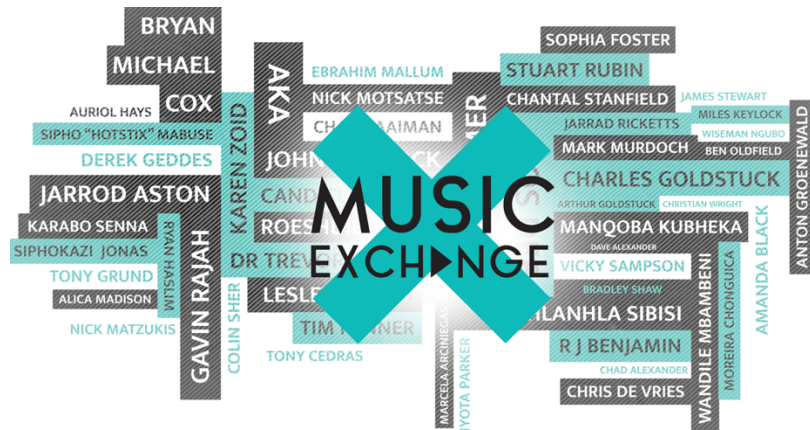




17 May 2021

YOUNGBLOOD STUDIOS – 14 MAY 2021 – GIG ECONOMY REPORT

The [Youngblood](#) show that was going to take place in December finally happened on 14 May 2021. The show sold out days before the event.



The Poetry & Song evening's feedback has been overwhelmingly positive, so much so that guest Jason Curtis remarked this show could and should be toured.

5 artists created over 39 job opportunities on the night.

This is a six time multiplier effect that the creative economy brings to the greater economy.

The following list is a breakdown of those remunerated.

Sound delivery – 2 pax

Set up – 2 pax

Show engineer – 2 pax

Load out – 2 pax

Gear value MIDAS desk – R150K value

Snakes -mics

PA EV Subs with 15" top Yamaha loudspeakers – 350K value

Poster design and social media PR assets – 1 pax

Press releases by 2 – 1 pax

Venue staff – 5 pax

Food & drinks at the venues restaurant – 5 pax

Band

Main act – 3 pax

Poet – 1 pax

Support – 1 pax

Photography – 2 pax

Videography – 2 pax

Video edit – 2 pax

Load video onto Ticket pro streaming platform for post event viewing – 2 pax

Ticketing agent – 3 pax

Advertising spend – 1 pax

Radio interview Dylan Red – 2 pax

Total: 39 pax

Key press coverage

1. <https://martinmyers.wordpress.com/2021/05/10/a-special-evening-on-friday-14th-may-of-poetry-and-song-with-the-inimitable-siphokazi-jonas-heinrich-frans-benedict-de-maar-and-valentino-europa/>
2. <https://martinmyers.wordpress.com/2021/05/10/poetry-song-sees-red/>



[Links to more pics from the night](#)



[END]