

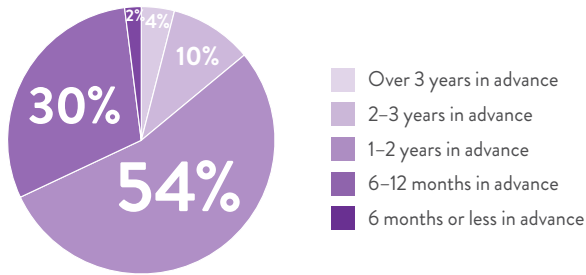
DECEMBER 12, 2023

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 **November 28–December 6, 2023**. This is the eighty-sixth survey of the series and was designed to help leaders benchmark themselves on artistic planning.

PLANNING CYCLES

Most Finalize Programming 1–2 Years in Advance

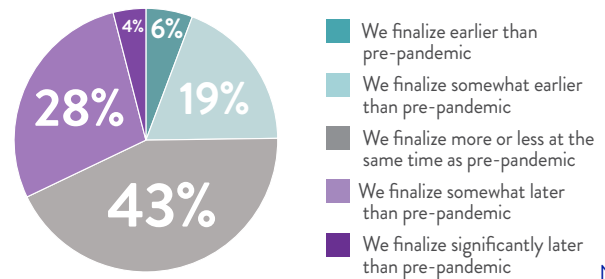
How far in advance do you finalize your core programming?



N=50

Orgs Have Not Dramatically Changed Planning Schedule from Pre-Pandemic

How has the planning cycle changed compared to pre-pandemic?



N=53

Financial Pressure & Time Horizons Have Changed Planning

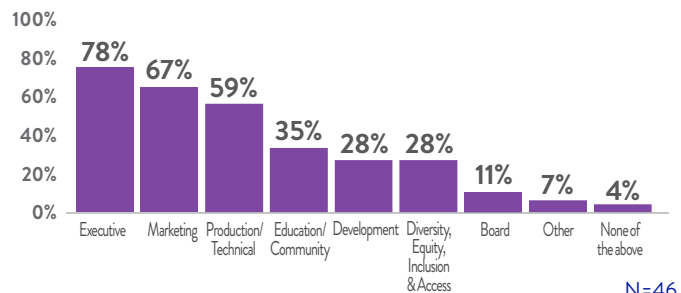
What has been the main driver in the changes to your planning cycle compared to pre-pandemic?



N=28

Executive & Marketing Departments Are Involved in Decision Making

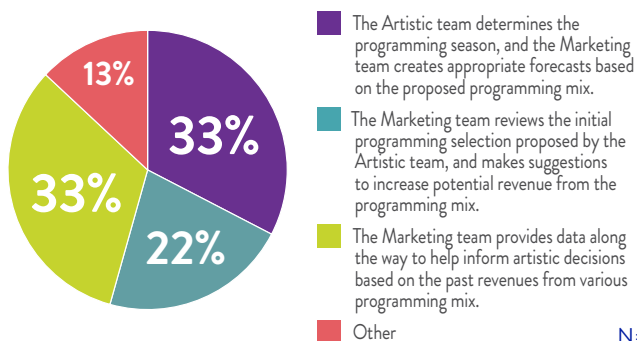
What departments other than artistic are involved in the ideation/decision making of content of the artistic season?



N=46

A Mix of Programming Relationships with Marketing

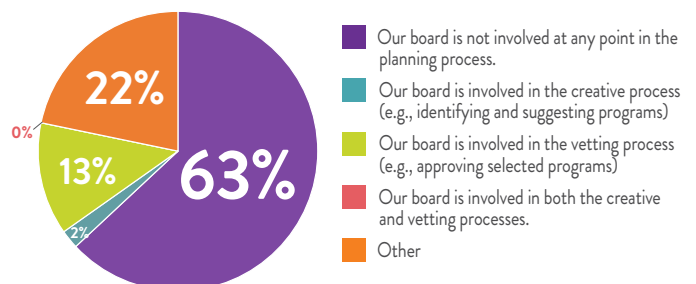
How do you engage with the marketing department in artistic planning?



N=46

Most Orgs Do Not Involve Boards in Artistic Planning

How do you involve your board in the artistic planning process?



N=46

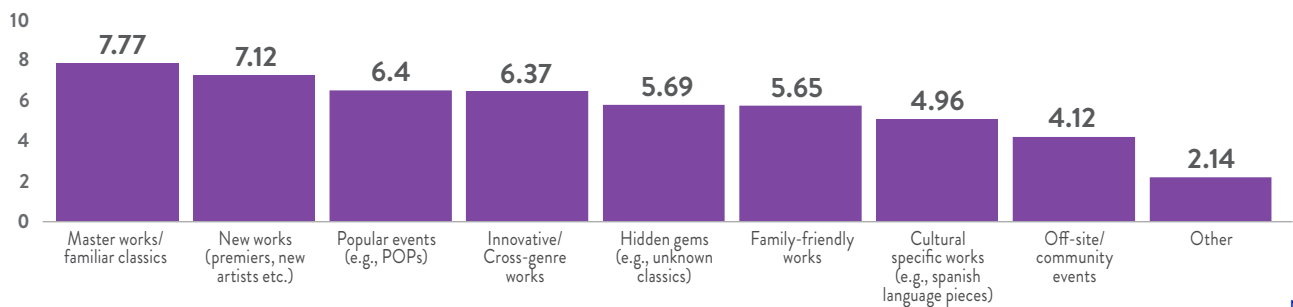
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PROGRAMMING MIX

Orgs Prioritize Master Works / Familiar Classics, and New Works

Rank the programming mix of your most recent season, from most to least important

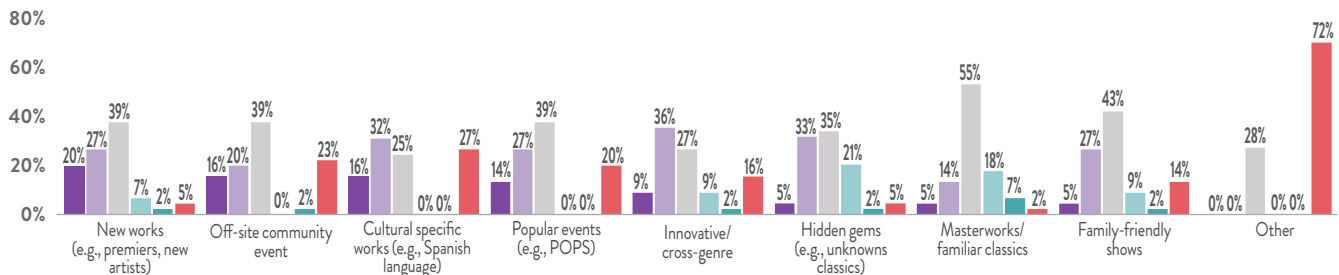


N=44

New Works & Off-Site Community Events Have Become More Important

How has your programming mix evolved from 5 years ago?

Significantly increased Somewhat increased More or less the same Somewhat decreased Significantly decreased N/A

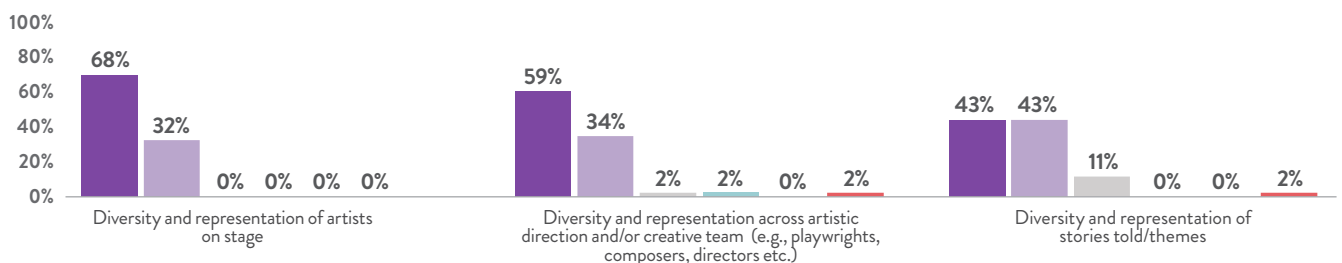


N=44

Diversity of On Stage Artists is Most Important

How has your programming mix evolved from 5 years ago?

Very important Somewhat important Neither important nor unimportant Somewhat unimportant Very unimportant N/A



N=46

ABA Executive Benchmarking

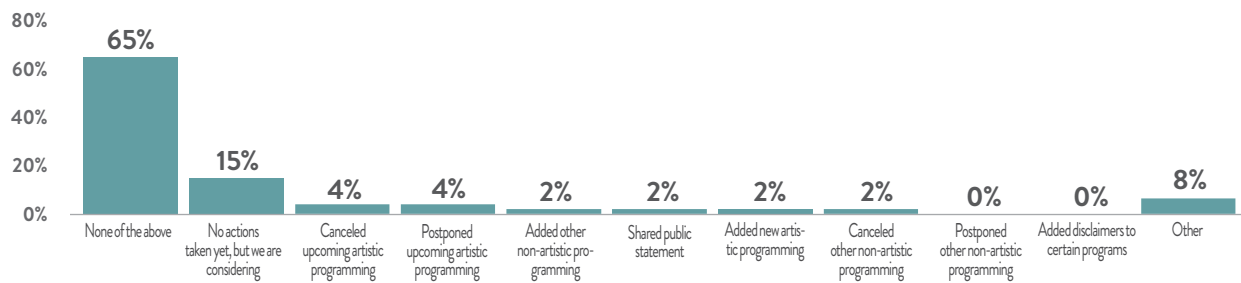
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PROGRAMMING MIX

Most Not Responding to Israel-Hamas War with Programming Changes

Has your org made any changes to its programming with the Israel-Hamas war?

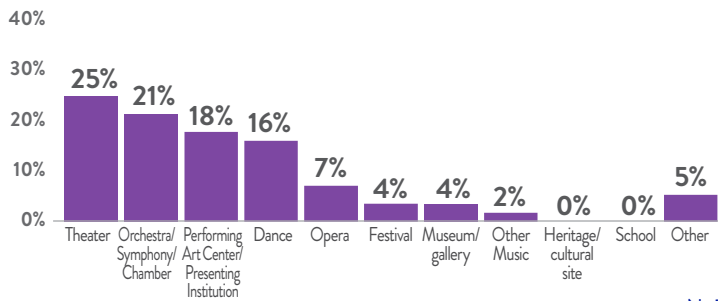


N=48

ORGANIZATION INFORMATION

Genre

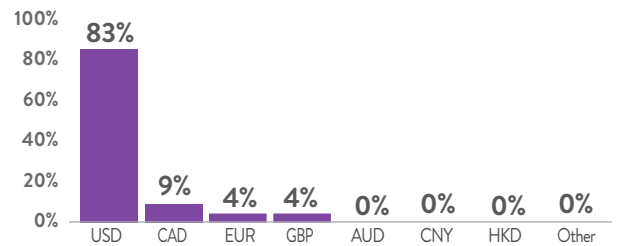
What is your genre?



N=57

Currency

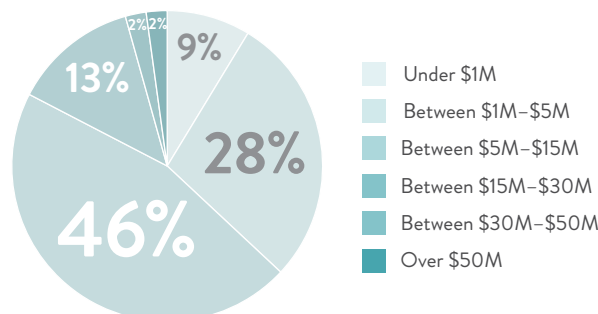
What is your organization's currency?



N=46

Operating Budget

What is your org's annual operating budget?



N=46