



Before COVID-19, there were nearly **1.1 million live events businesses** in the U.S., contributing roughly **\$1 trillion to the U.S. economy** in 2019. Today, most of us are struggling to stay afloat, as our operations are still shuttered or restricted by gathering moratoriums. **These are just some of our stories from Oregon.**

## Lighting Production

2019 Gross Revenue	2020 Gross Revenue
<b>\$647,355</b>	<b>\$67,281</b>

**= 89.61%** of revenue lost

<b>4</b>	<b>0</b>
Full time employees (as of 3/1/20)	Full time employees (as of 12/31/20)

**= 100%** of staff laid off

In order to keep doors open...  
...our company has taken on \$137,800 of debt that will NOT be forgiven + \$44,897 of debt that will be forgiven.

"I am now almost \$30,000 behind on my mortgage, I added months to my auto lease, and cashed in a life insurance policy I had been paying on for 29 years at 19¢ on the dollar. **Without further help, my retirement savings goes next, unless I close the business for good.** Forty years into my career in lighting and with a clear path to retirement soon, my company has been brought to its knees."

## Event Catering

2019 Gross Revenue	2020 Gross Revenue
<b>\$4,058,438</b>	<b>\$792,962</b>

**= 80.46%** of revenue lost

<b>65</b>	<b>8</b>
Full time employees (as of 3/1/20)	Full time employees (as of 12/31/20)

**= 87.69%** of staff laid off

In order to keep doors open...  
...our company has taken on \$500,000 of debt that will NOT be forgiven + \$800,000 of debt that will be forgiven.

"The drastic reduction in revenue has nearly shuttered our once thriving business. The pivots we have implemented will not sustain us or bring back lost jobs. **A long term aid package is our industry's only chance of survival.**"

## Event Rentals

2019 Gross Revenue	2020 Gross Revenue
<b>\$2,047,313</b>	<b>\$712,415</b>

**= 65.20%** of revenue lost

<b>16</b>	<b>4</b>
Full time employees (as of 3/1/20)	Full time employees (as of 12/31/20)

**= 75%** of staff laid off

In order to keep doors open...  
...we [the owners] loaned the company \$52,000 and have not collected a paycheck during the pandemic.

"Our industry sector has been devastated by COVID. 2019 was one for the books, and since purchasing the company in 2017 we have grown revenues more than 25% every year, until the pandemic. **Now we are struggling to stay afloat, with no real end in sight.**"



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### Consumer Show Producer

2019 Gross Revenue	2020 Gross Revenue
<b>\$1,097,282</b>	<b>\$288,716</b>
<b>= 73.69%</b> of revenue lost	
<b>4</b>	<b>0</b>
Full time employees (as of 3/1/20)	Full time employees (as of 12/31/20)
<b>= 100%</b> of staff laid off	

In order to keep doors open...  
...our company has taken on \$546,000 of debt that will NOT be forgiven + \$11,000 of debt that will be forgiven.

**"The shut down on March 12, 2020 threw me into \$505K in debt instantly, on the opening of our largest event for which I'm still repaying vendor deposits. I've lost over \$75K in sponsorship contracts annually, lost over \$1.6M in sales revenue, and lost two well-trained employees. Frankly, in Oregon, events will be last to reopen... and there is no federal assistance to our shuttered businesses."**

### Event Audio

2019 Gross Revenue	2020 Gross Revenue
<b>\$808,218</b>	<b>\$127,156</b>
<b>= 84.27%</b> of revenue lost	
<b>3</b>	<b>0</b>
Full time employees (as of 3/1/20)	Full time employees (as of 12/31/20)
<b>= 100%</b> of staff laid off	

In order to keep doors open...  
...our company has taken on \$150,000 of debt that will NOT be forgiven + \$122,540 of debt that will be forgiven.

**"Of the 14 months since we were 'shut down,' it is now seven months (and counting) that I will not have been paid. I've resorted to living off savings that are dwindling fast. We were a debt free company prior to the pandemic. Capital resources we had are now gone. 'Struggling to stay afloat' might be the understatement of the century."**

### Event Design and Production

2019 Gross Revenue	2020 Gross Revenue
<b>\$1,301,927</b>	<b>\$238,370</b>
<b>= 81.69%</b> of revenue lost	
<b>2</b>	<b>1</b>
Full time employees (as of 3/1/20)	Full time employees (as of 12/31/20)
<b>= 50%</b> of staff laid off	

In order to keep doors open...  
...our company has taken on \$190,000 of debt that will NOT be forgiven + \$47,500 of debt that will be forgiven.

**"The COVID-19 pandemic threatened the existence of a business I spent 30 years building. In order to keep my business afloat, I have sought personal short-term loans from friends and relatives. My entire livelihood was, and continues to be, at stake. It has also negatively affected talented and deserving employees, contractors, suppliers, and venues."**



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### Event AV and DJ Service

2019 Gross Revenue	2020 Gross Revenue
<b>\$600,000</b>	<b>\$60,000</b>

**= 90%** of revenue lost

<b>3</b>	<b>0</b>
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Full time employees (as of 3/1/20)	Full time employees (as of 12/31/20)
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**= 100%** of staff laid off

In order to keep doors open...  
...our company has taken on \$60,000 of debt that will NOT be forgiven + \$76,000 of debt that will be forgiven.

"In order to keep my business afloat, I have liquidated assets, not paid myself, and cleaned out my savings. **Honestly, I don't know how I'm not in bankruptcy court yet.** Scraping by, selling off equipment to pay bills now (and hopefully repurchase down the road), putting 100% of my personal bills burden on my partner, and trying to live off of \$500 a week in PUA."

### Event Decor Rentals

2019 Gross Revenue	2020 Gross Revenue
<b>\$56,787</b>	<b>\$26,604</b>

**= 53.15%** of revenue lost

<b>2</b>	<b>2</b>
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Full time employees (as of 3/1/20)	Full time employees (as of 12/31/20)
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**= 0%** of staff laid off

In order to keep doors open...  
...our company has taken on \$15,000 of debt that will NOT be forgiven + \$10,000 of debt that will be forgiven.

**"COVID-19 has created such an uncertainty regarding steady income and processing refunds.** With business overhead, it's definitely been a difficult year. As owners, we haven't taken a paycheck in over a year."

### Event Sound, Lighting, and Staging

2019 Gross Revenue	2020 Gross Revenue
<b>\$170,253</b>	<b>\$44,707</b>

**= 73.74%** of revenue lost

<b>5</b>	<b>0</b>
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Full time employees (as of 3/1/20)	Full time employees (as of 12/31/20)
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**= 100%** of staff laid off

In order to keep doors open...  
...our company has taken on \$3,170 of debt that will NOT be forgiven + \$24,987 of debt that will be forgiven.

"As a business owner, **my last paycheck was March 11, 2020....** most of my crew has found other work or moved out of the area. I'm probably going to try to sell my business."