

### **ABA** Executive Benchmarking

#### **JANUARY 23, 2024**

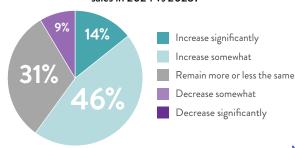
The Advisory Board for the Arts regularly surveys leaders at cultural organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to their industries. This online survey was fielded **January 10–18, 2024**. This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

#### **SALES FORECASTS**

N=35

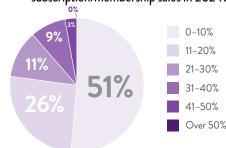
# Orgs Predict Subscription Sales will Increase

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



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

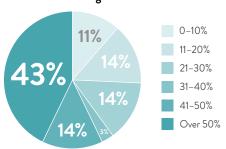
What % of total earned revenue do you project will come from subscription/membership sales in 2024?



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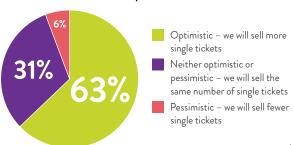
# >50% of Total Earned Revenue will come from Single Ticket Sales

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



# Orgs are Optimistic About Single Ticket Sales

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

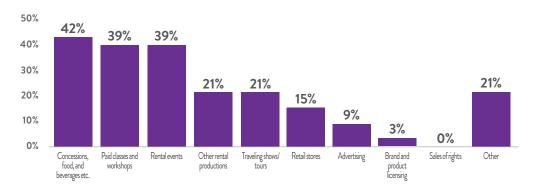


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#### Concessions, Classes, & Rental Events will be Important Sources of Revenue

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





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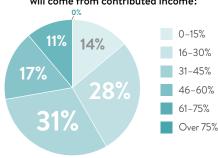
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#### **CONTRIBUTED INCOME FORECASTS**

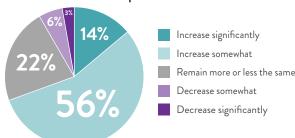
# Varying Proportions of Contributed Income Anticipated

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



# Orgs Anticipate Total Fundraising will Increase

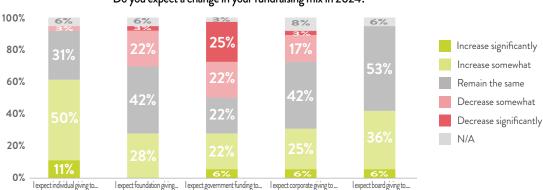
What are your projections for total fundraising in 2024 compared to 2023?



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#### Orgs Anticipate Individual Giving will Increase

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



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#### **BUDGET FORECASTS**

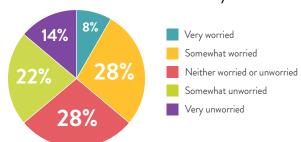
#### **Orgs Do Not Anticipate Deficits**

Do you anticipate an operating deficit for 2024?



#### **Orgs Feel Differently About Cash Reserves**

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



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N=36



Transforming Arts Organizations Worldwide

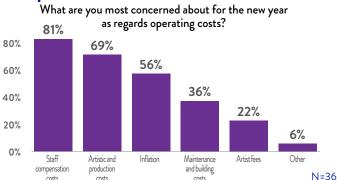
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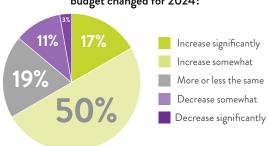
#### **OPERATING COSTS FORECASTS**

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



#### Most Operating Budgets Have Increased Somewhat

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

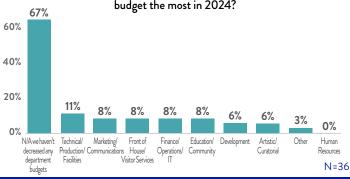


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N=38

### 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 56% 60% operating budget the most in 2024? 47% 39% 40% 22% 19% 20% 8% 8% 3% Artistic/ Marketing/ Technical/ Development Education/ Human Front of Finance/ N/A Curatorial Communications Community Resources House/Visitor Operations/ N=36

#### ORGANIZATION INFORMATION

#### Genre Fiscal Year Operating Budget What is your organization's annual operating budget? 29% Theater 18% 24% Performing Arts Center/Presenting Institution 16% Dance (i.e. Ballet, Contemporary etc.) Under \$1M 13% Orchestra/Symphony/Chamber 16% \$1M-\$5M 5% Festival 5% Opera \$5M-\$15M 3% Museum/Gallery \$15M-\$30M 0% Educationa We operate on a Jan-December fiscal year, so we will \$30M-\$50M 0% Heritage/Cultural Site (i.e., Landmark, Botanical Garden etc.) share our forecasts for 2024 0% Other Music (Jazz, Musical Theater) We operate on another fiscal year cycle, so we will Over \$50M share our initial forecasts for FY24 (e.g., 2023–2024) 5% Other N=38 N=38