MUSIC INDUSTRY LEADERS COME TOGETHER TO LAUNCH WWW.CARESFORMUSIC.COM, AN ONLINE TOOLKIT TO GET MORE CARES ACT RELIEF TO VENUES, MUSICIANS AND MUSIC BUSINESSES

#CARESFORMUSIC

A number of national music organizations, led by Sound Diplomacy and gener8tor, have launched #CARESFORMUSIC, a toolkit to support cities, towns and counties to utilize existing CARES relief to invest in their local music economies. In partnership with the National Independent Venue Association (NIVA), Music Business Association, National Independent Talent Organization (NITO), the Recording Academy® and others, the toolkit supports musicians, music venues, theatres and music businesses in obtaining and deploying existing CARES Act funding available now to creative communities across America.

As of the end of August, only 19.3% of all CARES relief provided to states, counties and cities has been allocated. In some states and cities, the amount used is less than 1%. At the same time, up-to 90% of independent music venues, theatres and cultural institutions are threatened with permanent closure and musicians have lost livelihoods, with tours and festival bookings cancelled.

By providing clear, replicable examples from states and cities - from Oregon, Denver, Tallahassee, Seattle, Tulsa and Indianapolis - that have used CARES relief to support both the for-profit and non-for-profit music businesses, #CARESFORMUSIC hopes to simplify how CARES can be a tool, right now, to provide relief, stop bankruptcies and speed up the recovery everywhere.

Music and culture is an investment in public health and local economies all over America. For every $1 spent on a concert ticket at small venues in America’s towns and cities, $12 of economic impact is generated. Yet, the US is estimated to lose 2.7 million jobs and more than $150 billion in creative businesses due to the pandemic. These estimated losses represent 50% of all jobs in those industries and more than a quarter of all lost sales nationwide. Existing CARES funding can assuage this by providing immediate investment and relief in communities across America.

A host of music organizations and professionals contributed to the toolkit, including The Venue Group, World Café Live, MusicPortland (Oregon), Wickham James Strategies & Solutions, Oregon Independent Venue Alliance, Indiana Music Venue Alliance, Soundcorps Chattanooga, Tallahassee Arts, Madison Music City, Urban Arts Community Network and Denver Arts and Venues.

The toolkit is available for free, no strings attached, to anyone who wishes to use it at www.caresformusic.com.
Harvey Mason Jr., Chair & Interim President/CEO, Recording Academy: “We’re proud to continue our work alongside our fellow music organizations to ensure creators and industry professionals receive the fair benefits they deserve. With this toolkit, we can mobilize our industry and ultimately provide relief to musicians, music venues, and local economies that are struggling amidst the COVID-19 pandemic.”

Sly James, Mayor of Kansas City, Missouri 2011-2019: “This is a terrific resource for any administration to capitalize on the program and create real change to improve their communities and address this crisis.”

Rev. Moose, Executive Director, National Independent Venue Association (NIVA): “Independent venues and promoters have a unique business model that has not been applicable for the rounds of federal funding to date. With better access to CARES funds, we hope locally owned venues are able to sustain long enough for Congress to #SaveOurStages.”

Portia Sabin, Executive Director, Music Business Association: “Knowing that money is out there and knowing how to get it are crucial pieces of information. This toolkit aims to help with both by drawing attention to the availability of CARES funds and by providing a guide to successfully applying for them that we hope will benefit a lot of artists and others in the music space.”

Joe Kirgues, co-founder, Gener8tor: “As recently as August 24, only 19.3% of the CARES Act money had been spent. This is an urgent, once-in-a-generation opportunity to support our musicians and music entrepreneurs.”

Shain Shapiro PhD, Founder and CEO, Sound Diplomacy: “We hope this toolkit helps unlock support and encourages communities around America to better leverage the value of music and culture.”

The toolkit contains guidelines to help communities unlock funding and is supported by a Case Study Database, Evidence & Data Database, an Application Worksheet to help make an informed and qualified ask and a Draft Resolution that can be utilized in any city, county or town.

This toolkit is designed to complement existing initiatives, including the need to pass Save Our Stages Act, RESTART Act and HITS legislation.

This is about allocating existing resources. We must still pass national legislation to support music venues and the wider music ecosystem.

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