

## IAVM Advocacy — Stimulus Bill Update

The past 8 months, [IAVM](#) has been working diligently to make public venues eligible for Paycheck Protection Program relief. Monday, December 21<sup>st</sup>, the House and Senate passed a massive bill to fund the government for 2021 and provide \$900 billion in COVID relief funding. We are grateful Congress included provisions to help unemployed workers through the extension of existing CARES Act benefits, and included 2 key changes important to many IAVM member venues and allied partners.

The agreement includes modifications to the Paycheck Protection Program (PPP) to allow quasi-governmental event venues to qualify. IAVM worked to secure a new Destination Marketing Organizations (DMO) category for nonprofit entities that are a State, or political subdivision of a State, engaged in and deriving the majority of operating budget from revenue attributable to live events.

In addition, we fought for inclusion of a \$15 billion grant program for shuttered venues, independent movie theaters, and cultural institutions. Many members will qualify for this program. The language was improved from the original Save Our Stages Act to allow a wider range of venues and venue operators to argue that they should be covered, including government-owned venues.

There are criteria to meet to qualify for both the PPP and Shuttered Venues grant program, and venues must choose which program they will participate. IAVM members will need to carefully read the legislative text. TwinLogic Strategies (TLS) will continue to pour through the 5,593 pages of text, some of which we are seeing for the first time. A copy of the legislative text can be found [here](#). Section 318 includes the changes to the PPP, starting on page 2,100. Section 324 creates the shuttered venues grant program that starts on page 2,124. Resources on how to apply for funding will be provided once we have finalized directions. Please continue to check [VenueNet](#) for more information, as we will update there often.



On behalf of IAVM's Executive Committee and Board of Directors, a big thank you to Tammy Koolbeck, Greg Wolfe, Shelly Kleppsattel, David Touhey, Bobby Goldwater and the rest of the Industry Affairs Committee (IAC), as well as our professionals who joined in numerous conversations and letter writing with legislatures, treasury, and other federal leaders. In addition, we received assistance from US Travel, ASAE, DI, and numerous coalitions to fight for public venue and allied inclusion in this round of legislation. We didn't get everything that we have pursued, but we did achieve success. We are not done with our efforts, as next year legislators are expected to focus on long-term relief for businesses, and we will continue to diligently work with TLS, our association partners, and IAC to push for all venue types to be covered.

FEBRUARY 9 - 11, 2021

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## Despite Pandemic, NW AR Empowers Walton Arts Center to Pay It Forward

It's easy to look at the past 12 months and see all that we've lost – big concerts and shows, experiencing a night out with friends and more. But if you stop and realize all that we've been able to accomplish in spite of the global pandemic, it's pretty amazing.

We began new programming in March 2020 with our digital heARTs to homes series. For 10 weeks, the program aired on Facebook and YouTube, featuring 30 local artists or arts organizations, 4 artists from around the country and 30 local restaurants. In addition, we were also able to transition our Mosaix Film Festival and Abha dance performance to a digital format for patrons to enjoy at home.

When we knew all large-format programming would be suspended through the end of 2020, [Walton Arts Center](#) launched the [Ghost Light Recovery Fund](#) to keep our staff employed, our facilities operational and provide new programming with safety measures in place. After the recovery fund launched, our team worked diligently to find safe ways to invite the community back to our venues. This started with outdoor Happy Hours at the Walmart AMP, which allowed patrons to enjoy the new Choctaw Plaza that would have debuted in the 2020 concert season. Patrons got to experience free live music from 11 local and regional bands while also enjoying a full bar and new food menu. At the same time, we launched Saturday Cinema series that continued through December. 14 films were screened with both free and paid tickets.

In the fall we were also able to host small-scale concerts with regional and local artists at Walton Arts Center. These performances took place with state-approved health and safety protocols including seating on every other row in Baum Walker Hall, a minimum of 4 empty seats between parties and required face masks.

The northwest Arkansas community has continued to support Walton Arts Center and the Walmart AMP, even in the middle of the COVID-19 outbreak. In turn, we've been able to give back to our community who have been impacted by the unprecedented pause in live performances and events including actors, singers, artists and hospitality workers.

## Amarillo Civic Center Complex Serves as Vaccine Clinic

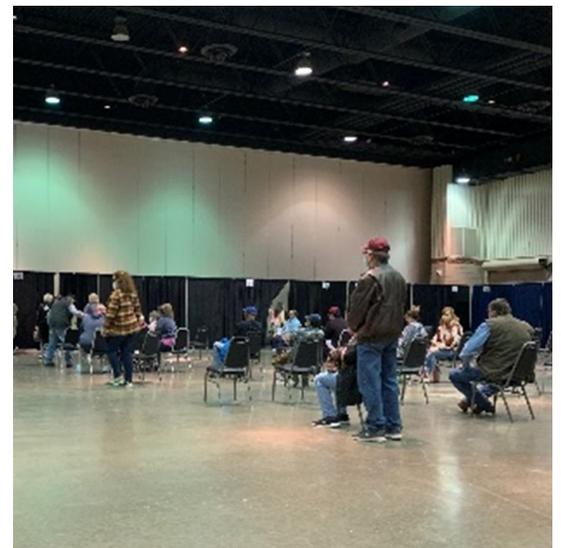
The [City of Amarillo](#) Public Health Dept. in Amarillo, TX has been utilizing the [Amarillo Civic Center Complex](#) as a COVID-19 vaccination clinic.

ACCC and APHD staff worked closely to create an efficient system in order to give out the vaccinations in a timely manner. Staff set up a ½ mile long indoor queue line to accommodate approximately 1,100 people leading to the South Exhibit Hall for screening and paperwork processing, then the North Exhibit Hall for vaccinations.

"This is a great model to ensure vaccinations are provided as quickly as possible," said Texas Governor Greg Abbott.

On a daily basis, the clinic has the ability to vaccinate 4,000 people and, within the first 5 day period, 12,000 vaccinations were given.

"I am proud of the staff who worked so hard to do something that has never been done before. We are learning and improving as we go," said Amarillo Mayor Ginger Nelson.





## The Hybrid Presenting Model

If 2020 has taught us anything about our audiences, it's that we must connect with them in innovative ways. To be sustainable and supportive of our communities, we must develop programming that extends past the in-venue experience.

Previously, presenters and venues were reluctant to add streaming content because we consume live arts and entertainment "in person." At [Theatre Projects](#), we believe organizations should embrace a hybrid presenting model that supports both in-person and streaming. We have the opportunity to rethink what the experience can be, how to connect with audiences in new and fruitful ways, and how this new model can help organizations become more sustainable while generating new revenue streams.

In this multi-part article series, Theatre Projects examines why presenters need to look towards building long-term hybrid presenting models and strategy. [Visit our website](#) here to learn more.

## Broadway Returns to Walton Arts Center for One Night Only

[Walton Arts Center](#) will host Broadway's Bret Shuford on Saturday, Jan. 16 at 7 pm for *Charming: A Tale of an American Prince*, part of Procter & Gamble Ghost Light Programming.

With musical direction by Tracy Stark and direction by Lennie Watts, *Charming: A Tale of an American Prince* features Shuford, a Texas native bitten by the theater bug at a very young age who has spent the last 20 years working in New York City.

The cabaret-style performance tells the tale of one prince's trek from the faraway kingdom of Texas to a castle in The East Village. Shuford's quest is highlighted by the music of Sondheim, Rodgers and Hammerstein, Prince and more, with a little Disney magic thrown in for good measure. Friendship bracelets, giants and perhaps even a furry woodland creature help guide this prince along the way as he searches for life, liberty and happily ever after.

Shuford's Broadway credits include *Wicked*, Cirque Du Soleil's *Paramour*, *Amazing Grace*, *Chitty Chitty Bang Bang*, *Beauty and the Beast* and *The Little Mermaid*. Other New York credits include Actors Fund Benefit performances of *A Wonderful Life*, *Best Little Whorehouse in Texas*, *On the Twentieth Century* and the Radio City Christmas Spectacular. Shuford was also part of the national tour of Lincoln Center's *South Pacific*.

The performance will be in Baum Walker Hall to allow for a minimum of four empty seats between parties and every other row will remain empty. These empty rows, with select seats removed, will also serve as walkways to seats located in the center of the theater, reducing contact between patrons.

Masks will be required and social distancing will be enforced. For a complete list of health and safety precautions that will be in place for this and future performances at Walton Arts Center visit our [website](#).

Ghost Light Programming is presented by Procter & Gamble and provided in part by supporters of the [Ghost Light Recovery Fund](#).



## Walmart AMP Recognized with Kaleidoscope Award

The team behind the recent expansion and renovation at the [Walmart Arkansas Music Pavilion](#) (Walmart AMP) recently received a 2020 Construction & Developers Kaleidoscope Award from the Fayetteville Chamber of Commerce. The award honors a project that is impactful, demonstrates technological advancement, and is high-quality design. Award winners should bring character to a community and help identify the uniqueness of northwest Arkansas.

Construction began on the expansion project in November 2019, following the final concert of the 2019 season. The focus of the project was to enhance patron experience by creating flexible viewing opportunities and gathering spaces within the venue, increasing the number of restroom stalls and concession windows, and to improve the artist's experience by expanding the artist wing and backstage loading dock. The project was completed in just seven months during the venue's off season and in time for what would have been the 2020 concert season.

The project team for the Walmart AMP 2020 Expansion included CDI Contractors, Core Architects, Tatum-Smith Engineers, Crafton Tull and HP Engineering.



## Curtis Culwell Center Hosts State Volleyball Championships

The Curtis Culwell Center successfully hosted two 2020 UIL Volleyball 5/6A State Championship games on December 12<sup>th</sup>. Due to state and county social distance guidelines, capacity was limited to 1,181 versus 6,860. The 5A game was a sellout and guidelines were carefully enforced throughout the event. Face coverings were required, temperature checks mandatory, all transactions were cashless, and ticketing was entirely mobile. At the conclusion of each game, the building was cleared and sanitized before doors opened for the next game. The CCC is excited to host the United Cheer Championship January 16<sup>th</sup>.



## The History of Venue Design at Henderson Engineers

When [Henderson Engineers](#) started 50 years ago, we were recognized primarily for retail design. Over the years, we began to diversify, using our retail knowledge to expand into other vertical markets, including grocery, healthcare, and restaurant before moving into a market that incorporated it all — venue design.

Over time, we've introduced new venue design engineering services as well, creating a convenient one-stop shop for our venue clients that includes acoustics, architectural lighting, audio-video, broadcast, code consulting, electrical, fire and life safety, mechanical, plumbing, security, and telecom. We also launched [Henderson Building Solutions](#) to provide construction management, commissioning, and controls services under the same roof.

For more information about Henderson Engineers, visit our [website](#).

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## Fort Worth Convention Center & Will Rogers Memorial Center Receive GBAC “Star” Facility Accreditation

## Overland Park Convention Center Named Best Customer Service & On-Site Support in North America

The [Overland Park Convention Center](#) announced it has been named Best Customer Service and On-Site Support in North America by [EXHIBITOR Magazine](#), a leading industry publication honoring the best in meeting and event venues. It's second national recognition of the year, Overland Park was also named amongst North America's 30 best convention centers for trade shows and events.

Considered the most prestigious award in the Centers of Excellence competition, Best Customer Service and On-Site Support scores facilities regardless of size to the level of service they provide to exhibit and event managers, by using an algorithm to identify and recognize the best centers in North America.

After a survey of past clients as well as exhibit and event managers who have exhibited at or hosted events at each of the top three finalist venues, the Overland Park Convention Center was selected.

Past clients gave Overland Park near perfect scores — praising the venue and employees as great professional partners always willing to go the extra mile. “The Overland Park Convention Center is dedicated to our process and consistently delivers high-quality and over the top customer service for our events before, during and after the event,” said Sheri Hamilton, president of Hamilton & Associates. “The OPCC team works with customers and proactively finds solutions to any problem,” said Dale Warman, CEO of International Lineman’s Rodeo and Expo.

Also included in the judging criteria was the convention center’s exhibit space that can easily be transformed from a trade show space into an exquisite setting for celebratory gatherings and black-tie affairs. Overland Park’s industry leadership in achieving the Global Biorisk Advisory Council (GBAC) STAR accreditation in response to the COVID-19 pandemic was also reflected.

“In a year that has been devastating to our entire industry, this award serves as a true reflection of the dedication and hard work our staff continues to put in no matter what obstacles come their way,” said Brett C. Mitchell, general manager of Overland Park Convention Center. “Since reopening in July, we’ve worked continuously to ensure the health and safety of the public, starting with the attainment of our GBAC STAR accreditation. While it was a large undertaking for our staff, their determination is what makes us who we are. And now, we can proudly say we have the industry’s only outbreak prevention, response and recovery accreditation for facilities.”

To learn more about the Overland Park Convention Center’s local and national accomplishments or to book an event, please visit our [website](#).

The [Fort Worth Convention Center](#) (FWCC) and the [Will Rogers Memorial Center](#) (WRMC) have received the “STAR” Facility accreditation status from the [Global Biorisk Advisory Council](#)® (GBAC), the cleaning industry’s only outbreak prevention, response, and recovery accreditation for facilities.

“GBAC accreditation is the gold standard of prepared facilities,” said Mike Crum, Director of Public Events for the City of Fort Worth. “Meeting planners will find that we have gone the extra mile to assure their event attendees have as safe an experience as possible while in our buildings.”

“As the operations team has gone through the rigorous GBAC application process, we’ve been able to create and enhance our cleaning protocols,” said FWCC Acting General Manager Cynthia Serrano. “We’ve also developed new methodologies for our team to expand how we evaluate what is clean and safe.”

“We always had high standards, but now we’re sanitizing for safety as well as for aesthetic,” said WRMC General Manager Kevin Kemp.

As part of the requirement for accreditation, 18 Public Events Department employees also received a GBAC Trained Technician certification. Individuals earning the certification are trained in planning, knowledge and processes needed to respond to a biohazard crisis in the workplace. They also mastered preventive, response and contamination control measures for infectious disease outbreak situations such as COVID-19.

“Earning GBAC designation brings increased value to our clients because a commitment to safety, excellence, and continuous learning,” said Kemp.



## Studio-MLA Selected to Design the New Community Park at Fair Park



**Community Park  
Concept Rendering  
Pending Design**

Last month, [Fair Park First](#) and [Spectra](#), the public-private partnership charged with managing [Fair Park](#) in Dallas, announced the selection of Studio-MLA — a world-renowned landscape architect firm—as the designer for the new Community Park that will replace over one thousand parking spaces at Fair Park. The announcement was made in conjunction with Beiderman Redevelopment Ventures (BRV), Fair Park’s development partner.

The planned Community Park design will likely include a large lawn, a children’s play area with

an interactive water feature, naturalized plantings, remembrance gardens, a small pavilion for gatherings, and movable tables and chairs. The park will also provide free programming for children, adults, and seniors. A typical calendar of events during a week might include fitness classes, small musical performances, art workshops, drum circles, a reading room, and outdoor movies.

Studio-MLA—in concert with Fair Park First, Spectra, and BRV—will work alongside neighborhood leaders, residents, local partners, and other grassroots groups on their vision for the new Community Park and will seek community input for the park design. More details will be announced in the coming months on the [Fair Park First website](#).

## Christmas in the Park Drives Through Fair Park

The 22nd Annual SM Wright Foundation “Christmas in the Park” was held at [Fair Park](#) on Saturday, December 19<sup>th</sup>, at Fair Park in Dallas. Unlike previous years, the 2020 version of “Christmas in the Park” was a drive-thru-only event. Despite the changes, the SM Wright Foundation provided brand new toys, bed sets, coats, bicycles, food, clothing, and household items to over 2,000 families and over 5,000 kids.





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