

THE NATIONAL INDEPENDENT VENUE ASSOCIATION (NIVA) APPOINTS CODY COWAN AS CHIEF OPERATING OFFICER



Photo credit: Ismael Quintanilla III

Music Industry Veteran Joins NIVA Leadership Team, Preserving and Nurturing the Independent Live Venue Industry Throughout the United States

<https://www.nivassoc.org/board-staff>

July 25, 2022 – [The National Independent Venue Association](https://www.nivassoc.org) (NIVA) announces the appointment of Cody Cowan to the newly created position of Chief Operating Officer, which is effective today.

As Chief Operating Officer, Cowan will oversee the day-to-day operations of NIVA's various initiatives working closely with NIVA's executive director, Board members, department heads, staff, and committee chairs to continue NIVA's role as the independent live industry and community champions. Cowan will work with NIVA to identify opportunities for growth while cultivating a workplace that is diverse, equitable and inclusive.

In addition, Cowan will work closely with the National Independent Venue Foundation in a similar manner.

“As NIVA continues its evolution from successfully ensuring the independent music, comedy, promoter and festival industry will survive, we're now focused on how we thrive,” said Rev. Moose, Executive Director and Co-Founder of NIVA. We're incredibly fortunate that Cody, a seasoned music industry veteran with a history of success working in the civic, hospitality,

service, and live events industries, is joining NIVA in this newly created leadership position of COO. He's a leader and vocal advocate for preserving the cultural identity of his hometown of Austin and we know he will bring this passion, commitment and energy to NIVA." Cowan comes to NIVA from Austin's Red River Cultural District, where he held the position of Executive Director. Cowan has worked top-to-bottom in the Austin music industry starting in 1997, working at two of the most iconic clubs in the city - Emos and Mohawk. Cowan later co-founded the Red River Cultural District in 2016, as the nonprofit's executive director with areas of focus including economic development, grassroots organizing, live music policy, and innovation for the live music and cultural tourism economy.

"It's truly an honor and a privilege to be invited to join NIVA's hard working, talented team and to also continue to be able to serve our independent music and comedy community's mission in creating a thriving and sustainable ecosystem," said Cody Cowan, COO of NIVA. Music and comedy are not only the soundtrack for our day-to-day, but also our inner lives - they comfort us in difficult times; energize us in diverse and incomparable ways; and help us to find deeper human connection and purpose in an ever complicated world. I'm grateful for this amazing opportunity to continue to serve our music and comedy community and look forward to what we may all build together at NIVA."

About NIVA:

Formed at the onset of the COVID-19 shutdown, National Independent Venue Association (NIVA), represents independent music and comedy venues, promoters and festivals across the country. NIVA created and led the #SaveOurStages campaign, resulting in landmark legislation establishing the \$16 billion "Shuttered Venue Operators" Grant. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters and festivals throughout the United States.

The National Independent Venue Foundation (NIVF) was founded to further this mission by also seeking to support a transparent, competitive marketplace serving a diverse and inclusive community of artists, fans, and industry workers.

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