

Maplewoodstock 2026 Band Application Stats

Jim Robertson, March 9, 2026



INTRODUCTION:

The 2026 raw details and data from the band applications has been provided to the Listening Team. This is Jim’s endeavor to provide a high-level view of the 2026 Band Applications with context for the Maplewoodstock Committee.

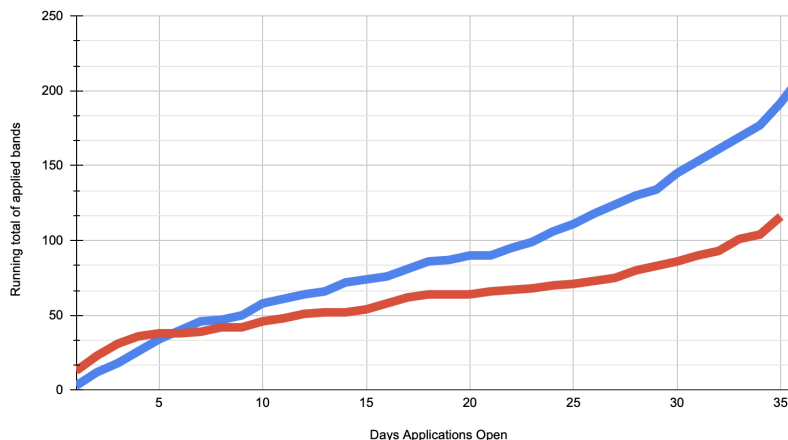
I submit this because the music is the heart of our festival – the **raison d’etre**.

BAND APPLICATIONS:

A shattering record of 211 bands applied for our 2026 festival. See the chart below comparing 2026 to 2025. Band applications took off like a rocket ship with limited promotion. See chart below:

Band Applications Over Time

— Running total 2026 — Running Total 2025

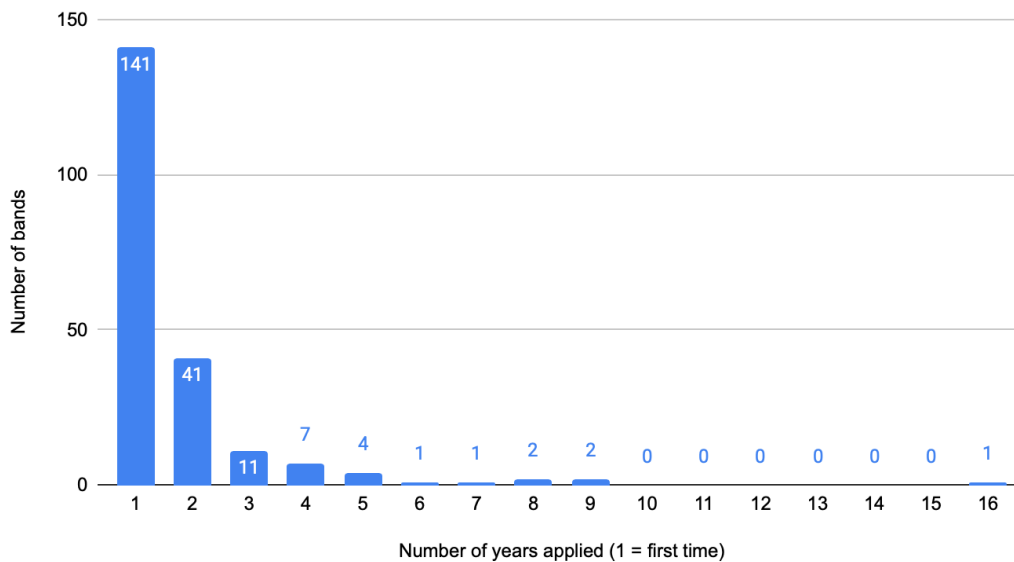


NUMBER OF TIMES APPLIED:

1. 141 bands were first-time applicants (67%);
2. 41 bands were second-time applicants (19%); so at 88%;
3. The other 29 applicants (12%) present themselves as a Long Tail.

See chart below:

Maplewoodstock 2026 Band Applications



TIMES PREVIOUSLY PLAYED:

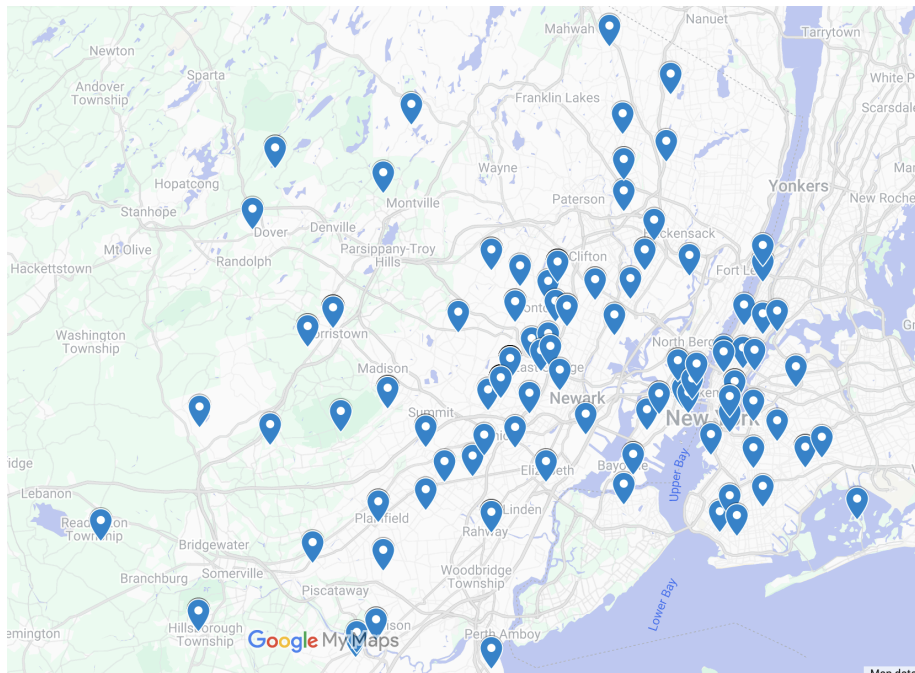
1. The 141 first-time applicants have obviously never played before, so they account for 67% of bands who have **never played**;
2. Another 39 bands who applied in 2026 have never played prior, so that brings up the total to 180 bands (of 211) – thus, **85% of our band applicants have never played prior**;
3. Thus, the other 31 band applicants have played AT LEAST ONCE prior are the 21% Long Tail.
 - a. Once prior = 26 bands;
 - b. Twice prior = 4 bands;
 - c. Long tail, etc.
4. The details of those prior performances being “last year” or “2013, 2019, and 2023” are included in what is provided to the Listening Team for consideration.

GEOGRAPHIC RANGE:

A link to the custom Google Map showing all the locales from which bands applied (ranging from the LA to the US Virgin Islands, from Miami to Vermont:

<https://www.google.com/maps/d/edit?mid=1R42m0qV7e9jZWWhf8aKbJMfA1Ssqr7J0&ll=34.267644299057174%2C-96.48745509504894&z=4>

Zoom in or out as you see fit. Aside the outliers MOST bands are from MAPSO and “MAPSO+” (meaning Montclair, Summit, etc), with a LOT of band applications from the music scenes of Jersey City, NYC, Brooklyn, Asbury Park, etc.



Next year, Jim will add a Band Application question about “How did you hear about our Festival?” to tease out additional intel.

CAVEATS AND METHODOLOGY:

- This is ONLY data for the 211 Band Applications for 2026. It is NOT otherwise historical over all years;
- Jim has Rationalized the data with judgement (e.g. Years, Zip Codes, etc.);
- Some bands have come and gone; some have changed names and members; some have shifted focus; all this is true and impossible to quantify;
- If Jim has skewed a few numbers, his apologies, but they are only off by a small margin of error; generally, the numbers are sound;
- All the **raw data** has been given to the Listening Team; this is a summary for The Committee.

CONCLUSION:

The Listening Team has a challenge ahead of them to sift through quality applications and find the right balance of “**Something Old, Something New, Something Borrowed, Something Blue**” (Jim’s endeavor to adopt a phrase that encapsulates the band curation/programming philosophy).

Our humble festival has grown by leaps and bounds via word of mouth from attendees to bands and among networks of bands.