



# I A 2020-2021 V M ANNUAL REPORT



The past 17 months has been a hardship for our industry. Through these hardships, it is exciting that the pandemic and all that our industry went through over the last 17 months is truly a catalyst towards change. We are seeing movements towards digitization and different member interactions with a repurposing of what it is that we should be doing. Instead of just being here to pay for losses when bad things happen to people and businesses, IAVM worked hard to mitigate venue losses and use all the tools to generate trust and sustained outcome with our membership.

IAVM's 2020-2021 fiscal year ended with a strong membership number of 6,942 members. During the pandemic, IAVM did lose members due to the pandemic. We addressed that with offering more resources during the pandemic which allowed us to generate new members that kept our overall membership number static. Group membership continues to remain strong and numbers 218 professional group membership venues. In addition, Allied group membership remains strong with 19 Allied Companies at the end of the fiscal year.

This past year's total operating revenues were much less than the prior year. This is due to IAVM's inability to host face-to-face programs through the entire fiscal year. Thanks to IAVM leadership and staff, IAVM remains financially strong with net assets of \$3.2M for FY20-21 compared to \$3.8M FY19-20.

Virtual VenueConnect 2020 was successful with strong education programming and networking opportunities. We experienced new attendees that have been unable to attend live VenueConnect so we will be hosting Virtual VC Encore to accommodate professionals who are not able to attend VC2021 in Atlanta.


We continue our work with TwinLogic Strategies to guide us on pursuing and obtaining federal relief, protection, and stimulus for our member venues and Allied members. We were able to include public venues and allied member companies in legislative language, allowing some members to participate in PPP, ERTC, and SVOG. In addition, we prevailed on the music licensing attempt to sunset decrees, saving our members money in licensing and the attempt to take a share of ancillary revenue streams. IAVM's Industry Affairs Committee (IAC) remains busy, working on issues that affect our member's venues. The IAC remained busy with continued work on music licensing & secondary ticketing legislation on State and Federal/Province levels.

We implemented the new AMS system which has allowed our fewer staff to be more effective in managing the association. Thank you to the Board of Directors for making the funds available to implement the new Association Management System (AMS) that delivers IAVM the ability for staff to be more efficient in operations and member data driven areas.

IAVM's partnerships with VMA and AMEREF are an important part of our international efforts, strengthening IAVM's global reach to the industries we serve. We continue to learn from one another and share experiences on multiple levels. Both organizations bring new CVE and CVP professionals to our association.

IAVM staff and volunteer leadership enter the new fiscal year with an enduring focus on supporting venue and all industry professionals with education, resources, advocacy, and connections needed to build inspiring careers and exceptionally run venues, all the while strengthening the industries our members and partners work in.

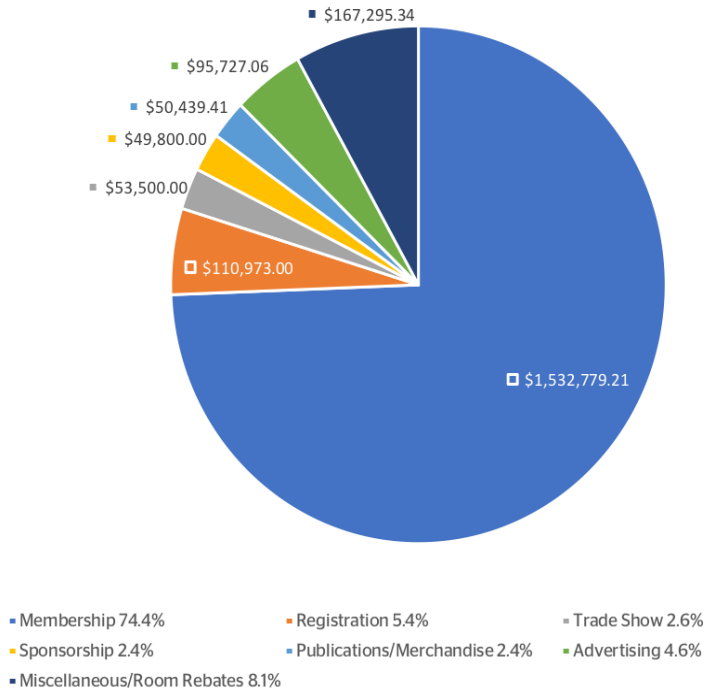
IAVM professionals have proven strong and resilient throughout this past year. Member volunteer insights and leadership on our committees, task forces and special initiatives continue to strengthen our collective resolve to be relevant and successful. Venue professionals will adapt, innovate and transform as we navigate the new norms of the live event industry.

A handwritten signature in black ink that reads "Brad Mayne". The signature is written in a cursive, slightly slanted style.

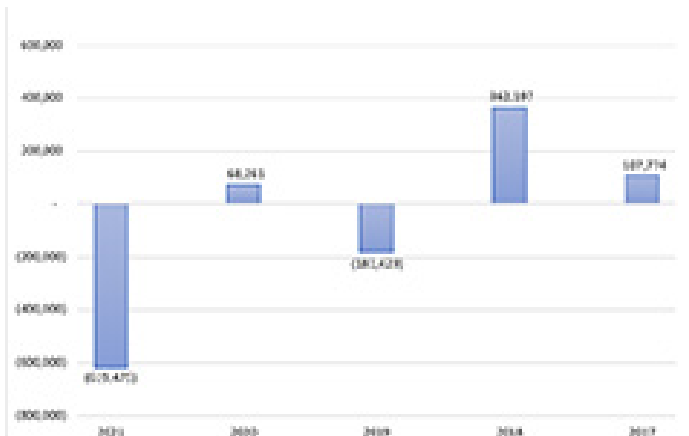
Brad Mayne, CVE  
IAVM President & CEO

## KEY FINANCIAL INDICATORS

REVENUE BY TYPE



## NET PROFIT



## OVERVIEW

Net profit loss of (\$619,475) compared to last year's profit of \$68,261

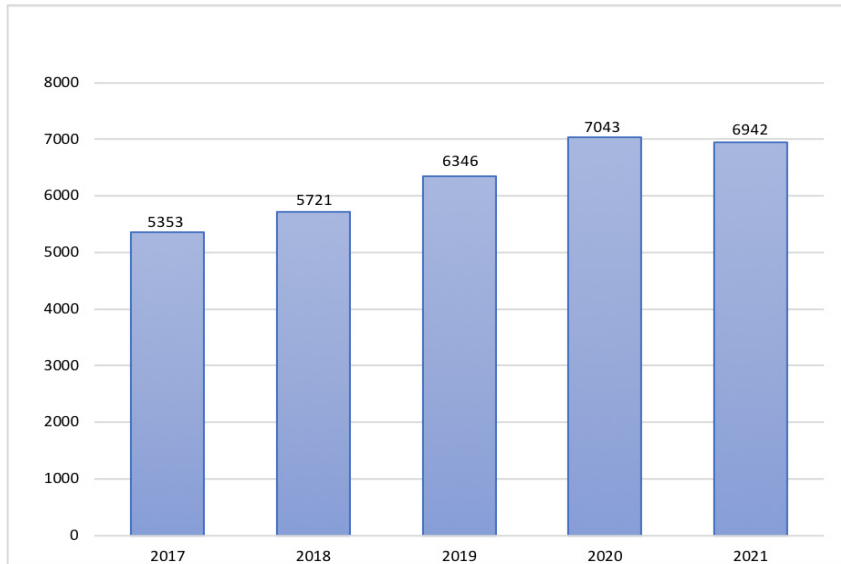
Total revenue reached \$2,060,514 - a 64% decrease from last year

Membership revenue totaled \$1,532,779

Event Registration revenue totaled \$110,973

# MEMBERSHIP

MEMBERSHIP GROWTH



**218**

group  
membership  
venues

**3,822**

members in  
professional group  
membership

**43**

mentor/mentee  
partnerships  
matched

**19**

allied group  
members

**-1.4%**

membership  
loss due to  
pandemic

# MEMBERSHIP

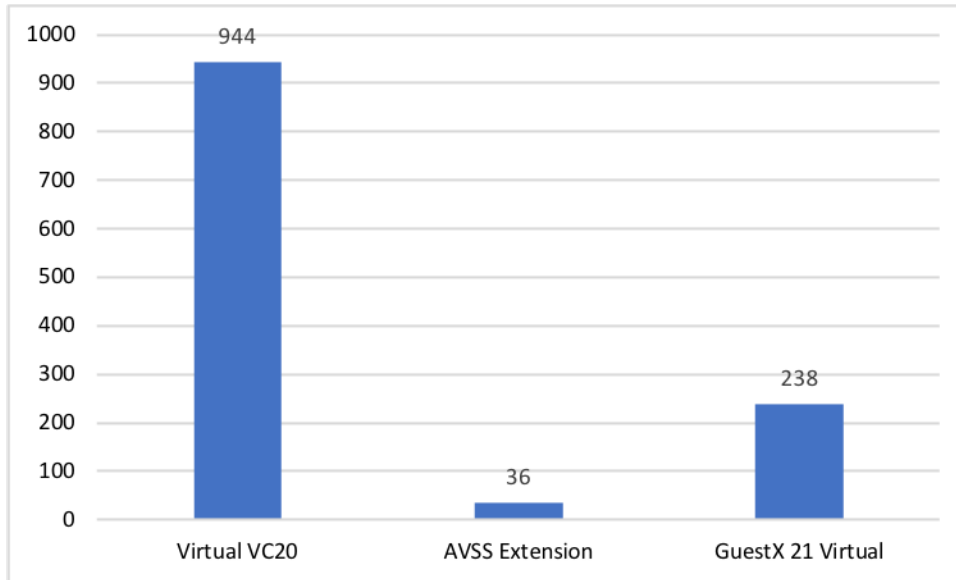
Despite the challenges presented by the pandemic in early 2020, IAVM membership remained robust. The 2020-2021 fiscal year ended with 6,942 members, down 1.43% or 101 members from the 2019-2020 record-breaking year of 7,043 members. Group Membership continues to shine. Professional Group Membership increased by five venues from 213 to 218 and Allied Group Membership increased from 16 to 19 companies.

In January 2021, the IAVM Board endorsed a recommendation by the Membership Committee to provide options to current Group members in response to those experiencing financial challenges. Tier 1 (5 members) and Tier 2 (10 members) levels provide venues the ability to remain in the group membership program. Three venues converted after the announcement was made before the fiscal year ended on March 31, 2021.



# EDUCATION

## EVENT ATTENDEES



# 1,263

**attendees at  
IAVM schools &  
conferences**

\*does not include region and  
chapter meetings

# 53

**hours of education  
at Virtual  
VenueConnect 2020**

# 17

**informational surveys  
conducted through  
VenueDataSource**

# 60

**hours of topic specific  
virtual education  
offered via webinar**

# 176

**hours of of Town  
Halls/Small Group  
Discussions**

# EDUCATION

The International Association of Venue Managers Education Department became a beacon of light for all members representing all venue types to include but not limited to other organizations such as suppliers, meeting planners, organizers and their respective leadership alongside the Federal Government and working groups tasked to gather data, poll the sectors, and conduct research as the industry moves toward recovery and identifying what the new “norm” will look like. The collaboration with all entities was to educate, advocate, inspire and support the industry.

IAVM worked closely with the Commercial Facilities Sector Coordinating Council to identify all needs and responses to the current health and threat landscape.

The International Association of Venue Managers has partnered with a Global Bio-risk advisory council considered as a division of one of the leading trade association for the cleaning industry worldwide. Through this partnership all other venues can apply to a performance-based accreditation program that helps facilities demonstrate they have the work practices, procedures, and protocols to prepare, respond, and recover from outbreaks and pandemics as it pertains to deep cleaning and sanitization.

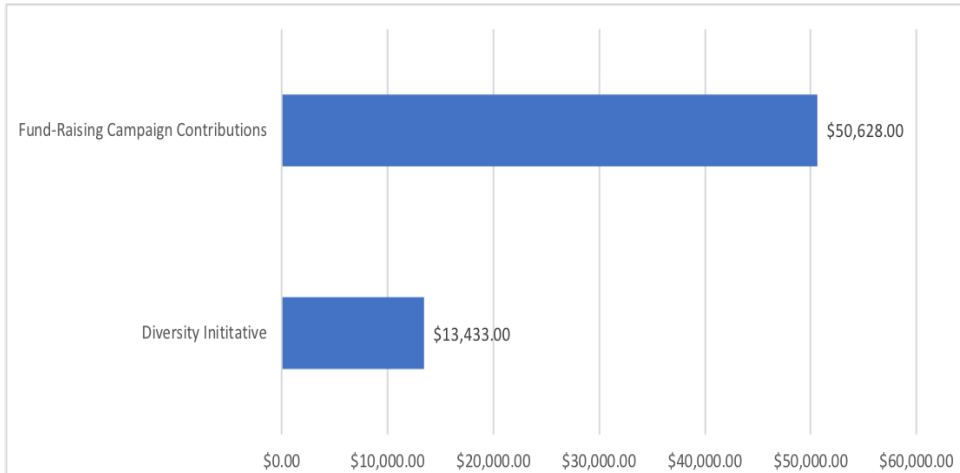
Additional offerings by IAVM:

- *The Public Assembly Recovery Guides* were developed by industry experts representing the different venue types.
- Through our respective facility repurpose committee, we assisted FEMA during vaccine distribution.
- Manage and continued to manage COVID industry update calls on a bi-weekly basis for constant updates and event challenges inclusive of facility updates.
- IAVM's mission was to advocate for our venues and members in support of the overall health and vitality of the venue industry through the Paycheck Protection Program (PPP) & Shuttered Venue Operators Grant.
- Educational Webinars and Zoom casts were developed to provide our members and other organizations with the tools to mitigate the health, safety, and security risks.
- Developed partnerships with two security organizations (NCS4 and The Power of Preparedness)
- Utilized our Venue Safety and Security Committees and sub-committees to identify all Commercial Facility Risks and response objectives during the health pandemic.



# FOUNDATION

## FUNDRAISING CAMPAIGN COMPARISONS



# 95

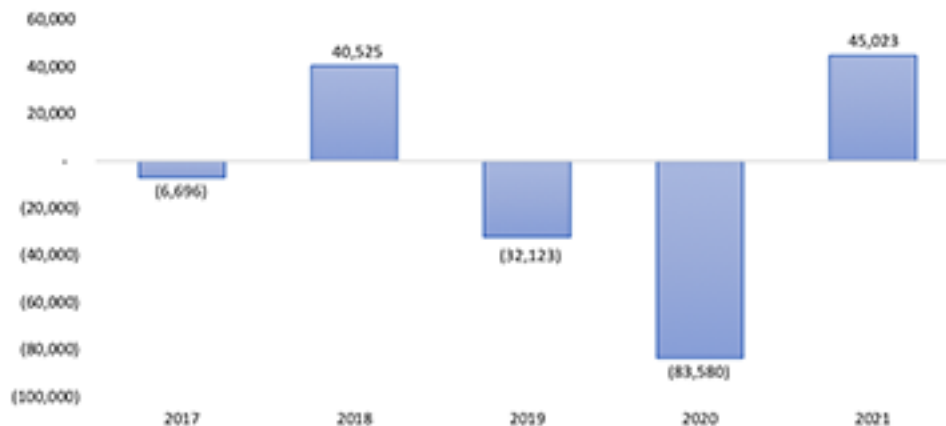
contributing to  
the Dollars for Diversity  
scholarship campaign

# 152

contributing to

100+  
WOMEN | DONATE  
OF IAVM | 100+

## NET PROFIT (LOSS)



# 1,200+

attended Foundation  
sponsored E<sup>3</sup> webinars





# FOUNDATION

Join us on Zoom for



A way for our industry to :  
**Engage, Explore, Encourage**

## FOUNDATION

In response to the COVID-19 pandemic and civil unrest, your IAVM Foundation launched a new webinar series to engage, explore, and encourage members and the venue professional industry at large. The E<sup>3</sup> series hosted eleven monthly webinars and engaged over 1200 individuals on topics ranging from ways to engage staff and clients during the pandemic, becoming an IAVM volunteer, using empathy to encourage understanding, intersectionality, racism in the US, inclusion, working mom's in the venue professional industry, and more.

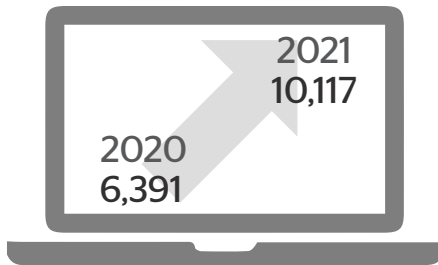
All webinars are available to the public on the IAVM YouTube channel at [www.youtube.com/IAVMWHQ](http://www.youtube.com/IAVMWHQ).

# MARKETING

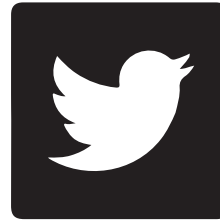
*Facility Manager* magazine was rebranded and relaunched July 2020 as *Venue Professional* magazine. With a fresh overall look and feel, new columns were incorporated to increase the content load and provide additional means for ad sales generation.

Due to budget concerns surrounding the COVID-19 pandemic, *VP* magazine went digital only for the 2020-2021 print cycle. While the July/August 2020 issue, announcing the new magazine, was sent to press and mailed to all eligible members, the remaining issues were launched in a digital format only. This increased the online viewership and digital ad sales. As pandemic impacts lessen worldwide, the goal to return to full print remains July 2022.

## VP Magazine Digital Users



Reach 7000+  
45 countries  
50% women  
50% men

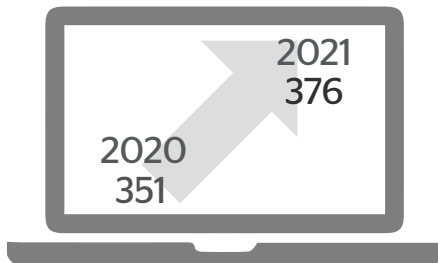


108 new followers  
233,262 impressions  
5,368 visits to our page  
682 mentioned @iavmwhq



Group: 6196 Members  
Page: 7,212 Followers  
29 countries

## IAVM Front Row News Blogs Posted



## VenueNet

In 2019-2020, there were 3,145 total posts and replies across all discussion boards and communities,

Over 500 individual members contributed to VenueNet discussions in FY20

# 2020 Partners

## Global Partners



THE **EXPO** GROUP

## VC20 Official AV Sponsor



## VC20 Sponsors



## Association, Community, & Media Partners



# GOVERNANCE

This has been a year for the history books in many, many ways. IAVM has charted new routes in an ocean of Pandemic. Your FY 20/21 Executive Team, Board Directors and staff members have served you well.

Our staff members have served with integrity and courage. They have stepped into new ways of conducting our Association business and have collaborated in ways not done before. They had to for us to succeed. I will tell you that in the face of unknown risk, they have performed admirably and innovatively to figure out our vision path for the future.

During my virtual "Oath of Office" last July, I told you all that I believed our path had to be purpose driven. Let me reinforce that message:

The "Purpose" of IAVM is to educate, advocate for, and inspire public assembly venue professionals, worldwide.  
The "Promise" of IAVM is to provide unprecedented member value.

Our CEO, Brad, worked within our management committee structure to assess our member value and worked to anticipate the kind of approaches we needed to take. From that effort, we advocated at state and federal levels for financial support and appropriate guidelines for our members so the venues they operate could begin re-opening safely. IAVM did this while moving forward with more intention on addressing diversity and inclusion. IAVM values diversity and inclusiveness. IAVM provided opportunities to all people who wished to participate in the activities and education opportunities of the association without regard, including but not limited to: age, color, disability, family responsibility, gender, gender identity, national origin, political affiliation, race, religion or sexual orientation.

We included this language in our policies, and began to work toward events, educational opportunities, programs, policies and procedures designed to welcome and include ALL our members. The Board was fully engaged with standing against racism and being pro-reconciling. We did not just celebrate our diversity, but we championed a sense of belonging within the organization for ALL.

This past year was a time for strong, consistent leadership. Many of us committed to re-educating ourselves on the role of the IAVM to the benefit of our members. This leadership has brought us strong advocacy, virtual and in-person educational events, retention of our members, and a path forward post-pandemic. IAVM continues to work for the benefit of our members.

Clifford "Rip" Rippetoe, CVE  
IAVM Chair of the Board



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