

NIVA | NATIONAL INDEPENDENT VENUE ASSOCIATION

NIVA USHERS IN A NEW ERA FOR THE INDEPENDENT VENUE, PROMOTER, AND FESTIVAL INDUSTRY WITH ITS INAUGURAL CONFERENCE IN CLEVELAND

NIVA '22 Sell Out Attendance and Awards 11 Leaders at the First Independent Awards Formal



Tobi Parks receives the award for Best Advancement of Inclusion.

Photo L-R: David Mayeri, Founder and CEO, Berkeley Music Group, The UC Theatre; Shay Jasper, Co-Producer/Promoter, Trio Presents; Tracy Lane: Co-Owner/Producer Trio Presents; Tobi Parks, Owner/CEO xBk Live, Co-Founder D Tour (Photo: Jordan Grobe)

For access to the NIVA '22 Livestream Archive click [here](#)

July 19, 2022 – NIVA '22, the first annual conference of the [National Independent Venue Association](#) took place July 11–12 featuring two eventful days of panels, workshops,

networking, and entertainment across Cleveland venues including Rock and Roll Hall of Fame and Museum, Pickwick & Frolic, Music Box, Happy Dog, Beachland Ballroom, and Grog Shop. Those participating included artists Big Freedia and Meshell Ndegeocello, Senators Cornyn, Klobuchar and Schumer, and more than 100 industry experts to discuss the current state of the industry, safety, technology, maximizing revenue, inclusion, diversity, equity, accessibility, booking, ticketing, and marketing, among other topics. Cleveland Mayor Bibb kicked-off the conference by welcoming NIVA '22 to the host city and the National Independent Venue Foundation provided an update on grants it provided to venues that were affected by floods, fires and other business-threatening events.

More than 600 registrants including NIVA members who are part of the independent music and comedy venue, festival, and promoter community, were joined by affiliate members, and talent agents and managers from National Independent Talent Organization (NITO). This was the first time NIVA members and those who support them came together in person. NIVA formed in the early days of the pandemic when gathering places were shuttered and the independent industry was at risk of mass collapse. NIVA spearheaded the Save Our Stages Act, which became the \$16 billion Shuttered Venue Operator Grant.

“What an honor to be part of such an impactful two days,” said NIVA Executive Director, Rev. Moose. “Not only did we exceed our attendance goals, we managed to create an even stronger sense of community within our industry focused on fostering authentic connections, sharing impactful knowledge, and empowering our peers, our friends, and our industry to overcome the enormous challenges the pandemic has placed on us.”

During the conference, NIVA held its first-ever Awards Formal at the Rock and Roll Hall of Fame and Museum. Awards were honored in seven categories to individuals who have done outstanding work to further NIVA’s mission to preserve and nurture the community of independent live entertainment:

NIVA '22 Independent AF Winners

Best Community or Charitable Engagement by a Venue, Promoter, or Festival:

Howie Kaplan/Howlin’ Wolf

Best Artist Development by an Agent:

Pat May, Crossover Touring for Billy Strings

Best advancement of Inclusion, Diversity, Equity, and Accessibility from a Venue, Promoter, or Festival:

Tobi Parks, xBk Live/D Tour

Best Innovation by a Venue, Promoter, or Festival:

Bop Stop

Best support of an Artist's Charitable Work by a Manager:

Michel Vega, Magnus

Best Charitable Live Event:

Newport Folk Festival

NIVA's Award for Exceptional Service:

Sen. Amy Klobuchar, D-Minnesota

Sen. John Cornyn, R-Texas

Sen. Chuck Schumer, D- New York

Dave Grohl, Foo Fighters and NIVA Advisory Boardmember

Boris Patronoff, CEO of See Tickets and Chair of NIVA's Advisory Board

NIVA's two-day conference kicked off with a performance by Meshell Ndegeocello at Beachland Ballroom and concluded with a high-energy performance by national bounce artist, TV personality, and cultural influencer, Big Freedia, to a packed house at Grog Shop.

The inaugural conference was made possible due to generous support from partners See Tickets, DICE, Etix, VenuePilot, Tixr, Prism.fm, Lyte, CAPS Payroll, Mandolin, Eventric, and many others.

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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