

Owen Conforte  
Lewiston

As an entertainer, public performances make up a large percentage of our advertising efforts. When it's fully implemented, this self sustaining model turns potential clients into regular customers. Despite modern achievements in recording, performance generates the greatest profits in real time. Audience members invest in the experience and the interaction more than the sights and sounds. Despite the attempts to stream concerts, the sensation was artificial and clients all but disappeared. 9 months of scheduled events and anticipated erased, and the time without ability to resume business lengthens.

Visual performers and musicians have made amazing efforts to reinvent themselves and repackage their craft. The majority of these efforts have been monetarily unrecognized. Even though a digital presence has been established, directing this traffic to public events has never been at the flick of a switch.

Once performances are opened back up to full capacity, newly reopened businesses and entrepreneurs will still need to earn back the trust of clients, new and old. The artists are willing to put in the work to re-establish our communities, but the majority of artists and venues are coming from behind. Assistance to these people and these establishments will improve the efforts and accelerate the revival of these cultural destinations. By approving these funds, the food and beverage industry, the music and arts, and overall amenities for citizens of Maine will be placed back on track towards revitalization.