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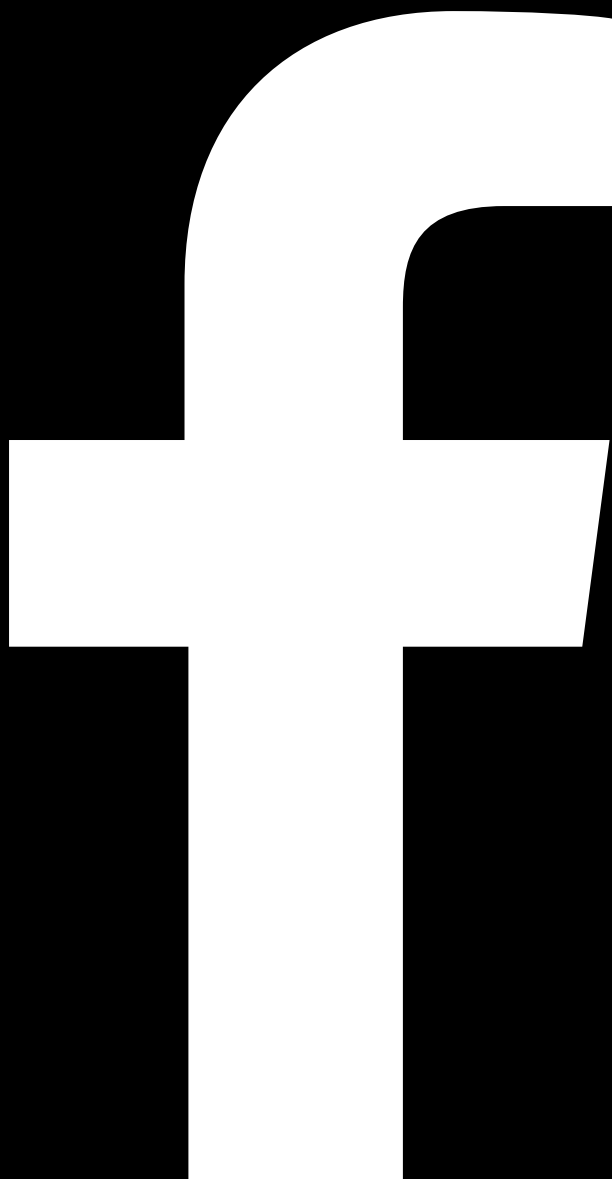
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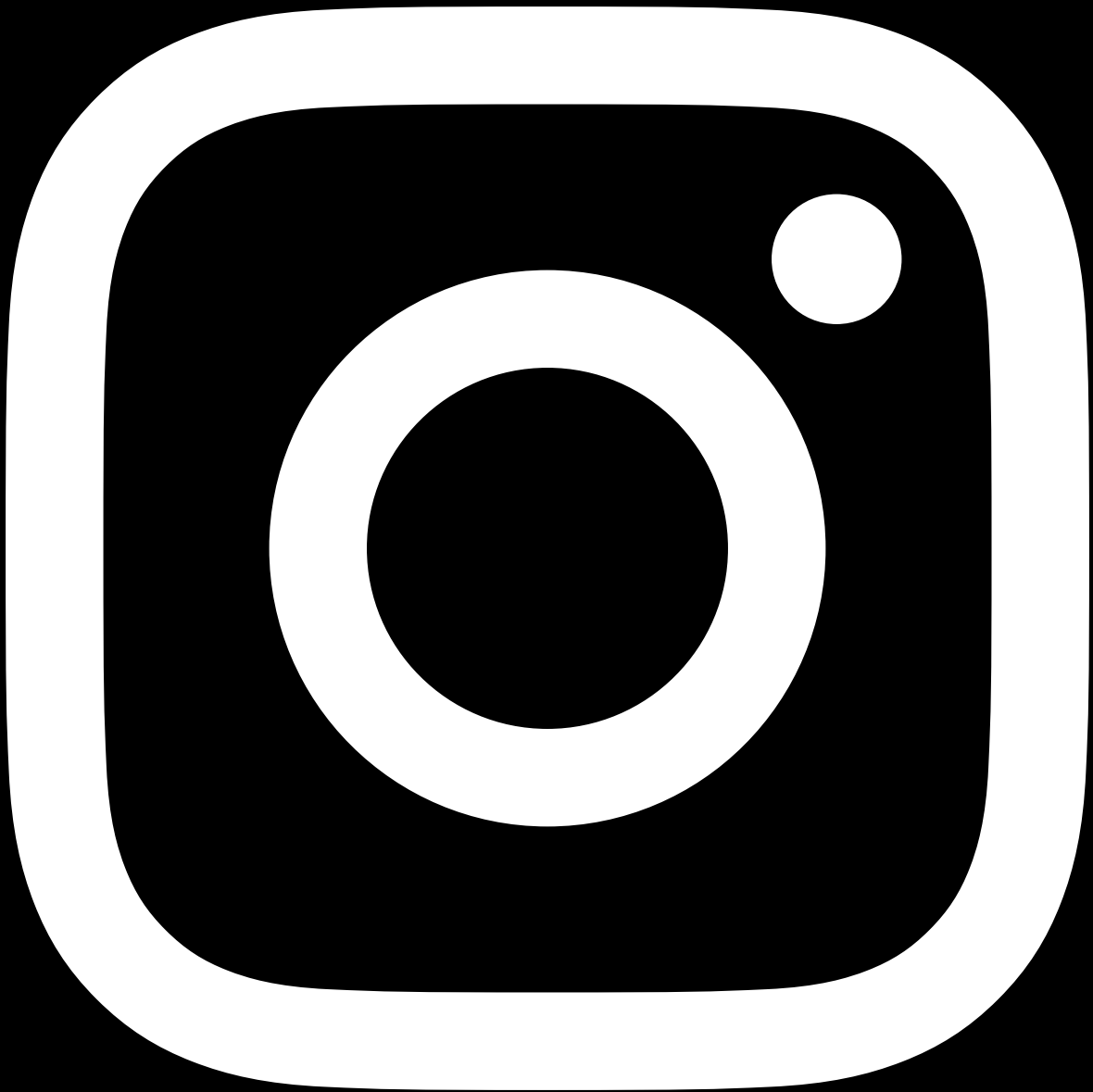
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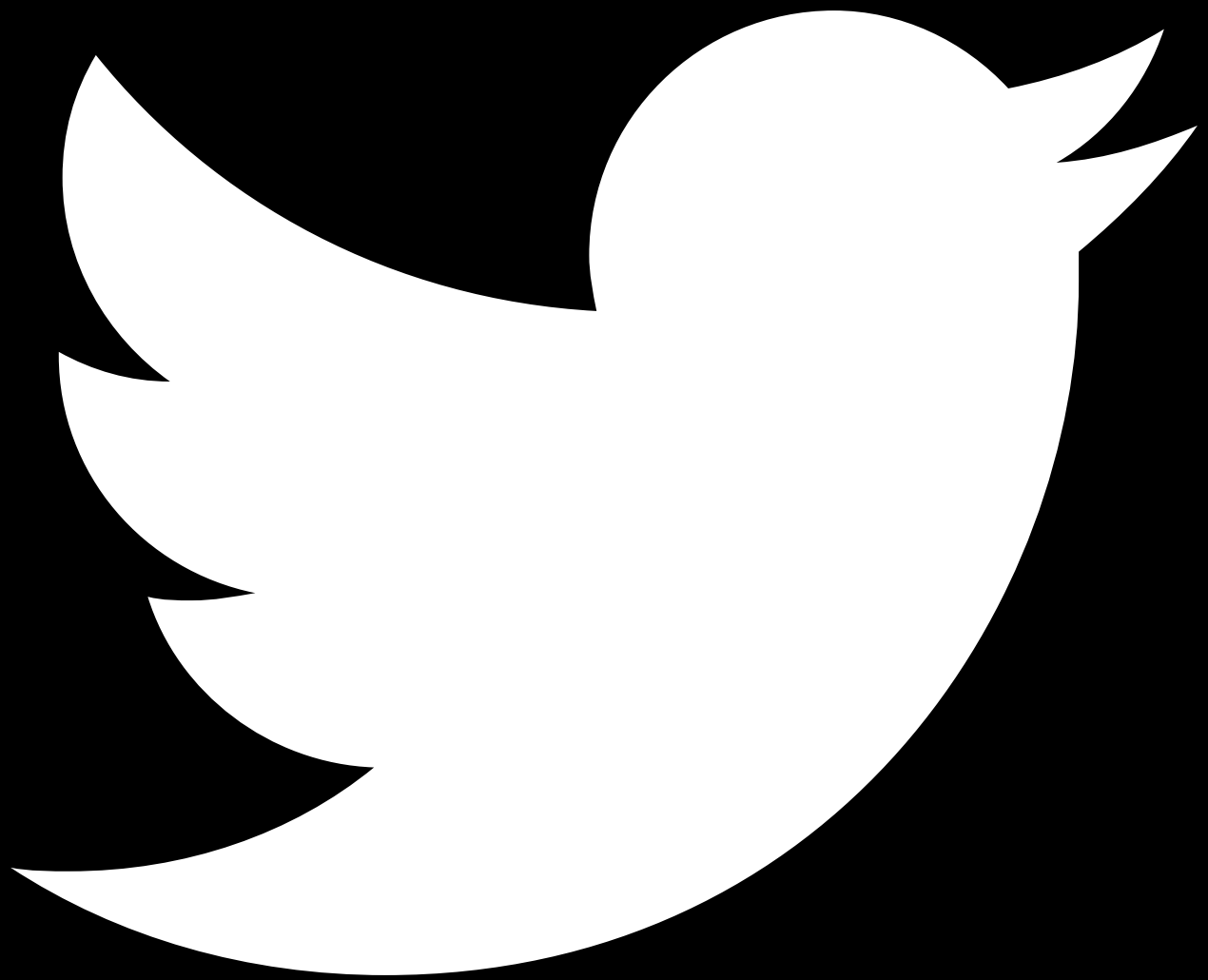
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TAKE ACTION

NIVA's mission is to preserve and nurture the ecosystem of independent live music venues and promoters throughout the United States.

These entertainment hubs are critical to their local economies and tax bases as employers, tourism destinations, and revenue generators for neighboring businesses such as restaurants, hotels, and retail. Independent venues exist in every state across the country; they were the first to be closed, they will be the last to open. The economic recovery process will extend past just reopening the front doors, requiring solutions unique to the industry.

Impact

The value added by arts and culture to the U.S. economy is **“five times greater than the value from the agricultural sector”** (2017 study by The National Endowment for the Arts)

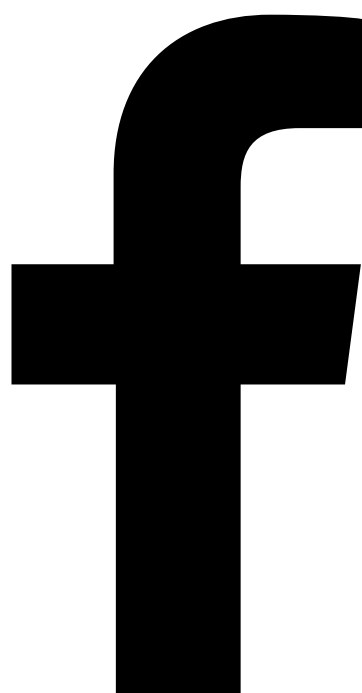
Venues are forecast to lose up to **\$8.9 billion of revenue** if the rest of 2020 were to remain dark
(Pollstar)

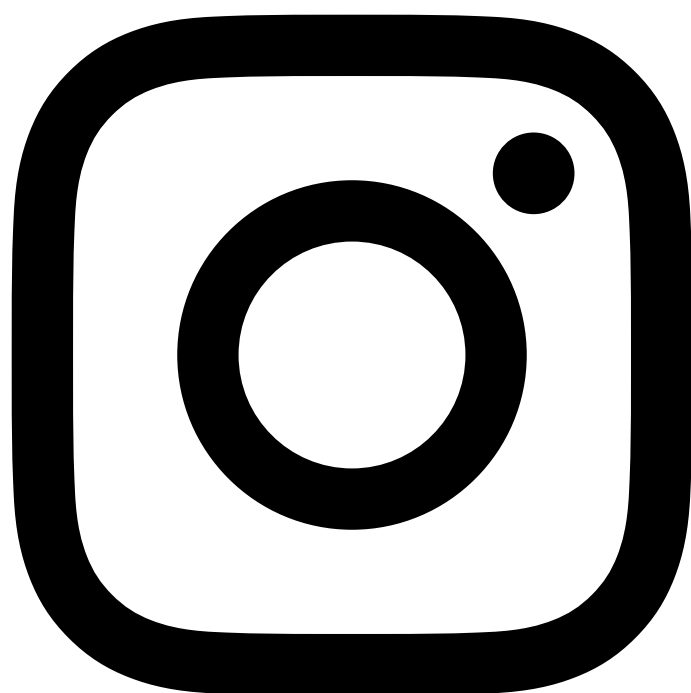
Arts and culture contributed **\$877.8 billion, or 4.5 percent, to the nation’s gross domestic product** (2017 Arts and Cultural Production Satellite Account)

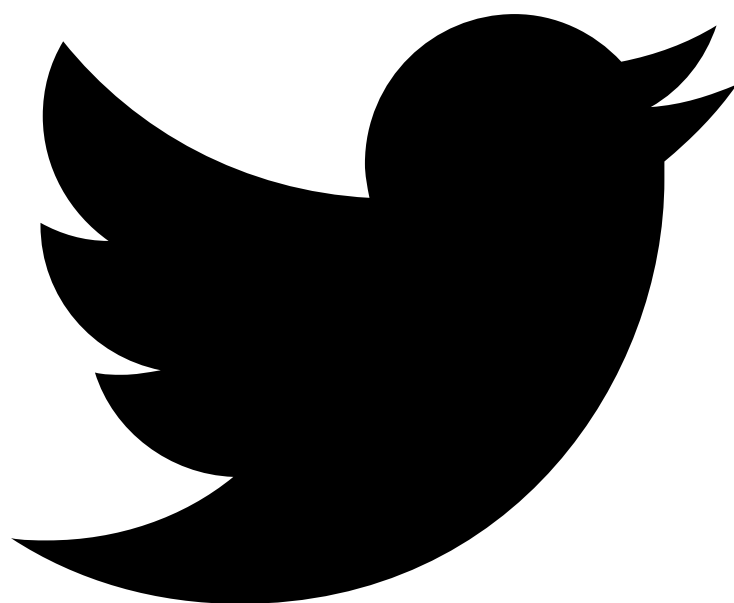
National Independent Venue Association

info@nivassoc.org

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