THE STATE OF LIVE

ALABAMA

THE FIRST ECONOMIC RESEARCH STUDY OF THE INDEPENDENT LIVE SECTOR

WHAT IS

INDEPENDENT LIVE?

Independent live entertainment stages are independently owned and operated, meaning they are not controlled by a multinational corporation or a publicly traded company, and their primary mission is to present live performances to the public. This includes venues, promoters, festivals and more.

OVERVIEW IN

ALABAMA

Alabama's independent live entertainment industry drives $216.7 million in state GDP, $478.1 million in economic output, and $22.3 million in tax revenue, supporting 4,082 jobs and $130.9 million in wages. With $70.9 million in off-site tourism spending, the sector is both a cultural anchor and a major economic force.

ECONOMIC IMPACT

$478.1 MILLION
TOTAL ECONOMIC OUTPUT

$216.7 MILLION
CONTRIBUTION TO STATE GDP

2024 TAXES PAID
STATE AND LOCAL
$22.3 MILLION

1,659
TOTAL EMPLOYEES

1,684,305 MILLION
FANS SERVED

$130.9 MILLION
WAGES AND BENEFITS PAID

4,082
JOBS SUPPORTED

TOURISM BREAKDOWN

$70.9 MILLION
OFF-SITE TOURISM SPENDING

In 2024 alone, fans attending independent shows generated $70.9 million in off-site spending — filling hotel rooms, crowding local restaurants, supporting shops, and tipping drivers.

$59.7 MILLION
SPENT ON LODGING

$6.0 MILLION
SPENT AT RESTAURANTS AND BARS

$2.9 MILLION
SPENT ON SHOPPING

$1.6 MILLION
SPENT ON GAS, PARKING AND TRANSPORT

$616,159
SPENT ON OTHER ENTERTAINMENT AND REC

IMPACT TABLE

Impact Type	Employment	Labor Income	Value Added	Output	Local/County Tax Revenue	State Tax Revenue	Federal Tax Revenue
Direct Effect	1,659	$38.80	$53.00	$160.50	$1.70	$3.10	$7.50
Indirect Effect	2,002	$70.80	$120.70	$245.70	$4.90	$7.70	$16.00
Induced Effect	420	$21.30	$43.00	$71.80	$1.90	$2.90	$5.20
Total Effect	4,082	$130.90	$216.70	$478.10	$8.60	$13.70	$28.60
Multiplier	2.46	3.37	4.09	2.98			

This table shows the full economic ripple effect of Alabama's independent live entertainment sector, including the jobs, income, business activity, and tax revenues (in millions of dollars) generated directly by venues and festivals, through their in-state suppliers, and from the additional local spending of workers in those jobs. For the full methodology, see the national report at **stateoflive.org**

NATIONAL OVERVIEW INDUSTRY OPERATIONS SNAPSHOT

41% OF STAGES HAVE SHOWS AT LEAST 4 NIGHTS PER WEEK

94% OF STAGES SELL TICKETS OR CHARGE A COVER TO SHOWS

91% OF VENUES OPERATE YEAR-ROUND

THE AVERAGE VENUE HAS SHOWS **143** DAYS A YEAR

ACROSS ALL STAGES, THE TOP OPERATIONAL CHALLENGES RANKED BY FREQUENCY INCLUDE

1. MARKETING & BRINGING IN AN AUDIENCE
2. ARTIST COSTS RISING DRIVING HIGHER ARTIST FEES
3. STAFFING COSTS
4. INFLATION
5. MONOPOLIES
6. RISING INSURANCE COSTS
7. SCALPERS & PREDATORY RESALE PLATFORMS
8. COST OF RENT AND MORTGAGE
9. UNCAPPED, UNLIMITED PERFORMING RIGHTS ORGANIZATION FEES
10. DECREASING ALCOHOL SALES

64% OF STAGES WERE NOT PROFITABLE IN 2024