## COVID Cultural Impact Study - Nonprofit Organizational Survey

### Welcome

**ArtsFund is conducting the COVID Cultural Impact Study - Nonprofit Organizational Survey to measure the economic and social impacts arts, cultural, heritage, and science organizations have experienced as a result of the COVID-19 pandemic.**

**The information you provide on behalf of your organization will be aggregated and will enable us to create a comprehensive impact study of the COVID-19 pandemic on arts, cultural, heritage, and science nonprofit organizations in Washington State.**

**It will take approximately 30 minutes to complete this survey. For your time completing the survey, you can opt to receive a $50 gift card of your choosing.**

> For questions about eligibility, refer to: FAQs 1-3

- **To check for eligibility, please click here**
- **To preview the questions, please click here**
- **If you experience any technical difficulties, or need assistance completing the survey, please contact ccis@artsfund.org**
- **To learn more about the study, please click here**

**To take this survey:**

> For questions on how to navigate the survey, refer to: FAQs 18-19

- **Use the previous and next buttons at the bottom of the page to navigate**
- **Your survey will automatically save**
- **If you do not complete your survey in one sitting, to return to where you left off, click the survey link from the same device you were using before**
- **To submit this survey, click "Submit." Upon submission, you will receive a thank you message with information about the study's release**

**Thank you for your time, your cooperation, and your vital work in the cultural nonprofit sector.**

**COVID-19 Cultural Impact Study:**
**Conducted by: BERK Consulting, Inc.**
**GMA Research, Bellevue, Washington &**
**Dr. William B. Beyers, University of Washington**

**Commissioned by: ArtsFund**

## COVID Cultural Impact Study - Nonprofit Organizational Survey

### Organizational Information

* 1. Tell us about your organization

**Name of organization**

**Address**

**City/Town**

**County**

**ZIP/Postal Code**

**Your Name**

**Email Address**

**Phone Number**

For details on eligibility, refer to: FAQs 1-3

For details on county, refer to: FAQs 4

* 2. My organization's status is:

○ A 501(c)3

○ Fiscally sponsored by a 501(c)3

○ None of the above

## COVID Cultural Impact Study - Nonprofit Organizational Survey

### Organizational Information

3. Tell us the name of your fiscal sponsor

## COVID Cultural Impact Study - Nonprofit Organizational Survey

### Organizational Information

\* 4. Primary discipline

- [ ] Arts Service Organization
- [ ] Cultural Heritage/ Historic Preservation
- [ ] Dance
- [ ] Festival
- [ ] Film/Media
- [ ] Literary Arts
- [ ] Other (please specify)

- [ ] Music and Opera
- [ ] Multidisciplinary
- [ ] Science/ Conservation/ Aquarium/ Zoo
- [ ] Theater
- [ ] Visual Arts

For questions about discipline type, refer to: FAQs 5-7

5. How would you describe your organization? Please check all that apply

- [ ] Led by majority Black, Indigenous, People of Color (BIPOC) staff
- [ ] Have majority BIPOC board
- [ ] Serves primarily BIPOC communities
- [ ] None of the above

For questions about how we will use this information, refer to: FAQ 8

## Operations Impact Information

For the purposes of this survey, we are considering the following to be cultural programs: a live program, a time restricted program (with a start time and end time for access), or general admission. This can include workshops, classes, performances, lectures, film screenings, discussions, youth and family focused activities, educational programs, permanent and special exhibitions, events, festivals, etc.

6. Is your organization currently open for in-person programming?

◯ Yes, at full capacity

◯ Yes, with limited capacity

◯ No, this question does not apply to my organization

◯ No, and please estimate your organization's earliest reopen date

[ ]

## Operations Impact Information

**This section explores operational responses to pandemic impacts among statewide cultural (including arts, cultural, heritage, and science) nonprofit organizations. It explores how cultural nonprofit organizations will operate in the future and which pandemic related pivots will be permanent.**

* 7. What shifts and changes has your organization made or is planning to make in response to the pandemic?

| | Have done | Plan to do |
|---|---|---|
| Employment: Establish or expand remote work | ○ | ○ |
| Employment: Implement changes to staffing model (e.g. salaried roles to contracted or vice-versa, changed job descriptions, etc.) | ○ | ○ |
| Employment: Implement reductions in hours and/or pay throughout the organization | ○ | ○ |
| Employment: Increase number of staff | ○ | ○ |
| Employment: Layoff or furloughs to full time staff | ○ | ○ |
| Facilities: Close programming facilities | ○ | ○ |
| Facilities: Exit lease | ○ | ○ |
| Facilities: Refinance | ○ | ○ |
| Facilities: Renovate or plan renovations (e.g. public health mandated modifications, ADA compliance, etc.) | ○ | ○ |
| Facilities: Sublease space | ○ | ○ |
| Governance: Change internal financial policies and/or budgeting practices | ○ | ○ |
| Governance: Engage in new equity/anti-racism work | ○ | ○ |
| Governance: Modify board roles and/or structure | ○ | ○ |
| Governance: Update mission statement | ○ | ○ |
| Operations: Access and/or spend down operating reserves | ○ | ○ |
| Operations: Identify new revenue streams (e.g. retail, space or equipment rentals, etc.) | ○ | ○ |
| Operations: Increase ticket pricing | ○ | ○ |
| Operations: Lower or flex ticket pricing (e.g. sliding scale, pay what you want) | ○ | ○ |
| Operations: Partner and co-promote cross-sector (e.g. with local restaurants) | ○ | ○ |
| Operations: Strategically exit or reduce lines of business | ○ | ○ |
| Programming: Add or increase accessibility (e.g. ASL, closed captioning, interpreters, visual descriptions, enhanced viability, etc.) | ○ | ○ |

| | Have done | Plan to do |
|---|---|---|
| Programming: Develop and/or sponsor new content to directly address community trauma associated with COVID-19 | ○ | ○ |
| Programming: Increase activities conducted via local partnerships | ○ | ○ |
| Programming: Increase activities conducted via national or global partnerships | ○ | ○ |
| Programming: Offer significantly more digital programming | ○ | ○ |
| Programming: Provide in-person socially distant physical program delivery, including mobile operations | ○ | ○ |
| Programming: Prioritize centering more BIPOC (Black, Indigenous, People of Color) voices | ○ | ○ |
| Programming: Shift to community responsive programming (e.g. meeting basic food and income needs, hosting blood drives, etc. during the pandemic) | ○ | ○ |
| None of the above | ○ | ○ |

Other (please specify)

[                                                    ]

## COVID Cultural Impact Study - Nonprofit Organizational Survey

### Operations Impact Information

* 8. Of the changes you implemented during the pandemic, which, if any, do you intend to make permanent?

- [ ] Employment: Establish or expand remote work

- [ ] Employment: Implement reductions in hours and/or pay throughout the organization

- [ ] Employment: Implement changes to staffing model (e.g. salaried roles to contracted or vice-versa, changed job descriptions, etc.)

- [ ] Employment: Increase number of staff

- [ ] Employment: Layoff or furloughs to full time staff

- [ ] Facilities: Close programming facilities

- [ ] Facilities: Exit lease

- [ ] Facilities: Refinance

- [ ] Facilities: Renovate or plan renovations (e.g. public health mandated modifications, ADA compliance, etc.)

- [ ] Facilities: Sublease space

- [ ] Governance: Change internal financial policies and/or budgeting practices

- [ ] Governance: Engage in new equity/anti-racism work

- [ ] Governance: Modify board roles and/or structure

- [ ] Governance: Update mission statement

- [ ] Operations: Access and/or spend down operating reserves

- [ ] Operations: Increase ticket pricing

- [ ] Operations: Lower or flex ticket pricing (e.g. sliding scale, pay what you want)

- [ ] Operations: Partner and co-promote cross-sector (e.g. with local restaurants)

- [ ] Operations: Strategically exit or reduce lines of business

- [ ] Programming: Add or increase accessibility (e.g. ASL, closed captioning, interpreters, visual descriptions, enhanced viability, etc.)

- [ ] Programming: Develop and/or sponsor new content to directly address community trauma associated with COVID-19

- [ ] Programming: Increase activities conducted via local partnerships

- [ ] Operations: Identify new revenue streams (e.g. retail, space or equipment rentals, etc.)

- [ ] Programming: Offer significantly more digital programming

- [ ] Programming: Increase activities conducted via national or global partnerships

- [ ] Programming: Provide in-person socially distant physical program delivery, including mobile operations

- [ ] None of the above

- [ ] Programming: Prioritize centering more BIPOC (Black, Indigenous, People of Color) voices

- [ ] Programming: Shift to community responsive programming (e.g. meeting basic food and income needs, hosting blood drives, etc. during the pandemic)

- [ ] Other (please specify)

  [                                        ]

- [ ] None of the above

## Operations Impact Information

9. What have been the most significant impacts your organization experienced (or will experience) as a result of the COVID-19 pandemic?

10. Do you know of arts, cultural, heritage, or science nonprofit organizations that have fully ceased operations as a result of the pandemic?

○ No

○ Yes. Please provide their name and city/town

* 11. What have been or will be the greatest challenges associated with reopening (defined as welcoming any in-person participants in the primary location where pre-pandemic content was offered)? Please choose up to 3

☐ Assuring participant compliance with public health requirements

☐ Cash flow

☐ Health and safety of workforce

☐ Hiring/rehiring staff

☐ Lack of certainty around participants' willingness to return

☐ Other (please specify)

☐ None of the above

☐ Mounting or developing new programming

☐ Providing a mix of digital and in-person programming

☐ Reengaging former participants

☐ Sector attrition or losing workforce

## COVID Cultural Impact Study - Nonprofit Organizational Survey

### Operations Impact Information

* 12. Where would outside financial support be the most useful to your organization as we emerge from the pandemic? Please choose up to 3

| | | |
|---|---|---|
| ☐ Artistic Programming | | ☐ Operating costs |
| ☐ Education Programming | | ☐ Personnel costs |
| ☐ Equity/Anti-racism work | | ☐ Technology costs |
| ☐ Marketing/Communication work | | ☐ Unrestricted funds |
| ☐ Other (please specify) | | |

[                                                        ]

Operations Impact Information

13. What does recovery look like for the Washington State cultural sector post-pandemic? What is needed to get there?

## Case Stories

14. This study will include stories highlighting the spectrum of pivots made and challenges faced across Washington's cultural sector in response to the COVID-19 pandemic. If you have a story in this vein you are willing to share publicly, please provide a brief description here and a study researcher may follow up for more details.

Economic Impact Information

* 15. Does your organization have a budget size under $50,000 and/or file a form 990-N (rather than a form 990 or form 990-EZ)?

◯ Yes

◯ No

For questions about budget size, refer to: FAQS 9-12

If you answer "yes" to this question, you can skip to page 23

## COVID Cultural Impact Study - Nonprofit Organizational Survey

### Economic Impact Information

16. In what month does your fiscal year end?

[                    ]

## FY2019 Economic Impact Information

**This study section is intended to document economic impacts in fiscal year 2019 (before the COVID-19 pandemic), in fiscal year 2020 (when the pandemic impacts started), and expected impacts in fiscal year 2021. Please bear in mind these assumptions when answering this questionnaire.**

## INFORMATION

- ESTIMATES ARE ACCEPTABLE
- We require an answer to every question in this section so that we can calculate economic impacts
- Please answer with numbers only. Commas and other non-numeric characters will not be accepted.
- Please enter a "0" if you have no activity related to a question so that we know you've considered the question
- Arts Service Organizations: If your organization is a commission or service organization, please DO NOT include funds you "pass-through" to cultural organizations.  Include only information related to the operation of your organization.  That is, if your organization's total revenue is $100,000 and you make grants of $80,000 to other cultural organizations, and use $20,000 for your own operations, report only the $20,000 used for your operations

17. **FY2019 TOTAL EARNED INCOME**

Including earnings from box office, admissions, tuition, workshops, season tickets, memberships (if not tax deductible), retail and wholesale sales, interest, other earned income (e.g. digital/streaming, rents, royalties, investments, etc.)

| |
|---|

> For questions about earned and contributed income, refer to: FAQs 13-14

18. **FY2019 CONTRIBUTED INCOME**

- Report only operational activity
- Do NOT include temporary or permanently restricted gifts
- Include memberships if they are tax deductible, but do not double count memberships as both Earned and Contributed revenues

Including funding from corporations, foundations, government, individuals, benefits, in-kind contributions, and miscellaneous contributions

| |
|---|

19. **FY2019 OPERATING EXPENSES**

- Report only operational activity here, including programming, administration, fundraising, etc.
- Do NOT report on endowments, capital projects, or other non-operational activity
- Do NOT report on debt services and external payments; those do not figure into impact calculations
- Do NOT report on employment or contract personnel

> For questions about where to include employment, refer to: FAQs 15-16

[ ]

20. **FY2019 EMPLOYMENT & CONTRACT PERSONNEL EXPENSES**

We consider a Full-time employee to be an individual employed approximately 40 hours per week year round. Part-time employees include all employees not meeting the definition of Full-time employees. Please include Board Members in your volunteer count

Number of Full-time employees. *Please do not include Contract Personnel.*

[ ]

Number of Part-time employees. *Please do not include Contract Personnel.*

[ ]

Salaries and benefits for Full-time and Part-time employees *Please do not include Contract Personnel.*

[ ]

Number of Contract Personnel. *Please do not include employees.*

[ ]

Total Contract Personnel payments. *Please do not include employees.*

[ ]

> For questions about where to include employment taxes, refer to: FAQs 17

Number of volunteers. *Please do not include employees.*

[ ]

**FY2019 GENERAL ATTENDANCE INFORMATION**

The following questions are intended to capture your organization's total attendance figures for all programs during your fiscal year.

- Include both single tickets and season membership tickets
- Programs can include workshops, classes, broadcasts or livestream performances, lectures, film screenings, discussions, youth and family focused activities, educational programs, permanent and special exhibitions, events, festivals, etc.
- This does not include on-demand programs that are viewable without a defined timeframe for availability

21. **FY2019 TOTAL ATTENDANCE**

Number of tickets/admissions for in-person attendance

[ ]

Number of tickets/admissions for streaming/digital attendance

[ ]

## 22. FY2019 FREE OR DISCOUNTED ATTENDANCE

Of your total attendance figures from above, please tell us the:

Number of free or discounted tickets/admissions for in-person attendance

[  ]

Number of free or discounted tickets/admissions for streaming/digital attendance

[  ]

FY2020 Economic Impact Information

23. **FY2020 TOTAL EARNED INCOME**

Including earnings from box office, admissions, tuition, workshops, season tickets, memberships (if not tax deductible), retail and wholesale sales, interest, other earned income (e.g. digital/streaming, rents, royalties, investments, etc.)

> For questions about earned and contributed income, refer to: FAQs 13-14

24. **FY2020 CONTRIBUTED INCOME**

- Report only operational activity
- Do NOT include temporary or permanently restricted gifts
- Include memberships if they are tax deductible, but do not double count memberships as both Earned and Contributed revenues
- Include pandemic relief funds and forgivable loans

Including funding from corporations, foundations, government, individuals, benefits, in-kind contributions, and miscellaneous contributions

25. **FY2020 OPERATING EXPENSES**

- Report only operational activity here, including programming, administration, fundraising, etc.
- Do NOT report on endowments, capital projects, or other non-operational activity
- Do NOT report on debt services and external payments; those do not figure into impact calculations
- Do NOT report on employment or contract personnel

> For questions about where to include employment, refer to: FAQs 15-16

## 26. FY2020 EMPLOYMENT & CONTRACT PERSONNEL EXPENSES

We consider a Full-time employee to be an individual employed approximately 40 hours per week year round. Part-time employees include all employees not meeting the definition of Full-time employees. Please include Board Members in your volunteer count

Number of Full-time employees. *Please do not include contract personnel.*

[ ]

Number of Part-time employees. *Please do not include contract personnel.*

[ ]

Salaries and benefits for Full-time and Part-time employees *Please do not include contract personnel.*

[ ]

Number of Contract Personnel. *Please do not include employees.*

[ ]

Total Contract Personnel payments. *Please do not include employees.*

[ ]

Number of volunteers. *Please do not include employees.*

[ ]

> For questions about where to include employment taxes, refer to: FAQs 17

### FY2020 GENERAL ATTENDANCE INFORMATION

The following questions are intended to capture your organization's total attendance figures for all programs during your fiscal year.

- Include both single tickets and season membership tickets
- Programs can include workshops, classes, broadcasts or livestream performances, lectures, film screenings, discussions, youth and family focused activities, educational programs, permanent and special exhibitions, events, festivals, etc.
- This does not include on-demand programs that are viewable without a defined timeframe for availability

## 27. FY2020 TOTAL ATTENDANCE

Number of tickets/admissions for in-person attendance

[ ]

Number of ticket/admissions for streaming/digital attendance

[ ]

## 28. FY2020 FREE OR DISCOUNTED ATTENDANCE

Of your total attendance figures from above, please tell us the:

Number of free or discounted ticket/admissions for in-person attendance

[ ]

Number of free or discounted tickets/admissions for streaming/digital attendance

[ ]

**FY2021 Economic Impact Information**

**For FY2021 information, please include estimates for the entire fiscal year and not just to-date figures.**

## INFORMATION

- ESTIMATES ARE ACCEPTABLE
- Please enter NE (no estimate) if you do not have an estimate for FY2021

29. **FY2021 TOTAL EARNED INCOME**

Including earnings from box office, admissions, tuition, workshops, season tickets, memberships (if not tax deductible), retail and wholesale sales, interest, other earned income (e.g. digital/streaming, rents, royalties, investments, etc.)

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```

For questions about earned and contributed income, refer to: FAQs 13-14

30. **FY2021 CONTRIBUTED INCOME**

- Report only operational activity
- Do NOT include temporary or permanently restricted gifts
- Include memberships if they are tax deductible, but do not double count memberships as both Earned and Contributed revenues
- Include pandemic relief funds and forgivable loans

Including funding from corporations, foundations, government, individuals, benefits, in-kind contributions, and miscellaneous contributions

```
                                          
```

31. **FY2021 OPERATING EXPENSES**

- Report only operational activity here, including programming, administration, fundraising, etc.
- Do NOT report on endowments, capital projects, or other non-operational activity
- Do NOT report on debt services and external payments; those do not figure into impact calculations
- Do NOT report on employment or contract personnel

For questions about where to include employment, refer to: FAQs 15-16

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## 32. FY2021 EMPLOYMENT & CONTRACT PERSONNEL EXPENSES

We consider a Full-time employee to be an individual employed approximately 40 hours per week year round. Part-time employees include all employees not meeting the definition of Full-time employees. Please include Board Members in your volunteer count

Number of Full-time employees. *Please do not include Contract Personnel.*

Number of Part-time employees. *Please do not include Contract Personnel.*

Salaries and benefits for Full-time and Part-time employees *Please do not include Contract Personnel.*

Number of Contract Personnel. *Please do not include employees.*

Total Contract Personnel payments. *Please do not include employees.*

Number of volunteers. *Please do not include employees.*

For questions about where to include employment taxes, refer to: FAQs 17

### FY2021 GENERAL ATTENDANCE INFORMATION

The following questions are intended to capture your organization's total attendance figures for all programs during your fiscal year.

- Include both single tickets and season membership tickets
- Programs can include workshops, classes, broadcasts or livestream performances, lectures, film screenings, discussions, youth and family focused activities, educational programs, permanent and special exhibitions, events, festivals, etc.
- This does not include on-demand programs that are viewable without a defined timeframe for availability

## 33. FY2021 TOTAL ATTENDANCE

Number of tickets/admissions for in-person attendance

Number of  tickets/admissions for streaming/digital attendance

## 34. FY2021 FREE OR DISCOUNTED ATTENDANCE

Of your total attendance figures from above, please tell us the:

Number of free or discounted tickets/admissions for in-person attendance

Number of free or discounted tickets/admissions for streaming/digital attendance

## Revenues from Outside Your Local Area

35. How has your combined Earned and Contributed Income from <u>outside</u> the county in which you are based changed since March 2020? Estimates are acceptable

&#9675; Increased

&#9675; Stayed the same

&#9675; Decreased

&#9675; I don't know

## Changes in Attendance

36. Please describe how your patrons' and/or participants' characteristics have changed since March 2020. This could include patrons' and/or participants' geography, abilities, demographics, etc.

## Pandemic Relief

37. What pandemic relief programs has your organization accessed? Check all that apply

☐ Paycheck Protection Program (PPP)

☐ Shuttered Venue Operators Grant (SVOG)

☐ Economic Injury Disaster Loan (EIDL)

☐ CARES Act Relief Funding DIRECTLY from a Federal Source (e.g. IMLS, NEA, NEH, etc.)

☐ Nonprofit Community Recovery (NCR) Grants (ArtsFund and the Department of Commerce)

☐ Public Statewide Emergency Relief Funds (e.g. ArtsWA, Department of Commerce, Humanities Washington, etc.)

☐ Other Statewide Emergency Relief Funds (e.g. All in Washington, etc.)

☐ Other (please specify)

☐ None of the above

☐ Public Local/Regional Emergency Relief Funds (e.g. county or city arts agencies)

☐ Other Local/Regional Emergency Relief Funds (e.g. ArtsFund COVID Emergency Relief Fund, etc.)

☐ Employee Retention Credit

☐ We did not qualify for pandemic relief

☐ We qualified for pandemic relief but did not have capacity to apply for pandemic relief

Optional Incentive

**Thank you for completing our survey! If you successfully completed the survey, you are eligible for an optional gift card. Please answer the questions below to receive your gift card.**

38. Please select your $50 gift card:

◯ Amazon

◯ Safeway

◯ Starbucks

◯ I would like to opt-out

39. Please enter an email address where we can deliver your gift card:

[                                    ]