



July 16, 2020

The Honorable Mitch McConnell  
Senate Majority Leader  
Washington, D.C. 20510

The Honorable Charles Schumer  
Senate Minority Leader  
Washington, D.C. 20510

Dear Majority Leader McConnell and Minority Leader Schumer:

We write to bring your attention to challenges facing the live event industry and to urge the inclusion of targeted relief for the industry as Congress considers additional coronavirus relief measures this month.

The National Association of Music Merchants ([NAMMM](#)) is a not-for-profit association founded in 1901 with a mission is to strengthen the \$20 billion music products and \$38 billion event technology industry. NAMMM is comprised of approximately 10,400 members located in 104 countries and regions, with 8,500 business members in the United States. NAMMM and its members fund The [NAMMM Foundation](#)'s efforts to promote music education and advance active participation in music making across the lifespan.

A significant part of our membership is dependent on live music and event production. Live event venues were among the first to close and will likely be the last to reopen. Workers in the live event sector were among the first to have their jobs disrupted, and they will be among the last to return to their jobs. By its very nature, live event work cannot be done from home.

In recent decades, a significant and growing share of employment and economic activity has come from the business of "getting people together." Live event venues — many of which are owned by local governments — generate millions in tax revenue and sustain jobs in communities across the country. Restaurants, hotels, retail stores and other local businesses also directly benefit from the hundreds of millions of concert, theater, festival, fair and eventgoers who attend millions of events each year.

Events, both commercial and nonprofit, are central to our individual and collective identity. Live performance venues and the artists and workers in the industry are the lifeblood of the cultural and social identity of our neighborhoods.

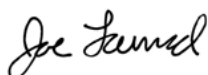
Social distancing, capacity limitations and other restrictions mean that the live event industry will not recover in any meaningful way until next year, and likely not until summer or later. It is impossible to operate in a viable manner at low capacity.

We appreciate the leadership Congress has shown by providing vital, short-term assistance with the Paycheck Protection Program (PPP), expanding unemployment insurance eligibility to “gig” workers and the self-employed, and extending other relief. Businesses such as the live event industry that are facing prolonged closure, however, need additional help.

Due to the unique circumstances of our industry, we support industry-specific federal assistance through payroll support, tax relief and loan guarantees. Allowing the hardest-hit businesses with demonstrated losses to receive a second PPP loan would help, as would the bipartisan “RESTART Act” (S. 3814), which proposes seven-year, low-interest loans with deferred interest and principal repayments.

We thank you for your service to our nation and for your consideration of our request.


Respectfully,



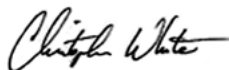
Joe Lamond  
NAMM President and CEO  
Carlsbad, CA



Tom Sumner  
NAMM Treasurer  
Yamaha Corporation of America  
President  
Buena Park, CA



Chris Martin IV  
NAMM Chair  
C.F. Martin & Co., Inc., Chairman/CEO  
Nazareth, PA



Christopher White  
White House of Music, Inc.  
President/CEO  
Waukesha, WI



Joel Menchey  
NAMM Vice Chair  
Menchey Music Service, Inc.  
CEO  
Pennsylvania and Maryland



Michael T Strickland  
Chair, Bandit Lites  
Knoxville, TN  
NAMM Member at Large