

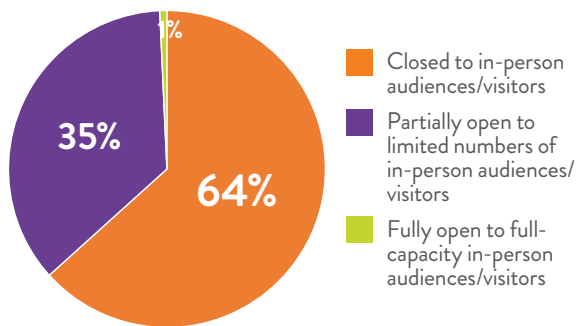
MARCH 9, 2021

The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded **February 28–March 9, 2021**. This is the twenty-fourth survey of the series.

LOOKING FORWARD TO LIVE

Most Arts Orgs Still Closed

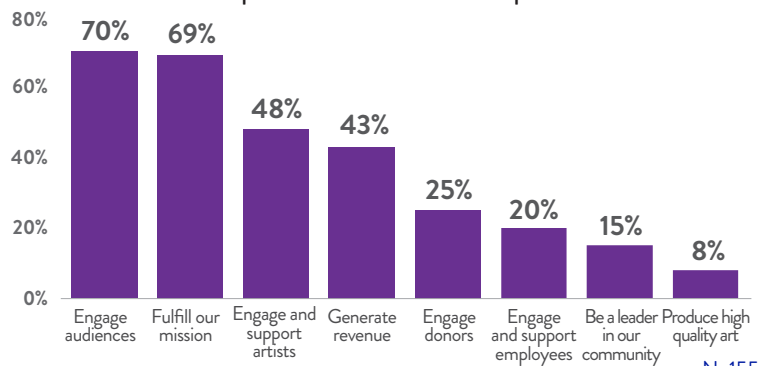
Current Open Status



N=162

Audience and Mission Drive Desire to Reopen

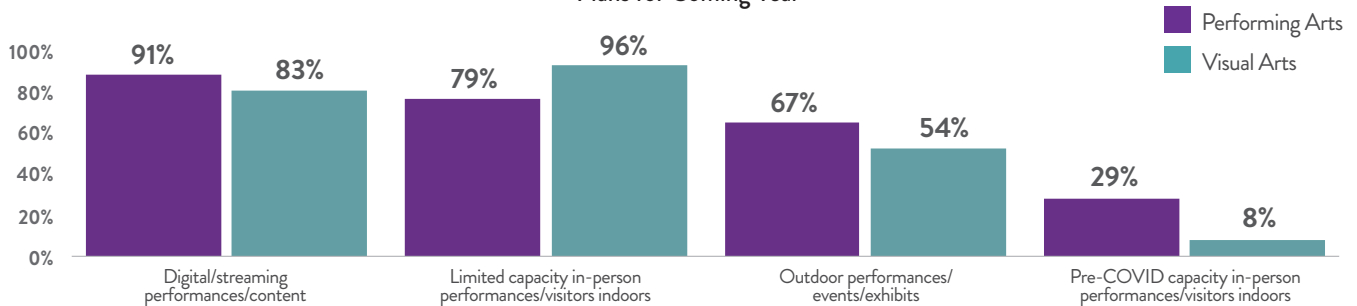
Top Three Motivations to Reopen



N=155

Digital and Limited Capacity In-Person Big for 2021

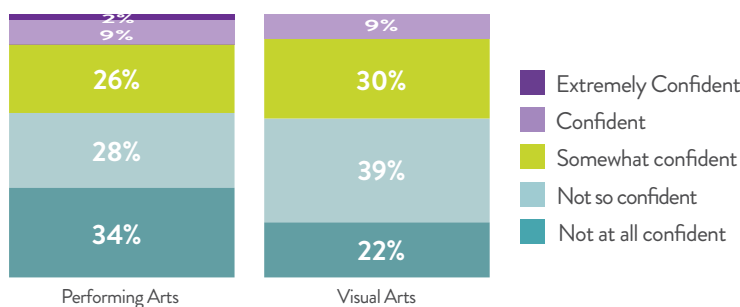
Plans for Coming Year



Performing Arts N=129 Visual Arts N=24

Low Confidence In Return to Pre-COVID Capacity

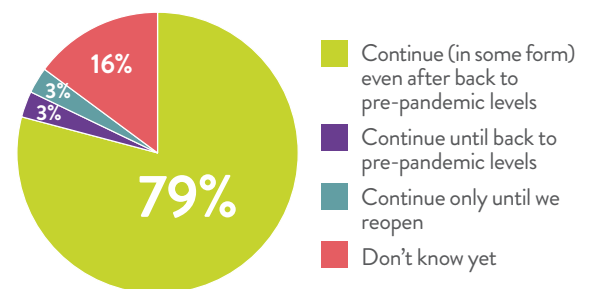
Confidence That Org Will Welcome Pre-COVID Capacity Crowds Indoors in 2021



Performing Arts N=129 Visual Arts N=23

Extra Digital Efforts Will Continue

Plans for Digital After Reopening



N=152

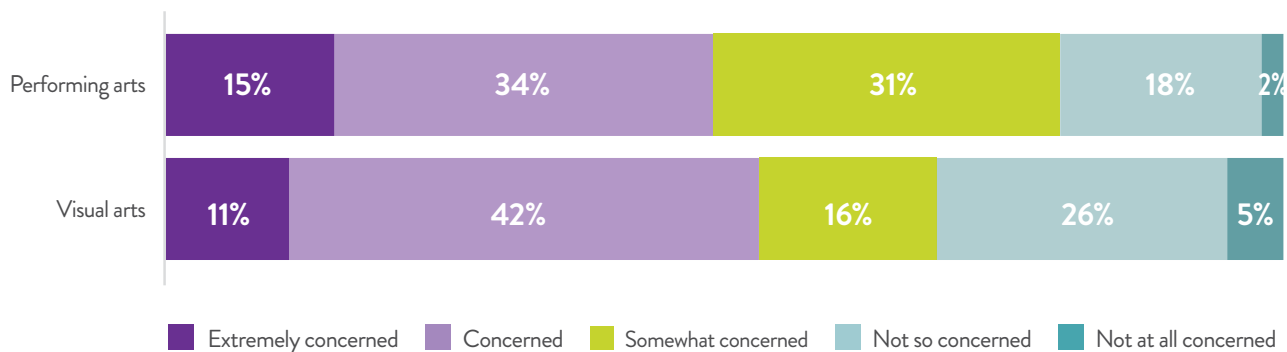
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SUBSCRIPTIONS AND MEMBERSHIPS

Many Are Worried About Most Loyal Attenders

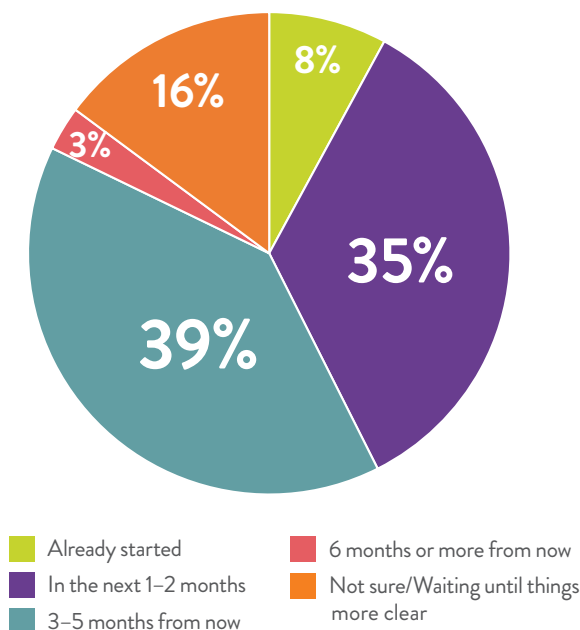
Level of Concern about Selling/Renewing Subscriptions and Memberships in the Next Year



Performing Arts N=109 Visual Arts N=19

Most Haven't Yet Started Subscription Push

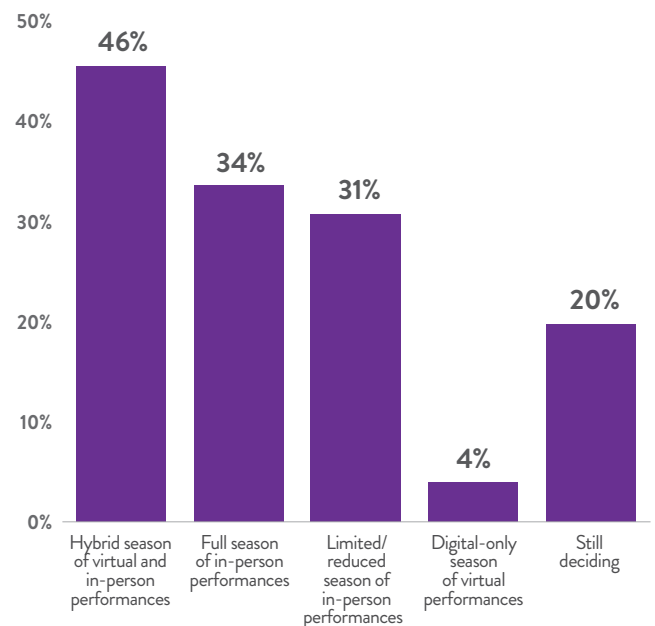
When Org Will Start Push to Sell/Renew Subscriptions



Performing Arts N=109

Myriad Options for Subscribers Next Season

What Performing Arts Orgs will Offer Subscribers in Next Year



Performing Arts N=109