



Dallas Arts COVID-19 Impact Survey

Survey 1 Results
March 13 to May 31



Photos (clockwise from top) AT&T Performing Arts Center, Children's Chorus of Greater Dallas, American Baroque Opera Co., Bruce Wood Dance, Cara Mía Theatre Company

Zoom Rules for Today

Please mute yourself if you haven't already.

If you have questions during the presentation, please let us know in the chat.

We will be monitoring the chat and call on you to ask your question at the end, as time permits.

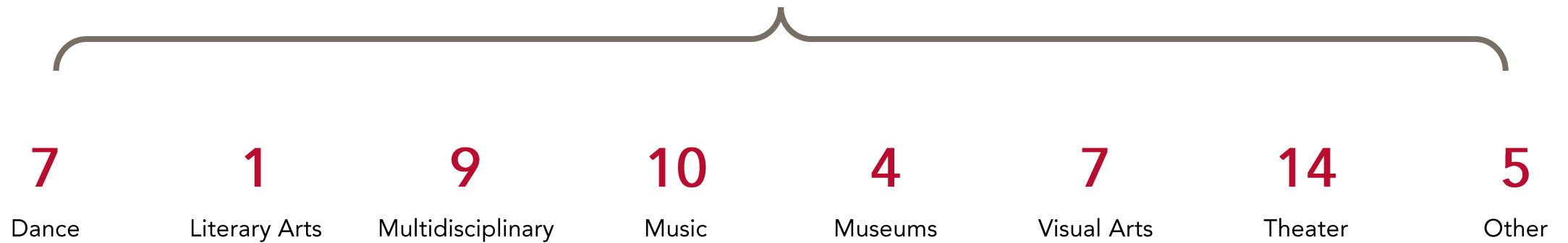
Why?

- Track the impact on our arts and culture community over the full-course of the pandemic
- Advocate for continued public funding
- Provide all survey participants with a case to use with their own supporters

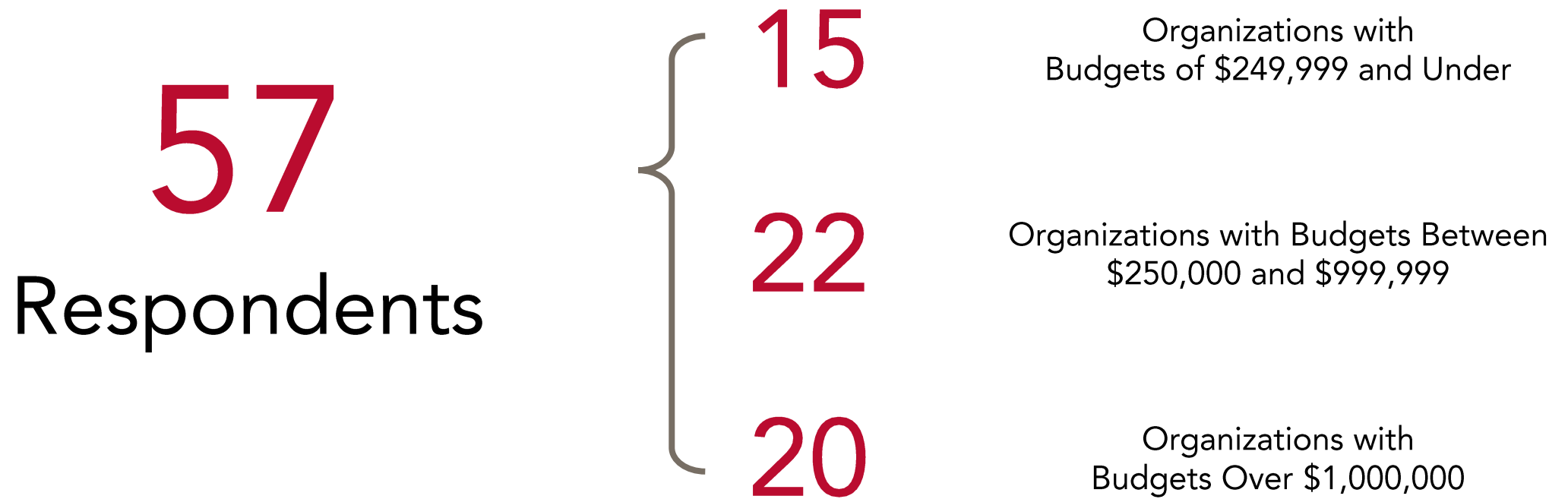
Who?

57

Respondents



Who?



Highlights from Survey 1

For the Period March 13 to May 31:

- Financial Impact
- Programmatic Impact
- Employment Impact
- Reopening Planning

Economic Impact Arts & Culture (FY15)

\$891 million

Economic Activity tied to Dallas Arts Organizations & Audiences

33,554 jobs

Employment Supported by Economic Activity of Organizations & Audiences

\$45 million

Annual Local Revenue generated by Economic Activity of Organizations & Audiences



A Project of **Americans for the Arts**

Financial Impact

March 13 to May 31

-\$33,653,237

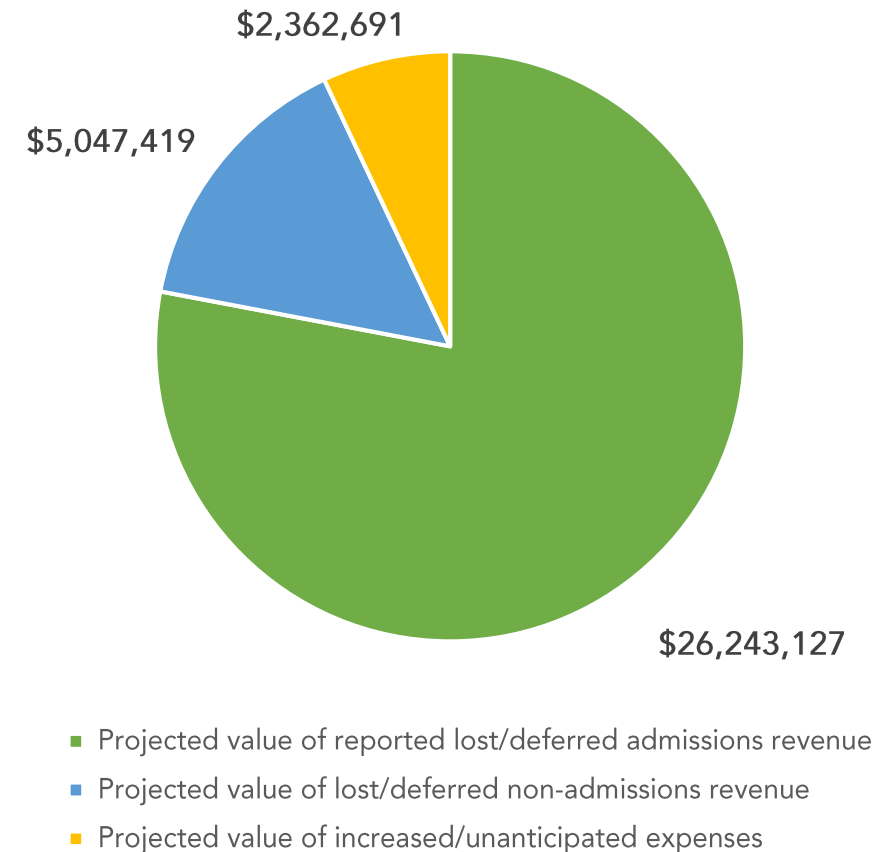
Projected Financial Losses & Increased Expenses for the Period

\$31,290,546

Projected Lost or Deferred
Revenue

\$2,362,391

Projected Expense Increase



Financial Impact

-\$33,653,237

Projected Financial Losses & Increased Expenses for the Period



14%

\$239,737,634

Estimated Total Pre-COVID Operating Expenses (all respondents)

Reported financial losses & increased expenses represent approximately 14% of estimated Pre-COVID operating expenses

Financial Impact (by size)

Organizations with Budgets
of \$249,999 and Under

(15 organizations)

\$406,907

Projected Financial Losses & Increased Expenditures

OUT OF

\$2,096,200

Approximate Pre-COVID Operating Expenses

19%

Organizations with Budgets
of \$250,000 to \$999,999

(22 organizations)

\$1,704,444

Projected Financial Losses & Increased Expenditures

OUT OF

\$8,205,718

Approximate Pre-COVID Operating Expenses

21%

Organizations with Budgets
of \$1 million and Over

(20 organizations)

\$31,545,546

Projected Financial Losses & Increased Expenditures

OUT OF

\$230,405,326

Approximate Pre-COVID Operating Expenses

14%

Programmatic Impact



Employment Impact

Arts Organizations are Small Businesses. Period.

Employment before March 13, 2020:

Full-Time Employees	1,140
Part-Time Employees	1,394

Employment Impact

Arts Organizations are Small Businesses. Period.

Employment changes – March 13 to May 31

Full-Time Employees

~~1,140~~

1,058

7%



Part-Time Employees

~~1,394~~

827

41%



When PPP funding expires in June and July, we expect to see an increase in furloughs, layoffs and pay cuts.

Employment Impact



33
organizations

Received
PPP Funding

7
organizations

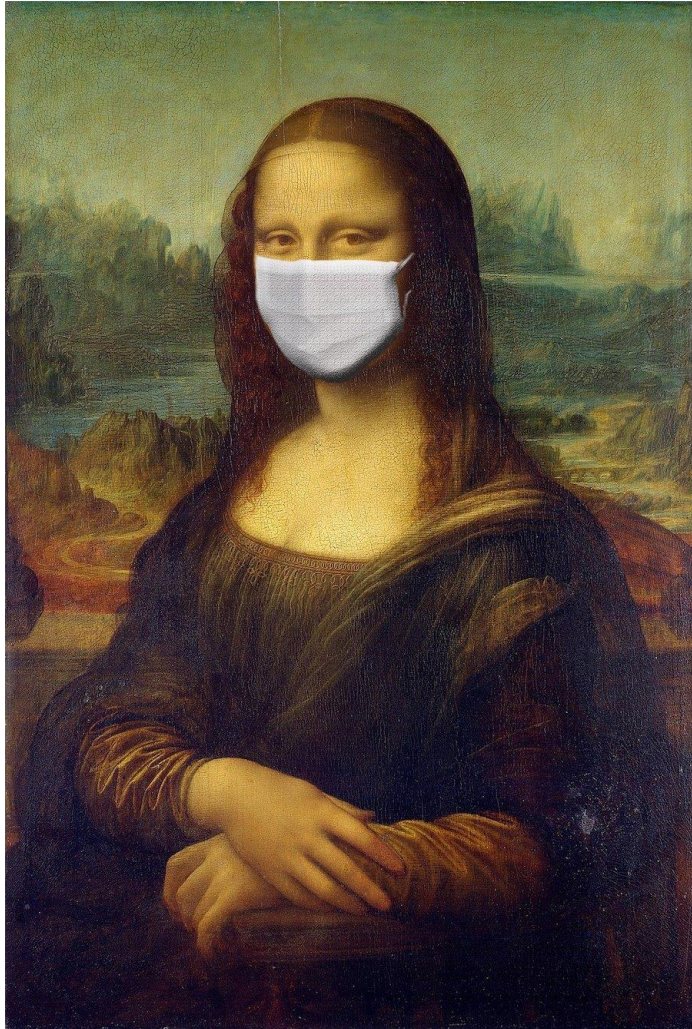
Received both
PPP & EIDL Funding

17
organizations

Ineligible
Didn't Apply
Applied but Not Funded

CARES Act funding was helping many organizations to continue paying employees. These loans are beginning to expire NOW.

Plans for Re-opening (as of May 31)



67%

Non-performance-based*
respondents have set a date for
public re-opening

*Includes Literary Arts, Museums, Visual Arts

44%

Performance-based† respondents
have set a date for public re-
opening

† Includes Dance, Multidisciplinary, Music, Other, Theater

Given recent spike of infections and
hospitalizations, reopening plans have already
begun to shift.

What's Next

- We will distribute these slides via email
- [TACA workshop with Dr. Robert Haley on July 22](#)
- Dallas Arts COVID Impact Survey #2 is coming soon

What YOU Can Do

- Share this with your board members and key patrons
- [Advocate with the Mayor and City Council](#)
- [Advocate with your Arts and Culture Advisory Commissioners Members](#)

“There are specific steps that organizations can consider taking to address the current crisis and even to grow for the future. They reflect the three propositions that any organization can develop and align in order to achieve success:

it's **value proposition**,
it's **revenue proposition**,
and it's **people proposition**.”



Q&A



Terry D. Loftis

Carlson President & Executive Director

terry.loftis@taca-arts.org

Maura Sheffler

Deputy Director, Programs & Marketing

maura.sheffler@taca-arts.org



Joanna St. Angelo

President

joanna@sammonsartcenter.org

Chris Heinbaugh

Steering Committee Member

chris.heinbaugh@attpac.org



Lily Cabatu Weiss

Executive Director

lilyweiss@dallasartsdistrict.org



Photo courtesy of Verdigris Ensemble

Thank You
and
Stay Well.