

NATIONAL INDEPENDENT VENUE FOUNDATION (NIVF) ANNOUNCES REOPENING OF THE EMERGENCY RELIEF FUND

Jan. 19, 2022 – The **National Independent Venue Foundation (NIVF)**, a 501(c)(3) organization, announced today the relaunch of its Emergency Relief Fund. The **NIVF Emergency Relief Fund (ERF)** provides economic relief to independent, music and comedy venues, festivals, and promoters across the United States experiencing a severe financial emergency due to circumstances beyond their control.

The NIVA Emergency Relief Fund was first launched by the National Independent Venue Association (NIVA) in October 2020 to help struggling venues and promoters on the verge of collapse, as they awaited critical financial relief from government programs. The NIVA Emergency Relief Fund awarded \$3,170,000 to entities in 40 states; \$2,800,000 to 148 independent venues and \$370,000 to 18 independent promoters. These funds were donated by thousands of individuals across the country, and through the generosity of Mast-Jägermeister US, Anheuser-Busch InBev, Spotify, Universal Music Group, the Gerald L. Lenndard Foundation, Sony Corporation, and Fender Musical Instruments Corp. Additional support was provided by YouTube Music to fund the SOSFest fundraising event benefiting the NIVA ERF.

While previously focused solely on mitigating the impact of COVID-19, the updated Emergency Relief Fund will now cover additional unforeseeable situations beyond the control of recipients, including natural disasters, future pandemics, and the lasting effects of COVID-19. The ERF is a crucial initiative for NIVF and aligns with its mission to preserve and nurture our national independent, live entertainment community.

“These venues and promoters contribute in immeasurable ways to the vibrancy of the nation’s diverse communities and economy,” said Lisa Gedgudas, co-chair of the NIVF ERF Committee and program manager, Cultural Affairs Arts & Venues with the city and county of Denver. “While NIVF’s ERF is limited in resources compared to the federal funding we have seen, it is our social responsibility to have this program in place to help represent our independent contributors that are hardest hit and facing severe and catastrophic emergencies beyond their control. From pandemics to fire and floods, the new evolution of the ERF program stands in preparation for a stronger recovery in the face of various climate emergencies that may continue to impact independent venues in our communities over time.”

Applications are being accepted on a rolling basis throughout the year and reviewed as received on a case-by-case basis by the ERF Committee under the direction of the NIVF Board of Directors. NIVF is committed to inclusivity, diversity, equity, and accessibility in its programs and decision-making processes, including the guidelines, application, criteria, and review process for the NIVF Emergency Relief Fund. More detailed information about the fund, including a link for those that wish to apply or donate, can be found at www.nivferf.org.

“The long-term continuation of this program will support venues and promoters across the country when a crisis occurs,” said Hal Real, president of the NIVF Board and World Cafe Live in Philadelphia. “We encourage live music fans and sponsors to donate to our Emergency Relief Fund so we are ready to assist the next time independent venues and promoters are in dire need of assistance.” This Emergency Relief Fund is just one of

several programs that NIVF is developing to proactively support the independently owned and operated anchors of our communities.

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.

About NIVA

Formed April 2020 at the onset of the COVID-19 shutdown, National Independent Venue Association (NIVA) represents independent music and comedy venues, promoters, and festivals throughout the U.S. NIVA created and led the #SaveOurStages campaign, resulting in landmark legislation establishing the \$16 billion Shuttered Venue Operators Grant program 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. 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.

Media contact: Audrey Schaefer, Audrey@930.com