



**INTERNATIONAL  
ASSOCIATION OF  
VENUE MANAGERS**

# COVID-19 IMPACT SURVEY

Venue Industry (All Sectors)

Data collected: 12/2-12/18/2020

# Research and Production

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### **IAVM's Mission: To educate, advocate for, and inspire public assembly venue professionals, worldwide.**

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## Background Information

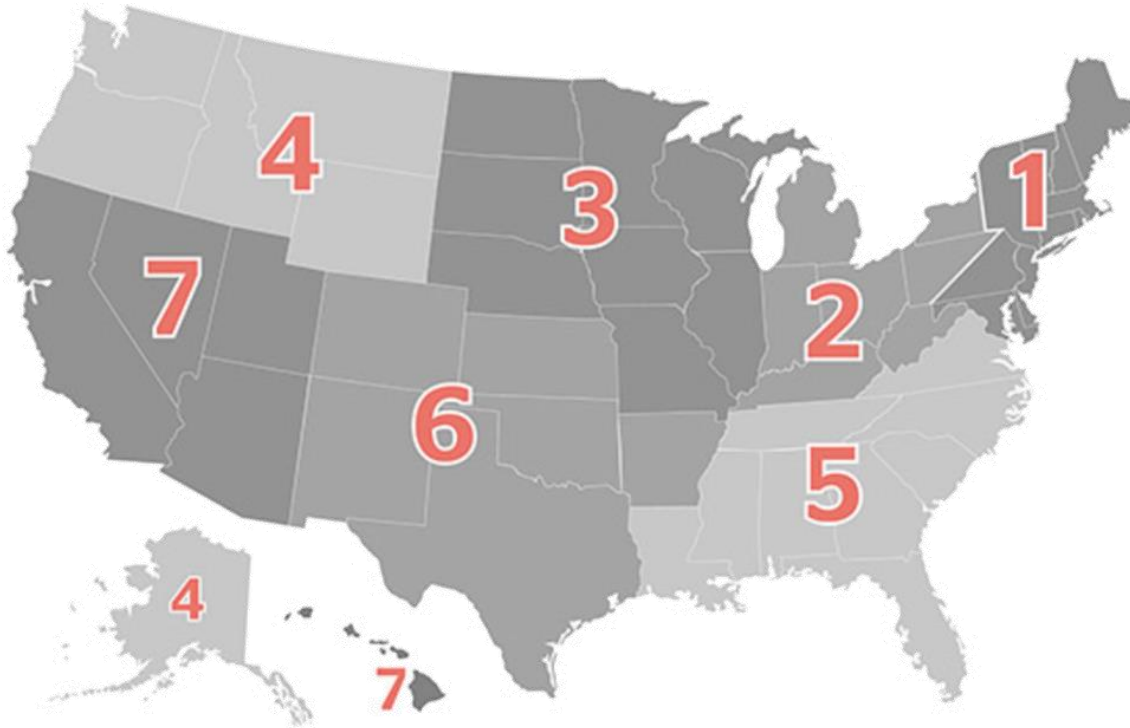
- Using an internet-based survey platform, a survey was conducted to gage the status of reopening venues currently. The survey began on December 2, 2020 and ended on December 18, 2020.
- From a list of 941 venue organizations, a total of 155 complete responses were obtained for a total response rate of 16%.
- When possible the information throughout the report has been broken down by venue type.

Sample Size by Venue Type		
Venue Type	# of Responses	Response Rate
Arenas	43	27.7%
Stadiums	5	3.2%
Convention Centers	32	20.6%
Performing Arts Centers	47	30.3%
Other	28	18.1%

Size of Venues				
Venue Type	Large	Medium	Small	Don't Know
Arenas number of seats	32.6% ( <i>Over 12,000</i> )	41.9% ( <i>7,501-12,000</i> )	23.3% ( <i>Less than 7,500</i> )	0.0%
Stadiums number of seats	40.0% ( <i>Over 35,000</i> )	20.0% ( <i>15,001-35,000</i> )	40.0% ( <i>Less than 15,000</i> )	0.0%
Convention Centers gross sq. ft. of exhibit space	15.6% ( <i>Over 500,000</i> )	25.0% ( <i>100,001-500,000</i> )	59.4% ( <i>Less than 100,000</i> )	0.0%
Performing Arts Centers number of seats	25.5% ( <i>Over 2,500</i> )	36.2% ( <i>1,501-2,500</i> )	38.3% ( <i>Less than 1,500</i> )	0.0%
Other	21.4%	35.7%	42.9%	0.0%

## Background Regional Information

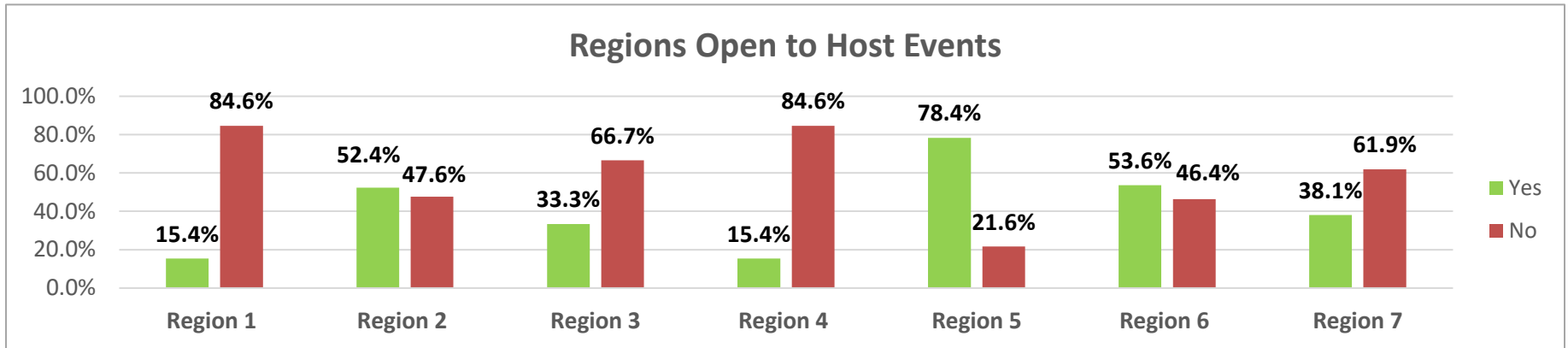
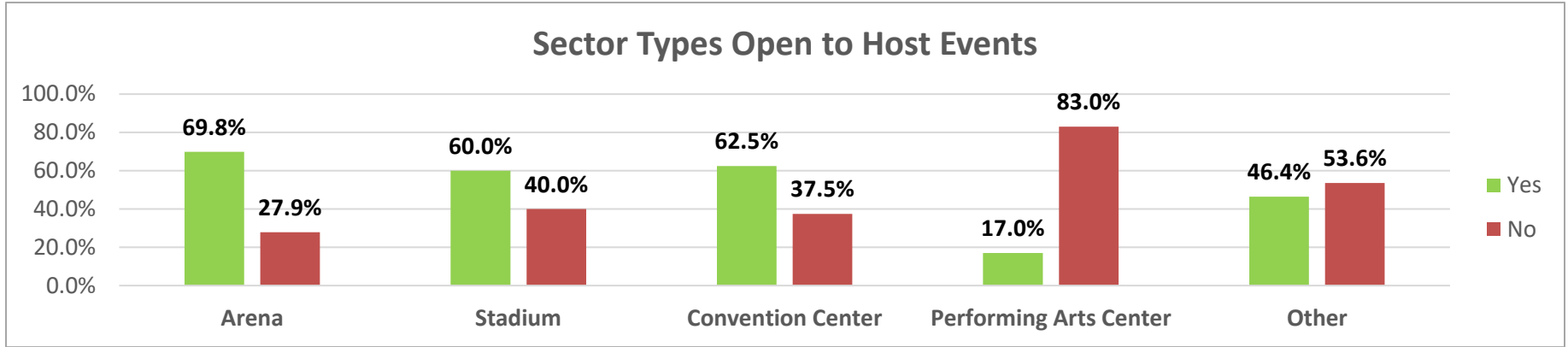
- With the phases of opening varying based on location some information throughout the report will be categorized by the IAVM regions. This is to allow some insight into the differences that may be present geographically. Participants were all from the United States.
  - Below is a chart of the participating responses by Region (n=155)



Region	# of Responses	Response Rate
Region 1	13	8.4%
Region 2	21	13.5%
Region 3	21	13.5%
Region 4	13	8.4%
Region 5	38	24.5%
Region 6	28	18.1%
Region 7	21	13.5%

# Open to Host Events

- According to the total data collected, most venues are not currently open to host events. A total of 48.1% venues are currently open for hosting events.
- Compared to the last survey conducted back in July, more venues are opening to host events. There was a total increase of 18.8%. However, most Performing Art Center venues remain closed and are not hosting events currently.

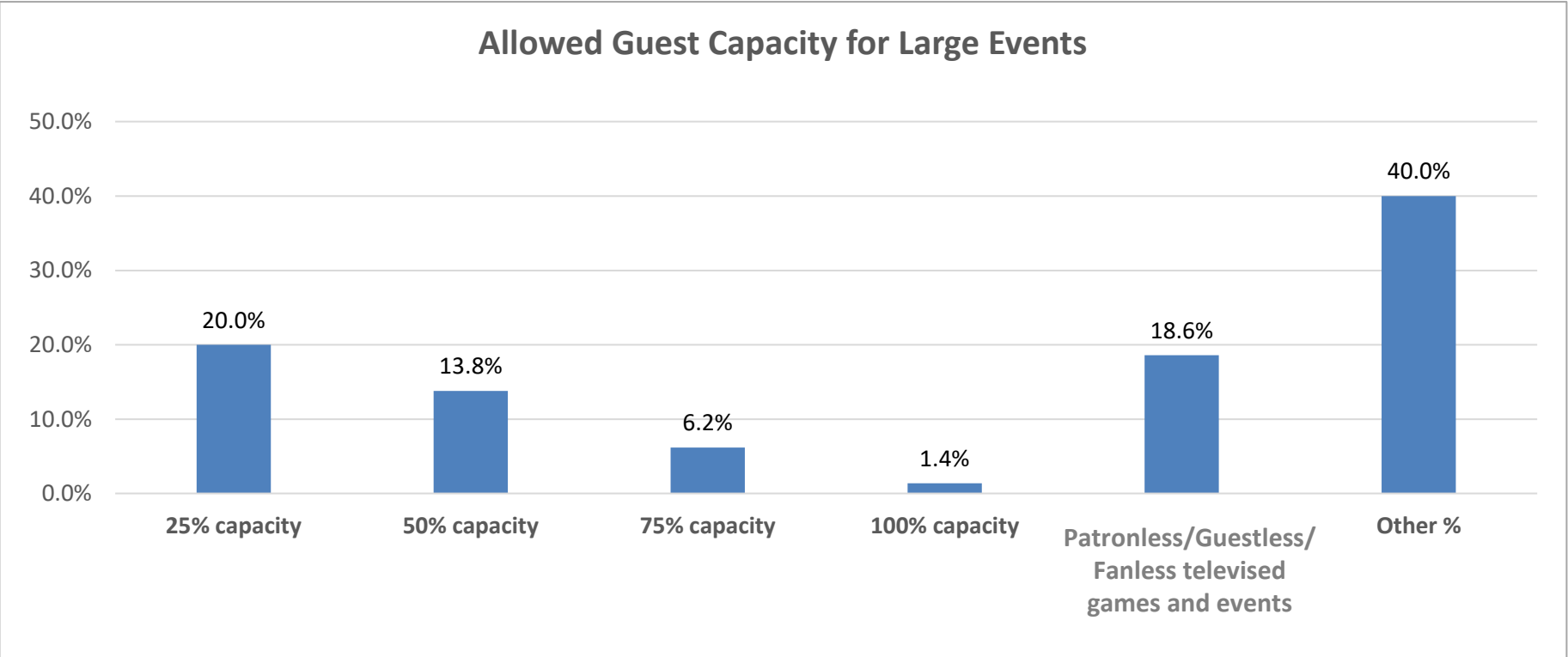


**35.3%** of venues are currently open for hosting non-traditional uses (shelters, warehouses, field hospital, etc.)



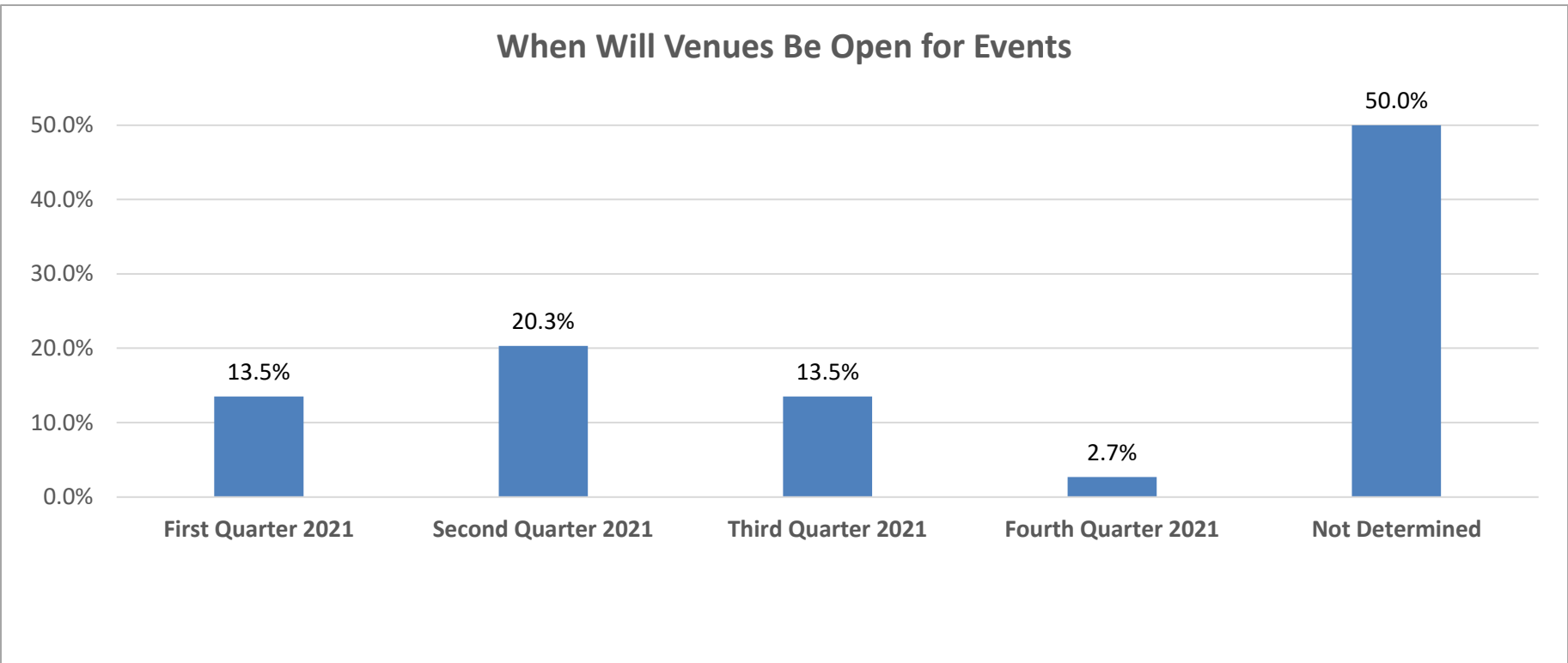
# Largest Percent of Capacity Okay for Events

- Most venues reported keeping large events to a capacity of twenty-five percent. 18.6% of venues are also choosing to keep events in a Patronless/Guestless/Fanless format by televising games and events.
- Other options reported by venues
  - A capacity of 10-15%
  - Venues have a cap on the number of people (between 50-300)
  - Has not been determined yet for venues currently not open



# When Venues Will Be Open for Events

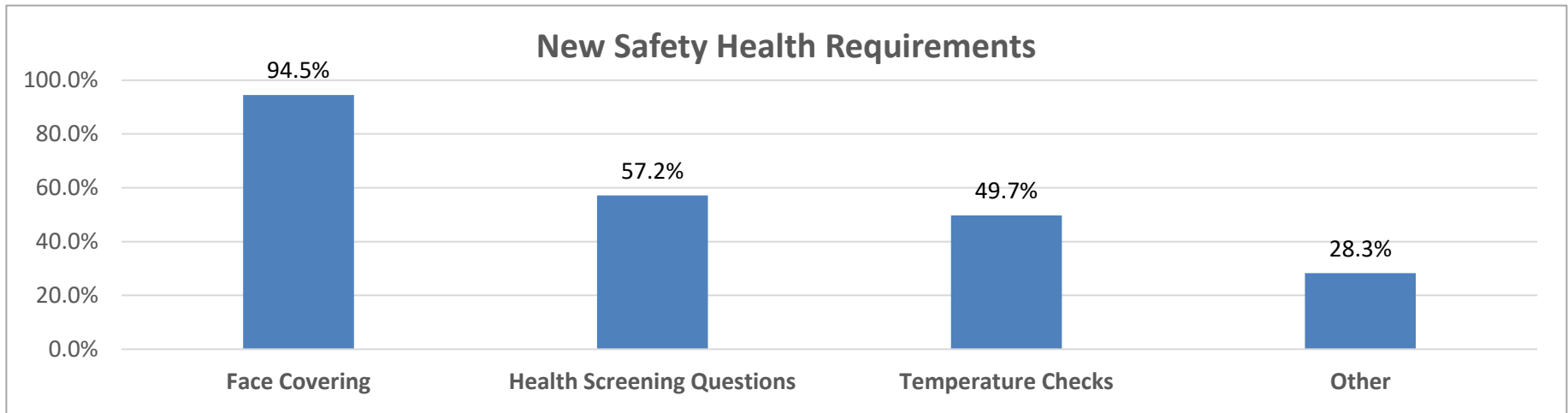
- Out of venues that have yet to open for events, the majority (50%) of venues reported they have yet to determine a time and 20.3% have predicted that they are scheduled to opened by the Second Quarter of 2021



# New Safety Requirements

- Majority of venues (48.6%) indicated that they are both absorbing and passing along to the clients/promoters all costs associated with the new safety health requirements.
- Other Safety Health Requirements:
  - Stringent Social Distant measures
  - Increased hand sanitizing stations
  - Sneeze guards
  - Staggered entry

**52.7%** of venues have decided not to require employee or event staff testing. **39.7%** of venues indicated that it would be mainly case by case (symptoms are shown or exposed to COVID positive patient)



Q: What are new requirements that have been implemented? (Please choose all that apply) (n=145)

Q: Are costs associated with the new requirements being absorbed or passed to the client? (n=146)

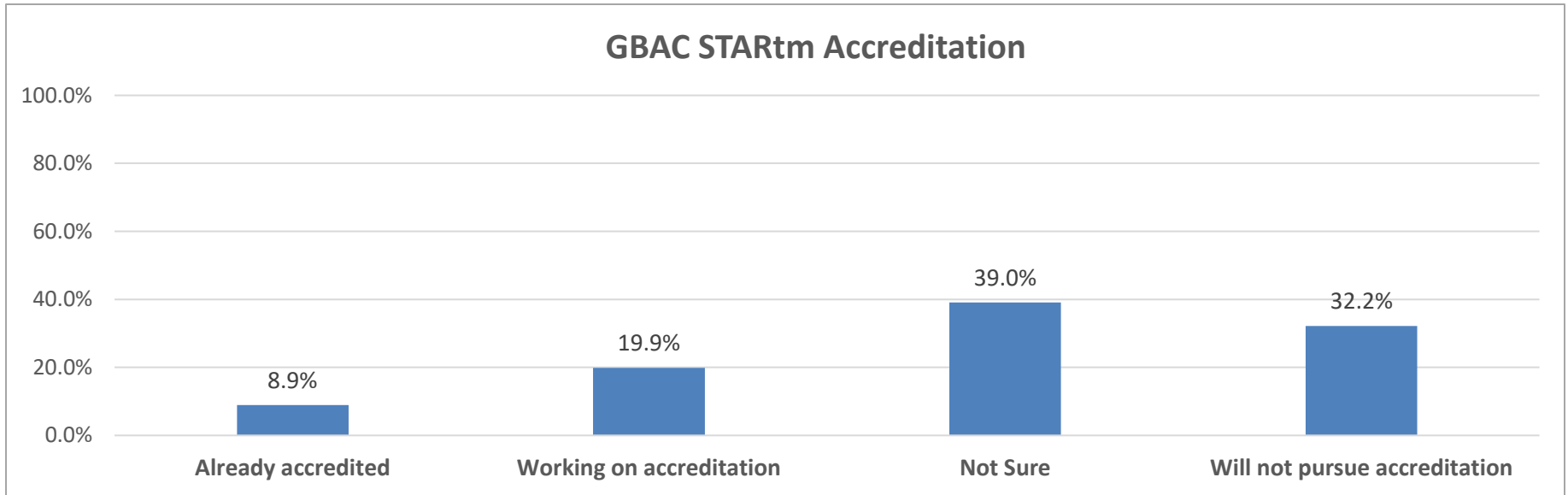
Q: How frequently will/do you require employee Covid-19 testing? (n=146)





## Programs

- 28.8% respondents indicated that they have already been accredited or currently working on receiving the GBAC STAR<sup>tm</sup> facility accreditation.
- Majority (39%) are not sure whether they will or will not apply for the GBAC STAR<sup>tm</sup> accreditation.



**78.1%** of venues reported that they are currently not utilizing any Federal Paycheck Protection Plans

Q: Has/will your venue apply for the GBAC STAR<sup>tm</sup> facility accreditation program on cleaning, disinfection, and infectious disease prevention? (n=146)

Q: Is your venue currently utilizing Federal Paycheck Protection Plans? (n=146)

Venues everywhere are facing unprecedented disruptions to daily operations and finance activities brought on by COVID-19. Over the next few months, IAVM will be periodically conducting a pulse survey in order to see the effects and impact COVID-19 has on the venue industry. We would greatly appreciate your participation in the upcoming surveys. Thank you very much for your time.

**Research and Production by the 2020-2021 IAVM Research Advisory Committee:**

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**Please note that we will never identify the specific responses of any participating venue in any IAVM report. We will only report the average responses.**

*If there are any questions regarding this report, please contact 972-538-1001 or email to [Research@iavm.org](mailto:Research@iavm.org). For more comprehensive IAVM reports that detail venue operations and financial benchmarking information please check the VenueDataSource page, <https://www.iavm.org/research>.*

