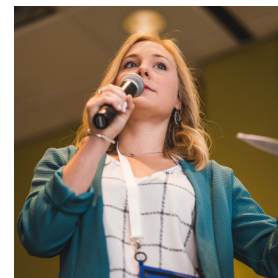




I A 2019-2020 V M ANNUAL REPORT





A GROWING COMMUNITY

IAVM's Fiscal Year runs from April 1st to March 31st allowing for a full cycle of operation and live events.

IAVM's 2019-2020 fiscal year ended with record-breaking membership numbers of 7,043 (11% increase from 2018-2019's 6,346), experiencing continued growth in membership year-over-year and the highest number of members in association history. Group membership continues to grow and now totals 213 professional group membership venues. We have 16 new Allied Group Memberships bringing us to 20 Allied Companies enrolled in the program.

IAVM is financially strong with year-over-year growth in the Association's net assets from \$3.7M FY18-19 to \$3.8M FY19-20 although, Total Operating Revenues was slightly less than the prior year. In addition, due to the sale of the IAVMHQ building the Association has no short or long-term debt and the Board of Directors now manages an additional \$3.1M in encumbered funds that will likely be used to purchase a new building and/or used to support future Board initiatives.

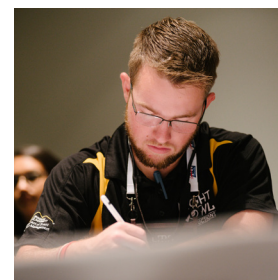
VenueConnect 2019 in Chicago was a great success with strong education programming and networking opportunities as the City of Chicago embraced us with superb service.

IAVM's Industry Affairs Committee (IAC) remains busy, working on issues that affect our members' venues, including music licensing & secondary ticketing legislation on State and Federal levels. As the fiscal year ended, we began working with TwinLogic Strategies to handle lobbying for Federal relief, protection, and stimulus for our member venues.

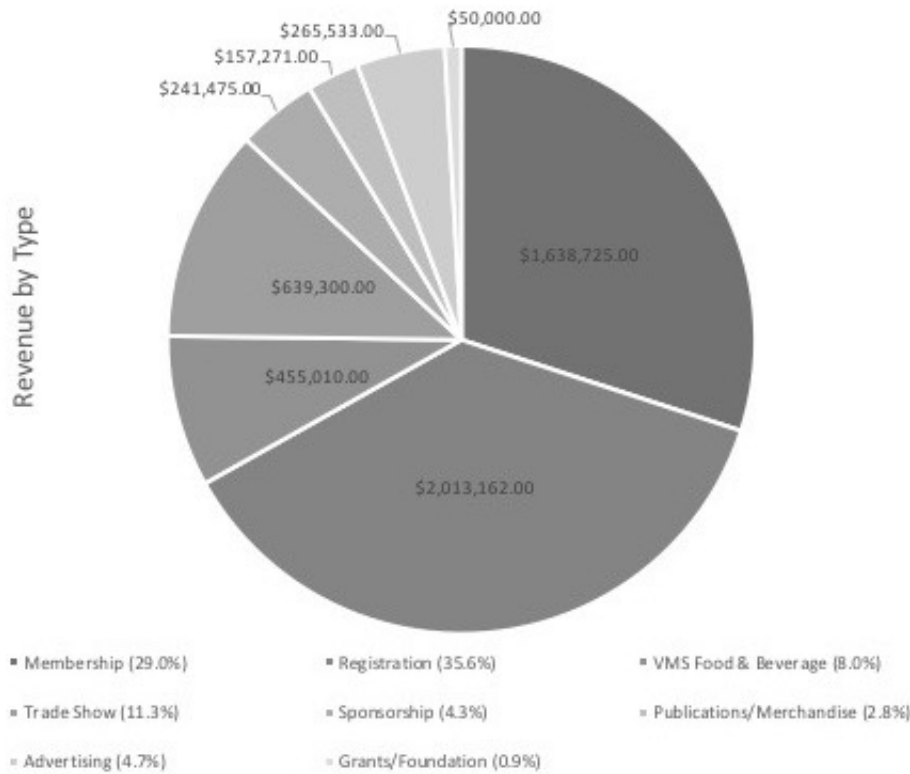
In safety and security, IAVM has delivered live onsite training which includes Risk Mitigation Through Guest Service Interjection, Exceptional Focus, Performance, and Control in Extreme Situations (Situational Awareness), Active Threat/Active Shooter preparedness and response. IAVM's own Mark Herrera co-chairs the Department of Homeland Security public facilities sub-sector council and plays a vital role in partnering for critical infrastructure security and resilience. This partnership outlines how government and private sector participants in the critical infrastructure community work together to manage risks and achieve security and resilience outcomes in accordance with the National Infrastructure Protection Plan.

IAVM purchased a new Association Management System this past fiscal year and have been working to custom prepare a platform that should be implemented in the September/October 2020 timeframe. This will enhance IAVM HQ staff's ability to better serve our members.

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. Both organizations bring new CVE and CVP professionals to our association. AMEREF has opened their membership from convention centers to include arena, performing arts, and stadium venue professionals to join the association.



KEY FINANCIAL INDICATORS

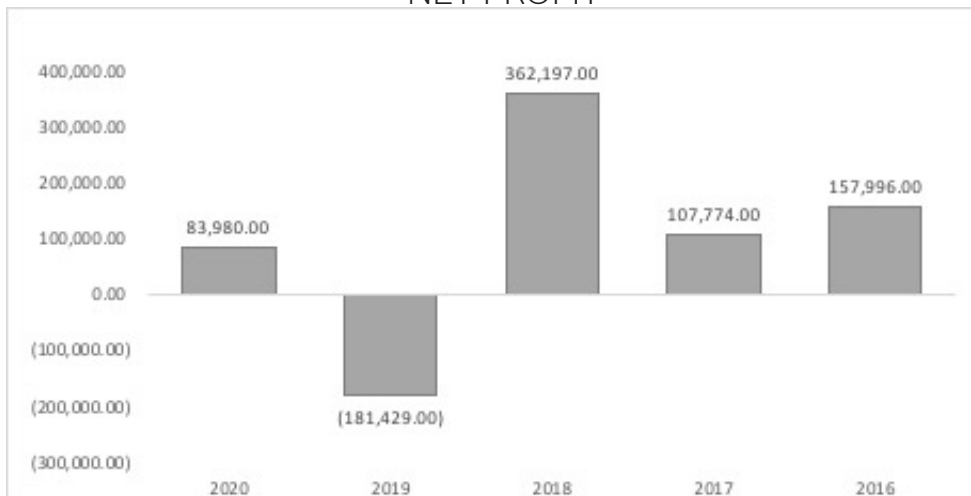


OVERVIEW

Net profit of \$83,979 compared to budgeted profit of \$183,017 and compared to last year's loss of (\$181,430).

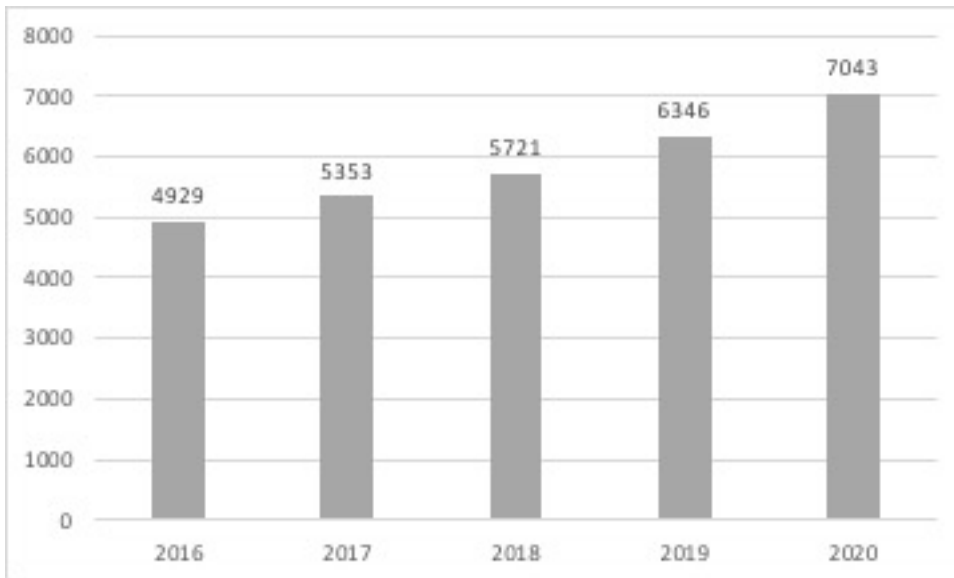
Overall IAVM increased the fund balance by \$84,000 or \$3,835,515 for the 2019-2020 fiscal year-end.

NET PROFIT



MEMBERSHIP

MEMBERSHIP GROWTH



213

professional group
membership
venues

3,557

members added
through professional
group membership

42

mentor/mentee
partnerships
matched

16

new allied group
memberships
added

11%

membership
growth from
2019-2020

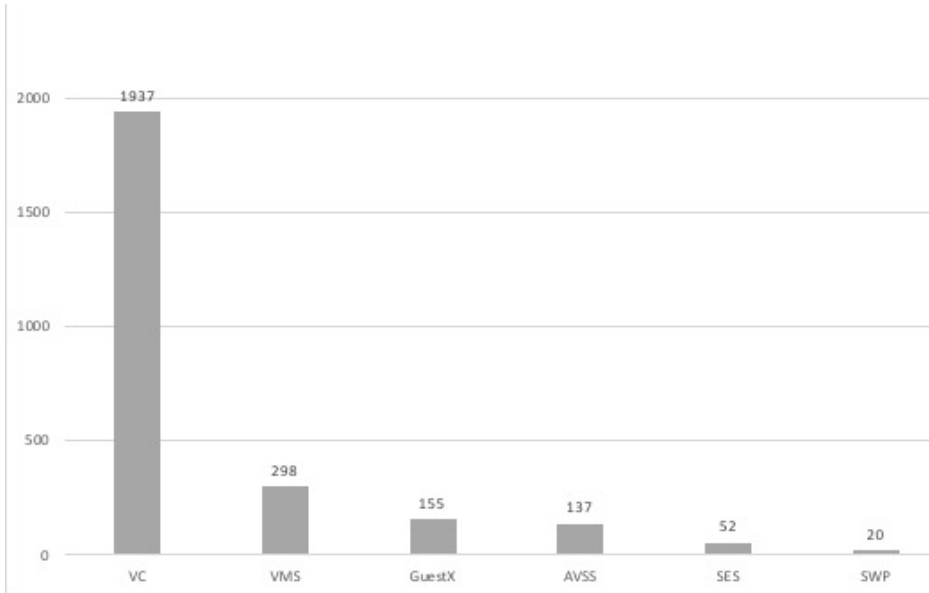
MEMBERSHIP

IAVM celebrates 11% growth in back-to-back years. The 2019-2020 fiscal year ended with an 11% increase bringing the membership to 7,043 members, another milestone in our history. Group membership continues to be attractive as 26 venues enrolled in the program to provide continuing education and professional development opportunities for their employees. Allied Group membership took off this year after its launch in 2019 with 16 companies signing up in both the Tier 1 and Tier 2 options for a total of 20 companies participating.



EDUCATION

EVENT ATTENDEES



2,599

**attendees at
IAVM schools &
conferences**

**does not include region and
chapter meetings*

105

**education sessions
at VenueConnect
2019**

VenueDataSource Revenue



24

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

SAFETY & SECURITY: BEYOND PHYSICAL SECURITY MEASURES

The International Association of Venue Managers (IAVM)-representing venue managers and partner companies in all venues, collaborates with other associations and the Department of Homeland Security to assure that all venues provide “Best Practices” to enhance safety and security. IAVM, through various committees, assists in the development of educational sessions to provide the tools to enhance safety and security through accepted standards, practices, and guidelines that are measurable, practical, and scalable.

This is accomplished through our conferences, IAVM’s Life Safety Programs, and the Academy for Venue Safety & Security.

IAVM works in conjunction with federal programs such as the National Preparedness System, the National Infrastructure Protection Plan, and others to assure that all have a thorough plan of preparedness in securing their respective environments. We seek professionals and subject matter experts to assist us in providing the best operational practices as it pertains to Critical Infrastructure Protection in order to protect the millions of Americans attending events at all venues.

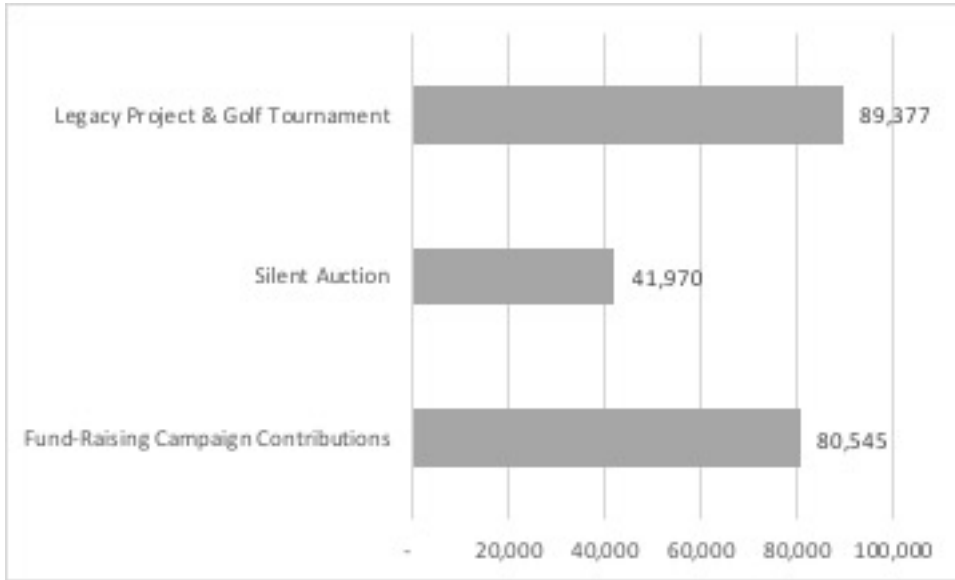
IAVM currently has representation on the Department of Homeland Security public facilities sub-sector council and plays a vital role in partnering for critical infrastructure security and resilience. This partnership outlines how government and private sector participants in the critical infrastructure community work together to manage risks and achieve security and resilience outcomes in accordance to the National Infrastructure Protection Plan. A plan, resulting from a Presidential Policy Directive/ PPD-21.

IAVM serves as a conduit whereby, the Department of Homeland Security provides and shares information to its members. This information is essential and critical to infrastructure resilience and to protect public health and safety.

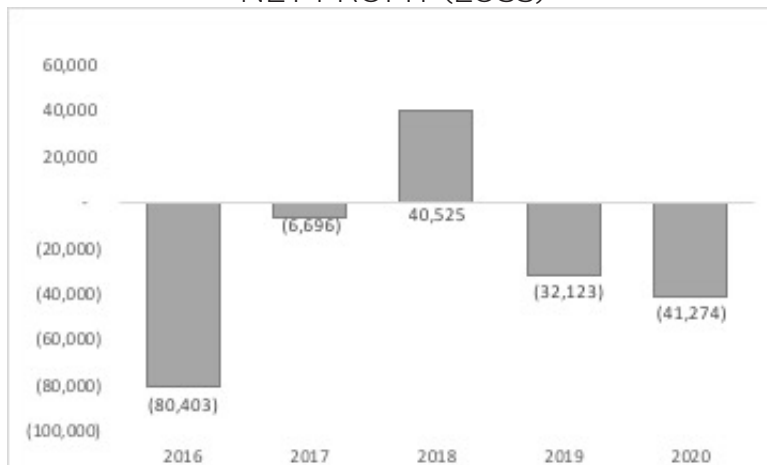


FOUNDATION

FUNDRAISING CAMPAIGN COMPARISONS



NET PROFIT (LOSS)



29

**scholarships
awarded by the**

JOSEPH A. FLOREANO | SCHOLARSHIP
+ INTERNSHIP PROGRAM

121

contributing to

100+ WOMEN OF IAVM | DONATE 100+

76

in attendance at

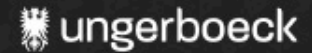
IAVM UPSTART
EMERGING LEADERS EXPERIENCE

**& another successful
Game Changer**



CLASS OF 2020
30 | UNDER | 30
I A V M 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.
- Provides funding and is a strong voice in the advocacy for issues important to the event, meetings, and 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 education and advocacy was once again supported generously by the IAVM membership. During the past year, 29 scholarships were awarded to our members to attend VMS, AVSS, and VC19. 76 Young Professionals and students attended the UpStart program at VenueConnect 2019. The Class of 2020 30|UNDER|30 program, sponsored by Ungerboeck Software International, will be recognized during the 2020 Passing of the Gavel virtual presentation.

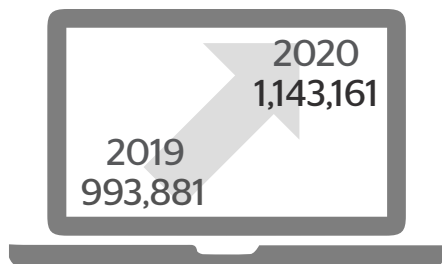
MARKETING

As part of IAVM's initiative to increase engagement with and provide information to IAVM members, a comprehensive communication plan was implemented for FY20.

The overall goals of the plan are to once again increase the 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 status.

Since it was first implemented in FY19, we have seen tremendous results!

IAVM Website Page Views



Reach 271,000+
54 countries
51% women
49% men

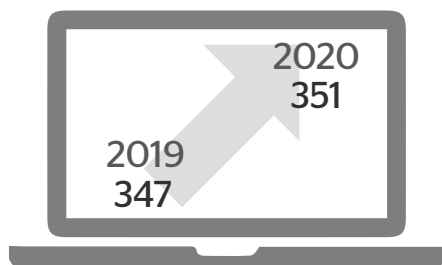


267 new followers
668,800 impressions
48,991 visits to our page
825 mentioned @iavmwhq



Group: 5,978 Members
Page: 6,330 Followers
16 countries

IAVM Front Row News Blogs Posted



VenueNet

In 2019-2020, there were 3,472 total posts and replies across all discussion boards and communities,

Over 700 individual members contributed to VenueNet discussions in FY20.

2019 - 2020 Partners

Global Partners



THE **EXPO** GROUP

Strategic Partners



VC19 Partners



LMN



PSAV



POPULOUS



EDLEN
The Power People

HKS

The Shallek Collaborative Inc.
Planning and Design of Theatre and Production Spaces



ticketmaster

Association, Community, & Media Partners



GREEN
SPORTS
ALLIANCE



iafe
THE
NETWORK!



usitt



venues NOW

GOVERNANCE

IAVM exists for you, our members.

Every decision made by your Board Leadership or staff is focused on how and why it benefits our members. As a cohesive group, the board and staff have worked together to strengthen our member benefits and support our members.

Connections and communication were a focus of this past year. Executive Committee members attended several Member Meetups and Chapter Meetings across every quadrant of the States. A special task force worked on the strategies to improve communications amongst the sectors to address the changes with the new governance model. The Board's Leadership and Development committee addressed the need for enhanced communication between the Executive Committee and the Board of Directors.

In Fall 2019, the Board authorized IAVM staff to research and purchase a new association management system (AMS). AMS is an investment in our future giving us opportunities to learn more about our members and provide data.

As the fiscal year ended, we celebrated several successes: the return of GuestX, record breaking AVSS attendance, a successful Region 7 Meeting and adding a 4th VMS class for first year students. Then the pandemic hit in mid-March.

The Board made an intentional decision in July 2019 adjusting our policies on advocacy from teaching how to advocate to having IAVM advocate on behalf of our members. This Board decision paved the way in late March 2020 to quickly hire TwinLogic Strategies, a lobbying firm that is guiding us through the federal legislation reacting to the pandemic.

So many good things are still happening despite this time of uncertainty. Continue to share your successes and your challenges with your fellow IAVM members. We will get there, together.



Tammy Koolbeck, CVE
IAVM Chair of the Board



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Coppell, TX 75019

iavm.org