

NIVA INCLUDES MORE THAN 3,000 INDEPENDENT LIVE ENTERTAINMENT VENUES AND PROMOTERS FROM ALL 50 STATES AND WASHINGTON, D.C., BANDING TOGETHER TO FIGHT FOR SURVIVAL.

SITUATION

- Independent venues were the **first to close** and will be the **last to fully reopen**.
- Venues have **zero revenue**, but obligations like mortgage/rent, bills, loans, taxes, and insurance continue.
- We have no work to offer our employees for the foreseeable future.
- The shutdown is indefinite and likely to extend into summer/fall of 2021 at the earliest, as our venues are in the last stage of reopening.
- The ability to open at partial capacity is not economically feasible. Rents, utilities, payroll, taxes, insurance, and artist pay are not on a sliding scale matching the capacity we're permitted to host. They are fixed costs.
- Due to the national routing of most tours, our industry will not recover until the entire country is open at 100% capacity. NIVA members need assistance in order to survive until that day.

WHAT'S AT STAKE

- According to a survey of NIVA members, **90% of independent venues report they will close permanently without federal funding**.
- [Pollstar estimates](#) a \$9 billion loss in ticket sales - not counting food and beverage revenue - for 2020 alone. Now two months into 2021, the shutdowns remain indefinite.
- Live events [provide 75% of all artists' income](#).
- For every \$1 spent on a ticket at small venues, a total of [\\$12 in economic activity is generated](#) within communities on restaurants, hotels, taxis, and retail establishments.
- The [estimated direct annual economic impact](#) venues bring to local communities is nearly \$10 billion.

PROGRESS

- On December 27th, 2020 the bipartisan Save Our Stages Act (now dubbed the [“Shuttered Venue Operators” \(SVO\) Grant Program](#)) was signed into law within the second Coronavirus relief package. The program, managed by the [Small Business Administration \(SBA\)](#), will allocate \$15 billion to these struggling small businesses (including performing arts organizations, theatrical producers, talent representatives, independent motion picture theatre operators, and non-profit museums). **However, applications have yet to open and funds have yet to be dispersed.**
- While the passage of the program on December 27th, 2020 provided light at the end of the tunnel, thousands of independent venues and promoters are continuing to struggle in the darkness.
- **Until funding begins to flow, these small businesses remain at risk of having to permanently close.**

NIVA EMERGENCY RELIEF FUND

- **The NIVA Emergency Relief Fund was established to provide critical short term aid to some of the most vulnerable independent venues and promoters, teetering on the brink of permanent closure.**
- Supported by donations from music fans, artists, and corporations alike, **the NIVA Emergency Relief Fund has been able to dispense over \$3 million in critical short-term aid to more than 150 independent venues and promoters** as they await federal funding.
- Donations to the [NIVA Emergency Relief Fund](#) are still being accepted.
- **An additional \$11 million is required to provide essential short term business-saving relief to all who have submitted applications to the NIVA Emergency Relief Fund so far.**

ABOUT NIVA

Formed at the onset of the COVID-19 shutdown, the National Independent Venue Association (NIVA), now represents more than 3,000 members in all 50 states and Washington, D.C. NIVA created and led the #SaveOurStages campaign, resulting in landmark legislation establishing the “Shuttered Venue Operators” Grant program to be administered by the Small Business Administration. 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.

MARCH - NOVEMBER 2020

STATE OF THE INDEPENDENT VENUE AND PROMOTER INDUSTRY

*** EMERGENCY ALERT ***

95%
REVENUE
LOSS

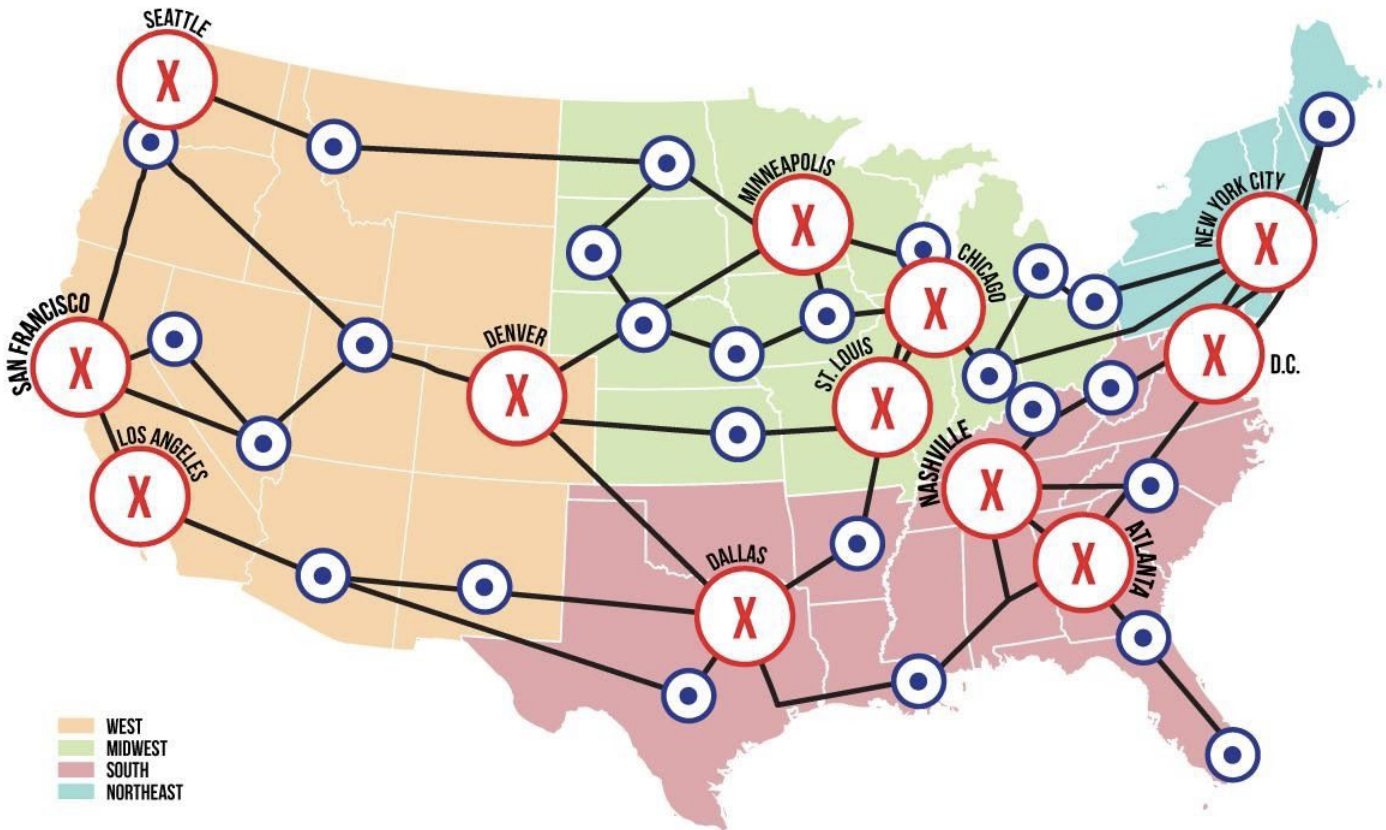
95%
EMPLOYEES
FURLOUGHED

100%
OVERHEAD
EXPENSES

90%
VENUES AT RISK
OF BANKRUPTCY

HOW TOUR ROUTES ARE AFFECTED BY COVID-19

EACH MAJOR MARKET SUPPORTS COUNTLESS SECONDARY MARKETS DUE TO PROXIMITY. IF TOURS CAN'T ROUTE TO PRIMARY MARKETS DUE TO COVID-19 HOTSPOTS, BOTH PRIMARY, SECONDARY, AND TERTIARY CITIES WILL BE IMPACTED.



GEOGRAPHICAL CONSIDERATIONS WHICH MAY AFFECT ARTIST BOOKINGS

LOCAL



Programming at many venues is dependent on availability of Local touring acts

- Travel Restrictions in US and variation across devolved governments
- Requirement to return back to households after shows
- Equipment transportation transfer & hire due to restrictions on equipment sharing
- Increased cost of travel & compliance with regulations and measures
- Unavailability of local venues suitable to meet band requirements

REGIONAL

Programming at many venues is dependent on availability of regional touring acts

- Travel Restrictions in US and variation across devolved governments
- Requirement to return back to households after shows
- Equipment transportation transfer & hire due to restrictions on equipment sharing
- Increased cost of travel & accommodation & compliance with regulations and measures
- Unwillingness to visit high risk areas
- Advance planning (+ 3 Months) & potential variance in regulations



NATIONAL

Programming at many venues is dependent on availability of national touring acts

- Travel Restrictions in US and variation across devolved governments
- Equipment transportation transfer & hire due to restrictions on equipment sharing
- Increased cost of travel & accommodation & compliance with regulations and measures
- Information on variances in compliance measures
- Unwillingness to visit high risk areas
- Variations in vulnerability classification
- Advance planning (+ 3 Months) & potential variance in regulations



INTERNATIONAL

Programming at many venues is dependent on availability of International touring acts

- Travel Restrictions in US & Country of Origin & Limitations on Visas
- Quarantine Restrictions in US & Country of Origin
- Variations in vulnerability classification
- Equipment transportation and transfer
- Outbreaks and resulting restrictions in other countries on tour which may impact both financial viability and time frames
- Increased cost of travel & accommodation & compliance with regulations and measures
- Information on variances in compliance measures
- Unwillingness to visit high risk areas
- Advance planning (+ 6 Months) & potential variance in regulations



Courtesy of REVS Protocols and Guidance - MVA Consultation Version