



**Small Family Owned Fireworks Companies & APA Urges Congress  
to Act Now Preserve the July 4<sup>th</sup> American Fireworks Tradition  
#GoFourth4Fireworks**

**Family Businesses in Crisis – Talking Points**

(Please refer to the Issues Paper along with these sound bites. Customize the information provided on page 2 under “your company”)

**NATIONWIDE**

- Widespread cancellation of fireworks displays for the 4<sup>th</sup> of July threatens the existence of the small family businesses who make up the professional display fireworks industry
- Most of the revenues for family run display companies are generated from Independence Day Fireworks
- The professional display fireworks industry needs financial assistance in the next stimulus package
- The cancellation of Independence Day celebrations threatens not just our bread and butter, but our entire livelihood.
- 150 Small Multigenerational Family Businesses Affected - Nationwide
- In 2019, there were 16,000 Professional Fireworks Displays performed on the 4<sup>th</sup> of July – Nationwide
- In 2019 over 24 Million pounds of display fireworks were used – this is what needs to be stored safely and securely under strict ATF regulations until next year.
- Companies Employ 3,000 Highly Skilled Pyrotechnicians year-round, and approximately 20,000 surrounding the 4th of July
- Companies Place Orders for Fireworks ONE year in advance, purchasing Millions of Pounds of fireworks months in advance of July 4.
- Companies Exhaust ALL Financial Resources by May of each year to prepare for July 4 and rely on revenues from July 4 to pay their debts, pay their employees and stay in business for the rest of the year.

- We are urging Congress to modify the current Economic Injury Disaster Loan program of the SBA to provide us with low interest and forgivable loans to help us bridge the gap of losing more than 80% of our income due to the Covid-10 crisis and social distancing mandates causing the cancellation of fireworks displays across the country.
- We are not looking for a handout. We need to keep our skilled employees working – they are the ones who know how to securely and safely handle these fireworks.

## **YOUR COMPANY**

- Our Company has been in business since XX (note 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> generation family business)
- OUR COMPANY Employs (XX) Year-Round and (XX) for the 4th of July
- Independence Day Displays Represents – 60/70/80 Percent of OUR Annual Revenue
- Our company typically produces XX Displays for Independence Day Firework Celebrations – this year, due to Covid-19 related cancellations, we will only produce X or X% as compared to last year.
- Our Company Donates (XX \$\$ XX) Annually to Charity and / or donates displays. These charitable donations are now in jeopardy due to our significant loss of income.
  - NAME THEM (up to 5)
  - #2
  - #3
  - #4
  - #5
- Our Company is not like other small businesses –
  - Quote #1: Our operations are highly seasonal
  - Quote #2: Independence Day only comes once per year – we don't get a do-over
  - Quote #3: Widespread event cancellations, including our biggest day of the year – 4<sup>th</sup> of July, has crippled the fireworks industry and we are fighting for survival.
  - Quote #4: Without assistance in the next congressional stimulus package, our family business and many others in our industry will not survive.
- Our Company is a member of the American Pyrotechnics Association. Please contact Julie Heckman, Exec Director for additional industry information: [jheckman@americanpyro.com](mailto:jheckman@americanpyro.com) (240) 401-4513