

Handout - Grateful Dead 1966 Tour Worksheet (Teacher's Guide)

The Grateful Dead was founded in 1965. A year later, the band departed on their first major tour, performing 101 concerts in the United States and Canada.



The ticket stub above is from a concert the Grateful Dead performed with other bands on Friday, December 30th, 1966 at The Fillmore - a legendary club in San Francisco known for showcasing psychedelic music. The Fillmore can hold 1,315 people, not including the bands.

Questions

1. Using the information above, calculate the total amount of money generated in ticket sales if the performance sold out—meaning all the “seats” in the venue were filled by paying customers.

$$1,315 \cdot 2.50 = \$3287.50$$

2. Not all concerts sell out; some only sell a portion of the tickets. Using your calculation above, complete the chart below to determine how much money would be made if only a portion of the tickets were sold.

Percentage of Tickets Sold	Profit	Work space
30%	\$986.25	$3287.50 \cdot .3$
50%	\$1643.75	$3287.50 \cdot .5$
75%	\$2465.63	$3287.50 \cdot .75$



3. Generally, bands do not get all of the money that comes from ticket sales. The owners of the venue also receive a portion of the profits. For the following questions, assume the the Fillmore concert sells 75% of its tickets, and that the band get half of the ticket sales.

a. How much money will the Grateful Dead receive for this performance?

$$2465.65 \cdot 0.5 = 1232.815 = \$1232.82$$

b. Many shows feature more than one band (which are listed on the ticket.) Assuming each band splits the ticket money evenly, how much does each band receive? (*Hint: look at the ticket at the top of the handout and use your answer on step 3a as a starting point*).

$$1232.81 / 3 = 410.9366 = \$410.94$$

c. Remember that the Grateful Dead played 101 concerts in 1966. Assuming they made the same amount of money they made at the Fillmore, how much money in ticket sales the Grateful Dead make?

$$101 \cdot 410.94 = \$41,504.94$$

d. With inflation, \$1 in 1966 equals around \$8.39 today. Considering what the Grateful Dead made from ticket sales in 1966, how much might that be in today's dollars?

$$41,504.94 \cdot 8.39 = \$348,224.4466 = \$348,224.45$$