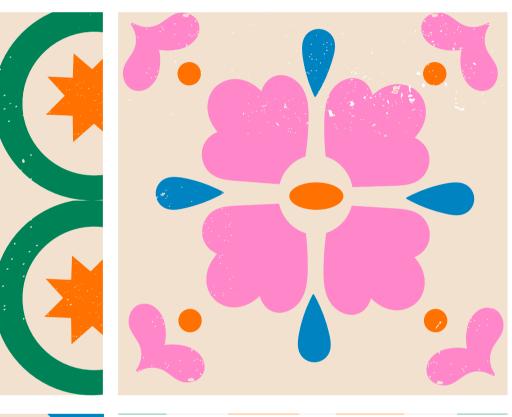
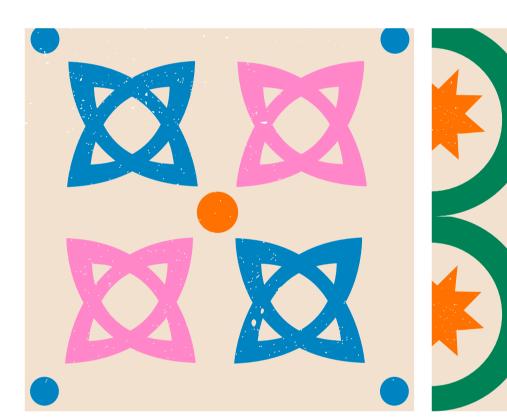




PUERTO RICO'S CREATIVE IDUSTRIES aren't just Culture, they're ECONOMIC POWER.

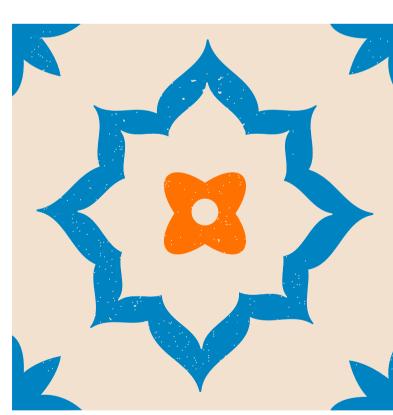








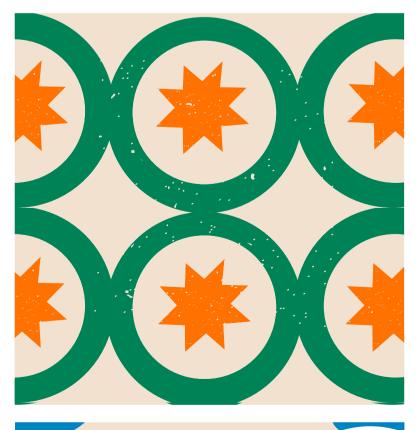


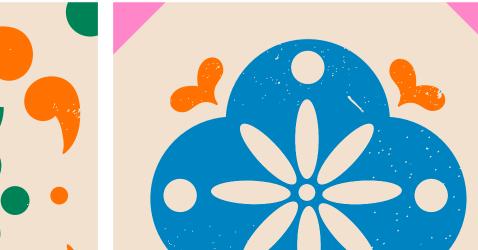


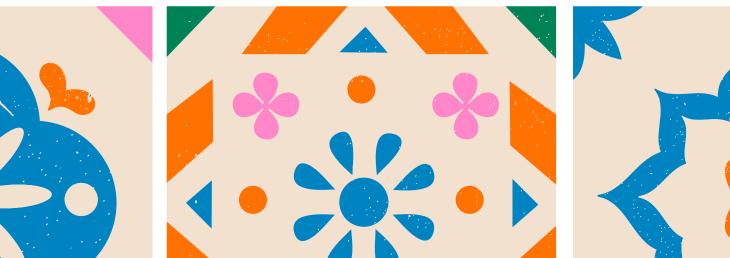














400,000-

TICKETS SOLD

\$200M

Estimated ECONOMIC IMPACT

Guiness Ticket World Record VERIFICATION



THE 7TH LARGEST MUSIC-EXPORTING COUNTRY IN THE WORLD,

AHEAD OF BRAZIL, SWEDEN, AND JAPAN





* 30 CONCERTS ACTIVATED * THE ENTIRE LOCAL CREATIVE ECOSYSTEM

FOR EVERY \$1,000 GENERATED IS CREATED IN SUPPORTING SECTORS



• EVENT PRODUCTION
• HOSPITALITY
• TOURISM
• RETAIL
• MEDIA & OTHERS

EXPECTED TO GENERATE

\$27M DIRECT SPENDING

INDIRECT ECONOMIC IMPACT



SANTURCE CONDADO OLD SAN JUAN





ACREATIVE SINDUSTRIES OFFICE

to sustain growth



Investment in



A LONG-TERM STRATEGY



TO MAKE CREATIVITY A CORE DRIVER OF PUERTO RICO'S ECONOMY







- **CREATIVE TALENT**
- GLOBAL REACH
- * THE MOMENTUM
 TO BECOME
 A GLOBAL LEADER
 IN THE CREATIVE
 ECONOMY

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