

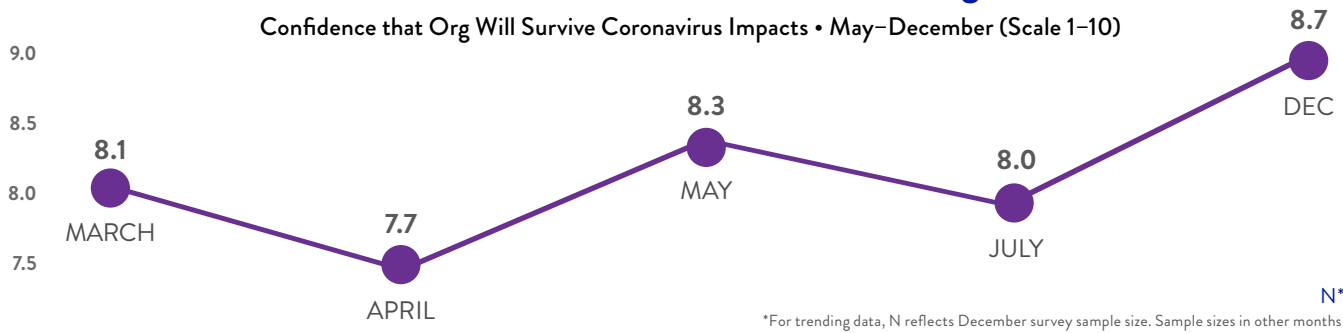
DECEMBER 8, 2020

The Advisory Board for the Arts surveyed leaders at arts organizations — including operas, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about the impacts of coronavirus on their institutions as well as other relevant topics of interest. This online survey was fielded **November 30–December 4, 2020**. This is the twentieth survey of the series.

SEEKING SUPPORT

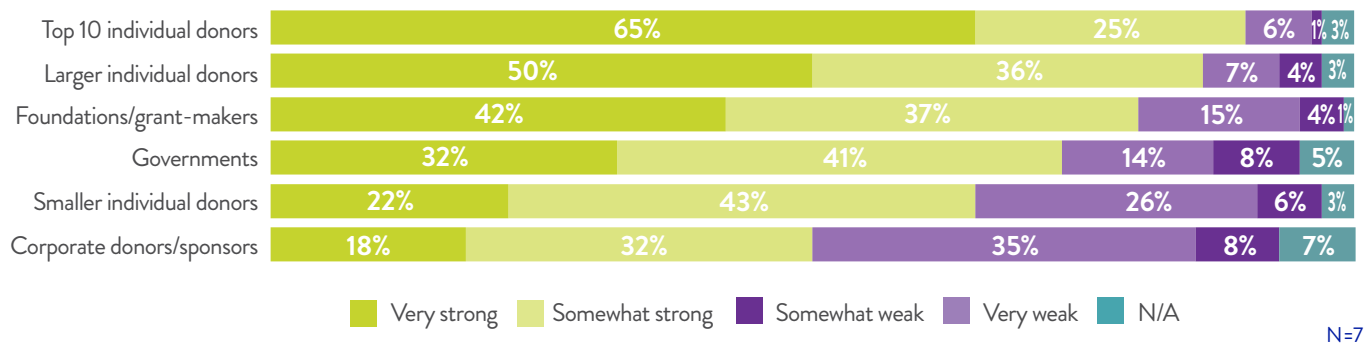
Confidence in Survival At All Time High

Confidence that Org Will Survive Coronavirus Impacts • May–December (Scale 1–10)



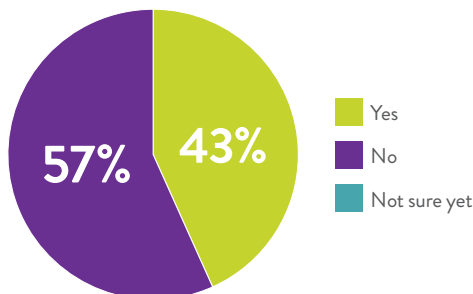
Relationships with Biggest Donors the Strongest

Health of Relationship with Each Donor Type

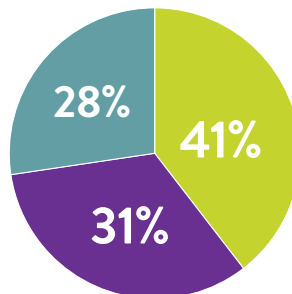


Most Did Not Host Virtual Fundraising Event During Pandemic But Many Are Considering it for 2021

Hosted Online Gala/
Virtual Fundraiser During COVID



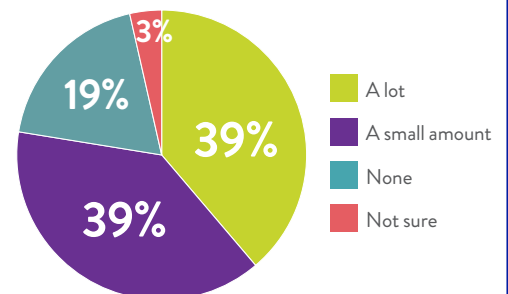
Plan to Host Online Gala/
Virtual Fundraiser Next 6 Months



N=74

Online Galas Led to Significant Extra Dollars

Incremental Funds Raised by Virtual Events
(Above What Org Would Have Raised Otherwise)



N=31

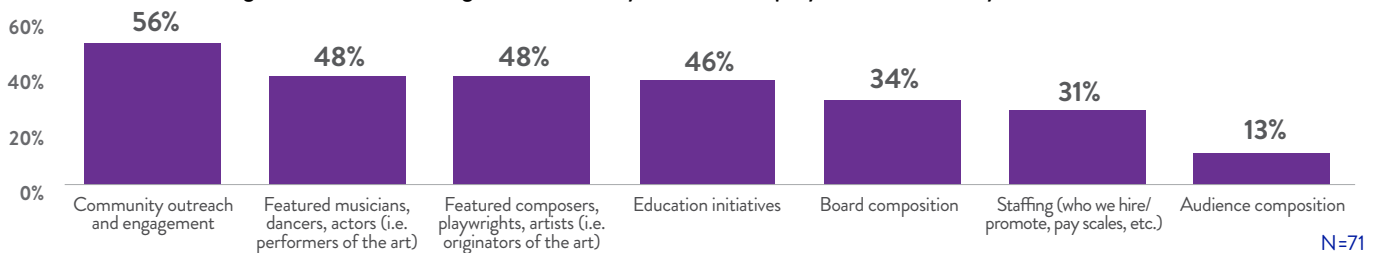
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PROGRESS & PARTNERSHIPS ON DE&I

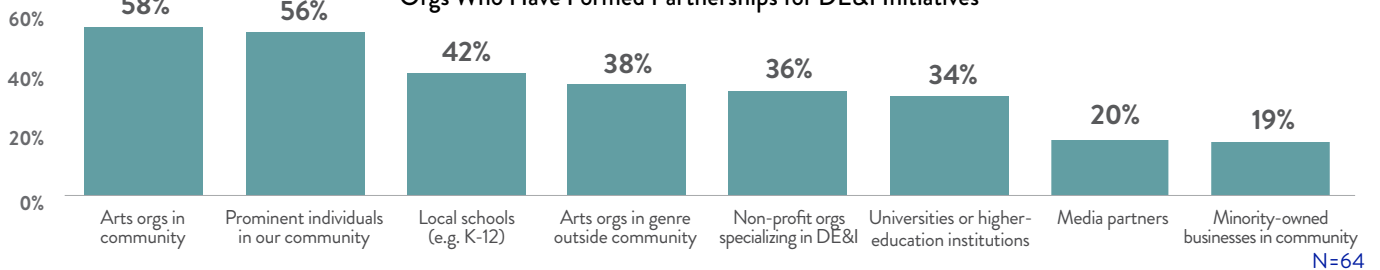
Many Have Made Progress Against Diversity Initiatives During COVID

Area Org Has Made Most Progress on Diversity, Inclusion, Equity, and Accessibility Priorities in Past Year



Other Arts Orgs, Community Leaders, and Schools Top DE&I Partnership List

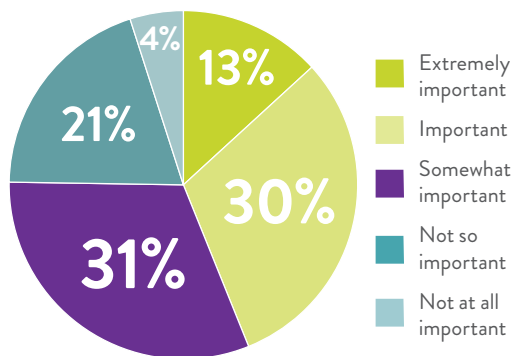
Orgs Who Have Formed Partnerships for DE&I Initiatives



THINKING GREEN

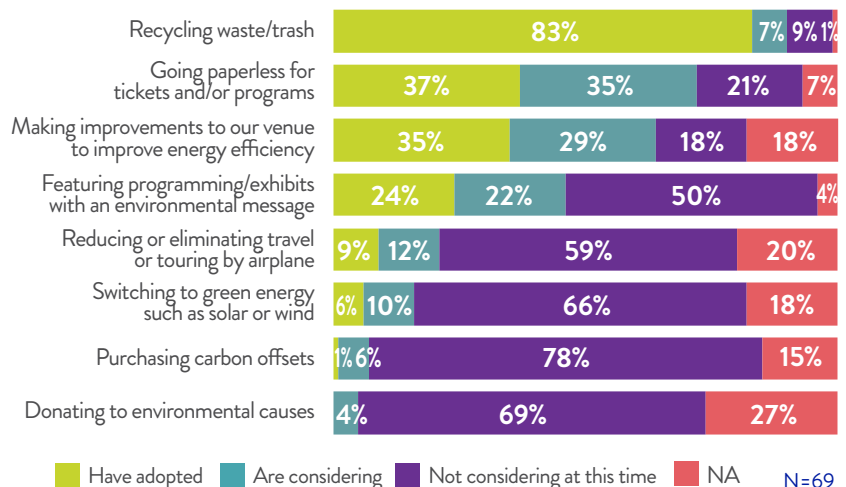
“Green” Issues Important But Not Top Priority

Importance of Sustainability, Climate Change and Environmental Impact to Arts Orgs



Recycling Only Green Practice Adopted by Majority

Adoption and Consideration of Practices to Limit Environmental Impact



Arts Organization Coronavirus Impact & Response Benchmarking

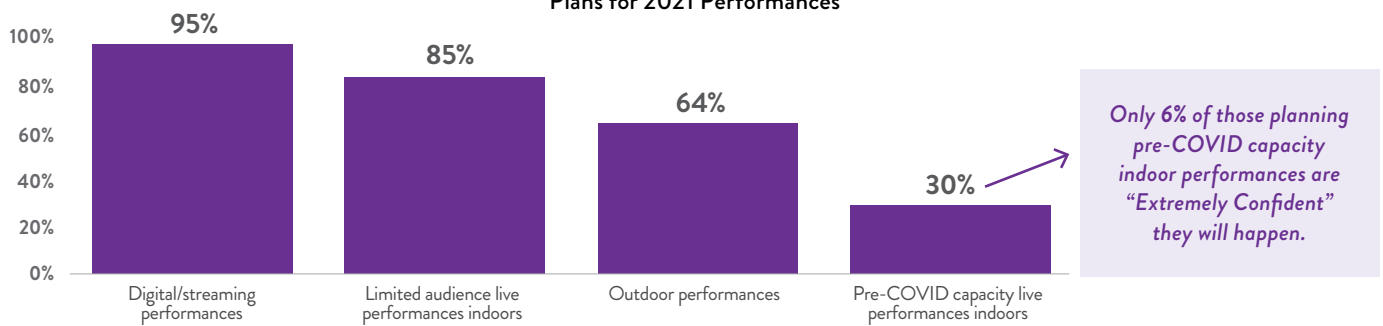
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PERFORMING IN NEW NORMAL

2021 Performances Will Take Many Forms

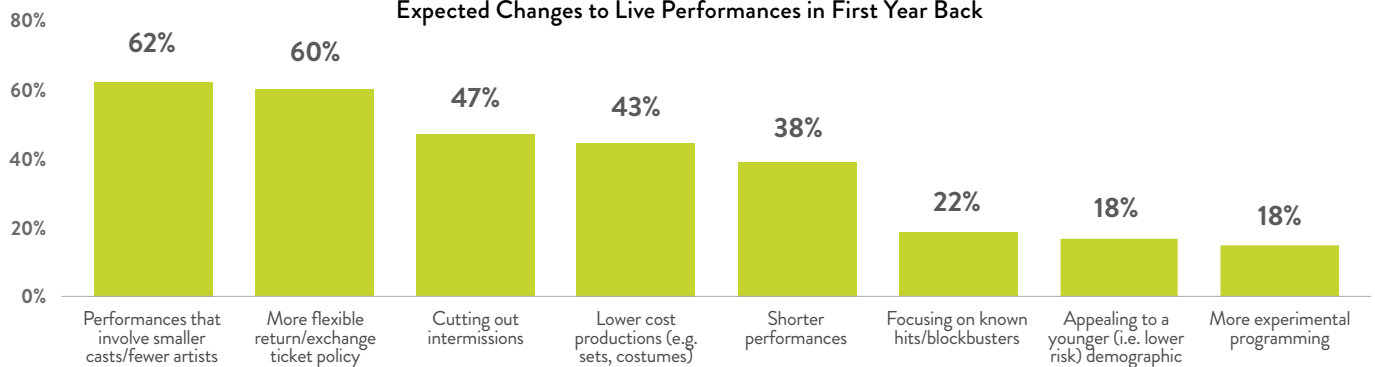
Plans for 2021 Performances



N=61 Performing Arts Orgs

Many Changes Expected After Return to Performances with Larger Audiences

Expected Changes to Live Performances in First Year Back

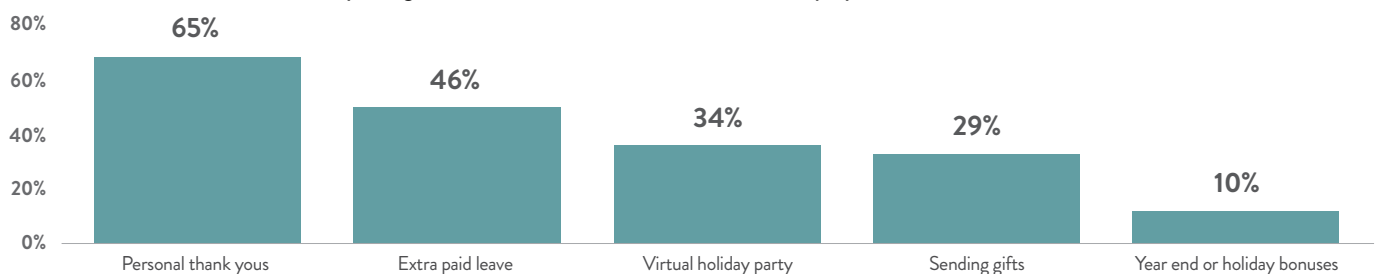


N=60 Performing Arts Orgs

EMPLOYEE APPRECIATION

Orgs To Show Gratitude with Personal Thank Yous and More Time Off

Ways Orgs will Reward and Show Gratitude to Employees at End of Year



N=68