



*Supporting America's
Carnivals & Fairs: Advocating
for the CARE and RIDE Acts*

EFFECTIVELY COMMUNICATING WITH CONGRESS

John Ariale
HUSCH BLACKWELL STRATEGIES | WASHINGTON, DC
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Table of Contents

<i>Purpose</i>	2
<i>How to Contact your Representative</i>	2
Identify and Know Your Congressman.....	2
Research the Legislation	3
Make the Contact!	3
Follow up Resources.....	6
The Extra Mile.....	7
<i>Tips for Your Call with a Representative or a Staff Member</i>	7
Straying away from the Message.....	7
Not Clearly Identifying your "Ask"	7
Being Disrespectful.....	7
Failing to Follow Up	7
Not Knowing the Issue.....	7
<i>Talking Points</i>	8
<i>Save America's Carnivals and Fairs</i>	8
<i>Co-Sponsor Companion Bipartisan Bills in the House (H.R. 1787) or the Senate (S. 4040)</i>	8
<i>Sample Follow-Up Email from Carnival Operator</i>	11
<i>Sample Follow-Up Email from a Fair</i>	11
<i>Sample Follow-Up Email from Carnival Partners (Vendors / Suppliers / Manufacturers)</i>	12
<i>Sample Letter to Member of Congress from Carnival Operator</i>	14
<i>Sample Letter to Member of Congress from a Fair</i>	17
<i>Sample Letter from Carnival Partners (Vendors / Suppliers / Manufacturers)</i>	20

Purpose

The purpose of this grassroots effort by OABA is to socialize and mobilize support for the **Carnivals are Real Entertainment Act – or the CARE Act** (H.R. 1787) and its companion legislation in the Senate, the **Restoring Industry Development in Entertainment - or the RIDE Act** (S. 4040) in the 118th Congress. Like any good legislative advocacy plan, it is essential for all members of OABA to make our collective voices heard. Unlike the work we do in a coalition for the gains we make in the H-2B reform arena, garnering support for the CARE Act is limited in its impact to the mobile entertainment industry and we must work together to gain support for the proposal.

Legislative advocacy can involve anything from working personally with a legislator or aide on the wording of a bill to mobilizing hundreds, or even thousands, of people to contact their elected officials about a particular issue. If you know your Representative personally, we urge you to reach out to them directly. If not, feel free to follow this guide in making contact on the Hill.

Advocacy, when done right, forces our group to define clearly what it needs and to communicate that clearly to others. It also makes it necessary for everyone to speak with one voice and to stick to a common purpose to accomplish what you set out to do. That is why we have put this guide together for all OABA Members to make the necessary and appropriate contact with their elected officials.

Working with and getting to know lawmakers and familiarizing them with your concerns can make them into advocates for your cause as well and will increase the likelihood that they will listen to you and your constituents on other issues. Establishing personal relationships with legislators gives you credibility with other lawmakers and with the community at large.

How to Contact your Representative

Identify and Know Your Congressman

If you do not know who your Member of Congress is, visit the find your representative website by [clicking here](#). This website will provide you with the name and contact information of your representative. If you are trying to determine who your U.S. Senator is, you can visit the Senate directory site by [clicking here](#). Once you have accessed one of these sites, you will want to collect the number for your elected officials in Washington, DC Office. You should do a little research on your elected officials. Find out what committees he or she is on. If they serve on the House or Senate Judiciary Committee, those are the Committees that will consider this legislation.

You should also understand where our intel indicates they may be on these issues. If they have a score of 1 or 2, we have assessed that they are friendly to the H-2B community and should be supportive of the CARE Act or the RIDE Act. If they are a 3, they are neutral and we have not been able to discern if they have a string opinion one way or another. If they are a 4, they are likely to be against our proposal, and if they are a 5, they may be hostile to our position. No matter where they are, **making the call and expressing your views is still critical.**

Research the Legislation

Typically, understanding the legislation you are calling about is critical. In this case, you live the problem each and every day, but it's still important to understand what the Carnivals Are Real Entertainment or CARE Act and the Restoring Industry Development in Entertainment or the RIDE Act actually do. We have done that homework for you and you will find talking points and details about the legislation in this document. For information on these bills, simply [click here](#).

Review the talking points, understand the details of the legislation, its impact on the industry, and why it is important to you.

Make the Contact!

You have the name of your representative, you know the bill, now you are ready to make the call. We will suggest a few techniques for making this contact and would recommend that you follow all three methods to ensure that your point gets across.

There is one more item of research to complete BEFORE you make the call – you want to make sure that your Representative or Senator is NOT ALREADY A SPONSOR OF THE BILL. The easiest way to do that is to [click here](#) to see if your Representative is a co-sponsor, and [click here](#) to see if your Senator is a cosponsor. It's important to make sure his/her name is not already on the legislation. If there are **not** listed, please call the office.

A few steps when you call:

- 1) You will most likely get the most junior person on elected official's staff answering the phone.
- 2) When they answer, it's important to say your name, the name of your business and the fact that you are a constituent.
 - a. Start by asking who on the Representative or Senator's staff handles Judiciary Committee and/or visa matters. Ask to speak to that person.
 - b. Get the correct spelling of that person's name, and their title.

- c. There are four key legislative staff positions in most Congressional Offices:
- i. **Legislative Director** – this person is in charge of the entire legislative team. They are a trusted member of the staff and work closely with the Member and the Chief of Staff on all policy matters. This person reports to the Chief of Staff.
 - ii. **Legislative Assistant** – this person is a part of the legislative team for a Member and usually handles a specific portfolio of issues for the Representative. This person reports to the Legislative Director.
 - iii. **Legislative Counsel** – this person is sometimes appointed in offices that are on the Judiciary Committee and may be an attorney who works on these legislative issues for the Representative. They generally report to the Legislative Director but sometimes simply have a more defined portfolio of issues that may require someone with a legal background to handle in the office.
 - iv. **Legislative Correspondent** – this person is typically the most junior member of the legislative team. They are a trusted member of the legislative staff and generally have a great deal of knowledge on multiple issues. This person usually reports to a Legislative Assistant or the Legislative Director. Because they are less experienced, they are sometimes more available to have detailed conversations with constituents.
 - v. *Special note – sometimes, the Chief of Staff will handle legislative issues. This is the Member’s right-hand person and should have tremendous insight into the Member’s thinking on specific issues.*

3) If you have the opportunity to talk to the staff member at this point, make sure you are prepared for the opportunity.

- a. Explain your business briefly. How long you have been in business, how many generations. If you are a fair – explain your connectivity to the carnival industry. If you are a supplier/manufacturer partner to the mobile entertainment industry, explain your connectivity to the carnival industry. Try to make a connection with your elected official or staffer.
- b. Explain that you are calling about the Carnivals Are Real Entertainment (CARE) Act [**IN THE HOUSE**] or the Restoring Industry Development in Entertainment (RIDE) Act [**IN THE SENATE**] and briefly explain the [reason for the bill, what the bill does](#), and how this will help your family business.

4) Make the ask!

- a. This is the most important part of the conversation – ask the staffer if the Congressman would please review the bill, call you back with any questions, and cosponsor the legislation immediately.
- b. For House Members, explain that the bill number is H.R. 1787
 - i. ***If your Congressman is a Democrat*** – please tell them to call Congresswoman Zoe Lofgren’s office and ask to be added to HR 1787. They should reach out to Arlet in her office. Arlet’s contact information is: Arlet Abrahamian, Senior Legislative Counsel - 202-225-3072
 - ii. ***If your Congressman is a Republican*** – please tell them to call Congresswoman Maria Salazar’s office and ask to be added to HR 1787. They should reach out to John Mark in her office. John Mark’s contact information is: John Mark Kolb, Deputy Chief of Staff - 202-225-3931
- c. For Senate Members, explain that the bill number is S. 4040
 - i. ***Encourage your Senator to reach out to Senator Thom Tillis’ office to be added to S. 4040.*** They should reach out to Seth Williford, Senator Tillis’ General Counsel at (202) 224-6342 or by email at : Seth.Williford@tillis.senate.gov

5) Closing

- a. Thank them for their time and consideration.
 - b. Explain that you would like to follow up and ask for their e-mail address.
 - c. Send a quick note to HBS with a few details of the conversation for potential follow-up by your federal team. Include the name of the staffer and any sense of support or opposition to the bill.
 - i. Send comments to John Ariale at jariale@hbstrategies.us and/or Rocky Fox at wfox@hbstrategies.us.
- 6) If you receive a non-responsive form letter – try one more time.
- a. In logging in your request, some offices may forward you a standard form letter response, which is generally non-committal about the elected officials’ support for the CARE Act/RIDE Act.
 - b. **Should you receive one of these letters, we encourage you to circle back one last time to the elected official’s office and do the following:**

- i. Thank the office and the member for reviewing the materials you sent and for taking a look at HR 1787 or S. 4040;
 - ii. Explain that you appreciate that the Member will consider my opinions when the legislation is considered by the House or Senate; **BUT**
 - iii. **RESTATE** your business interest, the impact to your livelihood and the fact that while you appreciate the update on the legislation, ***you asked for the elected official to support the bill for you, your family business, and the carnival industry by signing on as a Cosponsor of the legislation***, and since the letter you received did not answer your question, you would like to ask once again;
 - iv. ***“Will Representative XXXXXX (or Senator XXXX) support me and my small family business by signing on to H.R. 1787 (or S. 4040) today? And if not, what other information would be helpful to him/her to have to fully review whether or not he/she could support the bill. If the answer is “no,” ask if they could please explain the Member’s position to you.***
- c. Please report back any intel to us as soon as possible.

Follow up Resources.

After your meeting and no later than 3 days after the meeting, follow-up with the staff member you spoke with to thank them again. You can use some of the language in the resources we have provided, craft your own, or use any combination you feel comfortable with:

- A [sample carnival letter](#),
- A [sample Fair letter](#),
- A [sample supplier/manufacturer letter](#),
- A [proposed carnival email](#),
- A [proposed Fair email](#), or
- A [proposed supplier/manufacturer email](#)

Use these resources in this packet to customize your email/letter and ask if the Congressman had made a decision about cosponsoring or if the office needs additional information. If you use a letter, please pdf the letter and send electronically – do not mail it.

If you have any updated news to share, please send that along to us at HBS. We strongly recommend an email to the contact you spoke with as a follow-up, but you can also send a letter like the one found in this packet.

The Extra Mile

If your Congressman holds Town Hall meetings in the District, you should consider attending one to discuss the legislation. This is an opportunity to ask questions, voice your concerns, and engage in a dialogue with your representative. If the Member has cosponsored the bill by the time the Town Hall Meeting is scheduled, this is a chance for you to publicly thank him/her for their support.

Tips for Your Call with a Representative or a Staff Member

When communicating with a congressman, there are some common mistakes to avoid. Here are some of the most important ones:

Straying away from the Message

One of the most common mistakes to make is to stray away from the message you want to deliver. Be clear and concise in your message, and provide specific examples of how the legislation will impact the industry.

Not Clearly Identifying your "Ask"

When you meet with the member or staff, make sure to clearly identify your "ask." Be specific about what you want the congressman to do to support the legislation.

Being Disrespectful

It is important to be respectful when communicating with a congressman, even if you disagree with their position. Avoid using inflammatory language or making personal attacks.

Failing to Follow Up

After your meeting or town hall, it is important to follow up with your congressman's office to thank them for their time and reiterate your position on the legislation. Failing to follow up can make it seem like you are not serious about the issue.

Not Knowing the Issue

Legislators are concerned with multiple issues, so be sure to provide good information. Offer information, including background or leave-behind materials explaining the issue.

Additionally, ask questions about your legislator's stance toward the issue, and be ready for your legislators to ask about your position.

Talking Points

NOTE: Feel free to cut and paste this two-page document and insert your logo in place of the OABA logo or you may keep as is. Create a pdf of this document to attach to any follow-up email communication you provide to a congressional office to help explain the legislation. If we were knocking on doors on Capitol Hill, this would be a document we would leave with the staff.



Save America's Carnivals and Fairs

Co-Sponsor Companion Bipartisan Bills in the House (H.R. 1787) or the Senate (S. 4040)

The Challenge for America's Carnivals and Fairs

Carnivals, Fairs, and circuses have long been cornerstones of community entertainment and civic activity. Unfortunately, from 2016 and 2023, the number of carnival companies operating in the United States has dropped by 50%. This is in large part due to a historic and acute worker shortage that is preventing companies from meeting demand and making profits. Many outdoor amusement businesses continue to use the H-2B visa program, which only issued 61% of requested for H-2B temporary workers in 2022.

The Solution – Support the House's CARE Act or the Senate's RIDE Act

The **Carnivals are Real Entertainment Act – or the CARE Act** (H.R. 1787) and its companion legislation in the Senate, the **Restoring Industry Development in Entertainment - or the RIDE Act** (S. 4040), help this unique and threatened industry address the labor shortage issue by correcting and clarifying existing laws that currently exclude mobile entertainment employers from utilizing the P non-immigrant visa classification to secure the temporary seasonal staff they need to survive.

The P non-immigrant visa (NIV) classification was created by the Immigration Act of 1990, Public Law 101-649 of November 29, 1990, specifically to provide for certain athletes, entertainers, and artists who are coming to perform in the United States. To work for a P-1, P-2, or P-3 visa recipient in the U.S., an applicant must be coming to the United States to perform essential support services that cannot be readily performed by a US worker and is an indispensable part of the performance of

services to be performed. **Historically, P-1 thru P-3 visa applicants came to the U.S. for a temporary purpose such as a festivals, circuses or to tour in the United States.**

Highlights and Key Points of the Solution (the CARE Act or the RIDE Act):

- **Utilizes an existing non-immigrant visa** known as the P-Visa, which currently allow for the support staff of artists and entertainers to travel to the U.S. for a limited time. The **CARE Act** and the **RIDE Act** clarify that the existing P-Visa category would also apply to staff for the America's mobile entertainment industry.
- Allows the **P-Visa to extend to Foreign Entertainment Staff Temporarily in the U.S.** The bill grants temporary, non-immigrant visas to support staff entering the U.S. temporarily and solely for the purpose of working in the mobile entertainment industry.
- **Continues the Department of Labor Certification.** The bill requires the Department of Labor to certify that sufficient American workers are not available and that wages and working conditions for American workers would not be affected. These are the same limitations placed on the H-2B program which is currently used by the mobile entertainment industry.
- **Makes H-2B Visas Available for Other Eligible Workers.** Most outdoor amusement companies currently utilize the traditional H-2B temporary worker visas to supplement their American workforce. Clarifying that mobile entertainment industry support staff are able to utilize the P-Visa will reduce demand on the H-2B program by approximately 10,000 visas, making more visas available to other H-2B employers during this historic worker shortage.
- **Allows P-Visa to be utilized as originally intended.** While the P-Visa classification is available for foreign national entertainers coming to the U.S. temporarily, ***it historically has also been available to essential support personnel who are an integral part of the performance of entertainment under the P-Visa structure.*** The intent and practical application of the P-Visa conforms well with the outdoor mobile entertainment industry and these proposals make a simple adjustment to clarify and include the performing functions that are integral and essential to the operation of a mobile entertainment provider in the program.
- **Clearly Defines Mobile Entertainment Employees.** The bills clarify that mobile entertainment employees are indeed essential support personnel who are an integral part of the performance of a P-Visa applicant and the proposals are extremely restrictive and limited to carnivals or circuses that travel around the United States on a temporary or seasonal basis. The newly created P-4 category is restricted to providers of services normally affiliated with carnivals or circuses that travel around the United States on a seasonal or temporary basis to provide services to State, county, and local fairs and festivals, or support events sponsored by not-for-profit organizations for fundraising.

The **annual need for H-2B visas** – as reported by the Department of Labor's certified need – is grossly unmet despite limited cap relief provided by Congress and without a reliable and legal workforce, carnivals and those industries they support will not be able to operate. For instance, **Fairs all across America rely upon the mobile entertainment industry to generate revenues that sustain agriculture programs all across the country.** The **CARE Act** was introduced by Representatives Zoe Lofgren (D-

CA) and Maria Salazar (R-FL) and the **RIDE Act** was introduced by Senators Thom Tillis (R-NC) and Amy Klobuchar (D-MN).

To Co-Sponsor H.R. 1787 – The CARE Act

Contact one of the following offices:

Representative Zoe Lofgren

Arlet Abrahamian, Legislative Counsel
arlet.abrahamian@mail.house.gov
202-225-3072

Representative Maria Salazar

John Mark Kolb, Deputy Chief of Staff
jmk@mail.house.gov
202-225-3931

To Co-Sponsor S. 4040 – The RIDE Act

Please contact:

Senator Thom Tillis

Seth Williford, General Counsel
Seth.Williford@tillis.senate.gov
(202) 224-6342

For More Information - If you need additional information, please feel free to contact our Washington, DC representatives:

John Ariale

John.ariale@gray-robinson.com
202-236-4835

William “Rocky” Fox

wfox@hbstrategies.us
202-213-1726

Sample Follow-Up Email from Carnival Operator

TEXT IN YELLOW HIGHLIGHT SHOULD BE USED IN EMAILS TO THE SENATE

Dear XXXXX,

Thanks again for taking my call earlier this week. As we discussed, my business and the entire mobile carnival entertainment industry, face a new series of challenges that threaten to shutter our small businesses that have been around for decades – major labor shortages. We need Congressman XXXXX [Senator XXXXX] to help us by supporting H.R. 1787, the Carnivals Are Real Entertainment (CARE) Act of 2023 [S. 4040, the Restoring Industry Development in Entertainment Act, or the RIDE Act].

As we discussed, the vast majority of America’s carnival owners are small, family businesses, many in their second, third and even fourth generation of ownership. Whether it is a local fair, a school event, or a private party, mobile carnivals play a crucial role in supporting local communities. They often employ local staff, utilize local resources, and collaborate with local businesses. In this way, they contribute to the economy and create opportunities for small-scale entrepreneurs to thrive.

But today, I no longer have the certainty of reliable employees and as a result, I am unable to book shows, buy equipment. Without some relief soon, I – along with many of my associates, could be forced to sell or dissolve these family businesses that have been around for generations. The CARE Act [RIDE Act] helps ensure that generations of American families are able to experience wholesome family entertainment at local carnivals, festivals, charity events and state and local agricultural fairs. On behalf of the XXX carnival, we urge you to cosponsor H.R. 1787 [S. 4040] today. If you need any additional information, please reach out to me.

Thanks again,

FIRST NAME

Sample Follow-Up Email from a Fair

Dear XXXXX,

Thanks again for taking my call earlier this week. As we discussed, the XXXX Fair needs your help today. Fairs have a significant economic impact on local communities, generating revenue and creating jobs. County, regional, state and agricultural fair traditions are woven into the fabric of nearly every American community. Fairs present opportunities for young people to foster life skills such as communication, leadership, goal setting, work ethic, responsibility and sportsmanship. In addition, they attract visitors from

all over to our destinations and promote local economic activities through linkages of special events with other sectors of the local economy.

However, this piece of Americana is threatened by the struggles of one of partners, who are critical to the success of our annual fairs – the mobile entertainment industry, due to that industry’s challenge of securing a reliable workforce during our annual fair season. Fairs all across the country have a symbiotic relationship with America’s carnivals. Fairs celebrate the unique agricultural heritage of a community and bring people together in one place for an event, and visitors are often attracted to these venues by the attractions, events and concessioners provided by the carnivals they work with.

Without the certainty of reliable employees our carnival partners could be forced to sell or dissolve these family businesses that have been around for generations. The CARE Act [RIDE Act] helps ensure that generations of American families are able to experience wholesome family entertainment at local carnivals, festivals, charity events and state and local agricultural fairs. On behalf of the XXX Fair, we urge you to cosponsor H.R. 1787 [S. 4040] today. If you need any additional information, please reach out to me.

Thanks again,

FIRST NAME

Sample Follow-Up Email from Carnival Partners (Vendors / Suppliers / Manufacturers)

Dear XXXXX,

Thanks again for taking my call earlier this week. As we discussed, my business has a unique partnership and relationship with America’s carnivals and I need your help today.

A significant percentage of my business [FEEL FREE TO REMIND THE OFFICE ABOUT WHAT YOU SUPPLY TO CARNIVALS, HOW LONG YOUR RELATIONSHIP WITH THE INDUSTRY HAS BEEN, ETC] is connected to the carnival industry. And my business is not unique - a diverse array of vendors, including food, merchandise, game, service vendors, and ride manufacturers provide a wide range of products and experiences for carnival attendees.

However, this piece of Americana is threatened by the struggles of the carnival industry who are critical to the success of our business. Today, the mobile entertainment industry, due to that industry’s challenge of securing a reliable workforce face difficult decisions regarding purchasing new rides from our vendors or supplies and materials they typically use to run a successful carnival all around the country. Our business has a symbiotic relationship with

America's carnivals and we celebrate the unique heritage of bringing people together in one place for an event and rely on the support of carnivals that contract with our company.

Without the certainty of reliable employees our carnival partners could be forced to sell or dissolve these family businesses that have been around for generations. The loss of additional carnivals in America would have far-reaching negative effects on vendors like me, local economies, and the broader mobile industry. The CARE Act [RIDE Act] helps ensure that generations of American families are able to experience wholesome family entertainment at local carnivals, festivals, charity events and state and local agricultural fairs.

We urge you to cosponsor H.R. 1787 [S. 4040] today. If you need any additional information, please reach out to me.

Thanks again,

FIRST NAME

Sample Letter to Member of Congress from Carnival Operator

ON CARNIVAL LETTERHEAD

Month XX, 2024

TEXT IN YELLOW HIGHLIGHT SHOULD BE USED IN LETTERS TO THE SENATE

The Honorable XXXX. XXXXX
Member of Congress
123 Cannon House Office Building
Washington, DC 20515

OR

U.S. Senator XXXXXX
123 Russell Senate Office Building
Washington, DC 20510

RE: PLEASE COSPONSOR H.R. 1787
The Carnivals Are Real Entertainment (CARE) Act

OR

RE: PLEASE COSPONSOR S. 4040
The Restoring Industry Development in Entertainment (RIDE) Act

Dear Representative XXXXXX/**Senator XXXX:**

On behalf of the XXX Carnival, I write to you today to seek your help with a serious challenge facing America's remaining carnivals. I hope that at some point in your life you have had an opportunity to visit a carnival, and if you have not, please know that we would welcome a visit from you at any time!

The vast majority of America's carnival owners are small, family businesses, many in their second, third and even fourth generation of ownership. The mobile carnival entertainment industry in the USA is truly one-of-a-kind, offering a unique and vibrant experience for people of all ages. Mobile amusement providers and the agricultural fairs enjoy a partnership that provides opportunities for youth participation via 4-H competitions, auctions, and other activities, while raising tens of thousands of dollars each year in scholarships, helping to ensure a future generation of farmers and agricultural leaders.

One of the most distinguishing features of the mobile carnival entertainment industry is its versatility and flexibility. Unlike traditional amusement parks that are fixed in one location, mobile carnivals can pop up anywhere and everywhere, bringing joy and excitement to

communities across the country. Whether it is a local fair, a school event, or a private party, these mobile carnivals can cater to any occasion and adjust their setup accordingly.

Beyond the enjoyment they provide, mobile carnivals also play a crucial role in supporting local communities. They often employ local staff, utilize local resources, and collaborate with local businesses. In this way, they contribute to the economy and create opportunities for small-scale entrepreneurs to thrive.

But today, my business and the entire mobile carnival entertainment industry, face a new series of challenges that threaten to shutter our small businesses that have been around for decades – major labor shortages. Staff shortages have forced me to reduce hours, attractions, and ride availability. I no longer have the certainty of reliable employees and as a result, I am unable to book shows, buy equipment. Without some relief soon, I – along with many of my associates, could be forced to sell or dissolve these family businesses that have been around for generations.

I need your help today! The **Carnivals are Real Entertainment Act, or the CARE Act, [The Restoring Industry Development in Entertainment Act, or the RIDE Act]**, helps my carnival address the labor shortage issue by correcting and clarifying existing laws that currently exclude mobile entertainment employers from utilizing the P nonimmigrant visa classification to secure the temporary seasonal staff they need to survive. While the P1 visa classification is available for foreign national entertainers coming to the U.S. temporarily, it historically has also been available to essential support personnel who are an integral part of the performance of a P1 entertainment. The P-visa structure, intent and practical application conforms well with the outdoor mobile entertainment industry and the CARE Act **[RIDE Act]** makes a simple adjustment to clarify and include the performing functions that are integral and essential to the operation of a mobile entertainment provider in the program.

The CARE Act **[RIDE Act]** clarifies that mobile entertainment employees are indeed essential support personnel who are an integral part of the performance of a P1 entertainment. The addition of a mobile entertainment worker definition to the P visa would cover support personnel who are required to transport, assemble, operate, disassemble, and maintain mobile entertainment attractions, structures, and equipment, including rides, games, novelties, and food or beverage concessions, as well as other functions that are common in the mobile entertainment industry and are necessary for the safe and efficient operation of the mobile entertainment provider.

The CARE Act **[RIDE Act]** helps ensure that generations of American families are able to experience wholesome family entertainment at local carnivals, festivals, charity events and state and local agricultural fairs. On behalf of the XXX carnival, we urge you to review H.R. 1787, the Carnivals Are Real Entertainment (CARE) Act **[S. 4040, the Restoring Industry Development in Entertainment (RIDE) Act]** and support our industry by becoming cosponsor of this important legislation today.

Sincerely,

Sample Letter to Member of Congress from a Fair

ON FAIR LETTERHEAD

Month XX, 2024

TEXT IN YELLOW HIGHLIGHT SHOULD BE USED IN LETTERS TO THE SENATE

The Honorable XXXX. XXXXX
Member of Congress
123 Cannon House Office Building
Washington, DC 20515

OR

U.S. Senator XXXXXX
123 Russell Senate Office Building
Washington, DC 20510

RE: SUPPORT H.R. 1787 – the Carnivals Are Real Entertainment (CARE) Act

RE: SUPPORT S. 4040 - The Restoring Industry Development in Entertainment (RIDE) Act

Dear Representative XXXXXX/**Senator XXXX:**

On behalf of the XXXX Fair, I write to you today to seek your help with a serious challenge that America's Fairs and Expositions are facing today.

Fairs are centered around agriculture and the reality is that the agricultural side of our business does not typically produce the funds we need to operate and sustain our fair's operational expenses. That's where our partners in the carnival business – or mobile entertainment industry - come into the equation. The Carnivals provide the needed funding to produce the Fairs so that local 4-H members, FFA members, farmers and Ranchers can showcase their advances in process and production.

Fairs, festivals and events have a significant economic impact on local communities, generating revenue and creating jobs. County, regional, state and agricultural fair traditions are woven into the fabric of nearly every American community. Fairs present opportunities for young people to foster life skills such as communication, leadership, goal setting, work ethic, responsibility and sportsmanship. In addition, they attract visitors from all over to our destinations and promote local economic activities through linkages of special events with other sectors of the local economy.

As a matter of fact, the ten (10) largest fairs who are members of the International Association of Fairs & Expositions (IAFE) reported a combined attendance of over 17 million guests in 2022. The next 25 largest fairs had a combined attendance of 20.7 million guests, and the combined attendance for the 100 largest fairs in the United States totaled about 58 million people! To put this in perspective, the total at all NFL games in the 2022 season was just shy of 19 million fans.

Today, this piece of Americana is threatened by the struggles of one of partners, who are critical to the success of our annual fairs – the mobile entertainment industry. The industry is challenged by the inability to secure a reliable workforce during their operating season. These challenges threaten to shutter these small family businesses that have been arounds for decades. Fairs all across the country have a symbiotic relationship with America's carnivals. Fairs celebrate the unique agricultural heritage of a community and bring people together in one place for an event, and visitors are often attracted to these venues by the attractions, events and concessioners provided by the carnivals they work with.

The mobile carnival entertainment industry in the USA is truly one-of-a-kind, offering a unique and vibrant experience for people of all ages. Mobile amusement providers and the agricultural fairs enjoy a partnership that provides opportunities for youth participation via 4-H competitions, auctions, and other activities, while raising tens of thousands of dollars each year in scholarships, helping to ensure a future generation of farmers and agricultural leaders.

One of the most distinguishing features of the mobile carnival entertainment industry is its versatility and flexibility. Unlike traditional amusement parks that are fixed in one location, mobile carnivals can pop up anywhere and everywhere, bringing joy and excitement to communities across the country. Whether it is a local fair, a school event, or a private party, these mobile carnivals can cater to any occasion and adjust their setup accordingly.

Beyond the enjoyment they provide, mobile carnivals also play a crucial role in supporting local communities. They often employ local staff, utilize local resources, and collaborate with local businesses. In this way, they contribute to the economy and create opportunities for small-scale entrepreneurs to thrive.

The **Carnivals are Real Entertainment Act, or the CARE Act**, **[The Restoring Industry Development in Entertainment Act, or the RIDE Act]**, helps this unique and threatened industry address the labor shortage issue by correcting and clarifying existing laws that currently exclude mobile entertainment employers from utilizing the P nonimmigrant visa classification to secure the temporary seasonal staff they need to survive. While the P1 visa classification is available for foreign national entertainers coming to the U.S. temporarily, it historically has also been available to essential support personnel who are an integral part of the performance of a P1 entertainment. The P-visa structure, intent and practical application conforms well with the outdoor mobile entertainment industry and the CARE Act **[RIDE Act]** makes a simple adjustment to clarify and include the performing functions

that are integral and essential to the operation of a mobile entertainment provider in the program.

Because of the seasonal nature of this industry, combined with the unique nature of the mobile entertainment industry, the challenges of securing reliable seasonal labor threaten the very existence of our critical partners - the remaining 200 carnivals in America. The CARE Act **[RIDE Act]** solves this problem and helps ensure that generations of American families are able to experience wholesome family entertainment at local county, regional, state and agricultural fairs all across the country.

On behalf of the XXX Fair, we urge you to review H.R. 1787, the Carnivals Are Real Entertainment (CARE) Act **[S. 4040, the Restoring Industry Development in Entertainment (RIDE) Act]** and support our industry by becoming cosponsor of this important legislation today.

Sincerely,

Sincerely,

Sample Letter from Carnival Partners (Vendors / Suppliers / Manufacturers)

ON YOUR BUSINESS LETTERHEAD

Month XX, 2024

TEXT IN YELLOW HIGHLIGHT SHOULD BE USED IN LETTERS TO THE SENATE

The Honorable XXXX. XXXXX
Member of Congress
123 Cannon House Office Building
Washington, DC 20515

OR

U.S. Senator XXXXXX
123 Russell Senate Office Building
Washington, DC 20510

RE: SUPPORT H.R. 1787 – the Carnivals Are Real Entertainment (CARE) Act

RE: SUPPORT S. 4040 - The Restoring Industry Development in Entertainment (RIDE) Act

Dear Representative XXXXXX/Senator XXXX:

I write to you today to seek your help with a serious challenge that my business is facing due to significant workforce shortages that one of our partners face. The carnival industry is struggling due to severe workforce shortages that have led to reduced hours, attractions, and ride availability. Carnival owners without the certainty of reliable employees are now unable to book shows, buy equipment, or worse yet, are forced to sell or dissolve a family business that has been around for generations.

A significant percentage of my business **[FEEL FREE TO REMIND THE OFFICE ABOUT WHAT YOU SUPPLY TO CARNIVALS, HOW LONG YOUR RELATIONSHIP WITH THE INDUSTRY HAS BEEN, ETC]** is connected to the carnival industry. And my business is not unique - a diverse array of vendors, including food, merchandise, game, service vendors, and ride manufacturers provide a wide range of products and experiences for carnival attendees.

The mobile carnival entertainment industry in the USA is truly one-of-a-kind, offering a unique and vibrant experience for people of all ages. Mobile amusement providers and the agricultural fairs enjoy a partnership that provides opportunities for youth participation via 4-H competitions, auctions, and other activities, while raising tens of thousands of dollars each year in scholarships, helping to ensure a future generation of farmers and agricultural leaders.

One of the most distinguishing features of the mobile carnival entertainment industry is its versatility and flexibility. Unlike traditional amusement parks that are fixed in one location, mobile carnivals can pop up anywhere and everywhere, bringing joy and excitement to communities across the country. Whether it is a local fair, a school event, or a private party, these mobile carnivals can cater to any occasion and adjust their setup accordingly.

Beyond the enjoyment they provide, mobile carnivals also play a crucial role in supporting local communities. They often employ local staff, utilize local resources, and collaborate with local businesses. In this way, they contribute to the economy and create opportunities for small-scale entrepreneurs to thrive.

The **Carnivals are Real Entertainment Act, or the CARE Act**, **[The Restoring Industry Development in Entertainment Act, or the RIDE Act]**, helps this unique and threatened industry address the labor shortage issue by correcting and clarifying existing laws that currently exclude mobile entertainment employers from utilizing the P nonimmigrant visa classification to secure the temporary seasonal staff they need to survive. While the P1 visa classification is available for foreign national entertainers coming to the U.S. temporarily, it historically has also been available to essential support personnel who are an integral part of the performance of a P1 entertainment. The P-visa structure, intent and practical application conforms well with the outdoor mobile entertainment industry and the CARE Act **[RIDE Act]** makes a simple adjustment to clarify and include the performing functions that are integral and essential to the operation of a mobile entertainment provider in the program.

Because of the seasonal nature of this industry, combined with the unique nature of the mobile entertainment industry, the challenges of securing reliable seasonal labor threaten the very existence of our critical partners - the remaining 200 carnivals in America. The CARE Act **[RIDE Act]** solves this problem and helps ensure that generations of American families are able to experience wholesome family entertainment at local county, regional, state and agricultural fairs all across the country.

On behalf of the XXX (INSERT NAME OF BUSINESS), we urge you to review H.R. 1787, the Carnivals Are Real Entertainment (CARE) Act **[S. 4040, the Restoring Industry Development in Entertainment (RIDE) Act]** and support our industry by becoming cosponsor of this important legislation today.

Because of the seasonal nature of this industry, combined with the unique nature of the mobile entertainment industry, the challenges of securing reliable seasonal labor threaten the very existence of our critical partners - the remaining 200 carnivals in America. The CARE Act solves this problem and helps ensure that generations of American families are able to experience wholesome family entertainment at local county, regional, state and agricultural fairs all across the country.

We urge you to review H.R. 1787, the Carnivals Are Real Entertainment (CARE) Act **[S. 4040, the Restoring Industry Development in Entertainment (RIDE) Act]** and support our industry by becoming cosponsor of this important legislation today.

Sincerely,