



REACH ENTERTAINMENT GROUP

NO MUSIC. NO LIFE.

SALT LAKE CITY, UT
EST. 2022

WE ARE REACH

MEET THE TEAM

BILLY HAINES

FOUNDER & MANAGING
PARTNER



Billy Haines founded REACH Entertainment Group and is responsible for the overall growth, strategy, and vision of the company.

Prior to launching REACH, Billy partnered with production / promotion companies including PSG, MBFP, & Peerless Entertainment.

Most notable buys include Tchami's prophecy tour 2017, Alison Wonderland Run tour 2016 and FMUOASL Tour 2017, Nore en Pure (1x), Mija (3x), Shiba San (2x) + more

DUNCAN ABDELNOUR

PARTNER & FOUNDER OF
PROJECT 91 NYC



Duncan is a serial entrepreneur with over 5 successful businesses.

Duncan launched CrowdSync, an immersive stadium and concert lighting concepts used by some of the largest artists and sports teams in the world.

Following the Pandemic, he quickly pivoted launching CrowHealth & CrowdPass to help fans get back to concerts faster and safely.

He is the Co-owner of Project 91 Events in NYC which regularly hosts festivals, boat parties, and concerts across the country.

LEVI WILCOX

PARTNER, DIRECTOR OF
PRODUCTION OPERATIONS



Levi Wilcox oversees the design and production for all of REACH's events.

In addition to his contributions at REACH, Levi is the lead production and live experience designer for Chicago-based, Auris Presents.

Prior to this, Levi spent 10 years with Wasted Potential in which he held roles as a Tour Director, Tour Manager, Production Manager, and Creative Designer.

He has toured globally with GoldLink, Masego, KYLE , & Somo.





DOWNTOWN SALT LAKE CITY ON THE RISE

Urban living • A thriving arts & entertainment scene, plans to double retail and apartments by 2024, and a steady migration of millennials from all corners of the country -- Utah's capital is stepping out.



STEADY GROWTH AND A PROMISING MARKET OPPORTUNITY

- Visits to Salt Lake City, Utah's capital have surged to 155% above pre-COVID levels
- Salt Lake City's downtown has 3,846 existing apartments right now with 3,974 under construction and another 4,405 in pre-development. Projections are that the number of units downtown will double by 2024.
- Increasingly younger demographic and a rapidly developing tech hub
 - 31% increase in tech sector jobs from 2015-2020, compared to the national avg. of 8.9%
- SLC International Airport Quick Facts
 - 21st busiest airport in the US (26 million passengers in 2021)
 - \$4.5 Billion expansion / renovation totaling 4 million square feet
 - 135% increase in passenger accommodation (34 million)
 - 1-2 hour direct flights daily:
 - Las Vegas
 - Denver
 - Phoenix
 - Los Angeles
 - San Francisco



OUR VISION

WE ARE REACH

Salt Lake's nascent music scene combined with its unparalleled access to world class skiing, growing 'Silicon Slopes' hub, and influx of younger population has undeniably resulted in a growing demand for new and exciting concert experiences.

Reach Entertainment is on mission to accelerate the growth of the SLC music scene through producing first-rate live events, showcasing local, emerging, and established acts while creating unforgettable experiences for fans and a new favorite hub for touring artists.

SOUNDWELL

V E N U E S

AT A GLANCE

Soundwell, located in the heart of downtown Salt Lake, is the newest and most intimate music venue to pop up in the thriving Salt Lake City concert scene. The fully remodeled and rebranded venue opened its doors in April 2018, offering top-notch talent and premium sound in an intimate atmosphere. Soundwell has hosted artists of likes of Claptone, Justin Martin, BAYNK, Luttrell, Pond, Echosmith, Hollow Caves, Jimmy Eat World, Saosin, Cut Snake, Monolink + many more.

Capacity: 600

149 W 200 S
Salt Lake City, Utah 84101
ph: 801-290-1001



DOWNSTAIRS PC

V E N U E S

AT A GLANCE

Downstairs brings something refreshingly new to Park City's historic Main Street with a contemporary and comfortable atmosphere that offers a wide array of events to suit all different social tastes. An immersive environment that elegantly walks the line of being a lounge, bar and performance space. On a weekly basis, the room will host up and coming national musicians, bands, Dj's and celebrity acts for rare, intimate performances.

Capacity: 265

625 MAIN ST
PARK CITY, UT 84060



SKY SLC

VENUES

AT A GLANCE

Located in downtown SLC, the 15,000 square-foot, open-air building Sky SLC is complete with state-of-the-art sound and lighting, 20 VIP suites, and an iconic retractable glass roof. Since breaking ground on the building in 2015, SKY has hosted thousands of nationally recognized touring artists and has become a staple of the city's nightlife and entertainment scene. The venue is also home to one of SLC's premier rooftop bars that regularly hosts free sunset house parties every Sunday in the summer season.

Capacity: 900

149 Pierpont Ave,
Salt Lake City, UT 84101



WHO WE WORK WITH



PAST EVENTS

GRYFFIN

PRESENTS *alive* ON TOUR



LOW TICKET WARNING

BROOKLYN, NY

THURS AUG 18

BROOKLYN MIRAGE

with special guests

SUNDAY JULY 10

BROOKLYN

4PM-12AM



LOUD LUXURY

JAMES HYPE

DISCO LINES

CHEYENNE GILES - LUKE ALEXANDER

PERCH - GEORGI

THE BROOKLYN MIRAGE

PROJECT 91 PRESENTS:

3

SPRING FESTO

JAI WOLF DJ SET

AUDIEN

SNBRN

FRANK WALKER

MADDS

MAY 7TH, 2022, 12PM-10PM

MUSIC+FOOD+ENTERTAINMENT

THE LEFRACK CENTER AT LAKESIDE

PROSPECT PARK, BROOKLYN

The Summer Club



CLAPTONE

with AVANTIKA

SUNDAY JULY 3

DOORS OPEN 12PM

PRESENTED BY PROJECT 91

PROJECT 91 PRESENTS:

Amtrac

in NEW YORK

BOAT

SATURDAY,

83 NORTH

12TH AVE &

Boarding Begins: 11AM

AUGUST

RIVER

WEST 42ND

SAILING: 12-4PM

PARTY

27TH

PIERS

STREET

SUPPORT BY STELLIO & STAVE

PROJECT 91 PRESENTS MONTAUK BEACH HOUSE PARTY



THE MONTAUK BEACH HOUSE

Project 91 Presents

Montauk Beach House, Montauk, NY

Sounds by STEVIE D, WEISSMAN & FRIENDS

Saturday September 3, 2022

12pm-6pm

21+ Tables/Tickets Required

Montauk Beach House Pool Party

CONCEPTS

Sundance - "Dance After Dark"



"The Last Dance" - 1,500-2,000 person
tented concert during Sundance



Bonneville Festival Memorial Day Weekend



THANK YOU

CONTACTS:



BILLY HAINES

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PROJECT 91 NYC

CO-FOUNDER

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PARTNER & DIRECTOR OF PRODUCTION

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