



Everything Has Changed (Taylor's Version)

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It's simple Taylornomics: When Taylor Swift comes to town, Swifties go on a spending spree.

Her fans have been filling hotels, packing restaurants and crowding bars during Swift's 20-city Eras Tour in the U.S. Cities say the tour has helped them recover from the economic toll of the pandemic by bringing back tourists and their wallets.

The Eras Tour, which started in March and ends in the U.S. on Aug. 9, is on track to become the biggest in concert history, potentially grossing **\$1 billion**. It's filling football stadiums that hold more than 70,000 people, and Swift is often staying in town for several days, giving local businesses time to soak up the Swiftie money.

It felt like 2019 again in Las Vegas when Swift performed there in March. The tourism authority in Vegas credited the superstar's concerts with boosting visitor numbers to nearly prepandemic levels. The tour also got a shout out from the Federal Reserve Bank of Philadelphia, which said May was the city's strongest month for hotel revenue since the onset of the pandemic largely due to the Eras Tour.

Chicago and Minneapolis broke all-time records for the number of hotel rooms occupied while Swift performed there.

Hotel occupancy rates reached a staggering average of 96.8%, which now stands as an all-time high record.



TAYLOR SWIFT THE ERAS TOUR

Presented By



with special guests
 Paramore 🌟 beabadoobee ❤️ Phoebe Bridgers 🎧 girl in red 🎸 MUNA 💎 HAIM 🎵
 GAYLE 🌙 Gracie Abrams 🎧 OWENN 🌟



03/18	Glendale, AZ 🌟 🌙 State Farm Stadium	05/26	East Rutherford, NJ 🎧 🌙 MetLife Stadium
03/25	Las Vegas, NV 🌙 🌟 Allegiant Stadium	05/27	East Rutherford, NJ 🎧 🌙 MetLife Stadium
04/01	Arlington, TX ❤️ 🎧 AT&T Stadium	06/02	Chicago, IL 🎸 🌟 Soldier Field
04/02	Arlington, TX ❤️ 🎧 AT&T Stadium	06/03	Chicago, IL 🎸 🌟 Soldier Field
04/15	Tampa, FL ❤️ 🎧 Raymond James Stadium	06/10	Detroit, MI 🎸 🌟 Ford Field
04/22	Houston, TX ❤️ 🎧 NRG Stadium	06/17	Pittsburgh, PA 🎸 🌟 Acrisure Stadium
04/28	Atlanta, GA ❤️ 🎧 Mercedes-Benz Stadium	06/24	Minneapolis, MN 🌟 U.S. Bank Stadium
04/29	Atlanta, GA ❤️ 🎧 Mercedes-Benz Stadium	07/01	Cincinnati, OH 🎧 Paycor Stadium
05/06	Nashville, TN 🎧 🌙 Nissan Stadium	07/08	Kansas City, MO 🎧 🌟 GEHA Field at Arrowhead Stadium
05/12	Philadelphia, PA 🎧 🌙 Lincoln Financial Field	07/15	Denver, CO 🎧 🌟 Empower Field at Mile High
05/13	Philadelphia, PA 🎧 🌙 Lincoln Financial Field	07/22	Seattle, WA 🎵 🎧 Lumen Field
05/19	Foxborough, MA 🎧 🌙 Gillette Stadium	07/29	Santa Clara, CA 🎵 🎧 Levi's® Stadium
05/20	Foxborough, MA 🎧 🌙 Gillette Stadium	08/04	Los Angeles, CA 🎵 🌟 SoFi Stadium
		08/05	Los Angeles, CA 🎵 🌙 SoFi Stadium

visit taylorswift.com/events for more info



Houston, Texas: In a Twitter video message, Harris County Judge Lina Hidalgo announced she would rename NRG Stadium to NRG Stadium (Taylor's Version) for the weekend, and she issued a proclamation declaring April 21 through April 23 to be "Taylor Swift - The Eras Tour" weekend.

Arlington, Texas: Arlington declared it is in a "friendly competition with other U.S. cities hosting The Eras Tour to demonstrate its 'Reputation' as one of Swift's biggest fans"—and to prove it, the city temporarily renamed Randol Mill Road to Taylor Swift Way, offered Swift a key to the city, named the weekend (March 31 through April 2) of Swift's visit "Taylor Swift Weekend" and lit up city hall red, a reference to her album *Red*.



Taylor Swift's 'Eras Tour' Has Mayors Groveling For Her Attention

- Data from the research company QuestionPro obtained by Fortune estimates that the tour could generate \$4.6 billion in US consumer spending.
- In Glendale, Arizona, her first concert helped generate more local revenue than the Super Bowl had in February.
- The Las Vegas Convention and Visitors Authority credited Swift's tour with bringing tourism back to pre-COVID levels.



"Taylor Swift's 'Eras' tour is rewriting the playbook of entertainment economics," Chris Leyden, director of growth marketing at SeatGeek told CNN. "She's not just a performer — she's an economic phenomenon."

Taylor Swift's Eras Tour movie hits a presale record for Cinemark

Cinemark, a theater chain with about 500 locations, said that ticket sales for “Taylor Swift: The Eras Tour” are “setting domestic presale records” with demand “10 times higher” than any other event film the company has exhibited. The reaction has “blown everyone away,” Cinemark announced in a press release.

Cinemark is not the first theater chain to experience an increase in sales via Swift:

AMC Theaters previously announced that the singer's Eras Tour concert movie “shattered records for single-day advance ticket sales revenue,” with \$26 million sold on the first day that presales went live on August 31.

Taylor Swift could change the movie theater industry with her Eras Tour concert film — here's how

LOS ANGELES – Taylor Swift changed the music industry. Now she's coming for the movies.

In a rare move, Swift opted to distribute the film through AMC, not a traditional studio partner. It is expected that the 43% of ticket proceeds will remain with theaters and 57% will be split between Swift and AMC. Swift will likely keep a large chunk of that share, according to industry insiders.



An average of nearly 27 million people tuned into the Kansas City Chiefs-New York Jets game – which Taylor Swift also attended – making it the most-watched Sunday TV show since the Super Bowl, according to NBC Sports.

Compared to an average of the first three weeks of "Sunday Night Football," the biggest demographic gains were among girls 12 to 17 (53%), women 18 to 24 (24%) and women older than 35 (34%), the network said, citing preliminary Nielsen data.



Travis Kelce's Instagram following skyrockets by 276%, jersey sales rise 400% after Taylor Swift link-up



Travis Kelce's social media following and jersey sales has grown by over 200% since Taylor Swift was spotted at the Kansas City Chiefs game on Sunday.

For one week, 'Swifties' helped the Kelces' 'New Heights' podcast overtake Joe Rogan in listens

'New Heights with Jason and Travis Kelce' is currently the #1 podcast, not just in sports, but in the world, according to Spotify.

<https://www.sportskeeda.com/nfl/news-travis-kelce-s-instagram-followers-count-skyrockets-276-taylor-swift-linkup-bears-vs-chiefs-report>

September 27, 2023

<https://www.kmbc.com/article/swifties-helped-the-kelces-new-heights-podcast-overtake-joe-rogan-in-listens/45459414#>

October 5, 2023

The Federal Reserve says Taylor Swift's Eras Tour boosted the economy. One market research firm estimates she could add \$5 billion

This Is Me Trying

Market research firm QuestionPro estimated last month that her tour could help add \$5 billion to the worldwide economy.

Following the pop star's Eras Tour stop in Philadelphia in May, the Federal Reserve Bank of Philadelphia, one of the reserve's 12 regional banks, said in its "Beige Book" that tourism in the area continued to show slight growth.

"Despite the slowing recovery in tourism in the region overall, one contact highlighted that May was the strongest month for hotel revenue in Philadelphia since the onset of the pandemic, in large part due to an influx of guests for the Taylor Swift concerts in the city," the reserve wrote in the Beige Book, which is published by the regional banks to share information about the state of the economy.

“The economy needs more Swift.”

"Taylor Swift has the capacity to be around for a whole lifetime," he told Time.

For the US economy, hopefully, that means more tour stops.

2023



The Summer I Turned Swiftie

\$88.50 Face →



2013

← \$250 Face

The Economy, Taylor's Version

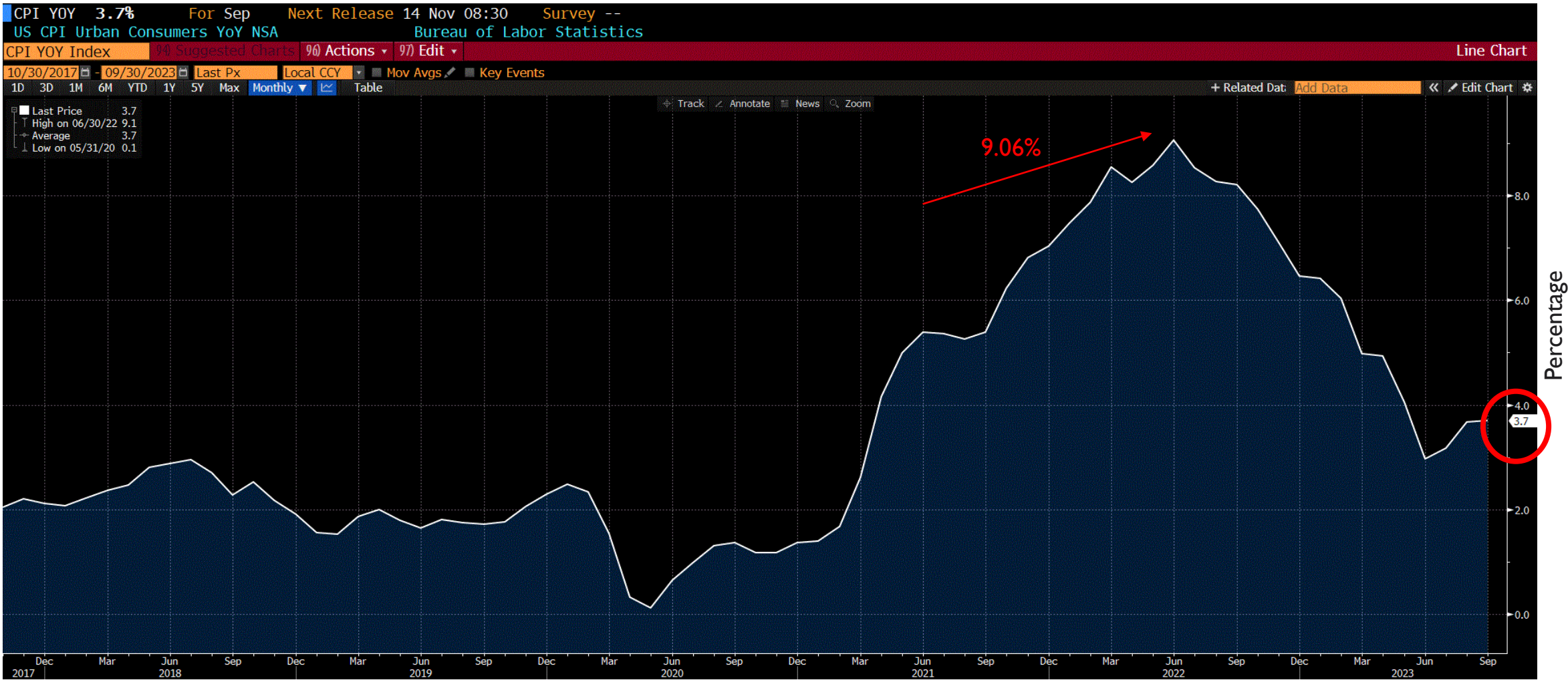
My Faith In You Was Fading



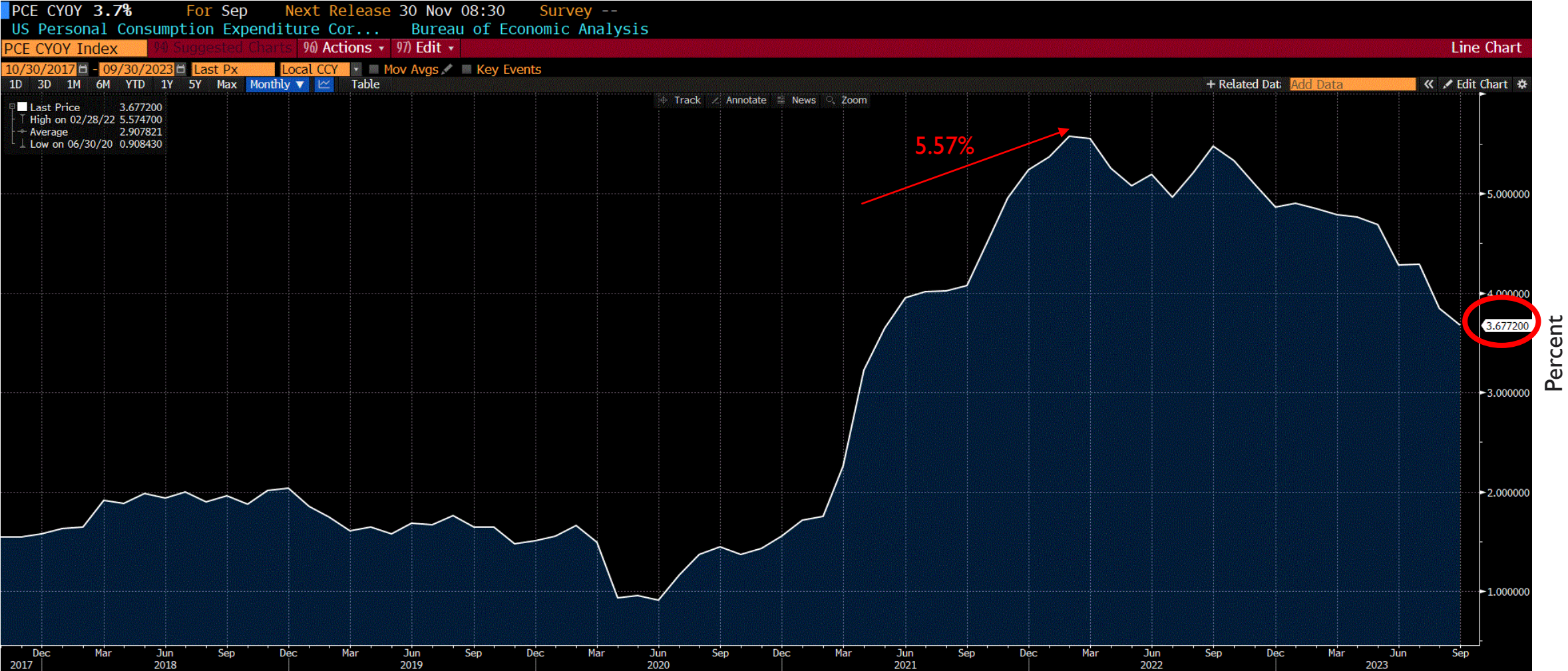
It's Me Hi! I'm the Problem, It's Me



Consumer Price Index (CPI) Year over Year



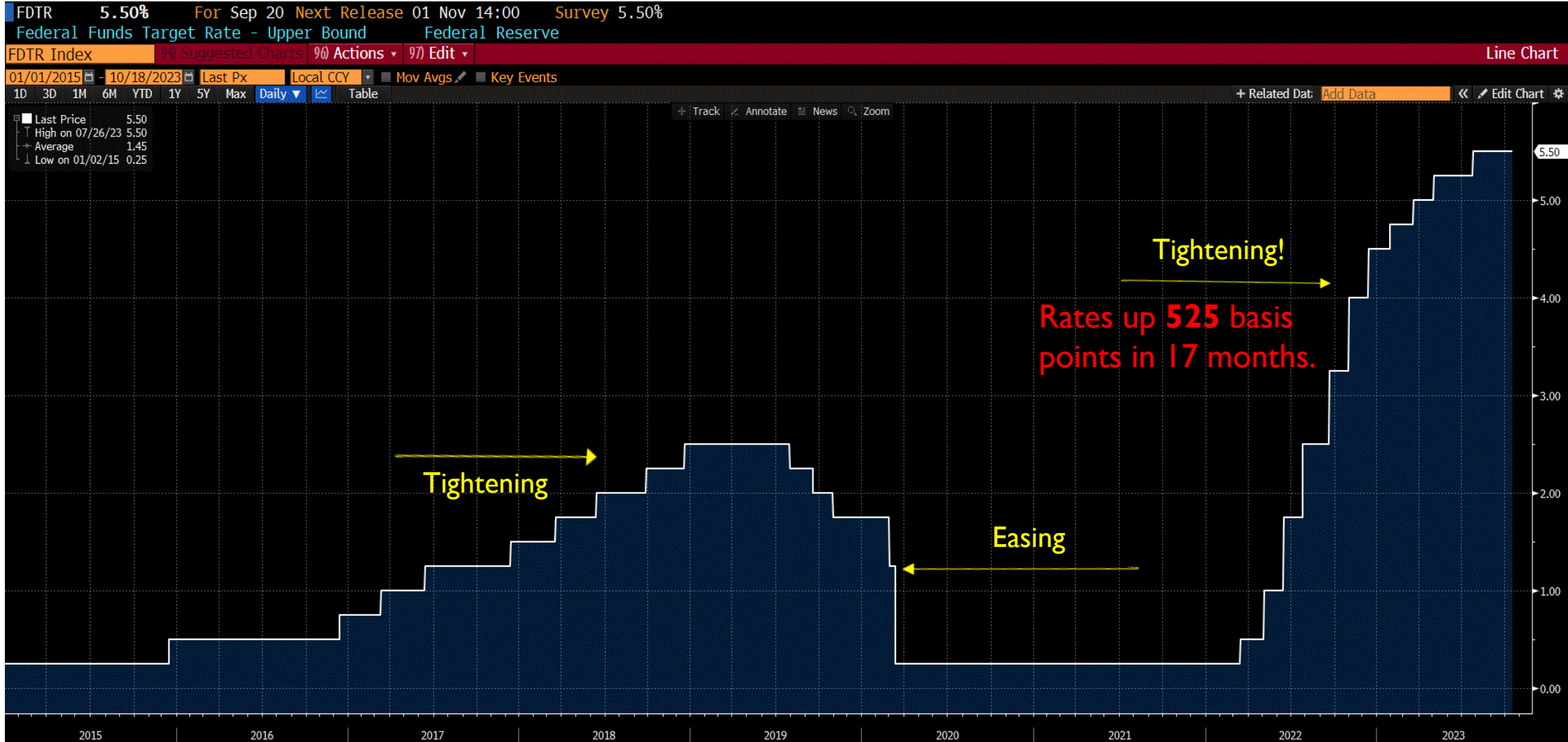
Fed's Preferred Measure of Inflation: Personal Consumption Expenditure (PCE)



But I Got Smarter I Got Harder in the Nick of Time



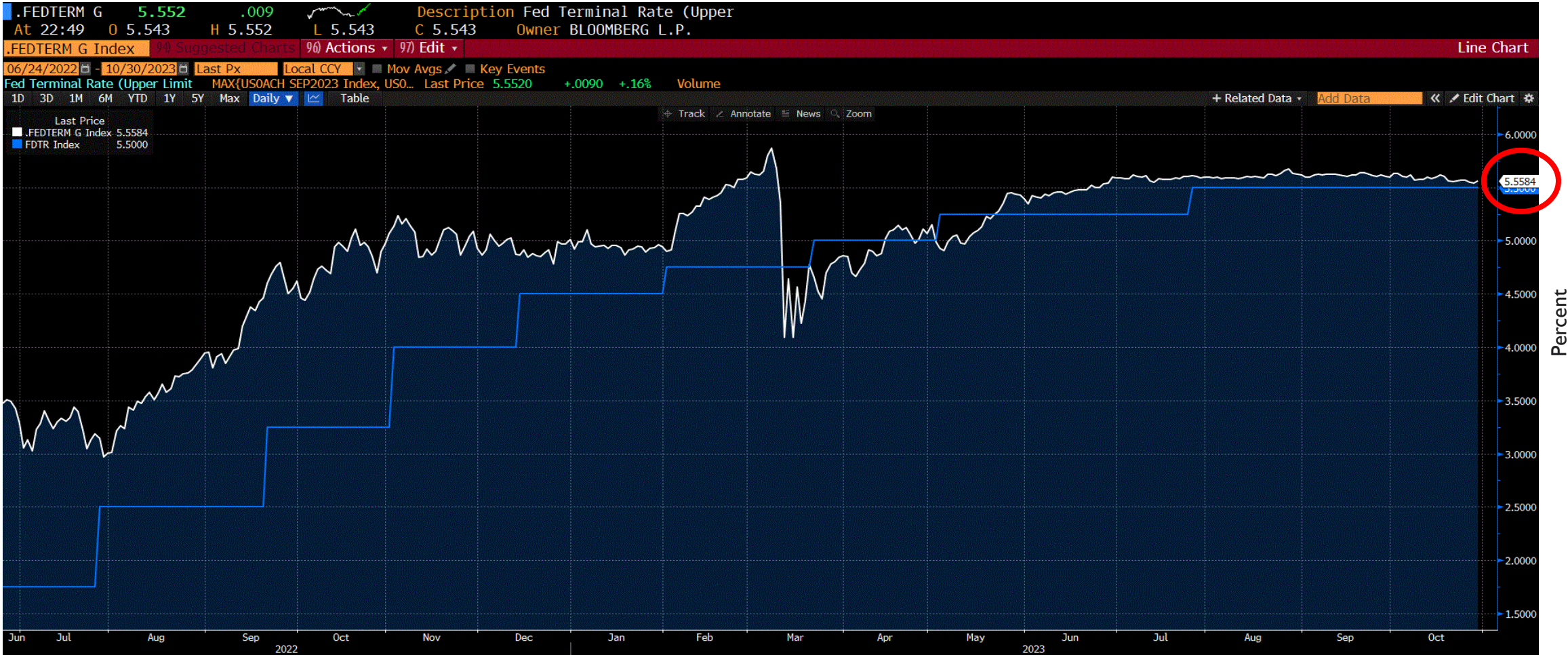
Fed Funds Target Rate (Upper Bound) - Fed Aggressively Fighting Inflation



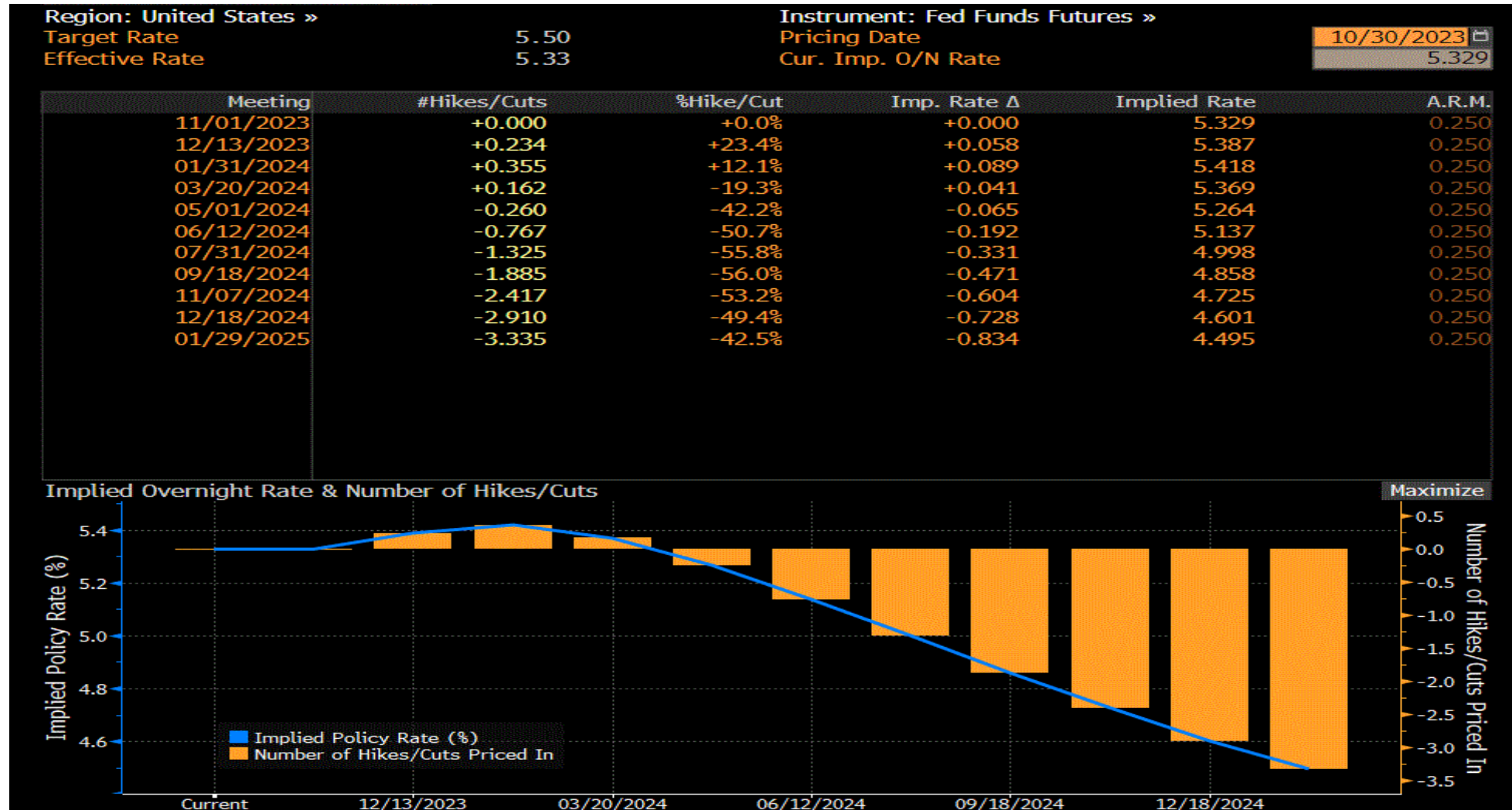
All You Had to Do Was Stay



Market Pricing of Fed Terminal Rate versus Current Fed Funds Target Rate Upper Bound



Implied Overnight Rate and Number of Hikes/Cuts



If You Fail to Plan, You Plan to Fail Strategy Sets the Scene for the Tale



Legal Investments Under the PFIA

Governmental Entities

- Obligations, including Letters of Credit, of the United States or its agencies and instrumentalities, including the Federal Home Loan Banks
- Direct obligations of Texas or its agencies and instrumentalities
- Collateralized mortgage obligations (CMOs) directly issued by a federal agency or instrumentality of the United States, the underlying security for which is guaranteed by an agency or instrumentality of the United States
- Other obligations, the principal and interest of which are unconditionally guaranteed or insured by, or backed by the full faith and credit of, this state or the United State or their respective agencies and instrumentalities, including obligations that are fully guaranteed or insured by the FDIC or by the explicit full faith and credit of the United States

Governmental Entities (Continued)

Governmental Entities

- Obligations of states, agencies, counties, cities and other political subdivisions of any state rated as to investment quality by a NRSRO not less than A or its equivalent
- Bonds issued, assumed, or guaranteed by the State of Israel
- Interest-bearing bank deposits that are guaranteed or insured by:
 - The FDIC or its successor
 - The National Credit Union Share Insurance Fund or its successor
- Interest-bearing bank deposits other than those described and as outlined in Sec. 2256.009 (8) (A) – (D)

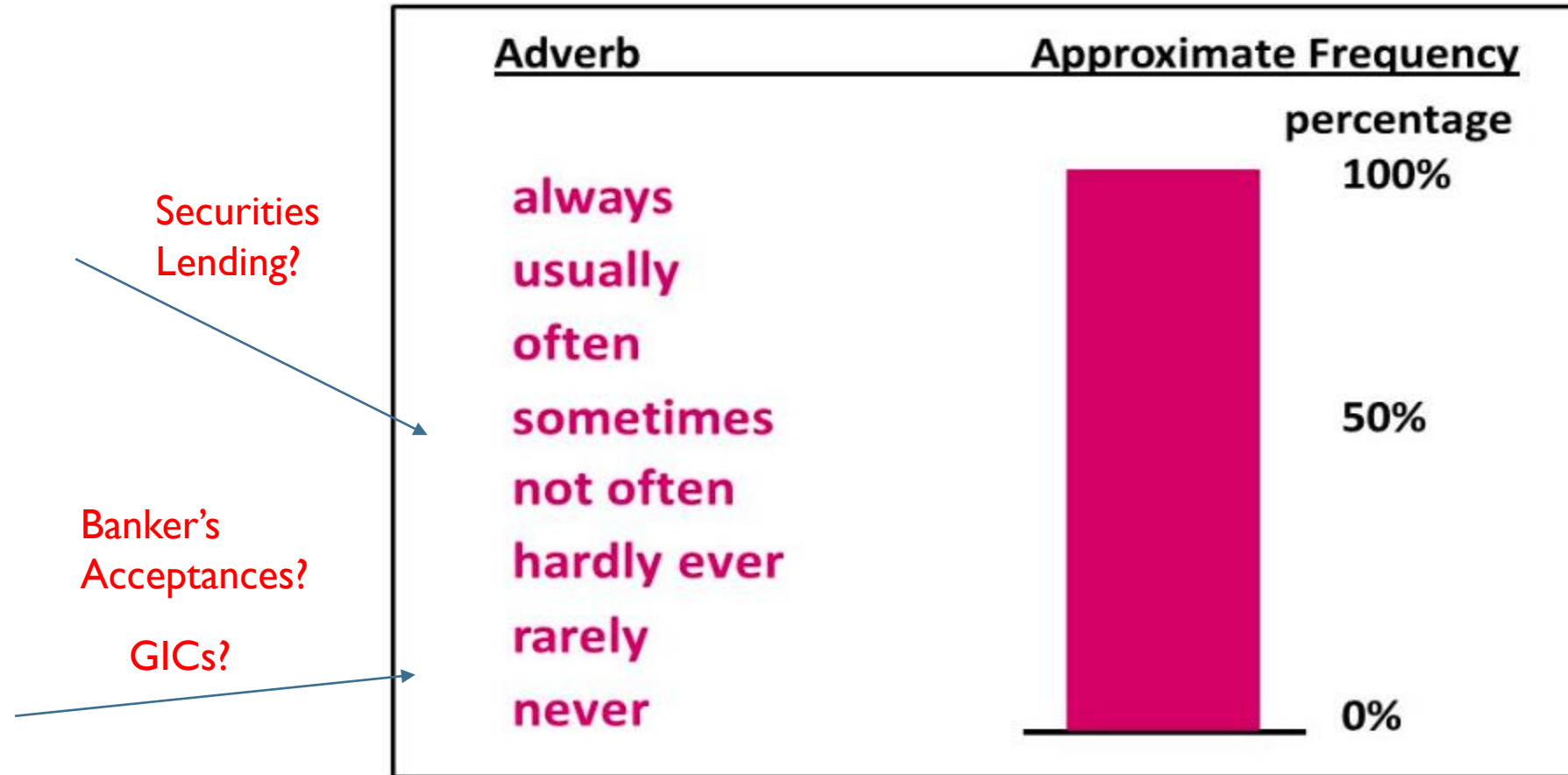
Certificates of Deposit and Share Certificates

- ☰ Must be issued by a depository institution that has its main office or a branch office in Texas and is
 - Guaranteed or insured by the FDIC or its successor or the National Credit Union Share Insurance Fund or its successor
 - Secured by obligations that are listed in Section 2256.009(a), including mortgage-backed securities (MBS) directly issued by a federal agency or instrumentality that have a market value of not less than the principal amount of the certificates (excluding those MBS described by Section 2256.009 (b))
 - Secured in accordance with Chapter 2257
 - Made in accordance with the conditions laid out in Section 2256.010 (b)

Repurchase Agreements

- Fully collateralized repurchase agreement is authorized if the repurchase agreement
 - Has a defined termination date
 - Secured by a combination of cash and obligations described in Section 2256.009 (a)(1) or 2256.013, or if applicable, Section 2256.0204
 - Requires the securities being purchased by an entity or cash held by the entity to be pledged to the entity either directly or through a joint account approved by the entity, held in the entity's name directly or through a joint account approved by the entity
 - Placed through a primary government securities dealer, as defined by the Federal Reserve, or a financial institution doing business in Texas

Securities Lending, Banker's Acceptances, Guaranteed Investment Contracts (GICs)



Commercial Paper

- ▣ Has a stated maturity of 365 days or fewer from the date of its issuance, and
- ▣ Is not rated less than A-1 or P-1 or equivalent rating by at least
 - Two nationally recognized credit rating agencies
 - One nationally recognized credit rating agency and is fully secured by an irrevocable letter of credit issued by a bank organized and existing under the laws of the United States or any state.

Mutual Funds

- No-load money market mutual fund is an authorized investment if
 - It is registered with and regulated by the SEC
 - Provides the investing entity with a prospectus and other information required by the SEC Act of 1934 or the Investment Company Act of 1940
 - Complies with federal SEC Rule 2a-7, promulgated under the Investment Company Act of 1940
- No-load mutual fund if
 - It is registered with the SEC
 - Has an average weighted maturity of less than 2 years; and
 - Either
 - Has a duration of one year or more and is invested exclusively in obligations approved by this subchapter
 - Has a duration of less than one year and the investment portfolio is limited to investment grade securities, excluding asset-backed securities

Investment Pools (also referred to as LGIPs)

- Governing body of the entity by rule, order, ordinance, or resolution authorizes investment in the particular pool
- Investment pool shall invest the funds it receives from entities in authorized investments permitted by Section 2256, Subchapter A
- Investment Pool must have an offering circular or other similar disclosure instrument that must contain, at a minimum
 - Types of investments
 - Maximum average dollar-weighted maturity allowed
 - Maximum stated maturity date of any investment security within the portfolio
 - Objectives of the pool
 - Size of the pool
 - Names of the members of the advisory board of the pool and the dates their terms expire

Investment Pools (continued)

 Investment Pool must have an offering circular or other similar disclosure instrument that must contain, at a minimum

- Custodian bank that will safekeep the pool's assets
- Intent of pool to maintain a net asset value of \$1 and the risk of market price fluctuation
- Whether the only source of payment is the assets of the pool at market value or whether there is a secondary source of payment, such as insurance or guarantees
- Name and address of the independent auditor of the pool
- Requirements to be satisfied for an entity to deposit funds in and withdraw funds from the pool and any deadlines or other operating policies required for the entity to invest funds in and withdraw funds from the pool
- Performance history of the pool, including yield, average dollar-weighted maturities, and expense ratios
- Pool's policy regarding holding deposits in cash

Looking At It Now, It All Seems So Simple



U.S. Agencies Versus U.S. Treasuries



Ask Me What I Learned From All Those Years



Rates Rising? Rates Declining? Rates Stable?

Rates Rising

- Investment Pools
- Money Market Funds
- Floating Rate Investments
- Short Dated Maturities

Rates Declining

- Investment Pools (for basic liquidity needed within the next 3-6 months)
- Monitor cashflow to determine the ability to extend duration (lock in higher yields)
- Fixed Rate Investments
- Bullet Structures versus Callables

Rates Stable

- Investment Pools (for basic liquidity)
- Monitor cashflow to determine the ability to extend duration
- If purchasing callable bonds, bonds with short call feature and 1x call preferred

I Guess You Never Know, Never Know The Two-Year Treasury



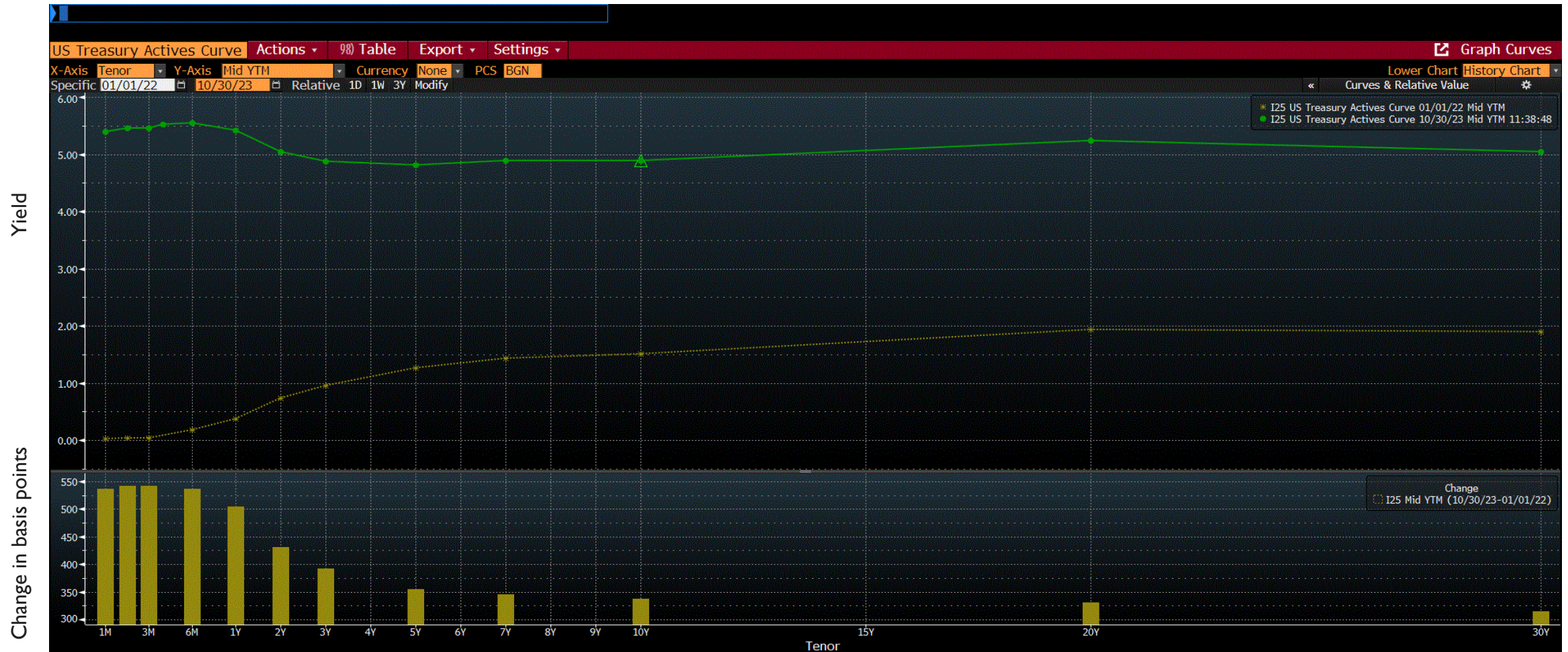
Two Year Treasury versus Fed Funds



Is It Over Now?



Is It Over Now? Rates Higher – For How Much Longer?

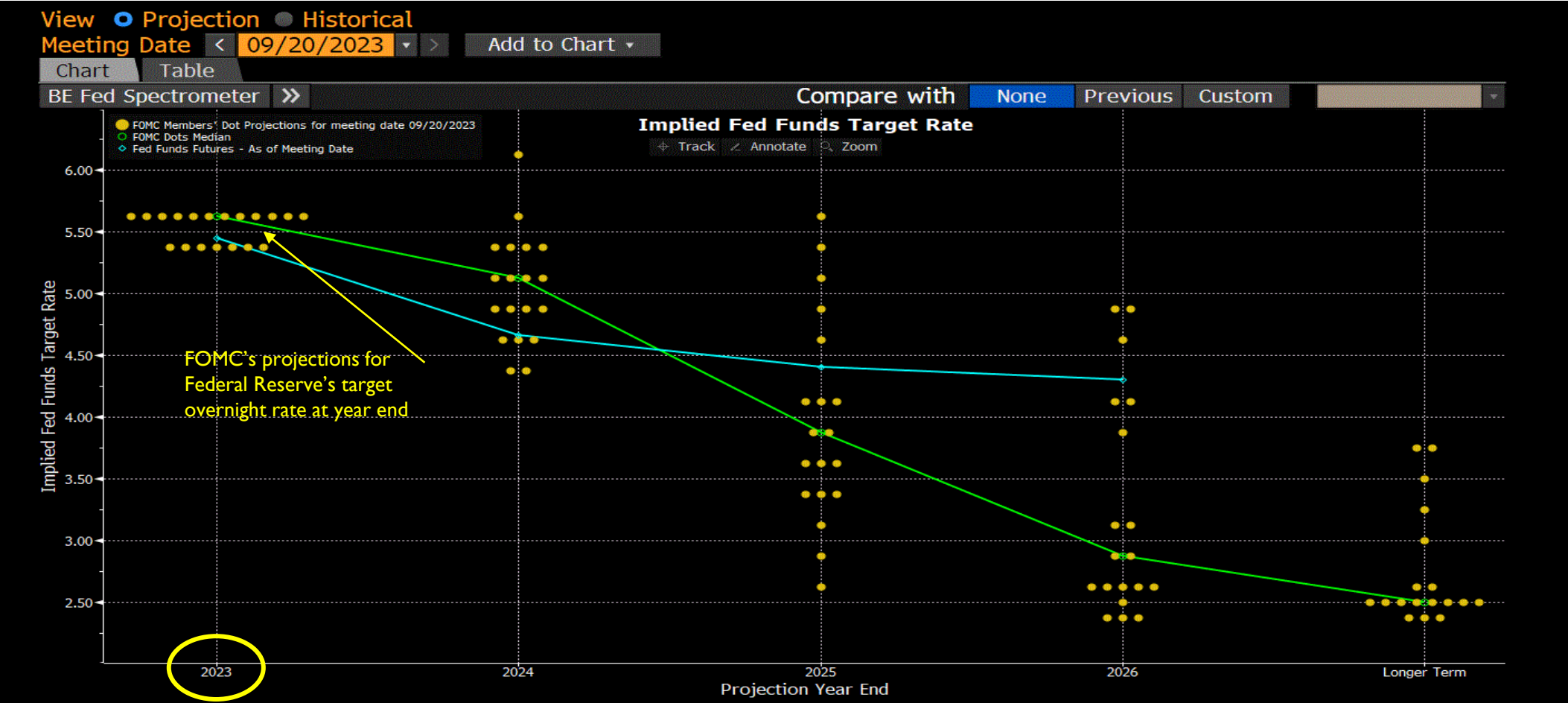


Out of the Woods?



Out of the Woods?

Fed DOT Plot: September 2023





Can I Ask You a Question?

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