



PRESENTED BY:



COVID-19 Update for Live Event Professionals

Thursday, June 4
1 pm PT / 4 pm ET

#MusicIsLife

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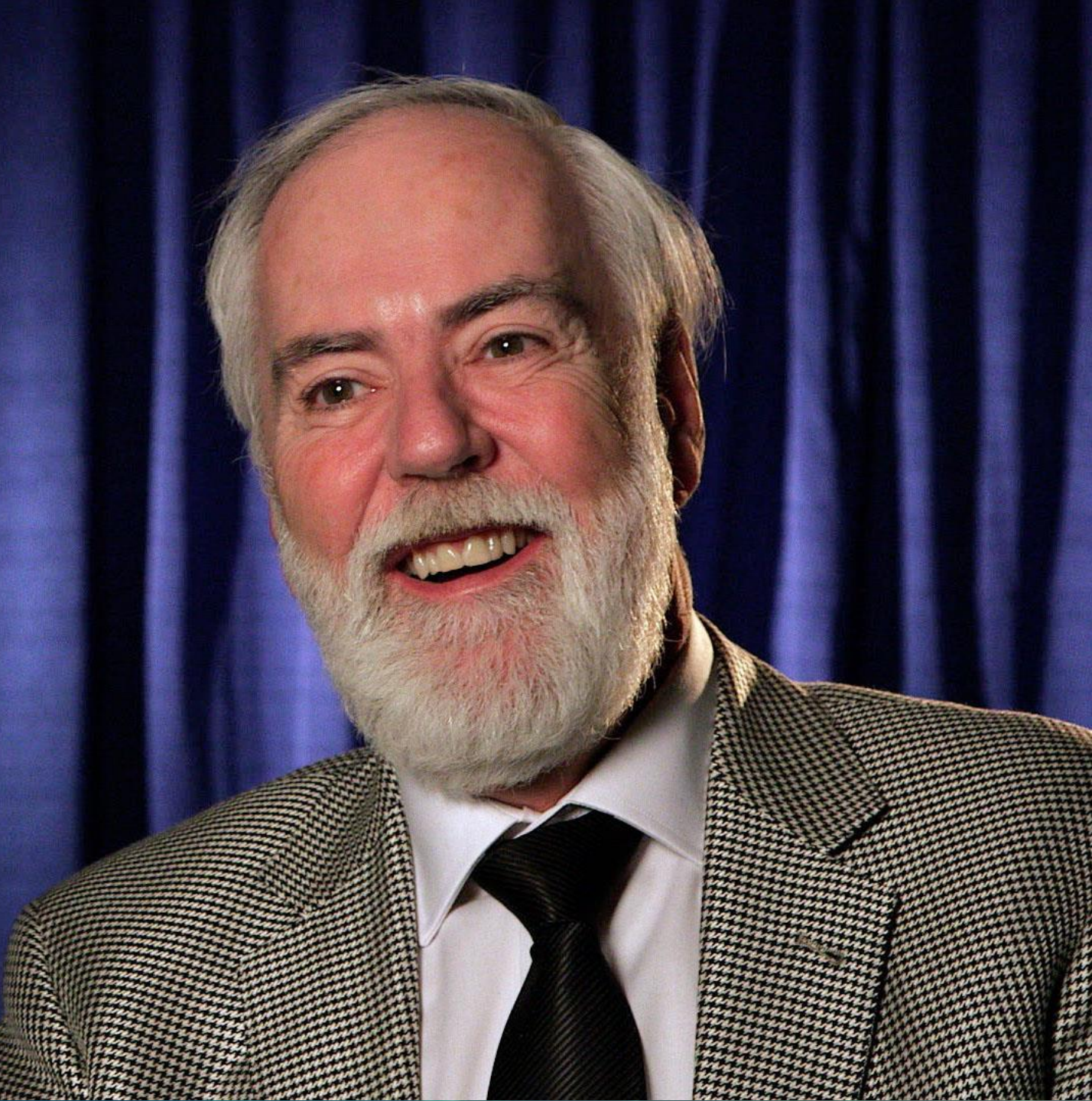
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Q&A

To Ask a Question on Today's Webinar:

- Open the “Q&A” tab at the bottom of your screen
- Type your question into the Q&A box
- Click “Send”



WELCOME

Terry Lowe

PLSN
PROJECTION LIGHTS & STAGING NEWS

FOH
FRONT OF HOUSE

Meet Today's Panelists

- **Michael Strickland** - Founder and Chair, Bandit Lites
- **Jim Digby** - President, Event Safety Alliance
- **Chris Cushing** - Managing Director, Federal Strategies Team, Nelson Mullens
- **Mary Luehrsen** - Director of Public Affairs and Government Relations, NAMM
- **Zach Phillips** - Director of Professional Development, NAMM
- **Andy Tompkins** - Director of Marketing and Communications, NAMM

What We Will Cover

- **PLSN survey data** – *Terry Lowe*
- **Paycheck Protection Program (PPP) update** – *Chris Cushing and Mary Luehrsen*
- **State of industry** – *Michael Strickland*
- **Event Safety Alliance re-opening strategies** – *Jim Digby*
- **Q&A** – *Andy Tompkins*
- **Available resources** – *Zach Phillips*

By The Numbers: Business Owners

- 76.26% reported they had lost 100% of their existing cash flow streams
- Only 3.08% of companies reported being able to keep all their employees on their payroll
- 47.6% reported they been able to keep *none* of their employees on their payroll
- 35.17% reported they see the need for further staff reductions in the next 30 days
- 48.65% of the companies reported that their existing banking relationship was able to help them apply for a PPP loan
- As of mid-April, 88.4% reported that they had *not* yet been approved for a PPP loan
- Only 3.94% reported their PPP loan had been funded
- More than three in four business owners — 76.94% — believe the COVID-19 pandemic is putting their company in jeopardy.

By The Numbers: W2 Employees

- 43.2% of W2 employee respondents have reported losing their job
- 46.53% are currently working from home
- 71.06% do not believe they will be recalled in the next 30 days
- 42.16% have applied for unemployment benefits
- 49.48% believe they qualify for benefits under the CARES Act
- 42.96% feel they only have enough money to pay their rent/mortgage for the next 30 to 60 days
- 8.15% say they have lost their healthcare because of the pandemic
- 21.42% say they expect to be losing their health care in the foreseeable future

By The Numbers: 1099 Workers (Freelancers)

- 97.31% stated they have lost their 1099 job(s) because of the pandemic
- 23.76% are currently working from home
- 92.67% do not believe they will be recalled in the next 30 days
- 57.37% have applied for unemployment benefits
- 53.83% believe they qualify for benefits under the CARES act
- 47.47% feel they only have enough money to pay their rent/mortgage for the next 30-60 days
- 6.03% say they have lost their health care because of the pandemic
- 21.02% say they will be losing their healthcare in the foreseeable future

Comments

“I lost three months of scheduled work in the span of about 72 hours, with no restart in sight. I had to find work outside of my industry, the industry I have worked in full-time as an independent, self-employed, successful-enough freelancer for the last eight years.”

“I’m one of many who cannot seem to get paid unemployment insurance. There’s a holdup of unknown resolution. I can’t get through to ask or expedite. So, for the last month, I have zero income, even though my claims go through.”

“I am a lighting and scenic designer out of the Chicago area. I do all my work as an independent contractor, on a job-by-job basis. I have not worked since March 3, 2020. I have tried several forms of help through the IDS and my local banks. Still nothing. If this goes any longer than two months, I will be in serious trouble.”

Comments Cont.

“Between being a W2 and 1099 hybrid, the government doesn’t know what to do with me or how to help. While my income looks large, it ends up being rather small due to the amount of insurance and business costs I regularly incur. The government doesn’t take any of these things into account when determining who needs aid. Also, I’m seeing employers who have W2’d me, giving the wrong start dates to the government (dates are off by years) which is affecting my eligibility...I’ve paid into the system for years, and I’m not getting help when I need it the most.”

“It has dramatically changed the future of our industry forever. Once-packed convention halls will now be switched to virtual live streams. Live entertainment will take months, if not years, to bounce back. An industry I once thought was untouchable — we were the relief to bad times — and now we are looking out asking, who is the relief for us?”

PPP Update



Mary Luehrsen

Director of Public Affairs and
Government Relations, NAMM



Chris Cushing

Managing Director, Federal
Strategies Team, Nelson Mullens

PPP Funding Update

- The SBA has processed 4.5 million loans for a total of \$530 billion out of \$659 billion in total funding, but 4.5 million is only a small portion of the estimated 30 million small businesses in the U.S
- Unless Congress acts (more on this to follow) the PPP will end on June 30th
- There is still over \$130 billion available
- If you have not applied for a PPP loan, contact your financial institution

PPP Forgiveness Top Line Items

- Confusing, incomplete guidance and constantly changing
- On May 13th, oversight relaxed: Loans below \$2 million automatically deemed in compliance
- Borrowers must maintain careful documentation
- Application includes new exemptions
- Your lender is a valuable resource – stay in close contact
- Lender has 60 days to make a determination; SBA has an additional 90 days to fund the lender.

Paycheck Protection Flexibility Act

Breaking NEWS:

PPP Flexibility Passes House and Senate

Key Changes: money lasts longer, especially for small businesses that are opening slower

Revised PPP Legislation

Would:

- Extends covered forgiveness period from 8 weeks to 24 weeks or December 31st, whichever comes first
- Reduces the forgiveness amount that must be spent on payroll costs from 75% to 60%
- Expands availability of certain payroll tax deferrals. PPP recipients had been ineligible for payroll tax deferrals
- Extends the minimum maturity of PPP loans to 5 years from 2 years, up to a maximum of 10 years
- Changes the “cure date” for loan forgiveness for reductions in workforce, wages or salaries from June 30th to December 31st
- Extends the date that PPP loans may be made from June 30th to December 31st

PPP Forgiveness Application Highlights

- Step-by-step loan forgiveness calculation form
- Offers options for calculating payroll costs
- To calculate FTEs, the borrower may either:
 - Assign 1 for each employee over 40 hours and 0.5 for each employee under 40 hours; or
 - For each employee, enter the average number of hours paid per week, divide by 40, and round to the nearest tenth, up to a maximum of 1.0
- Wage reductions in wages in excess of 25% must be analyzed separately

Forgiveness Application *continued*

- Some costs incurred but not yet paid are eligible for forgiveness flexibility
- Loan forgiveness will not be reduced if a borrower is unable to fill vacated positions under specified criteria
- Borrowers must make several certifications: forgiveness amount used on eligible costs, etc.
- Forgiveness Application lists documents that must be submitted and maintained



Resource Summary

Recorded Webinars

- COVID-19 Small Business Relief: SBA Loans, Medical Leave, UI and Tax Relief
- COVID-19 Small Business Relief: CARES Act
- COVID-19 NAMM Members Share Fed. Aid Application Experience
- COVID-19 Independent Contractors and Gig Workers
- COVID-19 Small Business Relief: CARES Act 3.5

Updates

- CARES Act
- PPP, EIDL Loan Guidelines
- Paid Sick and Family Leave
- US Treasury and IRS Relief

Resource Links

- Employer Resources
- Employee Resources
- Global Resources
- Instrument Cleaning Guidelines



Reminder

All information and resources mentioned in this webinar are available here:

namm.org/issues-and-advocacy/covid-19-updates-and-resources-business

Let Us Hear From You
Erice@namm.org

State of Industry



Michael Strickland

- Critical situation
- To make our collective voices heard, we must all reach out to our elected officials with a single, focused message
- To that end, please contact your local officials

Unified Ask

- [Visit www.usa.gov/elected-officials](https://www.usa.gov/elected-officials)

Find your officials and share our message!

Live Entertainment Production Industry Relief Plan

The Live Entertainment Production Industry is a 38-billion dollar a year industry with over 10 million people working in the industry

The Live Entertainment Production Industry will have zero income until crowds of 10,000 or more are permitted—This is not anticipated before October 2020 at the earliest

To survive, the Live Entertainment Production Industry must have the following:

- Three (3) additional 8-week PPP tranches provided to all firms that received the initial tranches
- These three (3) tranches will be provided up until the date that crowds of over 10,000 are allowed to gather nationwide and liability protection is in place

Full liability protection from all COVID-19 legal actions

Event Safety Alliance Re-opening Strategies



Jim Digby

President, Event Safety Alliance



**The
Event
Safety
Alliance
Reopening
Guide**



For Event Professionals During the COVID-19
Pandemic

Edited by Steven A. Adelman

Please share this Guide - We all want to reopen safely

Key Points

- “Permission” to reopen does not mean it’s the responsible decision
- Failure to enact reasonable reopening procedures will set the entire industry back
- Human diligence over technology
- Gaining patron buy-in is crucial to a successful relaunch



Areas Addressed

- Patron Education/Messaging
- Worker Health and Hygiene
- Sanitization of Facilities and Equipment
- Ingress & Egress
- Front of House Circulation
- Food and Beverage/Merchandise
- Production/Back of House Considerations
- Legal Considerations



Next Steps

- Being translated into 5 languages
- Developing supplements for festivals, security, and catering





Questions?

Resources

NAMM - <https://www.namm.org>

PLSN.com and FOH.com

Event Safety Alliance - <https://www.eventsafetyalliance.org/esa-reopening-guide>

ESTA - <https://www.esta.org/ESTA/covid19.html>



**WE ARE ALL IN THIS
TOGETHER**

COVID-19

Resources and Updates to Support Our Community