



The Maha **2022 Impact Report** is Here.



Maha exists to bring people together

Our flagship program is Maha Festival, a celebration of music and discovery that takes place every summer.



11,500

attendees served



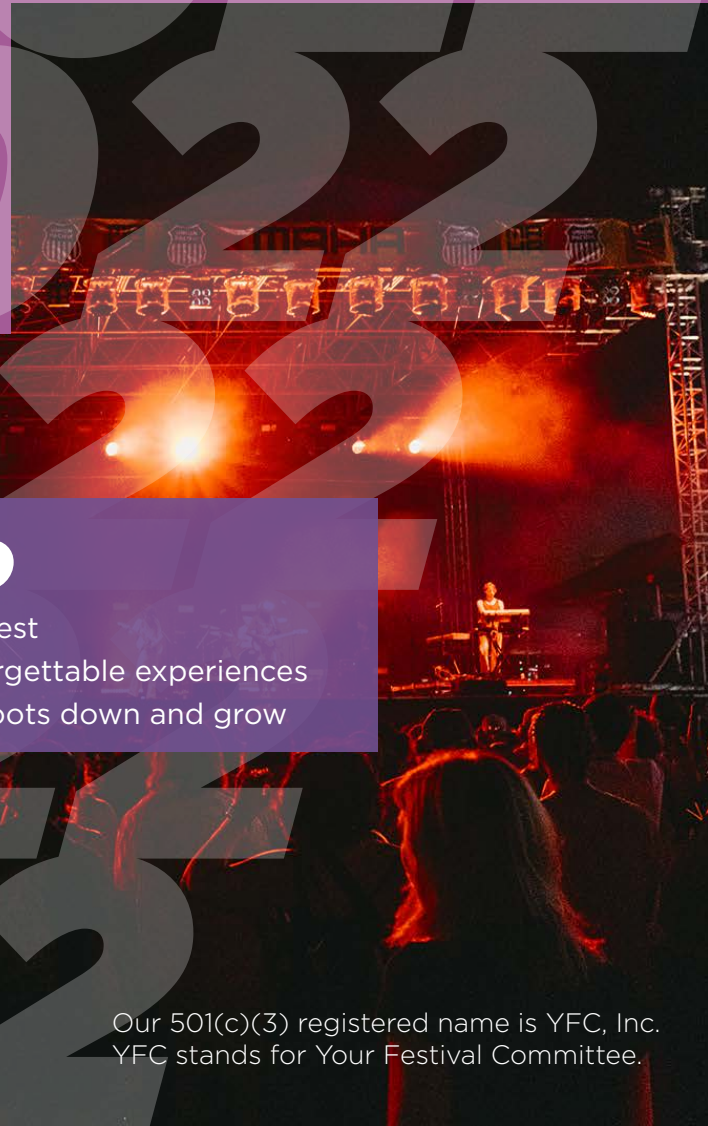
1,100

kids under 10
attended for free



1.8 million

people reached online



Our mission is to

- Showcase the unique heart and soul of the Midwest
- Collaborate with our community to provide unforgettable experiences
- Position the region as the premier place to put roots down and grow

Our 501(c)(3) registered name is YFC, Inc.
YFC stands for Your Festival Committee.

More than 15 years ago, a group of friends decided to create an experience for music lovers in and around Omaha. Since then, Maha Festival has grown to include tens of thousands of attendees from all 50 states and beyond.

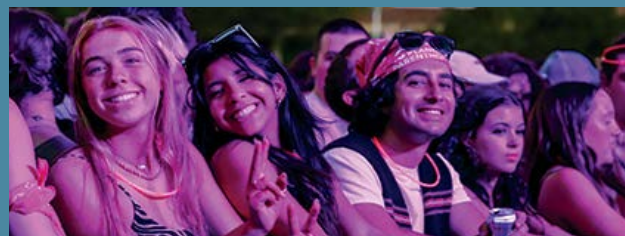
While the music industry is still recovering from the pandemic, our community showed up in 2022. Maha experienced a total attendance of 11,500, the second-highest in our history. Costs are up, with some parts of festival production rising 20% compared to pre-COVID. Once again, our community showed up. Last year, financial supporters — including presenting sponsor Medical Solutions and dozens more — helped us exceed our fundraising goal by 13%, allowing us to hold ticket prices and keep the event accessible. We brought back crowd favorites like the Community Village and Shop Local area. We re-launched our internship program.

Maha has made an impact in Omaha and will continue to do so with the help of over 850 annual volunteers, the engagement of our attendees, and the assistance of our donors and sponsors.

You are reading Maha's first-ever comprehensive Impact Report. We are proud to recap what thousands have created and look forward to many Maha Festivals to come.



TJ Twit, President
Maha Board of Directors



The people

Staff



Emily Cox
Executive Director,
Operations & Programming



Rachel Grace
Executive Director,
Communications & Strategy



Jen Marhenke
Operations Supervisor



Matt Pollard
Graphic Designer

Board of Directors



Sarah Baker Hansen



David Black



Shannon Gilroy



Missy Hardersen



Brandon Henderson*

*joined January 2023



Gwen Olney*



Hobson Powell



Rob Rodriguez



TJ Twit



Erica Wassinger

800
Event Volunteers

80
Key Volunteers
Year-round involvement

20
Advisors
Founders and former board members

2022 Attendee Demographics

Self-reported



17 or younger	4.6%
18-24	25.8%
25-34	30.4%
35-44	20.7%
45-54	13.2%
55-64	4.9%
65 or older	0.4%
American Indian or Alaska Native	1.6%
Asian or Asian American	4.0%
Black or African American	5.1%
Hispanic or Latino	10.0%
Native Hawaiian or Other Pacific Islander	0.7%
White	79.7%
Unknown	0.5%
Prefer not to say	5.8%
Other/prefer to self-describe	0.9%



Methodology

Community Listening

Who's surveyed?

Attendees
Volunteers
Sponsors
Community Village organizations
General public via social media shares from partner organizations

What's covered?

Each survey includes quantitative measurements and open-ended questions. We ask about customer satisfaction, impressions of our brand and our work, general consumer behaviors and preferences, and demographic information.

What's new?

To expand the breadth of qualitative data on which to base Maha's strategic plan, in 2022 we laid the groundwork for two new Community Listening initiatives that will launch in 2023: the **Focus Group** and **Community Cohort**.

Focus Group members have opted in to receive in-depth online surveys from Maha; the Community Cohort will meet for facilitated discussion. Both groups consist primarily of members who have not had affiliation with Maha to date. Topics to be covered include input on general consumer behaviors, event preferences, and the cultural landscape of our city and region.

Data Collection

Partner-Led Projects

Economic Impact Calculation and Visitor Analysis via Visit Omaha

Ticket Buyer Information

Protected data; approximate locations only

Market Research

Industry Analysis

Analysis of comparable organizations and events

Peer Interviews

Conversations with organizations performing similar work in various cities nationwide

3,308

Survey responses collected to inform 2022 programming

2,074

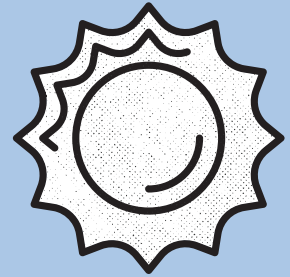
Survey responses collected to inform 2023 programming

164

Focus group members opted in to answer in-depth survey questions

Showcase the unique heart and soul of the Midwest

Maha spotlights some of the most creative and memorable aspects of our area, so that no matter where you're from or what brought you here, you leave having discovered something new about Omaha.



Unique Experiences, Lasting Impact



As the 2022 Nebraska Youth Poet Laureate, Tanya Bachu performed on Maha's main stage. Not every young person can navigate massive audiences with the same grace she did. It was a true joy to see the support for Tanya's art this summer, from her parents, to school administrators, to nationally known poets in attendance, all of whom said the same thing: "Wow, she's spectacular!"

**Gina Tranisi and Zedeka Poindexter,
Nebraska Writers Collective Co-Executive Directors,
on the impact of Maha-hosted poetry performances**



Being able to perform at Maha Festival was an unreal experience for us. Having the opportunity to be surrounded by so many music lovers and artists we look up to was a feeling like no other, and introduced us to a crowd that we wouldn't have otherwise been able to play for!

**Connor Paintin, of Omaha band Bad Self Portraits,
on the experience of playing Maha**



We really enjoyed that we got to engage with a new audience. We had the opportunity to talk to a lot of young people on why they believe affordable housing is important. The conversations we had were very powerful.

**Emily McKenna, of Habitat for Humanity of Omaha,
on being part of the Community Village**



Lots of people asked if I had a storefront or told me I needed one. (I'm trying!) Got new followers on Instagram, too.

**Dana Wickwire, owner of Pins N Needles Vintage,
on participating in the Shop Local area**





I loved bonding with the other people working the draft bar. We honestly had a lot more fun than I was anticipating!

-Maha 2022 Volunteer



Volunteers Embracing the Cause

5,740

Estimated total hours invested by volunteers

77%

First-time volunteers

97%

Volunteers who said they'd do it again in 2023

Top reasons for volunteering

To get involved with Maha Festival: 76%

To volunteer time: 53%

To gain professional experience: 24%

To earn a ticket and T-shirt: 24%

Attendee Feedback

4.3 out of 5

Overall rating of the festival

42%

First-time attendees

82%

Said they will "absolutely" or "probably" attend in 2023

28%

Said their #1 reason for attending is the general atmosphere — not the music lineup or anything else

Special thanks to OrthoNebraska for supporting Maha's volunteer efforts.

Maha Festival

was one of my
favorite events
of the past year.

77% of 2022 attendees agree or strongly agree with this statement.

Partner Activations



25

Local artists commissioned to be part of BFF's installation at Maha — performers, visual artists, DJs, and more

23,000

BFF's digital reach during the festival — an 800% increase over a typical week

Our team sees Maha as a professional development opportunity. It's an exercise in challenging ourselves and the traditional ways of creating and consuming art. We get to do what we do best: support local artists, engage the community, and have fun!

-Alex Jochim, Co-Founder & Executive Director, BFF



Special thanks to Creighton University Heider College of Business for collaborating and supporting this activation.



12

Renowned local and regional DJs featured at the silent disco

700

Attendees who said the silent disco was their #1 reason for coming



Huge fan of silent disco. I could rock that for HOURS.

-Maha Attendee

Special thanks to NFM for collaborating and supporting this activation.

Collaborate with our community to provide unforgettable experiences

Community Village



The Maha Festival Community Village is an excellent opportunity for nonprofits to share their mission with new people and engage with potential stakeholders. RISE recruited several new volunteers as a result of participating at Maha!

-Jeremy J. Bouman, CEO, RISE

The Community Village has been a core programming element and festival favorite since it started in 2012. It's a vibrant place to satisfy curiosity, while learning about important work happening throughout our community.

18

Nonprofits featured in the Community Village

Our organization and the work we do benefited from increased community exposure as a result of being at the Community Village.

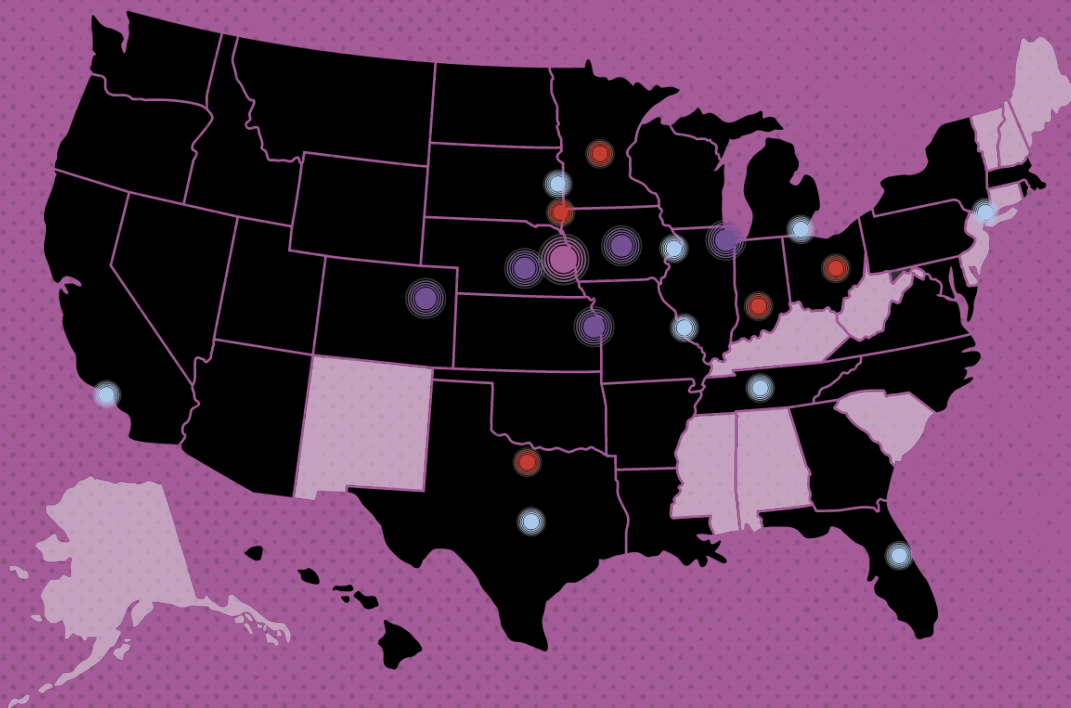
100% of participating organizations agreed

Our organization's capacity grew as a result of our participation in the Community Village.

90% of participating organizations agreed

Maha's Mission

Position the region as the premier place to put roots down and grow



2,401

Visitors from
60+ miles away*

15%

Percentage of
Maha attendees
who stayed
overnight in a
hotel or Airbnb

\$710,375

Total Economic
Impact on the city*

37

States represented

“My friends were saying, ‘Oh, we should go to this music festival,’” said **Cyrus Wheaton, originally from Los Angeles**. “I was in Chicago and they were in Minnesota, and it sounded like a fun drive down.”

“I was here in the summer of 2016; this place looks a lot different,” said **Marc Davis of Kansas City, Missouri**.

“It was really fun to walk around [...] and check out some of my favorite restaurants from the last time that I was here [...],” said **Kyra Rehman of Boulder, Colorado**.

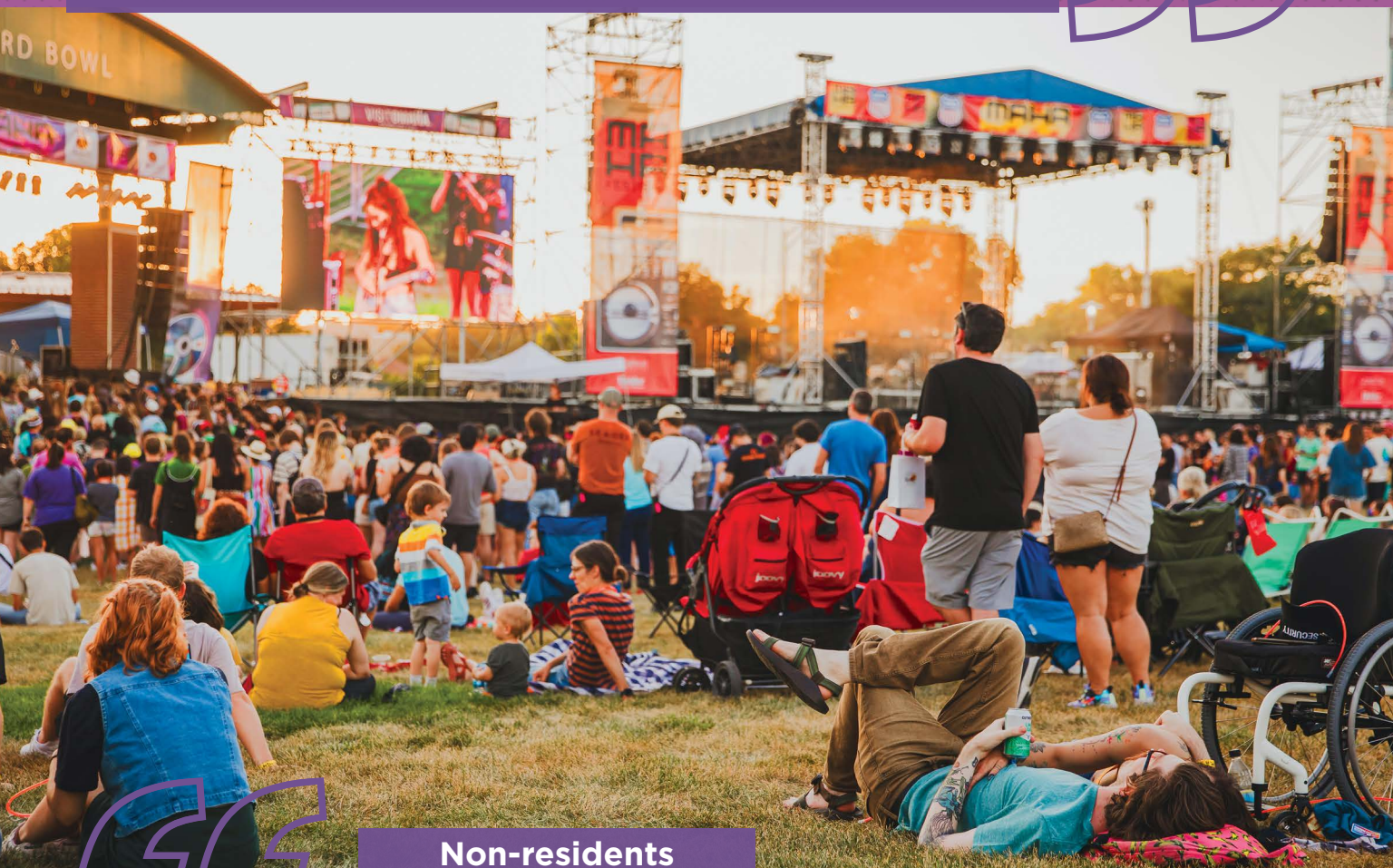
* Figures provided courtesy of Visit Omaha.

Above quotes from KETV NewsWatch7, Maha Festival recognized for drawing young people, professionals to Omaha, July 2022

Omaha-area residents

Events like Maha Festival
help make me feel good
about living in Omaha.

82% of 2022 attendees who live in the area agree or strongly agree with this statement.



Non-residents

Attending Maha Festival
changed my impression
of Omaha for the better.

68% of 2022 attendees from out of town agree or strongly agree with this statement.

Commitment to our community

The Maha team built upon our existing protocol and standards for accessibility, inclusivity, safety, and sustainability — and even added some new features and initiatives — in 2022.

Accessibility & Inclusivity

Ticket Access

\$74,035

Value of complimentary tickets provided to partner nonprofit organizations serving our region's youth: Omaha Girls Rock, Rabble Mill, Nebraska Writers Collective Youth Poets, Omaha Conservatory of Music, Girls, Inc. of Omaha, Joslyn's Kent Bellows Mentoring Program.

Less than half the average cost

Nationwide, the average multi-day music festival ticket price falls between \$200 and \$600. Maha's two-day ticket was \$85.

Source: [How Much Does It Cost to Go to a Music Festival?](https://www.sofi.com/blog/how-much-does-it-cost-to-go-to-a-music-festival/), SoFi.com, August 2022

Safety



Maha follows the **Event Safety Alliance** Event Safety Guide as our main resource.

Staff also attended the annual two-day Event Safety Summit.

72%

Increase in safety supply budget compared to 2021 to boost the available number of wheelchair rentals, fire extinguishers, lighted exit signs, AEDs, and other items to optimize preparedness.

Performers & Partnerships

47%

Music acts in the 2022 lineup including at least one Black, Indigenous, or person of color as a permanent member. As of 2021, representation at many well-known festivals was under 20%.

Source: [Tracking the Diversity \(Im\)Balance of 2021](https://www.6AMGroup.com), 6AMGroup.com, June 2021

67%

Music acts in the 2022 lineup including at least one woman or non-binary permanent member. The industry average in 2022 was just under 40%.

Source: [Book More Women](https://www.instagram.com/bookmorewomen), @bookmorewomen on Instagram

58%

BIPOC-owned featured food vendors

100%

Women-owned businesses featured in the Shop Local area

On-Site

50%

Beverages on the menu without alcohol, up from 32% in 2021. As the demand for nonalcoholic beverages continues to rise, Maha responded by increasing our offerings, which attendees embraced. Of all drinks purchased, 21% did not have alcohol, compared to 11% in 2021.

21

Number of new cable covers purchased to improve wheelchair accessibility throughout the park, thanks to the Nebraska Arts Council.



I love the zero waste initiative!

Thank you for not only providing many waste sites throughout the park, but also ***for educating and raising awareness.***

Zero waste was the most talked-about feature on our post-event survey.

Zero Waste

According to the Zero Waste International Alliance (ZWIA), zero waste is achieved when 90% or more of waste is diverted from a landfill via composting or responsible recycling.

In 2022, Maha became one of the largest events in the state of Nebraska to achieve zero waste.

4,754

Pounds saved from a landfill

5,000+

Plastic bottles never used thanks to the FNBO Free Water Stations

63

Hours donated to Maha sustainability efforts by recycling monitor volunteers

72

Hours devoted to Maha sustainability efforts by waste management partner, Hillside Solutions

15

Monitored four-stream Zero Waste Stations throughout the park

15

Food and beverage vendors committed to using uniform compostable and recyclable serviceware

Special thanks to OPPD, Sustainability Sponsor of Maha.



Your support makes a difference

Contributors

The following companies, organizations, and individuals supported Maha during the 2022 fiscal year (October 1, 2021-September 30, 2022). Thank you to this community for believing in Maha and what we're capable of together; your support helps keep Maha sustainable and accessible.

Sponsors

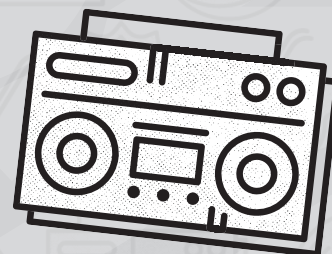
Access Granted | Women's Fund of Omaha
American National Bank
Boulevard Brewing Company
Captain Morgan
Creighton University Heider College of Business
Cox Communications
Dundee Bank
Everlight Solar
Farm Credit Services of America
FNBO
Google
Greater Omaha Chamber of Commerce
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LinkedIn
Medical Solutions *Presenting Sponsor*
Metropolitan Community College
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Millwork Commons
Nebraska Furniture Mart (NFM)
Omaha Public Power District (OPPD)
OMNE Partners
OneStaff Medical
OrthoNebraska
Sandhills Elixir
Scoular
Tito's Handmade Vodka
Union Pacific
Werner Enterprises

Donors

Kali Baker Memorial Fund	Victor & Michaela Padios
Sarah Baker Hansen	Mike Perry
David Black	Karen Potts
Steve Borgman	Hobson Powell
Tre Brashear	Blake Richards
Renee Campbell	Rob Rodriguez
Trey Davis	John and Dianne Scott
Julie DeWitt	Steve Seline
Benjamin Dilocker	Margarita Shoquist
Ricky Fulton	Leslie Spethman
Shannon Gilroy	TJ Twit
Missy Hardersen	Connie Wardian
Sherry Huffman	Erica Wassinger
John Henry Muller	

Grants: Foundation and Government Support

Douglas County ARPA Tourism Allocation,
federal award number SLFRP0230
Douglas County Visitor Improvement Fund
Intern NE | Dept. of Economic Development
Nebraska Arts Council
Nebraska Cultural Endowment
Omaha Community Foundation
Peter Kiewit Foundation
Sherwood Foundation



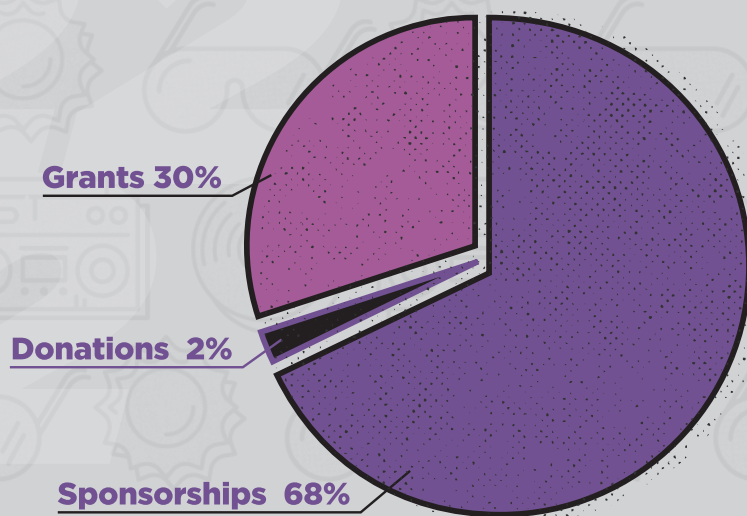
Volunteer Support **\$171,913**

Value of volunteer hours according to the standard valuation (\$29.95 per hour) from Independent Sector/Do Good Institute's "Value of Volunteer Time" April 2022 report

In-Kind Donations **\$24,850**

Estimated value

Financial Support **\$764,645**



Total 2022 Income: \$1,278,281

Total 2022 Expenses: \$1,462,229

Projected 2023 Income: \$1,741,000

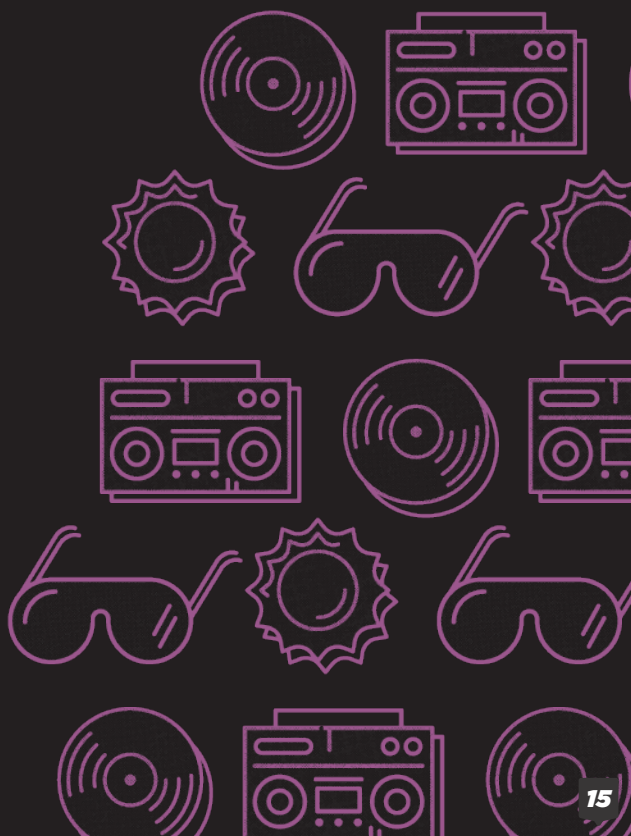
Projected 2023 Expenses: \$1,669,900

Support Maha in 2023 and beyond.

This is a pivotal time for our organization as we prepare for significant growth in numbers served and scope of community impact.

Visit mahafestival.com/support-maha for information about donating to Maha's general operating fund and available sponsorships. Please consider a contribution to help ensure we can carry out this work sustainably.

For volunteer opportunities and other ways to participate, please visit mahafestival.com/get-involved.





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