

Questions about the ARPA Relief Grant Program for Live Events? We've Got You!

The Cultural Advocacy Coalition of Oregon (CACO) board and lobbying team have been meeting with Business Oregon to get your frequently asked questions answered. We've asked a variety of questions ranging from getting clarification on definitions to eligibility requirements. The following are their responses.

Don't see your question below? We encourage you to visit Business Oregon's [Frequently Asked Questions web page](#).

Q: How do you define "live event sales"? Does it include all earned revenue such as admission tickets, café sales, shop sales, and event rental revenue?

A: Live event revenue is defined on page 3 of the [guidelines](#). It includes but is not limited to:

- Advertising revenue
- Catering fees
- Concession sales
- Merchandise sales
- Presentation revenue
- Production revenue
- Rental fees
- Sponsorship sales
- Ticket sales

Q: What about performing arts organizations that have greater than 50% of their total revenue from contributed sources and less than 50% from earned revenue?

A: Pages 1-3 of the [guidelines](#) outline the program's key definitions, including minimum thresholds for organizations that earn live event revenue as a principal form of business activity.

Q: Are museums eligible for this program?

A: This program was designed to serve the entire live events sector. Specific guidelines follow:

- "Tickets" are defined as "a specific fee paid by the general public to attend a time-limited, live performance, fair/festival, or community event."
- Membership to attend members-only events are included as tickets if the museum counts a percentage of membership sales as a form of live event revenue.
- Live events can include fundraising events if all other eligibility requirements are met.
- All non-ticketed events are not live events. A non-ticketed event is "an event that does not require a specific/distinct fee to attend. For example, an exhibit that can be accessed with a general admission fee, live music nights, open mic nights, free concerts, farmer's markets."
- "Time-limited" means "an in-person and time-limited activity which brings individuals together in a designated space for the purpose of a community, cultural, or entertainment event."

Q: Does agency know which arts/culture organizations haven't received federal or state relief funding already?

A: The agency has access to published data on recipients of the four federal and state relief programs referenced in the program guidelines, which can be cross-referenced against other published lists of prospective applicants (including the Oregon Cultural Trust's list of 1,500+ eligible cultural nonprofits and other eligible organizations covered by this program).

Q: What are the limitations for entities owned by local, state, or regional governments?

A: Separate for-profit or nonprofit operators of live event venues owned by local, state, or regional governments may apply to the program.

Q: What about university-owned or affiliated programs?

A: They are not eligible.

Q: Does the year 2019 adequately represent a baseline view?

A: The program will use calendar year 2019 as the baseline. Nonprofits that operate with fiscal years that span calendar years will be asked to provide live event revenues figures for calendar years 2019 and 2020.

Q: What happens if the overall program amount of \$35 million is not fully spent under the proposed grant criteria and award cap?

A: The program will expend all funds using the grant criteria and award caps.

Q: What is the application process? Is the agency preparing easy tips?

A: It is a simple online application. You can access [more FAQs](#), [an application checklist](#) in six languages, and a helpline for applicants. Business Oregon is also providing orientations.

Q: Could technical assistance be provided, potentially in partnership with the Oregon Community Foundation or other foundations?

A: The application process was designed to be simple and accessible. Program staff can be contacted over the three-week application process and after the application window has closed. You can find their contact information under "Contact" on the left side of the web page.

Q: Will materials be translated beyond Spanish?

A: Materials have been translated into Spanish, Chinese, Korean, Vietnamese, and Russian.

Q: What are the future ramifications of spending \$35 million of the \$50 million? Why not spend all \$50 million?

A: The ARPA program will expend the full \$50 million as published:

- \$5 million for the Small and Independent Movie Theater program (completed)
- \$35 million for the Live Event Venue Operator and Live Event Producer/Presenter program (current)
- \$10 million for the Live Event Support Industries program (late spring 2022)

Q: What happens to the interest that has accrued on these funds during the time they have sat unspent? Could that yield more grant money?

A: Business Oregon received these ARPA funds in January 2022. This is a question for the Department of Administrative Services.

Q: Could there be space in the application process to lay out extenuating circumstances?

A: The application will be asking about earned revenue from live events from calendar year 2019 and 2020 to establish loss. This amount will form the base of a potential eligible award.

We encourage all live event operators and producers to apply! Let us know if we can help in any way.

--CACO Board