NAVIGATING STATE COVID RELIEF MONEY

ENTERTAINMENT VENUES & PROMOTERS

“there is no such thing as a carry-out concert”

Presented to Comptroller Franchot’s workgroup 2/22/2022
Maryland Entertainment Industry Association Members
CLOSED

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

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

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

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.

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.

Every live entertainment event presented in Maryland requires some blend of the services provided by the vendors outlined here. Each vendor employs truck drivers, technicians, and additional staff required to service this local industry. A robust local production vendor community is vital for Maryland to compete for national touring business. Without live entertainment events, many of these production vendors are generating little to no revenue.

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.
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