

NAVIGATING STATE COVID RELIEF MONEY

ENTERTAINMENT VENUES & PROMOTERS

"there is no such thing as a carry-out concert"

Maryland Entertainment Industry Association Members















































































3/13/2020



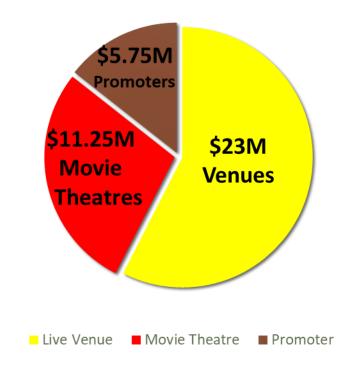
Thank You State of Maryland

- Governor Larry Hogan
- Lieutenant Governor Boyd Rutherford
- Comptroller Peter Franchot
- Secretary of Commerce Kelly Schulz
- Department of Housing and Community
 Development
- Department of Budget & Management



\$40 MILLION IN RELIEF AWARDED

Award Distribution (Millions)



- ·68 Venues (58%)
- 28 Movie Theatres (24%)
- •22 Promoters (18%)

Economic Impact & The Ripple Effect

Venues Impacted

Venues Impacted

Each venue type hosts a wide-range of potential live entertainment options. From blockbuster stadium shows to performances that cater to niche-audiences in smaller club settings, the venue-categories outlined here represent the diverse spaces recognized by the national touring industry.

Stadiums
Arenas
Theaters
Clubs

Festivals

Whether contracted as a 3rd party vendor, or directly employed by a venue, the live entertainment sector contributes to a significant share of the revenue generated by these categories locally.

Security Staff

Custodial/Cleaning Staff

Parking Attendants

Usher Staff

Concessions Staff

Box Office/Ticketing Staff

Production Staff/Stagehand Labor

Wardrobe Labor

Marketing Staff

ADA/Interpreters

EMT/Medical Staff

Every live entertainment event presented in Maryland requires

additional staff required to service this local industry. A robust

some blend of the services provided by the vendors outlined

here. Each vendor employs truck drivers, technicians, and

local production vendor community is vital for Maryland to

The local economic impact of mandated closures on Maryland's stadiums, arenas, theaters, clubs and festivals.

Local Production Vendor Impact

Local Advertising Revenue

Event Staff

Lighting Providers
Video Providers
Transportation Providers

Audio Providers

Equipment Rental Providers

Caterers

Tour Staff Hotel Accommodations

It's hard to imagine a local media landscape without the vibrant conversations surrounding live entertainment events in Maryland. Local media outlets rely heavily on the revenue generated by the live entertainment market.

entertainment events, many of these production vendors are generating little to no revenue.

Local Radio Stations

compete for national touring business. Without live

Local Television Stations

Local Cable Providers

Local Print Publications

Local Digital/New-Media Outlets

Hospitality and Service Industry

Impact

Parking Garages/Facilities

Local Restaurants

Hotels

Gas Stations

Ride Share Services and Taxis



Dialogue and Process

- June 2020 Comptroller Franchot reaches out
- July 2020 Maryland Entertainment Industry Association forms
- July October 2020 MEIA searches for CARES funding guidance/assistance
- •10/22/2020 Governor Hogan announces creative live entertainment funding
- November 2020 DHCD responsive, efficient program management
- February 2021 \$30M funding received
- April 2021 FY2022 budget allocates additional funding
- June 2021 \$10M funding received
- February 2022 Slow recovery, COVID-19 side effects



THANK YOU MARYLAND









































































