



THE ART OF RE-OPENING:

How Chester County's Arts, Culture & Heritage Nonprofits Are Dealing with COVID-19

REGISTER FOR FREE: CULTURECHESCO.ORG/ART-OF-REOPENING

APRIL 8 @ NOON



Susan Hamley
ChesCo Conference & Visitor Bureau



Nina Kelly
ChesCo Conference & Visitor Bureau



Nick D'Addezio
Longwood Gardens



Andrew Stewart
Brandywine River Museum of Art

APRIL 22 @ NOON



Heather Reiffer
Historic Sugarloaf



Anthony Derrico
Oxford Arts Alliance



Emily Simmons
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April Evans
Uptown Knauer Performing Arts Center



Conor Hepp
Chester County History Center



Jane Moss
People's Light

PROMOTIONAL PARTNERS





TODAY'S FOCUS

The Art of Re-Opening Chester County's Cultural Tourism: Proceed With Caution

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Re-Opening: Best Practices & Lessons Learned

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The coronavirus continues its devastating impact. This summarizes research on the human and financial impacts of the COVID-19 pandemic on the arts.

1. Impact on Nonprofit Arts and Cultural Sector

Nationally, financial losses to nonprofit arts and cultural organizations are an estimated \$15.3 billion, to date. 99% of producing and presenting organizations have cancelled events—a loss of 489 million admissions and \$15.5 billion in audience spending at local businesses (e.g., restaurants, lodging, retail, parking). The total economic impact of organizational and audience-spending losses is \$5.2 billion in lost government revenue and 898,000 jobs no longer being supported. ([Survey](#). [Dashboard](#).)

- 46% laid off or furloughed staff.
- 63% make their cultural product available online or through social media (just 20% earn enough revenue from virtual programming to cover the costs).
- 10% are “not confident” that they will survive the pandemic (a potential loss of 12,000 organizations).
- 41% of nonprofit arts organizations are currently open. 59% of organizations remain closed.
 - **Open: 12% have remained open throughout. 29% have since re-opened.**
 - **Closed: 20% have a target date for re-opening. 39% have no target date for re-opening.**
- Top 4 Barriers to Reopening: **(1) government restrictions/guidelines (2) waiting until vaccines are distributed widely (3) staff/board/volunteers do not feel it is yet safe (4) customers unlikely to attend**

2. Impact on Artist/Creative Workers

Artists/creatives are among the most severely affected workers by the pandemic. 63% have become fully unemployed and have lost an average of \$21,800 each in creativity-based income since the pandemic’s onset. ([Survey](#). [Dashboard](#).)

- 95% report loss of income.
- 79% experienced a decrease in creative work that generated income (62% “drastic decrease”).
- 67% are unable to access the supplies, resources, spaces, or people necessary for creative work.
- 78% have no post-pandemic financial recovery plan.
- Black, Indigenous, artists of color have higher rates of unemployment than white artists due to the pandemic (69% vs. 60%) and are losing a larger percentage of their creative income (61% vs. 56%).
- Top 3 Needs for Artists: unemployment insurance, food/housing assistance, forgivable business loans.

3. COVID-19 and Social Distancing: Impact of Arts and Other Activities on Mental Health

This ongoing study demonstrates that the arts provide mental health benefits to the public by combating the ill effects of isolation and loneliness associated with COVID-19. Preliminary findings show that just 30 minutes of active arts activities daily may lower anxiety and depression and increase life satisfaction. All are welcome to participate. ([Survey](#))



Arts & Creative Industries Lose Billions in 2020

America's arts and creative industries lost \$150 billion in sales and 2.7 million jobs just through July 2020. The "fine and performing arts" alone (commercial & nonprofit) lost \$42.5 billion and 50% of its workforce (-1.4 million jobs).

Source: Brookings Institution, 2020.

Artists Have Higher Unemployment Rates

During the quarter ending September 2020, the national unemployment rate was 8.5%. Performing artists had some of the highest unemployment rates of any sector: actors (52%), dancers (55%), and musicians (27%).

Source: U.S. Bureau of Labor Statistics, 2020.

Job Losses at Arts Nonprofits Most Severe

Nonprofit "Arts, Culture, and Recreation" jobs were down 36.6% between February and December 2020—five times more than the entire nonprofit sector (-7.4%) and significantly more than other nonprofit subsectors: education (-15.0%), social assistance (-9.0%), and health care (-3.1%).

Source: Johns Hopkins University Ctr. for Civil Society, 2021.



The Art of Re-Opening Chester County's Cultural Tourism

Susan Hamley & Nina Kelly, CCCVB

PROCEED WITH CAUTION: continuous learning & flexible responses

Restore ChesCo

- Government Restrictions/Guidelines/Resource
- Consumer Sentiment
- Staff/Volunteer Sentiment
- Clear Communications
- CCCVB Visitors Center: re-opening status; safety protocols; outdoor welcome porch & info

COMMUNICATIONS: invite safely

“If you don't invite them, they aren't coming” + “If they're not safe, they aren't coming”

- **An Abundance of Caution** ... we are closed for everyone's safety
- **We Have Room** ... when you are ready, we are here safely, especially in our outdoor open spaces
- **Home Grown Places & Welcoming Faces** ... clear safety protocol messaging (masked people in photos)
- **Brandywine Valley Blooms** ... intrinsically feel safer as it's outdoors + safety protocol messaging imbedded

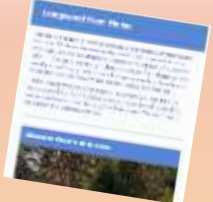




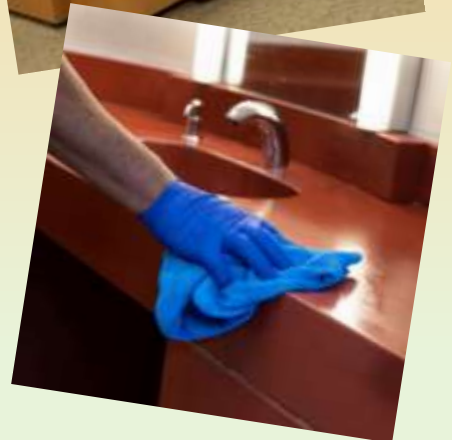
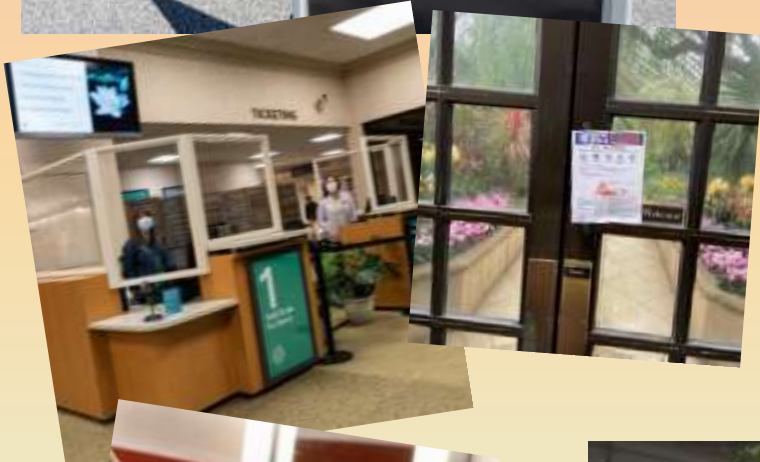
LONGWOOD GARDENS: Re-Opening Best Practices & Lessons Learned

Nick D'Addezio, Marketing

July 2020 *Food for Thought* Recap



- Virtual Engagement
- Re-Opening Plan
 - Facilities & Grounds
 - Re-Outfit Visitor Center for Contactless Services
 - Restricted Access Areas
 - Upgraded Cleaning Plan & Schedule
 - Admissions Considerations:
 - Visitor Flow & Signage
 - Capacities, Purchasing Processes
 - The Guest Experience: indoors, outdoors, dining, retail





LONGWOOD GARDENS: Re-Opening Best Practices & Lessons Learned

Nick D'Addezio, Marketing

Back to Beauty, Back to Us

Setting Expectations

▪ A World Apart

Reminder to Members & Guests that the Gardens are a place of wellness, safety, respite, & beauty.

▪ Follow the Dots/We're Here for You

Establish a friendly, helpful tone of voice
Use gentle persuasion to communicate amenities, safety guidelines for masks, social distancing, one-way paths, & hygiene while in the Gardens.

▪ Applications

Gardens'-wide signage interventions

Website

E-blasts

Mobile map

<https://longwoodgardens.org/visit/visiting-guidelines>



Re-Opening Best Practices & Lessons Learned

Nick D'Addezio, Longwood Gardens & Andrew Stewart, Brandywine River Museum of Art



LONGWOOD
GARDENS



1. Re-Opening Phasing/Timing
2. Capacity/Distancing/Safety
3. Communicating Expectations



Resource Links <https://www.culturechesco.org/art-of-reopening>

Date	Title	Source	Summary	URL
2021-03	PCA Tips & Resource Guide for Opening Safely	PA Council on the Arts	Strategically plan for reopening & moving forward when appropriate locally	PCA Tips and Resources for Reopening Safely.pdf (pa.gov)
2020-07-21	Reopening the Arts & Humanities Safely	PA Humanities Council	Safety tips & panelists	Reopening the Arts and Humanities Safely - YouTube
2021-03	The Art of Re-Opening	NEA: National Endowment for the Arts	9 case studies w/ tips	https://www.arts.gov/impact/research/publications/art-reopening
2020-09	Culture Shock: COVID-19 & the cultural & creative sectors	OECD: Organisation for Economic Co-operation and Development	Regional differences across countries & arts fields	https://www.oecd.org/coronavirus/policy-responses/culture-shock-covid-19-and-the-cultural-and-creative-sectors-08da9e0e/
2020-06	Guide to Reopening the Arts in North Carolina	Arts North Carolina	Arts organizations Arts education	https://artsnc.org/advocacy/covid-19-resources/open-arts-resources/ https://www.youtube.com/watch?v=-29oeG5MZkA&feature=emb_logo
2021	Visitor Guidelines	Longwood Gardens	Example of COVID safety messaging	https://longwoodgardens.org/visit/visiting-guidelines
2021-04-06	Operating Safe Festivals & Events	Chester County's Brandywine Valley/CCCVB	Webinar for holding safe events	https://us02web.zoom.us/rec/share/Cw1vLUwJMVPsBHO1tOmUYZGC6y08xxD4G-E9cnnAet1W7MHjVCIkGLPGRyZrXUPG.MtQ_uuV3bcifiedE Passcode: Wbb=Ga45



Example COVID Disclaimer



**Warning/Disclaimer:
COVID-19 Pandemic
is Ongoing**

Disclaimer

An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. By visiting Philadelphia Zoo, you voluntarily assume all risks related to exposure to COVID-19. By purchasing these tickets you acknowledge that, in the past 14 days, you have not been diagnosed with COVID-19, have not had any symptoms associated with COVID-19 and have not had close contact (within 6 feet for 10 or more minutes) with any persons who have been diagnosed with COVID-19.

We take the health and safety of our guests very seriously, but we cannot guarantee that you won't be exposed to COVID-19 while visiting the Zoo. It is up to you to follow the below requirements and recommendations to help reduce the spread of COVID-19:

- Wash your hands often and avoid touching your face
- Maintain 6 feet social distance from others
- Cover your mouth and nose with a cloth face covering or mask
- Avoid touching surfaces that other people frequently touch

If you have been diagnosed with COVID-19, have had any symptoms of COVID-19 or have had close contact with someone with COVID-19 in the 14 days prior to your ticket date, you cannot visit the Zoo. We'll be happy to see you during a future visit. Guests acknowledge that the Zoo reserves the right to disclose the identity and contact information of any and all guests to government-authorized individuals, agencies, or organizations for the purposes of contact-tracing in adherence with local, state, or federal requirements, recommendations, or guidelines.

BY ACCEPTING THIS TICKET GUEST AGREES TO HOLD THE ZOO AND ITS EMPLOYEES HARMLESS AND WAIVE ANY CLAIM AGAINST THE ZOO AND ITS EMPLOYEES FOR BODILY INJURY TO GUEST OR DAMAGE TO GUEST'S PROPERTY EVEN IF CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF THE ZOO OR ITS EMPLOYEES. Visitor grants to the Philadelphia Zoo and its successors and assigns the absolute right and permission to use, publish and broadcast Visitor's picture or likeness (and the pictures and likeness' of Visitor's minor children), without additional approval, for purposes of advertising or trade in promoting and publicizing the Zoo.

<https://philadelphiazoo.org/>



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People's Light

Plan for Phased Re-Opening

Heather Reiffer, Historic Sugartown
April Evans, Uptown! Knauer Performing Arts Center

Health & Safety Protocols

Anthony Derrico, Oxford Art Alliance
Conor Hepp, Chester County History Center

Communications Plan

Emily Simmons, The Colonial
Jane Moss, People's Light

