

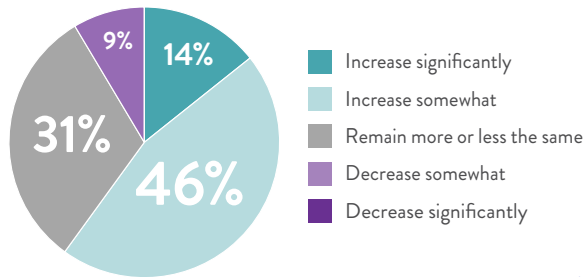
JANUARY 23, 2024

The Advisory Board for the Arts regularly surveys leaders at cultural organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to their industries. This online survey was fielded **January 10–18, 2024**. This is the eighty-seventh survey of the series and was designed to help leaders benchmark themselves on 2024 forecasting.

## SALES FORECASTS

### Orgs Predict Subscription Sales will Increase

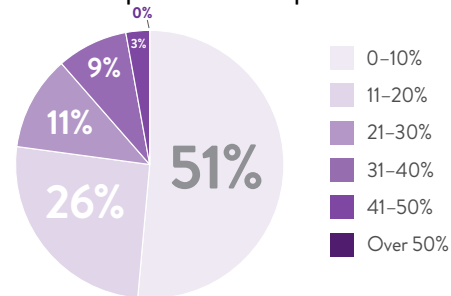
What are your projections for subscription/membership sales in 2024 vs 2023?



N=35

### <11% of Total Earned Revenue will come from Subscription/Membership Sales

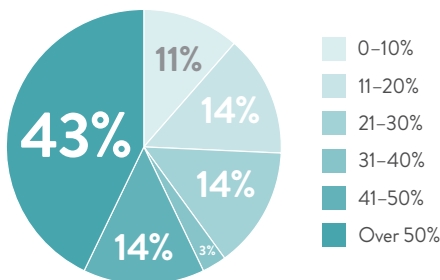
What % of total earned revenue do you project will come from subscription/membership sales in 2024?



N=35

### >50% of Total Earned Revenue will come from Single Ticket Sales

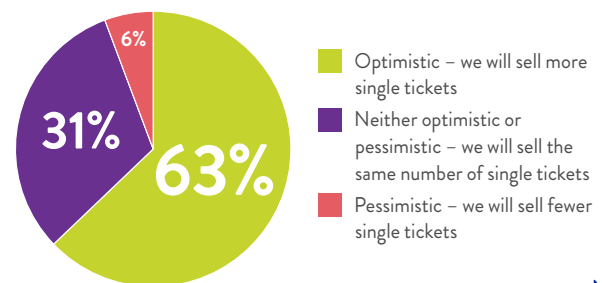
What % of total earned revenue do you expect will come from single ticket sales in 2024?



N=35

### Orgs are Optimistic About Single Ticket Sales

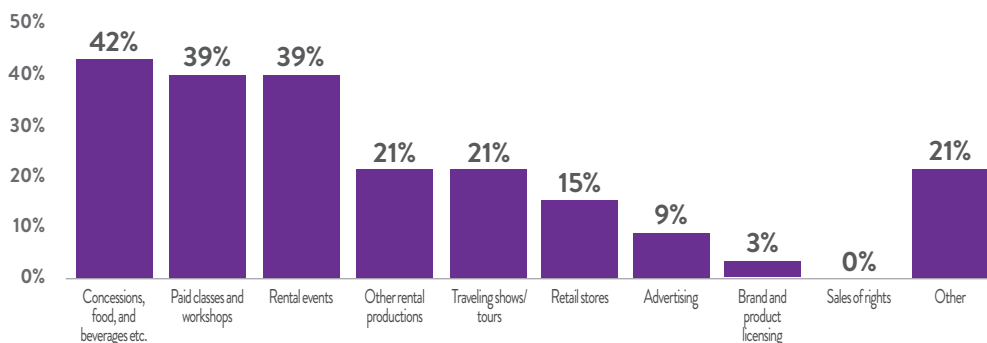
How do you feel regarding single ticket sales for 2024/FY24 compared to 2023/FY23?



N=35

### Concessions, Classes, & Rental Events will be Important Sources of Revenue

Other than ticket & subscription revenues, which other sources of earned revenue do you anticipate being most important in 2024?



N=33

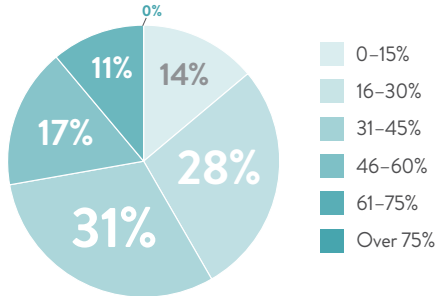
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## CONTRIBUTED INCOME FORECASTS

### Varying Proportions of Contributed Income Anticipated

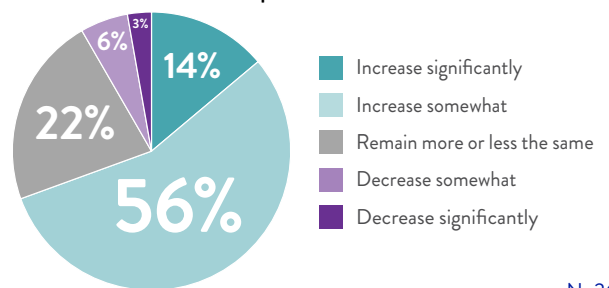
What % of total operating revenue in 2024 do you anticipate will come from contributed income?



N=36

### Orgs Anticipate Total Fundraising will Increase

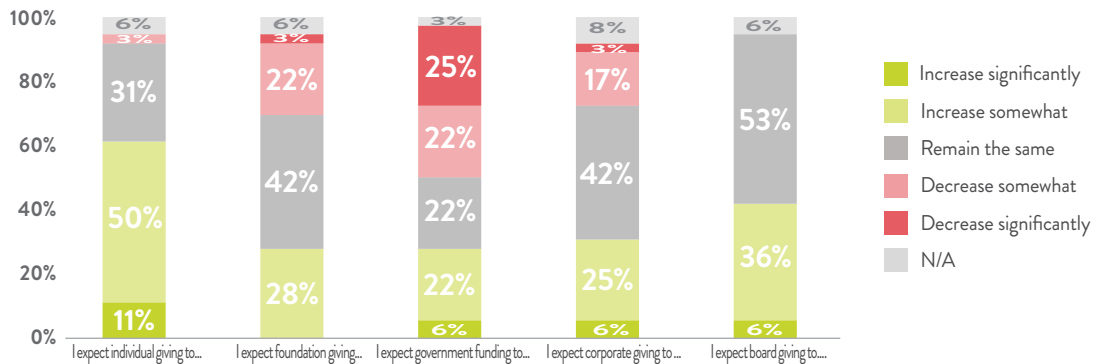
What are your projections for total fundraising in 2024 compared to 2023?



N=36

### Orgs Anticipate Individual Giving will Increase

Do you expect a change in your fundraising mix in 2024?

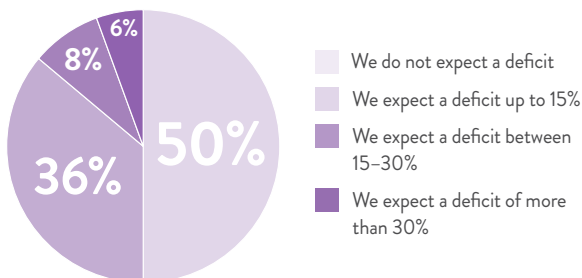


N=36

## BUDGET FORECASTS

### Orgs Do Not Anticipate Deficits

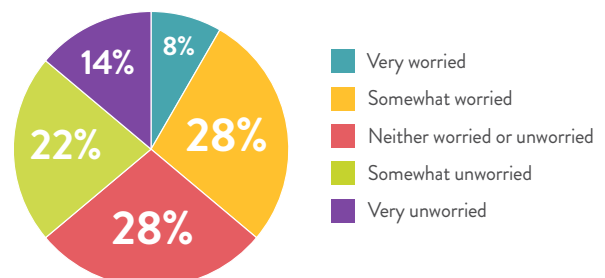
Do you anticipate an operating deficit for 2024?



N=36

### Orgs Feel Differently About Cash Reserves

How worried are you about your current available cash and cash reserves for the new year?



N=36

# ABA Executive Benchmarking

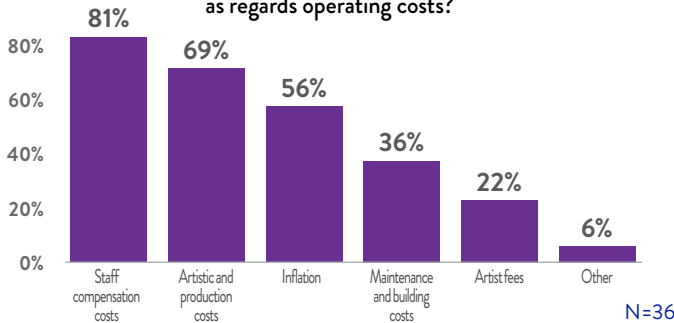
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## OPERATING COSTS FORECASTS

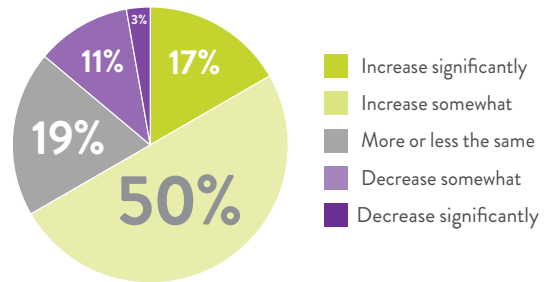
### Orgs Most Concerned About Staff Compensation & Artistic & Production Costs

What are you most concerned about for the new year as regards operating costs?



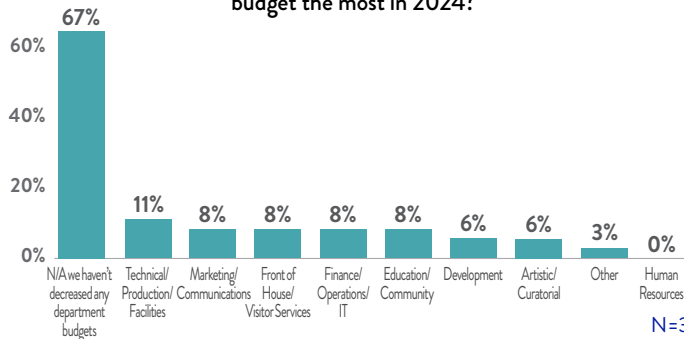
### Most Operating Budgets Have Increased Somewhat

How has your organization's operating budget changed for 2024?



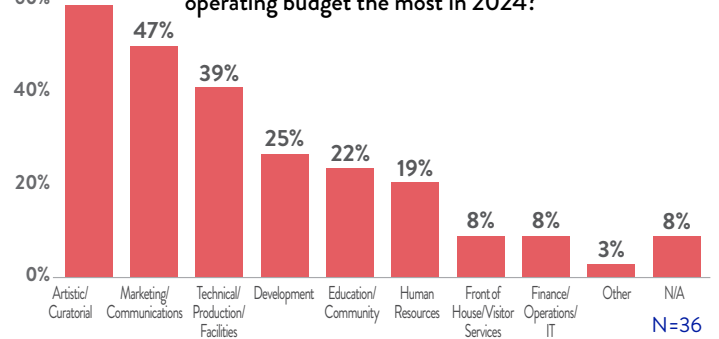
### Most Are Not Decreasing Department Budgets

For which departments have you reduced their operating budget the most in 2024?



### Artistic/Curatorial & Marketing/Communications Budgets Are Increasing

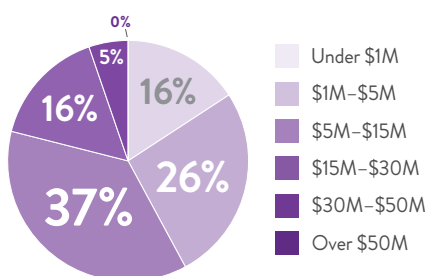
For which departments have you increased their operating budget the most in 2024?



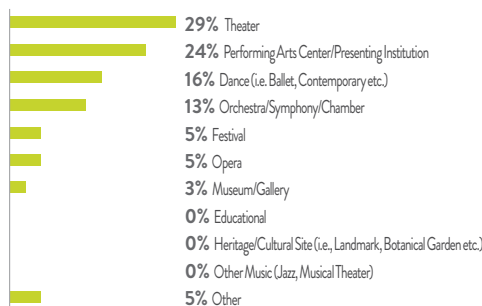
## ORGANIZATION INFORMATION

### Operating Budget

What is your organization's annual operating budget?



### Genre



### Fiscal Year

