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**COVID-19**

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# **ECONOMIC IMPACT SURVEY**

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**UPDATED MARCH 2021**

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**PUBLISHED BY**

greater  
philadelphia **cultural**  
**A**LLIANCE

CONFIDENTIAL AND EMBARGOED UNTIL TUESDAY, MARCH 16 @ 6:00 P.M.



# **\$371.7M**

## **PROJECTED TOTAL REVENUE LOSS**

**FROM MARCH 2020 - MARCH 2021**

Based on the reported revenue loss figures from organizations that participated in the survey, as well as projections informed by sector-wide analysis, the estimated total revenue loss for the entire Greater Philadelphia cultural sector from March 2020 - March 2021 is \$371.7M.

The survey asked organizations to share their actual revenue loss from March - December 2020, in addition to their anticipated revenue loss from January - March 2021. That data was used to inform a projection of the full cultural sector in the region, taking into account 551 total arts and culture organizations, which encompasses organizations who completed the surveys and all Cultural Alliance members.

**ACTUAL MARCH-DECEMBER 2020**



# **\$305.6M**



### **REVENUE LOSS**

**ANTICIPATED JANUARY - MARCH 2021**



# **\$66.1M**



# WHO WE SPOKE TO

**289**  
**ARTS & CULTURE ORGANIZATIONS**  
 WITH BUDGETS RANGING FROM \$2,000 TO \$55 MILLION

Responses were collected through two surveys in Oct/Nov 2020 and Jan/Feb 2021.

- 225 of the 289 respondent organizations participated in both surveys.
- Participating organizations covered the 5-county Greater Philadelphia region, representing every artistic discipline.

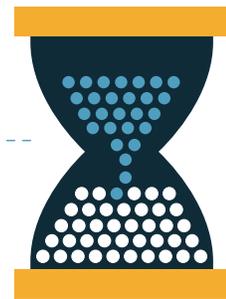
Although this data set is only a portion of the arts and culture organizations in the region, it is a representative sample of the full cultural ecosystem.

*The data presented in the remainder of this report applies only to the organizations who responded to the surveys.*



Without new philanthropic dollars, public support or the elimination of operating restrictions, **102 organizations identified as being “at-risk,”** representing every budget category, all 5 counties and nearly every artistic discipline. Organizations with budgets under \$1M are particularly vulnerable, representing 72% of the “at-risk” group (73 organizations).

These 102 “at-risk” organizations were more likely to be concerned about limited cash savings and reserves with 59% of “at-risk” organizations noting it as a top financial concern.



**41%**  
**ARE UNLIKELY TO SURVIVE BEYOND FALL 2021 ON CURRENT INCOME STREAMS**

**If these “at-risk” organizations ceased to exist, the Greater Philadelphia region’s cultural sector would lose critical programs that:**

**ADDRESS RACIAL JUSTICE**  
*(41 organizations)*

**SERVE THE LGBTQ+ COMMUNITY**  
*(22 organizations)*

**PROVIDE ACCESSIBILITY TO PEOPLE WITH DISABILITIES**  
*(21 organizations)*

**CREATE WORKFORCE DEVELOPMENT OPPORTUNITIES**  
*(21 organizations)*

# 46%

**SAID THEIR MOST URGENT FINANCIAL NEED AND PERIOD OF GREATEST RISK WAS BETWEEN**



**When asked when they anticipated their most urgent financial need, nearly half answered between January and June 2021, but that number soared to 76% when that period of time was extended by just three months to the end of September.**

Participants identified their top financial concerns as **reduced earned revenue** and **reduced philanthropic giving**. There was also a noted concern about limited savings and/or cash reserves (41%). In addition, participating organizations saw a significant shift in the amount of their budgets that came from earned revenue—the median level for earned income in FY19 was 40%, which dropped to 23% in FY20.

Nearly half of respondent organizations identified staffing (49%) as one of their most pressing *non-financial* needs, followed by marketing (44%) and Diversity, Equity & Inclusion (39%).

# 87%

SAID THAT

**REDUCED  
EARNED  
REVENUE**

**WAS ONE OF THEIR TOP  
FINANCIAL CONCERNS**

# 63%

SAID THAT

**REDUCED  
PHILANTHROPIC  
GIVING**

**WAS ONE OF THEIR TOP  
FINANCIAL CONCERNS**

# 6,569

## ARTS & CULTURE JOBS AFFECTED IN THE PAST YEAR



**The pandemic continues to have drastic effects on employment in the arts and culture sector. The organizations surveyed reported that 6,569 cultural workers were affected by the pandemic.**

- 2,452 positions were laid off or furloughed
- 801 positions have reduced hours
- 3,316 contractors have had their work canceled or significantly reduced

Specifically, performing arts organizations represent 53% of all laid-off and furloughed workers. Organizations with budgets under \$1 million represent half of all contractor cancellations/reductions and organizations with budgets over \$15 million experienced the largest number of lay-offs and furloughs.

# 38%

**OF ORGANIZATIONS  
HAVE CANCELED OR  
SIGNIFICANTLY REDUCED  
THEIR SOCIAL IMPACT  
PROGRAMMING SERVING  
VULNERABLE POPULATIONS**

**SCHOOL-AGE  
CHILDREN**

**INCARCERATED  
INDIVIDUALS**

**PEOPLE WITH  
DISABILITIES**

Most often, programs that serve populations in congregate settings (such as schools, senior living residences, criminal justice systems, group homes and medical facilities) were the most likely to be affected. One organization explained that “workshops for people with Parkinson’s disease and their caregivers...art-making workshops for people experiencing homelessness... [and] sensory-friendly mornings for families with children on the autism spectrum have been paused during the pandemic.”

# ARTS AND CULTURAL ORGANIZATIONS HAVE FILLED COMMUNITY VOIDS CAUSED BY COVID-19 THROUGH



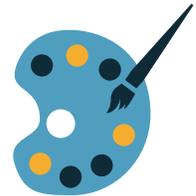
**SUPPORT  
GROUPS FOR  
AT-RISK YOUTH  
AND TEENS**



**FOOD  
DISTRIBUTION IN  
HIGH-POVERTY  
NEIGHBORHOODS**



**SOCIAL  
SERVICES FOR  
COMMUNITIES  
IN NEED**



**CREATIVE  
OPPORTUNITIES  
FOR  
BIPOC ARTISTS**

**Arts and cultural organizations have stepped up to fill the void caused by COVID-19.** Despite slashed budgets and reduced staff capacity, they organized emotional support groups for at-risk youth to stay connected; addressed alarming rates of food insecurity by creating food distribution programs in high-poverty neighborhoods; partnered with community organizations to provide social services (such as eviction, unemployment and legal assistance) to people in need; and responded to the urgent calls for racial justice by creating fellowships and creative opportunities for BIPOC artists.

One organization stated: “Although we are primarily an arts and culture organization, a few months ago we decided to start a small program to help people in our community deal with their basic needs during the pandemic. Through this program we offer a range of services in our community, including: distributing food, toiletries, and masks; helping residents access public services such as unemployment compensation, TANF, and Medicaid; [and] putting residents facing eviction or shutoffs in touch with legal aid organizations and other supporting groups.”