



**NIVA CONCLUDES SECOND ANNUAL CONFERENCE WITH  
MORE THAN 1,000 ATTENDEES ACROSS 12 WASHINGTON, D.C. VENUES**



Photo Credit: Taylor Mickal

**200 NIVA Members Ascend on Capitol Hill, Seven Industry Trailblazers Acknowledged  
at the Independent Awards Gala, and NIVA '24 Set to Take Place in New Orleans!**

For access to the NIVA '23 Livestream Archive click [here](#)

**July 19, 2023 – NIVA '23 Washington, D.C.**, the second annual conference of the [National Independent Venue Association](#), took place from July 9-12 with multiple days of expert-led panels, workshops, networking, and incredible live music. The conference was hosted at 12 local NIVA member venues, attended by more than 1,000 partners, members, and sponsors and culminated with the organization's first-ever Capitol Hill Fly In, which brought out 200 NIVA members who met with their Senators and Congresspeople.

Throughout the conference, more than 100 industry experts led discussions on the current state of the industry, safety, technology, maximizing revenue, inclusion, diversity, equity, accessibility, booking, Fix The Tix, and marketing. There were also special fireside chats with U.S. Representative Maxwell Frost (D-FL) and artists Matt and Kim and Christian McBride, along with a welcome speech by Washington, D.C. Mayor Muriel Bowser.

Surpassing last year's attendance numbers, this year's conference welcomed 60% percent more attendees than last year's inaugural event hosted in Cleveland, Ohio.

"The enormous success of NIVA's second annual conference was a unifying assembly of over 1,000 individuals connecting independent live entertainment to policy and industry best practices. Together, they created an inspiring spirit of collaboration and empathy that will carry our members forward as we continue to fight for venues, festivals, and promoters," said **Stephen Parker, Executive Director of NIVA**. "NIVA is shifting into the next phase of our national advocacy and leadership on behalf of all our members - and this conference was the launchpad we needed to forge the future of our industry and live performance in every community."

Highlights throughout the conference included a day on Capitol Hill as more than 200 NIVA members, wearing Fix The Tix t-shirts, visited 36 state representatives to discuss Fix The Tix, the coalition to end predatory ticketing practices, and other key issues affecting the independent venue community. During the Fly In, Senator Amy Klobuchar (D-MN) and Senator John Cornyn (R-TX) addressed the group at a special luncheon, as the day culminated with a unique live performance on Capitol Hill by BMI artist Catie Offerman.

Other impactful panels included discussions on proposed legislation to protect venues, artists, and ultimately consumers from predatory ticketing practices with experts educating the audience on the issues and suggesting ways for attendees to take action to create change in the ticketing industry. The diverse panels also highlighted the importance of best venue practices on everything from public safety and security to a special fireside chat on music and bi-partisan government with Rep. Frost and NIVA Executive Director Stephen Parker. The chat ended with Frost's fun quip on a bi-partisan rock band, "French Hill and the Gang," featuring Frost on drums, Representative French Hill (R-AR) on bass, Representative Darren Soto (D-FL) on guitar and harmonica, Representative Dan Kildee (D-MI) on percussion, and Representative Nancy Pelosi (D-CA) on lead vocals.

NIVA honored leaders in the industry for their continued work, commitment, and support of the live entertainment industry at the second annual Independent Awards Gala held at The Anthem.

#### **NIVA '23 Independent Award Winners:**

- **NIVA IDEA Award:** Black Promoters Collective
- **NIVA Community Development Award:** Live Music Society
- **NIVA Workforce Development Mentor of the Year Award:** Kim Chan, National Sawdust

- **NIVA Live Entertainment Policy Champion Awards:** Texas Music Office, Texas Office of the Governor and Representative Rob Nosse, Oregon House of Representatives
- **NIVA Live Entertainment Partner of the Year:** DICE
- **Advocate of the Year Award:** Blayne Tucker (posthumously)
- **Artist Advocate of the Year Award:** Phoebe Bridgers

NIVA '23 attendees enjoyed a fantastic roll out of live music nightly, from the See Tickets Opening Party to TIDAL's Salute to Small Venues. Performances include Elise Truow, BMI artist Catie Offerman, Rudy Love and The Encore, Ex Hex, Oh He Dead, Black Alley, Sugar Bear, Mambo Sauce, Gustaf, The JoGo Project + Greg Boyer, Black Folk Don't Swim?, The Owners, and more!

The NIVA '23 conference could not happen without the generosity and dedication of this year's sponsors, including: [See Tickets](#), [TIDAL](#), [Anheuser-Busch](#), [Live Music Society](#), [Etix](#), [DICE](#), [Spotify](#), [Eventbrite](#), [National Independent Venue Foundation \(NIVF\)](#), [VenuePilot](#), [BMI](#), [Hub International](#), [Business Iceland](#), [American Specialty Insurance](#), [Hive.Co](#), [Easol](#), [Eventric](#), [Logitix](#), [Cast & Crew Live Entertainment](#), [Tixr](#), [Fansub](#), [Rooam](#), [RIAA](#), [AXS](#), [Fanimal](#), [National Association of Music Merchants \(NAMM\)](#), [Backstage Social](#), [Ristband](#).

NIVA is also thankful for the support from our partners [Alto](#), [Bandsintown](#), [Bauer Entertainment Marketing](#), [D Tour](#), [Folk Alliance International \(FAI\)](#), [Good Land Supply Co.](#), [Marauder](#), [Midtopia](#), [National Independent Talent Organization \(NITO\)](#), and [VOLUME](#).

## **ABOUT NIVA**

The National Independent Venue Association (NIVA) represents independent music and comedy venues, festivals, performing arts centers and promoters throughout the U.S. NIVA formed in 2020 to save the live performance industry in the wake of the COVID-19 global pandemic. Our work during the pandemic resulted in the passage of the Save Our Stages Act, a \$16.25 billion grant program that delivered critical relief to venues, festivals, promoters, and performing arts centers. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters, and festivals throughout the United States. NIVA is committed to equity in its support and advocacy for independent venues and seeks to create and encourage opportunities for venues, promoters, and festivals owned, operated, and staffed by people of color, women, non-binary, LGBTQ+, veterans, and people with disabilities.

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