

Handout - Grateful Dead 1995 Tour Worksheet (Teacher's Guide)

The Grateful Dead's final tour occurred in 1995. The band performed 47 concerts across the United States. In August that year, lead guitarist and singer Jerry Garcia passed away, and the remaining members of the band decided not to continue on in Garcia's absence.



The ticket stub above is from a concert the Grateful Dead performed at the Oakland Coliseum. The Colosseum can hold 63,132 people (not including the band).

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. (By 1995, the Grateful Dead was selling out every show as soon as the tickets were put up for sale, so we can assume every show in the 1995 tour was sold out.)

$$63,132 \cdot 27.50 = \$1,736,130$$

2. 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. Assuming the Oakland Coliseum takes 25% of ticket sales, calculate how much the Band will receive.

$$100\% - 25\% = 75\%$$

$$75/100 = .75$$

$$1,736,130 \cdot .75 = \$1,302,097.50$$



3. By 1995, most Grateful Dead shows had one opening band. Assuming the opening band received 20% of ticket sales, use your answer in question 2 to calculate how much money the band received.

$$100\% - 20\% = 80\%$$

$$80/100 = .80$$

$$1,302,097.50 \cdot .8 = \$1,041,678.00$$

4. Remember that the Grateful Dead played 47 concerts in 1995. Assuming they made the same amount of money they made at the Fillmore, how much money in ticket sales the the Grateful Dead make?

$$1,041,678.00 \cdot 47 = \$48,958,866.00$$

5. With inflation, \$1 dollar in 1995 equals around \$1.78 today. How much might the Grateful Dead made from ticket sales in 1995 in today's dollars?

$$48,958,866.00 \cdot 1.78 = \$87,146,781.48$$