



OVERTON PARK
SHELL

IMPACT REPORT

20
23

2023 OVERTON PARK SHELL YEAR IN REVIEW

OUR MUSIC IS PLAYING DOUBLE TIME

It's been a busy year at the Overton Park Shell. We're always building community through music; it's just what we do. Music has always been the heartbeat of our mission, bringing together familiar faces and newcomers alike on warm summer nights and crisp fall evenings to enjoy our Free Concert Series. But this year, we didn't stop there.

We took Shell On Wheels, our dynamic outreach initiative, to the next level when the Mobile Shell officially hit the road in July. From lively community events to bustling music festivals, the Mobile Shell has become a harmonious force, connecting diverse communities through the universal language of music, fulfilling our commitment of reaching every corner of our city.

Thanks to your support, we continue to create unforgettable musical experiences and expand our outreach efforts. From Midtown to your backyard, your contribution to the Overton Park Shell fuels the rhythm of our community, ensuring that everyone, everywhere, can experience the transformative power of live music.



OVERTON PARK
SHELL

2023 FREE CONCERT SERIES

ATTENDANCE BY THE NUMBERS

28 EVENTS IN FREE
CONCERT SERIES

49.7K+
TOTAL ATTENDANCE

Orion **FREE**
CONCERT
SERIES



of shows had more than
1,200 audience members



of shows had more than
2,000 audience members

TOP 5 HIGHEST ATTENDED EVENTS:

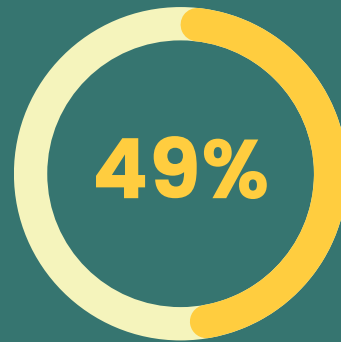
SUNSET SYMPHONY (8,000+), COUNTRY BLUES FESTIVAL (4,000+),
STAX ACADEMY (3,500+), THE BASEBALL PROJECT (3,200+),
MAGIC! (2,300+)

2023 FREE CONCERT SERIES

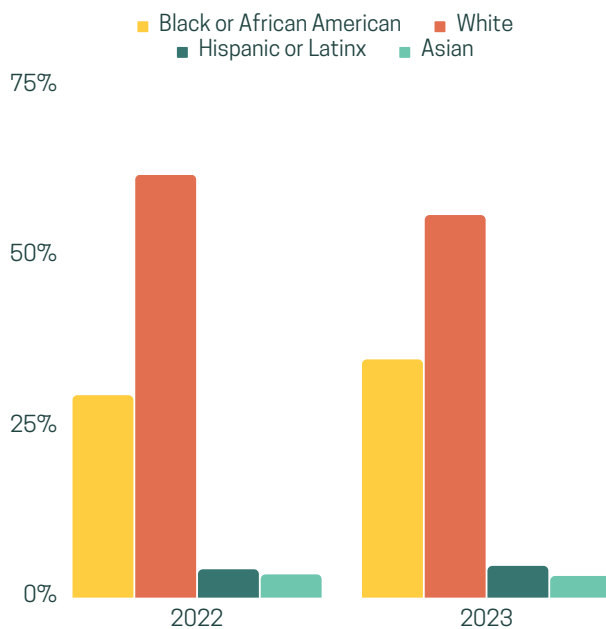
AUDIENCE BY THE NUMBERS



of Metro Memphis ZIP Codes represented in the audience



of Memphis MSA (TN-MS-AR) ZIP Codes represented in the audience



As we continue to diversify our programming, we are seeing this reflected in the makeup of the audiences at each concert. By incorporating new partnerships and expanding the variety of genres performed on stage, we're welcoming new faces to the Shell lawn every night.

TOP 6 ZIP CODES:
38104, 38112, 38111, 38103, 38117, 38107

2023 FREE CONCERT SERIES

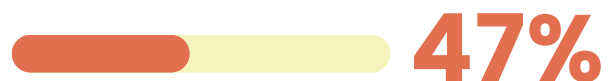
ARTISTS BY THE NUMBERS



421 INDIVIDUAL ARTISTS TOOK PART
IN A HEADLINING PERFORMANCE

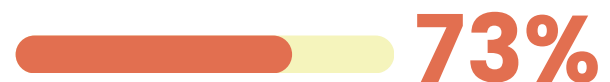
**Female &
non-binary artists**

headlined in the Free Concert Series



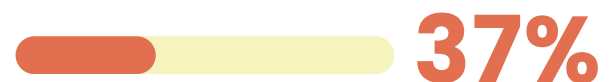
BIPOC artists

headlined in the Free Concert Series



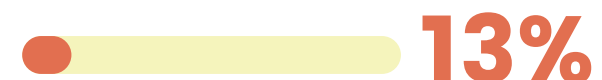
Local artists

headlined in the Free Concert Series



International artists

headlined in the Free Concert Series



2023 FREE CONCERT SERIES

PARTNERSHIPS BY THE NUMBERS



Fall Free Concert Series shows with Memphis Black Arts Alliance pre-show performance



Free Concert Series events with live interpretation by DeafConnect of the Midsouth

7 PARTNERSHIP
EVENTS
PRODUCED

Partner organizations include Dreamfest, Memphis Symphony Orchestra, Stax Music Academy, Stax Museum, Memphis Power Pop Festival, Memphis Country Blues Festival, and Tennessee Shakespeare Company



2023 SHELL ON WHEELS

THE MOBILE SHELL HITS THE ROAD

In 2022, the Overton Park Shell launched its community outreach program, Shell on Wheels, to bring free performing arts programming to Memphis and Shelby County neighborhoods that lack access to the physical Overton Park Shell. Shell on Wheels continues the mission of Overton Park Shell - building community through free music and education, finding common ground in a diverse audience - while building an equitable Shell experience from our historic stage to the backyard of every Memphis community.

The cornerstone piece of Shell on Wheels, the Mobile Shell, a 30 x 24 ft replica of Overton Park Shell, launched in July 2023 and allows us to travel throughout our city. With the Mobile Shell, we target community events, parks and neighborhoods, schools, libraries, churches, and even festivals or corporate events. The Mobile Shell is fully battery-powered by our partners at Continental Batteries, allowing us to create a completely turnkey experience, eliminating many of the barriers communities face when programming live music in public spaces.

Shell on Wheels also provides opportunities for many local artists to showcase their talents, which allows us to continue amplifying the voices of Memphis musicians while ensuring they are adequately paid for their talents.

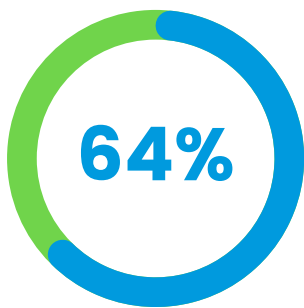


2023 SHELL ON WHEELS EVENTS BY THE NUMBERS

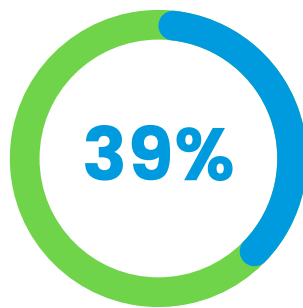


28 TOTAL
EVENTS

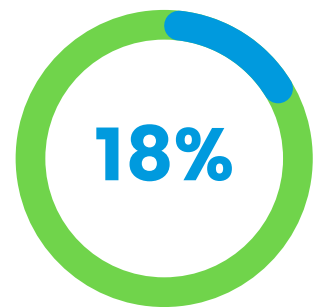
4000+
TOTAL ATTENDANCE



of all events were free, community-focused outreach events such as Occupy the Park, MEMFix, and 901 Day at AutoZone Park



of all events included use of the new Mobile Shell



of events were Mobile Shell rentals, such as corporate events and music festivals, which generate revenue for outreach programming

2023 SHELL ON WHEELS EVENTS BY THE NUMBERS



4 PARTNERSHIP
SERIES
PRODUCED

including Laser Live (MOSH), Health Sciences Park Happy Hour (Memphis Medical District Collaborative), 5 Fridays of Jazz (Memphis Libraries Foundation), and Brooks Happy Hour (Brooks Museum of Art)

3 MUSIC FESTIVALS
USED THE
MOBILE SHELL

including Mempho Music Festival, Wiseacre BAM! Beer and Music Festival, and Rhodes College Respect Fest

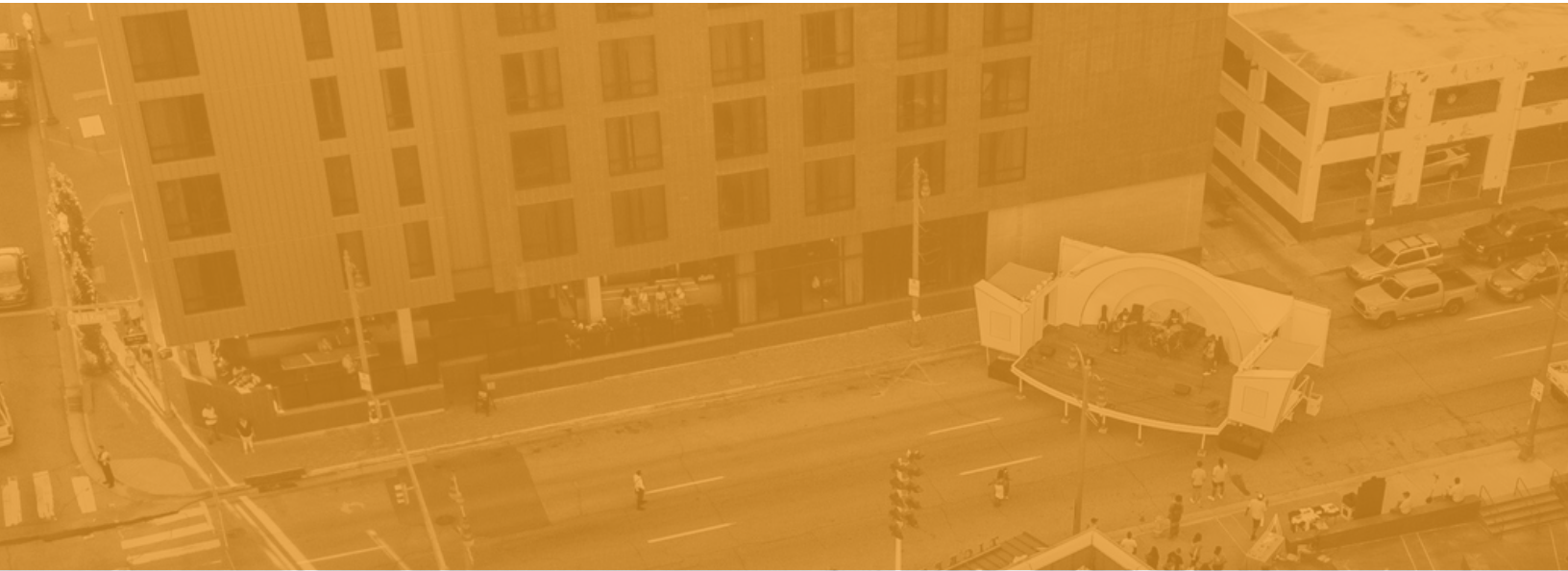
11 NEIGHBORHOODS
ACTIVATED

including Downtown, Medical District, Edge District, Midtown, Broad Avenue Arts District, Binghampton, East Memphis, Soulsville, Frayser, North Memphis- Uptown, and Westwood

\$36,000+
OF PROGRAMMING COSTS
COVERED FOR ELIGIBLE
COMMUNITY EVENTS

2023 SHELL ON WHEELS

ARTISTS BY THE NUMBERS



19 UNIQUE ARTISTS
BOOKED BY
SHELL ON WHEELS

\$24K+
PAID TO LOCAL ARTISTS

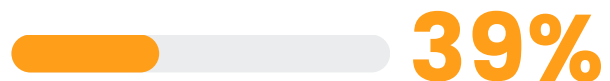
Local artists

booked for Shell On Wheels events



Female & non-binary artists

booked for Shell On Wheels events



BIPOC artists

booked for Shell On Wheels events

