



COUNCILWOMAN
JEANNINE PEARCE

Date: November 17, 2020

~~R-59~~

To: Honorable Mayor and Members of the City Council

UB-31

From: Councilwoman Jeannine Pearce, District 2
Councilwoman Mary Zendejas, District 1
Councilmember Rex Richardson, District 9

Subject: Catapult Platform Presentation

RECOMMENDATION:

Receive and file a presentation from Catapult, a live-streamed concert for artists and creators in Long Beach.

DISCUSSION

Cities around the world have transitioned arts, concerts, and engagement through an online platform. It is estimated that the creative industry has lost nearly 2.7 million jobs and \$150 billion in sales and services. During COVID-19, the arts industry has shown the importance of keeping individuals engaged and entertained.

Catapult is an online platform designed for artists to subscribe on a monthly basis to gain access to tiered production and resources that will help them gain an audience. Catapult gives artists the freedom to grow their brands and experiences through this creative platform.

This presentation will highlight Catapult's business model, benefits to the City, as well as business alternatives for musicians and bands.

FISCAL IMPACT

No fiscal impact.