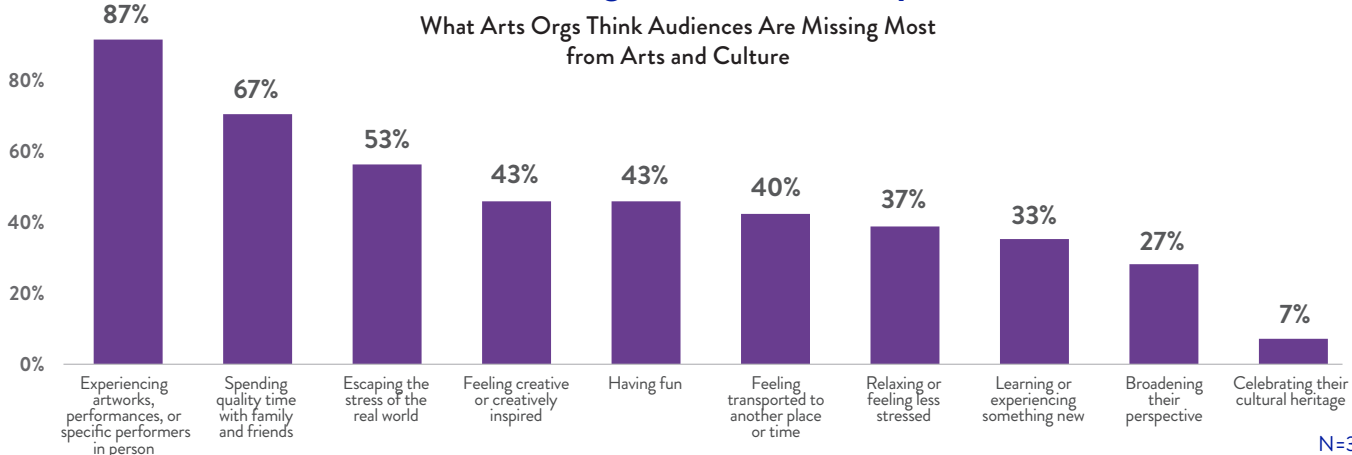


JUNE 4, 2020

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 **May 20–June 2, 2020**. This is the ninth survey of the series.

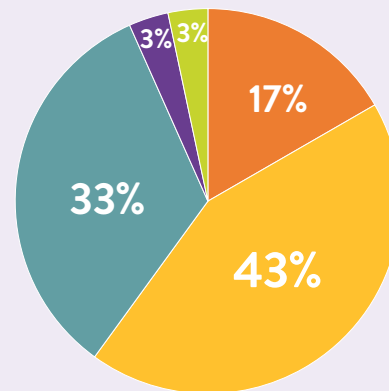
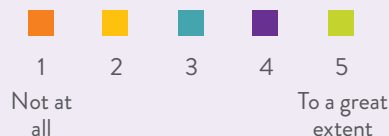
KEEPING AUDIENCES CLOSE

Audiences Yearning For In-Person Experiences



Arts Orgs Know Audiences Still Hesitant

Perceptions of Extent of Audience Plans to Attend Future Arts Experiences



N=30

Engaging Audiences Top Motivation for Arts Reopening

Most Important Organizational Motivations to Reopen



N=29

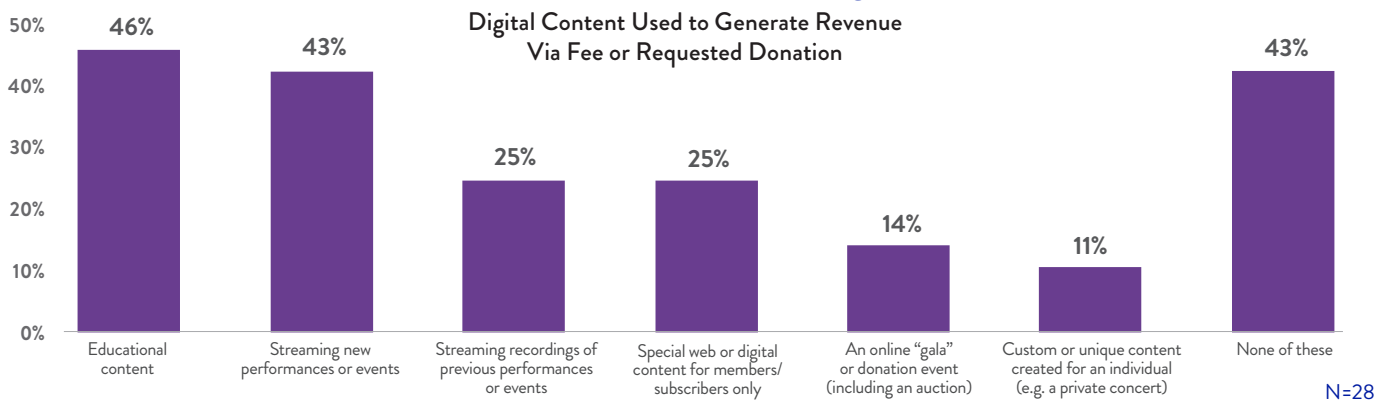
Arts Organization Coronavirus Impact & Response Benchmarking

JUNE 4, 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 **May 20–June 2, 2020**. This is the ninth survey of the series.

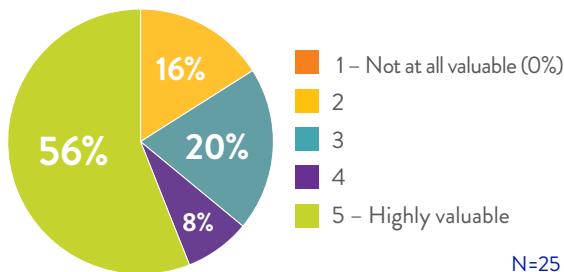
DRIVING VALUE IN DIGITAL

Many Have Not Yet Monetized Digital Content



Most See Digital Content as Very High Value

Perceived Audience Value from Digital Content



Most Successful Donation-Generating Approaches

"We've worked hard to creatively fulfill our mission in new ways. We tell this story repeatedly to our audience and ask them to support us during this crisis."

"Stay in front of our donors through webinars and through regular weekly new and archival content."

"We created a new fund and our board members donated \$150,000 as a match to inspire donations from the community."

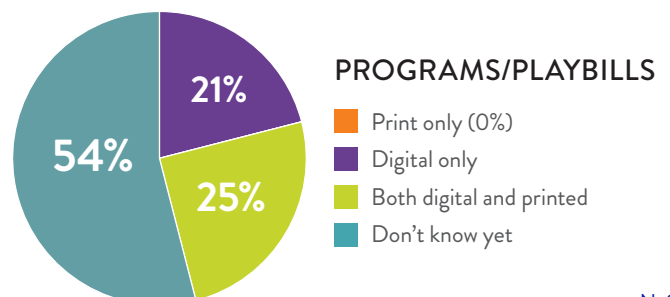
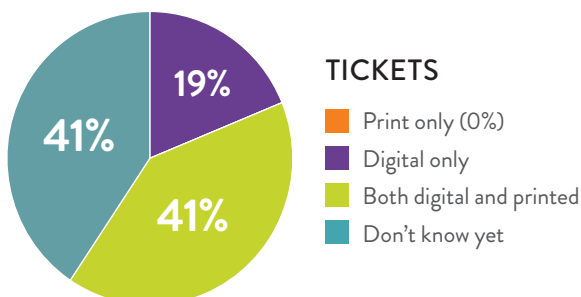
"A virtual gala. We had very high engagement (over 1,000 viewers) and generated \$300k — half through pre-commitments, half while live."

"A 9-hour Music Marathon by our musicians playing in their homes streamed on Facebook Live generated \$65,000."

A PAPERLESS FUTURE?

Future of Tickets and Playbills Uncertain, But Trending Digital

Plans for Tickets and Playbills After Reopening



N=28