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! Knauer Performing Arts Center
Conor Hepp
Chester County History Center
Jane Moss
People’s Light

PROMOTIONAL PARTNERS
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 programing 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)
• Continuing virtual
• Phased re-opening: timing, #$%, distancing requirements, public confidence
• Our new norm is hybrid: benefits of virtual + benefits of in-person
COVID Phased Re-Opening Planning Processes

1. Identify the trends affecting your business
2. Separate what you know from what you do know
3. Map it out
4. Don’t ignore the worst-case scenario
5. Keep adapting

Four actions to build resilience and reshape results

- **01** Put people safety first
  - Initiate or expand flexible work arrangements,
  - Provide infection protections for on-site workers,
  - Issue regular, transparent communications that reassure employees and align with current government policies.

- **02** Communicate with stakeholders
  - Keep customers apprised of impacts to product or service delivery,
  - Develop communications plans that balance caution with a business-as-usual mindset,
  - Stay in contact with suppliers regarding ability to deliver goods and services,
  - Review terms and conditions on loans and contracts with creditors and investors,
  - Consult legal teams for advice on potential liabilities with governments or regulators.

- **03** Reshape strategy to maintain business continuity
  - Evaluate short-term liquidity,
  - Assess financial and operational risks and respond quickly,
  - Consider alternative supply chain options,
  - Determine how the crisis affects budgets and business plans,
  - Monitor domestic and foreign government initiatives of support.

- **04** Build resilience and prepare for recovery
  - Execute revised strategies and continue to monitor the situation,
  - Review and renew BCPs,
  - Make decisions and take actions during the crisis with recovery in mind,
  - Reset business assumptions that underpin the supply chain,
  - Re-evaluate and recalibrate how to seize the opportunities China offers.
Types of ChesCo Arts, Culture & Historic Preservation NPOs

- **Historic Preservation** (indoor & outdoor programs)
- **Theatre live & film** (indoor & outdoor theatre)
- **Visual arts** (indoor programs)
Re-Opening for Audience & Patron Visits: Timing

**2020 Fall** - Open since September; limited capacity & programs

**2020 Summer** - Open since July; limited seating

**2020 Fall** - Open since October; limited capacity & programs

**2021 Spring** - Opening in April; limited programs & seating

**2021 Spring** - Open since February; limited capacity & programs

**2021/22 Fall?** - Limited outdoor programs; unclear re-opening date at this point
Discussion Questions: The Art of Re-Opening

1. How has your npo made decisions on re-opening?
   • Who has been involved in the planning? The site walk throughs?
   • What has the planning process been like?
   • How fluid are your reopening protocols?

2. How do you balance health/safety with # attendees/$$?

3. Looking ahead, how will your program & service offerings be different? What have we learned from COVID that is useful?
The Art of Re-Opening: How Chester County’s Arts, Culture & Heritage Nonprofits Are Dealing with COVID-19

WHAT’S NEXT? UPCOMING ZOOM SESSIONS

<table>
<thead>
<tr>
<th>THURSDAY noon - 1:30</th>
<th>PEER EXCHANGE? SPECIAL TOPICS? SPECIFIC THOUGHT LEADERS?</th>
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<tbody>
<tr>
<td>May 13</td>
<td>COVID Communications &amp; Messaging: What Are We Trying to Say to Arts Audiences &amp; Patrons? What Works? .... With Emily Simmons &amp; Jane Moss</td>
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<tr>
<td>June 10</td>
<td>TBD? Collections Considerations</td>
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<td>July 15</td>
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## Resource Links

https://www.culturechesco.org/art-of-reopening

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<tr>
<td>2021-03</td>
<td>PCA Tips &amp; Resource Guide for Opening Safely</td>
<td>PA Council on the Arts</td>
<td>Strategically plan for reopening &amp; moving forward when appropriate locally</td>
<td><a href="pa.gov">PCA_Tips_and_Resources_for_Reopening_Safely.pdf</a></td>
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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><a href="https://www.youtube.com/watch?v=29oeG5MZkA&amp;feature=emb_logo">Reopening the Arts and Humanities Safely - YouTube</a></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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<tr>
<td>2020-06</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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<tr>
<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/Cw1vLUwJMVP5BHOItOmUYZGc6yO8xOD4G3E9cnAet1W7MHjVCkGLPGRyrrXUPG_MtQ_uuV3bcifyedE?passcode=Wbb=Ga45">https://us02web.zoom.us/rec/share/Cw1vLUwJMVP5BHOItOmUYZGc6yO8xOD4G3E9cnAet1W7MHjVCkGLPGRyrrXUPG_MtQ_uuV3bcifyedE?passcode=Wbb=Ga45</a></td>
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