



Billionaire Stan Kroenke of Kroenke Sports & Entertainment dreamed of building venues in greater Los Angeles. Part of the team bringing that to life (apart from the Rams and Chargers, that is) is Christy Castillo Butcher, senior vice president of programming and events at the Hollywood Park development that includes SoFi Stadium and YouTube Theater. “In just five months, we hosted over 50 ticketed events at the 70,000-seat capacity SoFi Stadium and 26 events with 12 sellouts at the 6,000-seat YouTube Theater,” Castillo Butcher said, noting that they also welcomed their millionth fan during that period.

With the live entertainment industry continuing to ramp up, Hollywood Park will only get busier, with Paul McCartney, Grupo Firme, Bad Bunny, Red Hot Chili Peppers and Kenny Chesney all making stops at SoFi Stadium. Meanwhile, the YouTube Theater will host Eddie Vedder, Louis Tomlinson, Angela Aguilar, Bastille and “Netflix is a Joke.”

“The calendar continues to fill up,” Butcher said.

For Kroenke Sports & Enter-

CHRISTY CASTILLO BUTCHER

Senior Vice President of Programming and Events, SoFi Stadium and Hollywood Park

BY CHRISTINA FUOCO-KARASINSKI

tainment, inclusivity and diversity initiatives are critical and it’s doing plenty to address the issues, with SoFi Stadium issuing more than \$754 million in certified construction contracts to more than 95 minority and disadvantaged local businesses during the stadium’s build.

“We also had a focus on working to launch careers,” she said, with SoFi Stadium awarding 358 apprenticeships to Inglewood residents offering training, access to tools and more. ▣

MARY CONDE

Senior Vice President, Another Planet Entertainment

BY CHRISTINA FUOCO-KARASINSKI



As senior vice president of Bay Area mainstay Another Planet Entertainment, Mary Conde has been behind plenty of concerts. However, when Metallica wanted to celebrate its 40th anniversary in December, Conde and APE stepped up for the hometown hero metal gods.

“Fan club members came from over 60 countries, and we wanted to introduce them to parts of San Francisco that aren’t typical tourist destinations,” she said.

Those spots included an art gallery, pop-up gift market with San Francisco-produced items, a film festival, book signing, beach cleanup and a block party with a marching band.

“It was truly a love letter to San Francisco and the band was very happy to support economic recovery in their hometown,” Conde said.

The industry was profoundly affected by the COVID-19 pandemic, but one show boosted Conde’s passion for live events: San Francisco’s Outside Lands, one of the biggest festivals to take place each year in the United States, which is typically held in August but was moved to Halloween weekend for 2021 in the wake of the pandemic.

A freak storm reminded everyone once more that not only COVID can cause problems.

“We had five feet of standing water. It was crazy, and there were certainly points along the way where I wasn’t sure if we could make it,” she said.

As an homage to Bill Graham, the organization played “Here Comes the Sun” when it opened doors at Outside Lands, as the legendary promoter was known to play the track when doors opened at his famous Day On The Green stadium shows.

“I got choked up when I heard the song on Friday morning at Golden Gate Park,” she said. “Our team had worked so incredibly hard to get doors open on time. It was a great honor to be part of such a talented group of professionals.”

Up next for Another Planet Entertainment is a management agreement with the historic Castro Theatre in San Francisco, an iconic venue to the LGBTQ and film communities.

“The venue has been operated by the same family for 99 years and we’re honored to have been chosen to continue such a rich legacy,” Conde said. ▣

“We had five feet of standing water. It was crazy, and there were certainly points along the way where I wasn’t sure if we could make it.”