

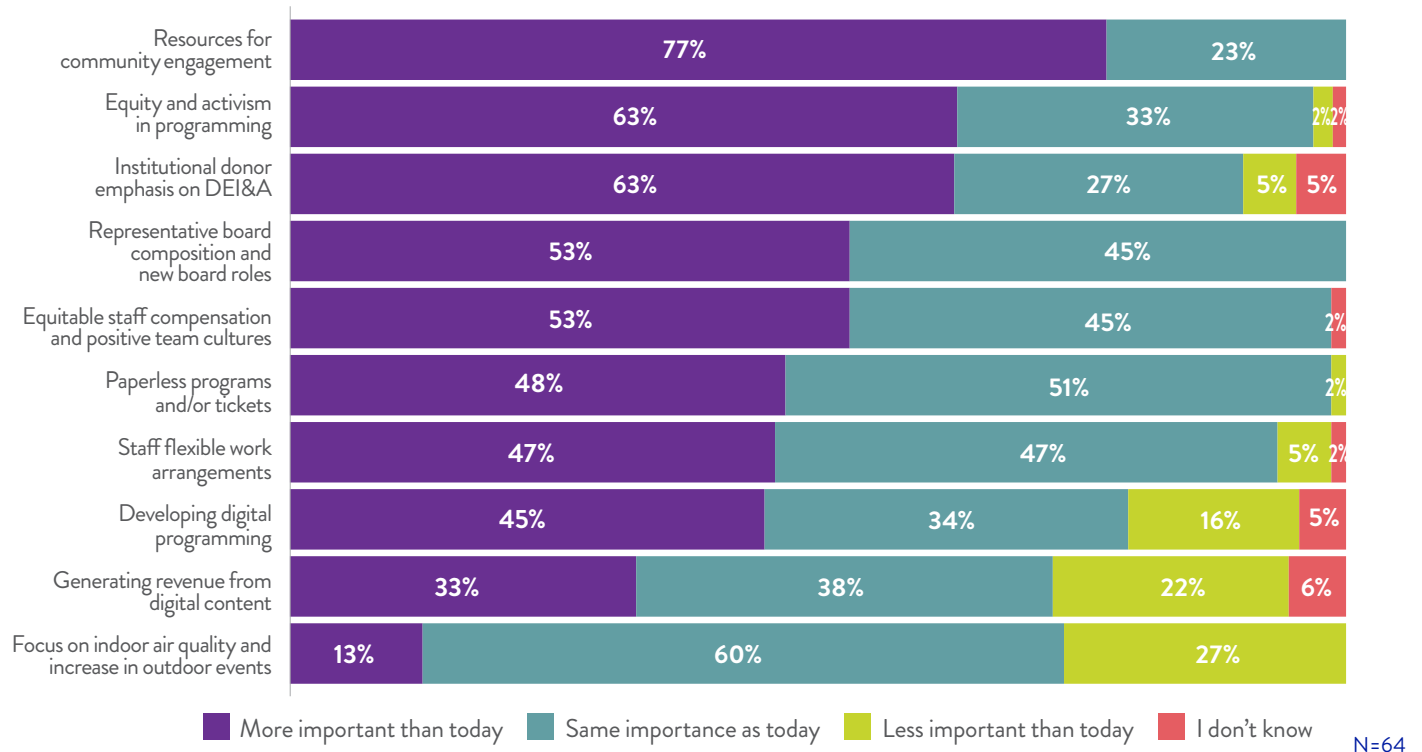
OCTOBER 5, 2021

The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded **September 23–October 1, 2021**. This is the thirty-sixth survey of the series and asked arts leaders to predict organization priorities 3+ years from today, in a “post-pandemic” world.

## OVERALL PRIORITIES

### Majority Expect Community Projects and DEI&A Efforts Will Gain Even More Importance

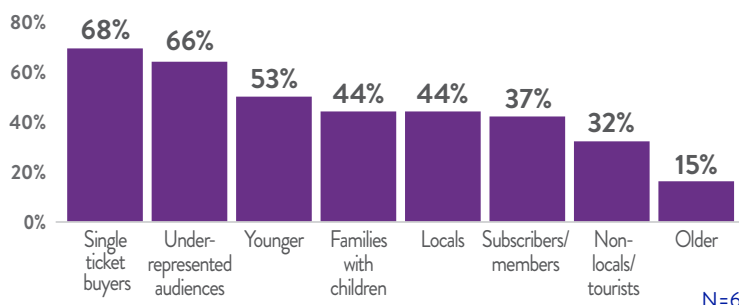
Importance of Key Focus Areas, in 3+ Years



## AUDIENCE RETURN

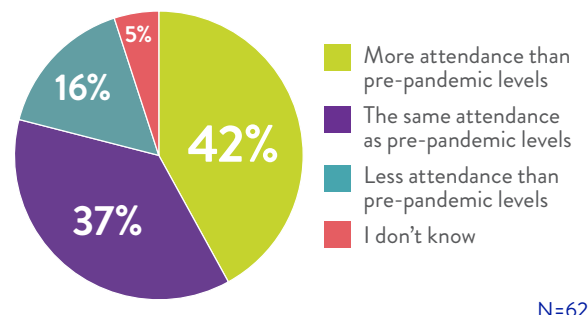
### Anticipated Increase in Single Ticket Buyers and Underrepresented Audiences

Audience Type Expected to Have the Most Significant Growth, in 3+ Years



### Optimistic Expectations of Future Audience Levels

Overall Attendance in 3+ Years Compared to Today



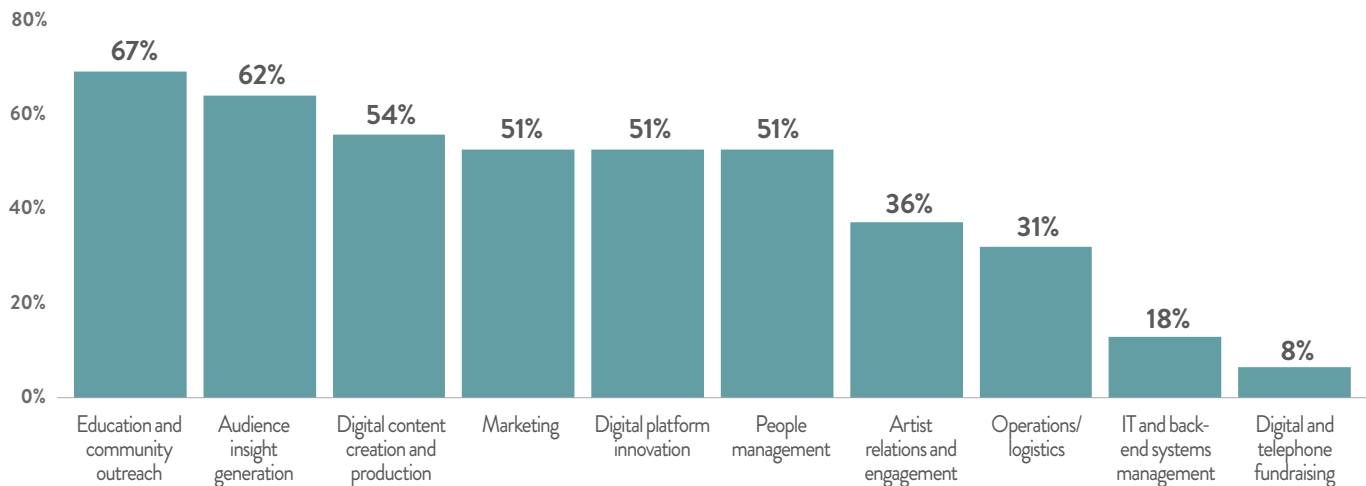
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## STAFF & LEADERSHIP

### Talent in Outreach and Audience Data Crucial for Future Success

Skill Sets of Greater Importance for Arts Orgs to Thrive in 3+ Years

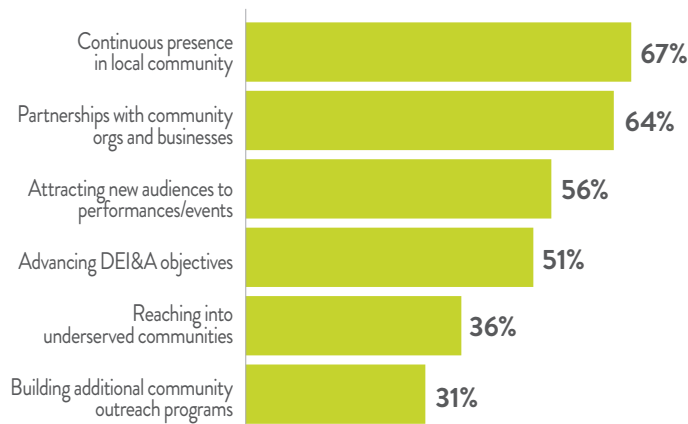


N=39

## COMMUNITY ENGAGEMENT

### Continuous Presence and Local Partnerships Best Community Investments

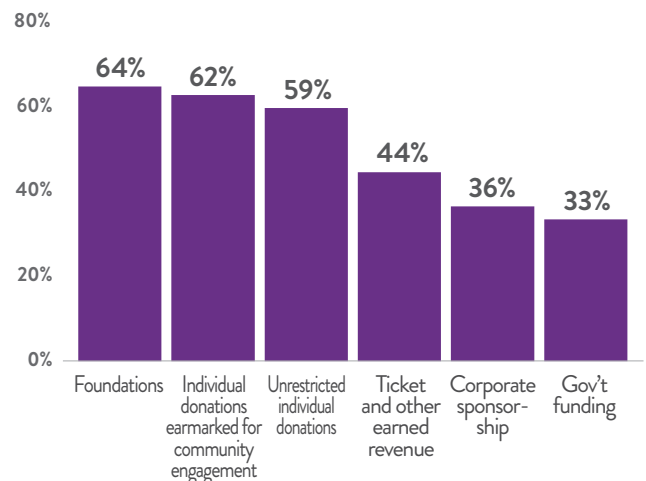
Current Activities With the Most Impact on Organization Reputation, in 3+ Years



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### Foundations Anticipated to Lead Funding Community Initiatives

Major Funding Sources for Community Projects, in 3+ Years



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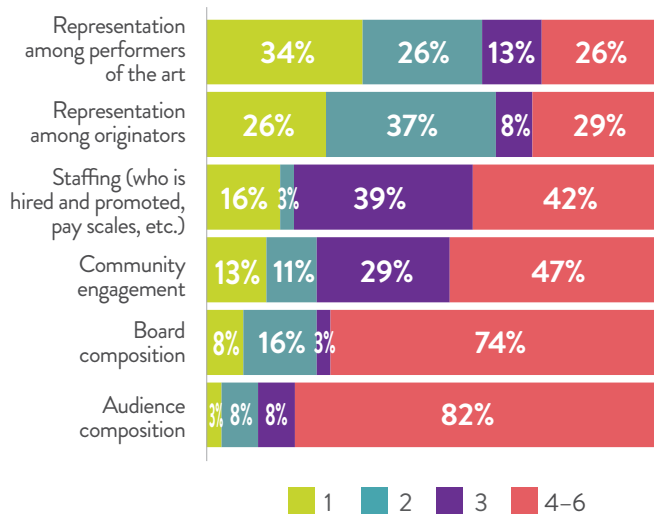
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## DEI&A • DONORS

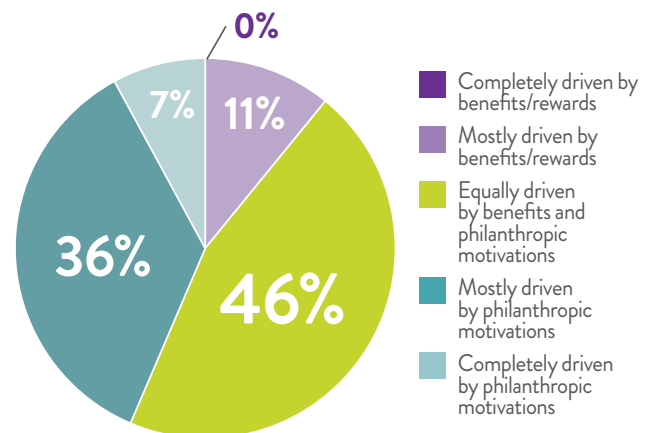
### Art Performers and Programming Are Quickest to Improve in DEI&A

Order of Anticipated Progress on Elements (1=Fastest Progress)



### Donations Expected to Be More Philanthropically Motivated

Donor Motivations in Individual Donors, in 3+ Years



### Demonstrating Impact of Donation is Key to Upgrading Emerging Donors

Three Most Important Tools for Increasing Annual Donation, in 3+ Years

