest goers, courtesy
of our supporting partner
WellPower

5 FULL DAYS

OF A SOBER SAFE SPACE
to all UMS artists & their teams

600

ARTISTS
access to online workshops

ONE

MENTAL WELLNESS
impact headlining show

20+

COMMUNITY
partnerships

6

UNDERGROUND
community parties

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ARTIST CARE

THE TRANSFORMATIVE POWER OF ARTIST AS CLIENT AT A MUSIC FEST

UMS ARTIST SURVEY 2022

7
...

WE WANTED TO GET TO KNOW OUR ARTISTS SO WE COULD BEST MEET THEIR NEEDS. HERE'S WHAT WE LEARNED.

80+%

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

10%

ARE EXPERIENCING HOUSING INSECURITY

86%

ARE SOBER OR "SOBER CURIOUS"

40%

IDENTIFY AS BIPOC

31%

IDENTIFY AS LGBTQIA

8%

IDENTIFY AS HAVING A DISABILITY

37%

ARE WOMAN IDENTIFYING

56%

ARE UNDER AGE 35

UMS ARTIST AS CLIENT

WE PROVIDED CARE, TRAINING, AND DEVELOPMENT AT THE FEST TO OUR MOST IMPORTANT CLIENTS—OUR MUSICIANS.

Impact Days, hosted by Youth on Record, was a two-day music ecosystem intensive as an industry-focused kick-off for the UMS.

During the Impact Days, the YOR team provided skill-sharing, networking, professional development, and mentoring to UMS artists. Facilitators, panelists, and presenters came from throughout the US to share their industry expertise.

The free event served over 70 local artists, and will be back in 2023 with more partnerships, offerings, and participants.

IMPACT DAYS



ARTMAKING



IMPACT



ECONOMIC OPPORTUNITY



BUILDING MOMENTUM

**A STRONG ECOSYSTEM REQUIRES STRONG NETWORKS.
IMPACT DAYS PROVIDED JUST THAT.**

Between sessions, participating artists and panelists were immersed in "care" practices that fed the body, mind, and creative spirit. Some examples include yoga, access to mental health resources, sober bars, healthy foods, etc.

Impact Days built the foundation for institutional resources and will serve Colorado musicians and the creative industries for years to come.

All 600 UMS musicians now have access to this experience as online content.

IMPACT DAYS

75

**IMPACT DAYS
ATTENDEES**

600

**MUSICIANS
REACHED**

10

**IMPACTFUL
WORKSHOPS**

50

**INDUSTRY
FACILITATORS**

UMS IS LISTENING

10
...

HERE'S WHAT OUR PARTICIPANTS ARE SAYING ABOUT THE ADDED ARTIST SUPPORTS AT THE 2022 FEST



Emily White, Founder of #iVoted Festival. Author & Podcast Host:

"Thanks to @youthonrecord & @michael_bracy for having me speak at their #ImpactDays for @theums #artists! So impressed w/ the scene, ecosystem, & work YOR is doing."



John Runnels, Morning Bear:

"Thank you for the BEST weekend in Denver music. I had such a wonderful time at the UMS and at Impact Days, and feel so lucky I was able to be a part of it."



**Erin Roberts, Porlolo:
Director of Music Ecosystems, YOR**

"Youth on Record added a level of artist care this year that I haven't felt in years past. I've played UMS over 10 times, and this year felt different- there were spaces to unwind, spaces to receive services and care, and spaces for artists in recovery."

ARTIST CARE LOUNGE

WE REIMAGINED THE GREEN ROOM BY ENSURING ARTISTS HAD A PLACE TO REGULATE, RELAX, AND RECEIVE CARE

Every aspect of the 2022 UMS Artist Care Lounge was trauma-informed and centered around individual and collective care.

The lighting, the sounds, the scents were intentionally designed to support and hold space for artists.

The Lounge was a sober space where artists could press pause, enjoy yoga, Tai Chi and meet with other musicians, therapists or coaches.

WE WANTED THE ARTISTS TO KNOW THAT WHILE YOU'RE AT UMS, WE GOT YOU!



"People don't realize that a lot of artists are introverts and many artists are neuro-atypical. So being in an environment with 10,000 people a day, you may need support. That's essentially where the green room came from. But this is a care green room that we're setting up."

-JAMI DUFFY, YOR EXECUTIVE DIRECTOR AND UMS CO-MANAGER.

THRIVING ARTIST WAGES

WE SET A NEW STANDARD THIS YEAR TO INCREASE WAGES FOR ALL ARTISTS IN AN EFFORT TO SUPPORT A MUSICIAN MIDDLE CLASS.

\$200 **\$400**

MINIMUM PER
SOLO ARTIST

MINIMUM PER
BAND

\$100K

INCREASED PAYMENTS TO ARTISTS

\$1,000

MINIMUM
COMPENSATION VALUE

IN ADDITION TO PAYMENTS, ALL ARTIST RECEIVED GUEST WRISTBANDS, MENTAL WELLNESS CARE PACKAGES, AND PROFESSIONAL DEVELOPMENT, FOR A TOTAL COMPENSATION VALUED AT A MINIMUM OF \$1,000!

ENGAGING YOUNG AND EMERGING ARTISTS

13

...

YOUTH ON RECORD INVITED THEIR FELLOWS AND INTERNS TO BE PART OF THIS YEAR'S FESTIVAL AND CELEBRATED PROGRAM GRADUATES WHO WERE SELECTED TO PERFORM!

5

16

Audio Arts Interns - Underground at the Showcase

Five talented Youth on Record interns worked to interview, develop, and produce the official podcast of the Underground Music Showcase, Underground at the Showcase! Listen now wherever you get your podcasts.

YOUTH
PODCASTING
INTERNS

FELLOWS
INVITED TO
IMPACT DAYS

Fellowship Opportunity - Impact Days

All 16 of our class of 2022 fellows were invited to join in for professional development and networking at Impact Days!

5

Program Graduates on the UMS Stage

We're proud to celebrate five of our program graduates (Dead Boyfriend, Jemie, Monalicious, Destino, and Bailey Elora) who were selected to perform at the festival!

FORMER STUDENTS/FELLOWS
SELECTED TO PLAY UMS!

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COMMUNITY CARE

HOW OUR MUSIC FEST INCREASED PUBLIC HEALTH AND SAFETY & REDUCED HARM.

PUBLIC HEALTH & SAFETY

WE TOOK EXTRA CARE OF ARTISTS, GUESTS, RESIDENTS, AND NEIGHBORHOOD BUSINESS PARTNERS, AND ARE CONTINUING TO IMPROVE OUR SAFETY MEASURES YEAR OVER YEAR.

COMMUNITY CARE & HOSPITALITY

Fest attendees were immersed in "care" practices that feed the body, mind, and creative spirit during the show. Some examples include yoga, access to mental health resources, sober bars, healthy foods, etc. There was also a community outreach team dedicated to relationship building and resident support.

How many staff and volunteers made this possible? Roughly 240+ staff and 70+ volunteers!

Read our [FAQS](#) 

MEDICAL HEALTH AND SAFETY

There were medical staff at the festival at all times. During the festival, the medics were roaming and ensuring all patrons were in good health and safety had a radio to connect to all officers and UMS staff. In the case of an event, they were instructed to contact emergency services. UMS takes accessibility, safety, and security very seriously. The UMS team ensured that all outdoor stages and bathrooms were ADA accessible.

Learn more about our [COVID-19 Policy](#) 

WORKING WITH SECURITY & SAFETY OFFICERS

UMS partners work hand-in-hand with law enforcement and public protection agencies to help ensure the safety of UMS. There were Denver Police officers and security at exits/entrances and roaming the event location to ensure that patrons were participating in safe activities. The team encourages: "If you see something, say something" to an officer or UMS team member with a radio so they can contact the appropriate authorities.

View the [UMS Harm Reduction Plan](#) 

HARM REDUCTION

WE LED A NATIONAL MOVEMENT WITH THE ADDITION OF SOBER BARS + SOBER ACTIVATIONS IN AN EFFORT TO SLOW DOWN OVER-CONSUMPTION AND SUPPORT PEOPLE IN RECOVERY.

460

CUSTOMERS AT SOBER BAR PARTNERS

\$7,334

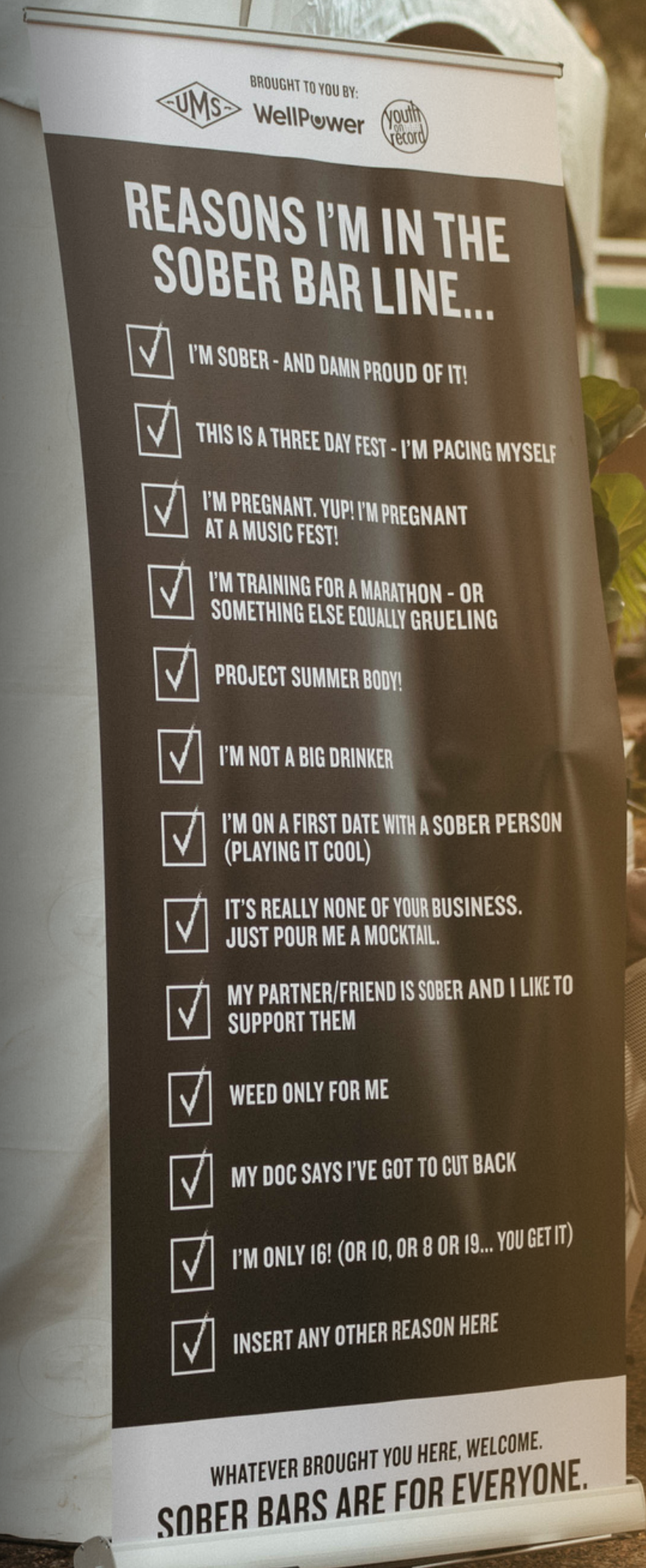
REVENUE AT SOBER BAR PARTNERS

6,674

FEST-GOERS WHO ACCESSED SOBER BARS

\$37,830

REVENUE AT MAIN STAGE SOBER BAR



SOBER BAR PUBLIC RESPONSE

OUR SOBER BARS + SOBER ACTIVATIONS WERE RECEIVED WITH POWERFUL ENTHUSIASM ON SOCIAL MEDIA



668
30



101
6



"SO SO COOL! YET ANOTHER REASON @THEUMS IS SUCH A GREAT COMMUNITY EVENT! LOVE THE FOCUS ON MENTAL HEALTH AND DESTIGMATIZING SOBRIETY. "

17
...



"THANK YOU SO MUCH! IT MEANS SO MUCH TO SO MANY OF US. 😊"

"SOOOO REFRESHING TO SEE THIS! NO ONE NEEDS TO BE ALTERED TO HAVE A SPIRITUAL EXPERIENCE AND THAT'S WHAT WE ALL SEEK IN MUSIC. THANK YOU FOR LEADING THE WAY."

"HOPE TO SEE MORE THINGS LIKE THIS AT EVENTS! AWESOME JOB PUTTING THIS TOGETHER"

" THIS IS AWESOME THANKS FOR PROVIDING YUMMY DRINKS FOR THOSE OF US WHO DO NOT OR CAN NOT HAVE ALCOHOL ❤️"

"I'M FOUR YEARS SOBER AND VERY HAPPY TO HEAR ABOUT THIS!"

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CARING FOR CULTURE

USING A MUSIC FEST TO INCREASE BELONGING, INCLUSION, EQUITY, AND JOY.

BRIDGING THE GAP

NEWCOMERS AND SEASONED FEST- GOERS CAME TOGETHER FOR A SHARED EXPERIENCE IN A CITY THAT HAS STUGGLED TO USHER IN THE NEW WHILE PRESERVING WHAT PEOPLE LOVE.

2022 UMS engaged 10,000 attendees, 55% identifying as male and 45% identifying as female, with the majority aged 25-44 years old.

10K

ATTENDEES
PER DAY

35%

INCREASE IN
TICKETS SOLD

200+

SHOWS AT SOUTH
BROADWAY VENUES

46%

FIRST TIME
ATTENDEES

70K

SOCIAL MEDIA
ACCOUNTS
REACHED

VENUES AND COMMUNITY PARTNERS ARE REPORTING THAT UMS 2022 RESULTED IN THE LARGEST EARNINGS IN COMPANY HISTORY!

GIVING CULTURE & COMMUNITY A BOOST

OUR FIRST-EVER IMACT SHOW TO INCREASE MENTAL WELLNESS + REDUCE STIGMA LEFT OUR AUDIENCES FEELING LIFTED AND CARED FOR.



SERATONES HEADLINE
THE FIRST EVER
UMS IMPACT SHOW

5,000
ATTENDEES

[This year's Impact Show](#) was centered on mental wellness, an issue of increased urgency and concern in a chaotic world. Leading community organizations that work in mental health were on site to connect and provided resources to performing artists and attendees.

PUTTING PEOPLE FIRST

OUR COMMITMENT TO CARE, SAFETY, AND WELLNESS WAS RECEIVED WITH ENTHUSIASM.



Reddit User: "It struck me how clean it was. Anytime I did see a piece of trash or a stray can on the ground, somebody would come by and scoop it up."



Reddit User: "First time at UMS and I thought it was well worth it. I had no problems with lines [...] Security was extremely quick compared to other festivals I have been to."



Reddit User: "I haven't been since 2019 and had a blast! As a non-drinker I liked having a few options too (I can't remember if it was like that in years past)."

GOODWILL

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IN THIS TOGETHER

HOW COMMUNITY SPONSORS JOINED FORCES FOR A COMMON CAUSE

COMMUNITY PARTNERS

THANK YOU TO OUR MISSION ALIGNED SPONSORS AND COMMUNITY PARTNERS WHO SUPPORTED UMS, IMPACT DAYS, AND THE ARTIST CARE LOUNGE

COMMUNITY PARTNERS

12 Broadway Self Storage

Artisan Optical

Awakening Boutique

Axe Whooping Axe Throwing & Rage Room

Baker wine and spirits

Bar 404

Bardo Coffee House,

Broadway smokeshop

Femme Fatale Intimates

FM

Historians Ale House

La Lovely Vintage

Li'l Devils Lounge

Little Piece Of My Heart

Luke & Co. Fine Pet Supply & Outfitter,

Rosehouse Botanicals

Salon Velluto

Sputnik

Sweet Action

The Ten Penny Store

The Wizard's Chest

Ti Cafe

TRVE Brewing Company

Waterworks

MISSION-ALIGNED SPONSORS

WellPower, Rose Community Foundation, Colorado Health Foundation, Colorado Enterprise Fund, Denver Arts and Venues, Vinyl Me Please, Recovery Cards Project, Caring for Denver Foundation

INKIND SPONSORS

Capital One, Suja Juice, Novo Coffee, Runa Tea, Hydrate Bar, Liquid Death, Indie 102.3, AcuDetox / Individual Pam Clifton

PARTNERS

Music Minds Matter, Fireside Post Cards, Invisible City, Babah Fly Jedi. Music Policy Forum, Hi Dive, Chaos Bloom, Skylark Lounge, HQ, Illegal Pete's

WHAT OUR COMMUNITY PARTNERS ARE SAYING

WORDS FROM OUR PARTNERS

Caring4Denver:

"We are having an amazing time at the @theums, where grantee @youthonrecord has reimagined the artist's lounge as a trauma-informed space and set up all kinds of sober spaces and mental health resources throughout this year's showcase. We are so proud to support @youthonrecord this weekend creating inclusive spaces for #soberdenver & raising mental health awareness and engagement @theums!"

SUJA Organic:

"Suja Organic partnered with Youth on Record to help support local musicians and artists in the Denver area. We know that it takes a community of people, brands and collectives to drive awareness about these individuals. In our minds, it starts with taking care of our customers and supporters – so we provided ample nutrition from fruits and vegetables to power up all those that participated in the Artist Care Lounge."

PEOPLE ARE PAYING ATTENTION TO COMMUNITY IMPACT AT THE UNDERGROUND MUSIC SHOWCASE.

LEARN MORE:

[THE UNDERGROUND MUSIC SHOWCASE HAS A NEW CO-OWNER — THE MUSIC EDUCATION NONPROFIT YOUTH ON RECORD - DENVERITE](#)

[YOUTH ON RECORD REIMAGINES AND REPLENISHES UMS - 303 MAGAZINE](#)

[THE UNDERGROUND MUSIC SHOWCASE IS FUN. BUT CAN IT BE A TOOL FOR SOCIAL GOOD? - CITY CAST DENVER](#)

[UNDERGROUND MUSIC SHOWCASE TO HAVE MENTAL HEALTH RESOURCES FOR ARTISTS - 9NEWS](#)

[DENVER'S UNDERGROUND MUSIC SHOWCASE RETURNS IN JULY WITH BIG CHANGES - DENVER POST](#)

[IN THE MILE HIGH CITY, FESTIVALS AND FOOD ARE ON THE RISE - NYTIMES](#)

[AS A WAVE OF MUSICIANS CANCEL CONCERTS TO FOCUS ON MENTAL WELLNESS, DENVER'S MUSIC COMMUNITY WEIGHS IN - 5280 MAGAZINE](#)

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APPENDIX

ADDITIONAL READING JUST FOR YOU

APPENDIX

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UMS IS MEASURING OUR SUCCESS BY LOOKING AT OUR IMPACT, AND NOT SIMPLY REVENUE.

AS THE UMS TEAM, TWO PARTS AND YOR ARE WORKING TOGETHER TO:

- Develop a culture and community of care.
- Develop and support a pipeline for artists at many stages of their career and provide opportunities for professional development of artists.
- Attain 50% representation of performing artists from historically marginalized communities (BIPOC, LGBTQIA, women, and people with disabilities) and deepen financial investment in performing artists and bands.
- Provide resources to artists and festival attendees with an emphasis on mental wellness in 2022.
- Increase neighborhood vitality and bring business to local business partners.
- Set and attain accessibility goals for festival venues.
- Produce a festival that meets or exceeds the financial, operational, programmatic, and impact goals of the partnership.

Cash Grab (Get the Bag)

There is money out there to help pay for your albums, tours, practice spaces, showcases, residencies and more. The only thing separating you from this money is knowing that it exists, where it exists, and how to put together a killer submission. Cash Grab, moderated by Jami Duffy, begins with a conversation about local funding opportunities with "Lisa G" from Denver Arts and Venues, and culminates with a panel conversation with three artists who have – well – grabbed some cash for their projects! Bring your notebooks! You'll wanna take notes and get that money. Moderated by Jami Duffy and guests Lisa Gedgaudes, Jen Korte, Michelle Rocqet, and Kalyn Heffernan.

Equity in Action: Creating a Music Ecosystem for All

Join our conversation about the people, organizations, movements, and methods that are working to make the music and entertainment industry more just and accessible. There's no one size fits all fix for a broke system, so it's going to take all of our ideas and action! Be ready to bring your ideas to the table and join the conversation! Moderated by Jami Duffy with special guests Ru Johnson, Bruce Trujillo, and Kori Hazel.

From Band to Musicals

For those of us who want to melt faces and do choreo with jazz hands there is a place for us. We can ease on down a different road, and dream impossible dreams. Join some of Denver's best and brightest as we discuss how to take what we learned at the hi-dive and translate it to the DCPA. Moderated by Kait Corrado, with Kalyn Heffernan, Michelle Rocqet, and Neyla Pekarek.

Fighting to Hear Yourself

Advocating for your sound can be a challenge, and hearing yourself the way you need to be heard is foundational to every performance. This workshop will go through live demonstrations of how to ask for what you need to hear in live situations and in studio sessions. Hosted by Jeanie Schroder, with Vonna Wolf, Loren Dorland, Daniela Campbell, and Kim Baxter.

IMPACT DAYS 2022

WEDNESDAY, JULY 27TH

Time	Hi Dive	Skylark Downstairs	Chaos Bloom Theater
10:30			
11:00		Artist Welcome Brunch	
11:30			
12:00			
12:30		Artist Welcome & Visioning Activity	
1.00		Equity in Action	
1.30			
2.00			
2.30			
3.00			
3.30	Fighting To Hear Yourself	Cash Grab	UMS Registration (3pm-6pm)
4.00			
4.30			
5.00			
5.30			From Band To Musicals
6.00			
6.30			

IMPACT

ART

ECONOMIC

Stand Up to the Music: Comedy and Music Working Together

Comedy and music go hand-in-hand, and the artistic lives of comedians and musicians are pretty similar. Join us for a session with two of our favorite comedians, Christie Buchele and Ben Roy (also a musician with deep UMS ties) as we explore how to build in comedy as part of your music tour, tips for engaging audiences in a shared experience, and what musicians can learn from Colorado's comedy scene. Moderated by Jami Duffy, with Ben Roy and Christie Buchele.

Songwriter's Fishbowl

Writing a song is often a very private and personal process. When the time is right, bringing in another songwriter can be just the thing to take a project to the next level. To demonstrate the collaborative benefit of and what a professional songwriter's process can look like, we are bringing two of Colorado's best together to workshop a song from scratch in front of an audience of their peers. Moderated by Erin Roberts with John Runnels and Alysia Kraft.

Creative Collaborations

No genre of art exists in a vacuum, least of all music. All of us can and will work with filmmakers, museums, dance companies, government agencies, businesses, and nonprofits at some point in our careers. Join us as we discuss what collaborations are currently available in our ecosystem, and how to prepare yourself to be a great partner once you land a collaboration deal. Moderated by Kate Becker with guests Hakim Bellamy, Kevin Smith, Demi Harvey.

Full Band Fishbowl

It is one thing to write a song, it is another thing altogether to perform that song live. The fishbowl band will take the song created during the songwriter's fishbowl and get it show ready in front of a live audience. Featuring John Runnels, Seraphin Sanchez, Kim Baxter, Tenia Nelson and Kim Bird.

How to Get Airplay!

Radio continues to be one of the most helpful ways to get your music out there, but how to get on remains a bit of a mystery. Fortunately, we have some folks in our community who can lift the veil on radio so that it becomes more accessible for musicians who want that airplay! Moderated by Michael Bracy, with Alisha Sweeney, Alf, and Emily White.

If It's Broke, Fix It

The more we can do ourselves, the more money we can save! We want you, our musician friends, to feel empowered to fix your gear on the go and in a pinch! Join our featured (and brilliant, might we add) technicians who will show you how to restring, repair, and maintain your instruments. Bring your gear! Featuring demonstrations by Tortuga Musician Services, Aaron Marfizo, and Darrell Plampin.

IMPACT DAYS 2022

THURSDAY, JULY 28TH

Time	HQ	Skylark Downstairs	Chaos Bloom Theater
11.00			
11.30			
12.00			
12.30			
1.00	Songwriter Fishbowl	Creative Collaborations	How to get Airplay!
1.30			
2.00			
2.30			
3.00	Band Fishbowl	If It's Broke, Fix It	Stand Up to the Music
3.30			
4.00			
4.30			
5.00			
5.30			
6.00			UMS Registration (3pm-6pm)
6.30			

IMPACT

ART

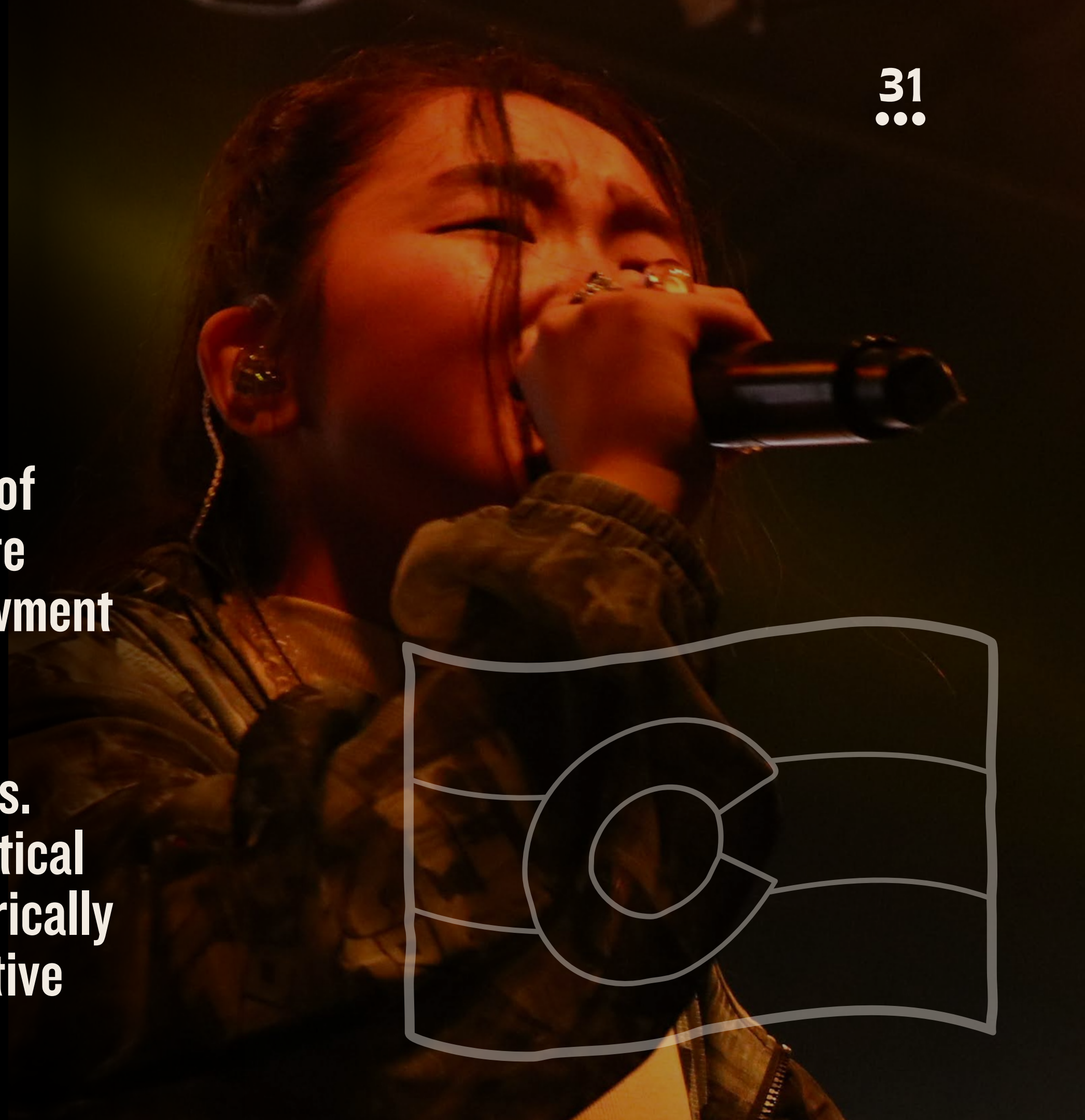
ECONOMIC

THE COLORADO CREATIVE ECONOMY

THE CREATIVE INDUSTRIES IS THE FOURTH LARGEST
ECONOMIC SECTOR IN COLORADO...

Colorado also ranks #1 in the percentage of
residents who personally perform or create
artworks, according to the National Endowment
of the Arts.

Our goal is to grow a musician middle class.
This intentional approach introduces a critical
alternative to the systems that have historically
marginalized and exploited Colorado creative
communities.



SOBER BAR ALTERNATIVES AT UMS

NEW THIS YEAR, UMS PROVIDED SOBER BAR ALTERNATIVES AT ALL MAINSTAGE VENUES. SOBER BARS ARE FOR EVERYONE, AND ARE PART OF A MISSION-ALIGNED HARM REDUCTION STRATEGY TO:

- Provide alternatives to drinking alcohol exclusively for three days (slow down the consumption pacing to keep everyone safe);
- Provide high quality, surprising and delightful sober alternatives to those who abstain for a variety of reasons;
- De-stigmatize the choice to stay sober, and drink less.



UMS ARTIST SURVEY 2022

REVIEW THE SURVEY RESULTS FROM THIS YEAR AND
LEARN MORE ABOUT THE ARTISTS IN OUR COMMUNITIES.

[Click here](#) to view the UMS Artist Survey Results 2022



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