



#TY100 CONCERT SERIES

Current Facts about New York City Artists & Entertainment Industry

From [Americans for the Arts](#) // May 2021

- Nationally, financial losses to nonprofit arts and culture organizations are an estimated **\$16.5 billion**, to date. 99% of producing and presenting organizations have canceled events—a loss of **528 million canceled ticketed admissions** impacting both arts organizations and audiences.
- Artists/creatives remain among the most severely affected segment of the nation's workforce, having lost an average of \$34,000 each in creativity-based income since the pandemic's onset. At the height of the pandemic in 2020, **63% experienced unemployment**.
 - ◆ 37% have been unable to access or afford food at some point during the pandemic and 48% have not visited a medical professional due to an inability to pay.
 - ◆ 78% have no post-pandemic financial recovery plan.
 - ◆ 95% have lost creative income. 74% had events canceled.

#TY100 Concert Series Key Messages

- Alongside the public I Love NYC SMB Multi-month marketing campaign, [ARKAI's SupportNYC](#) initiative will launch a 10-part monthly concert series featuring local artists to raise awareness around the impact of COVID on both small businesses and the entertainment industry.
- Events will take place the 3rd Friday of every month, starting in June and going through to May 2022, taking a break in December. You can access the event calendar with links to purchase tickets [HERE](#) for the first 5 concerts of the series. The remaining 5 concerts location and artists will be announced in November 2021. The events are set to be two hours long with one hour dedicated to the artist's performance.
- All Ticket sales profits will be distributed among the I Love NYC SMB winners and performing artists as cash gifts after both 5-part series end.
- We will also be accepting donations for those who wish to support the #TY100 but are unable to attend the event or in the case where events have been sold out. In exchange for their donations, the individuals will be given access to an exclusive unreleased musical piece by ARKAI. The donation perk will change periodically. 100% of all donations are tax-deductible through our fiscal sponsor Satellite Collective. You can view the donation page [HERE](#).
- The events will take place in various small business spaces as well as other interesting locations across all 5 boroughs for a unique and fun experience.
- We will always respect the most up-to-date Covid Safe rules and regulations. All patrons must provide proof of vaccination upon entry and/or proof of negative test from the past 24 hours. All attendees must also wear masks while inside the space for the duration of the event.

ARKAI Bio

ARKAI channels the diversity of the world through genre-bending music, forging new possibilities for what a violin and cello can be. Graduates of The Juilliard School, their past engagements have included performances at The MET Breuer, The Curtis Institute, Lincoln Center, Carnegie Hall, and the 92nd Street Y. Their electronic debut composition, "*Letters from COVID*", was featured at TED@PMI for a global audience of over 30,000 people from 182 countries.



Alongside performing, ARKAI creates programs in pursuit of a world in which the arts are inseparable from community. During the COVID-19 pandemic, their initiative [SupportNYC](#) has raised monetary support and visibility for small businesses and organizations like the MET Orchestra Musicians, D'Addario Foundation, and Shakespeare Dallas through fundraising performances, spreading hope and healing to communities across the country through the power of the arts.



ARKAI was recently selected by the U.S. Department of State's Bureau of Education and Cultural Affairs and the Association of American Voices to participate in the '21-22 American Music Abroad season. Through this program, ARKAI will engage in exchange programs with underserved audiences around the world with little or no access to American music, demonstrating the power of cultural diplomacy as a tool to bring people together.

In collaboration with seven-time Grammy-nominated producer Joel Hamilton, ARKAI will release its debut album in late 2021.

Quotes from ARKAI

- "*Small businesses are the backbone of our society and play a pivotal role in shaping communities and driving local economies,*" said Jonathan Miron & Philip Sheegog, Co-Founders of ARKAI. "*We're excited to bring the arts into these unique spaces, providing accessible and unforgettable live musical experiences for New Yorkers.*"
- "*Alongside small businesses, the heartbeat of NYC's cultural arts sector has been decimated during the pandemic,*" said Jonathan Miron & Philip Sheegog, Co-Founders of ARKAI. "*Recognizing that both are imperative to the revitalization of our city, this campaign will innovatively uplift both sectors by raising support for small businesses through the arts.*"