



2018 - 2019 ANNUAL REPORT





Our 2018-2019 fiscal year ended with record-breaking membership numbers – 6,346 members (11% increase from 2017-2018), the highest in association history. Group membership contributed to our success with 40 new venues joining during the fiscal year. We rolled out the new group membership for our Allied Members in February and at the end of March had 4 Allied Companies registered. IAVM membership continues to grow and has experienced a 28.25% membership growth over the past three fiscal years.

IAVM is financially strong with year-over-year growth in the Association's net assets from \$2.9M FY17-18 to \$3.8M FY19-20 although, Total Operating Revenues was slightly less than the prior year. In addition, due to the sale of the IAVM HQ building the Association has no short or long-term debt and the Board of Directors now manages an additional \$3.2M in encumbered funds that will likely be used to purchase a new building and/or used to support future Board initiatives.

IAVM's Industry Affairs Committee (IAC) remains busy, working on issues that affect our member's venues. The IAC has been busy with music licensing & secondary ticketing legislation on State and Federal levels. Continuing last year's success with the FTC on Wi-Fi protocols we have now moved to the enforcement of those protocols.

As safety and security is so important in today's environment, IAVM has delivered live on-site training which includes Risk Mitigation Through Guest Service Interjection, Exceptional Focus, Performance, and Control in Extreme Situations (Situational Awareness), Active Threat/Active Shooter preparedness and response, and Trained Crowd Manager for professional development in protecting assets and people's lives. For important detailed information, go to the Safety and Security page of this report.

Volunteer members of the City Pairs Initiative were close to finishing the collaborative work of IAVM, Destinations International, and Oxford Economics to deliver the new local events module of the Economic Impact Calculator. This tool will bring standard and defined reporting and spur closer working relationships between the venues and their DMO. The module is scheduled to go live in September 2019.

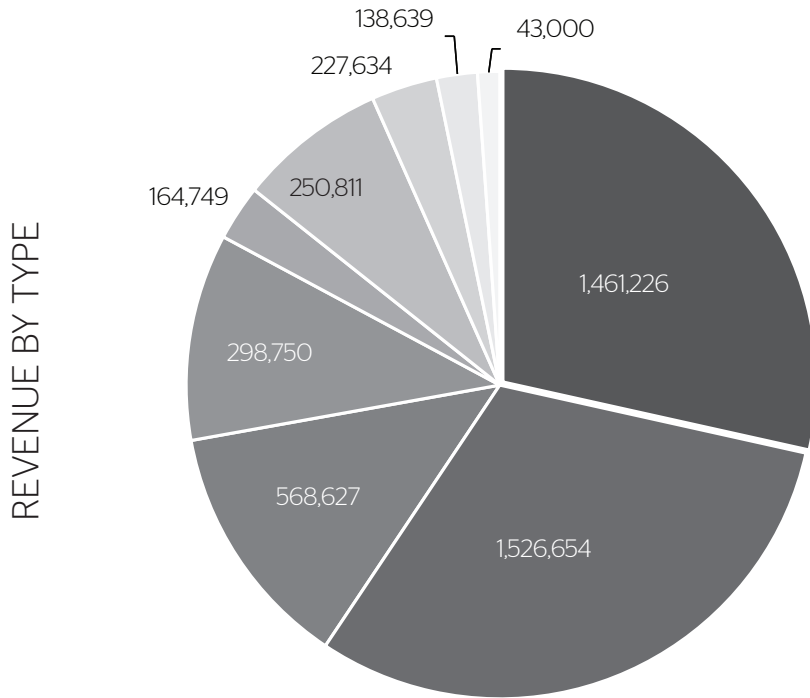
IAVM's partnerships with VMA and AMEREF are going strong, strengthening IAVM's global reach to the industries we serve. We continue to learn from one another and share experiences on multiple levels.

VenueConnect 2018 in Toronto was successful with strong education programming and networking opportunities as the City of Toronto rolled out the red carpet for superb service in an iconic international city.

IAVM staff and volunteer leadership enter the 2019-2020 fiscal year with an enduring focus on supporting venue managers and 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.

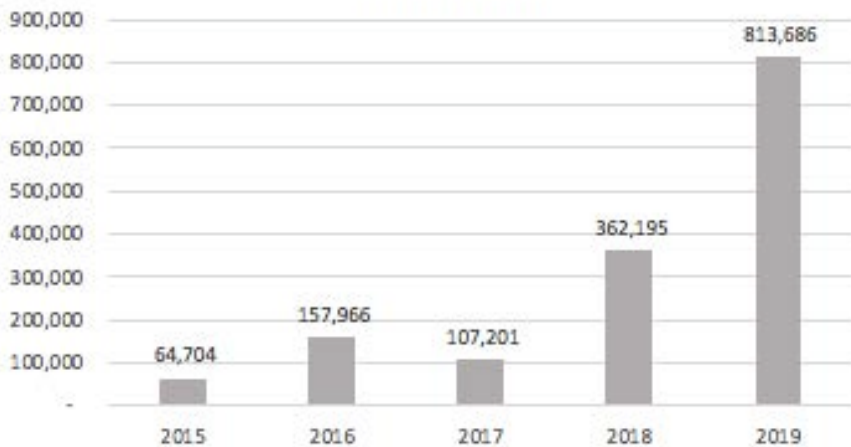


KEY FINANCIAL INDICATORS



- Membership (30.9%)
- Registration (33.4%)
- Trade Show (12.0%)
- Sponsorships (6.3%)
- Publications/Merch (3.5%)
- Leasing (5.3%)
- Advertising (4.8%)
- Grants/Foundation (.9%)
- Misc./Room Rebates (2.9%)

Net Profit (Loss)



OVERVIEW

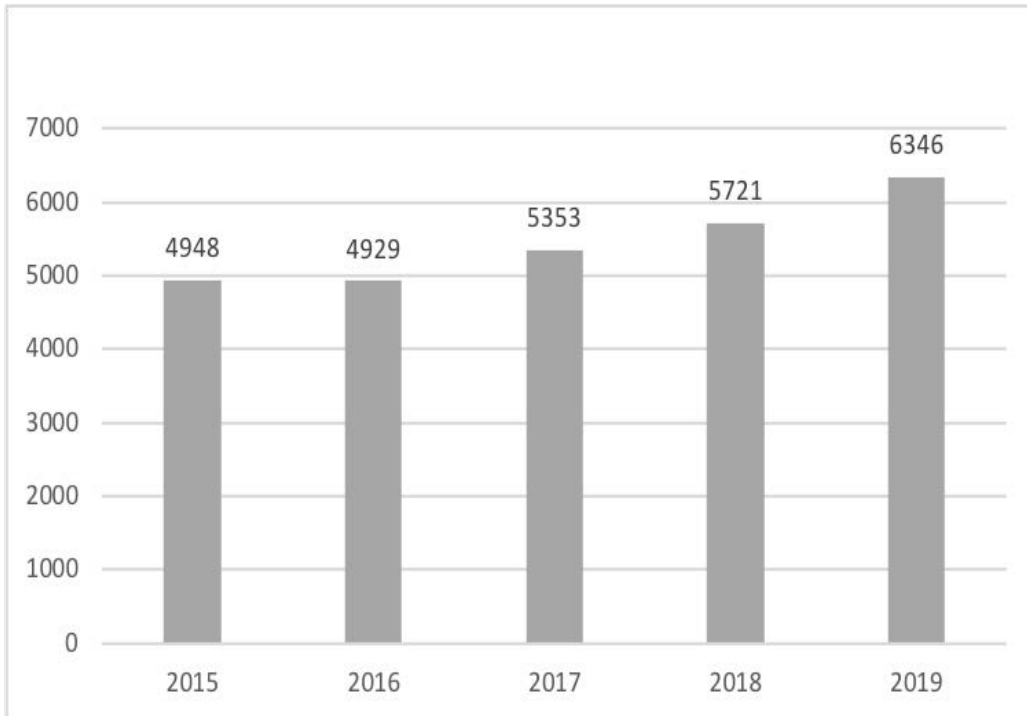
IAVM is financially strong with year-over-year growth in the Association's net assets from \$2.9M FY17-18 to \$3.8M FY18-19.

Net deficit of -\$181,430 compared to budgeted profit of \$186,095 and last year's profit of \$362,195.

Overall, IAVM had a net profit of \$813,686, due to \$995,116 capital gain from sale of WHQ building.

MEMBERSHIP

MEMBERSHIP GROWTH



187

group
membership
venues

3,261

members added
through group
membership

57

mentor/mentee
partnerships
matched

91%

group member
retention rate

11%

membership
growth in
2018-2019

MEMBERSHIP

Our 2018-2019 fiscal year ended with exceptional numbers, 6,346 members – an 11% increase over last year (5,721) with a net of 625 members. Professional Group Membership continues to be a big factor in our growth. The program launched in August 2014 and now has 187 venues with 3,261 members participating. Group retention remains high coming in at 91% for the fiscal year.

In February 2019, IAVM announced the creation of a new Allied Group Membership. With just a month to go before the fiscal year ended, we added four companies to this new category. Allied Members asked for more engagement opportunities for their employees; we are confident this new program and others will have similar success and contribute to membership growth in the years ahead.

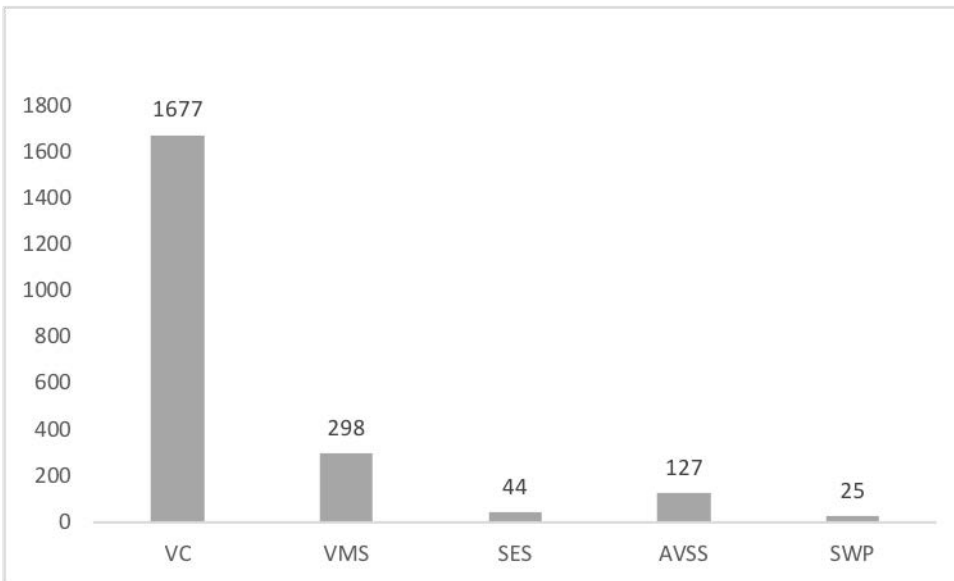
Our success story is further defined by our members' voices testifying to the value of IAVM. Through our annual member recruitment campaigns, JustOne, iCommit and Give The Gift of Membership, we added 253 members. The iCommit member referral campaign ended June 30, 2018 and concluded with 153 new members proving that our members are our best advocates. JustOne, a campaign designed for the leaders of IAVM to recruit at least one new member by December 31, 2018, brought in 99 new members, again demonstrating that the association's leaders lead by example in the membership's recruitment efforts.

Clearly, IAVM's members believe in networking, engagement, professional development and mentoring... all of which are realized through our vision: Inspiring Leaders, Building Expertise, & Creating Connections For Life.



EDUCATION

EVENT ATTENDEES



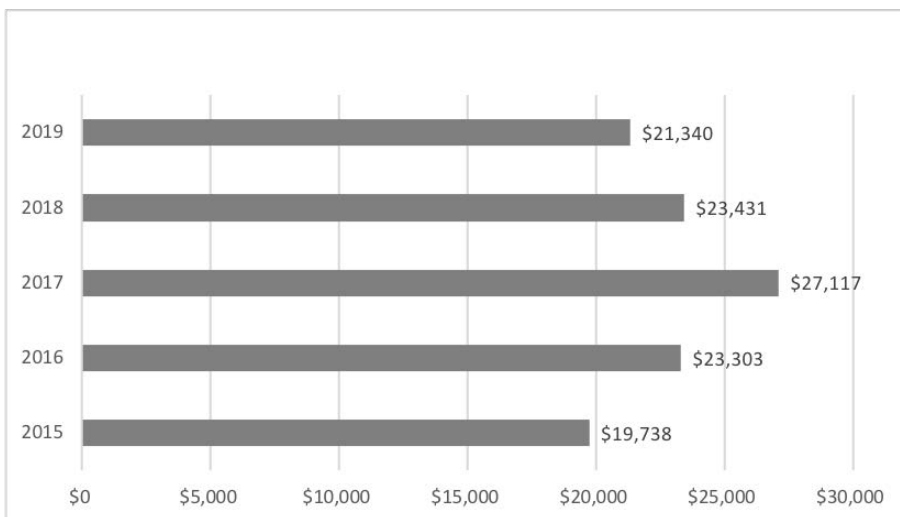
2,171

attendees at
IAVM schools &
conferences

130+

education sessions
at *VenueConnect*
this year

VenueDataSource Revenue



28

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

SAFETY & SECURITY:

Bringing Safety and Security Measures to the Communities We Serve

The International Association of Venue Managers, as of two years ago, has included live-onsite training opportunities that are custom created to develop the ideal learning experience for all venue types. The advantage to staying on-site is avoiding expenses such as transportation, lodging, meeting room rental, and, to some degree, food and beverage (F&B), not to mention the resources spent on site searching. These cost savings become more significant as training needs increase. Venues and organizations that have taken advantage of the live-onsite training benefit from discussions, examples, questions, and answers that are relevant to the respective organization.

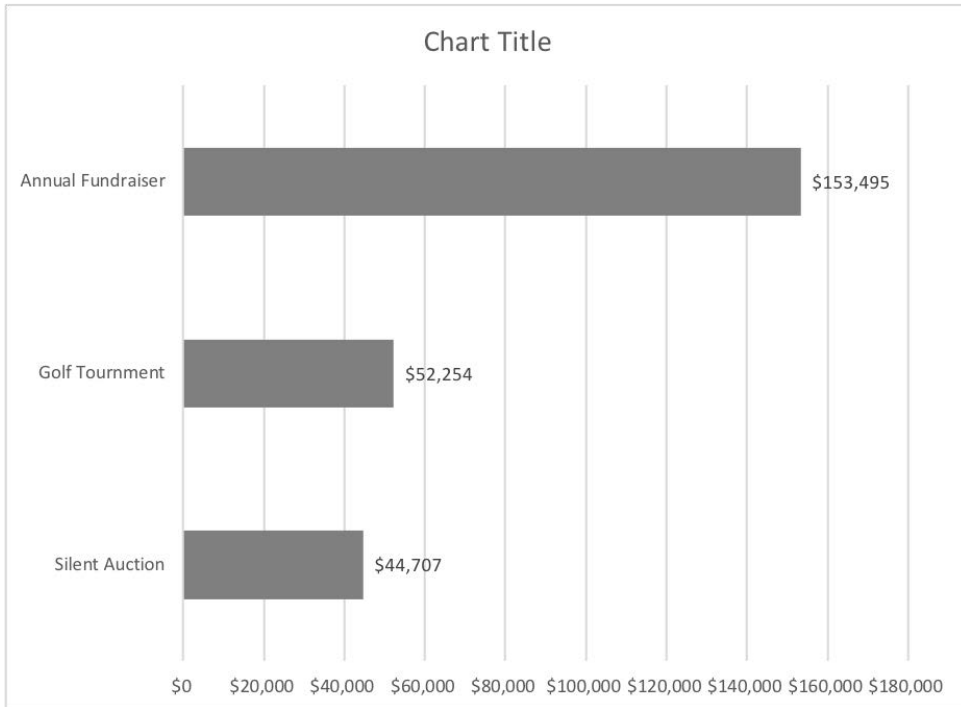
Our member venues are also inviting key stakeholders, other venue executives, front line staff, vendors, emergency responders, risk management teams, faith based organizations, and others to attend the training, since most of the training is applicable to all. The live training includes, Risk Mitigation Through Guest Service Interjection, Exceptional Focus, Performance, and Control in Extreme Situations (Situational Awareness), Active Threat/Active Shooter preparedness and response, and Trained Crowd Manager which encompasses crowd management best practices.

The venue trainings have afforded IAVM the privilege to partner with the Department of Homeland Security Protective Security Advisor (PSA) to provide tools, education, and resources available through a partnership established through the Department of Homeland Security-Public Assembly Facility Subsector Council.



FOUNDATION

FUNDRAISING CAMPAIGN COMPARISONS



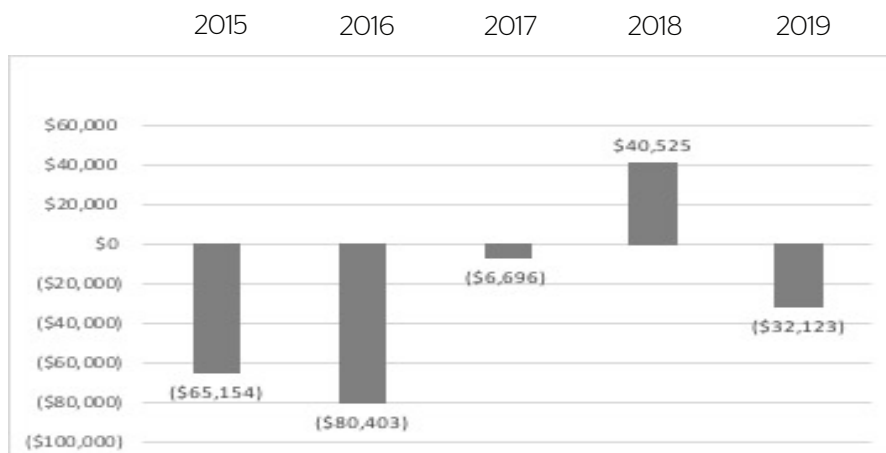
63
scholarships +
internships
awarded by the

JOSEPH A. FLOREANO | SCHOLARSHIP + INTERNSHIP PROGRAM

79
contributing to

100+ WOMEN OF IAVM | DONATE 100+

NET PROFIT (LOSS)



60+
in attendance at

I A V M **UPSTART**
 EMERGING LEADERS EXPERIENCE

& another successful
Game Changer



CLASS OF 2019
30 | UNDER | 30
IAVM FOUNDATION



SPONSORED BY



Who does your donation benefit? You!

The IAVM Foundation raises funds in order to educate our members, advocate for issues, and inspire professional growth. Education, advocacy and inspiration are all necessary to provide a professional workforce, with knowledge and resources to ensure the safety and enjoyment of the public, security of venues, and business results that add to a community's economic development and quality of life.

The IAVM Foundation...

- Is crucial to the funding, launch and establishment of all educational resources, events, and certifications created for strengthening the venues and industries they serve.
- Funds, and is a strong voice, in the advocacy for issues important to the event, meetings, and cultural venue management industry.
- Inspires others to grow, change, and make a positive difference by providing advanced professional development opportunities.

FOUNDATION

The IAVM Foundation's mission of increasing the positive impact and vitality of the public venue industry by funding research, education, and resource development was once again supported generously by the IAVM membership. In its 37th year, the Foundation kicked off a new annual fundraising campaign titled "Your Foundation. Your Future.". The new campaign embraces the idea that the Foundation belongs to the IAVM members to enhance and strengthen careers, and in turn, enhances and strengthens careers and the future of the Venue Management Industry. From VMS to AVSS, to the Joseph A. Floreano Scholarship & Internship Program, to the 30UNDER30 program, to certifications, our members have been generous in their investments to the Foundation. During the past year, 25 scholarships were awarded to our members to attend VMS, AVSS, and VC18, and over 60 Young Professionals and students attended the UpStart program at VenueConnect. Nominations to the 30UNDER30 program, sponsored by SearchWide Global and Ungerboeck Software International, reached a record high of 126 Young Professional nominees, from which 30 were selected to the Class of 2019.

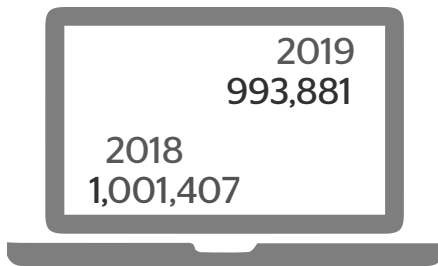
MARKETING

As part of IAVM's initiative to increase engagement with and information provided to IAVM members, a comprehensive communication plan was implemented in FY19.

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 - 249,000+
51 countries
49% women
51% men

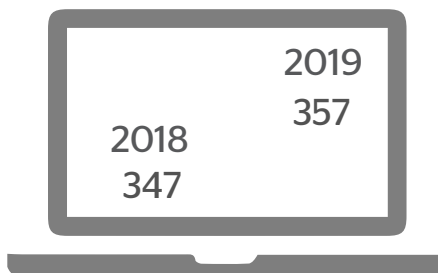


367 new followers 3
59,990 impressions 1
8,319 visits to our page
9 mentioned @iavmwhq



Impressions:: 31,923
Page Followers: 5,004
20 countries

Front Row News Blogs Posted



VenueNet

In 2018-2019, there were 1,270 total posts created across all discussion boards and communities.

Over 508 individual members contributed to VenueNet discussions in FY 2019

2018 - 2019 Partners

Global Partners



Strategic Partners



Association, Community, & Media Partners



GOVERNANCE

We exist to bring benefit to our members.

The Executive Committee, Board of Directors, and staff have this statement as our guiding light. It's been a good year. Brad Mayne, CVE, and his staff have brought new levels of service to our members. We have seen another increase in membership and sellout numbers for AVSS, SES and VMS. Our committee structure is strong, and we have more volunteers than we have slots to fill. This last year, we received an attractive offer to sell our building, and thanks to the good work of Ron Melton and the Real Estate Task Force, we closed the deal. This added \$3,200,000 to our reserve and has put us in excellent financial position.

Our combined sector meeting (*VenueConnect*) has been successful, and we continue to make changes to make VC even better. We will always want to get together and gab about the bizness, and IAVM will be the facilitator. Oh yeah, we like to get together and have fun, too.

Diversity and inclusion have been buzz words, and we have added this to our polices: Recognizing that diversity is an inherent characteristic to a strong and vital community, the board is committed to working intentionally to create an organization whose members, volunteers, educators and leadership includes people of all races, genders, ages, sexual identity and disability status. We will meet the challenge to put this into action.

The future looks so bright, I gotta wear my shades. You can count on continued success under Tammy Koolbeck's leadership, and with Brad as CEO, you can expect good things. It's a good time to be an IAVM member.



Michael Marion, CVE
Chair - IAVM Board of Directors



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iavm.org