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 Sugartown
Anthony Derrico
Oxford Arts Alliance
Emily Simmons
The Colonial Theatre
April Evans
Uptown! Kinauер Performing Arts Center
Conor Hepp
Chester County History Center
Jane Moss
People’s Light

PROMOTIONAL PARTNERS
Chester County
Community Foundation
Brandywine Valley
Restore
Cultural Alliance
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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Andrew Stewart, Marketing & Communications, Brandywine River Museum of Art astewart@brandwyine.org marketing@brandwyine.org
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).


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%).


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 most current version of this update is maintained at www.AmericansForTheArts.org/node/103614.
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
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
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

1. Re-Opening Phasing/Timing
2. Capacity/Distancing/Safety
3. Communicating Expectations
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<tr>
<td>2020-07-21</td>
<td>Reopening the Arts &amp; Humanities Safely</td>
<td>PA Humanities Council</td>
<td>Safety tips &amp; panelists</td>
<td>[Reopening the Arts and Humanities Safely - YouTube]</td>
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<tr>
<td>2021-03</td>
<td>The Art of Re-Opening</td>
<td>NEA: National Endowment for the Arts</td>
<td>9 case studies w/ tips</td>
<td>[<a href="https://www.arts.gov/impact/research/publications/art-reopening">https://www.arts.gov/impact/research/publications/art-reopening</a>]</td>
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<td>2021</td>
<td>Visitor Guidelines</td>
<td>Longwood Gardens</td>
<td>Example of COVID safety messaging</td>
<td>[<a href="https://longwoodgardens.org/visit/visiting-guidelines">https://longwoodgardens.org/visit/visiting-guidelines</a>]</td>
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<td>2021-04-06</td>
<td>Operating Safe Festivals &amp; Events</td>
<td>Chester County’s Brandywine Valley/CCCVB</td>
<td>Webinar for holding safe events</td>
<td>[<a href="https://us02web.zoom.us/rec/share/Cw1vLUwJMVPSBHO1tOmUYZGC6yo08xxD4G-E9cnnAet1W7MHjVCikGLPGryrzXUPG.MtQ_uuV3bcifyedE">https://us02web.zoom.us/rec/share/Cw1vLUwJMVPSBHO1tOmUYZGC6yo08xxD4G-E9cnnAet1W7MHjVCikGLPGryrzXUPG.MtQ_uuV3bcifyedE</a>][Passcode: Wbb=Ga45]</td>
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Example COVID Disclaimer

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/
Culture Builds Community!

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Plan for Phased Re-Opening
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April Evans, Uptown! Knauer Performing Arts Center

Health & Safety Protocols
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Communications Plan
Emily Simmons, The Colonial
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