



# 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](https://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 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](#))



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





# Re-Opening for Audience & Patron Visits: Timing

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



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



**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

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



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



**2020 Fall** - Open since October; 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



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	



# 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	<a href="#">PCA Tips and Resources for Reopening Safely.pdf (pa.gov)</a>
2020-07-21	Reopening the Arts & Humanities Safely	PA Humanities Council	Safety tips & panelists	<a href="#">Reopening the Arts and Humanities Safely - YouTube</a>
2021-03	The Art of Re-Opening	NEA: National Endowment for the Arts	9 case studies w/ tips	<a href="https://www.arts.gov/impact/research/publications/art-reopening">https://www.arts.gov/impact/research/publications/art-reopening</a>
2020-09	Culture Shock: COVID-19 & the cultural & creative sectors	OECD: Organization for Economic Co-operation and Development	Regional differences across countries & arts fields	<a href="https://www.oecd.org/coronavirus/policy-responses/culture-shock-covid-19-and-the-cultural-and-creative-sectors-08da9e0e/">https://www.oecd.org/coronavirus/policy-responses/culture-shock-covid-19-and-the-cultural-and-creative-sectors-08da9e0e/</a>
2020-06	Guide to Reopening the Arts in North Carolina	Arts North Carolina	Arts organizations Arts education	<a href="https://artsnc.org/advocacy/covid-19-resources/open-arts-resources/">https://artsnc.org/advocacy/covid-19-resources/open-arts-resources/</a> <a href="https://www.youtube.com/watch?v=29oeG5MZkA&amp;feature=emb_logo">https://www.youtube.com/watch?v=29oeG5MZkA&amp;feature=emb_logo</a>
2021	Visitor Guidelines	Longwood Gardens	Example of COVID safety messaging	<a href="https://longwoodgardens.org/visit/visiting-guidelines">https://longwoodgardens.org/visit/visiting-guidelines</a>
2021-04-06	Operating Safe Festivals & Events	Chester County's Brandywine Valley/CCCVB	Webinar for holding safe events	<a href="https://us02web.zoom.us/rec/share/Cw1vLUwJMVPSBH01tOmUYZGC6y08xxD4G-E9cnnAet1W7MHjVCikGLPGRyZrXUPG.MtQ_uuV3bcifiedE">https://us02web.zoom.us/rec/share/Cw1vLUwJMVPSBH01tOmUYZGC6y08xxD4G-E9cnnAet1W7MHjVCikGLPGRyZrXUPG.MtQ_uuV3bcifiedE</a> Passcode: Wbb=Ga45
2021-01-05	Guidance for Cleaning and Disinfecting	CDC	Cleaning guides	<a href="https://chescof.org/wp-content/uploads/2021/04/Cleaning-and-Disinfecting-Your-Facility--CDC.pdf">https://chescof.org/wp-content/uploads/2021/04/Cleaning-and-Disinfecting-Your-Facility--CDC.pdf</a> <a href="https://chescof.org/wp-content/uploads/2021/04/Guidance-for-Cleaning-and-Disinfecting--CDC.pdf">https://chescof.org/wp-content/uploads/2021/04/Guidance-for-Cleaning-and-Disinfecting--CDC.pdf</a>
2021	COVID-19 Reopening Plan	Oxford Arts Alliance	Example of reopening plan and safety guidelines	<a href="https://chescof.org/wp-content/uploads/2021/04/Covid-19-Reopening-Plan-for-The-Oxford-Arts-Alliance.pdf">https://chescof.org/wp-content/uploads/2021/04/Covid-19-Reopening-Plan-for-The-Oxford-Arts-Alliance.pdf</a>