



2017 - 2018 ANNUAL REPORT





Our 2017 - 2018 fiscal year ended with record-breaking numbers - 5,721 members - a 7% increase from 2016 - 2017. Group membership contributed to our success with 155 participating venues adding 1,812 new members in this category since the program launched in 2014. We continue to experience the expanding reach of the resources and opportunities available within IAVM.

Fiscal year revenues increased 3% above last year, with our net profit rising from 107,197 in 2016 - 2017 to \$362,197 for 2017 - 2018. Our Net Assets or Fund Balance has grown to \$3,016,042. The loan on the IAVM HQ building matures in May 2021 with a rate of 4.72%. We continue to increase the Capital Expenditure Fund each month with a fiscal year-end balance of \$220,000.



IAVM's Industry Affairs Committee (IAC) worked on several issues that affect our membership. They experienced success on several levels including changing some of the proposed Federal Tax Legislation. The IAC also worked on secondary ticketing with the Federal Government Accounting Office, addressed concerns with BMI in the music space, sustainability issues such as use of drinking straws, and ADA companion challenges to name a few.

IAVM signed a partnership agreement with Destinations International for a new economic calculator module. Created for member convention center events where the event is not booked and reported through the local DMO with room blocks. The City Pair Task Force has met to assist Tourism Economics in the creation of the module, and the agreement allows our convention centers access to the module even if the local DMO does not subscribe.



The Industry Security Council continued its work on the guidance document for our EMSSI initiative and we are ready to submit to DHS Safety Act Office for designation. Simpleview has begun creation of the customized and interactive access portal.

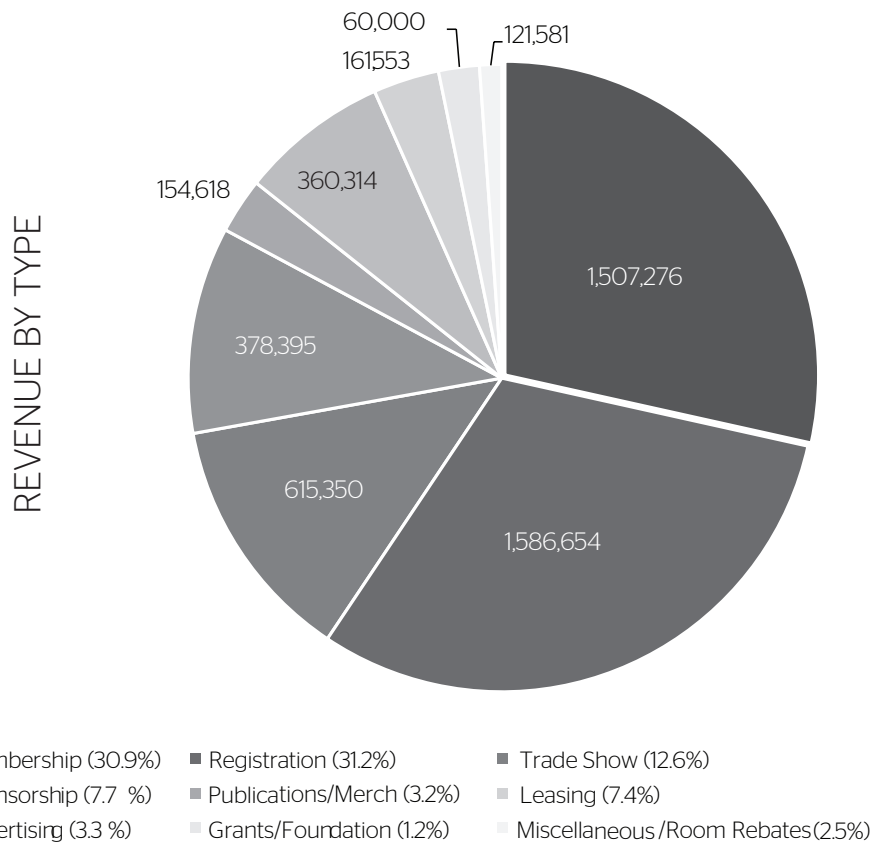
Our Energy Management Task Force is developing an Energy Management Action Plan, Opportunities and Cost Saving pilot program at three beta sites. In addition, IAVM Headquarters is developing an automated customized reporting system specifically for IAVM Members to run Energy Star Reports.



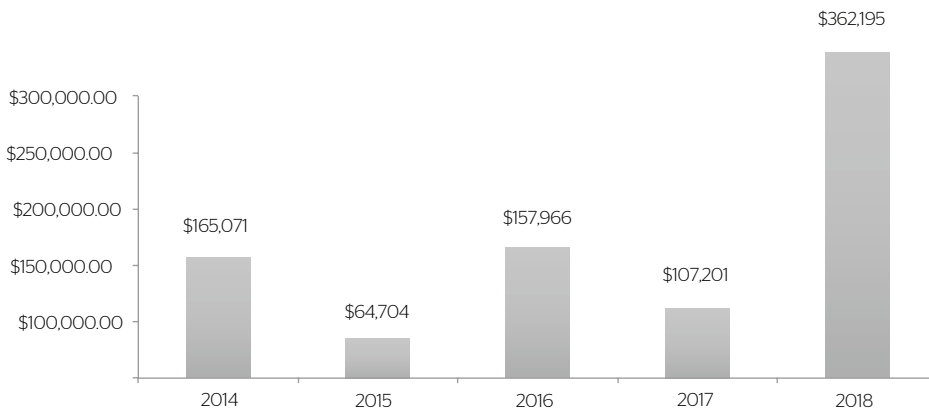
VenueConnect 2017 was a great success with the new format of sector meetings running side by side. VC17 in Nashville experienced 38% growth in attendance and received an industry award for our growth in the trade show itself.



KEY FINANCIAL INDICATORS



NET PROFIT



OVERVIEW

Net profit of **\$362,195** compared to budgeted profit of **\$129,885** and last year's profit of **\$107,201**

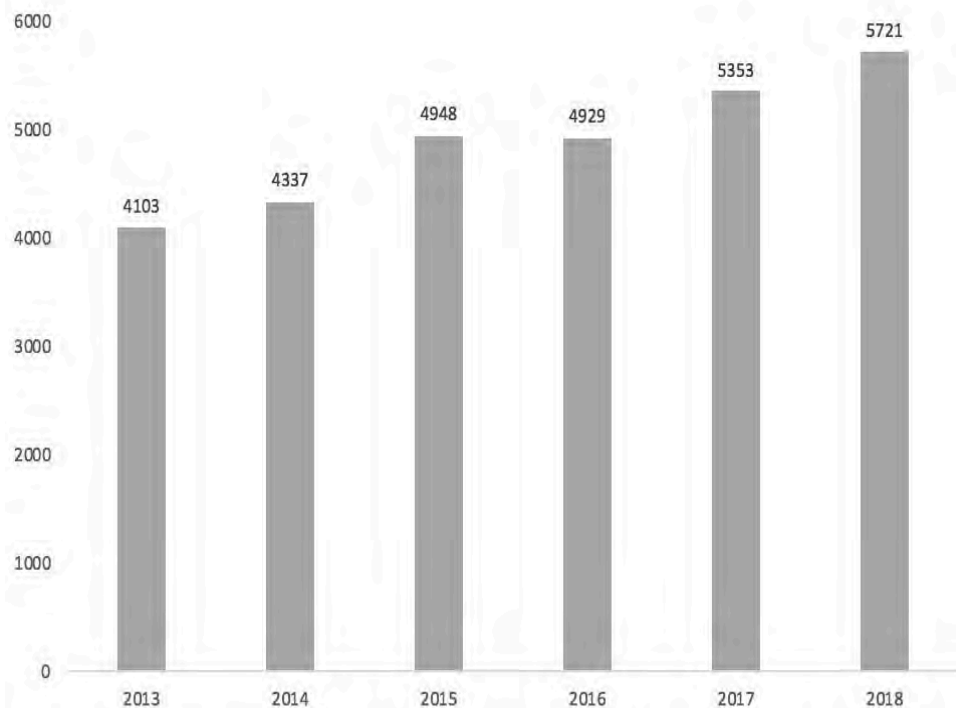
Total revenue was **\$4,885,740** which was a **3%** increase from last year

Sponsorship revenue totaled **\$378,395**.

The building mortgage rate remains **4.72%** through **May 27, 2021**.

MEMBERSHIP

MEMBERSHIP GROWTH



155

group
membership
venues

1,812

members added
through group
membership

57

mentor/mentee
partnerships
matched

95%

group member
retention rate

7%

membership
growth from
2016-2017

MEMBERSHIP

With our steady growth, emphasis has been placed on member engagement by creating more content that is readily available through our online learning center, monthly podcasts and webinars. IAVM's annual conference, *VenueConnect*, and premier schools... Venue Management School, Venue Management School Graduate Institute, Academy for Safety & Security and the Senior Executive Symposium all deliver dynamic, thought-provoking education. Successful completion ensures members are competitive in today's marketplace and can implement best practices within their venue operations.

The new Certified Venue Professional (CVP) designation, launched in 2015, now boasts 105 individuals that have demonstrated their professionalism and commitment to the industry and substantiated the training received through IAVM's educational programs.

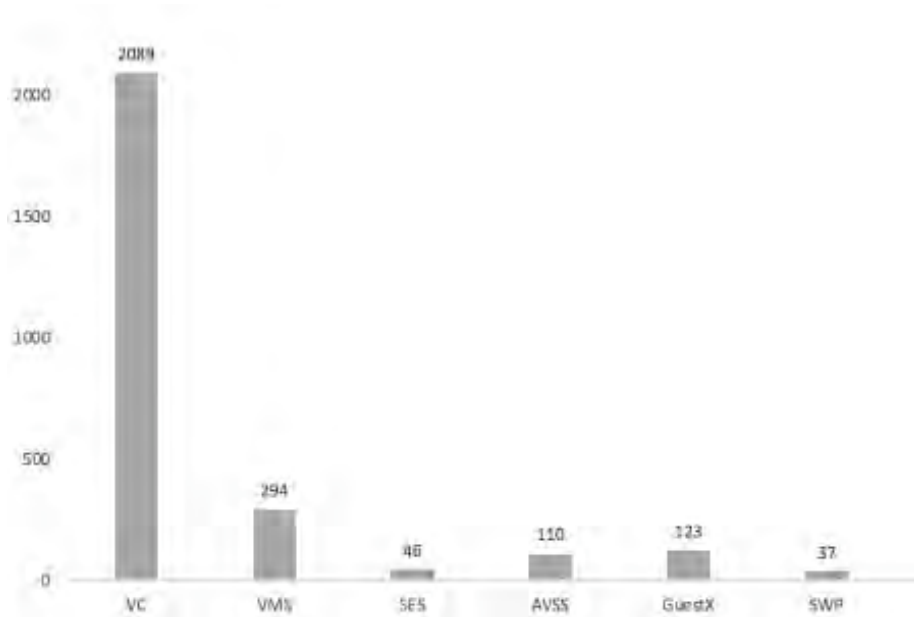
VenueNet offers a vehicle for members to network with one another year round to solve problems and exchange ideas. IAVM's Buyer's Guide puts venue professionals in touch with Allied Members that provide products and services, most of whom exhibit at *VenueConnect* each year or participate in the hosted buyer program, *DirectConnect*.

As we embark upon our 93rd year, our vision is clear: Inspiring Leaders, Building Expertise, & CREATING CONNECTIONS FOR LIFE.



EDUCATION

EVENT ATTENDEES

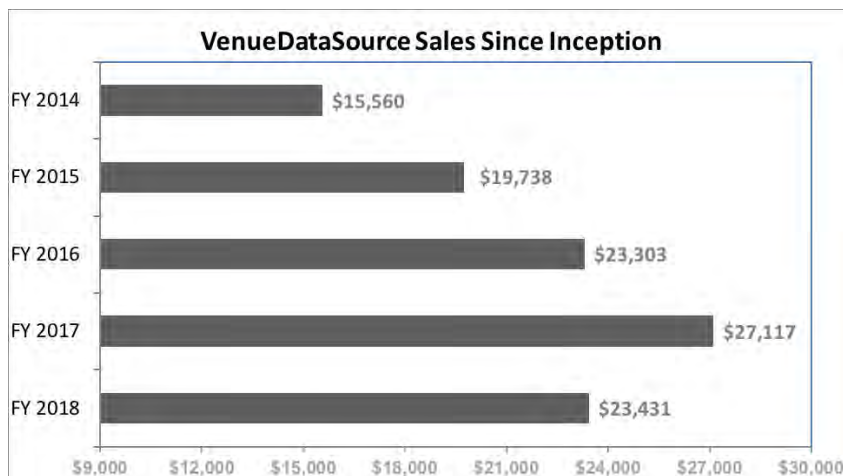


2,089

attendees at
IAVM schools &
conferences

130+

education sessions
at VenueConnect
this year



TO DATE: \$131,913 IN REVENUE

23

live trainings were
provided to venues
& regions all over the
United States

SAFETY & SECURITY:

Bringing Safety and Security Measures to the Communities We Serve

In FY 2018, IAVM initiated a community outreach program reassuring students that lessons learned from current and past incidents involving active shooter situations has prompted enhanced physical security measures, expedited communication strings with a process in place to immediately address suspicious behavior and explaining these processes. IAVM utilized student participation and interaction groups to take part in active discussions to find best ways to plan prepare and respond to crisis. This effort was in partnership with with Dallas Independent School District and American Airlines Center and served 6,000+ students, faculty, and staff.

Goal: To utilize member venues through the International Association of Venue Managers to provide training to the entire school district(s) and school staff to look beyond physical security measures and provide the tools, training and resources to heighten levels of situational awareness (emphasizing the importance of preparedness)

Advantages to the program:

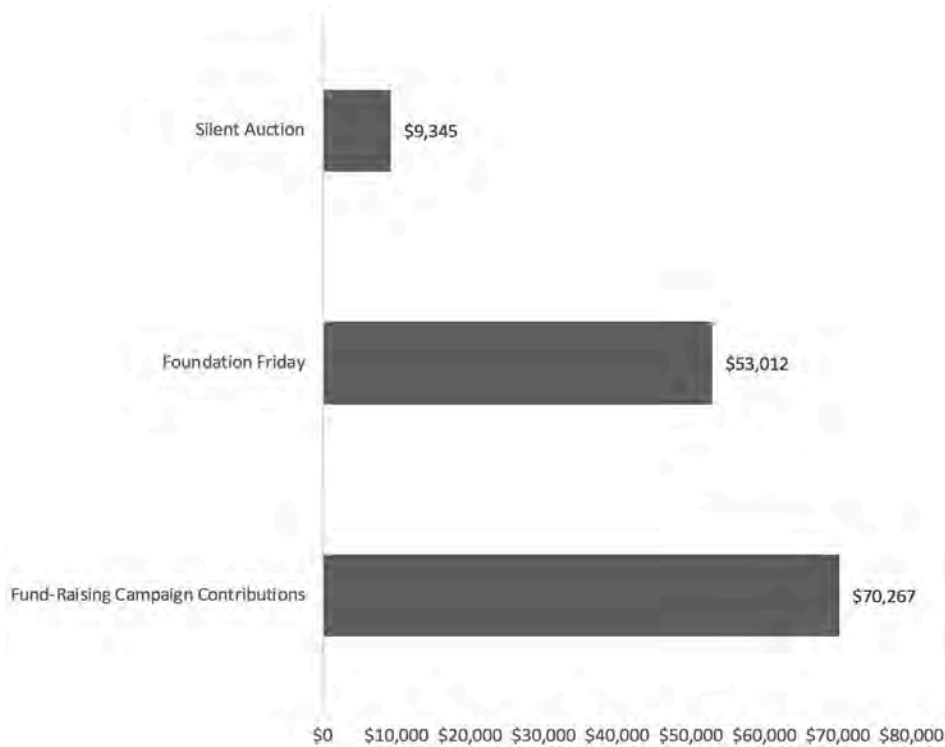
- Positively affecting and engaging the students by providing direct training and resources to mitigate the risk
- Utilizing students as advocates and leaders to deter active shooter incidents
- Encourages young professionals to know and understand the role of the venue industry

Currently, school districts and member venues in Garland, Texas and San Diego, California are partnering with IAVM to bring the program to their community in FY 2019.

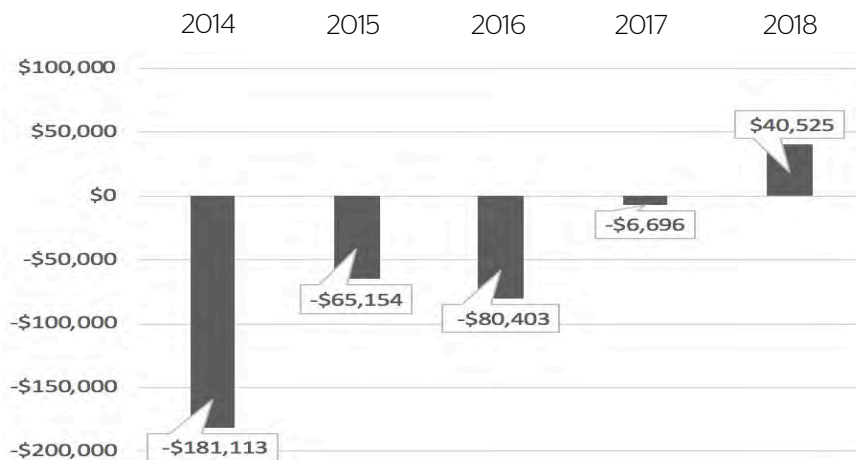


FOUNDATION

FUNDRAISING CAMPAIGN COMPARISONS



NET PROFIT (LOSS)



43

**scholarships +
internships
awarded by the**

JOSEPH A. FLOREANO | SCHOLARSHIP
+ INTERNSHIP
PROGRAM

108

contributing to

100+
WOMEN | DONATE
OF IAVM | 100+

61+

in attendance at

I A V M UPSTART
EMERGING LEADERS EXPERIENCE

**& another successful
Game Changer**



CLASS OF 2018
30 | UNDER | 30
IAVM FOUNDATION

SearchWide
Executive Recruitment Experts

SPONSORED BY

USI Ungerboeck
Software
INTERNATIONAL



Who does your donation benefit? You!

All of the donations that the Foundation receives go directly back into the industry through internships, scholarships, certifications, and more. Here is a breakdown of how many members the Foundation has served over the past 36 years:

VMS - 2700+	CVP - 80+
AVSS - 300+	Internships - 80+
CFE - 300+	Scholarships - 80+

That's more than 3,000 IAVM members who have benefited directly from your donations to the Foundation.

Thank you!

FOUNDATION

In its 36th year, the Foundation once again saw tremendous support from our members during the 2017-2018 fiscal year. From VMS, to AVSS, to the Joseph A. Floreano Scholarship Program, to the 30 Under 30 program, to certifications, our members have been more than generous to further the Foundation's mission of increasing the positive impact and vitality of the public venue industry by funding research, education, and resource development. During this past year 18 scholarships were awarded to our members to attend AVSS, VMS, and VC2017, over 60 students and Young Professionals attended the 3rd year of the UpStart program at *VenuConnect*, the 3rd annual Class of 30 Under 30, sponsored by Searchwide and Ungerboeck Software International, was honored, and once again over 200 people participated in the golf tournament and Legacy Project at *VenuConnect* in Nashville.

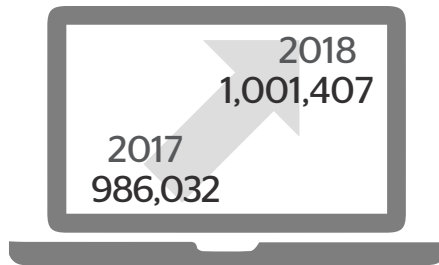
MARKETING

As part of IAVM's initiative to increase engagement with and information provided to IAVM members, a comprehensive communication plan was created and implemented in FY18.

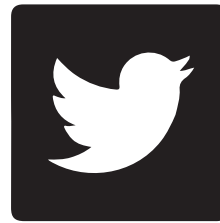
The overall goals of the plan are to increase visibility for the Association, as well as promote a member network of engagement, member retention, and membership growth, encourage information exchange amongst members, and identify educational and professional opportunities for members to engage in to enhance their professional success.

Since it was initiated, we have seen tremendous results!

IAVM Website pageviews



Total Reach - 242,000+
51 countries
49% women
51% men

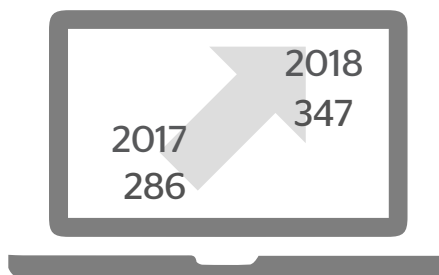


344 new followers
354,700 impressions
18,106 visits to our page
908 mentioned @iavmwhq



Impressions: 31,143
Members Page: 4075
Followers 20 countries

Front Row News Blogs Posted



VenueNet

In 2017-2018, there were 1,126 total posts created across all discussion boards and communities.

Over 470 individual members contributed to VenueNet discussions in FY 2018

2017 - 2018 Partners

Global Partners



Strategic Partners



Corporate Partners



Association, Community, & Media Partners



GOVERNANCE

In six short years, IAVM will celebrate its centennial anniversary as an association of professionals dedicated to the advancement of the public venue industry through education, advocacy, and networking. That longstanding mission is appropriately reflected in IAVM's brand promise of "Inspiring leaders, building expertise, creating connections for life." Building toward that important milestone in 2024, IAVM's CEO Brad Mayne, CVE along with staff and volunteer leadership have been collaboratively focused on ensuring IAVM's relevance to its members and our industry in three important ways—delivering world class content throughout all of our educational channels, engaging more fully with our members, and strengthening our association by ensuring that our leadership reflects the incredible diversity of our members and our venue staff.

The 2017-2018 year began with an inventively reimagined VenueConnect 2017 in Nashville, TN, where valuable sector-specific programming was paired with the marquee sessions, networking opportunities and other 'big tent' benefits of bringing our members together for one annual meeting. This new vision for VenueConnect, a joint effort between staff, Board of Directors, and member committees, led to the strongest member satisfaction in recent history. Similar investments of intellectual and financial capital are being made in region and chapter meetings, Venue Management School, the Academy for Safety and Security, and upcoming initiatives.

Membership in IAVM continues to grow at an incredible pace, with 5,700+ members as of this annual report. As we focus on sharing the tangible benefits of membership in our association with venue professionals around the world, we are working to strengthen our social and print communication platforms, increase volunteer and leadership opportunities, and emphasize the value of our incredible network of members across sectors and geographical regions. Ensuring member value is the common denominator in every decision made at IAVM.

As I shared in Nashville shortly after taking the oath of office, "we have a stronger association because our membership better reflects the composition of our venues' staff, and the communities we serve. As we recognize that important accomplishment, we must actively focus on ensuring that we strategically, and intentionally broaden that representation—generational, geographic, gender, ethnic—in the leadership of IAVM." This past year, IAVM CEO, Brad Mayne appointed our inaugural Diversity & Inclusive Leadership Committee charged with enriching our association and profession by ensuring that we are preparing and promoting a diverse pool of leaders. This effort, along with dedicated scholarship programs, and other outreach efforts demonstrate intention in our work to deliver on our mission - to all members - for decades to come.

Together, we have made great progress over the past year, and there is much more to strive for in the coming year. There is a role for every one of our members who would like to participate, and we welcome your voice. In the next year, our dedicated Board of Directors, capably led by Michael Marion, CVE and the skilled IAVM staff led by CEO Brad Mayne, CVE will continue and build upon this important work. It's an exciting time to be a part of IAVM, and I look forward to seeing you at VenueConnect 2019 in the great city of Chicago!



Doug Booher, CVE
Chair - IAVM Board of Directors



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iavm.org