The onset of Covid-19 in the entertainment and venue industry has affected me in the following ways:

**CANCELLED EVENTS**

April through September is officially wedding season. It is also the time of the year that most of the profit is earned. 40 – 60% of all yearly revenue is earned during this season. Other events such as birthdays, holiday parties and yearly organization sponsored events were also cancelled. These events support the business during the off season. Approximately after Labor Day until around April Fools Day.

**DOWNSIZED NEWLY RENOVATED FACILITY**

After our first failed attempt at a facility was decimated by the recession of 2008-2009, I decided to do away with the overhead and unsteady economic factor of a facility until we were blessed with a facility on Shirley ln in Montgomery. We were only required to assist in the renovations and pay as we earned. This was perfect for us as we had a following that would come with us to utilize our facility enough to take care of the overhead if it was only open by appointments only. A large portion was spent on the renovations, marketing, and advertising. We were only open officially for private parties starting in September of 2019 when we were forced to shut down in March 2020.

**INSTANTLY OBSOLETE INVENTORY**

Most of my inventory was suddenly rendered obsolete due to the nature of the transmission of coronavirus. These items and systems represent 45% of my current inventory.

* Drink Dispensers
* Family Style Dining Attire
* Event Entertainment Props
* Group Activities & Packaged Games
* Event Traditions

**LOST PROFITS**

At the onset of the pandemic in March the current state of my business was in the beginning of regular yearly business. Suddenly in March my entire wedding, birthday, holiday and personal event seasons were cancelled. I had not gotten a chance to start earning profit after allocating funds in January for company maintenance like event insurance, documentation, etc. Most importantly, my profits from last year were not enough to pay my yearly expenses and wait out the unknown of this industry without a plan. The sudden loss of event facilitation opportunities reduced my yearly profits by 85%.