

Arts Organization Coronavirus Impact & Response Benchmarking

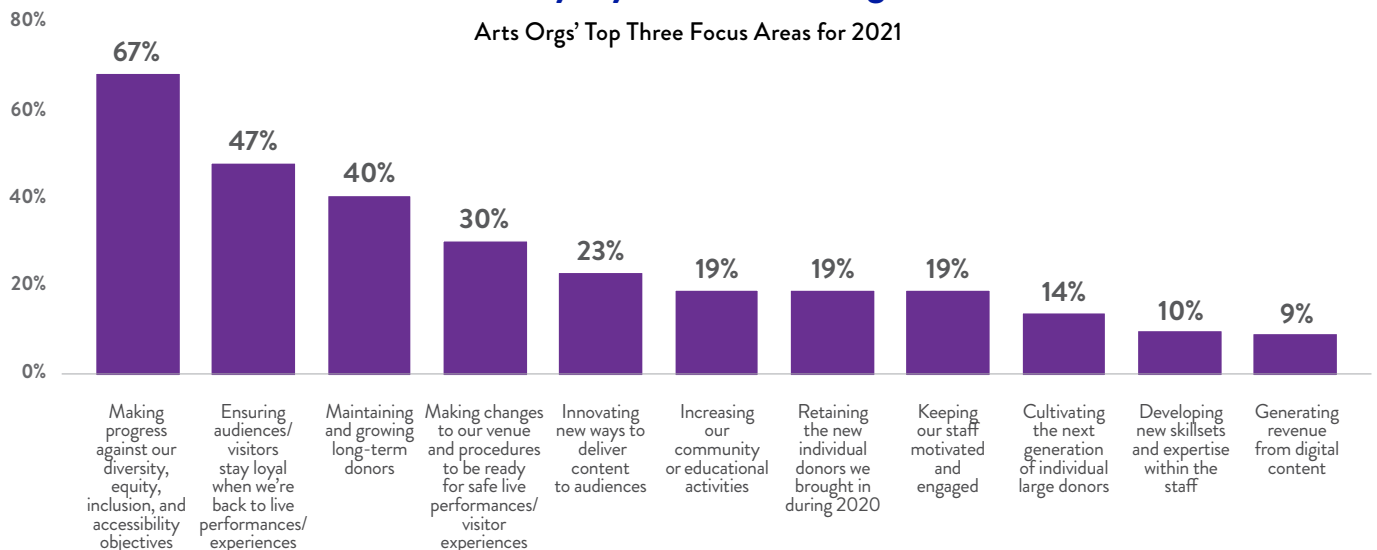
JANUARY 19, 2021

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 **January 8–15, 2021**. This is the twenty-first survey of the series.

PROFESSIONAL GOALS & ASPIRATIONS FOR 2021

DE&I, Audience Loyalty, and Donors Big Focus for 2021

Arts Orgs' Top Three Focus Areas for 2021



N=70

Most Important Organizational Goals in New Year

To bring some sense of normalcy back to the community through virtual programming.

To clarify our mission and focus, with openness to changing our mission.

Implementing a successful reopening plan.

Presenting diverse programming in a fiscally responsible manner.

A safe and successful ramping up back into live programming.

Build excitement, awareness, and support from local government, corporations, other arts organizations, and individuals.

Focusing on stewarding and cultivating the many new donors from 2020.

Consider whether the current operational model is still fit-for-purpose post-Covid.

Survive.

Encouraging my staff to build new skills and deepen their expertise.

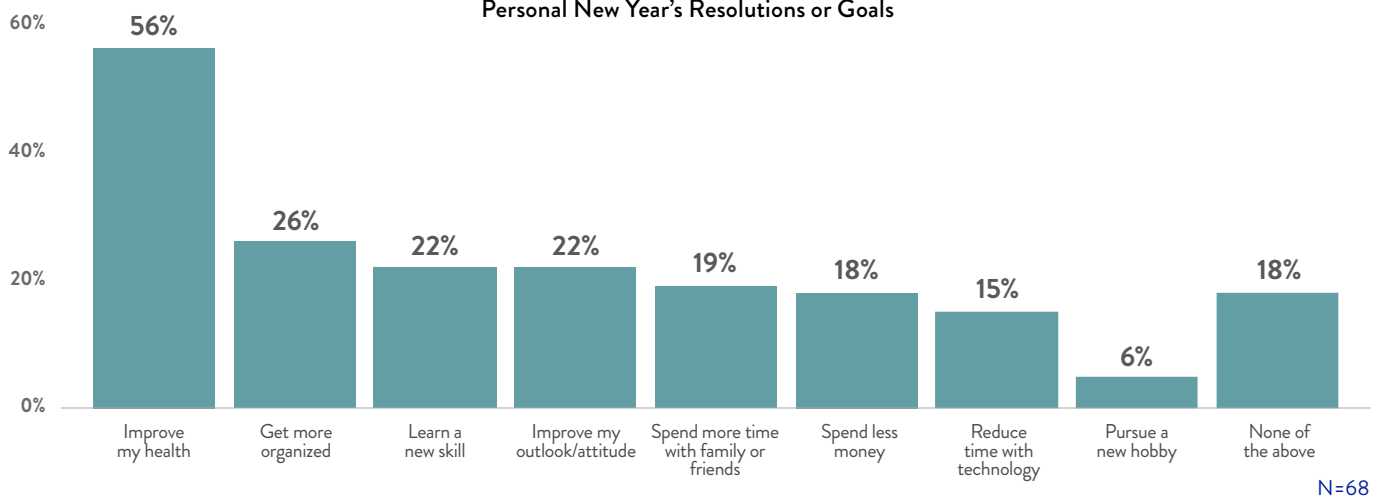
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PERSONAL RESOLUTIONS FOR 2021

Big Push to Improve Health in New Year

Personal New Year's Resolutions or Goals



Personal Goals and Aspirations

To try and find a better balance of tending to my health and personal life and to my job.

I vow to re-prioritize exercise. This will improve my stress level, health, and attitude...hopefully.

Break up with my iPhone.

Spend time outside everyday (regardless of the weather!)

Finally get my motorcycle license.

More hugs.

Feel confident in the face of continued uncertainty.

I make the same resolution every year... Do better than I did last year. It's great because I am always successful. I can always find something I did better than the year before.

To stop "doomscrolling" and to bring more positivity into my life.

Read more books! (I'd like to say 52 but we'll see....)