



## Industry Petition - March 29, 2021

The Honorable Kate Brown  
Governor, State of Oregon

The Honorable Representative Tina Kotek  
House Speaker, Oregon State House of Representatives

The Honorable Senator Peter Courtney  
Senate President, Oregon State Senate

The Representatives and Senators  
of the Oregon State Legislature

*Dear Governor Brown, Representative Kotek, Senator Courtney, and Members of the Legislature:*

On behalf of Live Events Industry of Oregon, a state chapter of the National Live Events Coalition, the undersigned Oregon Small Business Owners and Workes wish to take a moment to familiarize you with our industry – an industry that touches and impacts nearly every Oregonian, though most may not even realize it. In addition to our well-known performance venues, most of our businesses and workers are the “behind the scenes” professionals who make all live events “go.” We are the service providers that include special event venues, planners, designers, caterers, AV, Lighting, DJs, rentals, tents, floral, décor, staging, set builders, show organizers, ticketing, entertainers, security...and so much more. Our industry is comprised primarily of small businesses and sole-proprietors, which before COVID-19, employed nearly 12 million Americans across all 50 states, and served as a major economic engine for related industries such as travel and tourism, hospitality, food and beverage, transportation, and even specialized manufacturing.

Unfortunately, this letter comes at a very dark time for our industry, as we’ve been shuttered or severely restricted from operating since late March of 2020, due to COVID-19. While we are appreciative of Congress’s recent passage of both the American Rescue Plan (ARP) and the Shuttered Venue Operators Grant (SVOG) program, we need to be clear: It has not just been performance venues and event caterers that have been closed down. In fact, the group of industry businesses that will benefit from the recently passed Federal SVOG and ARP programs account only for about 16% of our industry’s shuttered businesses in Oregon and across the nation. Meanwhile, most of the rest of our businesses and workers that support Live Performances—as well as other events industry markets such as Weddings and Celebrations, Corporate Events, Consumer and Trade Shows, Fairs and Festivals, Fundraisers and Political Events—are also suffering in the same way...but currently with no targeted support from Congress.

Although last December’s COVID relief legislation “PPP-2” has served as much-needed temporary respite for many events businesses, it unfortunately is not a panacea for all of our industry, because its timeline is shorter than what our “shuttered” status will ultimately be. Additionally, its qualification and forgiveness guidelines frequently don’t match our business’s operating realities, forcing many events businesses to forgo this second round of aid for fear of taking on even more debt...instead opting to sell their buildings or homes, and in many cases even to empty their retirement funds or other savings; just to wait out the storm for a few more months.

Please remember: Unlike a restaurant, gym, or personal service provider; businesses in our industry cannot simply hang an “open” sign over our front doors, once restrictions are lifted. It will take months, and in some cases even a year or more, before gatherings will take place again at any sort of break-even or profitable level, if at all. Events must be planned and produced, tickets sold, booth spaces booked, advertisements run, invitations sent, and so forth. And most importantly, our clients and their audiences or guests must feel fully confident that a gathering—of any size—will be safe. Until then, our industry will continue to limp, and many of our businesses will close for good, without additional assistance.

**With the distributions soon to be appropriated to State and County governments from Congress's American Rescue Plan relief bill that was just recently passed, we respectfully request that some of those moneys be allocated in the form of grants to small businesses in Oregon's Live Events Industry, and would like to start a conversation with your office about what such a grant program could look like.**

A "Shuttered Business Recovery Grant" program would help to provide a financial bridge until our businesses and workers can reopen and normalize operations. Suggested terms may include that:

- Grant eligibility should be tied to a defined Q2 through Q4 2020 revenue loss threshold, to assist the entities that are hardest hit by COVID-19 closures.
- Grant amounts should be tied to a percentage of the entity's past revenues from 2019.
- Oregon's smallest businesses and sole proprietors should have the first opportunity to receive funding, followed by larger entities.

We were the first industry to close, and we'll be the last to reopen. We've been shuttered throughout this pandemic in order to preserve Oregon lives. More than 78% of our workers have been furloughed, and 80% of our businesses have lost 60% or more of their revenues in 2020, through no fault of their own...and remain shuttered even today. We're asking for necessary support to help prevent an entire industry from collapsing, as we wait for the end of this pandemic.

We look forward to working with you in order to help these much-needed State Grant Programs come to fruition, in order to protect Oregon's Events businesses, bring back jobs, and stimulate our state's economy. Thank you for your service to our wonderful state, we welcome the opportunity to meet virtually with you to further discuss our much-needed relief proposal.

More information about Oregon's Events Industry can be found in the addendum below. We can be reached for further discussion at [dthomas@liveeventscoalition.org](mailto:dthomas@liveeventscoalition.org) or 503-929-2511. Our website is [www.leioregon.org](http://www.leioregon.org).

Thank you for your time and consideration,

*Morgan Peterson, Albany*

*Erica Bader, Aurora*

*Marilyn Nash, Aurora*

*Linda Smith, Beaverton*

*Rania Peters, Beaverton*

*Cassady Kennebeck, Beaverton*

*Lisa Marie Hunt, Beaverton*

*Donna Rueff, Beaverton*

*Roy Larsen, Beaverton*

*Karen Sandberg, Beaverton*

*Sallee Lines, Beaverton*

*Sara Rosenbaum-Murry, Beaverton*

*Trevor Hutchinson, Beaverton*

*Alison Pitale, Beaverton*

*John Fuqua, Bend*

*Scott Allen, Bend*

*Britt Gamble, Bend*

*Lauren Fletcher, Bend*

*Rose Archer, Bend*

*Adam Hoff, Bend*

*Joe Bettis, Bend*

*Courtney Latham, Bend*

*Kristen Baxter, Carlton*

*Helen Funk, Central Point*

*Haley Orr, Clackamas*

*Pete Bober, Corvallis*

*Donele Pettit-Mieding, Corvallis*

*Michelle Schneider, Corvallis*

*Inge King, Corvallis*

*Sheru Stirewal, Culver*

*Katrina Carver, Dayton*

*Karen Silbernagel, Eagle Creek*

*Tom Hoeffft, Eagle Point*

*Doug Wilson, Eugene*

*Bartell Noll, Eugene*

*Helen Berg, Eugene*

*Bijan Shahir, Eugene*

*Karen Ramus, Eugene*

*Traci Such, Eugene*

*John Ross, Fairview*

*Kelsey Anglin, Fairview*

*Jamie Sheelar, Forest Grove*

*Daniel Rice, Forest Grove*

*Laura Schmidt, Garibaldi*

*Jovana Combs, Gresham*

*Pat Meyer, Gresham*

*Perry Loveridge, Gresham*

*Marissa Solini, Happy Valley*

*Susan McCalib, Hillsboro*

*Dirk Vennemann, Hillsboro*

*Kevin Molesworth, Hillsboro*

*Ryan Flood, Hood River*

*Keith dennis, Hood River*

*Marlowe Griffin Lyddon, Hood River*

*Jerry Crane, Keizer*

*Christopher Jennings, La Grande*

*Bonnie Gilchrist, Lake Oswego*

*Patrick Harvey, Lake Oswego*

*Pat Smith, Lake Oswego*

*Eric Wright, Lake Oswego*

*Orinda Ross, Lake Oswego*

*Nora Sheils, Lake Oswego*

*Cindy Ongers, Lebanon*

*Scott Ingalls, Lebanon*

*Joe Krenowicz, Madras*

*Whitney Perry, Marylhurst*

*Stacy Nalley, McMinnville*

*Joileen Latham, McMinnville*

*Chelsey Nichol, McMinnville*

*Casey Baker, Medford*

*Robert Peterson, Medford*

*Shawn Insall, Medford*

Brad Nelson, Medford  
Sarah Baltazar, Milwaukie  
Randy Sommers, Milwaukie  
Jennifer Giansante, Milwaukie  
Sarah Baltazar, Milwaukie  
Katina Zipay, Milwaukie  
James Sharpe, Milwaukie  
Mel White, Milwaukie  
Joseph McGinley, Milwaukie  
Kevin Carty, Milwaukie  
Gregory Heinze, Milwaukie  
Michael Holzer, Milwaukie  
Cindy Rosen, Milwaukie  
Sheridan Thompson, Milwaukie  
Yevgeniy Ponomarenko, Milwaukie  
Jim Shelman, Milwaukie  
Constance Wheeler, Molalla  
Katrina McAlexander, Mt Hood  
Monica Bochsler, Mt Angel  
Bill Bischoff, Mt Angel  
Erica Wegrzyniak, Newberg  
Viki Dyrdaahl, Newberg  
Molly Harman, Odell  
Amy Hobbs, Oregon City  
Cyrus Zamani, Oregon City  
Heather Pomeroy, Oregon City  
Dan Fowler, Oregon City  
Kay Black, Oregon City  
Pauline Dye, Oregon City  
Jerry Green, Oregon city  
Janine Jacobs, Oregon City  
Elizabeth Jacobson, Parkdale  
Sid Antoch, Philomath  
Rick Manning, Portland  
Greg Muhr, Portland  
Colleen Howard, Portland  
Briana Morrison, Portland  
Cambrae Chipman, Portland  
Amanda Lasher, Portland  
Melissa Tepper, Portland  
Krist Krueger, Portland  
Delandus Clark, Portland  
Carl Simpson, Portland  
Kelly Eggerss, Portland  
Jordan Gladow, Portland  
Julian Silva, Portland  
Katherine Wilgus, Portland  
Emily Moore, Portland  
Justin Phelps, Portland  
April Severson, Portland  
Dena Poer, Portland  
Shauna Noah O'Connor, Portland  
Monty Moore, Portland  
Brigitt White, Portland  
Jeff Woods, Portland  
Jerry Green, Portland  
Stephanie Morad, Portland

Bradley Nelson, Portland  
Dan Nicholson, Portland  
Chad Giese-Winkler, Portland  
Cassandra Kennedy, Portland  
Jeremy Bowen, Portland  
Mitchell Hoss, Portland  
Dominic Keska, Portland  
William Lewis, Portland  
Crystal Hoss, Portland  
Kimberly Morrill, Portland  
Chad Dowling, Portland  
Jessica Gardner, Portland  
Elizabeth Sheils, Portland  
Jason Fellman, Portland  
Shantel Dix, Portland  
Ronald Burbach, Portland  
Doug Cody, Portland  
Rachel Coddington, Portland  
Christopher Dahl, Portland  
Eric Sandstrom, Portland  
Michael Gargiulo, Portland  
Jeff Garrett, Portland  
Emee Pumarega, Portland  
J Peter Horne, Portland  
Nicole Herinckx, Portland  
Amy Hall, Portland  
Jessica Richman, Portland  
Kristin Kremers, Portland  
Sarah Larson, Portland  
Jennifer Bernard, Portland  
Philip Khng Soliven, Portland  
Stacy ApRoberts, Portland  
Krystal Kelch, Portland  
Bryn Farci, Portland  
Nancy Stueber, Portland  
Lauren Mueller, Portland  
Lauren Carr, Portland  
Jonathan Turino, Portland  
Mike Peters, Portland  
Mary Elizabeth, Portland  
Elisabeth Kramer, Portland  
Jessica Ridgway, Portland  
Dennis Richard, Portland  
Laurel Williams, Portland  
Kathy Sobotka, Portland  
Jennifer Manning, Portland  
Dwight Adkins, Portland  
Emily Steadman, Portland  
Kristin Steele, Portland  
Misty Damico, Portland  
Duane Smith, Portland  
Melissa Gilley, Portland  
Lauren Clark, Portland  
Jenna Watanabe, Portland  
Kevin Irving, Portland  
Ryan Goodwin, Portland  
Steve Manning, Portland

Kim Foren, Portland  
Brendan Coffey, Portland  
Anna Zamir, Portland  
Kurt Beadell, Portland  
Sherine Iskandar, Portland  
Samantha Swaim, Portland  
Peter FitzGerald, Portland  
Brian Snawder, Portland  
Chris manning, Portland  
Jessica Hill, Portland  
Steph Barnhart, Portland  
Amy Maxwell, Portland  
Daniel Stueber, Portland  
William Clare, Portland  
Tanner Devereux, Portland  
Juan Carlos Castro, Portland  
Amy Morel, Portland  
Laura Magdalen, Portland  
Khamza Burkhanov, Portland  
Victor Druzhinenko, Portland  
Glenna Martin, Portland  
Aleksandr Lebedev, Portland  
Tom Beard, Portland  
Madeline Howard, Portland  
Bob Lieberman, Portland  
Andrea Bennett, Portland  
Christina Fuller, Portland  
Matthew Kurowski, Portland  
Cindy Thompson, Portland  
Stew Dodge, Portland  
Maria Corvallis, Portland  
Helen Friedman, Portland  
John Puls, Portland  
Wil Hansen, Portland  
Jay Cosnett, Portland  
Shelby Kray, Portland  
Jenny Morrison, Portland  
Angela Voigt, Portland  
Eric Iverson, Portland  
Alesia Zorn, Portland  
Cynthia Fuhrman, Portland  
Melissa Adam, Portland  
Jackie Crowell, Portland  
Cathie Smith, Portland  
Debra Clemans, Portland  
Joe Gallagher, Portland  
James Brunberg, Portland  
Meara McLaughlin, Portland  
Rhiannon Rodriguez, Portland  
Matthew Pellegrin, Portland  
Kelly Eggerss, Portland  
Erin Fogg, Portland  
Harold Mintz, Portland  
Robert Reimanis, Portland  
Dwayne Thomas, Portland  
Kelly Terry, Portland  
Jeanne Kubal, Portland

*Michael Taykor, Portland*  
*Tyler Fuller, Portland*  
*Steven Vincent, Portland*  
*Sara Custer, Portland*  
*Nada Sewidan, Portland*  
*Dan Nicholson, Portland*  
*Tara Thomas, Portland*  
*Cindy Labuhn, Portland*  
*Sheena York, Prineville*  
*Karel Hereford, Prineville*  
*Brandi Ebner, Prineville*  
*Nikki Lee, Prineville*  
*Naomi Russell, Redmond*  
*Julie Moyer, Redmond*  
*Liz Boisineau, Redmond*  
*Tina Andersen, Rickreall*  
*Christine Fenicottero, Roseburg*  
*Doug Boyes, Saint Helens*  
*Melanie Jones, Salem*  
*Melissa Riebel, Salem*  
*Terry Nelson, Salem*  
*Zach Thomas, Salem*  
*Ryan Chaney, Salem*  
*Kathleen Fish, Salem*

*Ronald Riebel, Salem*  
*Justin Williams, Salem*  
*Kristie Klavinger, Salem*  
*Haley Hamilton, Salem*  
*Charlotte Terrasas, Salem*  
*Duane Sheets, Salem*  
*Peter Schmidt, Scotts Mills*  
*David Farrell, Seaside*  
*Jesse Yun, Sherwood*  
*Corey Kearsley, Sherwood*  
*William Dutkovic, Sherwood*  
*Michael Kohl, Silverton*  
*Phoenix Ries, Sisters*  
*Jim Cornelius, Sisters*  
*Sue Boettner, Sisters*  
*Jay Wilkins, Sisters*  
*Marlene Schneider, Sisters*  
*Brad Tisdell, Sisters*  
*Dave Ehle, Sisters*  
*Teresa Mills, Sisters*  
*Terry Buchholz, Sisters*  
*Kate Kittell, Sisters*  
*Rob Corrigan, Sisters*  
*Crista Munro, Sisters*

*Jean Mateson, Sisters*  
*Susie Zeitner, Sisters*  
*Mike Goff, South Beach*  
*AJ Gaulton, Springfield*  
*Jake Sperley, St. Helens*  
*Cindy Grossmann, Terrebonne*  
*Dan Ross, The Dalles*  
*Tony Karais, Tigard*  
*Cindy Lindsley, Tigard*  
*Heather Bryse-Harvey, Tigard*  
*Peggy McCormick, Troutdale*  
*Roy Ping, Troutdale*  
*Joseph Viola, Troutdale*  
*Sybil Latham-Nagata, Tualatin*  
*Suzanne Hankins, Tualatin*  
*Chelsea Mitchell, West Linn*  
*Annie Hume, West Linn*  
*Daniel Dunstan, West Linn*  
*Catherine Pellegrin, West Linn*  
*Shawn Whittemore, West Linn*  
*Karen Anderson, Willamina*  
*John McCallum, Wilsonville*  
*Julie Weiss, Wilsonville*  
*Shelly Todd, Wood Village*

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**Please refer to the following page for important events industry  
market and economic impact information.**

## ADDENDUM - Important Statistics regarding Oregon's Live Events Industry

### OUR VERTICAL MARKETS

- Corporate Events (Meetings, Conferences, Product Launches, Media Activations, Trade Shows, Consumer Shows, Company Parties, etc.)
- Celebrations (Weddings, Mitzvahs, Anniversaries, etc.)
- Fundraising and Political Events (Galas, Auctions, Rallies, etc.)
- Fairs and Festivals
- Performances (Concerts, Theatre, Opera, Dance, etc.)
- Sporting Events (Team Sports, Marathons, Tournaments, Rodeos, Airshows, etc.)

### KEY ECONOMIC EVENTS INDUSTRY METRICS

- Number of Fundraising Events produced every year in Oregon: **Nearly 15,000**
- Dollars spent on Events Industry Businesses by Fundraising Events every year in Oregon: **\$675 million**
- Net proceeds raised for charities every year by Fundraising Events in Oregon: **\$3.5 billion**
  
- Number of Weddings in Oregon in 2019: **28,598**
- Average Wedding budget in Oregon in 2019: **\$25,100**
- The Weddings Industry alone in Oregon is worth nearly **\$720 million.**
  
- Estimated number of Corporate Events in Oregon in 2018: **24,100**
- Estimated Attendance of Corporate Events in Oregon in 2018: **3.2 million**
- Total spent on Corporate Events in Oregon in 2018: **\$4.12 billion**
- Every dollar spent on a Corporate Event generates **\$1.60** for Oregon's Economy.
  
- The Concert Tour Industry alone in Oregon is worth nearly **\$450 million.**
  
- Arts and Cultural Events see over **10 million** attendees every year, and inject over **\$325 million** into Oregon's economy, *not including ticket sales.*
- Oregon Shakespeare Festival employees over **600** people and injects **\$120 million** into Oregon's economy, drawing visitors from every state in the U.S.
- In Southern Oregon more broadly, over **75%** of tourists to the area state that they came to attend an arts or cultural event. These events support the employment of nearly **3400** Oregonians in total.
  
- What a smaller Festival means to our economy: Sisters Folk Festival 2014 generated a **\$1.2 million** influx for the City of Sisters.
- What a larger Festival means to our economy: Oregon Brewers Festival 2019 generated a **\$23.9 million** influx for the City of Portland.
- What a Fair means to our economy: The Oregon State Fair 2016 generated a **\$37.5 million** influx for the State of Oregon.
- What a Concert Series means to our economy: The Britt Festival brings over **60,000 visitors** to Jacksonville every summer, who spend over **\$10 million** in this small town.
- What a Rodeo means to our economy: The Pendleton Roundup hosts **55,000 visitors** in one week every year, with an economic impact of over **\$65 million** for the city.
- Travel Portland *alone* booked **351 Conferences in 2019**, creating a **\$146,621,182** economic impact for the City of Portland.
  
- Total annual earnings by Oregon's Events Businesses and Workers (prior to COVID-19): Over **\$8 billion.**
- Total employed by Oregon's Events Businesses (prior to COVID-19): More than **35,000.**