The program's mandate to put the majority of funds towards payroll rather than fixed expenses put the business's survival in jeopardy. A skeleton crew of 24, including Dayna Frank, had to run the business. But the real jolt to her was the news that the company was furloughing employees. By the start of April, the company had reduced its workforce from 480 to 120.

Moose, a New York-based music marketer and producer of industry events, was one of the industry leaders who came to Dayna's aid. Frank had been a client of Moose and had a good relationship with him. When she heard about the situation, he offered to help her find other funding sources.

Eight months later, an initiative Frank helped to lead may have staved off the company's shutdown. The initiative was the Paycheck Protection Program (PPP), a federal program created to provide small businesses with a financial lifeline during the pandemic. Frank was able to secure a loan through the program, which allowed the company to continue operating.

Avenue, owner Dayna Frank was at home working on her loan application when she received a call from Moose. He had good news: he had found a way to help her secure the PPP loan. Frank was overjoyed and relieved. She knew that without the program, her business would have been forced to close.

The PPP program was a lifeline for many small businesses during the pandemic. It provided a crucial boost to the economy and helped to keep many businesses afloat. The program was a testament to the government's commitment to supporting small businesses and saving jobs during the pandemic.

Moose was one of many who came to help Dayna during her time of need. He had a good relationship with Frank and knew that she was in a difficult situation. He had heard about the PPP program and knew that it could help her.

The story of Dayna Frank and Moose illustrates the power of relationships and the importance of community during times of crisis. It also highlights the role that small businesses play in our economy and the importance of supporting them.

The story of Dayna Frank and Moose is a reminder of the importance of resilience and determination. It shows that even in the face of adversity, there is always hope. With the help of others, Dayna was able to overcome the challenges she faced and save her business.

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asked the government for anything — now have a newfound political power — who were never a

NIVA has broader lobbying ambitions after that, including improving the

its feet, they'll need to coordinate the reopening of a critical mass of venues

organizing and lobbying prowess. Among them: To get the industry back on

t from its new

vulnerable businesses in the meantime with a new PSA featuring Dolly

Street Music Hall in D.C

ff

up the hall. ”

congressmen please heed the call / Don’t stand in the doorway. Don’t block

oor of the Senate: “Come senators,

sponsors across both parties. For Klobuchar, it also marked the

On Dec. 21, Save Our Stages passed the House and the Senate with 234 co-

to show their landlords to stave o

cinemas, nonpro

fi

also include a lifeline for theaters and performing arts centers, independent
arts as something boutique or elite start to realize the role these venues

“People have embraced this in a personal way, ” says Klobuchar. “Music is a

535 members of Congress.

Morning Jacket.

Price, Jason Isbell, Dave Grohl, Sarah Silverman and the Louisville band My

y took the form in a letter-writing campaign. NIVA

communities, key to driving other economic factors like restaurant and

oat.

most of these venue owners were on their own; some reported taking out

venues that had access to

many owners experienced 90

by the pandemic, with music venues 

They made the case that the industry had been one of the very hardest-hit

was more focused on small business and economic recovery than the arts.

NIVA and Higgins won this bipartisan support after choosing a message that

he would introduce his own piece of dedicated legislation, the Save Our

of Texas, who reached out to NIVA with a game-changing proposal. He said

In July, NIVA found that bipartisanship in Republican Senator John Cornyn

concerned me was the challenge of us being able to bring in bipartisan

furloughing their sta

and dealing with insurance.

The coalition of music venues now known as the National Independent

Venue Association (NIVA) started with Moose and Hal Real of Philadelphia’s

Source: First Avenue

Once they committed, Frank and her fellow organizers threw themselves

town hall calls how ill-prepared our industry was. ”

shows, ” said Frank. “I was going through all this while also hearing on these

salaries, and refunds of hundreds of thousands of dollars for canceled

“Our rent was still due, along with property taxes, licensing fees, remaining

acknowledgement that they didn’t just need this group to coordinate. They

severity and duration of the pandemic. As bills piled up, there was growing

and Le Poisson Rouge in New York City.

group included representatives from beloved music clubs like the 9:30 Club

new social distancing guidelines and limits on in-person gathering. The

had initiated an informal weekly Zoom town hall to collectively navigate

Source: NIVA