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**A Comparative Analysis of the Effect Liquor Laws Have on Young Audiences and
Their Potential Impact on the Music Industry: A Case for Change in Indianapolis**

A Thesis

Presented to the Department of Arts Administration

Jordan College of the Arts

and

The Honors Program

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In Partial Fulfillment

of the Requirements for Graduation Honors

Eleanor Rose Oegema

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Abstract

According to Do317, one of Indianapolis' premier media companies which promotes live events and entertainment, "The Indy live music and concert scene is growing thanks to wide range of amazing Indianapolis live music and concert venues" (Do317, n.d.). However, the Indianapolis community is hindered by outdated liquor laws that affect the music entertainment industry from thriving. The purpose of this study is to explore the partiality based in old fashioned laws occurring in Indianapolis that affect the revenue potential in the live music and entertainment industry. This study examined liquor license laws in an historical context and a how they affect music venues in Indianapolis, Indiana, Columbus, Ohio, and Milwaukee, Wisconsin. It also investigated young adult demand for live music entertainment and how this potential revenue could affect Indianapolis' prosperity. The importance of investing in both young adults and the music industry was discovered. Overall, it was found that in order to succeed in creating a thriving music industry for Indianapolis, it is necessary for liquor laws to be changed and young adults to be targeted as audience members.

Indiana's Liquor Laws

Liquor laws in Indiana have long been debated throughout its' history and still are today. Indiana's political history provides insight as to why such liquor laws were created. The results of Indiana's presidential elections results prove it as a more conservative state. As of 2020, Indiana has only voted in favor of the Democrat candidate twice since the year 1940 (270 To Win, n.d.). These conservative politics also align with the religious history of the state. The residents in the early days of Indiana considered themselves Protestants, Methodists, Presbyterians, Baptists, Quakers, Lutherans, and Roman Catholics (The History Museum, n.d., paras. 2-5). Religion was synonymous with everyday life, also being woven into education. Some Presbyterian ministers even taught elementary school. However, not all Hoosiers were religiously affiliated, and in order to establish a good community, the leaders of the church connected being a "good Christian" to good acts and less crime in their communities. Therefore, the churches were the main instigators of laws against drinking, brawling, and gambling. These religious leaders' opinions on morality affected Indiana laws in the 1800's and still affects them today.

In the early 1800's The American Temperance Movement was an effort across the country to ban the sale of alcohol, largely backed by the Christian religion (Ohio History Central, n.d.). Immorality during this time was judged on the teachings from the Bible, which teaches against drunkenness. The people began to believe that God would not bless the United States so long as there were immoral drunks that threatened an ungodly political system. The official temperance movement began in Indiana around 1830, with several different organizations, including the Woman's Christian Temperance Union, protesting all consumption of alcohol on the account that it "led to immorality, criminal activity, and domestic violence" (Hedeen, 2011, p. 1). The Know-Nothing Party, a United States political party which flourished in the 1850's, was mostly made up of middle-class Protestants that were actively xenophobic (Hedeen, 2011, p. 2). The supporters of this party felt their political stability was threatened by Roman-Catholics, specifically German and Irish immigrants. This insecurity progressed their support of temperance, given the stigma associated with German and Irish immigrants being frequent consumers of alcohol. With the support of the Know-Nothing Party and the Republican Party, the

Indiana Temperance Movement was a success and in 1855 a prohibition law that prohibited the sale and manufacture of all spirits including cider, wine, beer, and any other fermented beverages was enacted across the State (Hedeem, 2011, pp. 2-3). This prohibition was short-lived however, and in 1858 the law was declared unconstitutional by the Supreme Court. Temperance advocates continued to push for the legislation to consider this issue and were able to enact strict license laws for alcohol purchasers.

Although temperance advocates did not make much progress during the Civil War, they were able to increase their efforts during the “Progressive Era” of 1890 – 1920. The Anti-Saloon League (ASL) was created in 1895 and focused its efforts not on gaining the backing of the Know-Nothings and Republicans, but gaining support in a non-partisan way, by enforcing the idea that alcohol is evil and destructive to all people (Hedeem, 2011, pp. 3-4). The ASL was able to enact some of the strictest legislation, including extensive liquor license waiting periods, search and seizure of suspected saloons, and mandatory jail sentences for saloon owners. The addition of the United States to World War I in 1917 gave temperance advocates even more reason to their claims. Many brewers were of German heritage and were consequently viewed as the enemy along with their beer. Prohibition became a patriotic issue, with Americans also abstaining in order to allow the grain used in the distilling process be used to feed Europe. On April 2nd, 1918, the State of Indiana became a dry state. With the enactment of the Eighteenth Amendment which began a nationwide Prohibition, in 1920, Indiana continued to pass laws, increase fines, and increase sentences regarding the purchase, use, sale, and consumption of alcohol (Hedeem, 2011, pp. 4-6). During Prohibition years, bootlegging and crime jumped to high rates, government corruption became more common, and alcohol use even increased by 500%. On December 5, 1933 the 21st Amendment was enacted, and Prohibition had come to an end. However, Indiana’s state liquor laws remained restrictive.

Some modern changes were made over time to Indiana liquor laws; such as package liquor stores being allowed to sell beer in 1953, Sunday liquor sales being permitted in restaurants, bars, hotels, and private clubs in 1973, and the lift of the Christmas Day liquor purchasing ban (Mitchell & King, 2018). However, some aspects of Indiana’s liquor laws remained archaic. Even though separation of church and state has

been a standard in The United States since the early 1800's, the ban on Indiana Sunday liquor sales in grocery stores, convenience stores, and liquor stores that was put into place in 1816 was not lifted until February 28, 2018.

Ohio Liquor Laws

As in Indiana, the State of Ohio experienced a time of temperance with the Sons of Temperance originating in 1840 in Cleveland (Case Western Reserve University, n.d.). The Women's Christian Temperance Movement and The Anti-Saloon League followed in 1874 and 1893, respectively (Ohio State Bar Association, 2016). This was created in response to unfavorable effects coming from the saloons or "tied houses" that were popular at the time. These effects consisted of suspected gambling, prostitution, and an extreme competition between saloons to sell the most alcohol to consumers despite repercussions. A study conducted by John D. Rockefeller and published in *Toward Liquor Control* (1933) (as cited in Ohio State Bar Association, 2016) said:

The 'tied-house' system had all the vices of absentee ownership. The manufacturer knew nothing and cared nothing about the community. All he wanted was increased sales. He saw none of the abuses, and as a non-resident he was beyond local social influence. (paras. 8-9)

With the Depression looming over Ohio, adversaries for prohibition argued that to repeal the 18th Amendment would bring back jobs and tax revenue to Ohio (Case Western Reserve University, n.d.). The eventual passing of the 21st Amendment, which ended Prohibition, spurred a new movement in a modern and progressive 20th century Ohio.

Since Prohibition, Ohio's alcohol sales have been structured by supplier, distributor, and retailer, therefore eliminating the issue that occurred with the tied houses. Ohio has also "provided the largest period of political stability on the question of liquor control, since it became an issue over a century ago, which indicates that the law is well adapted to what the people want and will live by" (Ohio Legislative Service Commission, 1959, as cited in Ohio State Bar Association, 2016).

Similar to Indiana, Ohio had at one point banned Sunday alcohol sales. However, they were much quicker than Indiana to reverse this legislation doing so with beer and wine before 2004. On July 14th, 2004 the governor, Bob Taft, included liquor in this

decision and signed “[a] historic bill rolling back the state’s Prohibition-era ban on Sunday liquor sales...” saying, “this new law will bring consumers more choices and greater convenience” (Distilled Spirits Council of the United States, 2004).

According to The Washington Post (Dawson, 2019, paras. 3-4), Ohio has reliably become a conservative voting state. For the seventh time in the past eight gubernatorial election, Ohio has voted for the Republican nominee. Republicans have also won positions in each of the five executive offices in the past six out of seven elections. Despite their governmental politics, Ohio has recognized the economic value and moral sanity in creating progressive alcohol laws. It is currently one of eight states across the country that permits adults under the age of 21 on an alcohol-selling premise and to engage in consumption with parental consent (Procon.org, 2016; Liquor Control Law, 2006). The result of this is that venues in Columbus are able to host all-ages shows, only permitting those underage to consume alcohol when accompanied with a parent or guardian.

Wisconsin Liquor Laws

Brewing beer since the 1830’s, residents of Wisconsin have long been acquainted with liquor. (Wisconsin Historical Society, n.d.a). This practice was innately tied to the German heritage of Wisconsinites and by the 1890’s a majority of communities were economically tied to a brewery. Despite the strong Wisconsin ties to beer, New England settlers held strong beliefs of temperance and created controversy in the state. The first temperance society was formed in 1848, called the Sons of Temperance Grand Division. However, no prohibition laws were introduced until 1853 (Wisconsin Historical Society, n.d.b). This 1853 legislation that proposed to prohibit the sale of alcohol in the state passed, but ended quickly with the governor vetoing it. Almost 20 years later, Wisconsin attempted once more to regulate the sale of alcohol, this time passing a law known as the Graham Law (Wisconsin Historical Society, n.d.a). This law left tavern owners held liable when selling alcohol to known drunks. The German residents in Wisconsin strongly opposed this decision and in 1874 it was replaced with a milder legislation, encouraging tavern owners and community members to simply discourage drunkenness.

This Graham Law held in effect for many years, dispersing some of the tension between the groups whose opinions contradicted one another’s regarding liquor laws

(Wisconsin Historical Society, n.d.a). However, this tension did not disappear entirely. German immigrants continued to take stands both politically and socially against what were American “Yankee” cultural norms. Temperance became not only a battle about liquor laws, but between Protestants and Catholics, rural and urban, and Yankees and Germans. These temperance efforts, along with the Anti-Saloon League, resulted in new legislation against adults under 21 to not be permitted into saloons, many counties considered themselves “dry,” and penalties for infringing on these new acts increased. This animosity came to a peak during World War I with increased anti-German sentiment. This led to the Volstead Act, which prohibited the manufacture and sale of alcoholic beverages in the United States.

During the nation-wide Prohibition, Wisconsin breweries turned to producing cheese, soda, and ice cream, as well as malt syrup for at-home production of alcohol (Wisconsin Historical Society, n.d.b). Many others went out of business entirely. In 1919 Wisconsin approved a referendum to allow 2.5% beer, and in 1926, 2.75% beer was allowed. In 1933, Wisconsin Senator John J. Blaine proposed a constitutional amendment in order to repeal the 18th Amendment (Lundstrom, 2016). The U.S. Senate made modifications, passed the bill, and the 21st Amendment was ratified; and nation-wide prohibition ended. Since the 20th century, Wisconsin has made many modern modifications to its’ liquor laws. It also has relaxed laws regarding consumption by minors. However, similar to Indiana, Milwaukee is subject to city codes that are preventative of adults under 21 entering small venues that sell alcohol (Levy, 2020). The exception is that the State of Wisconsin permits underage consumption on private property with parental consent, or on alcohol-selling property with parental consent (Alcoholic Beverages, 2018). Although this legislation is not as progressive as Columbus’s, attending a show with parents or legal guardians still provides some opportunity to those under the age of 21 to attend live music performances.

Liquor Law Application

Alcohol laws in Indiana are obsolete because of their history and present-day legislation. The Indiana Alcohol and Tobacco Commission is responsible for regulating and issuing any permits and certifications for which venues and businesses are approved.

The main regulation that is prohibitive of Indianapolis reaching its' potential in live music revenue is the following (as cited in Alcohol and Tobacco, 2019):

IC 7.1-5-7-10 Minors in taverns prohibited

Sec.10.(a) It is a Class C infraction for a minor to knowingly or intentionally be in a tavern, bar, or other public place where alcoholic beverages are sold, bartered, exchanged, given away, provided, or furnished.

(b) It is a Class C misdemeanor for a permittee to recklessly permit a minor to be in the prohibited place beyond a reasonable time in which an ordinary prudent person can check identification to confirm the age of a patron.

(Formerly: Acts 1973, P.L.55, SEC.1.) As amended by Acts 1982, P.L.69, SEC.18; P.L.102-1983, SEC.7; P.L.79-1986, SEC.4; P.L.77-1988, SEC.7; P.L.119-1993, SEC.46; P.L.125-2012, SEC.3; P.L.217-2014, SEC.4; P.L.159-2014, SEC.51.

As shown in this law, the presence of adults under 21 is completely prohibited in bars and taverns. However, the presence of persons 18 and older but under 21 is permitted where alcohol is sold in some other instances (as cited in Alcohol and Tobacco, 2019):

IC 7.1-5-7-11 Exception for certain public places

Sec. 11. (a) The provisions of sections 9 and 10 of this chapter shall not apply in the public place involved is one (1) of the following:

- (1) Civic center.
- (2) Convention center.
- (3) Sports arena.
- (4) Bowling center.
- (5) Bona fide club.
- (6) Drug store.
- (7) Grocery store.
- (8) Boat.
- (9) Dining car.

- (10) Pullman car.
- (11) Club car.
- (12) Passenger airplane.
- (13) Horse racetrack facility holding a recognized meeting permit under IC 4-31-5
- (14) Satellite facility (as defined in IC 4-31-2-20.5).
- (15) Catering hall under IC 7.1-3-20-24 that is not open to the public.
- (16) That part of a hotel or restaurant which is separate from a room in which is located a bar over which alcoholic beverages are sold or dispensed by the drink.
- (17) Entertainment complex.
- (18) Indoor golf facility.
- (19) A recreational facility such as a golf course, bowling center, or similar facility that has the recreational activity and not the sale of food and beverages as the principal purpose or function of the person's business.
- (20) A licensed premises owned or operated by a postsecondary educational institution described in IC 21-17-6-1.
- (21) An automobile racetrack.
- (22) An indoor theater under IC 7.1-3-20-26.

(b) For the purpose of this subsection, "food" means meals prepared on the licensed premises. It is lawful for a minor to be on licensed premises in a room in which is located a bar over which alcoholic beverages are sold or dispensed by the drink if all the following conditions are met:

- (1) The minor is eighteen (18) years of age or older.
- (2) The minor is in the company of a parent, guardian, or family member who is twenty-one (21) years of age or older.
- (3) The purpose for being on the licensed premises is the consumption of food and not the consumption of alcoholic beverages.

(Formerly: Acts 1973, P.L.55, SEC.1; Acts 1975, P.L.74, SEC.2.) As amended by P.L.100-1983, SEC.7; P.L.15-1994, SEC.10; P.L.105-1995, SEC.6; P.L.71-1996, SEC.5; P.L.72-1996, SEC.22; P.L.117-2000, SEC.1; P.L.72-2004, SEC.16; P.L.224-2005, SEC.33; P.L.2-2007, SEC.133; P.L.10-2010, SEC.10.

Chaperoned persons above 18 but under 21 are permitted to enter licensed venues if the sole purpose of being there is either to consume food that has been made on the premises, or a recreational activity in an entertainment complex. However, the purpose being to consume food must also meet the minimum menu requirements and legally be considered a restaurant (as cited in Alcohol and Tobacco, 2019).

Section 905 IAC 1-20-1 - Minimum menu requirements

Authority: IC 7.1-2-3-7; IC 7.1-3-24-1

IC 7.1-3-20-9

Sec. 1. Under the qualification requiring that a retail permittee to sell alcoholic beverages by the drink for consumption on the premises must be the proprietor of a restaurant located, and being operated, on the premises described in the application of the permittee; and under the definition of a "restaurant" as "any establishment provided with special space and accommodations where, in consideration of payment, food without lodging is habitually furnished to travelers, "-and " wherein at least twenty-five (25) persons may be served at one time;" the Commission will, hereafter, require that the retail permittee be prepared to serve a food menu to consist of not less than the following:

Hot soups.

Hot sandwiches.

Coffee and milk.

Soft drinks.

Hereafter, retail permittees will be equipped and prepared to serve the foregoing foods or more in a sanitary manner as required by law.

Therefore, most live music venues are not also considered restaurants, as their purpose is to produce entertainment, not a full meal, and are not exempt for prohibiting

adults under 21 from their venue for the purpose of consuming food. The second possible exemption is the consideration of a venue as an entertainment complex. However, the requirements for this qualification are far too stringent (as cited in Alcohol and Tobacco, 2019):

IC 7.1-1-3-16.5 Entertainment complex

Sec. 16.5. The term "entertainment complex" means a premises that:

- (1) is a site for the performance of musical, theatrical, or other entertainment;
- (2) if located in a county containing a consolidated city:
 - (A) includes an area where at least two thousand (2,000) individuals may be seated at one (1) time in permanent seating; and
 - (B) is located in a facility that is:
 - (i) on the National Register of Historic Places; or
 - (ii) located within the boundaries of a historic district that is established by ordinance under IC 36-7-11-7; and
- (3) if located in a county other than a county containing a consolidated city, includes an area where at least twelve thousand (12,000) individuals may be seated at one (1) time in permanent seating. As added by P.L.71-1996, SEC.1.

An example of an Indianapolis concert venue that these laws affect is the HiFi. The HiFi is a local venue with a capacity of 400 that hosts concerts five to six times a week and whose general admission tickets range from \$10 to \$25 (HI-FI Indy, n.d.). The venue hosts many local bands, local music industry workers, and local media companies. However, because of the laws in place, they are lacking potential revenue from adults under the age of 21. Indianapolis should either consider "music venue" to be an exempt category under the IC 7.1-5-7-11 legislation or change the minimum age necessary for adults to be permitted onto an alcohol-selling premises to 18. This classification would create a new audience in Indianapolis, with a variety of live music directly supported by the residents ages 18 to 20.

In order to make these changes, it is important to consider how venues will be able to prevent underage drinking in their venues. Larger venues across the country use a variety of different methods to prohibit this. One of these methods is simply checking ID's. Venues supporting thorough staff training for age identification and underage drinking prevention and security can be an effective way of making sure that persons under 21 are not purchasing alcohol. Another method is the wristband method. This is checking ID's before entrance to the venue in order for a staff member to administer a wristband that is needed, in addition to showing identification for the second time, when purchasing an alcoholic drink. In Milwaukee, Wisconsin, venues are able to permit adults under 21 to enter when accompanied with a parent or guardian. Indianapolis could consider amending the legislation for parents to supervise their underage children. Lastly, venues should consider the type of show they are presenting and the age demographic most popular with the artist, so they are able to alter their drink policy. For example, in Clarkston, Michigan, DTE Energy Music Theatre alters its tailgating policy depending on previous shows of the same genre. Its' country shows frequently have an older demographic and therefore tailgating is typically permitted. However, its' pop and rap performances draw in a high demographic of teenagers. In order to curb any underage drinking, the venue prohibits tailgating for these performances and may limit customers to one drink per purchase.

Indiana is certainly able and willing to make modern changes and additions to its liquor laws as displayed during the COVID-19 outbreak. On April 3, 2020, Governor Eric Holcomb deemed all alcohol sales 'essential' during the "stay-at-home" order that had almost all of the state's population quarantined at home and all non-essential businesses shut down (Sikich, 2020). Liquor stores were permitted to remain open, bars and restaurants were able to sell carryout alcohol, and grocery stores were allowed to bring a customer's online alcohol purchase out to their car for them. Such a swift change in legislation could be very effective for the music industry as well.

Young Adults as a Key Market for Economic Impact on Indianapolis Live Music

Young adults that are between the ages of 18 and 20 make up part of the Generation Z (Gen Z). Gen Z is currently inclusive of the largest, youngest, most diverse, and most technologically fluent of the American population (Business Insider, n.d.).

These young people are not only instrumental in society as a whole, but specifically in the music and entertainment industry. In a study by Live Nation, it was reported that 71% of Gen Zers globally believe that “the moments that give me the most life are live experiences” (The Power of Live, 2018, p. 4). To leave out any part of this population is debilitating to the Indianapolis music industry.

The following tables (US Census Bureau, 2018) demonstrate the population of 18 to 20-year-olds respective to the overall population in Indianapolis, Columbus, Milwaukee, and the United States overall.

Table 1

Indianapolis, IN Population

	Estimate population	Percentage of Population
18 years and over	652,515	78.0%
21 years and over	618,056	75.5%
18-20 years	34,459	3.99%
Total Population	864,131	

Table 2

Columbus, Ohio Population

	Estimate population	Percentage of Population
18 years and over	696,571	77.8%
21 years and over	651,035	72.7%
18-20 years	39,389	4.39%
Total Population	895,877	

Table 3

Milwaukee, Wisconsin Population

	Estimate population	Percentage of Population
18 years and over	439,857	74.3%
21 years and over	407,337	68.8%
18-20 years	32,520	5.49%
Total Population	592,002	

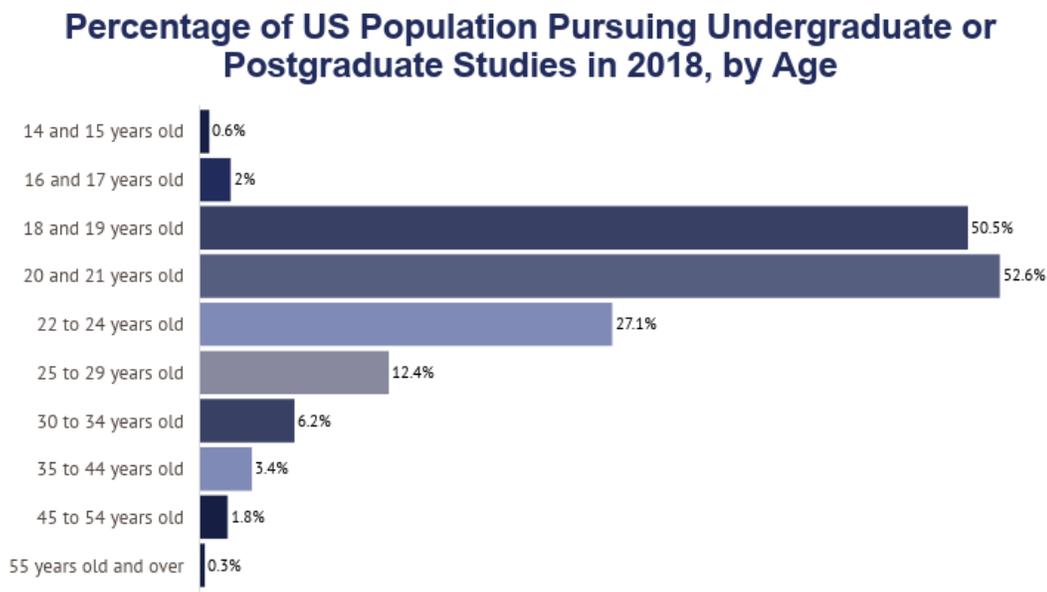
Table 4*United States Population*

	<u>Estimate population</u>	<u>Percentage of Population</u>
18 years and over	253,815,197	77.6%
21 years and over	240,352,655	73.5%
18-20 years	13,462,542	4.11%
<hr/> Total Population	<hr/> 327,167,439	

As seen, Indianapolis music venues are missing out on a possible 34,459 potential ticket buyers. The lost percentage of the population in this age bracket is also similar to Columbus, Milwaukee, and the overall United States' percentage of population. These census populations also may be missing a large percentage of young adults that reside in the area but do not have a permanent address there. The Indianapolis area is home to Marion University with 2,100 undergraduates, Indiana University-Purdue University Indianapolis with 20,000 undergraduates, Butler University with 4,100 undergraduates, and the University of Indianapolis with 4,300 undergraduates (Indianapolis Universities, n.d.). Figure 1 (Bustamente, 2019), below, shows what a high percentage of undergraduate students are young adults:

Figure 1

Percentage of US Population Pursuing Undergraduate or Postgraduate Studies in 2019, by Age



With percentages of 50.5% of 18 and 19 year olds and 52.6% of 20 and 21 year olds, it is sure that there are many young adults on Indianapolis college campuses that are also prohibited from attending live music shows.

In order for venues to create loyal fans of young adults, it is important to develop them as customers from a young age. According to Live Nation, “Highly engaged/attentive fans who were exposed to brands in the live music environment say they are 53% more likely to use the brand in future” (The Power of Live, 2019, p. 15). However, the competition to create a loyal customer is fierce. Americans see approximately 5,000 ads per day (Holmes, 2019). By engaging with young adults, Indianapolis music venues are ensuring that they have the opportunity to develop life-long habits of attending and purchasing tickets for live music events. Without this opportunity music venues are at a loss for revenue from this age group and older individuals who were not exposed to the live music industry as young adults. Indianapolis investing into its’ adults under the age of 21 is pertinent for a future economic impact on the music industry.

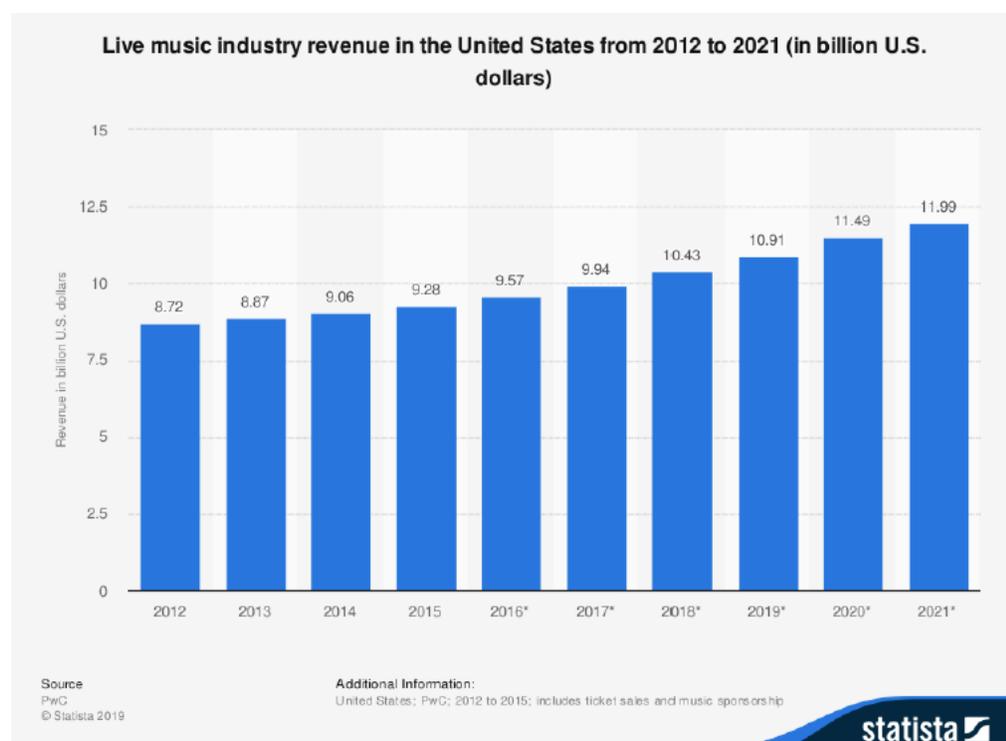
Possible Economic Impact in Indianapolis

The City of Columbus has directly invested in its live music and industry by creating “Music Columbus” (Music Columbus, n.d.) Music Columbus is an organization spearheaded by Executive Director Bruce Garfield that is “dedicated to the belief that through the support of music, [they] can create richer, happier, more vibrant lives and economy for the people of Columbus.” Garfield recognizes the value in creating a resolute music industry for the city of Columbus saying, "The music industry is a \$200 billion dollar business – I couldn't see any reason why we shouldn't have a bigger slice of that pie" (Bench. 2019).

The following figures demonstrate the results of a survey whose results indicate the significance of potential revenue on the economy in the live music and entertainment industry to 2021 (as cited in Rain News, 2018):

Figure 2

Live Music Industry Revenue in the United States from 2012 to 2021 (in billion U.S. dollars)



The following table also demonstrates the economic impact of ticket sales in the live music industry for the past eight years with predictions for 2018 through 2021 (as cited in Rain News, 2017):

Table 5

Total Music Revenue Market in USA (US dollar millions)

Total music revenue market in USA† (US dollar millions)

	2012	2013	2014	2015	2016p	2017	2018	2019	2020	2021	2016-21 CAGR
Total music revenue in USA†											
Live music											
Live music sponsorship	1,937	1,985	2,036	2,090	2,145	2,205	2,264	2,326	2,389	2,444	2.641
Live music ticket sales	6,780	6,882	7,018	7,195	7,423	7,736	8,163	8,587	9,097	9,545	5.157
Total	8,717	8,867	9,055	9,284	9,569	9,941	10,427	10,913	11,486	11,989	4.613
Recorded music											
Digital											
Digital music downloading	2,875	2,823	2,575	2,295	1,803	1,444	1,179	951	761	598	-19.802
Digital music streaming	571	859	1,095	1,532	3,049	4,206	5,326	6,203	6,911	7,441	19.538
Mobile music	145	98	66	55	40	31	27	23	20	17	-15.858
Total	3,591	3,780	3,736	3,881	4,892	5,682	6,532	7,177	7,692	8,056	10.492
Physical	2,584	2,268	2,112	1,982	1,670	1,475	1,293	1,124	969	829	-13.065
Performance rights	462	590	773	803	884	1,000	1,129	1,265	1,396	1,516	11.388
Synchronisation	191	189	190	203	204	206	208	209	212	217	1.213
Total	6,828	6,827	6,811	6,869	7,651	8,363	9,161	9,775	10,268	10,619	6.776
Total	15,545	15,694	15,866	16,153	17,219	18,304	19,588	20,688	21,754	22,608	5.596

†At average 2016 exchange rates.

Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding.

The COVID-19 worldwide pandemic has certainly affected the potential revenue of the live music and entertainment industry. With concerts and festivals being cancelled and postponed, the industry has come to a complete standstill. While the future is bleak, there is hope in knowing that past generations have survived many different viruses including the Bubonic Plague and the Spanish Flu. Both of these pandemics were much larger than COVID-19 is or is projected to be, and life still continued on after them. People enjoyed each other's company and found ways to participate in music, entertainment, and large events. People who have been staying at home for months at a time will appreciate and be excited to have more live experiences. Because the economic fallout of the virus is unknown, Indiana should maximize its profit potential by allowing younger adults under 21 to attend music venues. Live music consumers are unique and vital to the success of the industry (as cited in *The Power of Live*, 2019):

"As cultural catalysts, tastemakers, and trendsetters, live music audiences are the world's most receptive audience. Globally, they are +29% more affluent, +333% more likely to be highly-connected as micro-influencers, and are +121% more likely to say they are highly influential among their peers. And, they are uber-consumers. They are 53% more likely to make large purchases than non-live music-goers and 27% more likely than sports-goers." (p. 1)

Therefore, Indianapolis should amplify its profits from these "uber-consumers" by enlarging their potential audience and permitting adults under the age of 21 to purchase tickets and attend live music performances.

Conclusion

As proven, it is imperative for Indianapolis to modernize its liquor laws in order to support the economic progression of its music industry, permitting adults under 21 to enter venues. Indiana's conservative background has affected its laws and in turn has resulted in major effects on the prosperity of its music industry. The prominence of the Christian religion in Indiana's history was widespread in the 1800's and throughout the country created moral obligations in the people to eliminate the consumption of alcohol after it began to lead to criminal activities and violence within families (Ohio History Central, n.d.). These moral obligations became the basis of liquor laws created in the time of temperance and Prohibition. The Anti-Saloon League, Women's Christian Temperance Movement, and the Know-Nothing Party fought to abolish the use of liquor between 1820 and 1920 (Hedeen, 2011). In 1917, the fight against Germany during World War I brought even more disdain towards Germans and their heritage of beer brewing to Indiana. The eventual national Prohibition was not successful in Indiana or in the United States. Indiana has since slightly modified its liquor laws, but not to the extent that it should. Its laws are still remnant of Prohibition time efforts, hindering the economic progress of the music industry.

Columbus and Milwaukee endured a similar period of temperance and prohibition, also with similar timelines, and have still managed to make modern changes to their liquor laws. Ohio temperance focused on its "tied-houses," which solely aimed to increase liquor sales but conjointly increased liquor-induced violence as well (Ohio State

Bar Association, 2016). Milwaukee temperance revolved around a culture divide between American Yankees and German immigrants who were known as frequent alcohol consumers (Wisconsin Historical Society, n.d.a). Despite both of these cities' fights with temperance, both Ohio and Wisconsin have since revised their liquor laws creating more successful and economically prosperous live music industries. The modern difference of Indianapolis compared to Columbus and Milwaukee lies in its' total restriction of adults under 21 entering certain music venues.

The Indiana liquor law that is preventative of the music industry reaching its' economic potential is IC 7.1-5-7-10 Minors in taverns prohibited (Alcohol and Tobacco, 2019). Also applicable are sections IC 7.1-5-7-11 Exception for certain public places and IC 7.1-1-3-16.5 Entertainment complex, that in turn prevent adults under the age of 21 from entering smaller music venues, even if they did not intend to purchase or consume alcohol. If this regulation were changed, there would be several ways to prevent underage drinking from occurring. A few examples include supporting thorough training of staff to identify underage individuals, using wristbands to differentiate ages, permitting underage individuals when accompanied by a parent, and varying venue policies based on genre of performance. This regulation affects the economic prosperity of smaller live music venues that aim to enrich Indy with talent and produce revenue in the city.

It is vital for Indianapolis to make this change because of the significance of persons ages 18-20. Current young adults in this age bracket are considered "Gen Z" (Business Insider, n.d.). This demographic of individuals is incredibly motivated by live experiences and is devoted to brands (The Power of Live, 2018). For the Indianapolis music industry to be reach its potential success, it needs to invest into its' young adults by permitting them to engage in live music performances. The population sizes of Indianapolis, Columbus, and Milwaukee are all comparable to each other in regard to overall population and adults under the age of 21 (US Census Bureau, 2018). However, Columbus and Milwaukee have less attendance restrictions on an important demographic and have therefore created the opportunity for economic success in their music industries. Without creating a loyal audience of young adults, Indianapolis will continue to be at a loss for future potential economic impact in the industry.

The City of Columbus has recently invested into its' local music industry, recognizing the value it could have for the economics of the city (Music Columbus, n.d.). As a \$200 billion industry, with consistently increased values to 2021, the music industry is an important aspect of Columbus and could be equally as influential in Indianapolis should the legislation be changed (Bench. 2019). Despite the postponement and cancellation of live music events because of COVID-19, the entertainment and live music industry will once again continue. However, in order for the industry to recover at its' full potential, Indianapolis should permit adults under the age of 21 to purchase and enjoy live music events. Overall, the Indianapolis music industry is severely limited by a law derived during the Prohibition-era. Its' economic potential and prosperity throughout the state could be heightened, should Indiana change this legislation.

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