

Performing Arts Coronavirus Impact & Response Benchmarking

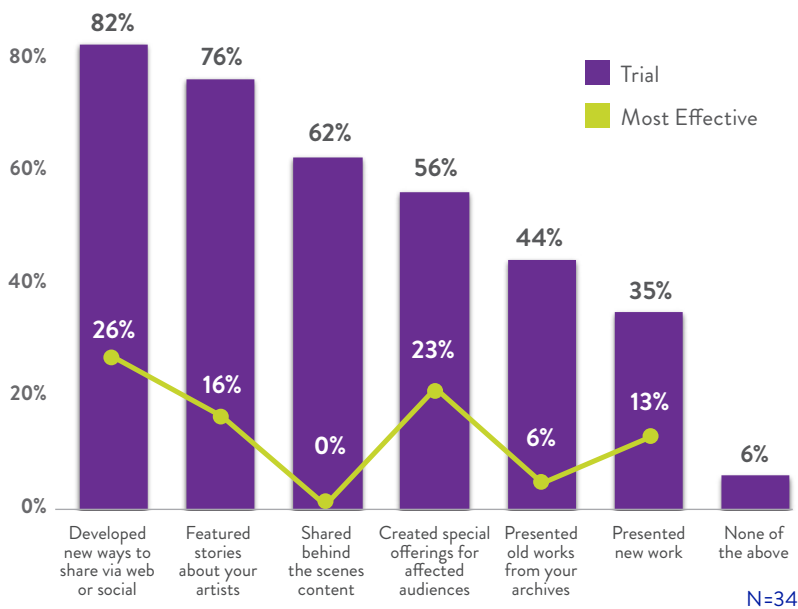
APRIL 22, 2020

The Advisory Board for the Arts surveyed leaders at arts organizations — including operas, symphonies, festivals, theaters, venues, and museums — about the impacts of coronavirus on their institutions. This online survey was fielded **April 15–21, 2020**. This is the fourth survey of a weekly series.

ENGAGEMENT DURING CLOSURE

Arts Orgs Staying Connected With Audiences in Myriad Ways

Engagement Tactics Tried / Most Effective Tactic



Most Effective Engagement Efforts

"We created online classes, led by teaching artist and staff, for every age group (from story time to examining 3 plays in 6 weeks)."

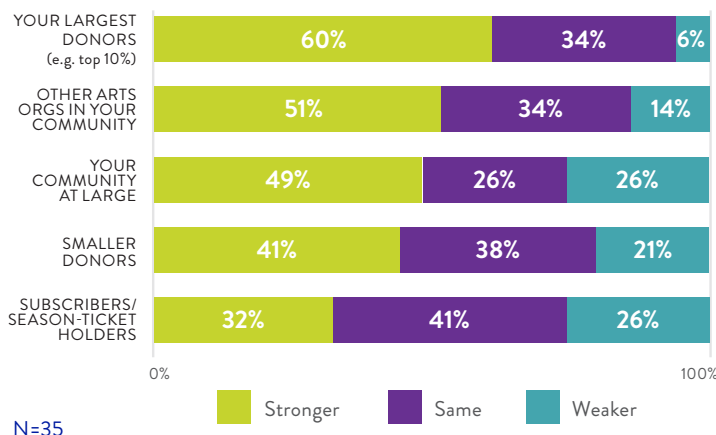
"We are doing the works of Shakespeare Live via Zoom — patrons can comment and question as the performance progresses. They love the performers' fun costumes and props from items in their homes."

"Weekly Zoom calls at different times with different members of staff. It's open to all constituents — they can ask questions in the chat."

"There is a glut of offerings right now and we are taking a low profile approach right now, so that we can more strategically align anything we offer with our upcoming (or past) seasons."

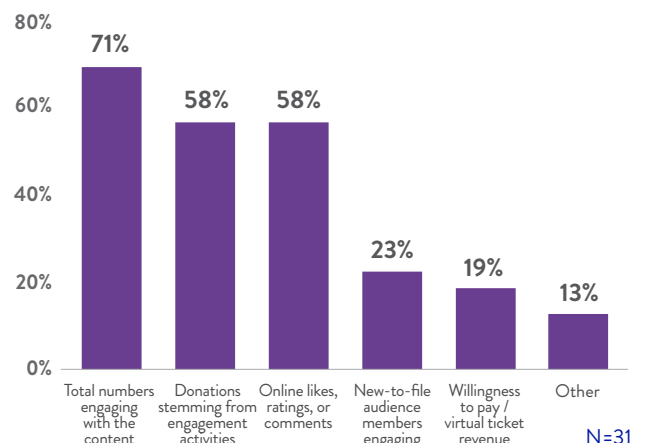
Large Donor and Community Engagement Particularly Strong

Current Engagement vs. Pre-Coronavirus



Total Engagement Most Valued Success Metric

Most Important Engagement Success Metrics



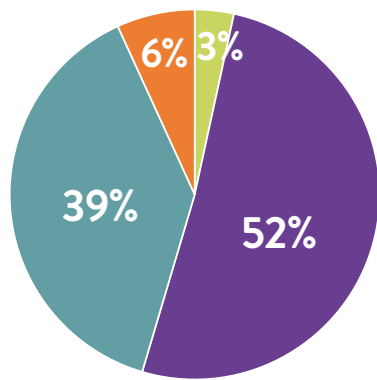
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LOOKING TOWARD REOPENING

Most Expect a Scaled Reopening

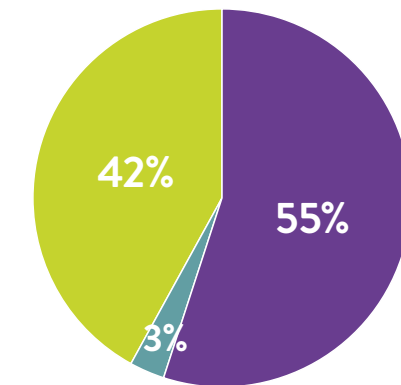
Expectations Regarding Reopening



- Full re-opening without many changes to pre-virus operations
 - Notably reduced re-opening with large changes
 - Scaled re-opening with some changes
 - Other
- N=31

Most Are Unsure About Future of Paid Digital

Orgs Planning to Incorporate Paid Digital Into New Ticket Offers



- Yes
 - No
 - Unsure/Don't know yet
- N=31

Multiple Changes Necessary to Accommodate “New Normal”

N=31

Anticipated Changes Needed To Reopen

