

Proposed Legislative Amendment

To provide Congress with a road map to expand the existing “Shuttered Venue Operator Grant” (SVOG) program in order to include *all* Events Industry businesses that have been disproportionately impacted by COVID-19 shutdowns.

- ▶ Create a new category of eligible entities called “Live Event Suppliers and Service Providers,” which would include the diverse range of businesses that provide services and support for gatherings of all types. For a full list of the business sectors that have been impacted, see table 1 below.
- ▶ To qualify, companies would have to earn at least 70% of their annual revenues (2019) by providing production or logistical support, services, coordination, design or supplies to live events, including live entertainment events, corporate events including conferences, conventions and exhibitions, private social events including weddings, fundraising and political events, fairs and festivals, and amateur sporting events. For a full summary of the Events Industry ecosystem, see table 2 below.
- ▶ To qualify, companies must have fewer than 300 employees.
- ▶ To qualify, companies must demonstrate at least a 50% drop in revenues in the second, third or fourth quarter of 2020 compared to the same quarter in 2019.
- ▶ Qualifying Live Event Suppliers and Service Providers would be eligible for Shuttered Venue Operator Grants equal to 45% of 2019 revenues.
- ▶ Grant amounts would be reduced by the amount of the forgiven portion of any PPP loan amounts taken after 12/27/20.
- ▶ A supplemental grant may be made in the amount of 50% of the initial grant if, as of July 1, 2021, the revenues of the eligible entity for the most recent calendar quarter are not more than 30 percent of the revenues of the eligible entity for the corresponding calendar quarter during 2019 due to the COVID-19 pandemic.
- ▶ Grants to be used for specified expenses such as payroll costs, rent, utilities, and PPE.

Events Industry Vertical Markets

- **Corporate Events** (Meetings, Conferences, Product Launches, Media/Brand Activations, Trade Shows, Consumer Shows, Grand Openings, Company Parties, etc.)
- **Celebrations** (Weddings, Mitzvahs, Anniversaries, Graduations, etc.)
- **Fundraising and Political Events** (Galas, Auctions, Rallies, Inaugurations, etc.)
- **Fairs and Festivals** (Art, Music, Carnivals, Circuses, and Expositions)
- **Sporting Events** (Local Team Sports, Marathons, Tournaments, Rodeos, etc.)
- **Performances** (Concerts, Theatre, Opera, Dance, Comedy, etc.)

Events Industry Business Sectors

- Event Planning and Production
- Audio-Visual, Lighting, and Staging Providers
- Event Rental Companies
- Event Catering
- Scenic, Decor, and Floral Vendors
- Trade Show Operators and Vendors
- Theatrical Service and Equipment Providers
- Specialty Entertainers
- Creative Content Providers
- Specialty Event Services and Vendors
- Wedding-Specific Services and Vendors
- Fair and Festival Operators and Vendors
- Special Event Venues
- Performance Venues
- Amateur Sporting Event Operators and Vendors