



Shuttered Venue Operators Grant

SVOG Document Review by Entity Type & Latest Application Updates

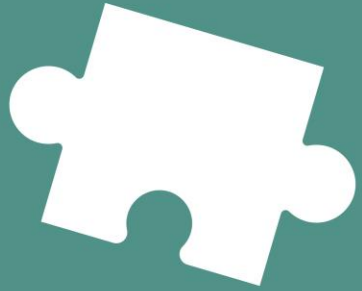
Hosted by the
SBTDC Business Recovery & Resiliency Program

Information presented current as of April 14, 2021

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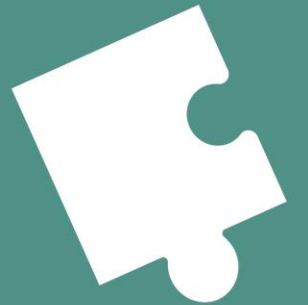
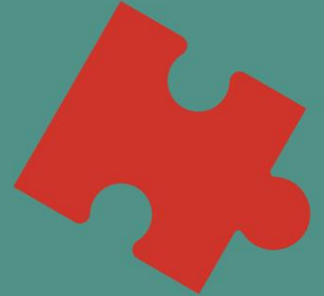
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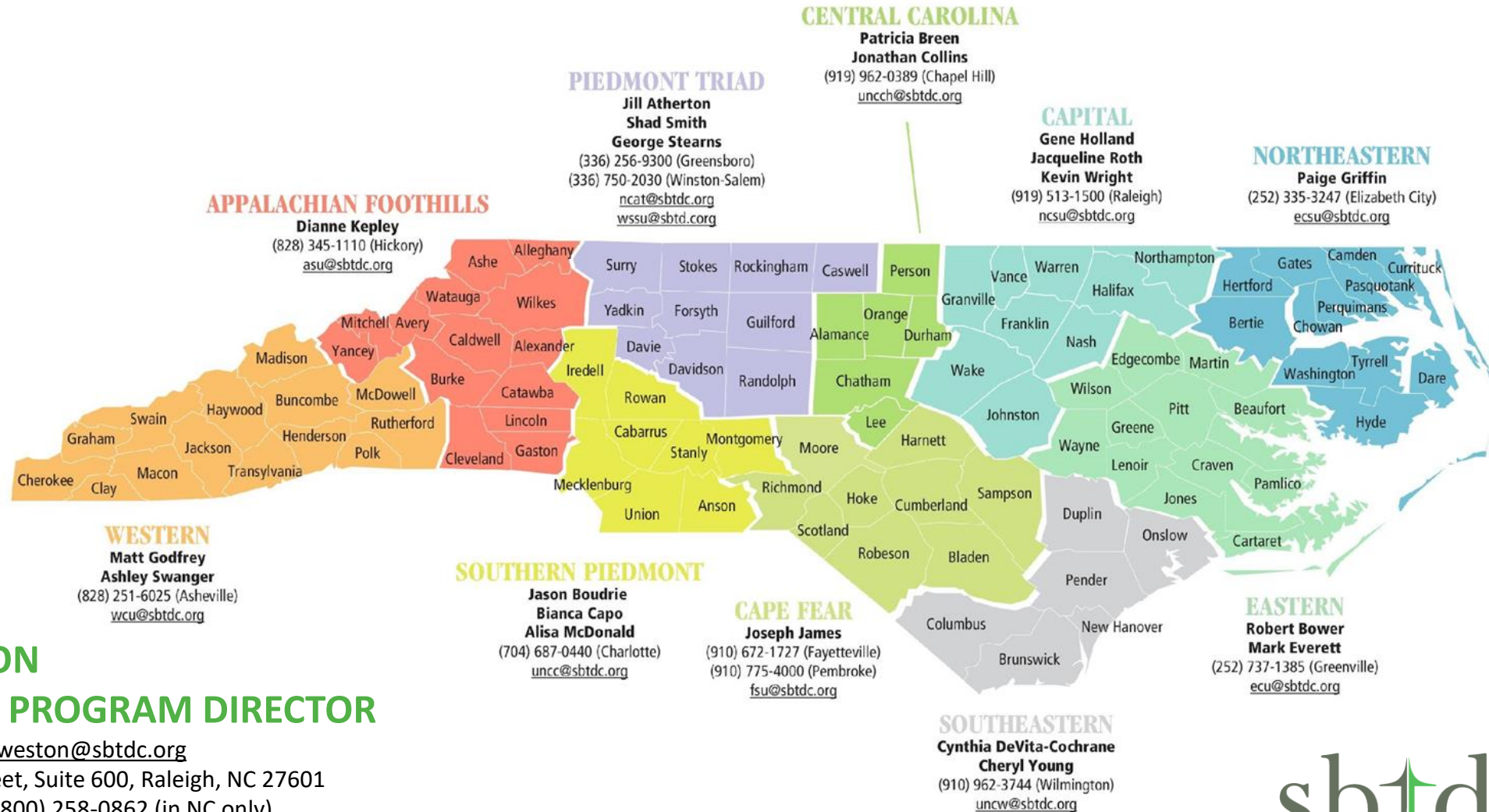
Byron Hicks

State Director,
Small Business &
Technology
Development Center



BUSINESS RECOVERY & RESILIENCY PROGRAM

A CARES Act funded initiative



BOB WESTON STATEWIDE PROGRAM DIRECTOR

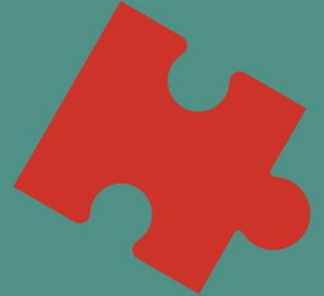
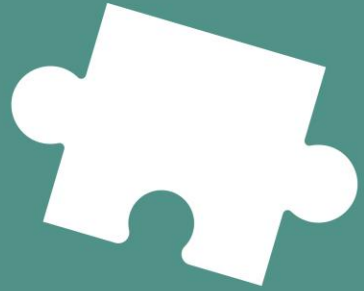
(336) 505-9263 | bweston@sbtfdc.org
5 West Hargett Street, Suite 600, Raleigh, NC 27601
(919) 715-7272 or (800) 258-0862 (in NC only)
www.sbtfdc.org | info@sbtfdc.org





SBTDC: SVOG Deep Dive Team

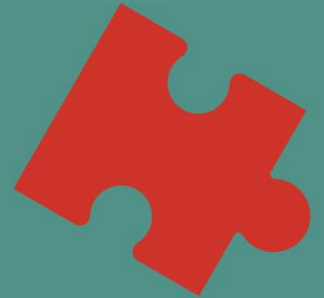
- Paige Griffin-Elizabeth City State Univ
- Joseph James-UNC Pembroke
- Cynthia DeVita Cochran-UNC Wilmington
- Ashley Swanger-Western Carolina Univ & UNC Asheville





Agenda

- Presentation will be Recorded & Shared
- Latest SBA SVOG Portal Updates
- Document Review by Entity Type
- Resource Review
- Upcoming Webinar Schedule

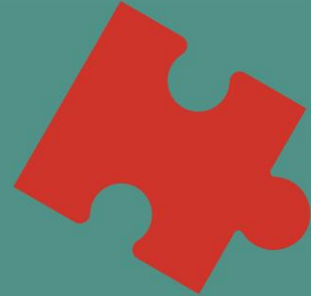
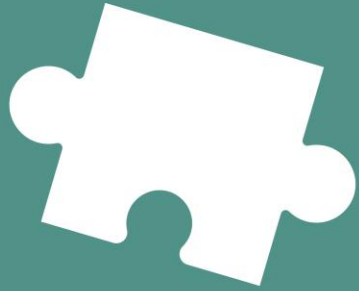




SBA SVOG Portal Updates



- No applications were accepted last week.
- Please sign-up for an account and updates from the SBA now.
- Look for announcement from SBA via Press Release & Twitter for when SVOG Portal will reopen to accept applications.
- Review FAQs & Application Guide, both will be updated at least 24 hours prior to reopen.
- No major changes to application content, mainly updates to provide additional clarity.



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Live Venue Operator or Promoter,
Theatrical Producer, or Live
Performing Arts Organization
Operators



Operational Requirements:

- Has resumed or intends to resume organizing, promoting, producing, managing, or hosting future Eligible Live Events.


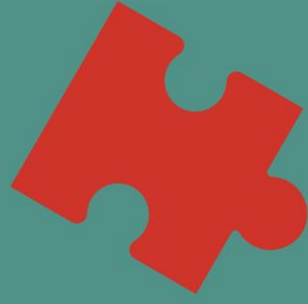



Facility Requirements:

- Has a defined performance and audience space.
- Has mixing equipment, a public address system, and a lighting rig.
- Engages one or more individuals to carry out not less than two of the following roles: a sound engineer; a booker; a promoter; a stage manager; security personnel; or a box office manager.



Facility Requirements:

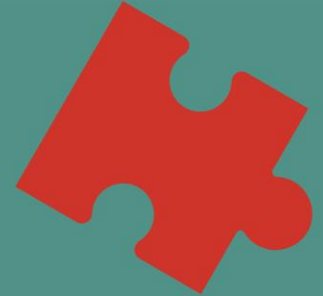
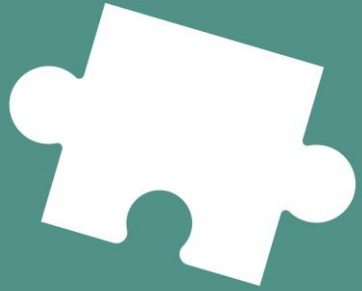
- Requires a paid ticket or cover charge to attend most performances and artists are paid fairly (rather than performing for free or for tips, except for fundraisers or similar charitable events).
 - If owned or operated by a nonprofit entity that produces free events, the Eligible Live Events are produced and managed primarily by paid employees, not by volunteers.
 - Markets performances in printed or electronic publications, on websites, by mass email, or on social media.
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Applicant-specific Documents



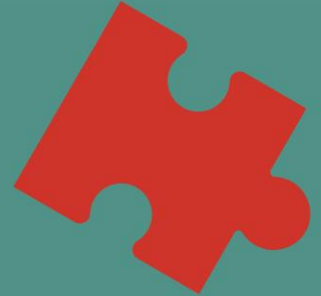
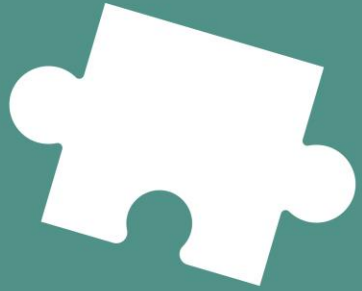
- *If the applicant is the operator of a venue: Floor Plan (or comparable documentation demonstrating defined performance and audience areas and plan of grounds if outdoor space is used for the performance venue).
- *If the applicant is the operator of a venue: Documents to show that the venue has audio mixing equipment, a public address system, and a lighting rig.

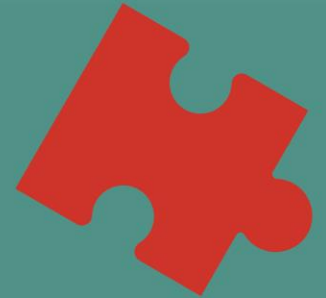
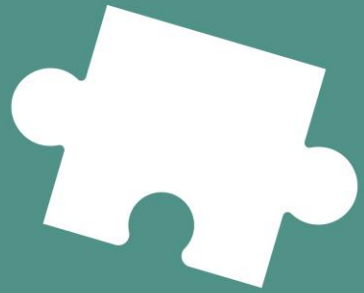




Applicant-specific Documents

- *If the applicant is promoting or producing live performing arts events at venues they do not operate: List of venues at which the applicant has promoted, produced, managed, or hosted live events between January 1, 2019 and February 29, 2020.
- Marketing materials listing event title, show time, and price or entry requirements (may include printed materials or social media posts).
- Box office/ticketing report that shows dates, artists, ticket prices, and number of tickets sold for all February 2020 performances (If the venue was in operation but had no performances in February 2020, select one month between January 2019 and January 2020 and provide that report.).





Motion Picture Theatre Operators



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Operational Requirements:

- Is open or intends to reopen for the primary purpose of public exhibition of motion pictures.


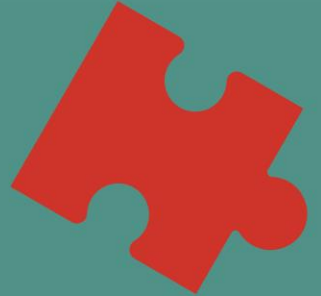



Facility Requirements:

- Has at least one auditorium that includes a motion picture screen and fixed audience seating.
- Has a projection booth or space containing not less than one motion picture projector.



Facility Requirements:

- Requires a paid ticket charge to attend exhibition of motion pictures.
 - Markets motion picture exhibitions through showtime listings in printed or electronic publications, on websites, by mass mail, or on social media.
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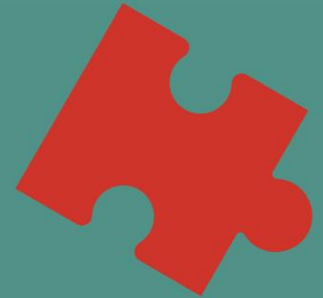
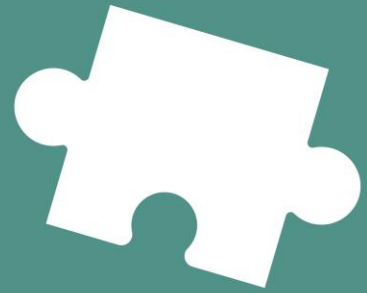


Applicant-specific Documents



Motion Picture Theatre Operator:

- Floor Plan of the facility that identifies the projection booth. In lieu of a floor plan, applicant may provide proof of a cinema projection system AND a photo of at least one auditorium in the facility. **The photo must clearly show that the auditorium includes a motion picture screen and fixed audience seating.*
- Examples of proof of projection system are service agreements, purchase agreements, or contracts from a projector provider, or a digital cinema certification form.



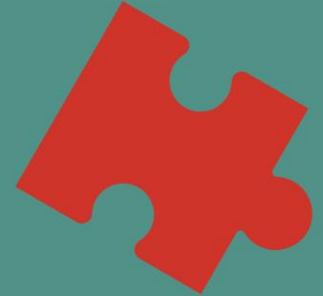
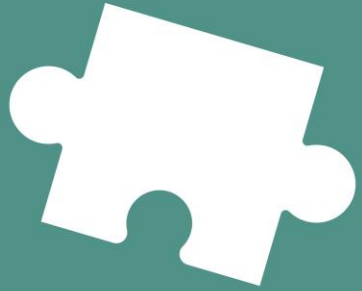


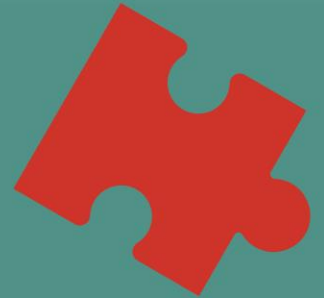
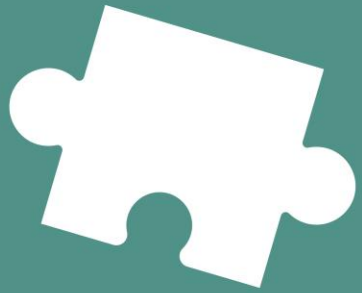
Applicant-specific Documents



Motion Picture Theatre Operator:

- Marketing materials listing motion picture titles and show times (may include printed materials or social media posts).
- Box office/ticketing report that shows dates, ticket prices, and number of tickets sold for all February 2020 performances (If the theater was in operation but had no performances in February 2020, select one month between January 2019 and January 2020 and provide that report.)





Museum Operators



Operational Requirements:

- Is open or intends to reopen.



Facility Requirements:

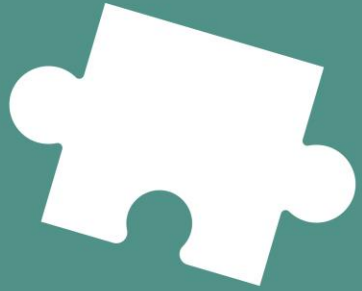
- Has indoor exhibition spaces that are a component of the principal business activity and which have been subject to pandemic related occupancy restrictions.
- Has at least one auditorium, theater, or performance or lecture hall with fixed audience seating and regular programming.

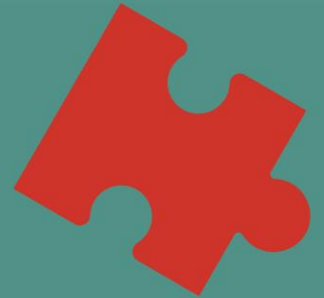
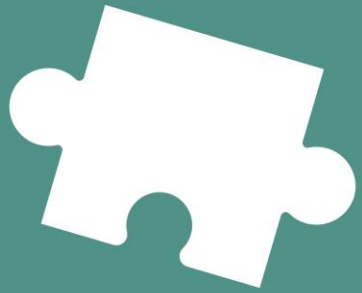


Applicant-specific Documents



- Floor Plan (and plan of grounds if outdoor space is used for the performance venue).
- State or local COVID-19 occupancy restrictions demonstrating limits on occupancy.


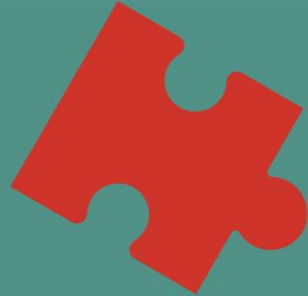





Talent Representatives



Operational Requirements:

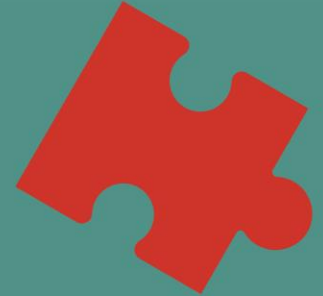
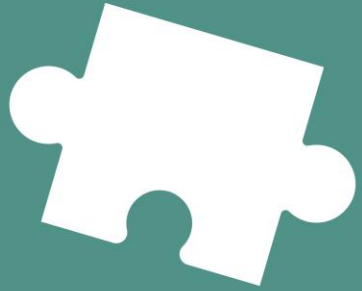
- Is representing or managing artists and entertainers.
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Applicant-specific Documents



- Contractual/Consultant Agreements with talent represented, venues used and evidence of booking.
- List of all individuals or acts represented and venues for which they were contracted to perform in 2019 and 2020 (including performances cancelled due to COVID-19).



Q & A

Thank You for Joining Us! Next Webinar Series Starting Week of April 26th

The webinar recording and slides will be available
online at:

www.sbtcdc.org/coronavirus/webinars.html

To request a virtual appointment with an
SBTDC Business Resiliency Counselor, go to:

www.sbtcdc.org/erfc/

THANK YOU FOR ATTENDING!!

SPECIAL THANKS TO OUR SBA RESOURCE PARTNERS

Visit www.sba.gov/nc for partner contact information.



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And a to the 58 NC Community College Small Business Centers

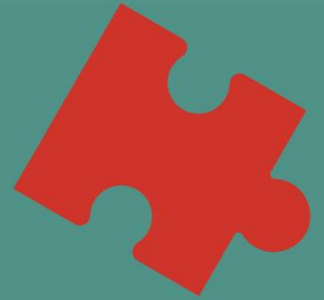
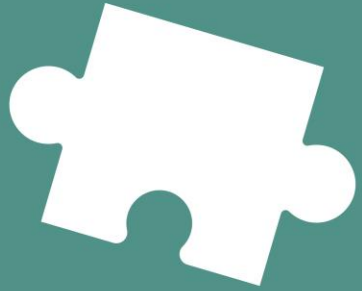




SBTDC Resource Links



- COVID Resource Page [Navigating Your Business Through COVID-19.](#)
- Connect with our [Business Resiliency Team.](#)
- Learn more with our [Webinar Topics.](#)

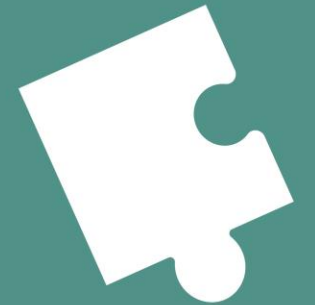
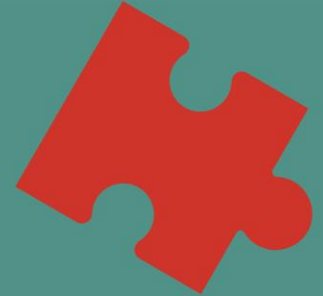
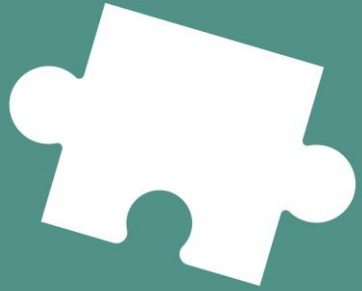




SBA SVOG Resource Links



- [Frequently Asked Questions about SVOG](#)
- [Eligibility requirements](#)
- [Preliminary application checklist](#)
- [Cross-program eligibility on SBA COVID-19 relief options](#)
- [Getting a DUNS number](#)





SBA Video Tutorials

Long form

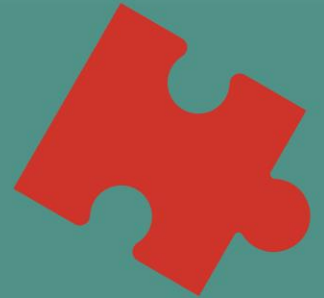
- [Program overview information session](#)
- [Application portal overview](#)
- [SAM.gov entity registration training](#)

Short form

- [Eligibility for live venue operators or promoters](#)
- [Eligibility for talent representatives](#)
- [Eligibility for museum operators](#)
- [Eligibility for motion picture theatre operators](#)
- [Eligibility for live performing arts organization operators](#)
- [Use of funds](#)

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