

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

NOON

22

APRIL



Susan Hamley ChesCo Conference & Visitor Bureau



Nina Kelly ChesCo Conference & Visitor Bureau



Nick D'Addezio Longwood Gardens



Andrew Stewart Brandywine River Museum of Art



Heather Reiffer Historic Sugartown

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April Evans



nthony errico xford Arts Illiance



Conor Hepp Chester County

CHESTER COUNTY'S

BRANDYWINE



Emily Simmon The Coloni Theatre

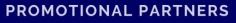


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Jane Moss People's Light

greater cultural

ALLIANCE



CHESTER COUNTY COMMUNITY FOUNDATION

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COVID-19 Pandemic Impact on The Arts Research Update as of March 1, 2021

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

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.
 - <u>Closed</u>: 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)







Culture Shock: The Art of Re-Opening – Planning Considerations

| Where We're Headed | How We Organize | Our People & Leaders | Our Culture | Embracing Digital |
|--|---|---|--|---|
| How will we need to deliver customer value differently in the future? | ls our current structure optimal under different scenarios? | What skills and capabilities will be required of our leaders in the future? | What cultural values and behaviors will be required in the future? | How might innovation , R&D or product development look different in the future? |
| How should we reframe our purpose in a post- COVID world? | What key organizational processes may need to be retooled? | How well does our current talent and workforce model serve us in different futures? | How might our current ways of working be challenged by the needs of future scenarios? | What types of digital platforms and systems may be required? |
| How might our business model need to evolve? | How might decision- making and governance need to change in a virtual environment? | What key roles will become more critical in a post-COVID future? | How do we empower employees to drive 'little i' innovation? | How can we leverage data and insights to drive innovation? |

Continuing virtual

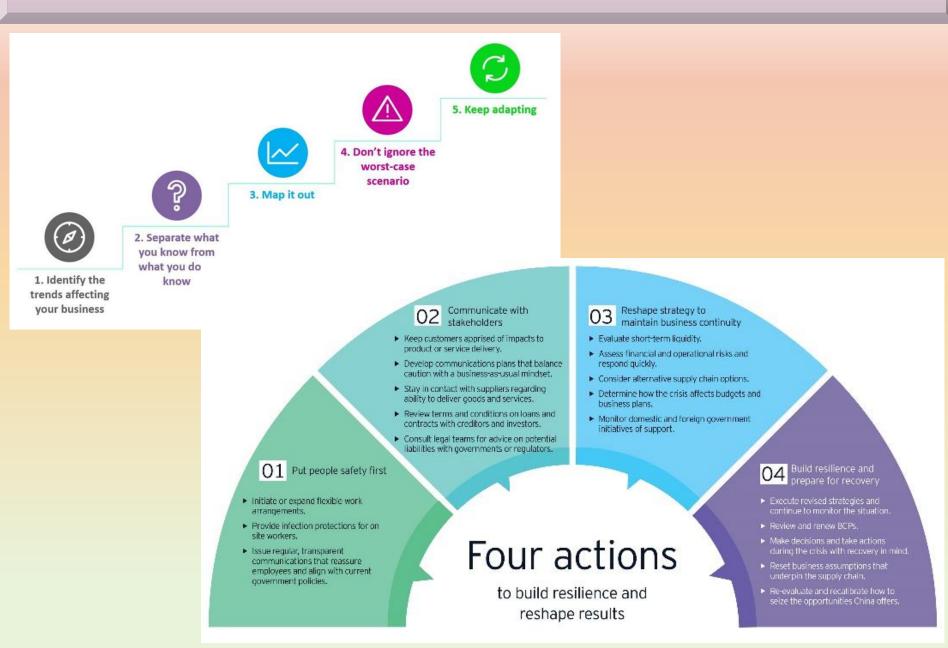
- Phased re-opening: timing, #%\$, distancing requirements, public confidence
- Our new norm is hybrid: benefits of virtual + benefits of in-person







COVID Phased Re-Opening Planning Processes



Types of ChesCo Arts, Culture & Historic Preservation NPOs

- Historic Preservation (indoor & outdoor programs)
- Theatre live & film (indoor & outdoor theatre)
- Visual arts (indoor programs)

HistoricSugartow





April Evans Jotown! Knauer Performing Arts

Conor Hepp Chester County

Anthony

Derrico

Alliance

Jane Moss People's Light

Emily

heatre

Simmons

The Colonial





Re-Opening for Audience & Patron Visits: Timing



2021 Spring - Opening in April; limited programs & seating

2020 Fall - Open since October; limited capacity & programs

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?





Culture Builds Community!



The Art of Re-Opening: How Chester County's Arts, Culture & Heritage Nonprofits Are Dealing with COVID-19

WHAT'S NEXT? UPCOMING ZOOM SESSIONS



| THURSDAY noon - 1:30 | PEER EXCHANGE? SPECIAL TOPICS? SPECIFIC THOUGHT LEADERS? |
|-------------------------|--|
| May 13 | COVID Communications & Messaging: What Are We Trying to Say to Arts Audiences & Patrons? What Works? With Emily Simmons & Jane Moss |
| June 10 | TBD? Collections Considerations |
| July 15 | |
| Aug 12 | |
| Sept 16 | |







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



| 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 | OECLD: Organization 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/Cw1vLUwJMVPSBHO1tOmUY ZGC6y08xxD4G- E9cnnAet1W7MHjVClkGLPGRyzrXUPG.MtQ_uuV3bcifyedE Passcode: Wbb=Ga45 |
| 2021-01-05 | Guidance for Cleaning and Disinfecting | CDC | Cleaning guides | https://chescocf.org/wp-content/uploads/2021/04/Cleaning-and- Disinfecting-Your-FacilityCDC.pdf https://chescocf.org/wp-content/uploads/2021/04/Guidance-for- Cleaning-and-DisinfectingCDC.pdf |
| 2021 | COVID-19 Reopening Plan | Oxford Arts Alliance | Example of reopening plan and safety guidelines | https://chescocf.org/wp-content/uploads/2021/04/Covid-19- Reopening-Plan-for-The-Oxford-Arts-Alliance.pdf |