



Curators of Music, Food and Style since 1987

# GENERAL OVERVIEW + ENTERTAINMENT SERVICES

June 2021

# ABOUT

Founded in 1987 with its first venue opening in New York City, **Knitting Factory Entertainment (KFE)** is a creative producer, manager and distributor of universal music content, film/TV and theatrical events.

Today, across the country KFE comprises concert venues, record labels, numerous restaurants and bars--as well as ownership and partnerships with marketing, touring and promotions, media and entertainment companies.

**Whether on the ground or online, KFE provides 360 degree entertainment services at scale.**





**Knitting Factory Entertainment (KFE)** is one of the top 50 promoters in the world, producing national and international tours, concerts and events.

The company works with over 2,500 bands each year and produces an excess of 1,500 concerts and 250 private events each year.

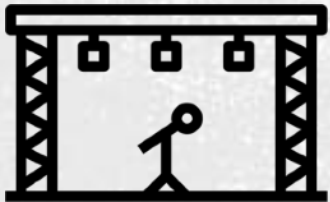
**The following artists are a small sample of the talent that has performed for Knitting Factory Presents events throughout its history:**

Alabama Shakes, Alice in Chains, Arctic Monkeys, Avenged Sevenfold, Bob Dylan, Brandi Carlile, Cake, Death Cab For Cutie, Deftones, Dierks Bentley, Disturbed, Dropkick Murphys, Excision, Father John Misty, Green Day, Greta Van Fleet, Kane Brown, Kanye West, Lady Antebellum, Lindsay Stirling, Louis the Child, Luke Bryan, Macklemore & Ryan Lewis, Marilyn Manson, Metallica, Modest Mouse, Nine Inch Nails, Norah Jones, Odesza, Ryan Adams, Shakey Graves, Sylvan Esso, The 1975, ZZ Top, Bill Burr, Tom Segura, Jack White, The Flaming Lips, Alt J, John Mulaney, Spoon, Vice President Joe Biden.

# LIVE EXPERIENCES AND MORE

## Curators of Music, Food and Style since 1987

Since its inception in 1987, Knitting Factory Entertainment has grown from a single New York City venue into a comprehensive leader in music, entertainment and hospitality business.



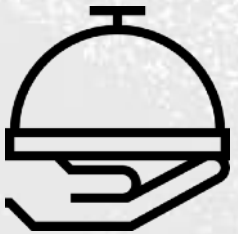
**VENUE MANAGEMENT  
& EVENT PRODUCTION**



**CONCERT  
PROMOTIONS**



**ARTIST MANAGEMENT  
& BOOKING**



**HOSPITALITY**



**MARKETING**



**MEDIA**

# FESTIVALS / FESTIVAL TALENT BUYING / OUTDOOR SHOWS



## DESERT DAZE

**LOCATION:** Lake Perris, CA

**TIMING:** October

**ATTENDANCE:** 10,000 per day (4 days)

**ATTRACTIONS:** A curated fest that appeals to the music fan with a psychedelic, exploratory, experimental vibe.

**TALENT:** Iggy Pop, Spiritualized, Courtney Barnett & Kurt Vile and the Seal lice, Sleep, Unknown Mortal Orchestra, Ariel Pink, Ty Segall, Hope, Sandoval, King Gizzard and the Lizard Wizard and more.

[desertdaze.org](http://desertdaze.org)



## IDAHO BOTANICAL GARDENS CONCERT SERIES

**LOCATION:** Outlaw Field, Idaho Botanical Garden, Boise, ID

**TIMING:** May - October

**CAPACITY:** 4,000

**TALENT:** Nathaniel Rateliff, Lord Huron, Rufus Du Sol, Bob Dylan, Alabama Shakes, Crosby, Stills & Nash, Lindsey Stirling, The Decemberists, Imagine Dragons, Sara Bareilles, Jewel, Widespread Panic, Fun., Norah Jones and more.

[idahobotanicalgarden.org](http://idahobotanicalgarden.org)



## TRAVELERS' REST

**LOCATION:** Big Sky Brewing Company, Missoula, MT

**TIMING:** TBD

**ATTENDANCE:** 11,000 per day (2 days)

**ATTRACTIONS:** An all ages indie rock two-day festival curated by The Decemberists

**TALENT:** The Decemberists, Belle and Sebastian, The Head And The Heart, Sylvan Esso, Shakey Graves, Real Estate, Julien Baker, Hamilton Leithauser, Mavis Staples, Jeff Tweedy and more.

[travelersrestfest.com](http://travelersrestfest.com)

# FESTIVALS / FESTIVAL TALENT BUYING / OUTDOOR SHOWS



## BIG SKY BREWING CO CONCERT SERIES

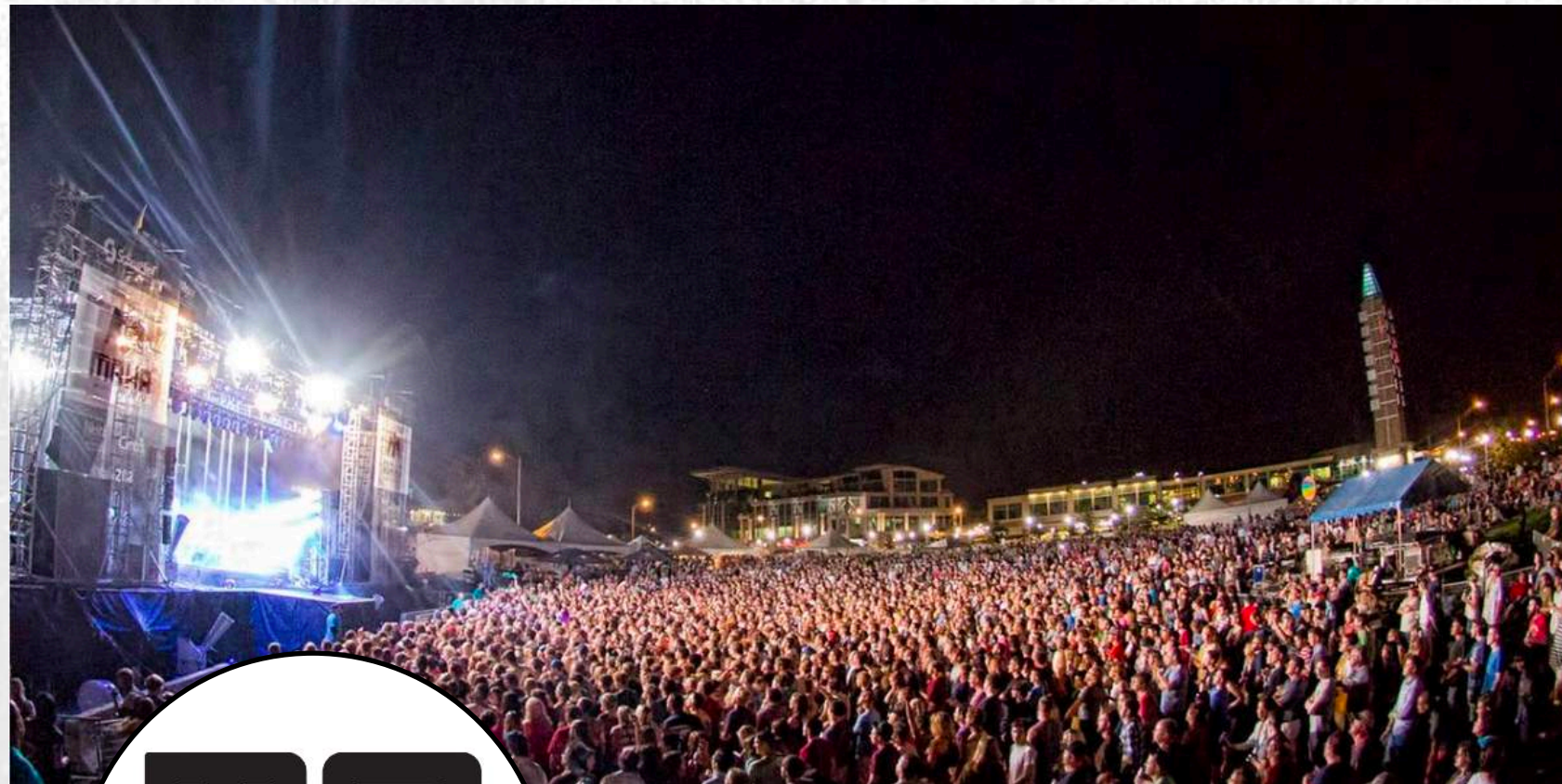
**LOCATION:** Big Sky Brewing Company, Missoula, MT

**TIMING:** May-October

**CAPACITY:** 2,000 - 6,500

**TALENT:** Bob Dylan, Ray LaMontagne, The Decemberists, Leon Bridges, Luke Bryan, The Avett Brothers, Ryan Adams, Modest Mouse, Primus, Pretty Lights, Wilco, Cake and more.

[bigskybrewconcerts.com](http://bigskybrewconcerts.com)



## MAHA FEST

**LOCATION:** Omaha, NE

**TIMING:** July-August

**ATTENDANCE:** 30,000

**TALENT:** Khruangbin, Thundercat, Japanese Breakfast, Weezer, Father John Misty, Lizzo, Courtney Barnett, Tune-Yards, TV On the Radio, Run The Jewels, The Faint, Death Cab for Cutie, Spoon, Dashboard Confessional and more.

[mahafestival.com](http://mahafestival.com)



## UNDERGROUND MUSIC SHOWCASE

**LOCATION:** Denver, CO

**TIMING:** August

**ATTENDANCE:** 18,000

**ATTRACTIONS:** Three days of live music throughout South Broadway in Denver, CO—featuring 100+ bands, 12+ Venues and 8 blocks of the best underground music in the country.

[undergroundmusicshowcase.com](http://undergroundmusicshowcase.com)

# KNITTING FACTORY BRANDED VENUES



**KNITTING FACTORY  
- BROOKLYN**

**LOCATION:** Brooklyn, NY  
**CAPACITY:** 300  
[bk.knittingfactory.com](http://bk.knittingfactory.com)



**KNITTING FACTORY  
- BOISE**

**LOCATION:** Boise, ID  
**CAPACITY:** 1,000  
[bo.knittingfactory.com](http://bo.knittingfactory.com)



**KNITTING FACTORY  
- SPOKANE**

**LOCATION:** Spokane, WA  
**CAPACITY:** 1,500  
[sp.knittingfactory.com](http://sp.knittingfactory.com)

# MUSIC LABELS / MANAGEMENT / MEDIA

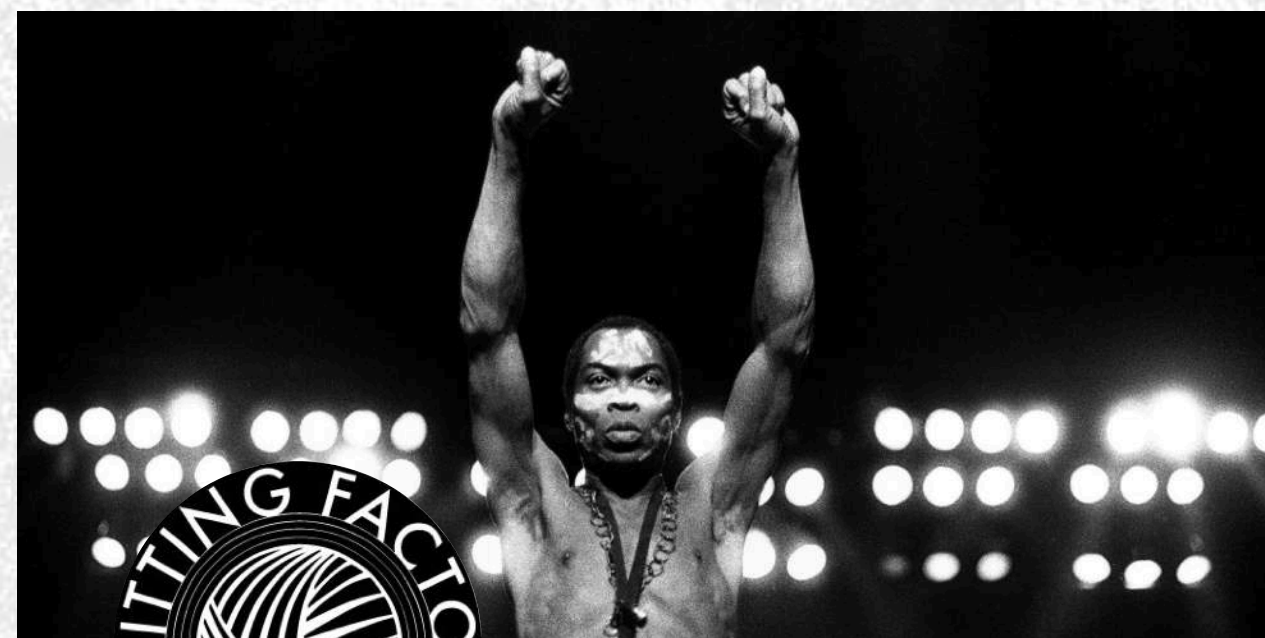


**PARTISAN RECORDS**

Partisan Records is an independent record label with offices in London and Los Angeles, as well as in New York City, where the company was co-founded in 2007 by Tim Putnam and Ian Wheeler.

Partisan has since cultivated an eclectic, diverse roster across all genres, prioritizing an artist-friendly philosophy, and achieving international acclaim.

[partisanrecords.com](http://partisanrecords.com)



**KNITTING FACTORY RECORDS**

Knitting Factory Records is an independent American music label and imprint of Partisan records that is notable for promoting a variety of artists, including the music of deceased Nigerian political activist Fela Kuti.

The label was begun in 1998 as a spinoff of the music venues called Knitting Factory and signed artist Thomas Chapin as the first artist, according to the New York Times. Since then, it has promoted a variety of independent artists and groups.

<https://www.facebook.com/knitrecords/>



**KNITTING FACTORY MANAGEMENT**

Knitting Factory Management handles the careers of emerging and critically acclaimed recording artists both in the U.S. and overseas. It is the artist management wing of Knitting Factory Entertainment.

Though primarily known for their venues—both clubs and concert houses—KFE also promotes national tours, produces the hit Broadway musical Fela!, and is a partner with record labels Partisan and Knitting Factory Records.

[knittingfactorymgmt.com](http://knittingfactorymgmt.com)



**TALKHOUSE**

Talkhouse is a media company and outlet for musicians, actors, filmmakers, and others in their respective fields. Artists write essays and criticism from firsthand perspectives, speak one-on-one with their peers via the Talkhouse Podcast and Talkhouse Live events, and offer readers and listeners unique insight into creative work of all genres and generations.

In short— Talkhouse is writing and conversations about music and film, from the people who make them.

[talkhouse.com](http://talkhouse.com)



# RESTAURANTS / BARS



**THE LOVE SONG BAR**  
 DOWNTOWN LOS ANGELES, CA  
[The Love Song Bar - Facebook](#)



**THE THIRSTY MERCHANT**  
 VALLEY VILLAGE, LOS ANGELES, CA  
[thethirstymerchant.com](http://thethirstymerchant.com)



**THE FEDERAL BAR**  
 NORTH HOLLYWOOD, CA  
[thefederalbar.com](http://thefederalbar.com)



**SMASHFACE BREWPUB**  
 DENVER, CO  
 Coming Soon!



**EL TEJANO**  
 NORTH HOLLYWOOD, CA  
 GLENDALE, CA  
 DENVER, CO  
[eltejanotexmex.com](http://eltejanotexmex.com)



**LOADED**  
 DENVER, CO  
 Coming Soon!

# 360 DEGREE ENTERTAINMENT SERVICES

June 2021

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ENTERTAINMENT  
PROPRIETARY & CONFIDENTIAL

# 360 DEGREE ENTERTAINMENT SERVICES

## **Market Research and Strategy**

Knitting Factory Group can execute a comprehensive market study with recommend strategies for your location and brand, by offering its clients a "fresh set of eyes" in reviewing competition in the region and across the industry, guiding client operators in clarifying strategies and goals, assessing underserved niches, and determining the best and most profitable use of time and resources. In addition, the experts at Knitting Factory will review and recommend potential industry partners that can give our clients the competitive upper hand in their market

## **Facility Design and Build Outs**

Our experts have designed and built clubs, restaurants, concert halls, amphitheaters and arenas and possess over 100 years of collective experience in this area. We design with both the guest and staff's comfort and functionality in mind, while maintaining the ability to cater to the wide variety of artist needs and we design with expansion options in mind, affording the operator the ability to open and expand as the business grows. Our experts can oversee your general contractor on a day to day basis as your project comes to life, making the small decisions that keep budgets and timelines on track.

## **Facility Openings**

From public relations to last minute punch lists, we can provide guidance on all facets regarding the opening of your facility. Allow us to lighten the load by assisting in staffing, training, human resources, licensing, inspections, and operational documentation. Our range of experience in entertainment facilities affords us the ability to foresee potential issues and implement the necessary remedies long before the first guest enters your venue or restaurant

## **Event and Facility Marketing**

Knitting Factory Entertainment has been creating and maintaining relationships with media partners in markets across the nation for over a decade. Our experience with radio, print, television and social media allows Knitting Factory's skilled team the ability to create strategic marketing plans tailored to client needs and desires and our marketing metrics allow for quantifiable measures of success and a real time vision of a campaign as it develops and grows.

## **Catering**

Public and private event expertise from intimate catered party to large scale festival food and beverage.

# 360 DEGREE ENTERTAINMENT SERVICES

## **Event Programming / Talent Buying**

The Knitting Factory Group and its subsidiary companies execute over 7,500 agency contracts annually and have top-level access to every major firm. With offices strategically located in New York and Los Angeles, KFG remains within walking distance to talent agencies and management firms, offering our buyers face-to-face access.

Additionally, KFG and its subsidiary companies can provide a reliable connection to marketplace demands and fair-market value ticket pricing, illustrating one of the major cornerstones of our philosophy: Always strive for consistently affordable and accessible entertainment for the venues that we program.

KFG's level of access and volume of business not only drive prices down, but also help to guarantee that the right artists are hitting your market at the right time. By controlling multiple geographical areas and trading dates across multiple markets, we can maximize show inventory and work with agents to ensure the right placement on the right day.

KFE and its subsidiary companies regularly develop and execute custom event experiences for corporate and governmental clients. From food and culinary events to civic New Years Eve celebrations, let the experts at KFG develop your next special event.

## **Operational Audits**

The Knitting Factory Group can provide a comprehensive audit of your venue or restaurant, presenting specific and actionable recommendations geared to maximize the success of your facility. The volume and diversity of venues and restaurants operating under the KFG flag provide the aggregate data necessary to establish standards of operation and benchmarks for performance. With venues and restaurants operating on both coasts, and in primary, secondary, and tertiary markets, our experienced team can approach your facility knowing what it could and should be doing, and provide the recommendations that enable you to make the decisions necessary for the advancement of your facility.

KFG can also provide the technological recommendations necessary to best capture the quantifiable metrics upon which to base your success. From point of sales systems, to accounting software, to customized databases, we can outfit your company with the systems necessary to most easily capture the data critical to measuring the success of your efforts. You can't measure what you don't capture.

## **Facility Management**

Knitting Factory Group can provide short-term or long-term Facility Managers to either bridge the gap of unfilled positions or provide an on-the-ground leader to take your restaurant or venue to the next level. Our managers hit the ground armed with the tools, experience and relationships necessary to give your facility its best chances for success.

# 360 DEGREE ENTERTAINMENT SERVICES

## **Efficient Reporting and Forecasting**

Knitting Factory Group utilizes a proprietary reporting and forecasting database that gives venue owners and managers the tools necessary to both monitor cash flow and make the critical decisions regarding an event before it is contracted. Every link of the event chain is recorded in the system, including: artist and market research, agency offers, confirmation generation, email generation, production notes, weekly projection updates, event counts, marketing management, event settlement, and document storage. Once an event processes through the event database, the data is archived and readily available for a number of useful reports including: Sales and Talent Buyer contribution, Artist performance, Agency performance, Agent Performance, Market performance by genre, and side-by-side deal comparisons (vs., gross, "door deal").

## **Restaurant operations**

KFG has conceptualized and launched multiple restaurant models across the country. From remodels to ground floor build outs that include: design development, lease negotiations, menu creation, city planning approval, policy, community relationships, public relations, branding, kitchen layout and front-of-house flow, front and back of house human resources, executive personnel and much more.

We have the ability to maximize your profits by providing a hand-picked core team that can be on the ground to work with ownership and management. Experts that will drill down into current operations and provide comprehensive and substantive feedback. Our team will deliver a customized road map and blueprint covering all areas of operations: COG's, POS, payroll, staffing, security protocol, accounting, insurance audit, HR and more. Upon request, KFG can help put a team in place and remain on the ground to assist in executing your new plan.

## **Event Production Services**

From permanent installations to pop-up venues, KFG can provide the people and resources necessary to professionally execute your event. From small corporate events to multi-day festivals, our production team has the experience to take the lead, stay on budget, and execute your vision of the event.

Services include: Short-term or long-term Production Manger placement, venue design, production equipment consultation and procurement, event layout and CAD, governmental interface, ADA compliance, event budgeting, staffing, advance work, artist coordination, artist settlement and post-mortem wrap-up.

# APPENDIX

June 2021

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# THIS IS KNITTING FACTORY ENTERTAINMENT

## VENUES



Knitting Factory  
- Brooklyn



Knitting Factory  
- Boise



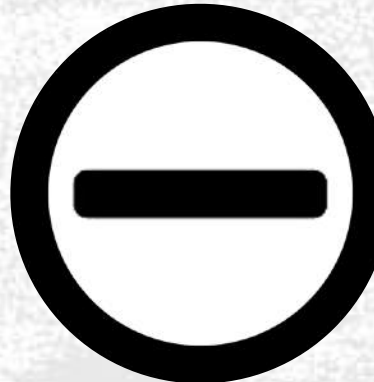
Knitting Factory  
- Spokane



Elevation27 -  
Virginia Beach



The Regent  
- Los Angeles



Slowdown  
- Omaha



Pappy + Harriet's  
- Pioneertown



Fawcett Hall  
- Tacoma

## HOSPITALITY



The District Bar  
- Spokane



El Tejano  
- North Hollywood,  
Glendale, Denver



The Federal  
- North Hollywood



The Thirsty  
Merchant  
- Studio City



Smash Face  
- Denver



Loaded  
- Denver

## CONCERT PROMOTIONS



Knitting Factory  
Entertainment



CMoore Concerts  
- KFE Promotions  
Partner

# THIS IS KNITTING FACTORY ENTERTAINMENT

## FESTIVAL PARTNERSHIPS



BogusFest



Desert Daze



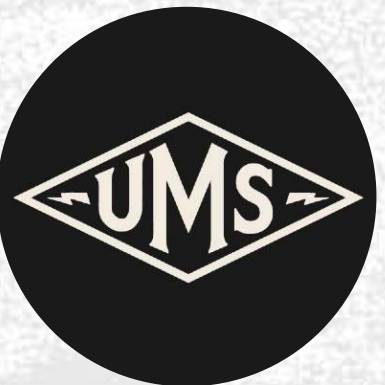
Feedback Chicago



Horton's Hayride



Traveler's Rest



Underground Music Showcase



Maha Festival

## MANAGEMENT



Knitting Factory Management

## LABEL / PUBLISHING



Knitting Factory Records



Partisan Records



Left Music

## HOTEL TALENT BUYING



True Listening Room & Bar



The Times Square Edition



# THIS IS KNITTING FACTORY ENTERTAINMENT

## PARTNERSHIPS



Arrive



Boomtown Brewery



Fandiem



Fillmore Capital Partners



Giant Step



Okay



Selby / Artists Management



Talkhouse



TBA Agency



TCG Eat. Drink. Marketing.

## EXCLUSIVE AMPHITHEATER LOCATIONS



Big Sky Amphitheater - Summer Concert Series



Outlaw Field - Idaho Botanical Garden



The Range @ Walla Walla

## MEDIA MERCHANDISE & LICENSING



FELA

# OUR PROPERTIES ACROSS THE COUNTRY

- Owned & Operated Venues/Properties:**

  - Knitting Factory Concert House - Brooklyn, NY - 300 capacity
  - Knitting Factory Concert House - Boise, ID - 999 capacity
  - Knitting Factory Concert House - Spokane, WA - 1532 capacity
  - Big Sky Brewing Amphitheater - Missoula, MT - 6,000 capacity
  - Boomtown Brewery (partner) - Los Angeles, CA - 300 capacity
  - The Federal Bar - Los Angeles, CA - 300 capacity
  - The Regent Theatre (partner) - Los Angeles, CA - 1,200 capacity
  - Pappy & Harriet's (partner) - Joshua Tree, CA - 1300 cap (outdoor / indoor)
  
- Festivals:**

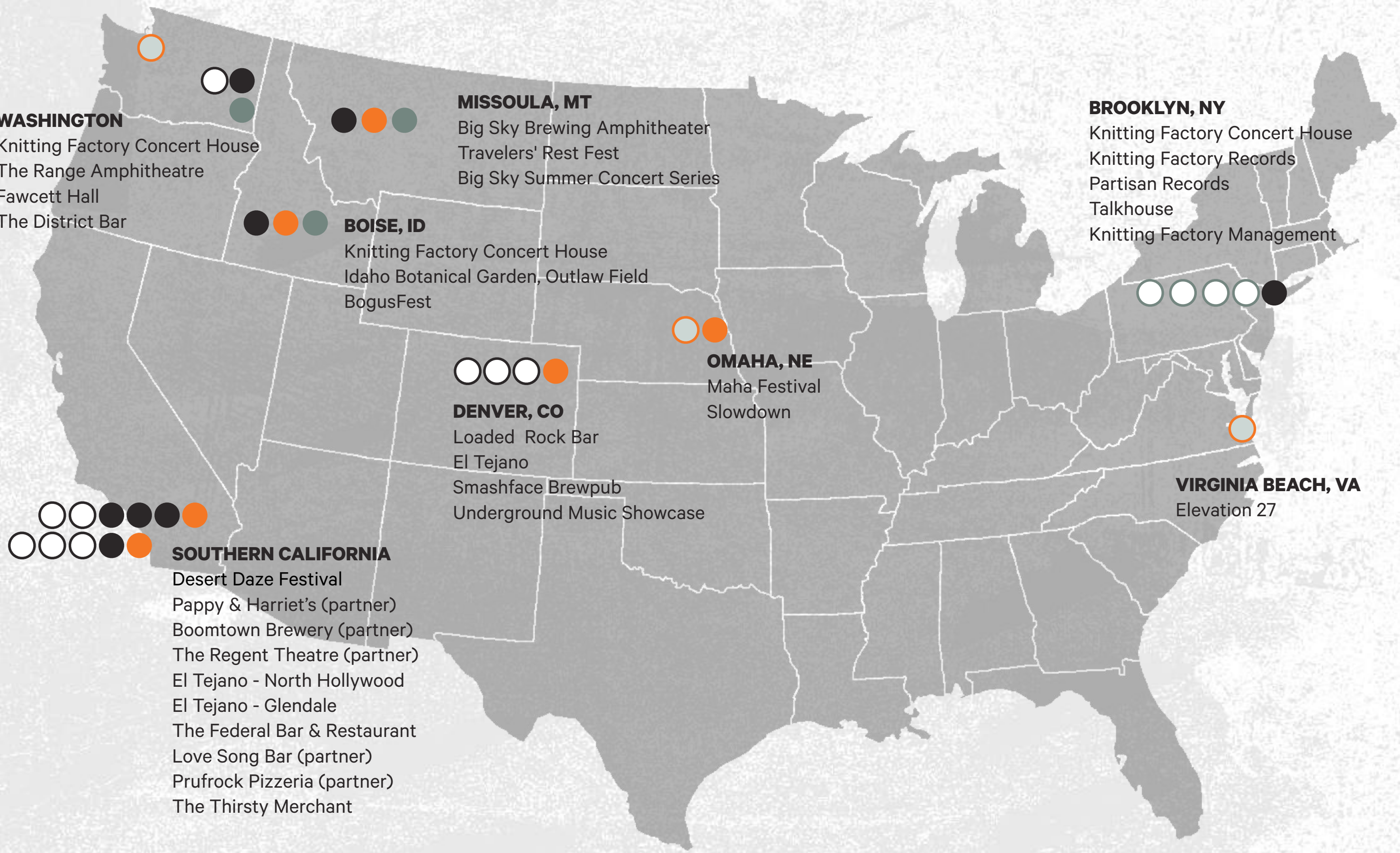
  - BogusFest - Boise, ID - 8,000 patrons
  - Desert Daze Festival - Moreno Beach, CA - 10,000 patrons per day (4 days)
  - Maha Festival, Omaha NE - 30,000 patrons
  - New Years Eve Downtown - Long Beach, CA - 20,000 patrons
  - Travelers' Rest Fest - Missoula, MT - 12,000 patrons
  - Underground Music Showcase - Denver, CO - 30,000 patrons
  
- Concert Series:**

  - Big Sky Summer Concert Series - Missoula, MT
  - Idaho Botanical Garden, Outlaw Field - Boise, ID
  - The Range Amphitheatre - Walla Walla, WA
  
- Managerial / Exclusive Talent Buyer:**

  - Elevation 27 - Virginia Beach, VA - 600 capacity
  - Slowdown, Omaha, NE - 850 capacity
  - Fawcett Hall - WA - 600 Capacity
  
- Bars & Restaurants:**

  - The District Bar - Spokane, WA
  - El Tejano - North Hollywood / Glendale, CA / Denver CO
  - The Federal Bar & Restaurant - North Hollywood, CA
  - Love Song Bar (partner) - Los Angeles, CA
  - Prufrock Pizzeria (partner) - Los Angeles, CA
  - The Thirsty Merchant - Studio City, CA
  - Loaded Rock Bar - Denver, CO
  - Smashface Brewpub - Denver, CO
  
- Music Labels / Management / Media**

  - Knitting Factory Records - Brooklyn, NY
  - Partisan Records - Brooklyn, NY
  - Talkhouse - Brooklyn, NY
  - Knitting Factory Management - Brooklyn, NY





Curators of Music, Food and Style since 1987

**THANK YOU!**

[www.knittingfactory.com](http://www.knittingfactory.com) | Contact: [kfgconsulting.com](http://kfgconsulting.com) | Toll Free 866-379-0308