

# COACHELLA

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

## BACKGROUNDER

The Coachella Valley Music and Arts Festival is an annual music and arts festival held at the Empire Polo Club in Indio, California. Paul Tollet and Rick Van Santen co-founded Coachella in 1999. Goldenvoice, an auxiliary of Anschutz Entertainment Group, organizes Coachella every year. The festival displays musical artists from a variety of genres. Rock, indie, hip-hop, pop and electronic dance music are among the most popular. Along with music, the festival also displays a variety of art work. Sculptures and art installations are the two main art mediums that Coachella is most famous for. Located across the Empire Polo Club grounds, five stages constantly hold live performances. The layout of the festival changes every year.

The festival originated back in 1993. Pearl Jam held a concert at the Empire Polo Club because they were boycotting venues that Ticketmaster controlled. This concert proved that the grounds were large enough to hold large audience events, thus leading to the introductory Coachella Festival. The inaugural festival was held over the course of two days in October 1999. Coachella has a Woodstock-themed atmosphere because the first festival came just three days after Woodstock.

In 2010, Coachella took a year off, but a year later the festival returned on an annual basis. The 2001 festival was held in April on just one day; however, in 2002 the festival returned to a two-day schedule. As of 2007, the festival is held on two consecutive three-day weekends in April. Both weekends feature duplicate lineups. Guests of the festival can camp on the grounds throughout both weekends. The campground site is on a polo field next to the festival grounds. In 2010, over 17,000 people camped on the grounds.

Coachella features famous and established musicians, as well as up-and-coming artists. Coachella is one of the most well-known music and art festivals in the country and around the globe. There is no other music festival that features the same magnitude of a lineup as Coachella. Some of the 2016 hit artists Coachella featured were LCD Soundsystem, Guns N' Roses, Calvin Harris and Ellie Goulding

The City of Indio, California, makes sure this festival runs as smooth and safe as possible. They provide police and fire protection, private security and medical tents. The festival also has a curfew to make sure the residents of Indio are not bothered by the performances late at night.

Coachella is known as the trendsetter in the music festival industry. Their revenue and attendance increases each year. In 2016, Coachella sold 198,000 tickets and profited \$94.2 million. The economic impact of Coachella is huge for Indio. The back-to-back weekends in 2016

are estimated to have a global impact of \$704.75 million, with \$106 million going toward local Indio businesses and \$403.2 million going to the Coachella Valley.

The success of Coachella has led Goldenvoice to creating additional music festivals at the Empire Polo Club. They are Stagecoach and Desert Trip.