



**THE NATIONAL INDEPENDENT VENUE FOUNDATION APPOINTS
CARL ATIYA SWANSON AS EXECUTIVE DIRECTOR**



Photo credit: Zoe Prinds-Flash

**National Nonprofit Leader and Artist Resource Advocate Joins NIVF
Leadership Team**

February 1, 2023 – [The National Independent Venue Foundation](#) (NIVF) announces the appointment of Carl Atiya Swanson, a leader in artist community development with extensive experience in the nonprofit sector, to the position of Executive Director, effective immediately.

As NIVF's Executive Director, Swanson will play a critical role in expanding and solidifying NIVF's programmatic vision, collaborating with the executive leadership of both the National Independent Venue Association (NIVA) and NIVF to preserve and nurture the ecosystem of independent live performance venues, festivals and promoters throughout the U.S.

Swanson will strengthen the sector through economic development initiatives, robust workforce development programs, and manage critical services such as emergency relief funding. As an externally facing ambassador, Swanson's expertise in relationship management and fundraising will further NIVF's involvement in education and community programming, while continuing to build a more diverse, equitable, and inclusive sector by creating more opportunities for marginalized and traditionally excluded communities.

"I am so excited to be joining National Independent Venue Foundation as Executive Director," said Carl Atiya Swanson, Executive Director of NIVF. "Having worked on the NIVA Emergency Relief Fund in 2020 and 2021, I know the power of what we can do together, and for each other. I am excited to bring my experience in resource development and organizational leadership to this role and find creative, collaborative ways to support a thriving ecosystem for independent live entertainment communities."

Prior to joining NIVF, Swanson served as Associate Director at Springboard for the Arts, a national leader in artist resources and artist-led community development. He spent 10 years managing projects across Springboard's program areas, leading development and partnerships, and supporting organizational growth through strategic and financial leadership. He has presented on arts leadership, creative placemaking, and community engagement for Americans for the Arts, Artist Communities Alliance, American Craft Council, the Minnesota Council of Nonprofits, and others.

Swanson has also worked at the Minneapolis Institute of Arts, and as a freelance arts and culture writer and in artist and press relations. He is the founder of Cast Consulting, a firm focusing on strategy and creative work to spark change, with clients including Salzburg Global Seminar, Initiative Foundation, and Minneapolis Public Schools. He also serves on the board of Catalyst Music Twin Cities, which runs two all ages venues and offers youth programming, and has served on the boards of the Young Nonprofit Professionals Network - Twin Cities, and Dissonance, which advocates for mental health and wellness in the creative sector.

"Carl's extensive nonprofit leadership experience and artist community development gives him the unique ability to strengthen NIVF's economic development initiatives,

manage crucial member and employee support programs, and create a more diverse and inclusive sector. We are happy to welcome Carl as the new executive director of NIVF and look forward to an exciting and creative future,” said Tobi Parks, Board Vice President of NIVF.

About NIVF:

The mission of the National Independent Venue Foundation (NIVF), a 501(c)(3), is to preserve and nurture the ecosystem of independent live performance venues and promoters throughout the United States by supporting a transparent, competitive marketplace serving a diverse and inclusive community of artists, fans, and industry workers. The Foundation focuses on activities in support of the mission, such as the Emergency Relief Fund, education and community programming, employee training and support, economic development initiatives, especially in opportunity zones and for underserved communities, and to support NIVA's and NIVF's efforts to enhance diversity, equity, and inclusion in the sector.

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