

Advocating for Financial Relief for Independent Sporting Goods Retailers and Dealers

About NSGA

Founded in 1929, the National Sporting Goods Association (NSGA) is the leading retailer & dealer trade association in the sporting goods industry. NSGA members include sporting goods retailers and team dealers that are some of the largest sporting goods businesses in the nation, to the smallest, brick-and-mortar sports specialty retailers. NSGA represents roughly 21,000 storefronts across the United States, and many of its members partner with and/or sponsor youth sports leagues, school districts, and community centers.

What Are We Asking For?

NSGA requests the immediate establishment of a revolving loan fund in the amount of \$280 million to provide independent sporting goods retailers and dealers, such as: specialty sport retailers and dealers, ski and snowboard retailers and dealers, hockey retailers and dealers and athletic dealers, a loan in an amount no more than ten percent (10%) of the average annual sales over the last three years, at an interest rate not to exceed the Applicable Federal Rate of 1.5%, amortized over a period of not more than 30 years, in a total amount not to exceed one million dollars (\$1,000,000). Any loan funds used to retain employees and paid as wages or benefits shall be reduced from the loan's outstanding balance, in an amount not to exceed the annual average expenses for wages or benefits over the last three years. Should the Secretary of the Treasury conclude that administering this loan program by the National Sporting Goods Association in collaboration with commercial lenders expedites delivery of the emergency assistance, the Treasury Department shall proceed accordingly.

Why Are We Asking?

The preventative measures to curb the spread of COVID-19, while necessary for the long-term protection of our citizens and global health, have significant detrimental spill-over into the sporting goods industry.

-School closures: Schools across the United States, from elementary through universities, have eliminated in-person instruction. As a result, all physical education, athletic and extra-curricular activities have been suspended or canceled. Sporting goods retailers and team dealers are faced with the loss or cancelation of orders, unsold inventory, missed revenues, and unsustainable cash flow.

-Indefinite suspension of park district programming, fitness establishments, and athletic club teams: Furthering the loss of school-based team athletics, valuable accounts from local governments and private athletic organizations will deepen the injury to NSGA members.

-Closure of ski resorts, state parks, and other outdoor venues: Independent outdoor specialty retailers are vulnerable to restrictions on areas which foster their sales.

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Impact of the Sporting Goods Industry on the Economy:

16,167

Sporting
Goods Firms

21,335

Sporting
Goods Stores

\$2.08

Million Annual
Sales Per Store

\$44.4

Billion in
Annual Sales

10.5

Full Time
Employees Per
Store

224,017

Full Time
Employees

Source: US Census Bureau, National Sporting Goods Association Cost of Doing Business 2015 Edition

How Will This \$280 Million Program Help?

This program will:

- help small businesses manage cash flow channels
- keep employees on the payroll
- increase general economic activity

How Can NSGA's Request Be Funded?

NSGA applauds the proposal of \$300 Billion of federal funding be made available by the federal government to small businesses. NSGA's request of \$280 Million can be taken from this \$300 Billion.