

# COVID-19 Impacts on Central New York's Arts + Culture Sector



Report by:

Surale Phillips  
[www.suralephillips.com](http://www.suralephillips.com)

August 5, 2021

---

**Contents**

- Snapshot of Impact on Nonprofit Arts Organizations and Individual Artists..... 3
- Executive Summary of Key Findings ..... 4
  - CNY Strategic Priorities..... 7
- Organizations Reporting ..... 8
  - County Representation - Organizations..... 9
  - Primary Artistic/Cultural Discipline - Organizations..... 9
  - Financial Severity of COVID-19 - Organizations..... 10
  - Financial Severity of COVID-19 by County - Organizations ..... 10
  - Financial Severity of COVID-19 by Primary Discipline - Organizations..... 11
  - Anticipated Timeframe of Level of Financial Impact - Organizations..... 12
  - Fiscal Year Arts and Culture Operating Budget Ranges - Organizations ..... 12
  - Trend in Fiscal Year Arts and Culture Operating Budget Ranges - Organizations..... 13
  - Estimates of Lost Revenues due to COVID-19 - Organizations ..... 13
  - Trend in Cash on Hand - Organizations..... 13
  - FTE Positions - Organizations..... 14
  - Use of Endowment Principle - Organizations..... 14
  - Unanticipated COVID-19 Expenditures - Organizations..... 14
  - Other COVID-19 Related Organizational Actions - Organizations ..... 15
    - Cancelled or Postponed Programs..... 15
    - Other Operational Changes ..... 15
    - Human and Financial Resources Changes..... 16
  - Other Losses Due to COVID-19 - Organizations..... 16
  - Monetizing Digital Experiences - Organizations..... 17
  - Financial Relief Through CNY Arts Impact Fund - Organizations ..... 17
  - How CNY Arts Impact Funding Helped - Organizations..... 18
  - Other Financial Activity Since March 2020 - Organizations..... 20
  - Future Plans for Funding Applications and Need for Technical Assistance - Organizations ..... 23
    - Other technical assistance needed: ..... 24
  - Expected Timeframe for Coverage - Organizations ..... 24
  - Survival Expectations - Organizations ..... 25

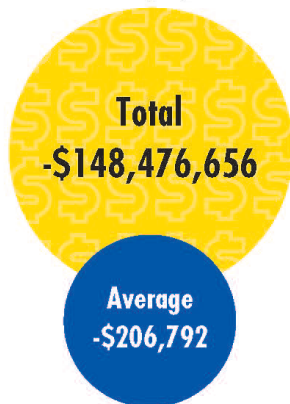


CNY Arts Strategic Priorities - Organizations.....	26
Strategic Priority 1: Increase awareness of Central New York’s Cultural & Creative Assets.....	26
Strategic Priority 2: Fortify Central New York’s Cultural and Creative Assets.....	27
Strategic Priority 3: Increase Cultural Opportunity and Participation.....	28
Artists Reporting.....	31
County Representation - Artists.....	31
Artistic/Cultural Discipline(s) – Artists.....	31
Creative Worker and Business Type(s) – Artists.....	32
Financial Severity of COVID-19 - Artists.....	33
Anticipated Timeframe of Level of Financial Impact - Artists.....	33
Estimates of Lost Income due to COVID-19 - Artists.....	34
Other COVID-19 Related Actions – Artists.....	35
Cancelled or Postponed Programs.....	35
Other Impacts and Actions.....	35
Monetizing Digital Experiences - Artists.....	36
Barriers to Replacing In-Person Income with Virtual Content/Experiences? - Artists.....	36
Designated Studio Space - Artists.....	37
Financial Relief Through CNY Arts Impact Fund - Artists.....	37
How CNY Arts Impact Funding Helped - Artists.....	38
Other Financial Activity Since March 2020 - Artists.....	39
Future Plans for Funding Applications - Artists.....	40
Survival Expectations – Artists.....	41
CNY Arts Strategic Priorities - Artists.....	42
Strategic Priority 1: Increase awareness of Central New York’s Cultural & Creative Assets.....	42
Strategic Priority 2: Fortify Central New York’s Cultural and Creative Assets.....	43
Strategic Priority 3: Increase Cultural Opportunity and Participation.....	44
Artist Professional Development Needs.....	45
Other Comments from Artists.....	46

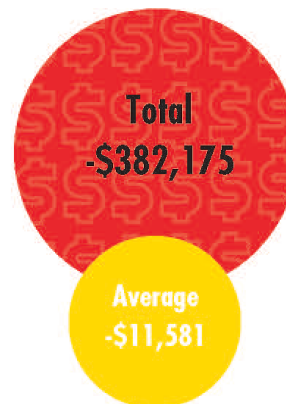


## COVID-19s Impact on Arts Organizations & Artists in Central New York (2020 Estimated)

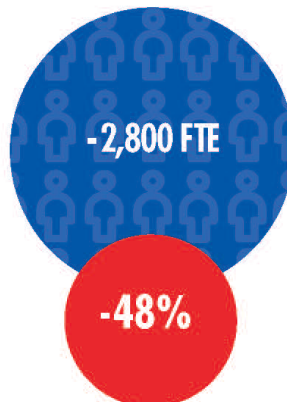
### Organization Revenue Losses in FY 2020



### Artist Income Losses in FY 2020



### Total job losses since March 2020



### Strategic Priorities of Higher Importance Due to Pandemic

- In partnership with the tourism sector, develop funding, legislation, and strategies to support regional entertainment and cultural marketing and programming.
- Build cultural sector income and leverage investments, grants, and philanthropy.
- Encourage and facilitate greater involvement of the cultural sector in community - building activity outside traditional venues.
- Encourage and facilitate more inclusive cultural expressions.
- Connect with education leaders in every CNY school. Be sure all educators have access to CNY Arts online information.

## Executive Summary of Key Findings

---

In June 2020, CNY Arts conducted a COVID-19 Arts Impact Study through Research & Marketing Strategies, Inc. of Baldwinsville, NY (RMS). With the help of RMS and Decision Support Partners, Inc. this study provides an updated snapshot of the impact of the pandemic on arts organizations and artists in Central, NY through the first quarter of 2021. Online surveys were promoted by CNY Arts and managed by the consultants. In total, 71 nonprofit arts organizations and 42 artists completed the 2021 survey. The following key findings are supported by charts and tables summarizing the data collected from throughout the region and across a variety of artistic disciplines. As possible, impact on revenue and job losses was projected to the total organizational population in the region.

- More than half of arts organizations (58%) and two-thirds of artists (66%) reported that the financial impact of the COVID-19 pandemic has been either significantly or extremely severe on their organization. While the impact was severe across all counties in the CNY Arts service area, it was the most severe for organizations in Onondaga, Oneida, Cortland, and Oswego counties.
- Organizations working in the primary disciplines of dance, film/tv/media, service, and arts in health/wellness reported the financial impact of the pandemic as either “extremely severe” or “significantly severe.” This high level of severity was also reported by 70% to 99% of organizations representing multi-discipline arts centers, theater arts, museums, music and opera, and visual arts. Two thirds (66%) of organizations in the primary disciplines of literary arts, arts education, and history/heritage described the level of severity of financial impact as “severe” or “mildly severe.” One crafts organization and one college presenting venue described the financial impact as “not severe at all.”
- Just under one-third (31%) of organizations and 36% of artists expect to experience this level of financial impact into 2022. Organizations expect this impact to last into 2023 and beyond at higher rates than artists, 15% compared to 7% respectively.
- Two-thirds of organizational budgets are expected to remain stable or recover from the last fiscal year through their next fiscal year. However, 27% of organizations expect to incur a significant budget reduction from the last fiscal through their next fiscal year.
- Arts organizations responding to the survey reported \$13,855,114 in lost revenues for 2020 as a result of the pandemic. Based on the average lost revenues reported, total losses can be estimated at \$148,476,656 for the 718 organizations identified region. Combined lost income for artists was \$382,175 from 2019 to 2020. Based on projections for 2019 through 2022, artists are expecting an average income loss of \$4,212, totaling \$164,710 in the region. It was not possible to project an estimate for the total artist population.



- In January 2021, 67% of arts organizations reported having less cash on hand than they did in March 2020. The total reduction of cash on hand for March 2020 compared to January 2020 was \$2,263,567.)
- Almost half (48%) of arts organizations reported incurring some unanticipated expenditures due to the pandemic, with 7% reporting significant unanticipated expenditures. For artists, the average of unanticipated expenditures was \$5,353 and a sum total of \$224,900.
- Arts organizations responding to the survey reported losing 163 FTE staff positions since March 2020, 48% of their FTE positions. Based on average jobs lost, total lost FTE positions is estimated at 2,800 for the region.
- While arts organizations took many mitigating actions with regard to their operations due to the pandemic, substantial results include 83% having cancelled performances or exhibitions, 63% having cancelled special events for donors, funders and members, and 30% having closed to the public. Cancellations impacted individual artists as well - 91% reported cancelling performances or exhibitions. Since March 2020, 66% of organizations and 55% of artists also reported an increase in their online presence.
- More than 30% of arts organizations reduced staffing, reduced creative workforce, used financial reserves to get by, and reduced their travel and 64% of artists lost contracted work.
- More than half (55%) of arts organizations lost corporate or individual donations and 44% lost private foundation or government grants.
- Only one percent of arts organizations were able to replace an adequate amount of earned revenue from in-person visits and attendance by monetizing digital content, although 41% offered it at no cost to audiences. Artists reported some success in monetizing digital content – 24% replaced some, but not enough and 5% replaced an adequate amount. Artists also offered digital programs for free during the pandemic (36%).
- Of the artists who worked in studio space outside their home, 88% moved their work to their home. For 48% home working space was reported as sufficient and for 40% it was insufficient.

*From a donor relations standpoint, it's increasingly hard to fundraise while it's still unclear when we will be able to perform again. There are a few committed donors who will donate without seeing the same results, but for the most part, donors will not contribute to our basic operating expenses.*



- Thirty-eight percent (38%) of arts organizations and artists reported receiving some financial relief through the CNY Arts Impact Fund. Among those that did not receive Arts Impact Funds, 30% of organizations and 46% of artists said they did not know about the fund. Both organizations and artists, in some cases, chose to leave the funds to those who needed it more - 24% of organizations and 33% of artists did not apply for this reason.
- Almost half of the organizational respondents (48%) said they plan to apply for CNY Arts Impact Funds in the future and 38% want technical assistance for this application. An equal number of artists (41%) plan to apply or are not sure.
- The federal program most utilized by arts organizations was PPP, with 42% reporting that they applied and received PPP loans, and the loans to which they applied have been very effective (38%). Among the artists reporting, 43% applied for and received unemployment. Artists report supplementing their lost income by opening or utilizing a line of credit (81%), utilizing personal savings (76%), or tapping retirement account funds (12%).
- General operating support was reported by 53% of respondents as being the most effective support for their healthy recovery. For artists, 56% reported that unemployment was somewhat effective in helping to balance their income and 22% reported it as very effective.
- Forty percent (40%) of artists reporting having to apply for non-artistic employment due to the pandemic.
- Of the organizations that plan to apply for new financial relief, 57% expect it to cover their operating expenses for up to six months.
- Despite the significant financial impacts of the pandemic, 42% of arts organizations and 46% of artists are either very or extremely confident that their organization or artistic business will survive. Among organizations, 19% are only somewhat or not confident at all that their organization will survive the impact of the pandemic compared with 33% of artists.

*Having lost two of our largest sources of general operating support funding during the pandemic, as well as our largest corporate donor, the CNY Arts Impact Fund support is crucial to us as we keep serving our community.*

*Immediate support for covering basic living and artistic/creative costs. While small, it contributed in an important way.*



## CNY Strategic Priorities

As part of the survey, CNY Arts took the opportunity to check in with its constituents about the relevancy of its current strategic priority.

### Strategic Priority 1: Increase awareness of Central New York's Cultural & Creative Assets

- The majority of organizational respondents suggest that CNY Arts “stay the course” on two actions under this priority. One action - “in partnership with the tourism sector, develop funding, legislation, and strategies to support regional entertainment and cultural marketing and programming” – is of higher priority to them now (45%). Among artists, all three are considered a higher priority now, particularly two actions related to funding and marketing.

### Strategic Priority 2: Fortify Central New York's Cultural and Creative Assets

- The majority of respondents suggest that CNY Arts “stay the course” on four of the five actions under this priority. One action – “build cultural sector income and leverage investments, grants, and philanthropy” is of significantly higher priority to them now (58%). Among artists, all actions are considered a higher priority now, mostly notably efforts to build connectivity and collaboration within the sector and with other sectors, and use of exceptional regional resources to respond to programming development needs.

### Strategic Priority 3: Increase Cultural Opportunity and Participation

- The majority of respondents suggest that CNY Arts “stay the course” on two of the five actions under this priority. Three actions are considered of higher priority to organizations now – “encourage and facilitate greater involvement of the cultural sector in community-building activity outside traditional venues, “encourage and facilitate more inclusive cultural expressions,” and “connect with education leaders in every Central New York school. Be sure educators and schools have access to CNY Arts online information.” Among artists, all actions are considered a higher priority now, most notably efforts to be the “cultural connection” for communities, facilitation connections between cultural resources of college campuses and communities, and connecting with education leaders in all schools.





## Organizations Reporting

---

We are grateful to the 71 organizations that provided data during the first quarter of 2021 to provide a snapshot of the impact of COVID-19 on our region's arts and cultural organizations. In addition to collecting data regarding COVID-19, this survey solicited feedback on CNY Arts' strategic priorities to inform its future efforts in support and advocacy. This sample is too small to generalize findings to the entire region, but it includes organizations throughout all seven counties in the CNY Arts service area. The results, therefore, can be considered as extremely conservative with regards to the impact.<sup>1</sup>

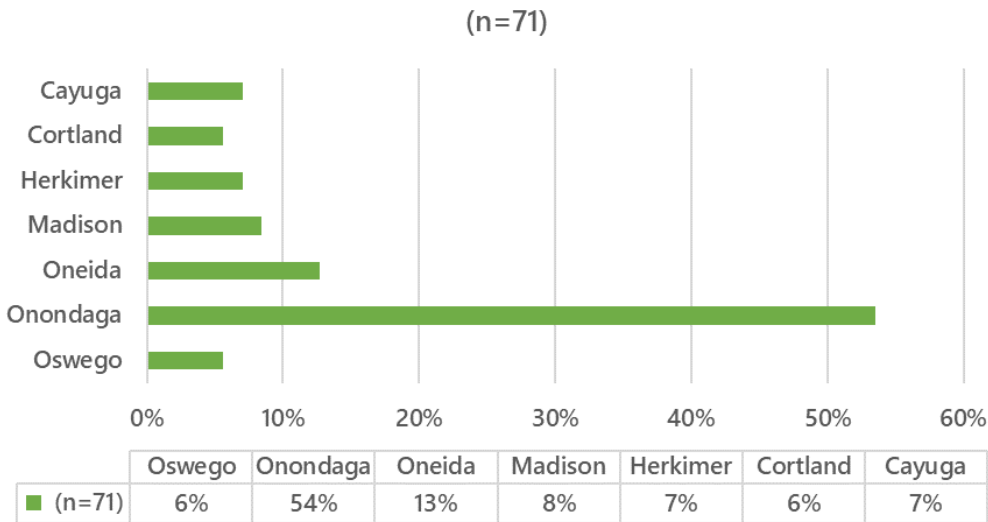
4 Elements Studio	Nine Mile Art Corp
Art Association of Oswego, Inc.	Old Forge Library
ArtHouse Alliance	Onondaga Historical Association
Artistic Innovations Visual Arts Community Center LLC	Oswego Opera Theater
Arts at the Palace	Oswego Players, Inc.
Auburn Public Theater	Paul Robeson Performing Arts Company
Baldwinsville Center for the Arts	Peck Memorial Library
Baldwinsville Community Band	Redhouse Arts Center
Camillus Canal Society	Riverside Artisans
Central New York Jazz Arts Foundation, Inc.	Rome Community Theater
CIVIC Heritage History Center	Schweinfurth Art Center
Clinton Symphony Orchestra of the Mohawk Valley, Inc.	Seward House Museum
CNY Art Guild, Inc.	Skaneateles Artisans LLC
CNY Arts Center, Inc.	Skaneateles Festival
CNY Arts, Inc	Skaneateles Historical Society
CNY Fiber Artists & Producers	Society for New Music
CNY Film Professionals	Stone Quarry Hill Art Park
Colgate University	Symphoria
Copper City Community Connection	Syracuse Area Landmark Theatre
Cortland Repertory Theatre	Syracuse Children's Theatre
Cultural Council of Cortland County	Syracuse City Ballet, Inc.
Dance Theater of Syracuse	Syracuse International film festival
Dodge Pratt Northam Art and Community Center	Syracuse Jazz Fest Productions Inc.
Eastern U.S. Music Camp, Inc.	Syracuse Opera
Erie Canal Museum	Syracuse Poster Project
Everson Museum of Art	Syracuse Shakespeare-In-The-Park
H Lee White Maritime Museum	Syracuse Vocal Ensemble
Herkimer BOCES	The CORA Foundation/ArtRage Gallery
Joined Artists, Musicians, and Singers, Inc.	The KEYS Program
La Joven Guardia del Teatro Y la Danza Latina, Inc	The Professor Harry F. and Mary Ruth Jackson Utica College
Lamont Memorial Free Library	Lunch Hour series
Little Falls Public Library	The Theater at Woodshill
Liverpool Is The Place	View Center for Arts & Culture (Old Forge)
MasterWorks Chorale of CNY	YMCA of Central New York - Arts Branch
Mohawk Valley Choral Society	
Mohawk Valley Resource Center for Refugees (assumed name The Center)	
National Abolition Hall of Fame and Museum (NAHOF)	
New York State Rhythm and Blues Festival	

---

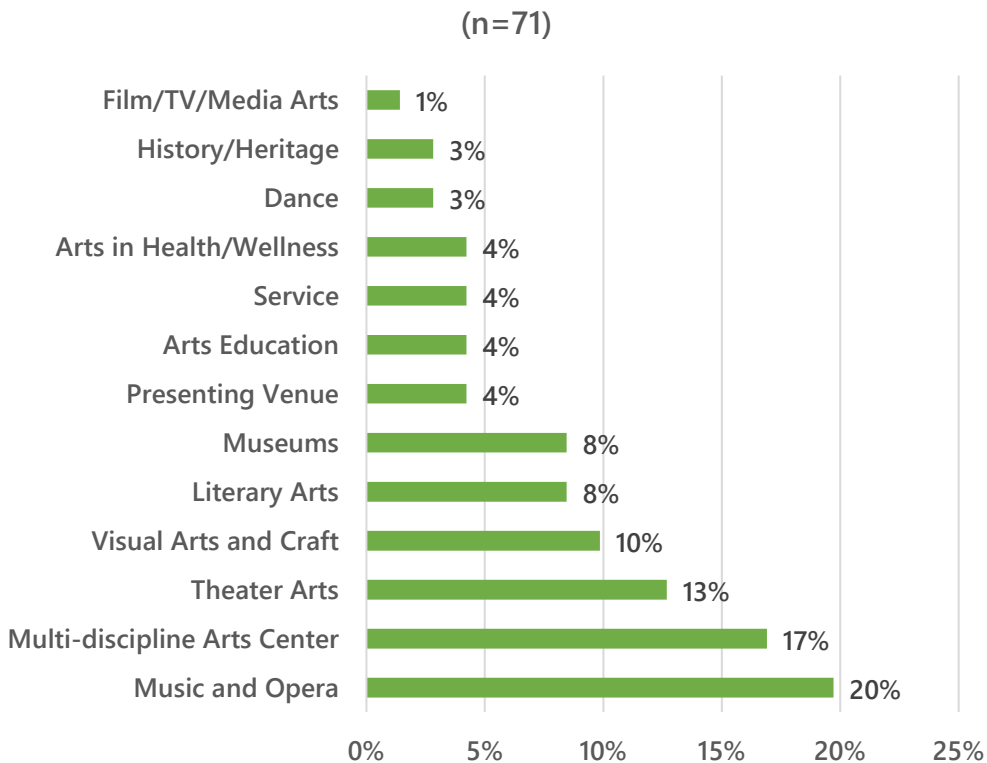
<sup>1</sup> CNY Arts distributed a link to an online survey to organizations in its Arts Registry and were filtered to include only nonprofits within the seven-county service area with the exception of three artisan collectives that were also included.



## County Representation - Organizations

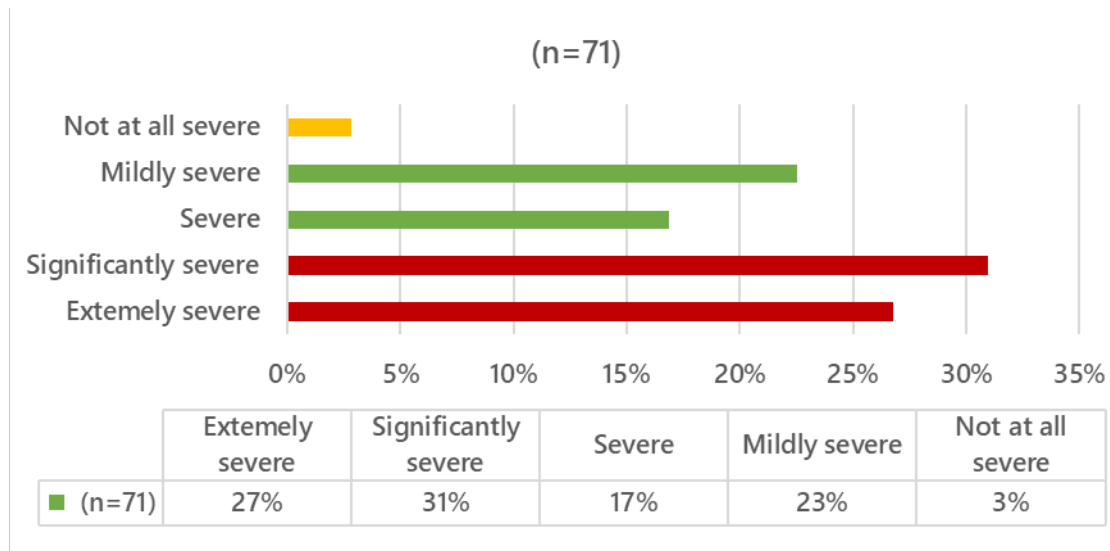


## Primary Artistic/Cultural Discipline - Organizations

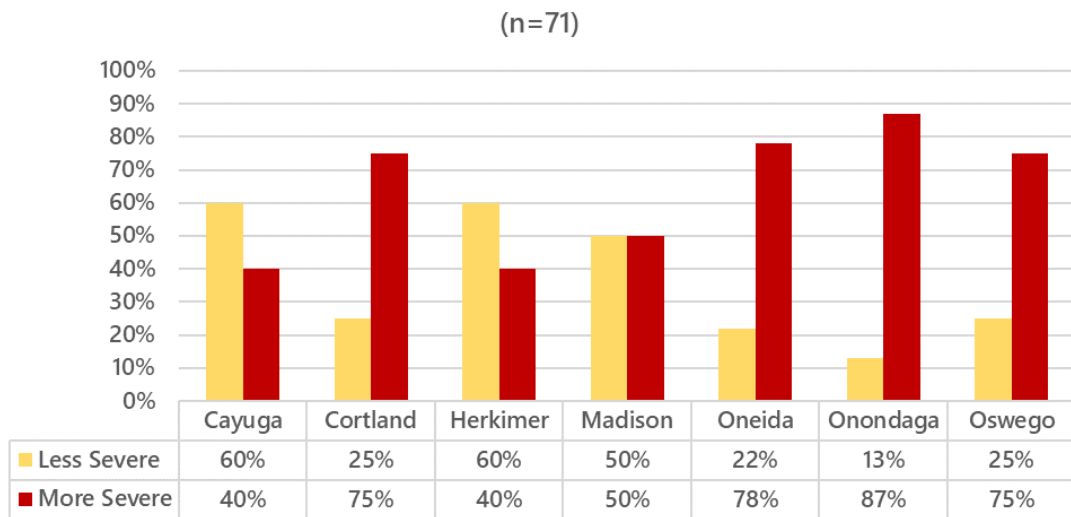


## Financial Severity of COVID-19 - Organizations

Q. How severe has the financial impact of the COVID-19 pandemic been on your organization thus far?



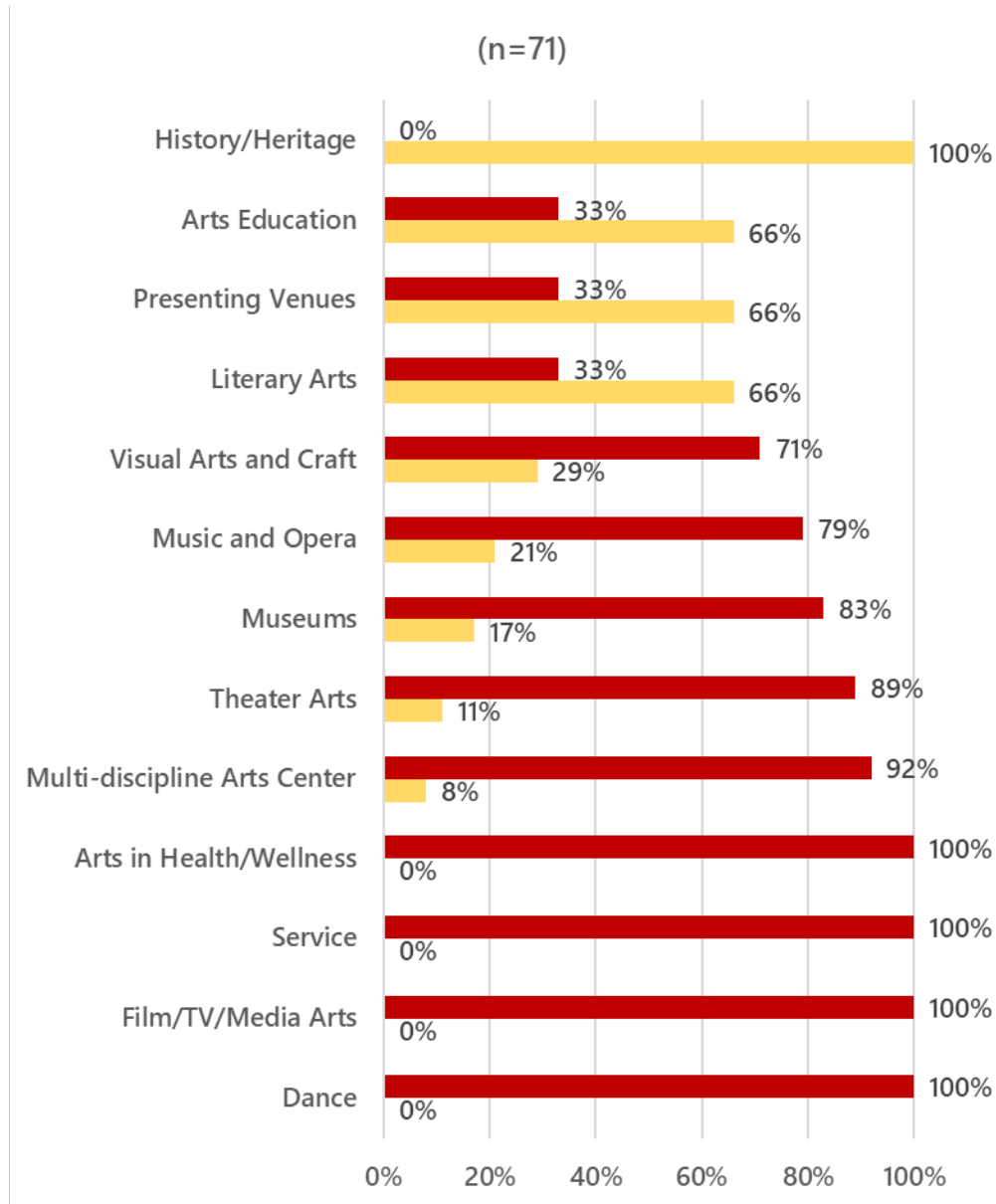
## Financial Severity of COVID-19 by County - Organizations



(Not at all-mildly=less severe; severe-extremely=more severe)

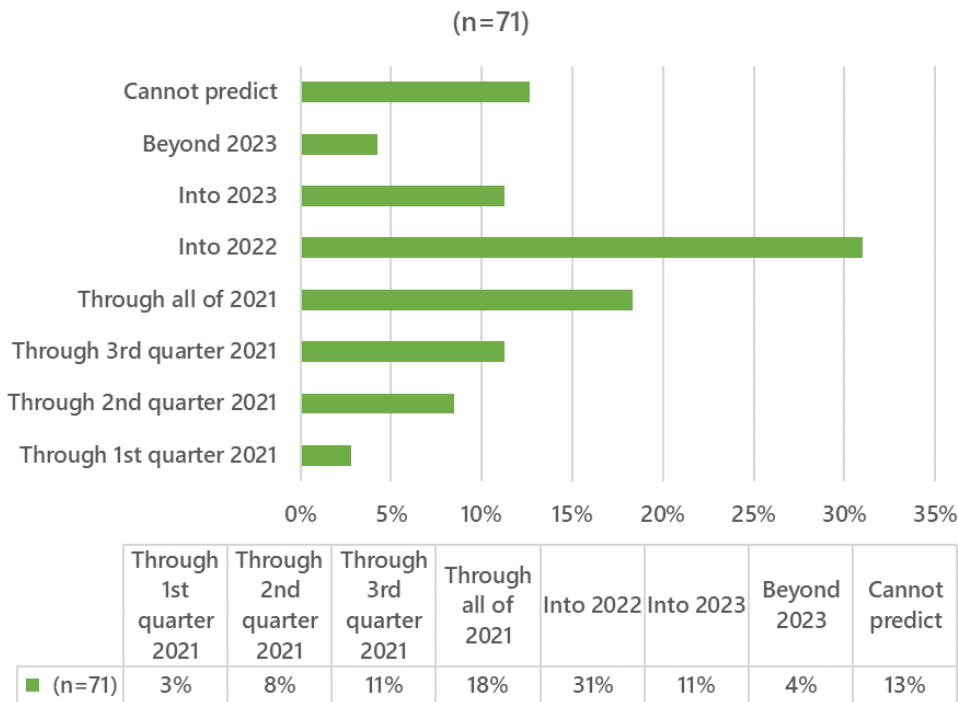


## Financial Severity of COVID-19 by Primary Discipline - Organizations



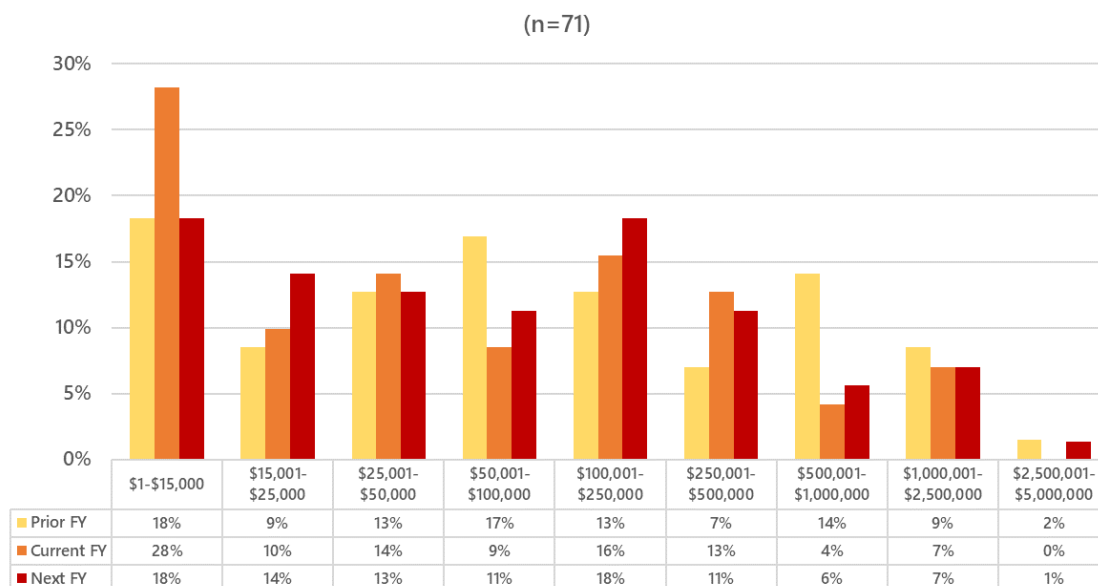
## Anticipated Timeframe of Level of Financial Impact - Organizations

Q. For how long do you expect to experience this level of financial impact on your organization?



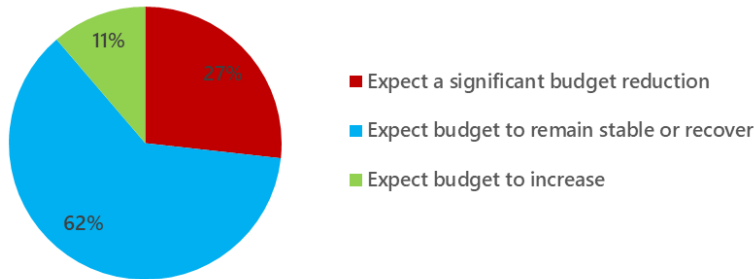
## Fiscal Year Arts and Culture Operating Budget Ranges - Organizations

Q. Organizations were asked for the range of their arts operating budget for the prior fiscal year, current fiscal year, and for projections for their next fiscal year.



## Trend in Fiscal Year Arts and Culture Operating Budget Ranges - Organizations

(n=71)



## Estimates of Lost Revenues due to COVID-19 - Organizations

*Q. Please provide your best estimate of your organization's lost revenue for 2020 (or fiscal year beginning in 2020) as a result of the pandemic.*

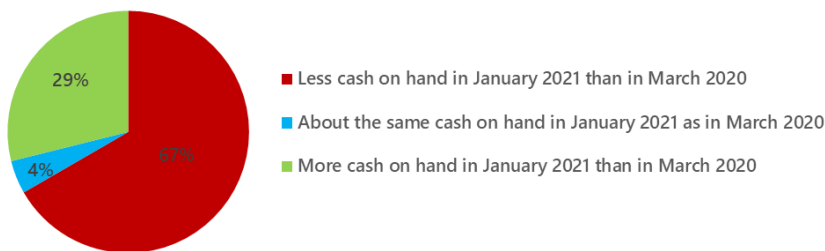
- Total combined lost revenues among the 65 organizations providing estimates for earned and/or contributed revenues was \$13,855,114. Average combined revenue loss was \$206,792.
- Loss of earned revenues totaled \$10,146,126 for the 65 organizations providing these estimates. Average lost earned revenue from this group was \$156,000. (Minimum \$0, Maximum \$2,500,000.)
- Loss of contributed revenues totaled \$3,708,988 for the 60 organizations providing these estimates. Average lost contributed revenue from this group was \$61,816. (Minimum \$0, Maximum \$600,000)

## Trend in Cash on Hand - Organizations

*Q. Approximately how much unrestricted cash (including reserves) did your organization have in March 2020 compared with now?*

Organizations provided an estimate on their cash on hand in March 2020 and in January 2021. This data was used to calculate the difference in their cash on hand in March 2020 and January 2021.

(n=45)



- Total cash on hand among the 44 organizations providing estimates for March 2020 was \$9,010,219 compared to \$6,746,652 in January 2021. Average reduction of cash on hand between March 2020 and January 2021 was (\$51,444). The total reduction of cash on hand for March 2020 compared to January 2020 was (\$2,263,567).

### FTE Positions - Organizations

*Q. If your organization reduced staff through layoffs or furloughs since March 2020, please tell us the number of FTE positions lost.*

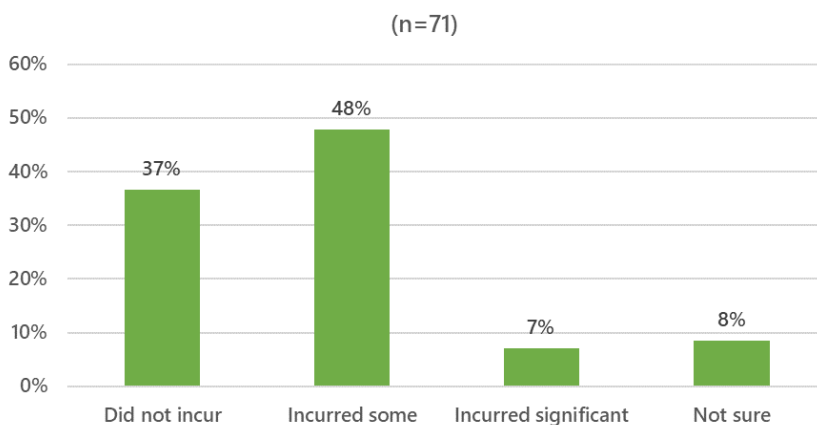
- The 44 arts organizations responding reported having 342 FTE staff positions and an average of 8.9 FTEs in March 2020. These same organizations reported a combined loss of 163 FTEs with an average of 3.9 per organization since that time.

### Use of Endowment Principle - Organizations

*Q. Since March 2020, has your organization had to utilize endowment principle to cover operating shortfalls due to the pandemic?*

- Use of endowment principle use to cover shortfalls was reported by 18% of the 13 organizations to which this question was relevant.

### Unanticipated COVID-19 Expenditures - Organizations

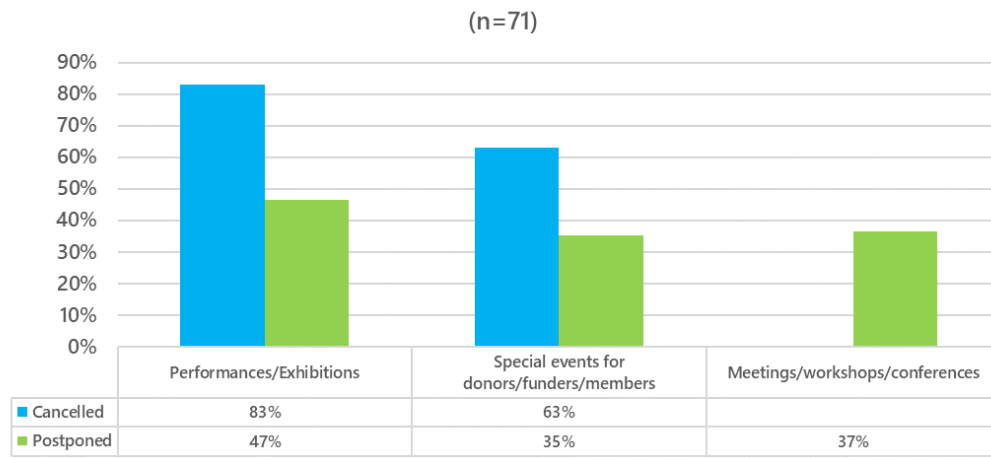


- Organizations reporting either some or significant expenses listed the following types of unanticipated expenses: cleaning supplies or cleaning services, PPE and facilities changes, virtual programming costs, HVAC upgrades and ventilation mitigation, HR or planning consultants, IT support, signage, security, venue fees

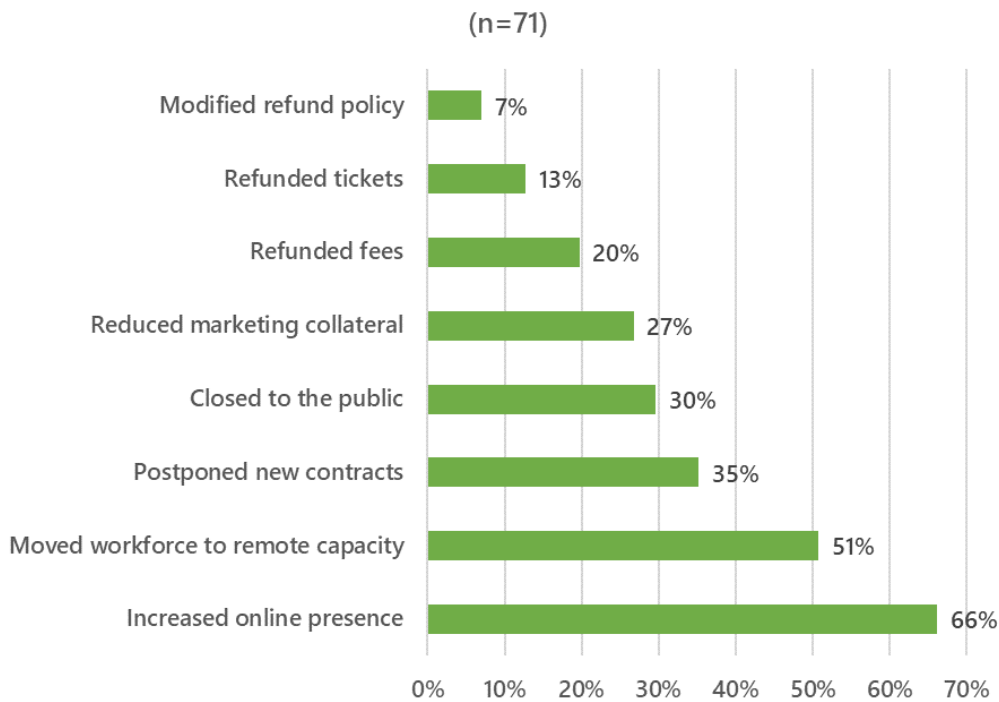


## Other COVID-19 Related Organizational Actions - Organizations

### Cancelled or Postponed Programs

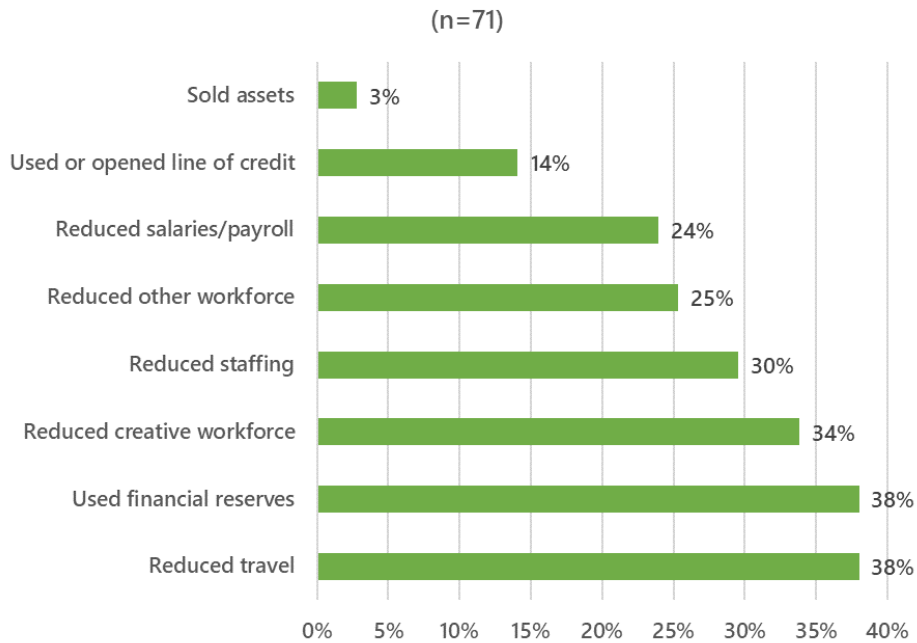


### Other Operational Changes



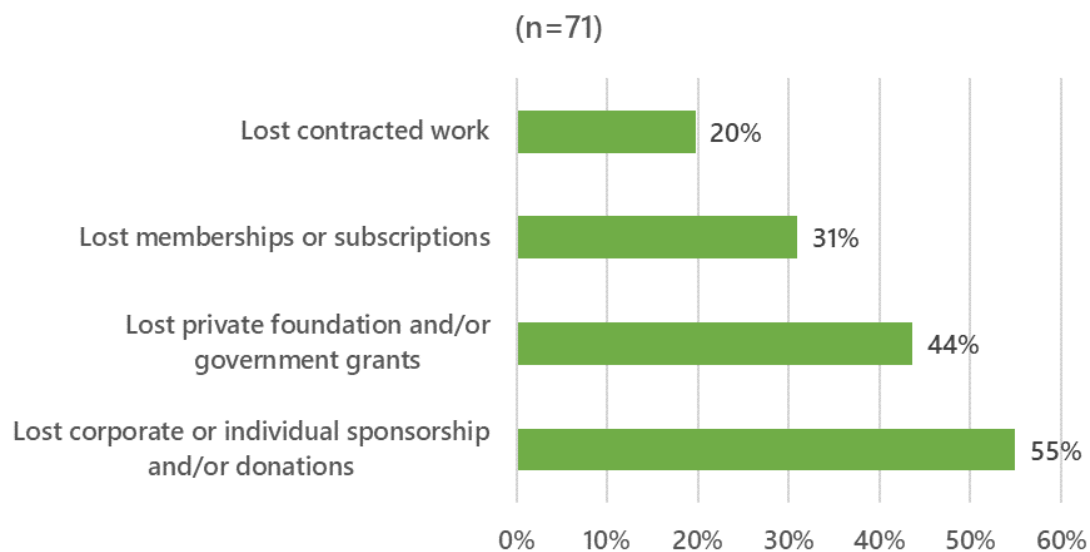


## Human and Financial Resources Changes



## Other Losses Due to COVID-19 - Organizations

*Q. Has your organization experienced any of the following since March 2020 as a result of COVID-19?*



Comments:

From a donor relations standpoint, it's increasingly hard to fundraise while it's still unclear when we will be able to perform again. There are a few committed donors who will donate without seeing the same results, but for the most part, donors will not contribute to our basic operating expenses.



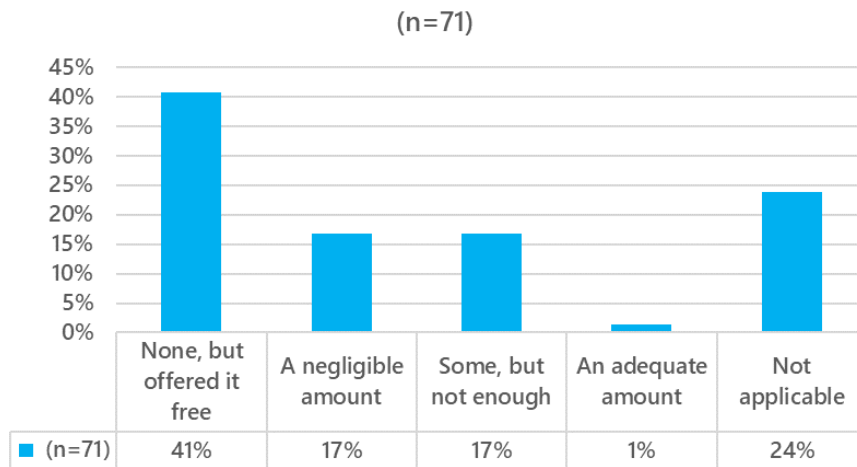
Strong local holiday shopping compensated for earlier losses.

Cancelled all student enrollments. Cancelled all staff and faculty contracts.

Our newest business launched in 2019 which was a teacher training for arts in healthcare and the \$35,000 investment was lost due to its nature being in-person events. Dozens of contracts are lost. New contacts from years of marketing, speaking engagements are all lost.

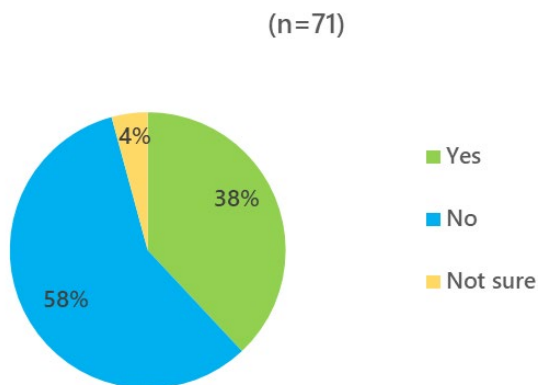
## Monetizing Digital Experiences - Organizations

*Q. Have you been able to replace earned revenue from in-person visits and attendance by monetizing digital or virtual content or experiences?*



## Financial Relief Through CNY Arts Impact Fund - Organizations

*Q. Did your organization receive financial relief through the CNY Arts Impact Fund?*



## How CNY Arts Impact Funding Helped - Organizations

### *Q. How did the CNY Arts Impact Fund help your organization?*

The Syracuse City Ballet would not exist today and will not exist tomorrow without contributions from the CNY Arts COVID-19 Impact Fund, additional local funders, and our generous community members. This is an organization that has brought world-class ballet performances to Central New York since 1997, allowing students in Syracuse to perform alongside professional dancers from around the world. While we cannot inspire our audience in-person right now, the Syracuse City Ballet is still here and will return to the stage.

Having lost two of our largest sources of general operating support funding during the pandemic, as well as our largest corporate donor, the CNY Arts Impact Fund support is crucial to us as we keep serving our community.

The CNY Arts Impact Fund is helping us add back a job that was reduced in 2020.

Arts Impact Funding helped support staff and GOS expenses. Although it was far from sufficient to replace revenue lost during the pandemic, it is much appreciated.

Provided a technology upgrade at our Ska-nonh Center.

The CNY Arts Impact Fund helped our organization retain employment for arts-programming staff members who would have otherwise been laid off due to the COVID-19 pandemic.

Prevented insolvency and preserved staff salaries.

We were finally able to hire a half-time Marketing & Development employee who started work this month!

The CNY Arts Impact Fund helped us to stay connected with friends in CNY. One patron shared this story: "I'm waiting on medical test results and I'm scared. I'm so glad that there's a Symphoria concert on Saturday to help ease my mind!"

The CNY Arts Impact Fund was the essential catalyst to bringing back artistic activity to Syracuse Opera. Through already produced Opera Coffee House presentations and with upcoming Opera Coffee House presentations as well as an upcoming filming of Mozart's opera THE IMPRESARIO, Syracuse Opera is able to provide some audience with entertaining product. Without the support from the CNY Arts Covid 19 Arts Impact Grant we would not have been able to jump start our activities. These activities have, in turn, served as a positive.

Our nearly a century old plumbing system suffered cascading failures during the fall, culminating in a massive flood of our offices. Our CNY Arts grant helped pay for the cleanup costs and plumbers to secure the leaks. The pipes still need to be replaced, but we didn't have flood recovery in our austerity budget so the grant was a lifesaver.

Paid insurance and heating bills.



As we ended FY 2020 with less money in the bank, the Covid-19 Impact funding will help us with monthly expenses, and with funding for our current arts-in-ed initiative.

Support from the CNY Arts Impact Fund helped ensure we are able to maintain a small staff that supports our Virtual Redhouse theatre programs, in-house education, and in-school education.

We receive CNY Arts Impact funds of \$450 and \$1500 to cover some of the expenses we incurred due to COVID.

Helped cover basic expenses on utilities, insurance, etc.

Supports our efforts to digitize the collection while we are unable to offer in-person tours.

Grant supplemented some of our unanticipated cleaning and PPE expenses.

The relief funding allowed us to continue paying our two part-time workers. Otherwise, we would have been seriously depleting our savings.

The CNY Arts Impact Fund was significant in our work this winter and spring at ArtRage. We were able to mount a very important group exhibition about gun violence in which we partnered with two other art galleries in Syracuse, Community Folk Art Center and Point of Contact Gallery. Our exhibitions feature 36 women artists from across the country and due to the pandemic, our increased virtual presence has had the unexpected positive outcome of national interest in the exhibition.

In the process of creating virtual tours to encourage especially school groups to view. We ordinarily have 2200 youth or more visit our park

Through Cayuga Community Fund. Grant to acquire on-line learning platform and to hire artists for online classes.

The CNY Arts Impact Fund has allowed us to move forward with an important Cortland Arts Trail Project to highlight artists' studios, venues and installations.

The CNY Arts Impact Fund means a great deal to us financially, but equally from a motivational point of view. This and other funding have helped us stay open and remain relevant to our members and visitors. Maintaining momentum is so important, and especially during a time when government funding was scarce.

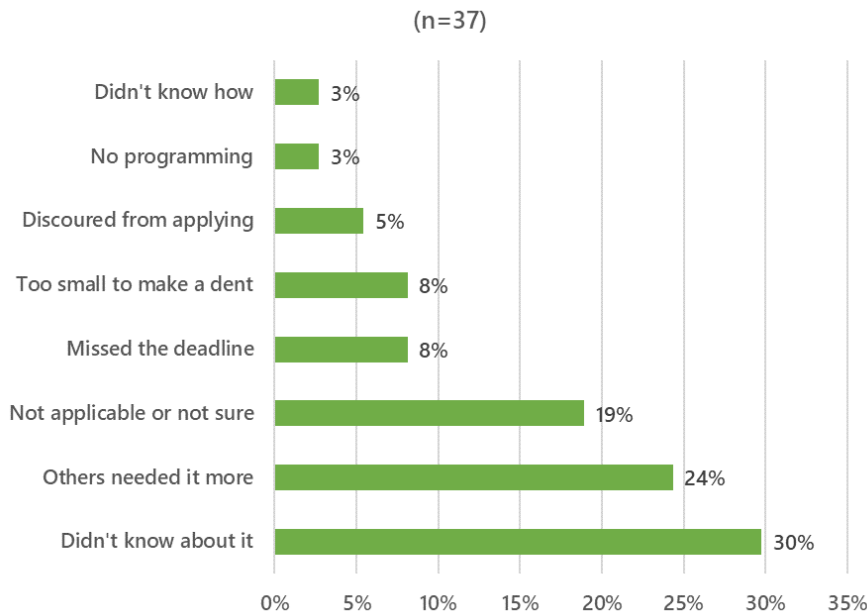
The CNY Arts impact Fund helped us to move into 2021 with enough confidence that we could fund our first quarter fixed expenses, and therefore carry out our 2021 grant-funded programs. We are also planning to use a portion of these funds to launch a new spring virtual arts program, Let's Go to the Opera!

We purchased 2 defogging units.

The amount was too small to have a great impact but any amount is helpful. It helped pay part of one month's insurance.

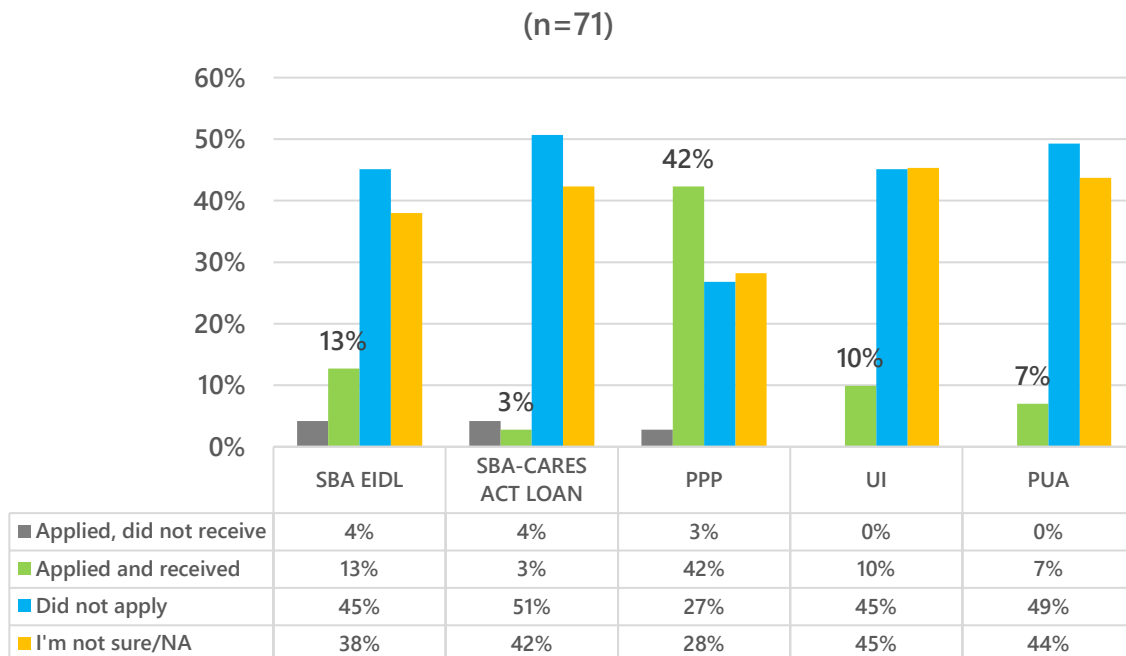


Q. Why did you choose not to apply for CNY Arts Impact Fund relief?

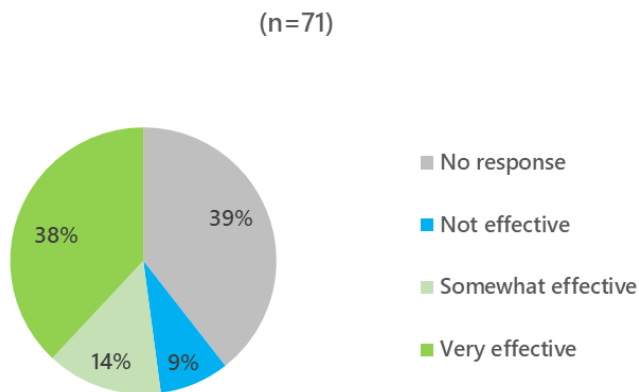


### Other Financial Activity Since March 2020 - Organizations

Q. Please tell us about other financial activity that has taken place since March 2020 at your organization.



*Have these loans and grants been effective?*



*Q. What types of support would be most effective in supporting a healthy recovery for your organization?*

- 53% of comments referenced general operating support
- 16% of comments referenced increased governmental funding
- 11% of comments referenced additional PPP or personnel related assistance
- 7% of comments reference venue and other facilities opening

Non-restrictive grants.

Full restoration of public sector funding and the return of corporate sponsors along with a new multi-year title sponsor.

Being able to again have live, in-person audiences.

Operating funds, rather than program/project specific.

Music Scholarships for students.

Art donations.

Funds to help tide us over until 'live' performances are safe again.

Employee retention.

General operating support.

Patience in filling out final reports.

Annual federal funding.

Unrestricted general operating support funding.

Continue supporting our program.



As we look to the future, [this organization] is going to be dependent on the Dept. of Health to provide the necessary rapid testing and for a venue to establish the audience logistics, whether outdoor or indoor. We do not have the infrastructure or capacity to explore these options and will rely heavily on logistical support from larger institutions.

More grants applicable to our organization (general art, not venues that require theatre seating).

General operating support.

Advocacy to open senior centers.

Forgivable loan for payroll for 2 employees for the months of March 2020-March 2021.

Unrestricted general operating funds.

To come back we would want a cushion to support overhead for year one because after a year and 1/2 we will have to recruit new students.

We could not qualify for PPP to cover our two part-time workers because we had not filed proper tax records for them.

Additional grant to help with the loss of 30% business.

GOS and program funding.

We need a full infusion of cash from the Shuttered Venue Operator Grant program.

Continued government grant support until our registrations and performances can go back to their previous levels.

Continued PPP funds/salary funds to help with retaining our staff until our fee for service programs resume fully.

Most of my expenses are personnel, so personnel support is very beneficial for us.

Restoration of full County GOS funding.

Operating.

Restoration of county funding to 2019 levels combined with continued federal relief.

Connecting us to potential funders, grants and sponsoring networking opportunities, advocating with government and related entities.

Detailed instructions for legal requirements for producing virtual programs online (checklist, etc.).

Money for program support.

Another round of the PPP loan would help us tremendously.

Additional unrestricted supporter benefits.



Money to cover/support operating expenses.

Grant funding, business sponsorships.

Unrestricted operational support.

Opening up and letting public gather.

Total vaccination and herd immunity!

Increase basic operating grant.

Earned income support.

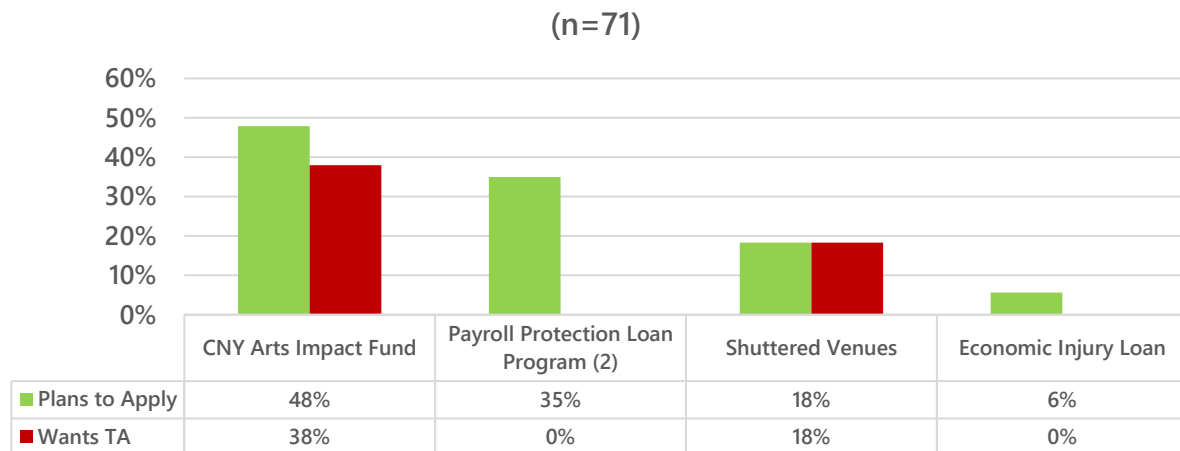
GOS grants to ensure we are here to resume full programming.

Dollars that can support general operations and staff salaries are what is needed most.

Grants to support projects which offer programs without ticket charges for in person attendance or monetizing of online presentations. It will be so difficult to draw audiences back, given on going covid concerns as well as the financial stressors of so many, it will be so helpful to not have to rely on ticket income to provide some smaller scale high quality programs.

## Future Plans for Funding Applications and Need for Technical Assistance - Organizations

*Q. Does your organization plan to apply for any of the new federal funding programs open to the arts?*





Other technical assistance needed:

Building a strategic relationship with us and helping us navigate with potential other partners.

CNY Arts Summer Program

During the Covid and pandemic operational hiatus we have launched a new public arts project called the downtown mural project. Having CNY Arts serve as an advocate for this new initiative and helping us uncover potential support would be extremely helpful in keeping the arts alive while concerts, series and festivals remain on hiatus for an indefinite time.

We do not qualify for any government programs, and have already applied for the Impact Fund

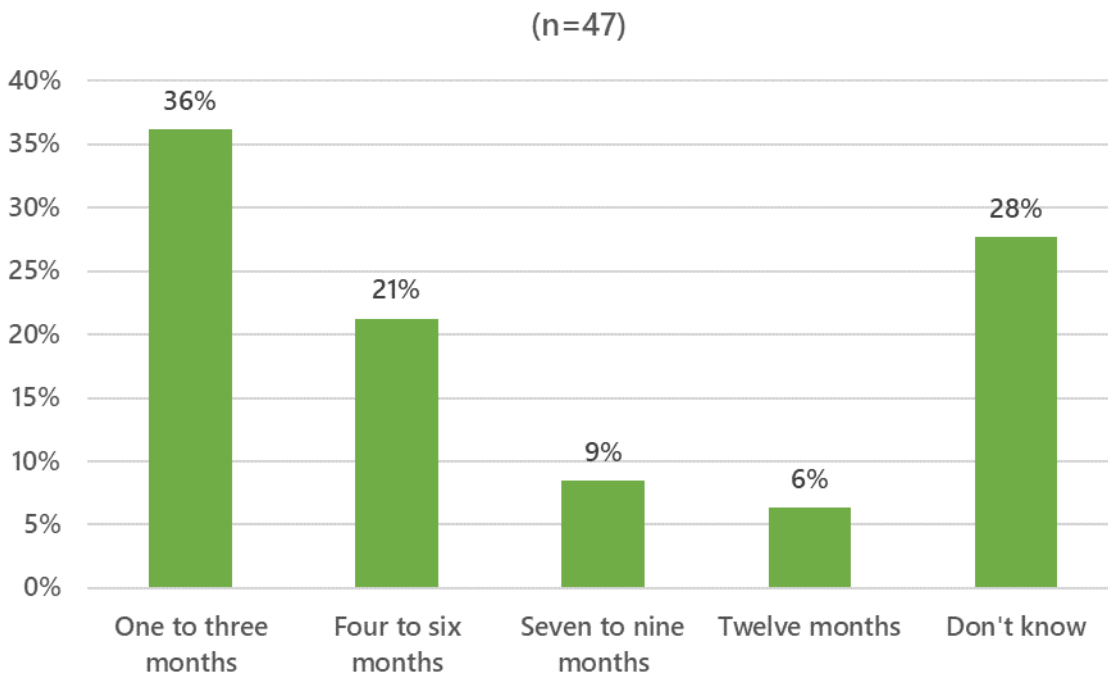
NEA American Rescue Act funds

We already benefited from the Impact Fund. We couldn't qualify for PPP because of tax record requirements.

We are not sure what would be available for us?

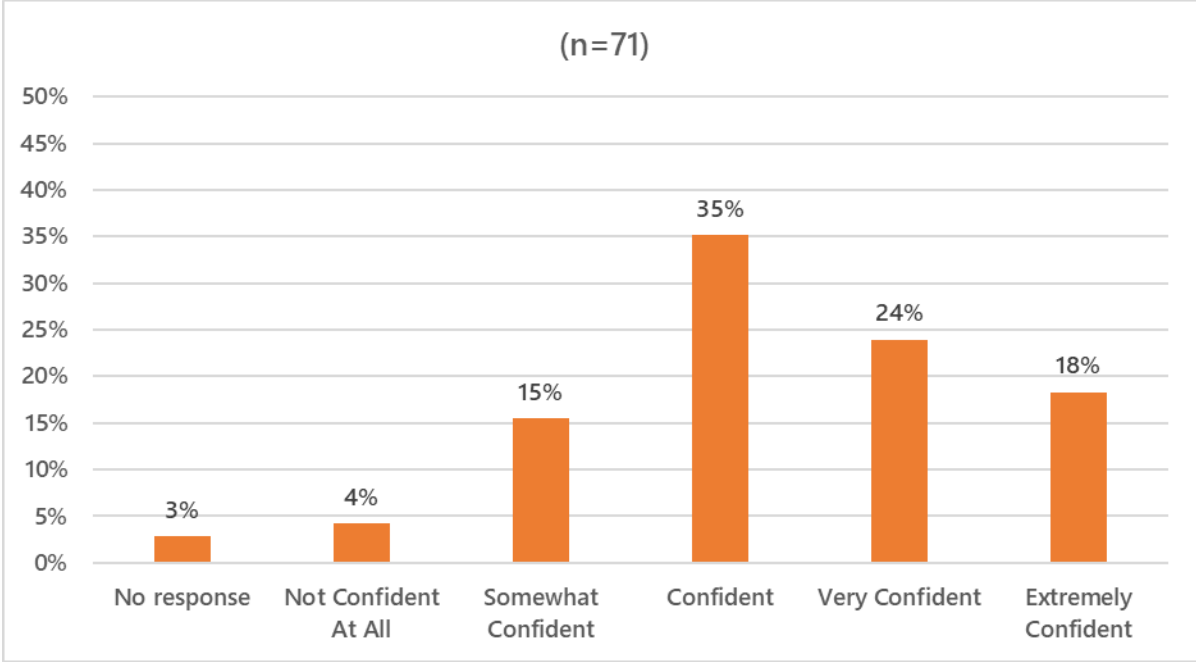
### Expected Timeframe for Coverage - Organizations

*Q. If you are planning to apply for new financial relief, how many months do you expect it to cover your operating expenses?*



### Survival Expectations - Organizations

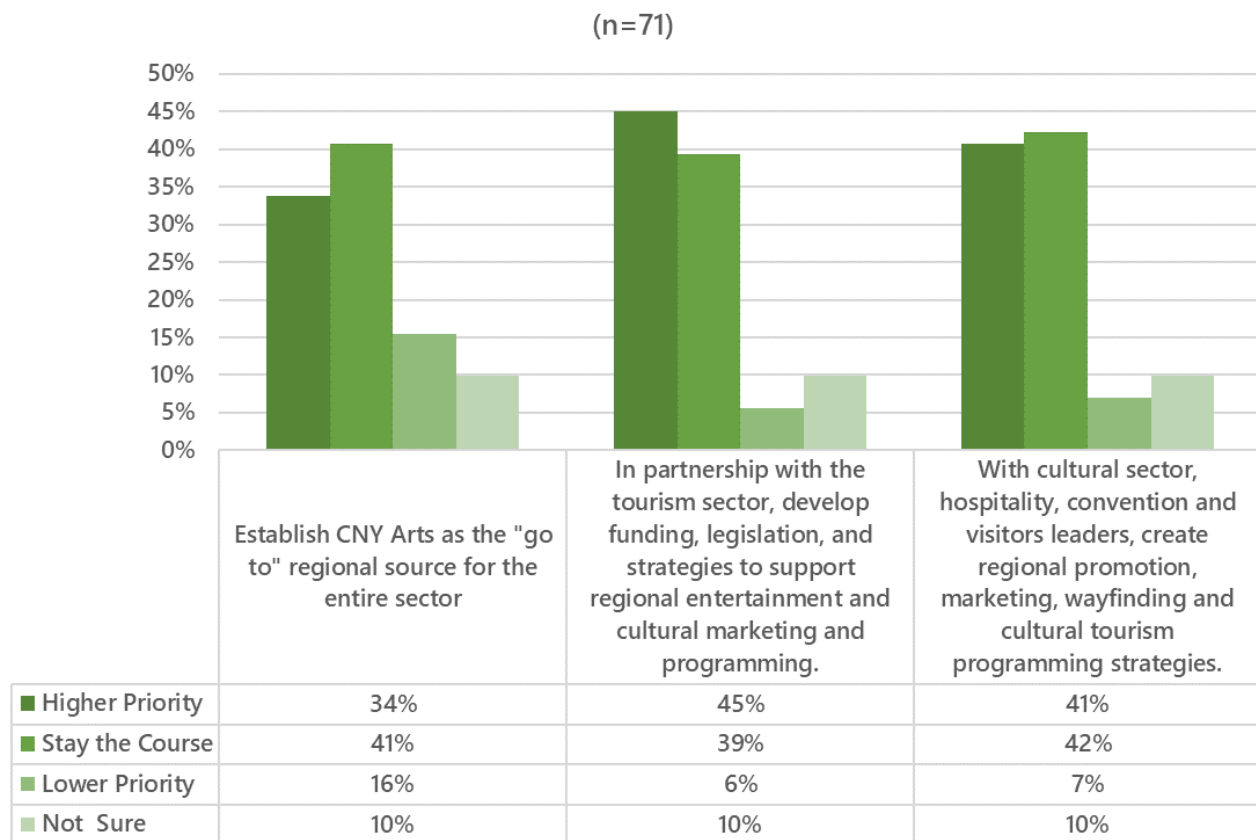
Q. How confident are you that your organization will survive the impact of the pandemic?



## CNY Arts Strategic Priorities - Organizations

*Q. The ENGAGE CNY plan identified and prioritized strategies for cultural development. We ask you to reflect on these strategies now, so we can respond and support you and our sector throughout the remainder of the pandemic and through recovery. If strategies are no longer relevant, please provide alternatives.*

### Strategic Priority 1: Increase awareness of Central New York's Cultural & Creative Assets



*What would you change about this strategic priority and its supporting actions?*

"Cultural sector" needs definition for sake of diversity.

CNY Arts is doing a great job, but because there is little or no tourism, concentrate on current community involvement before tourism.

Direct funding for cultural tourism events by local orgs to create ROI.

Make it accessible!

Nothing - it is such a marvelous initiative!

Promotion & marketing without cost to organizations should be a priority.

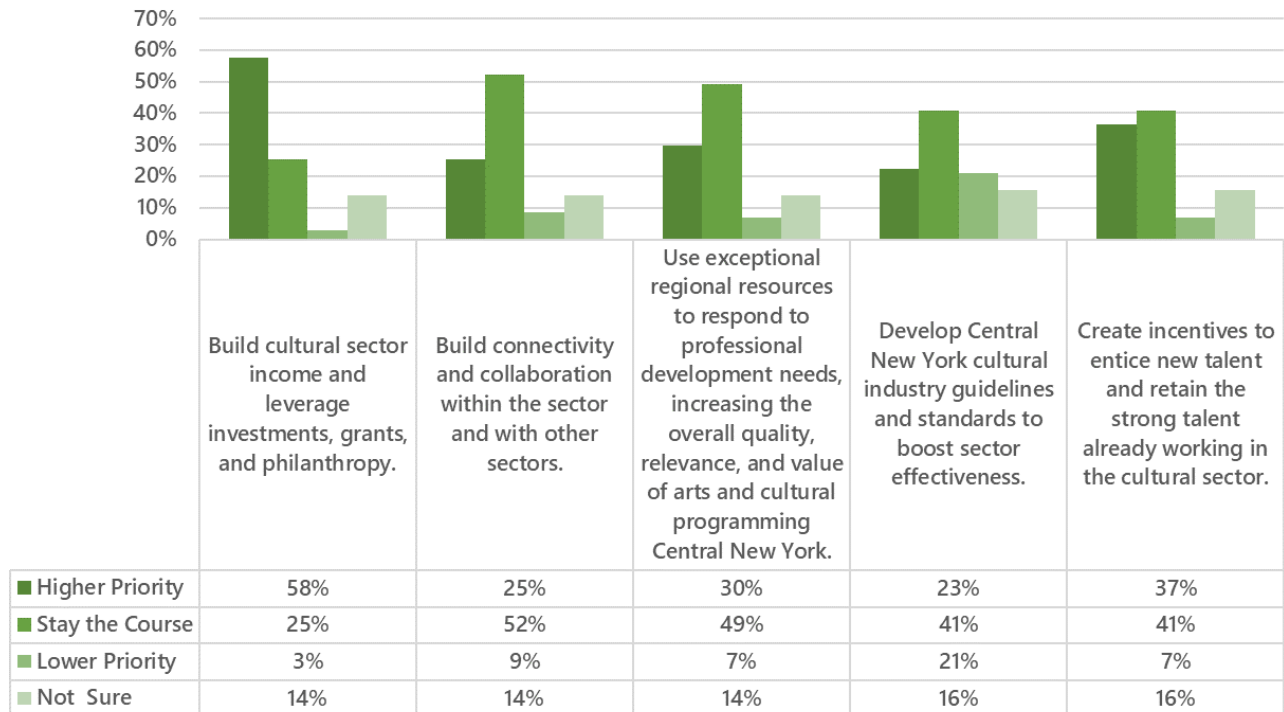
Provide information: how to apply, Impact Fund Relief or Music Scholarships

Would suggest focusing on new alternative projects that fill the void left by shuttered venues.



## Strategic Priority 2: Fortify Central New York’s Cultural and Creative Assets

(n=71)



*What would you change about this strategic priority and its supporting actions?*

Direct operational support.

Invest in CNY literary community.

It looks great on paper, but actions are what makes it real.

It would be helpful to explore opportunities for arts organizations to share resources and staff. For example, it seems like a number of performing arts organizations hire or plan to hire an education or outreach coordinator to provide arts education to school districts and community centers. Can there be one person that can do this for multiple organizations (dance, theatre, art)?

The vision and strategies are there. What is lacking is earned income. We need to keep the exceptionally talented working in order to retain them here in CNY. Same with students, which is why we've continued with a combination of virtual and 'live' events for that age range.

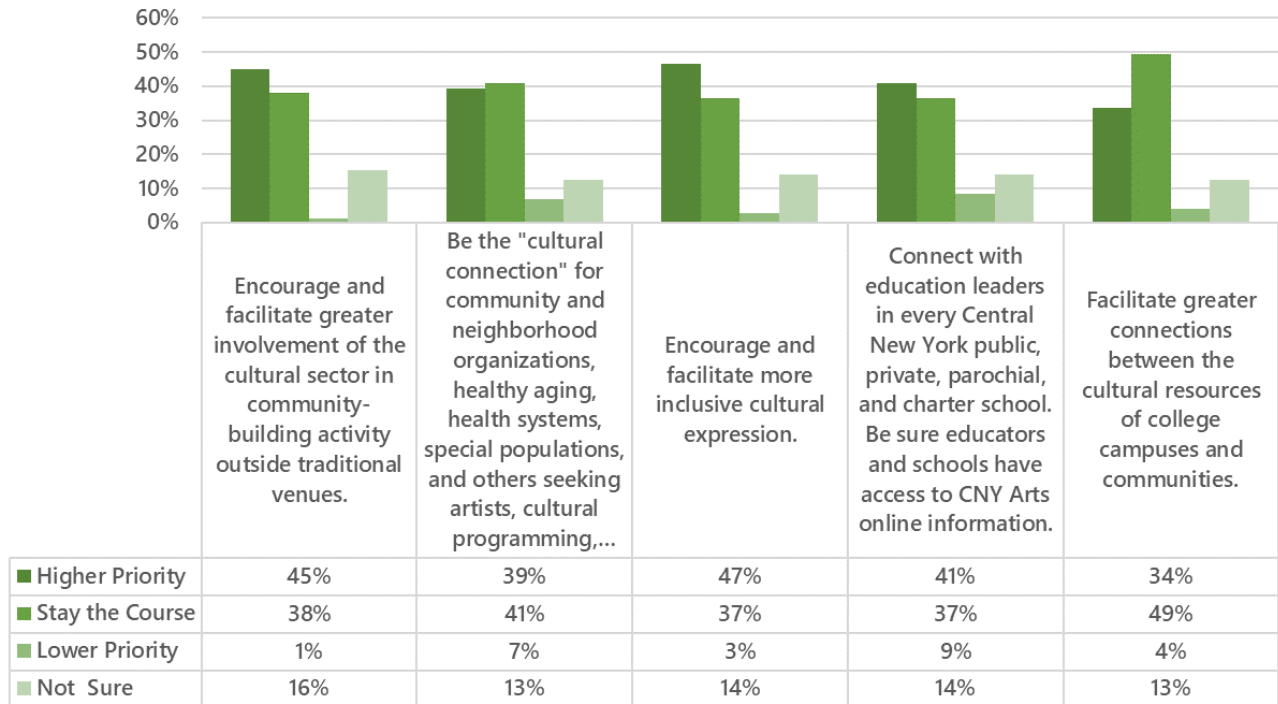
We have plenty of artists we need funding to operate.

We need fewer government benchmarks, not more.



### Strategic Priority 3: Increase Cultural Opportunity and Participation

(n=71)



#### *What would you change about this strategic priority and its supporting actions?*

CNY Arts already has connections with colleges and universities in the region, but could help build a network in the public and private middle and high schools in the region.

Connect artists and arts facilitators with community leaders and the funds to implement sustainable community arts programs.

I have been an artist in business for four years. My biggest disappointment is that we lack as a community the ability to educate the public on the value of art.

Leave this to us, please, unless it's a dedicated funding line for content, i.e., college presentations.

Making viable school connections would benefit from an "Arts Fair" where organizations could show what they have to offer.



## Open Comments - Organizations

Much of the survey is not relevant to the schools per se. However, the arts in the schools have taken a direct hit during the pandemic. Very little arts programming is taking place. Teaching artists and performers are not being employed by the schools even close to the extent that they were employed prior to the pandemic. Performing organizations within the schools are barely functioning. I am beginning to hear of music teachers being laid off.

It is amazing what you do. You are always supportive. We appreciate the work that you accomplish. Thank you!!

How we can apply for some future support for our theater troupe? Thank you.

We are so appreciative of all you folks do!

I am not intimately familiar with CNY Arts although we are building something that should be a strong relationship over time. The one thing that strikes me is that these three goals #24, #25, #26 is an awful lot to accomplish. I wonder, if it's taking on too much? Can't be everything to everyone.

Your advocacy throughout this pandemic has been so inspirational. Thank you for always providing a listening ear and very helpful advice!

How lucky we are to have such an organization championing the arts!

Thank you for your continued community services.

Thank you for all the work that you do to keep the Arts alive in Central New York!!!

Stay the course on all of these. They are all appropriate and important but you can't do it all. So do well what you can do. Right now, we're just trying to stay afloat and anything you can do to help us all stay afloat is all anyone needs/expects from you. Thank you!

I understand CNY Arts is located in Onondaga County, but I feel CNY Arts should find more ways to represent and concentrate on the other counties it is serving. It seems to be very Onondaga County/Syracuse focused and other organizations and artists feel this way as well. Saying that, I can relate to the constraints CNY Arts is working under!

Convene a talkback session with key performing and visual art orgs and your Board of Directors. We need to be asked for our input about our needs, our survival strategies, our production capacity, and about sector-wide initiatives first, before plans are made for us without our input.

Thanks for the outstanding help to CNY Arts organizations through the pandemic. Your help with the COVID-19 Impact Relief Fund was truly a make-or-break moment for us.

Thank you for all you are doing.

I'd like to see CNY Arts spend all its time, \$\$\$ & energies helping arts organizations instead of producing CNY Arts programming.



Thank you for all that you do!

Thank you for all you do to be a voice for the arts and support arts organizations in CNY. We would not be here without you! We got through this year and hope to flourish next year.

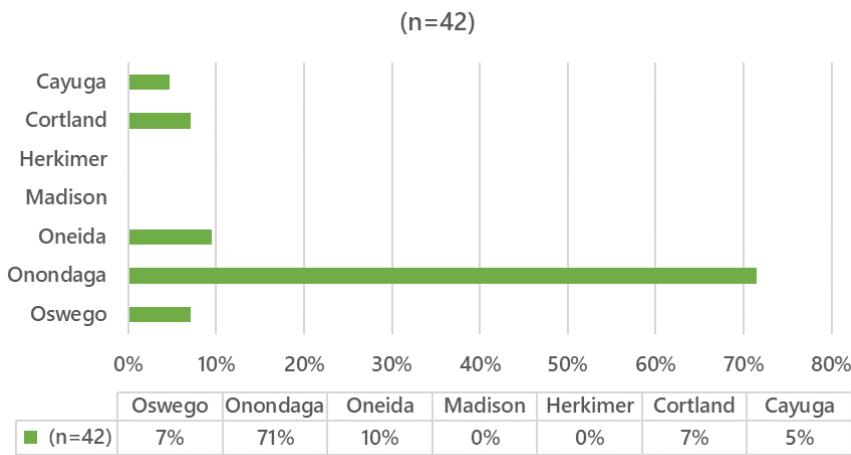
Thank you for all that you are doing to help all of us continue forward.



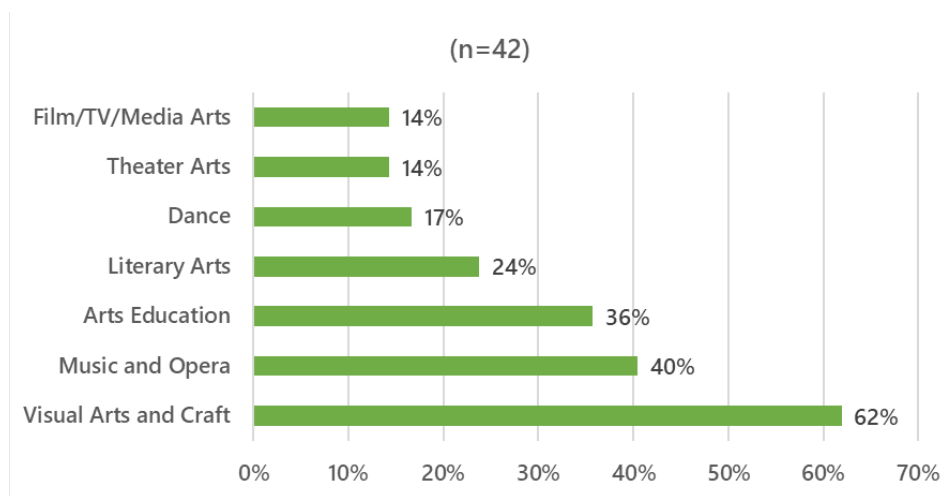
# Artists Reporting

Artist data was collected anonymously by Research & Marketing Strategies, Inc. (RMS) of Baldwinsville, NY. Raw data collected by RMS from 42 artists was submitted to Decision Support Partners for analysis. We are grateful to the artists who provided data during the first quarter of 2021 to provide a snapshot of the impact of COVID-19 on their practice. In addition to collecting data regarding COVID-19, this survey solicited feedback on CNY Arts' strategic priorities to inform its future efforts in support and advocacy. This sample too small to generalize findings to all of the region's artists. The results, therefore, can be considered as extremely conservative with regards to the impact.<sup>2</sup>

## County Representation - Artists



## Artistic/Cultural Discipline(s) – Artists

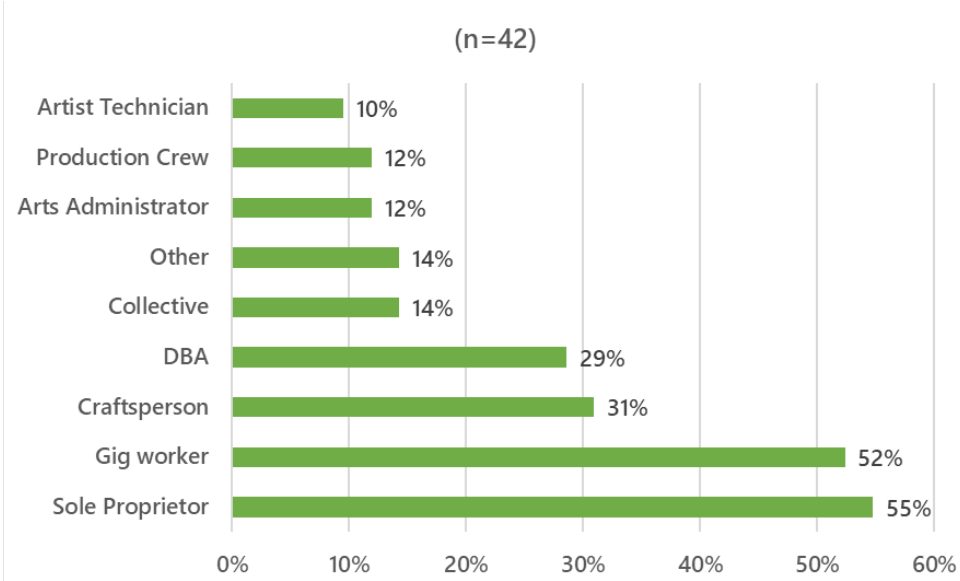


<sup>2</sup> CNY Arts distributed a link to an online survey to organizations in its Arts Registry and were filtered to include only nonprofits within the seven-county service area with the exception of three artisan collectives that were also included.



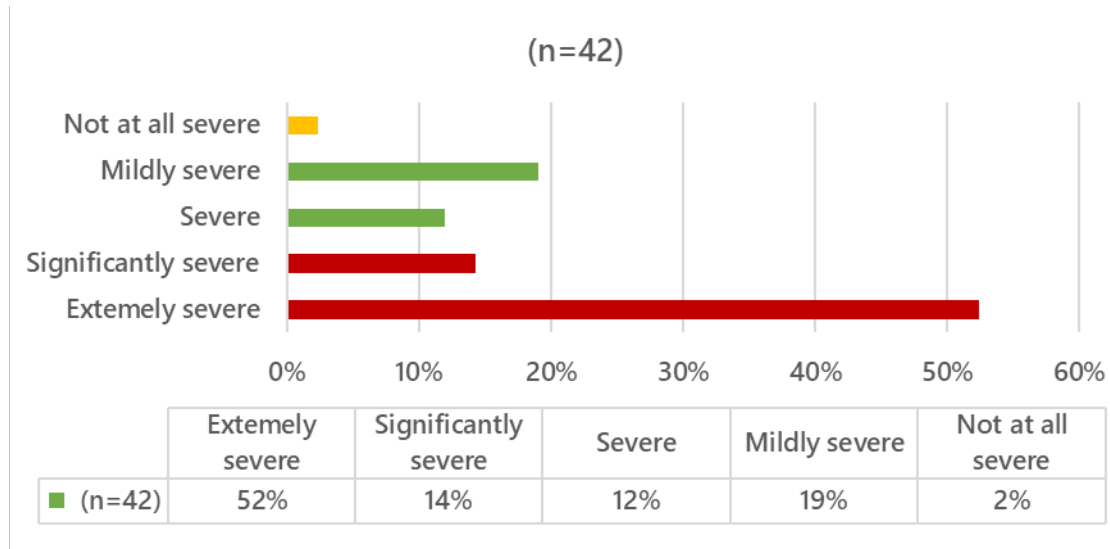


### Creative Worker and Business Type(s) – Artists



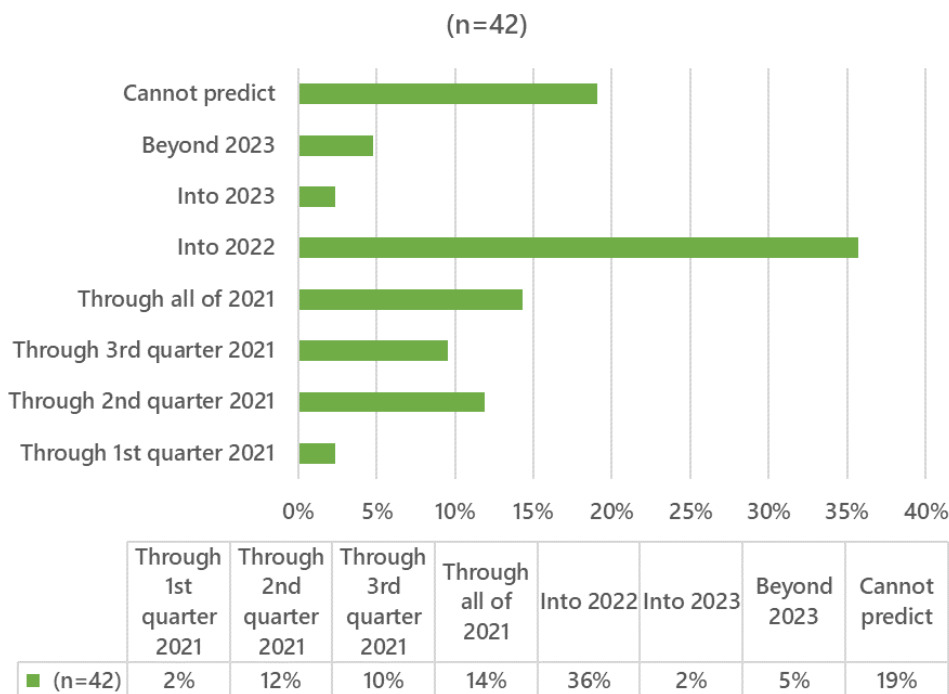
## Financial Severity of COVID-19 - Artists

Q. How severe has the financial impact of the COVID-19 pandemic been on your artistic business thus far?



## Anticipated Timeframe of Level of Financial Impact - Artists

Q. For how long do you expect to experience this level of financial impact on your business?



## Estimates of Lost Income due to COVID-19 - Artists

*Q. Approximately how much income did you make from your artistic work during 2019 and 2020?  
Approximately how much income do you project/anticipate from your artistic work in 2021 and 2022?*

- Total combined lost income among the 33 artists providing estimates for earnings was \$382,175 from 2019 to 2020. Average loss between these years was \$11,581.
- Artists project a total increase in income from 2020 to 2021 of \$13,375 with an average of -\$86.
- Artists project a total increase in income from 2021 to 2022 of \$204,090 with an average of \$7,455
- From 2019 to 2022 artists project a total loss of \$164,710 in income, with an average of \$4,212
- Unanticipated expenditures artists incurred resulting from the pandemic from March 15, 2020 to April 15, 2021 totaled \$224,900, with an average of \$5,354 (Minimum \$0, Maximum \$40,000)
- 

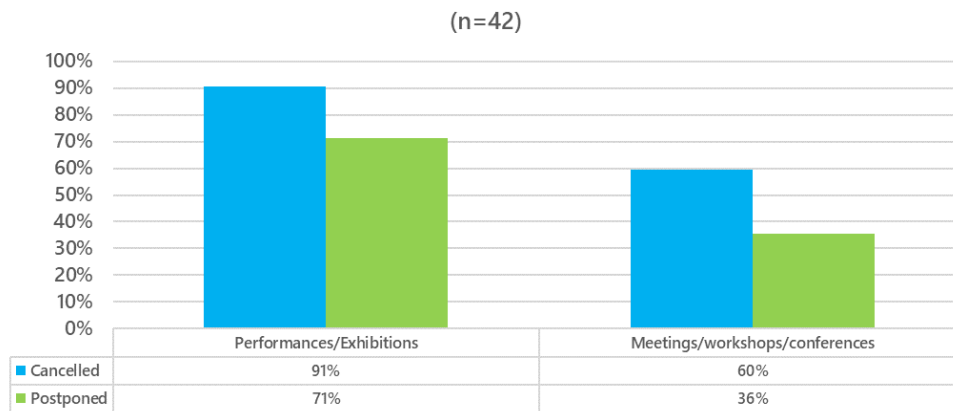
<b>Artist Income Estimates</b>	<b>Sum</b>	<b>Average</b>	<b>Minimum</b>	<b>Maximum</b>
2019 Artist Income (n=33)	\$ 563,200	\$ 17,066.67	\$0.0	\$100,000
2020 Artist Income (n=33)	\$ 181,025	\$ 5,485.61	\$0.0	\$75,000
Projected 2021 Artist Income (n=36)	\$ 194,400	\$ 5,400.00	\$0.0	\$75,000
Projected 2022 Artist Income (n=31)	\$ 398,490	\$ 12,854.52	\$0.0	\$150,000
<b>Total</b>				
	<b>Sum</b>	<b>Average</b>		
Aggregate change from 2019 to 2020	\$ (382,175)	\$ (11,581)		
Projected aggregate change' from 2020 to 2021	\$ 13,375	\$ (86)		
Projected aggregate change' from 2021 to 2022	\$ 204,090	\$ 7,455		
Change in sum from 2019 to 2022	\$ (164,710)	\$ (4,212)		
	<b>Sum</b>	<b>Average</b>	<b>Minimum</b>	<b>Maximum</b>
Unanticipated expenditures (n=42)	\$ 224,900	\$ 5,354.76	\$0.0	\$40,000



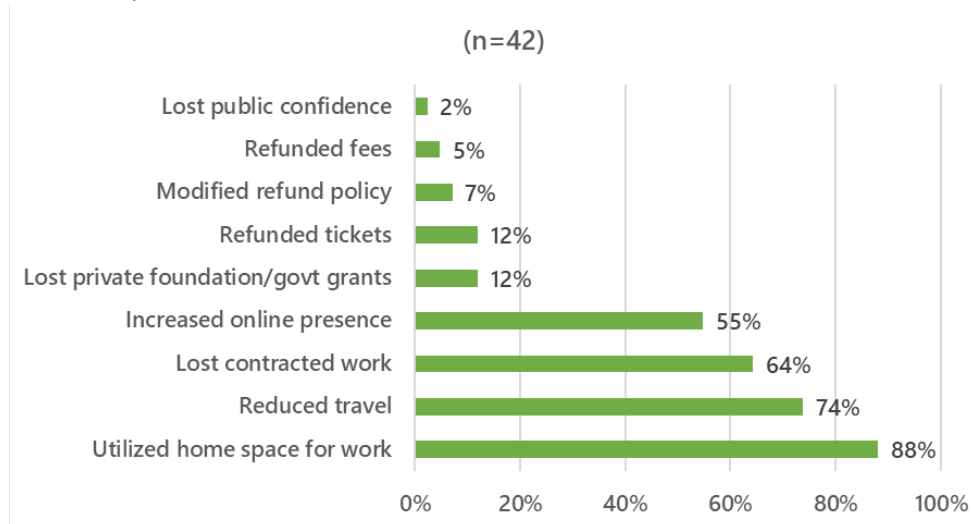
## Other COVID-19 Related Actions – Artists

*Q. Has your artistic business taken any of the following actions thus far in 2021 as a result of COVID-19?*

### Cancelled or Postponed Programs

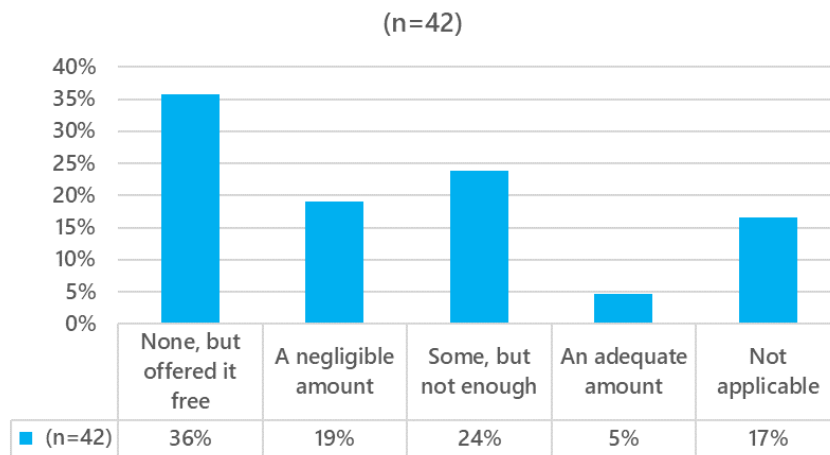


### Other Impacts and Actions



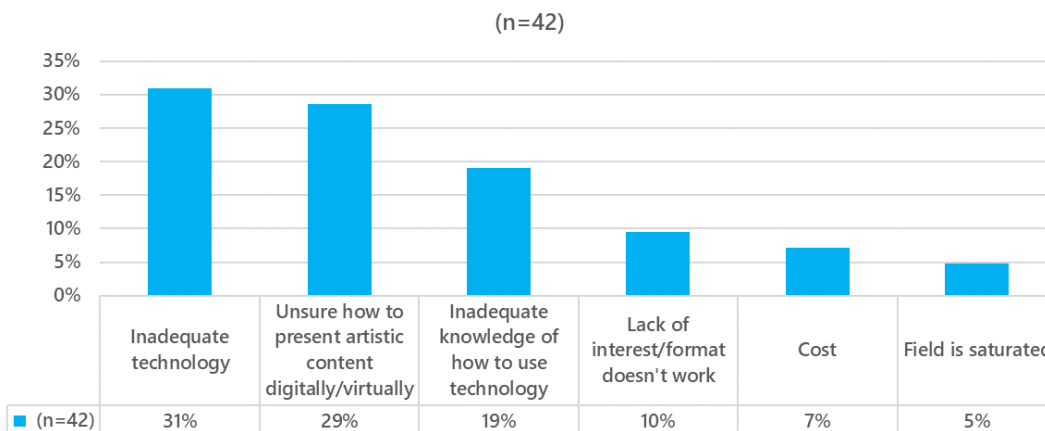
## Monetizing Digital Experiences - Artists

*Q. Have you been able to replace earned revenue from in-person visits and attendance by monetizing digital or virtual content or experiences?*



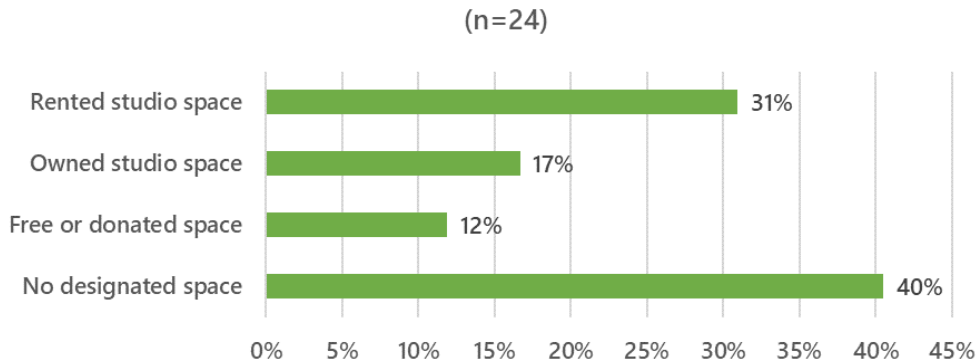
## Barriers to Replacing In-Person Income with Virtual Content/Experiences? - Artists

*Q. What has prevented you from replacing earned in-person revenue with virtual content or experiences?*



## Designated Studio Space - Artists

*Q. Do you have a designated space to create and present your artistic business? Since COVID, have you had to utilize space in your home for your artistic work/business? If you moved working space to your home, did you find the space adequate?*

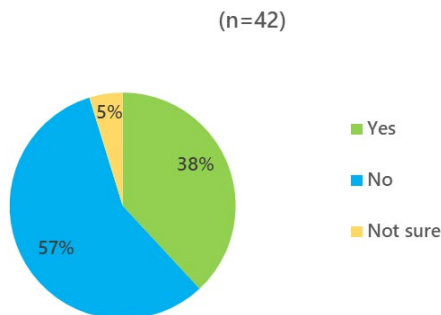


- 88% of artists who worked in studio space outside their home moved work to their home
- 40% said working from home is insufficient
- 48% said working from home is sufficient

Comment: I do not have adequate electricity and heat in my house.... it desperately needs repair that I cannot afford.

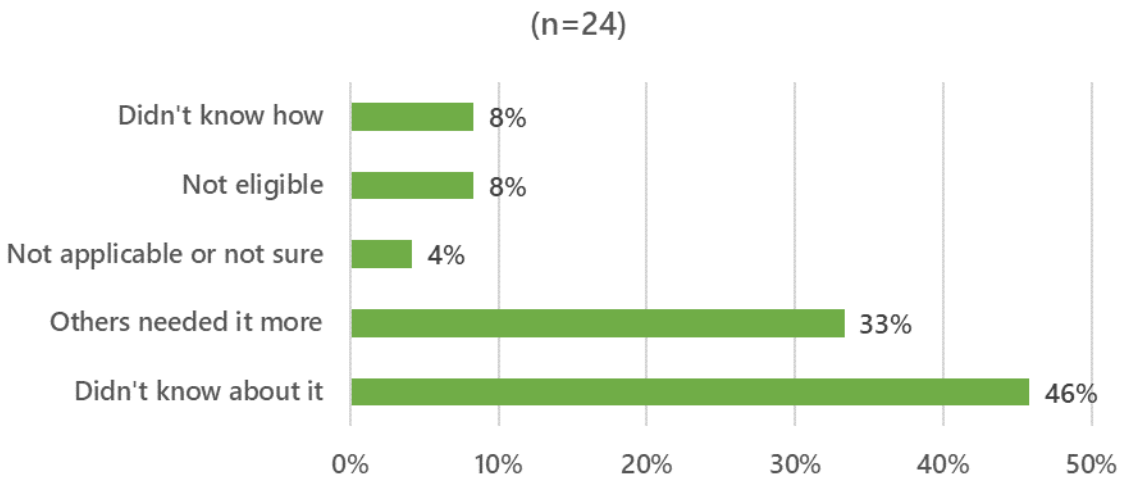
## Financial Relief Through CNY Arts Impact Fund - Artists

*Q. Did your organization choose to apply and receive financial relief through CNY Arts COVID-19 Arts Impact Fund?*



- 94% of artists who applied received funding through CNY Arts COVID-19 Arts Impact Fund.

*If you did not apply, why not?*



### How CNY Arts Impact Funding Helped - Artists

*Q. How did the CNY Arts Impact Fund help your organization?*

Able to offer monthly free programs, but concern people might not pay for the services in the future.

It gave me some breathing room to upgrade my website and focus on possible recording.

Sadly, we were desperate for heat in the house this winter (home was 40 degrees sometimes!) Bought an infrared space heater :-). Thank you so much!

Were able to work on various art projects. As a poet, I worked on three manuscripts which were accepted for publication. The funds paid for paper, ink, postage, and other expenses. As a program, I offered free Zoom bi-weekly programs and the funds paid for the Zoom programs, research, and other activities.

I received a \$1,000 grant from CNY arts. This helped me pay some bills for that month.

I have the opportunity to spend more money on my arts supplies and might be able to rent a studio.

The funds helped me replace some of the funds I spent to procure an instrument that allowed me to work during the past year.

Immediate support for covering basic living and artistic/creative costs. While small, it contributed in an important way.

I was funded some money that I am forever grateful for and it will help me with loving essentials.

I am able to create a project to train young talents.

Oddly, I went out and spent \$60 for a little infrared electric space heater, so that I had a space to warm up and work at my desk.



The financial assistance helped maintain operating costs of my business and supplemented a portion of revenues lost from public performances.

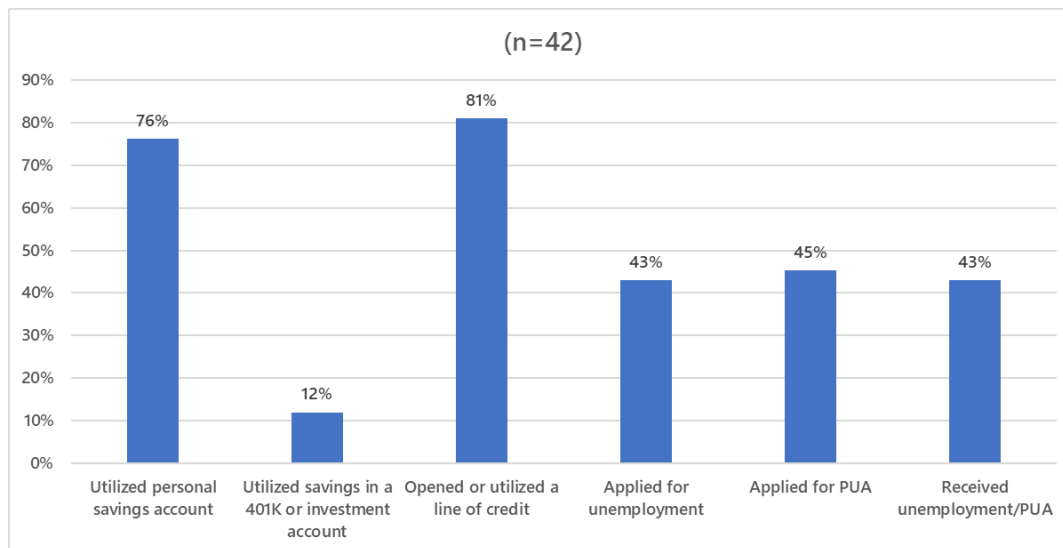
It gave me validation as an artist and helped me finance part of a recording project.

It allowed the partial funding of a creative recording project.

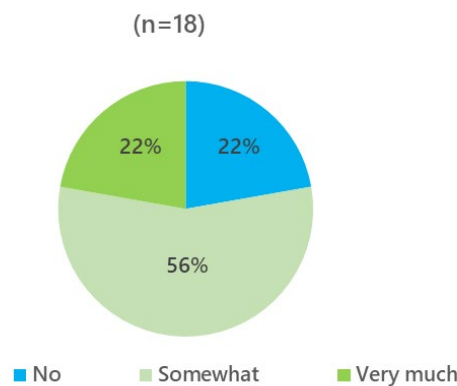
CNY Arts in combination with a rental agreement allowed me to maintain my studio space and continue working through 2020.

### Other Financial Activity Since March 2020 - Artists

*Q. Since March 2020 have you had to utilize other financial means to cover financial shortfalls due to the pandemic?*

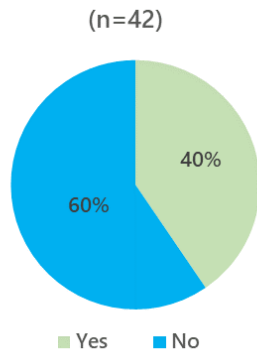


*Q. If you applied for unemployment was it effective in helping to balance your income?*



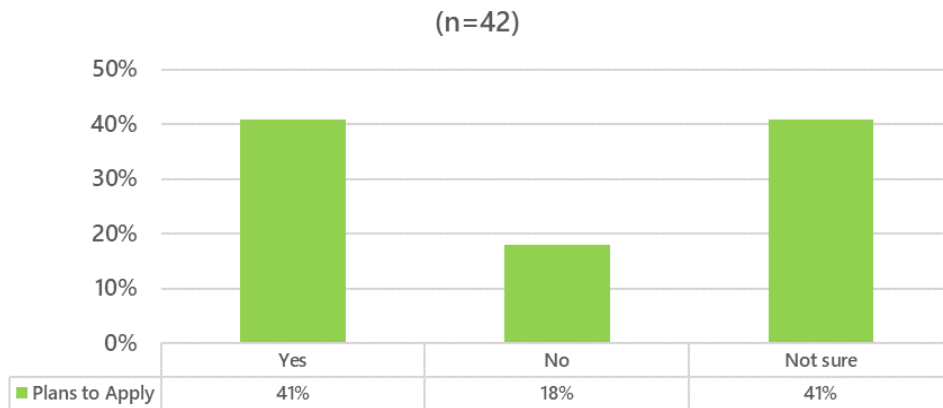


Q. Have you had to apply for non-artistic employment?



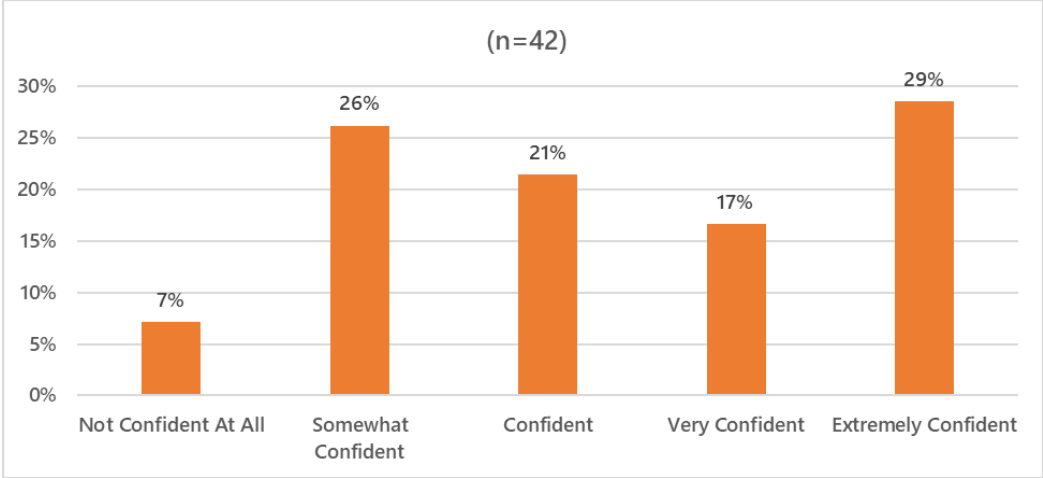
### Future Plans for Funding Applications - Artists

Q. Do you plan to apply for CNY Arts COVID-19 Arts Impact Funding in the future?



### Survival Expectations – Artists

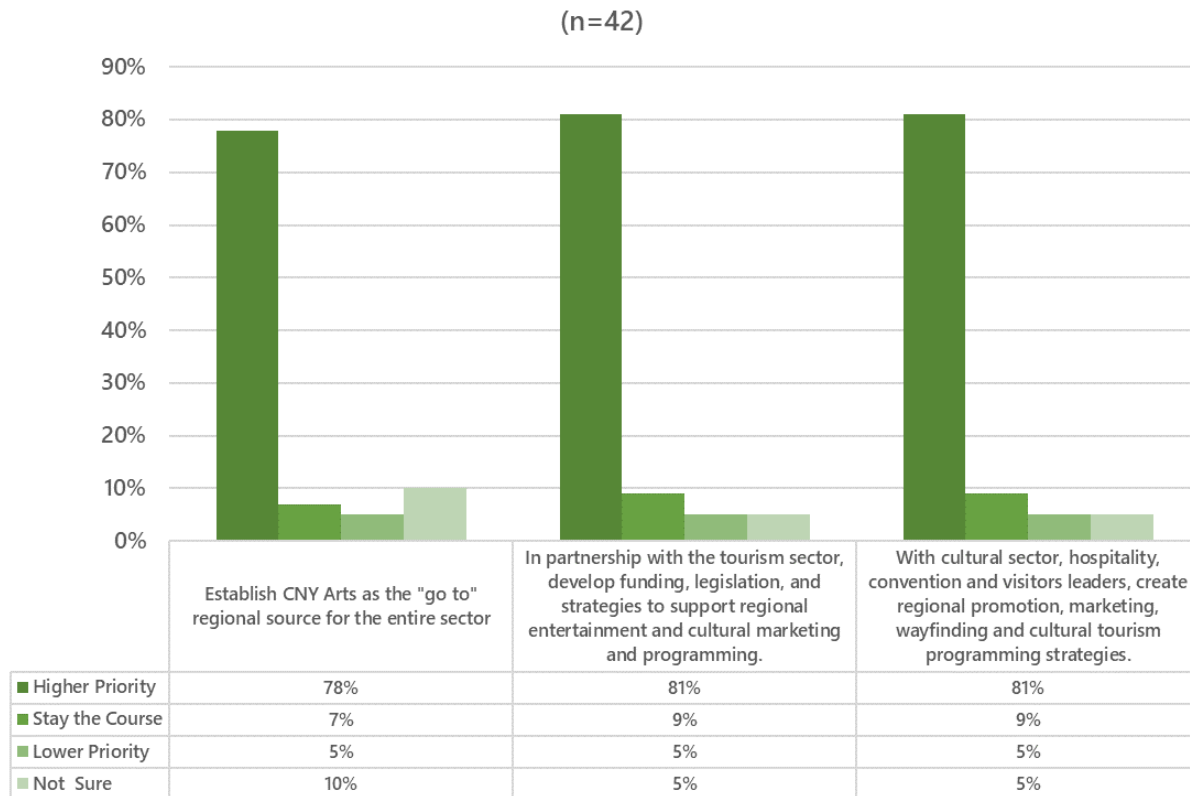
Q. How confident are you that your artistic business will survive the impact of the pandemic?



## CNY Arts Strategic Priorities - Artists

*Q. The ENGAGE CNY plan identified and prioritized strategies for cultural development. We ask you to reflect on these strategies now, so we can respond and support you and our sector throughout the remainder of the pandemic and through recovery. If strategies are no longer relevant, please provide alternatives.*

### Strategic Priority 1: Increase awareness of Central New York's Cultural & Creative Assets

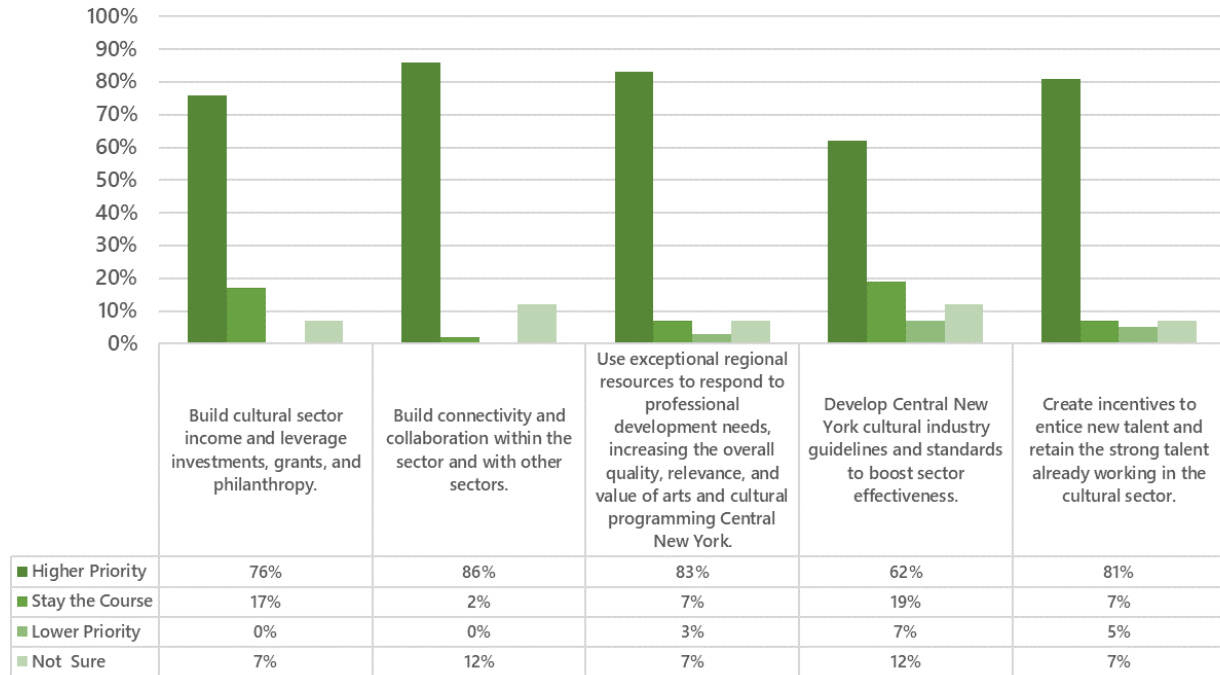


*What would you change about this strategic priority and its supporting actions?*

Promote to more so people know it's a resource available to them.

## Strategic Priority 2: Fortify Central New York’s Cultural and Creative Assets

(n=42)

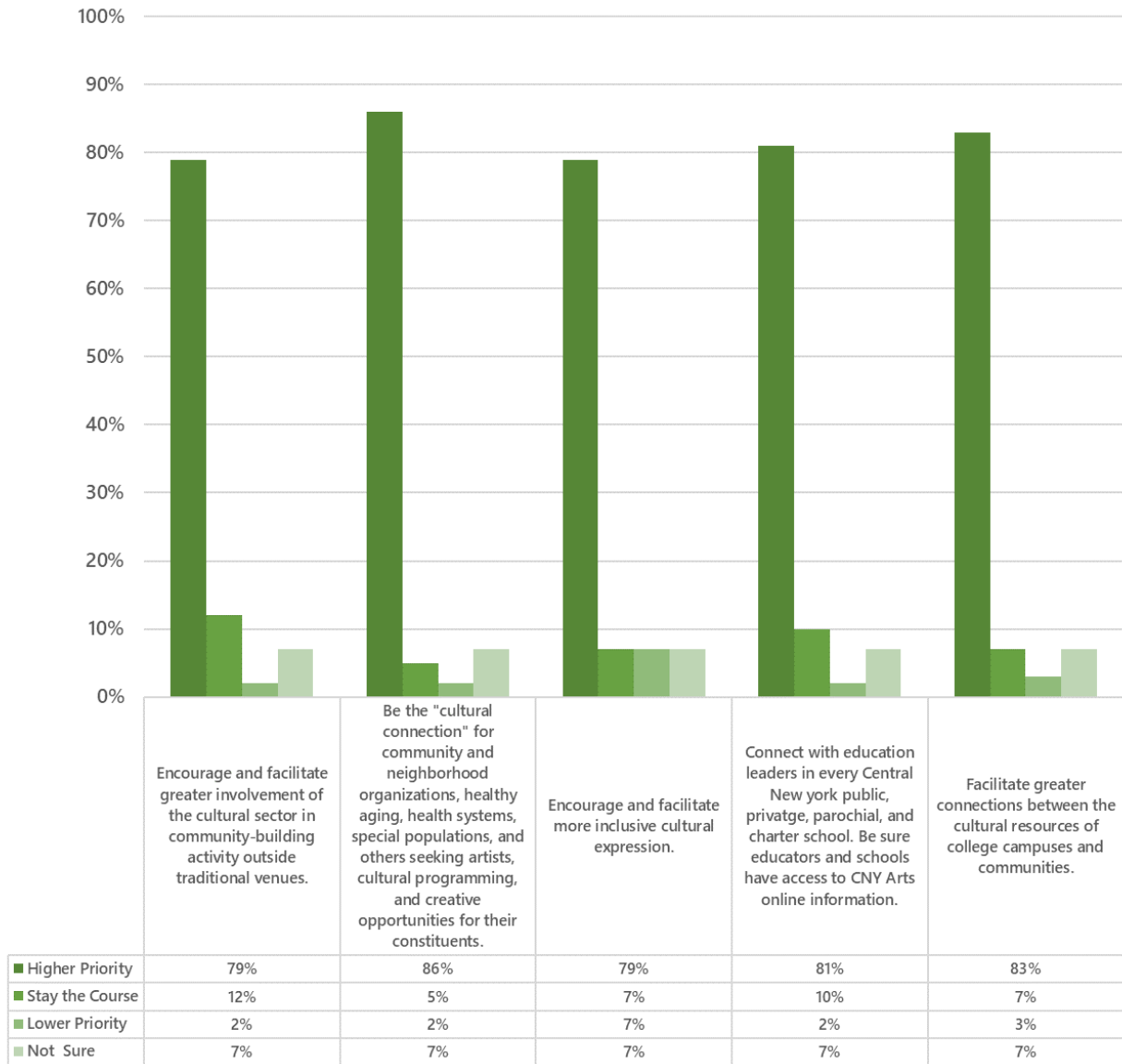


*What would you change about this strategic priority and its supporting actions?*

Needs to open the opportunity and make easier the application process.

### Strategic Priority 3: Increase Cultural Opportunity and Participation

(n=42)



#### *What would you change about this strategic priority and its supporting actions?*

Of all the regions of NYS, this has been the area that has offered us the least connections! I have many thoughts on why that might be, but it's a lot to explain. Thank God that for the last 40+ years of our artistry as a duo, we have done well.



## Artist Professional Development Needs

Communications and marketing services would be the most helpful. Anyone with experience, possibly outside the arts, with marketing strategies and strong communication skills.

Business management.

Technological.

Help with Zoom programming on a limited budget, but still high-quality product.

Zoom programming development.

Tips for promoting yourself as an independent artist.

Free Art Business Advisor.

I would be interested in more digital marketing and grant writing workshops.

Donor/investor/collector/patron support from those in the arts or business community.

Computer marketing social media.

Business side of running an art business, how to market your art, how to get your art licensed, etc.

Marketing and workshop development.

Branding and marketing strategies for visual artists.

Technology and app development, developing virtual content (beyond basic social media and website, at a more advanced level ie. A platform like peloton but for music).

Business management.

I am an independent artist looking for strong connections within the performing arts. It would be helpful to receive training, jobs and connections throughout any medium of the performing arts.

Building up a business.

Financial.

For grant applications.

How to create a successful website with sales aspect.

Grant writing and financial planning.

How to make a digital space.

Website Design; How to edit a Youtube video.

How to start an art business.



NFTs, Web design and development, and other digital distribution methods.

Grants.

Escuela Cubana de Ballet, seminar.

How to build and use annual budgets for arts presentations etc. Would like to receive training from any experienced/knowledgeable source i.e. banks, financial, institutions, accountants etc. Monetizing online performances.

Training in Pro Tools.

### Other Comments from Artists

Thanks for all your hard work!

Thank you for continuing to serve the arts and culture in this region. Your organization makes a huge difference to artists and patrons of the arts.

Thanks for your work.

I would like to know if/when there is going to be another round of COVID Impact grants coming, since I did not receive anything the first round.

Thanks for the outreach!

Thanks for all you do.

Keep up the good work!

Get Syracuse artists involved in the common council. I'm tired of seeing artists being flown in from all over the country to do a job that many Syracuse artists are capable of doing.

Keep up the good work.

I would love to see a greater CNY Arts presence in the Utica area.

Ongoing funding programs would be very helpful, rather than one time grants—or larger fellowships to cover longer periods of time.

The pandemic dissolved the best job I ever had.

Excited to research the projects.

Attracting art buyers and collectors to Syracuse is needed.

I wasn't able to clarify, I've been really struggling with unemployment, because I was adjunct they used my very part time income from that to determine my unemployment rate and gave me the minimum amount and refused to consider my self employment income or eligibility for pandemic unemployment for this



reason. As an artist with multiple streams of income this has been very problematic because they will not look at my main source of income gathered from 1099s.

Support local artists.

Thank you for all you do:)

We need to attract more talent people to CNY in the creative industries.

love CNY Arts

Thank you.

Nothing further, except to say how much we miss performing.

Individual artists need more information on how to continue making art.

I need art show venues and gallery shows to reopen and be available to me. Thank you

I can't really comment because I feel rather despondent.

Thank you for the continue support.

Great job.

Thanks for being the inclusive advocate and go to for arts related issues in CNY.

Thank you for the work you do.

