October 6, 2020

The Honorable Ruben Gallego
1131 Longworth House Office Building
United States House of Representatives
Washington, DC 20515

The Honorable Martha McSally
404 Russell Senate Office Building
United States Senate
Washington, DC 20510

The Honorable Kyrsten Sinema
317 Hart Senate Office
United States Senate
Washington, DC 28510

The Honorable Greg Stanton
128 Cannon House Office Building
United States House of Representatives
Washington, DC 20515

Dear Congressman Gallego, Senator McSally, Senator Sinema, and Representative Stanton:

On behalf of the membership of Phoenix Community Alliance (PCA), thank you for your leadership and support as we all navigate this unprecedented COVID-19 crisis. Please accept this letter as the collective voice of our membership and board of directors in encouraging you to support the bi-partisan bills S. 4258/H.R. 7806, the Save Our Stages Act, in any pending stimulus bill, which would ensure the survival of independent venues that are critical to our downtown and region.

The live event industry contributes significantly to Phoenix's culture and economy. According to the National Independent Venues Association (NIVA), for every $1 spent on a ticket at small venues, a total of $12 in economic activity is generated within communities on restaurants, hotels, taxis, and retail establishments. The estimated direct annual economic impact venues bring to local communities nationwide is nearly $10 billion.

Live performance venues were among the first to close and will likely be the last to open, as they cannot pivot a business model that relies on physical attendance. Many venues book months in advance and must operate at near capacity to maintain overhead expenses, many of which are not covered by the Paycheck Protection Program. If our venues close permanently, this would negatively impact not only our economy but also the well-being of Phoenix residents.

An affiliate of:
Downtown Phoenix Inc.
Activate, Advocate & Build the Phoenix We Want!
Phoenix Community Alliance
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Our local arts and culture scene has been an important economic driver for Phoenix. Downtown and central Phoenix in particular have benefited from the regular and frequent schedule of live events, which draw thousands of patrons to the venues as well as nearby food and beverage establishments. This also brings additional revenue via public transportation and hotels while attracting new small and large businesses to locate here. We can’t afford to overlook the critical role that live event venues play in the greater economy of our city, our surrounding communities and for visitors who come to stay in Phoenix from across the nation.

As background, PCA is a 37-year-old business leadership and advocacy organization for greater downtown Phoenix, with more than 286 members ranging from small non-profit community organizations to large corporations, from college students and private professionals to start-up businesses. Through PCA’s advocacy committees, our members work to create a stronger downtown for a greater Phoenix. An advocacy focus of the PCA Arts, Culture and Public Life Committee is supporting our downtown arts organizations.

On behalf of PCA’s members, we urge you to Save Our Stages.

Thank you for your time and consideration in this matter for the benefit of not only downtown Phoenix but also cities and towns throughout Arizona.

Sincerely,

John Hamby
Executive Director

Diane Haller
Board Chair

Cc: Mayor Kate Gallego, City of Phoenix
Councilwoman Thelda Williams, District 1
Councilman Jim Waring, District 2
Councilwoman Debra Stark, District 3
Councilwoman Laura Pastor, District 4
Councilwoman Betta Guardado, District 5
Councilman Sal DiCiccio, District 6
Councilman Michael Nowakowski, District 7
Councilmember Carlos Garcia, District 8
Catrina Kahler, Chair, PCA Arts, Culture & Public Life Committee