



NIVA '23 BRINGS THE LIVE INDEPENDENT ENTERTAINMENT INDUSTRY TO WASHINGTON, D.C. WITH PROGRAMING AND LIVE MUSIC ACROSS 12 LOCAL MUSIC AND COMEDY VENUES, JULY 9-12



Art by local D.C. artist Jeffrey Everett

NIVA Members, Partners, and Sponsors Will Experience a Full Slate of Panels, a First-Ever Congressional Fly-In at Capitol Hill, with a Special Welcome by The Honorable Muriel Bowser, Mayor of Washington, D.C.

Performances by Local D.C. Artists Black Alley, Sugar Bear, Ex Hex, Oh He Dead, Mambo Sauce, The JoGo Project +Greg Boyer, Black Folk Don't Swim?, Grady, The Owners, and more!

CLICK [HERE](#) TO REGISTER

WASHINGTON, D.C. (June 8, 2023) – [The National Independent Venue Association \(NIVA\)](#) will bring the independent live concert, comedy, promoter, and festival industry together for its second annual national gathering in Washington, D.C. at **NIVA '23, July 9 - 12. The conference will shine a light on NIVA's 26 D.C. members, with conference programming to take place across**



12 venues throughout the city, including [9:30 Club](#), [The Anthem](#), [The Atlantis](#), [Black Cat](#), [Capital Turnaround](#), [DC9 Nightclub](#), [DC Improv](#), [Pearl Street Warehouse](#), [Pie Shop](#), [The Pocket](#), [Songbyrd](#), and [Union Stage](#). NIVA '23 is open to the public. To register go to nivassoc.org/conference.

As the conference converges on Washington, D.C. attendees of NIVA '23 can expect sessions in marketing, industry diversity, mental health, safety, insurance, economic impact of live entertainment, booking, artist development, ticketing, and the role of live entertainment in policymaking. The conference will highlight NIVA's local members – in addition to renowned local artist, Jeffrey Everett, who designed the program art.

Washington, D.C. Mayor Muriel Bowser will kick off NIVA '23 with a welcome Monday morning, July 10, followed by a full slate of programming. Sessions will include *Leveraging Social Media Marketing Tools to Pack Shows* led by representatives from Meta and Tik Tok, *Building Brand Halo: How Independent Venues and Festivals Build Communities*, *Breaking Down the Walls: Advocating Together for the Future of Entertainment & the Arts*, *Building An Equitable Industry - Lessons from Changemakers*, *How Festivals Are Incubators for Live Industry Innovation*, *Protecting Venues and Festivals: Safety Against Evolving Threats*, and more.

In addition to sessions, workshops and networking, there will be live music performances nightly featuring the Official Opening Party presented by See Tickets on Sunday, July 9 at 9:30 Club and The Atlantis, Salute to Small Venues presented by TIDAL on Tuesday, July 11, and the NIVA '23 Closing Party sponsored by Dice at Black Cat on Wednesday, July 12, with daytime conference programming taking place Monday, July 10 at The Anthem and Union Stage and Tuesday, July 11 at Capital Turnaround.

NIVA '23 Independent Awards Gala will take place at The Anthem on Monday, July 10. The Awards ceremony will honor those who have done outstanding work to further NIVA's mission to preserve and nurture the community of independent live entertainment.

Confirmed Industry speakers at NIVA '23 include:

Mayor Muriel Bowser, Mayor of Washington D.C.

Marcie Allen, MAC Consulting, Anzie Blue

Cathy Applefeld Olson, Journalist

Brendon Anthony, Texas Music Office

Maggie Arthur, Calling All Crows



David Burton, Tour Manager (Andrew Bird, New Pornographers, The Head & The Heart, Dirty Projectors)

Leigh Bezezekoff, Tractor Tavern

Michael Bracy, Music Policy Forum

Jim Brunberg, Mississippi Studios; NIVA

Christy Culver, National Independent Venue Foundation

Andrea DaSilva, Keychange

Mehmet Dede, Drom, NYC

Tom DeGeorge, The Crowbar and NIVA Safety Task Force Chair

Jake Fisher, Broaddus Defense

Audrey Fix Schaefer, I.M.P./9:30 Club and Vice President, NIVA Board

Nick Forster, eTown, Boulder CO

Dayna Frank, First Avenue Productions and President, NIVA Board

Brad Grossman, Helium Comedy and NIVA Board Member

Antoine Griffin, The DC Improv Comedy Club and Restaurant

Ingela Travers-Hayward, This Must Be The Place

Casey Higgins, Akin Gump Strauss Hauer & Feld LLP

Kira Karbocus, Newport Festivals Foundation

Betsy Lashaway, Meta

Jamie Loeb, Nederlander Concerts and NIVA Board

David Mayeri, Berkeley Music Group and NIVF Board

Shayna Melgaard, McLean & Associates and MNIVA

Ethan Millman, Rolling Stone

Taylor Mims, Billboard

Aaron Myers, DC Commission on the Arts & Humanities

Ron Ozer, Elkton Music Hall and Arden Concert Guild

Ed Pagano, Akin Gump

Kerri Park, World Cafe Live

Stephen Parker, Executive Director, NIVA

Tobi Parks, xBk Live

Boris Patronoff, See Tickets and NIVA Advisory Board

Caroline Phillips, THS Presents/National Cannabis Festival

Lisa Richards Toney, Association of Performing Arts Professionals

Carolyn D. Richmond, Fox Rothschild LLP

Frank Riley, NITO and High Road Touring

Alix Rosenberg, TikTok



Fabrice Sergent, Bandsintown

Carl Swanson, Executive Director, National Independent Venue Foundation

Sean Watterson, Happy Dog

Jed Weitzman, Logitix

Jahmila Williams, 1Huddle

Gary Witt, Pabst Theater Group

NIVA '23 programming highlights include:

- Sunday, July 9, the Official Opening Party sponsored by See Tickets at 9:30 Club, The Atlantis featuring Elise Trouw & Rudy Love & the Encore, powered by D Tour and Midtopia
- Monday, July 10, daytime programming at The Anthem to include Mayor Muriel Bowser Welcome and afternoon programming at Union Stage
- Independent Awards Gala at The Anthem, with a reception sponsored by Etix featuring music from The JoGo Project with Greg Boyer of the Chuck Brown Band and Parliament Funkadelic, and Black Alley with special guest Sugar Bear of Legendary Go Go Band E.U.
- NIVA '23 Official After Party at Union Stage sponsored by Business Iceland featuring JFDR and Junius Meyvant and Pearl Street Warehouse featuring Tall Tall Trees and The Vegabonds
- Tuesday, July 11, daytime programming at Capital Turnaround
- NIVA '23 Salute to Small Venues Presented by TIDAL will take place across multiple venues including Songbyrd featuring Oh He Dead and Mambo Sauce, The Pocket featuring keiyyaA and Black Folks Don't Swim?, DC9 featuring Gustaf and Sneaks, Union Stage featuring Soul Glo, and Pie Shop featuring Speedy Ortiz and Grady sponsored by Live Music Society
- Wednesday, July 12, NIVA will organize the first-ever in-person Congressional "Fly In" on Capitol Hill, which will serve to build on the foundation of NIVA's Save Our Stages Act, ensuring independent venues, festivals, and promoters continue to be a part of federal policymaking
- NIVA '23 Closing Party sponsored by Dice at Black Cat featuring Ex Hex, The Owners and more

More details on conference programming and speakers will be announced soon.

Go to <https://www.nivassoc.org/conference> to find information about registration, media credential applications, and host hotels.



SPONSORS

The NIVA '23 conference cannot happen without the generosity and dedication of this year's sponsors including [See Tickets](#), [TIDAL](#), [Etix](#), [DICE](#), [Eventbrite](#), [National Independent Venue Foundation \(NIVF\)](#), [VenuePilot](#), [Hub International](#), [Business Iceland](#), [American Specialty Insurance](#), [Hive.Co](#), [AXS](#), [Fanimal](#), [Backstage Social](#), [Live Music Society](#), [BMI](#), [RIAA](#) and [National Association of Music Merchants \(NAMM\)](#).

PARTNERS

NIVA '23 is proud to partner with a roster of esteemed organizations for this year's conference including [Bandsintown](#), [Bauer Entertainment Marketing](#), [D Tour](#), [Folk Alliance International \(FAI\)](#), [Marauder](#), [Midtopia](#), [National Independent Talent Organization \(NITO\)](#), and [National Independent Venue Foundation \(NIVF\)](#).

REGISTRATION INFORMATION

[Register here](#).

Non-member conference tickets are available.

Media credentialing application can be found [here](#)

ABOUT NIVA

The National Independent Venue Association (NIVA) represents independent music and comedy venues, promoters, and festivals throughout the U.S. NIVA led the #SaveOurStages campaign, culminating in landmark legislation in 2020 that established the \$16 billion Shuttered Venue Operators Grant program.

NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters, and festivals throughout the United States. NIVA is committed to equity in its support and advocacy for independent venues and seeks to create and encourage opportunities for venues, promoters, and festivals owned, operated, and staffed by people of color, women, non-binary, LGBTQ+, veterans, and people with disabilities.

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