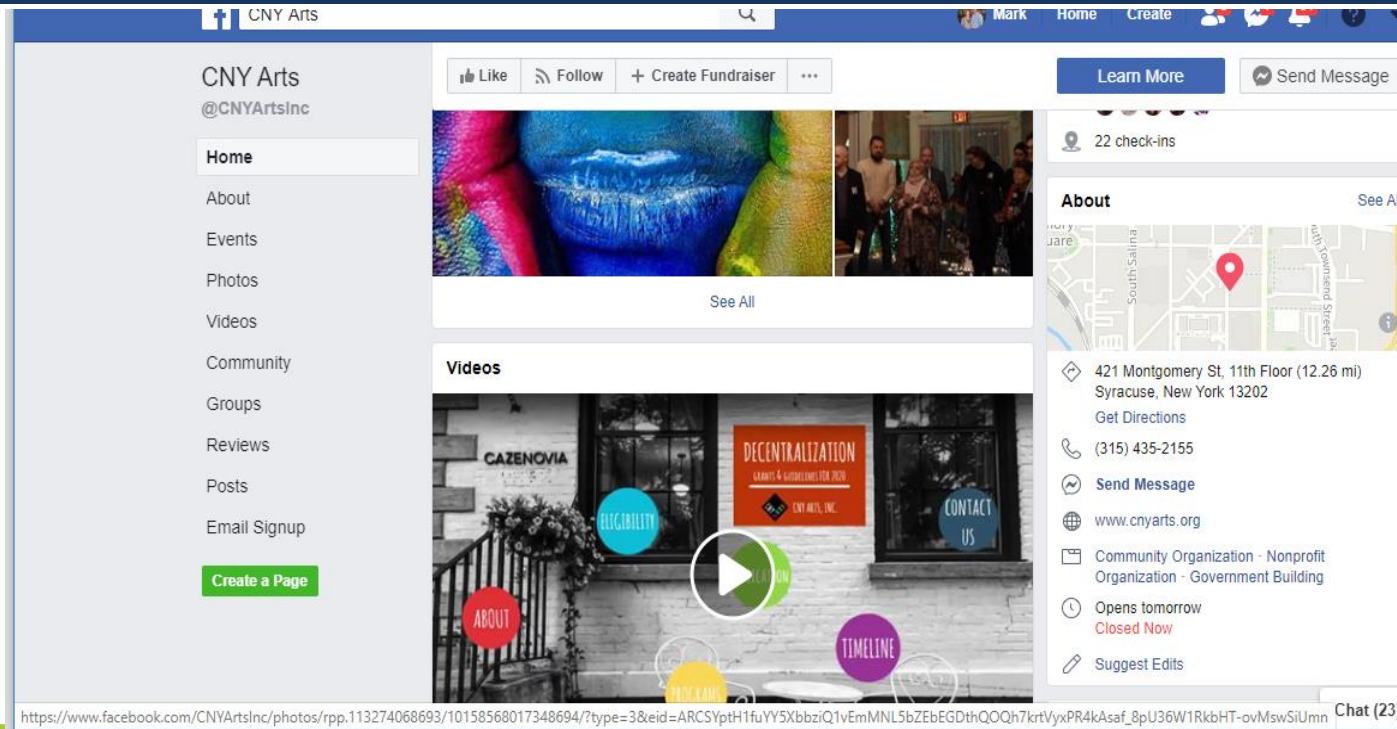
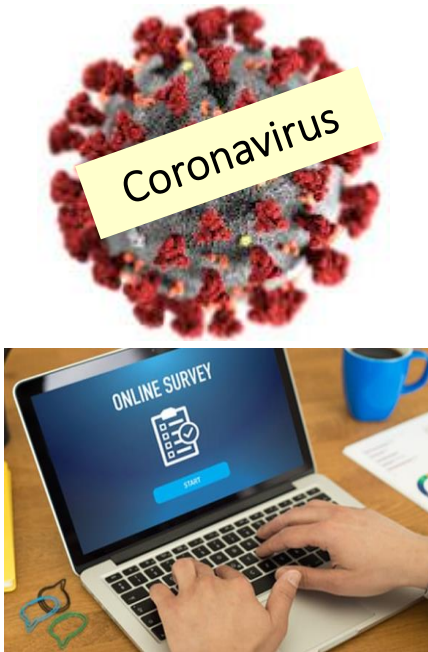




ONLINE SURVEY FINDINGS REPORT

COVID -19 Impact Study – CNY Arts Registry & Open Link Responders

June 25, 2020



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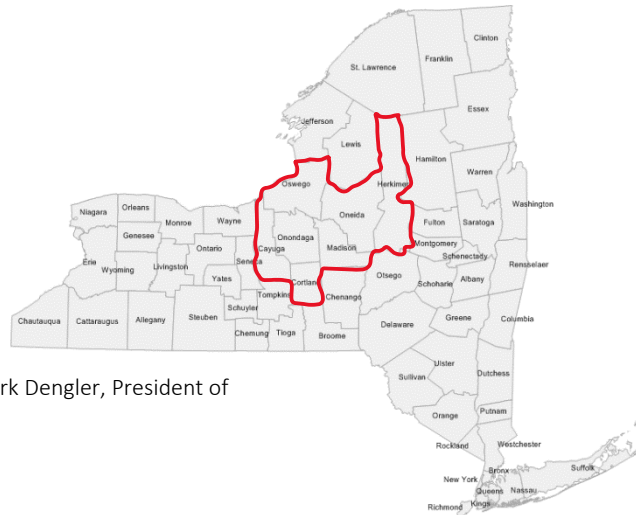
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About This Report:

This summary research report was prepared based upon the results of survey responses to two identical online surveys regarding the financial impact that the COVID-19 Pandemic has had on area artists and art focused organizations. The findings represent survey responses from a seven-county area. It is important to note that for some of the county data provided the response sample size is very small. Caution should be taken when generalizing the findings with small sample size figures.

The report is organized into key sections.

1. The **first section** highlights the research objective and details the “*background and methodology*” of the research. All findings within this section are reported in the aggregate.
2. The **second section** represents a summary *DASHBOARD* of the aggregate key survey findings (once the data has been reviewed, cleaned and quality checked). It follows the format of 4 prior dashboard versions.
3. The **third section** represents a highlight of some of the *aggregate survey results* (combining the individual artist responses as well as the arts organizations).
4. The **fourth section** represents the *research findings from* those respondents that designated themselves as *individual artists*.
5. The **fifth and final section** represents the *research findings from art organization respondents*.



Any questions or comments regarding this market research study can be directed to Mark Dengler, President of Research Analytics for RMS at 1-866-567-5422 or email at MarkD@RMSresults.com.

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Research Objective(s):

The purpose of this primary market research study was to quantify the economic impact of the COVID-19 pandemic on the Central New York area arts and entertainment organizations. Additionally, CNY Arts wanted to learn whether these organizations are taking advantage of the programs offered under the Coronavirus Aid, Relief and Economic Security (CARES) Act.

Background and Methodology:

To obtain the necessary information, the Research & Marketing Strategies (RMS) team worked with the CNY Arts staff to develop a comprehensive on-line survey. The survey was programmed with a link sent to a list of 1,487 artists and arts organizations self-registered on the CNY Arts directory (referred to as the CNY arts registry) asking them to share their COVID-19 experience. A second identical survey with an “open-invitation link” was also created. General community artists (not included on the CNY Art’s registered list) were encouraged to respond and share their thoughts. CNY Arts and RMS promoted the open link survey through social media. Overall, the survey consisted of approximately 38 questions and took respondents approximately 10 to 15 minutes to complete. Survey responses were gathered from artists residing in one of a seven (7) counties within Central New York. These counties included: Cayuga, Cortland, Herkimer, Madison, Oneida, Onondaga, and Oswego. The results included in this report reflect the combined responses from both the CNY Art’s Registry list and “open-link” surveys. A total of 266 individuals and organizations responded to the survey. Among the CNY Arts Registry this represented a response rate of 12.0%. Of the 266 respondents, 178 were from the CNY Arts Registry and 88 from the “open link. Ultimately, 12 of the respondents disqualified as a result of residing outside of the designated counties.

TABLE 1a: Response Summary

		COMBINED		Registry List only		Overall
		#	%	#	%	Response
Disqualified		12	4.5%	11	0.7%	
Respondents as of 5/18/20		254	95.5%	167	11.2%	12.0%
Total Responded		266		178		
Total Invited		unkwn		1,487		

TABLE 1c: Respondents by Classification (Q2)

	#	%
Organizations	115	45.3%
Individual	139	54.7%
"n"	254	

TABLE 1b: Survey Respondents by County

(Q1)	#	%
Cayuga	9	3.4%
Cortland	19	7.1%
Herkimer	9	3.4%
Madison	20	7.5%
Oneida	35	13.2%
Onondaga	145	54.5%
Oswego	17	6.4%
Other County	12	4.5%
"n"	266	

Background and Methodology (Cont'd):

One of the key screener questions to allow participants to continue through the survey was the financial severity impact of the COVID 19 pandemic on the respondent's artistic business income. If the respondent was not suffering a financial impact as a result of the pandemic, then they were not asked additional survey questions. The table below depicts the responses.

TABLE 1d: COVID 19 Pandemic Financial Impact on Survey Respondent (Q3)

	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Rating	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
"Not at all Severe"	22	8.7%	0	0.0%	0	0.0%	0	0.0%	2	10.0%	2	5.7%	17	11.7%	1	5.9%
"Mildly Severe"	40	15.7%	0	0.0%	4	21.1%	1	11.1%	3	15.0%	7	20.0%	22	15.2%	3	17.6%
"Severe"	57	22.4%	3	33.3%	2	10.5%	3	33.3%	3	15.0%	11	31.4%	29	20.0%	6	35.3%
"Significantly Severe"	61	24.0%	2	22.2%	4	21.1%	3	33.3%	6	30.0%	8	22.9%	33	22.8%	5	29.4%
"Extremely Severe"	74	29.1%	4	44.4%	9	47.4%	2	22.2%	6	30.0%	7	20.0%	44	30.3%	2	11.8%
TOTALS	254		9		19		9		20		35		145		17	

❖ *For 22 or 8.7 % of the respondents, the financial impact of the COVID 19 pandemic was considered "Not at all Severe." Therefore these individuals were not asked to continue with the survey.*

❖ *On average, the COVID-19 Pandemic had a "significantly or extremely severe" impact on an average of 53.1% of all the survey respondents.*

Screener Questions:

It is important to note that the two online surveys contained a number of "screener questions" that in essence disqualified survey participants from continuing with the survey depending upon the respondent's survey answer. The survey was designed to primarily gauge the financial impact of the COVID-19 Pandemic on individual artists as well as arts organizations within the CNY Arts market area. Therefore, if a survey respondent did not have a financial impact or was not representing an artist or organization withing a designated seven county geographical area they were not asked to continue with the survey. Additionally, it was agreed that a respondent must have earned revenue in their prior fiscal year to be eligible to take the survey.

The key survey screener questions used to calculate financial impact averages were as follows:

1. Must have arts business in one of the designated seven Central New York Counties (Q1);
2. The COVID 19 Pandemic must have a financial impact on the arts business (Q2); and
3. The organization must have generated income (within its arts discipline) within the most recent fiscal year(Q7).

SECTION 1: Research Objective(s) - Background and Methodology (Cont'd)

- ❖ *Across the combined surveys, 266 participants (individuals and organizations) completed the survey at least partially. After incorporating the routing, 230 participants completed the entire survey, without screening out due to a particular response.*

TABLE 1e: Screener Questions Adjustment Summary

	Aggregate	Cayuga	Cortland	Herkimer	Madison	Oneida	Onondaga	Oswego	Other
Screener Question Composites	#	#	#	#	#	#	#	#	#
Initial Survey Response Total	266	9	19	9	20	35	145	17	12
Q1: Proper Counties	254	9	19	9	20	35	145	17	0
Q2: No COVID Impact	22	0	0	0	2	2	17	1	0
Q7: No prior Yr Income	2	0	0	0	0	0	2	0	0
Net TOTAL (subtraction)	230	9	19	9	18	33	126	16	0

Survey Participant Profile(s):

- ❖ *The majority of survey respondents classified themselves as “individual artists” (54.7%) with the remainder as “organizations”(45.3%).*
- ❖ *The largest number of survey respondents were from Onondaga County (145) and the smallest number from Cayuga (9) and Herkimer (9) Counties.*

SECTION 2: Dashboard – CNY Arts Registry & Open Link Survey Results

Update as of 5/25/20 – After the survey had been in the field and closed and data quality checks performed

• 178 Responses To Date (12.0% response rate) [CNY Arts Registry only]

	#	%
Cayuga	9	3.4%
Cortland	19	7.1%
Herkimer	9	3.4%
Madison	20	7.5%
Oneida	35	13.2%
Onondaga	145	54.5%
Oswego	17	6.4%
Other County	12	4.5%
"n"	266	

Respondents by Type

	#	%
Organizations	115	45.3%
Individuals	139	54.7%
"n"	254	

Overall COVID-19 Revenue Loss Impact Estimate - [March - Sept]

	Average Loss	"n"
Individuals	(\$16,996)	122
Organizations	(\$121,868)	108

COMBINED LOST REVENUE - Individuals

[Income Earned & Contributed Revenue]

A. March 1st - April 30th

B. May 1st - June 30th

C. July 1st - September 30th

Minimum	Maximum	Average	"n"
\$0	\$30,000	\$4,217	122
\$0	\$60,000	\$5,046	122
\$0	\$90,000	\$7,732	122

COMBINED LOST REVENUE - Organizations

[Income Earned & Contributed Revenue]

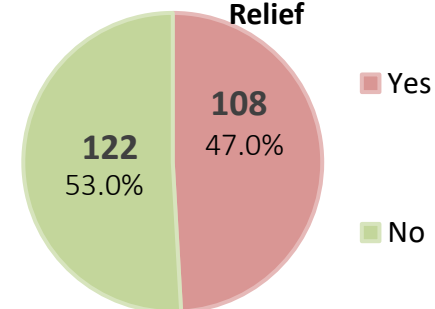
A. March 1st - April 30th

B. May 1st - June 30th

C. July 1st - September 30th

Minimum	Maximum	Average	"n"
\$0	\$850,000	\$30,635	108
\$0	\$700,000	\$43,337	108
\$0	\$550,000	\$47,895	108

Apply For COVID-19 Financial Relief



ORGANIZATION RESPONDENT PROFILE :

What follows are summary of the profile question findings from those survey respondents that classified themselves as “organizations” versus individual artists. This Section describes the organization only findings with regard to their income, cash reserves, the perceived impact of the COVID-19 pandemic, and the actions they intend to take as a result of the pandemic situation. The Section concludes with a summary of any general comments or concerns identified.

It is important to recognize that the sample size for the profile tables decreases as a result of particular screener question responses. Each profile question is defined as a table and corresponds to a question from the survey. Additionally when looking at some of the small county specific response data, caution needs to be taken with making generalizations.

Overall there were **115 aggregate responses** from those who identified as representing “art organizations.”

Art organizations **represented 45.3% of the survey** respondent pool.

For a complete listing of those Arts Organizations that participated in the survey go to APPENDIX D in this report.

- ❖ The majority (over 50.4%) of respondents, who identified as “organizations” indicated that they were “significantly or extremely” financially impacted by the COVID-19 pandemic. Based upon the responses, Cayuga County’s art organizations were most likely to rate their financial impact as significant or extreme. Onondaga and Oneida County’s respondents indicated a higher likelihood that their financial impact was less severe, in aggregate, than the other five CNY Arts county market area respondents.
- ❖ Approximately 6% of organization classified respondents indicated that the COVID 19 pandemic did “not at all” severely impact them financially. The majority of these respondents were based in Onondaga County. However there were also unaffected organizational respondents in Madison, and Oneida counties as well.

TABLE 2a: Organization Responses COVID-19 Financial Impact (Q3 orgn)

ORGANIZATION - Only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Rating	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Not at all Severe	7	6.1%	0	0.0%	0	0.0%	0	0.0%	1	9.1%	1	8.3%	5	8.5%	0	0.0%
Midly Severe	19	16.5%	0	0.0%	3	30.0%	1	14.3%	1	9.1%	3	25.0%	10	16.9%	1	10.0%
Severe	31	27.0%	2	33.3%	1	10.0%	3	42.9%	1	9.1%	4	33.3%	16	27.1%	4	40.0%
Significantly Severe	29	25.2%	1	16.7%	2	20.0%	1	14.3%	5	45.5%	2	16.7%	14	23.7%	4	40.0%
Extremely Severe	29	25.2%	3	50.0%	4	40.0%	2	28.6%	3	27.3%	2	16.7%	14	23.7%	1	10.0%
	115		6		10		7		11		12		59		10	

COVID-19 FINANCIAL IMPACT (ORGANIZATIONS)

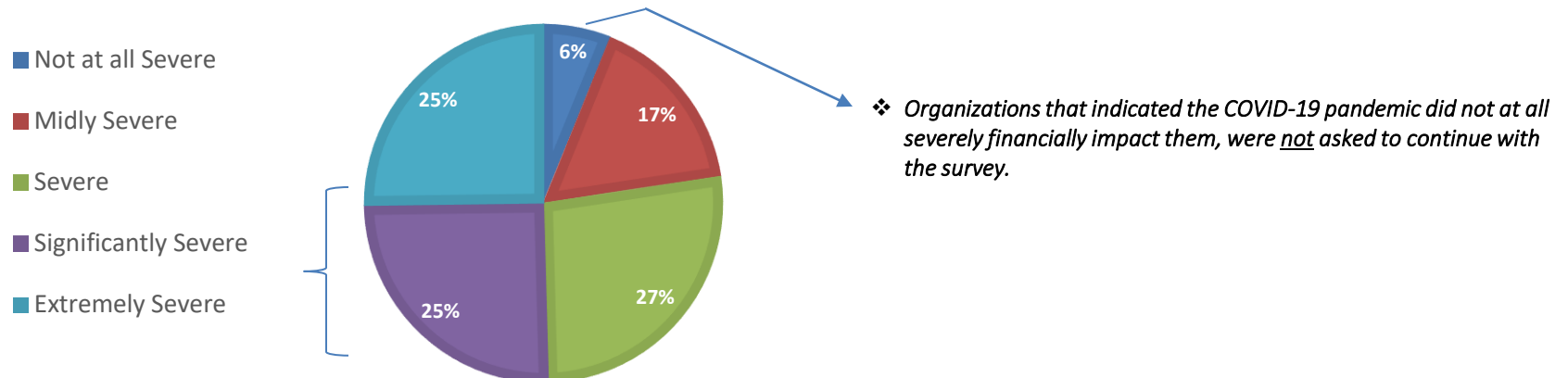


TABLE 2b: Organization Respondent artist Disciplines (Q4 orgn)

Organizations - Only	Aggregate			Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Industry Focus	#	%	% ¹	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Dance	21	6.1%	19.4%	2	6.1%	4	9.8%	1	2.5%	0	0.0%	1	3.0%	13	8.8%	0	0.0%
Literature	24	6.9%	22.2%	4	12.1%	2	4.9%	5	12.5%	1	4.3%	1	3.0%	9	6.1%	2	6.9%
Museums	22	6.4%	20.4%	3	9.1%	1	2.4%	2	5.0%	5	21.7%	3	9.1%	5	3.4%	3	10.3%
Music	58	16.8%	53.7%	4	12.1%	6	14.6%	7	17.5%	4	17.4%	5	15.2%	26	17.7%	6	20.7%
Performing Arts	51	14.7%	47.2%	5	15.2%	5	12.2%	5	12.5%	3	13.0%	5	15.2%	26	17.7%	2	6.9%
Film, Television, Electronic Media	14	4.0%	13.0%	2	6.1%	3	7.3%	1	2.5%	1	4.3%	0	0.0%	6	4.1%	1	3.4%
Theatre	30	8.7%	27.8%	4	12.1%	3	7.3%	3	7.5%	1	4.3%	3	9.1%	15	10.2%	1	3.4%
Visual Art	41	11.8%	38.0%	3	9.1%	6	14.6%	5	12.5%	4	17.4%	5	15.2%	13	8.8%	5	17.2%
Crafter	18	5.2%	16.7%	1	3.0%	3	7.3%	3	7.5%	1	4.3%	2	6.1%	5	3.4%	3	10.3%
Arts Education	51	14.7%	47.2%	5	15.2%	5	12.2%	5	12.5%	2	8.7%	7	21.2%	22	15.0%	5	17.2%
Other	16	4.6%	14.8%	0	0.0%	3	7.3%	3	7.5%	1	4.3%	1	3.0%	7	4.8%	1	3.4%
	346			33		41		40		23		33		147		29	

¹ Represents the aggregate response percentage using 108 (total respondents) as the denominator

- ❖ The vast majority of art organization disciplines represented in the COVID-19 survey findings were from (1) music, (2) the performing arts, (3) arts education, and (4) the visual arts
- ❖ The counties of Onondaga, Herkimer and Cortland were the predominant counties with multiple discipline designations.

Organizations' Designated artist Disciplines

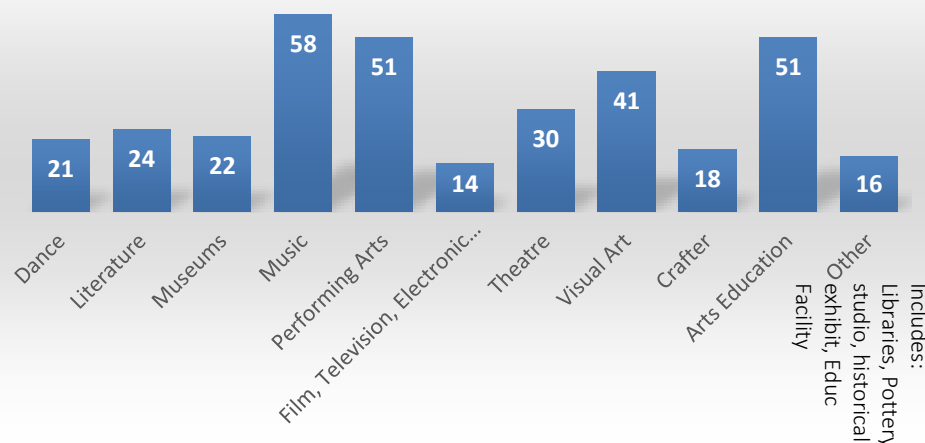


TABLE 2c: Organization Respondents – Have or Will Apply for Financial Relief (Q33 orgn)

Organizations - Only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Federal Relief	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Yes	51	47.2%	6	100.0%	4	40.0%	5	71.4%	3	30.0%	5	45.5%	25	46.3%	3	30.0%
No	57	52.8%	0	0.0%	6	60.0%	2	28.6%	7	70.0%	6	54.5%	29	53.7%	7	70.0%
TOTAL	108		6		10		7		10		11		54		10	

- ❖ A *slight majority* of the art organization respondents *indicated* that *they will NOT be applying for COVID-19 financial relief at this time.*
- ❖ Respondents from *Oneida, Onondaga and Oswego* were *more likely to not apply for financial relief.* While those from *Cayuga, Cortland, Herkimer and Madison* will be applying for financial relief.

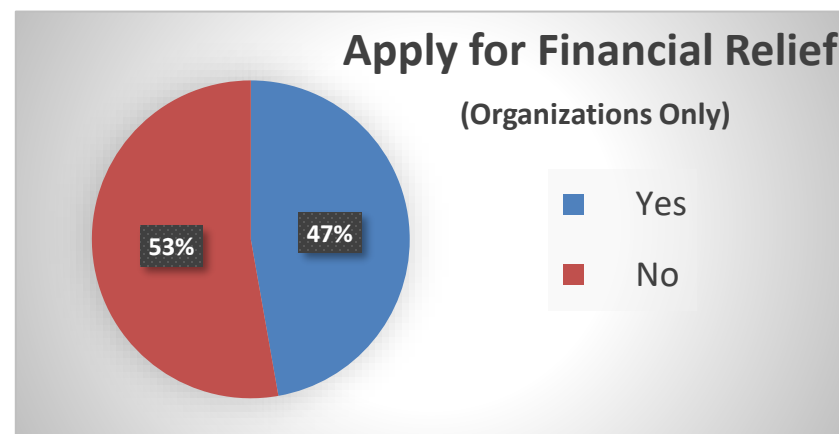


TABLE 2d: Organization Respondents –Financial Relief Programs Applied For (Q34 orgn)

Organizations - Only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
a) Paycheck Protection Plan	39	45.9%	6	50.0%	2	50.0%	5	71.4%	3	50.0%	4	50.0%	18	40.9%	1	25.0%
b) SBA - Subsidy Loan	9	10.6%	1	8.3%	0	0.0%	0	0.0%	1	16.7%	1	12.5%	5	11.4%	1	25.0%
c) SBA - EIDL	18	21.2%	2	16.7%	1	25.0%	0	0.0%	2	33.3%	2	25.0%	9	20.5%	2	50.0%
d) Unemployment Insurance	8	9.4%	2	16.7%	0	0.0%	1	14.3%	0	0.0%	1	12.5%	4	9.1%	0	0.0%
e) Pandemic Unemplymnt Ast	4	4.7%	1	8.3%	0	0.0%	1	14.3%	0	0.0%	0	0.0%	2	4.5%	0	0.0%
f) Other	7	8.2%	0	0.0%	1	25.0%	0	0.0%	0	0.0%	0	0.0%	6	13.6%	0	0.0%
TOTAL	85		12		4		7		6		8		44		4	

TABLE 2e: Organization Respondents – Prior Year Organization's Budget (Q16)

Organizations only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Category	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
\$1-\$15,000	23	20.9%	1	16.7%	4	40.0%	0	0.0%	1	10.0%	3	27.3%	11	20.4%	3	30.0%
\$15,001 - \$25,000	10	9.1%	0	0.0%	1	10.0%	1	11.1%	1	10.0%	1	9.1%	4	7.4%	2	20.0%
\$25,001 - \$50,000	18	16.4%	0	0.0%	1	10.0%	2	22.2%	3	30.0%	1	9.1%	8	14.8%	3	30.0%
\$50,001 - \$100,000	19	17.3%	0	0.0%	2	20.0%	1	11.1%	1	10.0%	2	18.2%	12	22.2%	1	10.0%
\$100,001 - \$250,000	13	11.8%	1	16.7%	1	10.0%	2	22.2%	2	20.0%	3	27.3%	3	5.6%	1	10.0%
\$250,001 - \$500,000	5	4.5%	0	0.0%	0	0.0%	0	0.0%	2	20.0%	0	0.0%	3	5.6%	0	0.0%
\$501,001 - \$1 mil	10	9.1%	3	50.0%	1	10.0%	1	11.1%	0	0.0%	0	0.0%	5	9.3%	0	0.0%
\$1,000,001 - \$2.5 mil	8	7.3%	0	0.0%	0	0.0%	2	22.2%	0	0.0%	0	0.0%	6	11.1%	0	0.0%
\$2,500,001 - \$5 mil	2	1.8%	1	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Above \$5 million	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	9.1%	1	1.9%	0	0.0%
	110		6		10		9		10		11		54		10	

- ❖ The **majority (63.7%)** of the art organization respondents have an annual operational budget of \$100,000 or less. Approximately twenty percent of the organizations have annual budgets of a million or higher.
- ❖ The majority of art organization respondents from the more rural counties of **Cortland, Madison, Oneida** had smaller organizational budgets.

- ❖ The vast **majority** of the organization respondents have or will **apply for financial relief** under the **Paycheck Protection Plan (PPP)** as well as the **SBA's Economic Injury Disaster Loan Program**.
- ❖ To a **lesser degree**, Some organizations intend to **make use of the SBA program's**—the **Subsidy Loan Program**.

Type of Financial Relief Sought

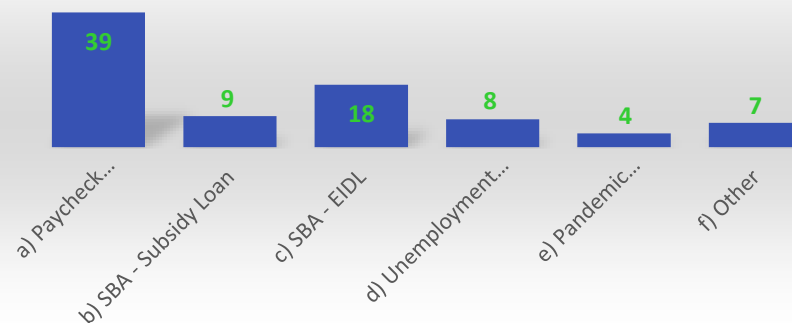


TABLE 2f: Organization Respondents – FTEs Before COVID (Q17 orgn)

Organizations only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Category	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
# with FTEs	60	55.6%	6	100.0%	7	70.0%	6	85.7%	4	40.0%	5	45.5%	30	55.6%	2	20.0%
Ave FTEs	12.9		19.83		4.21		8.5		16.63		30.4		12.05		2.5	
# without Any FTEs	48	44.4%	0	0.0%	3	30.0%	1	14.3%	6	60.0%	6	54.5%	24	44.4%	8	80.0%
TOTAL	108		6		10		7		10		11		54		10	

TABLE 2g: Organization Respondents – FTEs After COVID (Q18 orgn)

Organizations only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Category	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
# with FTEs	60	55.6%	6	100.0%	7	70.0%	6	85.7%	4	40.0%	5	45.5%	30	55.6%	2	20.0%
Ave FTEs	9.26		6.67		1.79		5.83		8.88		28.8		9.95		1.5	
# without Any FTEs	48	44.4%	0	0.0%	3	30.0%	1	14.3%	6	60.0%	6	54.5%	24	44.4%	8	80.0%
TOTAL	108		6		10		7		10		11		54		10	

- ❖ For those **organizations** with FTE employees, there was **an average drop of 3.64 FTEs** after the COVID-19 Pandemic.
- ❖ Some of the **biggest organizational FTE drops** were experienced with organizations responding from **Madison and Cayuga Counties**.

SECTION 3: Survey Participant Profile(s) – Organizations ONLY Profile

TABLE 2h: Organization Respondents – Amount used/borrowed from Reserve Fund or Credit Line (Q20)

Organizations	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Category	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Total Organizations	108		6		10		7		10		11		54		10	
# used/borrowed funds	48	44.4%	4	66.7%	7	70.0%	4	57.1%	6	60.0%	5	45.5%	16	29.6%	6	60.0%
Ave Amount borrowed	\$20,754		\$70,125		\$5,743		\$18,075		\$11,017		\$35,500		\$21,650		\$2,200	
Total borrowed	\$996,200		\$280,500		\$40,200		\$72,300		\$66,100		\$177,500		\$346,400		\$13,200	

❖ *About 4 in 10 (44.4%) of responding arts organizations have borrowed or used funds this far from their reserve fund or credit line.*

❖ *The average amount used or borrowed across the seven CNY Arts designated counties is \$20,754. Arts organizations in every designated county have needed to use and/or borrow funds as a result of the COVID-19 Pandemic.*

TABLE 2i: Organization Respondents – Have an endowment or investment fund/Change in fund/% change (Q21,Q22,Q23)

Organizations only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Category	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Total Organizations	108		6		10		7		10		11		54		10	
YES - Endowment or Investment fund	31	28.7%	3	50.0%	2	20.0%	5	71.4%	4	40.0%	5	45.5%	10	18.5%	2	20.0%
Fund Activity:																
Shown "No Change"	10		1		0		1		0		3		5		0	
Shown "Gain"	0		0		0		0		0		0		0		0	
Shown "Loss"	21		2		2		4		4		2		5		2	
Ave Change	-14.9%		-16.0%		-20.0%		-13.8%		-13.0%		-15.0%		-14.4%		-15.5%	

❖ *Twenty-nine percent (29.2%) of responding arts organizations have an endowment or investment fund.*

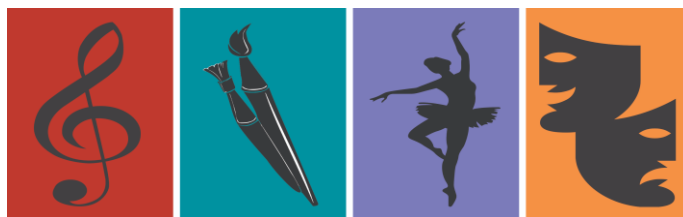
❖ *Most (67.7%) indicated a loss of their investment of 15% thus far this year associated with the COVID-19 Pandemic.*

SECTION 3: Survey Participant Profile(s) – Organizations ONLY Profile

TABLE 2j: Organization Respondents – Estimated costs for unanticipated expenditures resulting from COVI-19 (Q24)

(Q24 Total Cost of Unanticipated Expenditures because of COVID-19)																
Organizations only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Category	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Total Organizations	108		6		10		7		10		11		54		10	
Organizations w/no Expenditures	42	38.9%	0	0.0%	3	30.0%	3	42.9%	4	40.0%	6	54.5%	22	40.7%	4	40.0%
Organizations w/ Expenditures	66	61.1%	6	100.0%	7	70.0%	4	57.1%	6	60.0%	5	45.5%	32	59.3%	6	60.0%
Ave Expenditure Amount	\$21,560		\$36,933		\$5,743		\$18,072		\$11,017		\$35,510		\$26,000		\$2,200	

- ❖ A majority of arts organization survey respondents (61.1%) indicated that they incurred unanticipated expenditures resulting from the COVID-19 Pandemic. The average amount of these expenditures is \$21,560.



2020

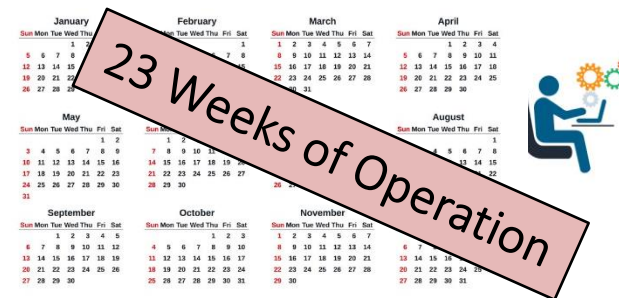


TABLE 2k: Organization Respondents – Average number of week of operation based upon current capital available (Q25)

Organizations only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Category	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Total Organizations	108		6		10		7		10		11		54		10	
Total Weeks	2488		106		198		218		304		242		1204		216	
Average # of Weeks	23.0		17.7		19.8		31.1		30.4		22.0		22.3		21.6	

- ❖ Twenty-three (23) is the reported average number of weeks arts organization respondents believe they can remain operational based upon their capital currently available.

TABLE 2I: Organization Respondents – Estimated amounts of unrestricted cash at this time (Q26)

Organizations only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Unrestricted Cash	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
\$0 to \$9,999	37	34.3%	1	16.7%	4	40.0%	0	0.0%	2	20.0%	4	36.4%	21	38.9%	5	50.0%
\$10,000 to \$19,999	12	11.1%	1	16.7%	0	0.0%	0	0.0%	0	0.0%	3	27.3%	6	11.1%	2	20.0%
\$20,000 to \$29,999	9	8.3%	0	0.0%	0	0.0%	1	14.3%	2	20.0%	0	0.0%	5	9.3%	1	10.0%
\$30,000 to \$39,999	4	3.7%	0	0.0%	0	0.0%	1	14.3%	1	10.0%	0	0.0%	1	1.9%	1	10.0%
\$40,000 to \$49,999	6	5.6%	0	0.0%	2	20.0%	0	0.0%	1	10.0%	1	9.1%	1	1.9%	1	10.0%
\$50,000 to \$59,999	4	3.7%	1	16.7%	0	0.0%	0	0.0%	0	0.0%	1	9.1%	2	3.7%	0	0.0%
\$60,000 to \$74,999	3	2.8%	0	0.0%	1	10.0%	0	0.0%	0	0.0%	0	0.0%	2	3.7%	0	0.0%
\$75,000 - \$89,999	2	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	3.7%	0	0.0%
\$90,000 - \$104,999	3	2.8%	1	16.7%	0	0.0%	1	14.3%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
\$105,000 or more	8	7.4%	1	16.7%	0	0.0%	0	0.0%	1	10.0%	1	9.1%	5	9.3%	0	0.0%
Prefer Not to Answer	20	18.5%	1	16.7%	3	30.0%	4	57.1%	3	30.0%	1	9.1%	8	14.8%	0	0.0%
TOTAL	108		6		10		7		10		11		54		10	

- ❖ *Thirty-four percent (34%) of responding arts organizations have between a \$0 to \$9,999 available unrestricted cash at this time.*
- ❖ *The majority (53.7%) of respondents have less than \$30,000 available.*

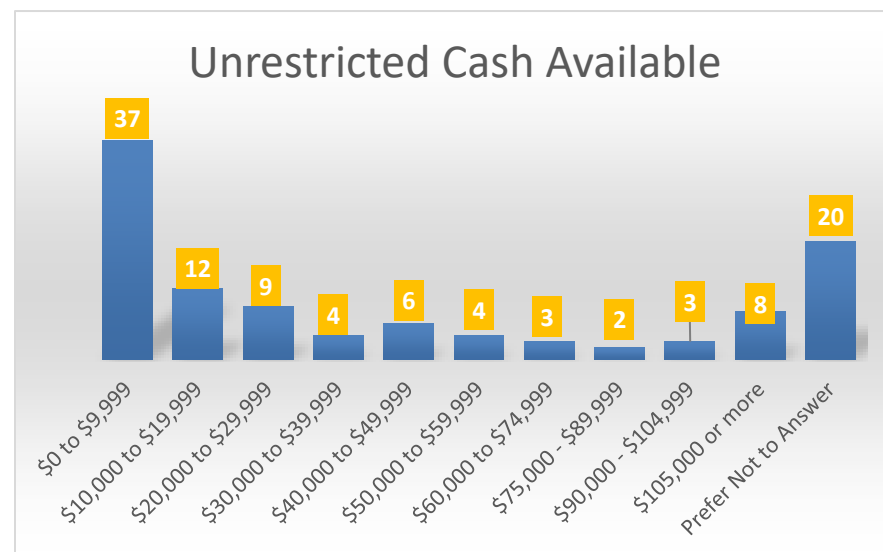


TABLE 2m: Arts Organizations Respondent LOST EARNED Revenue (Q27,Q28,Q29)

Lost Revenue'Q27,Q28,Q29	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
ORGANIZATIONS - Only	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Maximum EARNED Revenue - 3/1-4/30	\$850,000		\$200,000		\$100,000		\$20,000		\$36,000		\$850,000		\$300,000		\$5,500	
Minimum EARNED Revenue 3/1-4/30	\$0		\$400		\$0		\$0		\$0		\$0		\$0		\$0	
AVERAGE EARNED Revenue 3/1-4/30	\$22,552		\$44,150		\$15,770		\$4,414		\$4,530		\$83,350		\$17,402		\$2,020	
Maximum EARNED Revenue - 5/1-6/30	\$700,000		\$500,000		\$150,000		\$20,000		\$400,000		\$100,000		\$700,000		\$20,000	
Minimum EARNED Revenue 5/1-6/30	\$0		\$400		\$0		\$0		\$500		\$0		\$0		\$500	
AVERAGE EARNED Revenue 5/1-6/30	\$34,859		\$138,067		\$28,130		\$6,200		\$50,594		\$17,514		\$34,618		\$4,375	
Maximum EARNED Revenue - 7/1-9/30	\$550,000		\$100,000		\$550,000		\$200,000		\$49,000		\$100,000		\$385,000		\$15,000	
Minimum EARNED Revenue 7/1-9/30	\$0		\$1,500		\$0		\$0		\$0		\$0		\$0		\$0	
AVERAGE EARNED Revenue 7/1-9/30	\$33,314		\$174,250		\$74,340		\$5,214		\$14,270		\$16,100		\$26,265		\$3,443	
Sample Size	108		6		10		7		10		11		54		10	
AVE TOTALS	\$90,725		\$356,467		\$118,240		\$15,828		\$69,394		\$116,964		\$78,285		\$9,838	

❖ The aggregate **average** COVID-19 Pandemic **Earned Revenue losses** that **arts organizations** have and are expected to lose from March 1st through September 30th are on average **\$90,725**. Arts organizations in Cayuga, Cortland, Oneida, Madison and Onondaga Counties are expected to be **most impacted**.

TABLE 2n: Arts Organizations Respondent LOST CONTRIBUTED Revenue (Q30,Q31,Q32)

Lost Revenue'Q30,Q31,Q32	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
ORGANIZATIONS - Only	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Maximum CONTRIBUTED Revenue - 3/1-4/30	\$100,000		\$50,000		\$10,000		\$10,000		\$14,000		\$50,000		\$100,000		\$68,000	
Minimum CONTRIBUTED Revenue 3/1-4/30	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
AVERAGE CONTRIBUTED Revenue 3/1-4/30	\$8,083		\$9,000		\$3,695		\$1,986		\$3,075		\$8,364		\$16,061		\$9,935	
Maximum CONTRIBUTED Revenue - 5/1-6/30	\$138,000		\$50,000		\$25,000		\$10,000		\$30,000		\$10,000		\$138,000		\$17,000	
Minimum CONTRIBUTED Revenue 5/1-6/30	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
AVERAGE CONTRIBUTED Revenue 5/1-6/30	\$8,478		\$13,417		\$3,780		\$3,714		\$6,450		\$3,631		\$11,709		\$3,500	
Maximum CONTRIBUTED Revenue - 7/1-9/30	\$500,000		\$500,000		\$50,000		\$10,000		\$9,000		\$75,000		\$168,200		\$4,000	
Minimum CONTRIBUTED Revenue 7/1-9/30	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
AVERAGE CONTRIBUTED Revenue 7/1-9/30	\$14,581		\$91,833		\$6,795		\$3,571		\$2,620		\$11,314		\$14,358		\$450	
Sample Size	108		6		10		7		10		11		54		10	
AVE TOTALS	\$31,143		\$114,250		\$14,270		\$9,271		\$12,145		\$23,309		\$42,128		\$13,885	

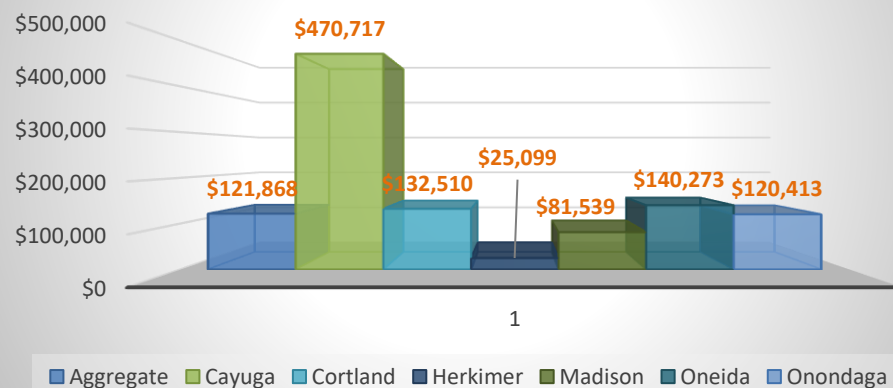
❖ *The aggregate **average** COVID-19 Pandemic **Lost CONTRIBUTED Revenue** arts organizations have and are expected to lose **from March 1st through September 30th** are on average **\$31,143**. Arts organizations in Cayuga, Oneida, and Onondaga Counties are expected to be **most impacted**.*

TABLE 2o: DERIVED TOTAL Revenue Losses for Arts Organization Respondent

COMBINED LOST REVENUE	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
ORGANIZATIONS - Only	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
AVERAGE EARNED and CONTRIBUTED Revenue LOST 3/1-4/30	\$30,635		\$53,150		\$19,465		\$6,400		\$7,605		\$91,714		\$33,463		\$11,955	
AVERAGE EARNED and CONTRIBUTED Revenue LOST 5/1-6/30	\$43,337		\$151,484		\$31,910		\$9,914		\$57,044		\$21,145		\$46,327		\$7,875	
AVERAGE EARNED and CONTRIBUTED Revenue LOST 7/1-9/30	\$47,895		\$266,083		\$81,135		\$8,785		\$16,890		\$27,414		\$40,623		\$3,893	
Combined AVE TOTALS	\$121,868		\$470,717		\$132,510		\$25,099		\$81,539		\$140,273		\$120,413		\$23,723	

- ❖ *On average, Art organization respondents have and are expected to lose combined revenue of just under \$122,000 as a result of the COVID-19 Pandemic.*
- ❖ *Art organizations in Cayuga, Oneida, Onondaga, and Cortland Counties expect to sustain the most significant revenue losses.*
- ❖ *Art organizations from Oswego and Herkimer Counties expect the least revenue loss impact as a result of the COVID-19 Pandemic.*

County Specific Total Revenue Loss Averages



SECTION 3: Survey Participant Profile(s) – Organizations ONLY Profile (Cont'd)

- ❖ In an effort to better understand the impact of the COVID-19 pandemic on the majority art organizations, the specific total losses related to the majority of the organization respondents (73.4%) was analyzed by select income category groups. The Table below summarizes the losses for the six main arts organization income groups.

TABLE 2p: Individual Respondents – Derived COVID-19 Loss Estimate Key Income Categories

Organizations only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Budget Category	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss
Cat 1: \$1-\$15,000	22	\$150,600	1	\$2,300	3	\$11,550 ¹	0	\$0	1	\$37,750	3	\$34,300	11	\$54,100	3	\$10,600
Cat 2: \$15,001 - \$25,000	10	\$162,475	0	\$0	1	\$10,050	1	\$90,000	1	\$10,300	1	\$5,400	4	\$23,000	2	\$23,725
Cat 3: \$25,001 - \$50,000	18	\$271,600	0	\$0	1	\$13,000	2	\$15,500	3	\$74,750	1	\$500	8	\$127,350	3	\$40,500
Cat 4: \$50,001 - \$100,000	19	\$773,850	0	\$0	2	\$29,500	1	\$46,000	1	\$70,000	2	\$27,800	12	\$510,550	1	\$90,000
Cat 5: \$100,001 - \$250,000	13	\$884,093	1	\$29,000	1	\$87,000	2	\$24,200	2	\$211,143	3	\$350,000	3	\$110,000	1	\$72,750
Cat 6: \$501,001 - \$1 mil	11	\$2,261,333	3	\$164,333	2	\$1,174,000 ¹	1	\$0	0	\$0	0	\$0	5	\$923,000	0	\$0
TOTALS:	93	\$4,503,951	5	\$195,633	10	\$1,067,550	7	\$175,700	8	\$403,943	10	\$418,000	43	\$1,748,000	10	\$237,575
¹ corrected data (Cortland YMCA) that was misclassified by respondent as in a 1-\$15K Category and should have been \$501,001-\$1mil category																
Organizations only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Budget Category	% Ave Loss	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss
Cat 1: Ave: \$7,501	91.3%	\$6,845	1	\$2,300	3	\$3,850	0	\$0	1	\$37,750	3	\$11,433	11	\$4,918	3	\$3,533
Cat 2: Ave: \$20,001	81.2%	\$16,248	0	\$0	1	\$10,050	1	\$90,000	1	\$10,300	1	\$5,400	4	\$5,750	2	\$11,863
Cat 3: Ave: \$37,501	40.2%	\$15,089	0	\$0	1	\$13,000	2	\$7,750	3	\$24,917	1	\$500	8	\$15,919	3	\$13,500
Cat 4: Ave: \$75,001	54.3%	\$40,729	0	\$0	2	\$14,750	1	\$46,000	1	\$70,000	2	\$13,900	12	\$42,546	1	\$90,000
Cat 5: Ave: \$175,001	38.9%	\$68,007	1	\$0	1	\$87,000	2	\$12,100	2	\$105,572	3	\$116,667	3	\$36,667	1	\$72,750
Cat 6: Ave: \$750,501	27.4%	\$205,576	3	\$54,778	2	\$587,000	1	\$0	0	\$0	0	\$0	5	\$184,600	0	\$0

- ❖ Overall, **93 arts organizations (84.5%)** fell within these six arts organization income categories. The **total COVID-19 revenue losses** are over **\$4.5 million**, or an **average combined loss of \$48,430**.
- ❖ When looking at each respective annual budget categories (Cat 1 and Cat 2), **many arts organization respondents with budgets of \$25,000 or less expect that the recent COVID losses could equate to almost ALL their annual budget revenue**.
- ❖ For those arts organizations profiled here with annual budgets over \$25K, the **COVID-19 impact is significant but not as severe**.

SECTION 3: Survey Participant Profile(s) – Organizations ONLY Profile

TABLE 2q: Arts Organization COVID-19 Activities (sorted by frequency) (Q19)

Organizations only Category	Aggregate			Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
	#	%	% ¹	#	%	#	%	#	%	#	%	#	%	#	%	#	%
a) Cancelled performances, exhibitions	83	9.4%	76.9%	5	0.6%	8	0.9%	7	0.8%	5	0.6%	7	0.8%	42	4.7%	9	1.0%
d) Postponed performances, exhibitions	70	7.9%	64.8%	6	0.7%	8	0.9%	7	0.8%	5	0.6%	7	0.8%	31	3.5%	6	0.7%
c) Cancelled meetings/workshops/conferences	68	7.7%	63.0%	4	0.5%	6	0.7%	6	0.7%	9	1.0%	8	0.9%	30	3.4%	5	0.6%
b) Cancelled special events for donors/funders/members	58	6.6%	53.7%	2	0.2%	6	0.7%	5	0.6%	6	0.7%	7	0.8%	28	3.2%	4	0.5%
l) Increased online presence (e.g., live-streaming of performances, enhanced access to online experiences)	58	6.6%	53.7%	6	0.7%	5	0.6%	6	0.7%	2	0.2%	4	0.5%	30	3.4%	5	0.6%
k) Moved workforce to remote capacity	55	6.2%	50.9%	6	0.7%	5	0.6%	3	0.3%	6	0.7%	4	0.5%	27	3.1%	4	0.5%
g) Typical year-round operations, now closed to public, resulting in loss of daily admissions revenue	49	5.5%	45.4%	4	0.5%	6	0.7%	4	0.5%	6	0.7%	5	0.6%	19	2.1%	5	0.6%
f) Postponed meetings/workshops/conferences	48	5.4%	44.4%	2	0.2%	5	0.6%	6	0.7%	4	0.5%	2	0.2%	23	2.6%	6	0.7%
e) Postponed special events for donors/funders/members	42	4.7%	38.9%	3	0.3%	6	0.7%	5	0.6%	4	0.5%	3	0.3%	16	1.8%	5	0.6%
s) Used financial reserves	42	4.7%	38.9%	4	0.5%	5	0.6%	4	0.5%	4	0.5%	2	0.2%	19	2.1%	4	0.5%
u) Lost corporate or individual sponsorships and/or donations	40	4.5%	37.0%	2	0.2%	4	0.5%	2	0.2%	5	0.6%	2	0.2%	21	2.4%	4	0.5%
o) Reduced creative workforce (e.g., artists)	39	4.4%	36.1%	2	0.2%	6	0.7%	2	0.2%	3	0.3%	3	0.3%	18	2.0%	5	0.6%
q) Reduced travel	38	4.3%	35.2%	4	0.5%	4	0.5%	2	0.2%	4	0.5%	2	0.2%	19	2.1%	3	0.3%
t) Lost private foundation and/or government grant revenue	31	3.5%	28.7%	1	0.1%	3	0.3%	0	0.0%	2	0.2%	2	0.2%	22	2.5%	1	0.1%
i) Refunded fees	28	3.2%	25.9%	3	0.3%	3	0.3%	4	0.5%	4	0.5%	1	0.1%	9	1.0%	4	0.5%
p) Reduced other workforce (e.g., consultants, etc.)	28	3.2%	25.9%	3	0.3%	3	0.3%	3	0.3%	4	0.5%	2	0.2%	12	1.4%	1	0.1%
n) Reduced staff	25	2.8%	23.1%	3	0.3%	4	0.5%	1	0.1%	2	0.2%	2	0.2%	11	1.2%	2	0.2%
h) Refunded tickets	24	2.7%	22.2%	1	0.1%	3	0.3%	1	0.1%	1	0.1%	2	0.2%	14	1.6%	2	0.2%
m) Reduced salaries/payroll	21	2.4%	19.4%	2	0.2%	2	0.2%	1	0.1%	1	0.1%	2	0.2%	12	1.4%	1	0.1%
j) Modified its refund policy	17	1.9%	15.7%	4	0.5%	1	0.1%	1	0.1%	2	0.2%	0	0.0%	7	0.8%	2	0.2%
r) Opened or utilized a line of credit	14	1.6%	13.0%	2	0.2%	1	0.1%	2	0.2%	2	0.2%	1	0.1%	5	0.6%	1	0.1%
v) Other	6	0.7%	5.6%	0	0.0%	0	0.0%	1	0.1%	0	0.0%	0	0.0%	4	0.5%	1	0.1%
w) None of the above	1	0.1%	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%
TOTAL	885			69		94		73		81		68		419		81	

¹ Represents the aggregate response percentage using 108 (total respondents) as the denominator

❖ *Every art organization has been impacted by the COVID-19 Pandemic and have had to take significant steps impacting their business model.*

❖ *Most activities involved cancelling or postponing performances, exhibitions, workshops and conferences.*

SECTION 3: Survey Participant Profile(s) – Organizations ONLY Profile

TABLE 2r: Art Organizations – What resources would be helpful (Q36)

ORGANIZATIONAL - Only	Aggregate		% ¹	Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
	#	%		#	%	#	%	#	%	#	%	#	%	#	%	#	%
a) Loan for owed, reimbursable contract(s)	5	2.9%	4.6%	0	0.0%	1	4.8%	0	0.0%	1	6.3%	0	0.0%	3	3.4%	0	0.0%
b) Low-interest Lines of Credit	8	4.6%	7.4%	1	7.7%	1	4.8%	0	0.0%	2	12.5%	0	0.0%	4	4.5%	0	0.0%
c) No-Interest Lines of Credit	20	11.6%	18.5%	3	23.1%	2	9.5%	1	11.1%	2	12.5%	1	7.7%	11	12.5%	0	0.0%
d) Professional Development	24	13.9%	22.2%	2	15.4%	5	23.8%	1	11.1%	2	12.5%	4	30.8%	9	10.2%	1	7.7%
e) Emergency Assistance Grants	59	34.1%	54.6%	5	38.5%	6	28.6%	4	44.4%	4	25.0%	5	38.5%	29	33.0%	6	46.2%
f) Training about the CARES Act	22	12.7%	20.3%	1	7.7%	2	9.5%	1	11.1%	1	6.3%	3	23.1%	12	13.6%	2	15.4%
g) Other	11	6.4%	10.2%	0	0.0%	2	9.5%	0	0.0%	0	0.0%	0	0.0%	9	10.2%	0	0.0%
h) Can't Think of Anything	24	13.9%	22.2%	1	7.7%	2	9.5%	2	22.2%	4	25.0%	0	0.0%	11	12.5%	4	30.8%
TOTAL	173			13		21		9		16		13		88		13	

¹ Represents the aggregate response percentage using 108 (total respondents) as the denominator

- ❖ *The **most popular resource** sought by arts organizations is **Emergency Assistance Grants (34.1%)**. This type of resource was the most popular across all the counties.*
- ❖ *Additionally, individual artists would **look for** resources around some **training about the federal CARES Act (12.7%)** and **no-interest lines of credit (13.9%)**.*
- ❖ *About **14%** of art organizations would be **interested in** some type of **professional development**. The **key topical areas** of professional development include:*
 - 1) **Fundraising and securing capital;**
 - 2) **Grant writing and market research;**
 - 3) **Training on technology and virtual capabilities to conduct performance; and**
 - 4) **Core administrative skill enhancement (accounting, legal, 501(c)(3) orgs, marketing, etc.).**

TABLE 2s: Art Organizations – Professional Development and Training Needs {VERBATIM COMMENTS}{ Q37}

- Artistic Workshops, Painting, Photography, Sculpture so we can keep our members still engaged
- egal: assess making a trust, lawyer who could advise or help look at options. Fundraising: coaching on where, how to and present angle for our organization. We need tech support for website, social media platform creation.
- Researching and Applying for Grants other than local grants - Liz Lane would be amazing if available!
- Accounting, Grant Writing, Legal Services
- Fundraising / Sponsorship
- online selling
- web and online training to be a more effective presence online
- Technology support and instruction for live streaming events and workshops
- Online streaming, website development
- Basic legal overview of 501(c)3 entity
- How to keep a visual arts non profit afloat during social distancing for the next 6-12 months. Ways to engage with folks (class setting) that members would like to participate in that isn't being done ad nauseam all over the internet.
- How to retain students and offer meaningful and valuable online experiences
- We are open to training / PD on tech support, fundraising, digital content, etc.
- Fundraising in the current economy in upstate NY; Tech support/techniques for moving events remotely
- Fundraising
- Grant writing training
- Setting up / Managing endowment programs, how to solicit long-term giving funds, understanding giving opportunities (donor-directed,etc.)
- How to host virtual events, how to fundraise during COVID, how to provide arts services during COVID, how to work with partners and virtually collaborate--how to join forces and raise profiles now?
- how to run a virtual fundraiser successfully!!!
- Fundraising strategies
- Grant opportunities
- Key Bank's portal to PPP has locked out new applicants. Our partially completed application in in accessible. Even if we could complete it, we stand a slim chance of qualifying. So: training on how to prevail there.
- And immediate grant of government (State and/or Federal) infrastructure bonds with the capital restricted to reinvestment in infrastructure and the profit earmarked for the company's operating budget tot total at least 150K per year in coupons..
- Great time, if we can sustain employment, for staff to hone skills related to their work and/or to adapt to online environment.

❖ Additional “verbatim” thoughts and comments include:

- As an educational institution, we are funded by the taxpayers. The issue is that through my program we fund many teaching artists either for programs presented at BOCES or programs that the students participate in through their individual school districts. Because the schools have shut down, all of these programs have been cancelled for the remainder of this school year at least. This will result in lost revenue for teaching artists of somewhere around \$75,000 for the last 3 months of the 2019-20 school year.
- Aside from the 30 new artist live/work units completed and occupied during 2019. The Gear Factory had obtained a building permit in early January 2020 to create 15-20 additional artist studios and co-working space at an estimated cost of \$400,000 on the 3rd floor (10,000sf total) of The Gear Factory. This project (while art studios are still in demand) has since been put on hold without any projected start date.
- I am concerned about the immediate and long term effects on business. I am concerned about liability for businesses.
- I filled this out because, although our mailing address is in Ithaca we do the same number of concerts in Syracuse.
- I have not completed the financial questions and inputted \$0 for them so that I could continue to complete the survey. I am not comfortable sharing this information at this time. Hopefully the rest of the information was useful.
- I responded to this survey from the perspective of the Farmers Market project alone. PROP has had to postpone our fundraiser but anticipate that will go off in the future without issue so we do not expect an impact to the organization itself, unless this starts to impact activities in the fall and winter.
- Our present concern is whether we will be able to resume operations at all in the coming year, given the nature of choral singing. We may be inactive for 12 months or more.
- sorry this is late. Hope you can still use it.
- The funds which are made available to artists and arts organizations must be distributed equitably with a focus on supporting the artists who live and work in Syracuse, especially artists who are living in poverty. Local independent artists should also be given equitable opportunity to apply for these available funds. If money is distributed to the big arts organizations a stipulation should be made that they use the money to hire and support local artists.
- used estimates to report \$ losses
- We lost advertising sales that would have run in print issues of the newspaper. Funding is not as concerning as the only full time employee is employed and paid by Syracuse University. Concern is for a furlough given by the university - thus suspending the operation of the nonprofit since it is run by only one individual. The remaining contributions are by students and volunteers.

INDIVIDUAL RESPONDENT PROFILE :

What follows are summary of the profile question findings from those survey respondents that classified themselves as “individual artists” versus organizations. This Section describes the artists only findings with regard to their income, the perceived impact of the COVID-19 pandemic, and the actions they intend to take as a result of the pandemic situation. The Section concludes with a summary of any general comments or concerns identified.

It is important to recognize that the sample size for the profile tables decreases as a result of particular screener question responses. Each profile question is defined as a table and corresponds to a question from the survey. Additionally when looking at some of the small county specific response data, caution needs to be taken with making generalizations.

Overall there were **139 aggregate responses** from those who identified as “individuals” or “artists.”

Individuals or artists **represented 54.7% of the survey** respondent pool.

❖ *For just under 50% of the individual respondents their arts income represents at least 50% of their annual income, with 27.9% of individual respondents saying that it is their sole source of income.*

TABLE 3a: INDIVIDUALS only -- Arts Income as a percent of Total Income (Q8)

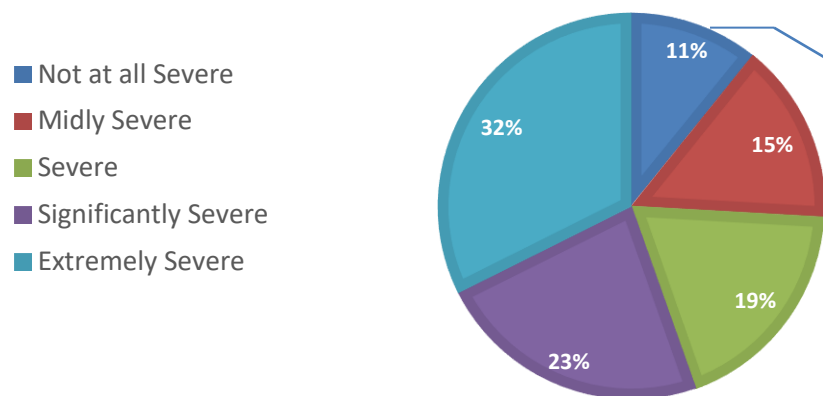
INDIVIDUALS:																
% of Total Income																
	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Income Categories	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<10% of my Income	25	20.5%	1	33.3%	2	22.2%	1	50.0%	1	12.5%	7	31.8%	11	15.3%	2	33.3%
10 - 49% of my income	40	32.8%	0	0.0%	3	33.3%	1	50.0%	1	12.5%	7	31.8%	27	37.5%	1	16.7%
50 - 99% of my income	23	18.9%	0	0.0%	2	22.2%	0	0.0%	2	25.0%	3	13.6%	16	22.2%	0	0.0%
Sole source of Income	34	27.9%	2	66.7%	2	22.2%	0	0.0%	4	50.0%	5	22.7%	18	25.0%	3	50.0%
TOTAL	122		3		9		2		8		22		72		6	

- ❖ **Approximately 11% of individual classified respondents indicated that the COVID 19 pandemic did “not at all” severely impact them financially.** The majority of these respondents were based in Onondaga County. However there were unaffected artist respondents in Madison, Oneida, and Oswego counties as well. It is important to note that these individuals disqualified for the remainder of the survey.
- ❖ **The majority (over 55%) of respondents, who identified as “individual, artists” indicated that they were “significantly or extremely” financially impacted by the COVID-19 pandemic.** Based upon the responses, Cortland County’s individual artists were most likely to rate their financial impact as significant or extreme. Oswego County’s respondents indicated a higher likelihood that their financial impact was less severe, in aggregate, than the other six CNY Arts county market area respondents.

TABLE 3b: Individual Responses COVID-19 Financial Impact (Q3)

INDIVIDUAL - Only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Rating	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Not at all Severe	15	10.8%	0	0.0%	0	0.0%	0	0.0%	1	11.1%	1	4.3%	12	14.0%	1	14.3%
Midly Severe	21	15.1%	0	0.0%	1	11.1%	0	0.0%	2	22.2%	4	17.4%	12	14.0%	2	28.6%
Severe	26	18.7%	1	33.3%	1	11.1%	0	0.0%	2	22.2%	7	30.4%	13	15.1%	2	28.6%
Significantly Severe	32	23.0%	1	33.3%	2	22.2%	2	100.0%	1	11.1%	6	26.1%	19	22.1%	1	14.3%
Extremely Severe	45	32.4%	1	33.3%	5	55.6%	0	0.0%	3	33.3%	5	21.7%	30	34.9%	1	14.3%
	139		3		9		2		9		23		86		7	

COVID-19 FINANCIAL IMPACT (ARTISTS ONLY)



- ❖ Individual artists who indicated the COVID-19 pandemic did not at all severely financially impact them, were not asked to continue with the survey.

SECTION 4: Survey Participant Profile(s) – Individual Artists ONLY Profile (Cont'd)

TABLE 3c: Individual Responses based upon Recent Fiscal Year Arts Income (Q7)

	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Income For Recent Fiscal Year – Individuals-ONLY	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
\$0.00	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.7%	0	0.0%
\$1 - \$599	7	5.6%	1	33.3%	2	22.2%	0	0.0%	0	0.0%	1	4.5%	2	2.7%	1	16.7%
\$600 - \$4,999	21	16.9%	0	0.0%	1	11.1%	1	50.0%	1	12.5%	3	13.6%	13	17.6%	2	33.3%
\$5,000 - \$9,999	29	23.4%	0	0.0%	1	11.1%	0	0.0%	2	25.0%	6	27.3%	19	25.7%	1	16.7%
\$10,000 - \$24,999	32	25.8%	1	33.3%	3	33.3%	0	0.0%	2	25.0%	5	22.7%	20	27.0%	1	16.7%
\$25,000 - \$44,999	20	16.1%	1	33.3%	2	22.2%	0	0.0%	3	37.5%	6	27.3%	8	10.8%	0	0.0%
\$45,000 - \$64,999	7	5.6%	0	0.0%	0	0.0%	1	50.0%	0	0.0%	1	4.5%	4	5.4%	1	16.7%
\$65,000 - \$94,999	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.7%	0	0.0%
\$95,000 - \$149,999	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.4%	0	0.0%
\$150,000 +	3	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	4.1%	0	0.0%
TOTAL	124		3		9		2		8		22		74		6	

❖ *The majority of individual artist respondents made at least \$10k during the most recent fiscal year. With about 10% of all individual artists made more than \$45,000 during the most recent fiscal year.*

TABLE 3d: Individual Respondent artist Disciplines (Q4 indvls)

INDIVIDUAL - Only	Aggregate			Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Industry Focus	#	%	% ¹	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Dance	12	3.8%	9.7%	0	0.0%	2	8.3%	0	0.0%	2	13.3%	5	11.9%	3	1.4%	0	0.0%
Literature	18	5.7%	14.5%	0	0.0%	1	4.2%	0	0.0%	1	6.7%	1	2.4%	12	5.8%	3	16.7%
Museums	8	2.5%	6.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	3.4%	1	5.6%
Music	49	15.4%	39.5%	1	14.3%	2	8.3%	0	0.0%	3	20.0%	7	16.7%	34	16.4%	2	11.1%
Performing Arts	54	17.0%	43.5%	1	14.3%	3	12.5%	0	0.0%	2	13.3%	11	26.2%	36	17.4%	1	5.6%
Film, Television, Electronic Media	15	4.7%	12.1%	1	14.3%	1	4.2%	0	0.0%	0	0.0%	0	0.0%	13	6.3%	0	0.0%
Theatre	25	7.9%	20.2%	1	14.3%	1	4.2%	0	0.0%	0	0.0%	2	4.8%	20	9.7%	1	5.6%
Visual Art	48	15.1%	38.7%	1	14.3%	5	20.8%	2	40.0%	3	20.0%	7	16.7%	26	12.6%	4	22.2%
Crafter	22	6.9%	17.7%	1	14.3%	1	4.2%	1	20.0%	2	13.3%	2	4.8%	13	6.3%	2	11.1%
Arts Education	50	15.7%	40.3%	0	0.0%	7	29.2%	1	20.0%	1	6.7%	6	14.3%	31	15.0%	4	22.2%
Other	17	5.3%	13.7%	1	14.3%	1	4.2%	1	20.0%	1	6.7%	1	2.4%	12	5.8%	0	0.0%
	318			7		24		5		15		42		207		18	

¹ Represents the aggregate response percentage using 124 (total respondents) as the denominator

TABLE 3e: Individual Respondent artist Disciplines (Q4 indivls)

- ❖ The vast majority of artist disciplines represented in the COVID-19 survey findings **were from (1) the performing arts, (2) music, (3) arts education, and (4) the visual arts**
- ❖ The counties of **Onondaga, Oneida, Oswego and Cortland** were the predominant counties with **multiple discipline designations**.

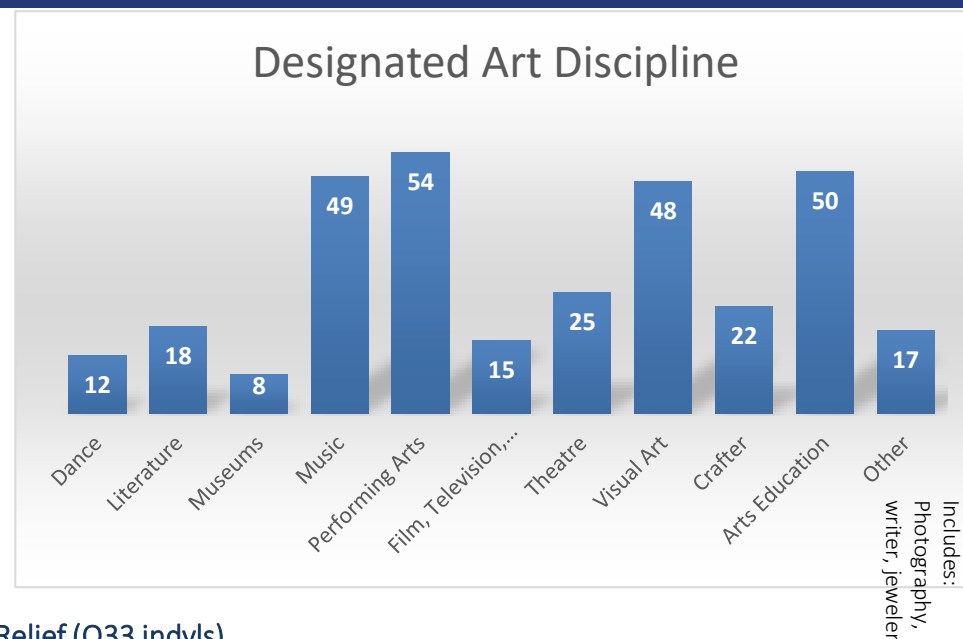


TABLE 3f: Individual Respondents – Have or Will Apply for Financial Relief (Q33 indivls)

INDIVIDUAL - Only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Federal Relief	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Yes	57	46.7%	2	66.7%	5	55.6%	1	50.0%	7	87.5%	7	31.8%	34	47.2%	1	16.7%
No	65	53.3%	1	33.3%	4	44.4%	1	50.0%	1	12.5%	15	68.2%	38	52.8%	5	83.3%
TOTAL	122		3		9		2		8		22		72		6	

- ❖ A slight majority of the individual artist respondents indicated that they **will NOT be applying for COVID-19 financial relief at this time**.
- ❖ Respondents from **Oneida, Onondaga and Oswego** were **more likely to not apply for financial relief**. While those from **Cayuga, Cortland, Herkimer and Madison** will be applying for financial relief.

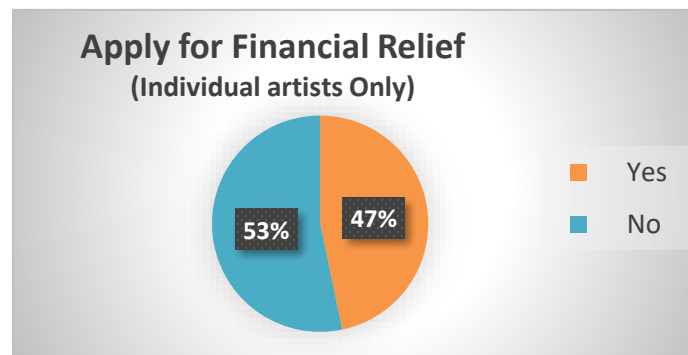


TABLE 3g: Individual Respondent artist LOST EARNED Revenue (Q9,Q10,Q11)

Lost Revenue'Q9,Q10,Q11 INDIVIDUAL - Only	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Maximum EARNED Revenue - 3/1-4/30	\$30,000		\$1,200		\$7,000		\$3,500		\$7,500		\$20,000		\$30,000		\$4,000	
Minimum EARNED Revenue 3/1-4/30	\$0		\$100		\$100		\$500		\$400		\$0		\$0		\$0	
AVERAGE EARNED Revenue 3/1-4/30	\$3,665		\$833		\$3,227		\$2,000		\$3,506		\$3,524		\$4,174		\$917	
Maximum EARNED Revenue - 5/1-6/30	\$60,000		\$3,000		\$6,000		\$5,000		\$8,000		\$20,000		\$60,000		\$6,000	
Minimum EARNED Revenue 5/1-6/30	\$0		\$200		\$0		\$300		\$500		\$100		\$0		\$50	
AVERAGE EARNED Revenue 5/1-6/30	\$4,439		\$1,467		\$3,422		\$2,650		\$3,688		\$4,649		\$5,000		\$1,550	
Maximum EARNED Revenue - 7/1-9/30	\$90,000		\$3,000		\$19,000		\$20,000		\$15,000		\$30,000		\$90,000		\$7,000	
Minimum EARNED Revenue 7/1-9/30	\$0		\$300		\$0		\$0		\$600		\$100		\$0		\$0	
AVERAGE EARNED Revenue 7/1-9/30	\$7,220		\$1,500		\$5,411		\$10,000		\$5,113		\$5,434		\$8,809		\$2,167	
Sample Size	122		3		9		2		8		22		72		6	
AVE TOTALS	\$15,324		\$3,800		\$12,060		\$14,650		\$12,306		\$13,607		\$17,982		\$4,633	

❖ The **aggregate** COVID-19 Pandemic **Earned Revenue losses** that individual artists have and are expected to lose from March 1st through September 30th are on average \$15,324. artists located in Onondaga, Herkimer, Oneida, Madison and Cortland Counties are expected to be most impacted.

SECTION 4: Survey Participant Profile(s) – Individual Artists ONLY Profile (Cont'd)

TABLE 3h: Individual Respondent artist LOST CONTRIBUTED Revenue (Q12,Q13,Q14)

Lost Revenue'Q12,Q13,Q14	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
INDIVIDUAL - Only	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Maximum CONTRIBUTED Revenue - 3/1-4/30	\$20,000		\$1,200		\$20,000		\$0		\$3,500		\$6,000		\$5,000		\$500	
Minimum CONTRIBUTED Revenue 3/1-4/30	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
AVERAGE CONTRIBUTED Revenue 3/1-4/30	\$552		\$407		\$2,444		\$0		\$650		\$470		\$390		\$83	
Maximum CONTRIBUTED Revenue - 5/1-6/30	\$35,000		\$1,200		\$10,000		\$0		\$6,000		\$1,000		\$35,000		\$500	
Minimum CONTRIBUTED Revenue 5/1-6/30	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
AVERAGE CONTRIBUTED Revenue 5/1-6/30	\$607		\$433		\$1,333		\$0		\$1,000		\$100		\$696		\$83	
Maximum CONTRIBUTED Revenue - 7/1-9/30	\$20,000		\$1,200		\$20,000		\$0		\$2,000		\$4,000		\$10,000		\$500	
Minimum CONTRIBUTED Revenue 7/1-9/30	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
AVERAGE CONTRIBUTED Revenue 7/1-9/30	\$511		\$433		\$2,444		\$0		\$250		\$464		\$367		\$83	
Sample Size	122		3		9		2		8		22		72		6	
AVE TOTALS	\$1,671		\$1,273		\$6,222		\$0		\$1,900		\$1,034		\$1,453		\$250	

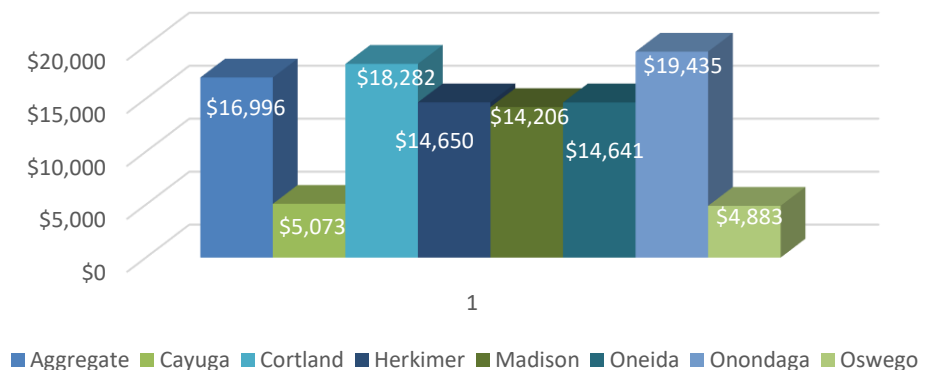
❖ *The aggregate COVID-19 Pandemic Lost CONTRIBUTED Revenue losses that individual artists have and are expected to lose from March 1st through September 30th are on average \$1,671. artists located in Cortland, Onondaga, Oneida, Madison and Cayuga Counties are expected to be most impacted.*

TABLE 3i: DERIVED TOTAL Revenue Losses for Individual Respondent artists

COMBINED LOST REVENUE	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
INDIVIDUAL - Only	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
AVERAGE EARNED and CONTRIBUTED Revenue LOST 3/1-4/30	\$4,217		\$1,240		\$5,671		\$2,000		\$4,156		\$3,994		\$4,565		\$1,000	
AVERAGE EARNED and CONTRIBUTED Revenue LOST 5/1-6/30	\$5,046		\$1,900		\$4,756		\$2,650		\$4,688		\$4,749		\$5,695		\$1,633	
AVERAGE EARNED and CONTRIBUTED Revenue LOST 7/1-9/30	\$7,732		\$1,933		\$7,856		\$10,000		\$5,363		\$5,898		\$9,175		\$2,250	
Combined Average TOTALS	\$16,996		\$5,073		\$18,282		\$14,650		\$14,206		\$14,641		\$19,435		\$4,883	
Sample Size	122		3		9		2		8		22		72		6	

- ❖ *On average, Individual artist respondents have and are expected to lose combined revenue of just under \$17,000 as a result of the COVID-19 Pandemic.*
- ❖ *artists in Onondaga County and Cortland County expect to sustain the most significant revenue losses.*
- ❖ *Those individual artists in Herkimer, Madison, and Oneida counties will also be significantly impacted with combined revenue losses*
- ❖ *Individual artists from Oswego and Cayuga County expect the least revenue loss impact as a result of the COVID-19 Pandemic.*

County Specific Combined Revenue Losses



- ❖ In an effort to better understand the impact of the COVID-19 pandemic on the majority individual artists, the specific total losses related to the majority of the individual artist respondents (73.4%) was analyzed by select income category groups. The Table below summarizes the losses for the four main individual artist income groups.

TABLE 3j: Individual Respondents – Derived COVID-19 Loss Estimate Key Income Categories

COMBINED LOST REVENUE - [Artisans Annual income: \$600 - \$44,999]	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss	#	Total Loss
Income Recent Fiscal Year																
Cat 1: \$600 - \$4,999	21	\$55,978	0	\$0	1	\$3,500	1	\$800	1	\$2,650	3	\$3,400	13	\$42,178	2	\$3,450
Cat 2: \$5,000 - \$9,999	29	\$186,885	0	\$0	1	\$6,200	0	\$0	2	\$21,200	6	\$24,575	19	\$131,210	1	\$3,700
Cat 3: \$10,000 - \$24,999	32	\$604,800	1	\$7,200	3	\$106,000	0	\$0	2	\$29,300	5	\$110,100	20	\$335,200	1	\$17,000
Cat 4: \$25,000 - \$44,999	20	\$383,130	1	\$7,200	2	\$45,500	0	\$0	3	\$60,500	6	\$121,030	8	\$148,900	0	\$0
Totals	102	\$1,230,793	2	\$14,400	7	\$161,200	1	\$800	8	\$113,650	20	\$259,105	60	\$657,488	4	\$24,150
	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
	% Ave Loss	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss	#	Ave Loss
Income Recent Fiscal Year																
Cat 1: Ave: \$2,800	95.2%	\$2,666	0	\$0	1	\$3,500	1	\$800	1	\$2,650	3	\$1,133	13	\$3,244	2	\$1,725
Cat 2: Ave: \$7,500	85.9%	\$6,444	0	\$0	1	\$6,200	0	\$0	2	\$10,600	6	\$4,096	19	\$6,906	1	\$3,700
Cat 3: Ave: \$17,500	108.0%	\$18,900	1	\$7,200	3	\$35,333	0	\$0	2	\$14,650	5	\$22,020	20	\$16,760	1	\$17,000
Cat 4: Ave: \$35,000	54.7%	\$19,157	1	\$7,200	2	\$22,750	0	\$0	3	\$20,167	6	\$20,172	8	\$18,613	0	\$0

- ❖ Overall, 102 individual artists (73.4%) fell within these four artist income categories. The total COVID-19 revenue losses are over \$1.2 million, or an average combined loss of \$12,067.
- ❖ When looking at each respective annual income categories (Cat 1, Cat 2, Cat 3), many individual artists expect that the recent COVID losses could equate to almost ALL their prior year's reported income.

TABLE 3k: Individual Respondents – Have or Will Apply for Financial Relief (Q34 indivls)

INDIVIDUAL - Only	Aggregate			Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
	#	%	% ¹	#	%	#	%	#	%	#	%	#	%	#	%	#	%
a) Paycheck Protection Plan	10	8.4%	17.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	20.0%	7	9.9%	0	0.0%
b) SBA - Subsidy Loan	12	10.1%	21.1%	0	0.0%	1	8.3%	1	25.0%	1	7.7%	3	20.0%	6	8.5%	0	0.0%
c) SBA - EIDL	16	13.4%	28.1%	0	0.0%	2	16.7%	1	25.0%	3	23.1%	3	20.0%	7	9.9%	0	0.0%
d) Unemployment Insurance	38	31.9%	66.7%	1	50.0%	4	33.3%	1	25.0%	3	23.1%	4	26.7%	24	33.8%	1	50.0%
e) Pandemic Unemplymnt Ast	36	30.3%	63.1%	1	50.0%	4	33.3%	1	25.0%	6	46.2%	2	13.3%	21	29.6%	1	50.0%
f) Other	7	5.9%	12.3%	0	0.0%	1	8.3%	0	0.0%	0	0.0%	0	0.0%	6	8.5%	0	0.0%
TOTAL	119			2		12		4		13		15		71		2	

¹ Represents the aggregate response percentage using 57 (total respondents applying for federal aid) as the denominator

- ❖ The **majority** of those individual artists that have or will apply for financial relief **are targeting the unemployment assistance programs.**
- ❖ To a **lesser degree**, the individual artists are **making use of the SBA programs** – the Economic Injury Disaster Loan Program; the Subsidy Loan Program, and the Paycheck Protection Program (PPP).

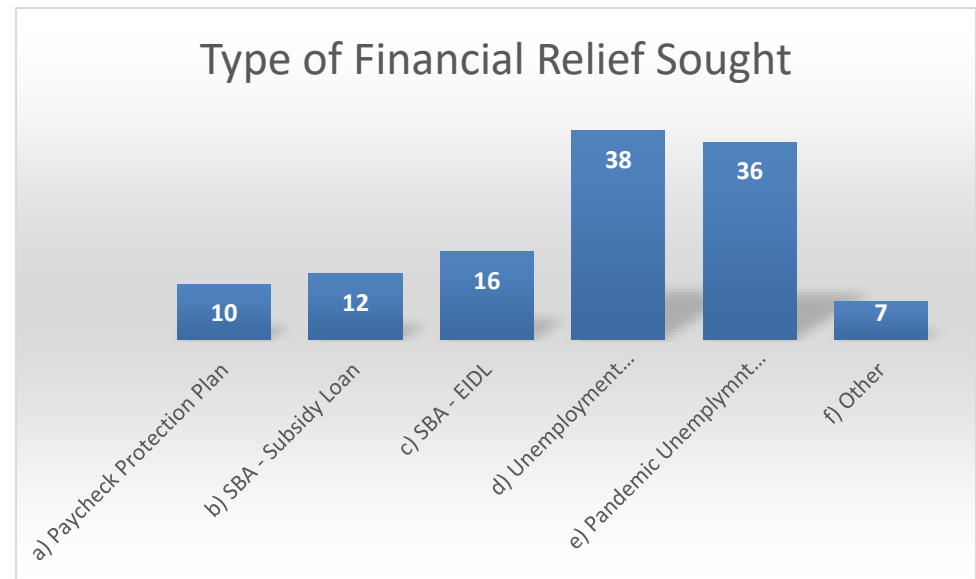


TABLE 3I: Individual – What resources would be helpful (Q36 indivs)

INDIVIDUAL - Only	Aggregate			Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Resources Helpful	#	%	% ¹	#	%	#	%	#	%	#	%	#	%	#	%	#	%
a) Loan for owed, reimbursable contract(s)	4	2.1%	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	3.1%	3	2.7%	0	0.0%
b) Low-interest Lines of Credit	7	3.7%	5.7%	0	0.0%	0	0.0%	0	0.0%	1	8.3%	0	0.0%	6	5.3%	0	0.0%
c) No-Interest Lines of Credit	26	13.9%	21.3%	1	25.0%	3	21.4%	0	0.0%	2	16.7%	4	12.5%	16	14.2%	0	0.0%
d) Professional Development	18	9.6%	14.8%	1	25.0%	1	7.1%	1	33.3%	1	8.3%	1	3.1%	12	10.6%	1	11.1%
e) Emergency Assistance Grants	60	32.1%	49.2%	2	50.0%	6	42.9%	1	33.3%	4	33.3%	11	34.4%	32	28.3%	4	44.4%
f) Training about the CARES Act	24	12.8%	19.7%	0	0.0%	2	14.3%	0	0.0%	1	8.3%	5	15.6%	14	12.4%	2	22.2%
g) Other	6	3.2%	4.9%	0	0.0%	0	0.0%	0	0.0%	2	16.7%	1	3.1%	3	2.7%	0	0.0%
h) Can't Think of Anything at this Time	42	22.5%	34.4%	0	0.0%	2	14.3%	1	33.3%	1	8.3%	9	28.1%	27	23.9%	2	22.2%
TOTAL	187			4		14		3		12		32		113		9	

¹ Represents the aggregate response percentage using 122 (total respondents) as the denominator

- ❖ *The **most popular resource** sought by individual artists is **Emergency Assistance Grants (32.1%)**. This type of resource was the most popular across all the counties.*
- ❖ *Additionally, individual artists would **look for** resources around **no-interest lines of credit (13.9%)** and some **training about the federal CARES Act (12.8%)**.*
- ❖ *About **10%** of artists would be **interested in** some type of **professional development**. The **key topical areas** of professional development include:*
 - 1) ***Explore and apply for applicable grants** to construct and maintain monument;*
 - 2) ***Assistance with re-tooling our business model** (The ability to function as a theater in SOME way shape or form);*
 - 3) ***More tips/training in Zoom expertise**, for rehearsal, performance reading, critiques from actors;*
 - 4) ***Website development**; and*
 - 5) ***How to procure cash to pay bills.***


❖ *Additional "verbatim" thoughts and comments include:*

- All filming cancelled including multiple projects planned and coming out to theaters. Impossible to calculate the tremendous losses to me and my film groups.
- Articles with clickbait titles causing fear and panic about continuation the arts are going to be deviating us for years. There is very little conclusive data about COVID-19 and the arts, much of it is misleading and not provided by professionals. It is causing many artists and educators to lose their jobs unnecessarily. That will do much more damage than anything else.
- CNY Decentralization Grant is being issued, which I deeply appreciate; sending actors draft scenes, scripts, and getting email feedback is so far all our "theatrical" work. I believe with good NYS & US work and leadership--and that of ordinary Americans "distancing" and "sheltering in place" or "essential work," I shall do public performance readings later in year with required "distance" among performers, audience; and perhaps Zoom performance, at least for other theatre artists, audience of those with some sound acquaintance with theater.
- Contact info for updating website.
- COVID-19 has revealed numerous disparities in our community, one of which is the digital divide. When surveys, resources, and grants opportunities are online, what creative strategies can be implemented to ensure equitable access for artists without reliable access to technology?
- Hoping we can get back to the old Normal
- I also completed this survey for the nonprofit arts organization that I direct, but these responses were for my own personal artistic work.
- I am not losing a ton of my family's income for the year, but I have lost my happy place. The NC makes me feel most like myself.
- I don't know how I am going to be able to keep my home. I applied for social services...I have enough food, but they only provide \$208 for housing for myself and my child...I don't know where in the world we can rent for that.
- It seems that the individual artist/small business, who need it the most, will receive the least assistance. It's just the way it goes.
- Overall, it's too early to tell, besides the obvious loss of income due to cancelled exhibitions and lack of studio visits/sales. Fortunately, my wife has retained employment. So far, so good:)
- Thank you for your efforts on behalf of the arts and artists.
- Thanks for asking! The Post Standard (4/10) cited a UMass study predicting I high likelihood of a second wave from August thru December that would eclipse the first... The starving artist reality will be in full swing after these first months and well into next year. The landscape for art sales was already thinly populated in CNY in particular. The arts are primal and essential, but they will be hanging by a thread after this. A panel might brainstorm and advocate more broadly on behalf of the arts in CNY. We have to be at the table for whatever comes after all this.
- The cancellation of Cortland Repertory Theatre's summer season will have a major impact on its business and the economic effects will be felt throughout the community and across the country by the directors, designers, actors and technicians who will not be working there this summer. I appreciate the care with which the leadership of CRT has handled this crisis, and absolutely think it was the right choice to cancel/postpone the season. Health and safety above all!
- The Earlville Opera House where I teach Art & Yoga is having financial difficulties and struggling to get grants to stay operational.
- This pandemic is devastating professionally and personally and will be devastating for myself and the entire arts community in Central New York for years to come. I have lost opportunities to exhibit my work both individually and in group exhibits and sales of my artwork has completely evaporated.

❖ *Additional “verbatim” thoughts and comments include:*

→ This sucks

→ This year was set to be a really big growth year for my business and now it's all in flux. It's hard to estimate what I would have made but last year saw a huge jump in my numbers so this year was going to be even more significant. Very disheartening.

→ Using this time to focus on my creating instead of worrying about what's out of my control. Using my art as therapy during this pandemic. → Staying artistic means staying safe 

→ We have had to close our Barneveld location with an end date of May 31st. The building we were in at our other location was sold and we are forced to find somewhere else as of June 1st.

→ While the CARES Act covers some of those in our industry hurt by the pandemic, a lot of problems slip through the cracks. Even though some of us have not lost jobs directly from COVID-19, it has made it impossible to find any new work. Hopefully the federal and state governments and independent organizations will be able to help artists who are on the edges and dealing with these circumstances.

SECTION 5: AGGREGATE COMBINED Survey Participant Profile(s)

❖ Across the combined surveys, 266 participants (individuals and organizations) completed the survey. After incorporating the routing, 230 participants completed the entire survey, without screening out due to a particular response.

Survey Participant Profile(s):

❖ The majority of survey respondents were individuals (54.7%) versus organizations (45.3%), with the largest number of individuals being from Onondaga County (86) and the smallest number from Herkimer County (2).

TABLE 4a: Respondents by Classification by County (Q2)

Breakout by Classification																
	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Rating	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Individual	139	54.7%	3	33.3%	9	47.4%	2	22.2%	9	45.0%	23	65.7%	86	59.3%	7	41.2%
Organization	115	45.3%	6	66.7%	10	52.6%	7	77.8%	11	55.0%	12	34.3%	59	40.7%	10	58.8%
TOTAL	254		9		19		9		20		35		145		17	

INDIVIDUAL RESPONDENT PROFILE (n=139)

❖ For just under 50% of the individual respondents their arts income represents at least 50% of their annual income, with 27.9% of individual respondents saying that it is their sole source of income.

TABLE 4b: Individual Responses Based Upon Arts Discipline Income (Q8)

INDIVIDUALS:																
% of Total Income																
	Aggregate		Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Income	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<10% of my Income	25	20.5%	1	33.3%	2	22.2%	1	50.0%	1	12.5%	7	31.8%	11	15.3%	2	33.3%
10 - 49% of my income	40	32.8%	0	0.0%	3	33.3%	1	50.0%	1	12.5%	7	31.8%	27	37.5%	1	16.7%
50 - 99% of my income	23	18.9%	0	0.0%	2	22.2%	0	0.0%	2	25.0%	3	13.6%	16	22.2%	0	0.0%
Sole source of Income	34	27.9%	2	66.7%	2	22.2%	0	0.0%	4	50.0%	5	22.7%	18	25.0%	3	50.0%
TOTAL	122		3		9		2		8		22		72		6	

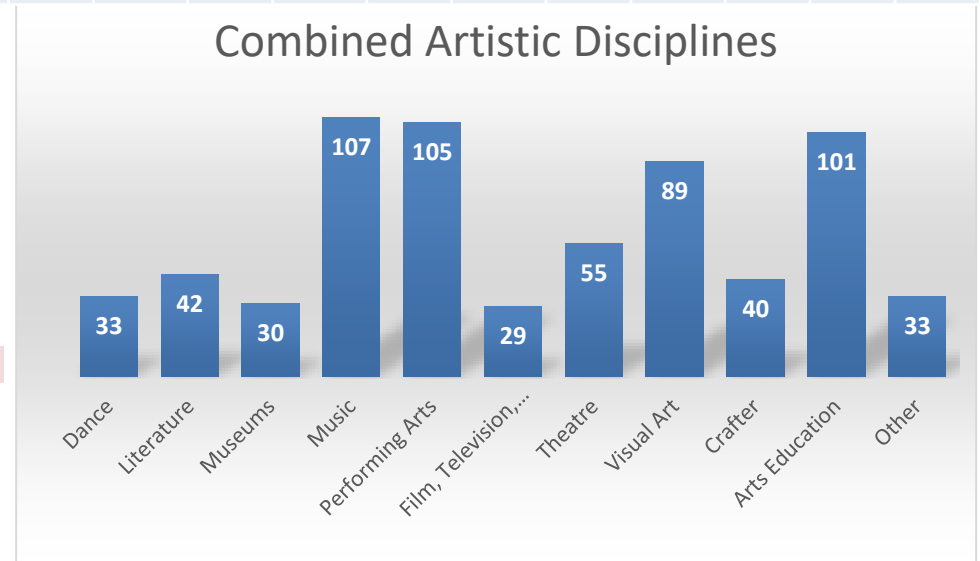
SECTION 5: AGGREGATE COMBINED Survey Participant Profile(s)

TABLE 4c: COMBINED Responses Highlighting Artistic Discipline / Industry Focus (Q4) (multiple responses permitted)

Aggregate - Combined	Aggregate			Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Industry Focus	#	%	% ¹	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Dance	33	5.0%	14.3%	2	5.0%	6	9.2%	1	2.2%	2	5.3%	6	8.0%	16	4.5%	0	0.0%
Literature	42	6.3%	18.3%	4	10.0%	3	4.6%	5	11.1%	2	5.3%	2	2.7%	21	5.9%	5	10.6%
Museums	30	4.5%	13.0%	3	7.5%	1	1.5%	2	4.4%	5	13.2%	3	4.0%	12	3.4%	4	8.5%
Music	107	16.1%	46.5%	5	12.5%	8	12.3%	7	15.6%	7	18.4%	12	16.0%	60	16.9%	8	17.0%
Performing Arts	105	15.8%	45.7%	6	15.0%	8	12.3%	5	11.1%	5	13.2%	16	21.3%	62	17.5%	3	6.4%
Film, Television, Electronic Media	29	4.4%	12.6%	3	7.5%	4	6.2%	1	2.2%	1	2.6%	0	0.0%	19	5.4%	1	2.1%
Theatre	55	8.3%	23.9%	5	12.5%	4	6.2%	3	6.7%	1	2.6%	5	6.7%	35	9.9%	2	4.3%
Visual Art	89	13.4%	38.7%	4	10.0%	11	16.9%	7	15.6%	7	18.4%	12	16.0%	39	11.0%	9	19.1%
Crafter	40	6.0%	17.4%	2	5.0%	4	6.2%	4	8.9%	3	7.9%	4	5.3%	18	5.1%	5	10.6%
Arts Education	101	15.2%	43.9%	5	12.5%	12	18.5%	6	13.3%	3	7.9%	13	17.3%	53	15.0%	9	19.1%
Other	33	5.0%	14.3%	1	2.5%	4	6.2%	4	8.9%	2	5.3%	2	2.7%	19	5.4%	1	2.1%
	664			40		65		45		38		75		354		47	

¹ Represents the aggregate response percentage using 230 (total respondents) as the denominator

❖ The **majority** of the survey **respondents** represented **Music, the Performing Arts, Arts Education and Visual Arts.**



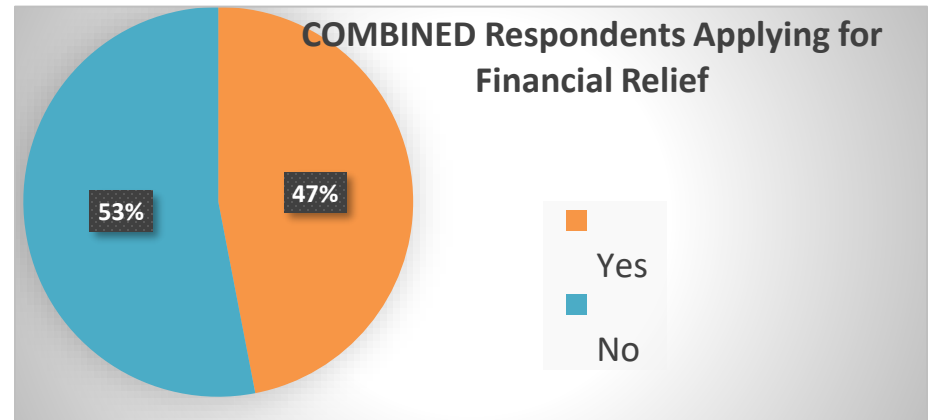
SECTION 5: **AGGREGATE COMBINED** Survey Participant Profile(s)

TABLE 4d: COMBINED Respondents – Have or Will Apply for Financial Relief (Q33 & Q34)

COMBINED	Aggregate			Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
Federal Relief	#	%		#	%	#	%	#	%	#	%	#	%	#	%	#	%
Yes	108	47.0%		8	88.9%	9	47.4%	6	66.7%	10	55.6%	12	36.4%	59	46.8%	4	25.0%
No	122	53.0%		1	11.1%	10	52.6%	3	33.3%	8	44.4%	21	63.6%	67	53.2%	12	75.0%
TOTAL	230			9		19		9		18		33		126		16	
(Q34 ind: If Yes)																	
COMBINED	Aggregate			Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
	#	%	% ¹	#	%	#	%	#	%	#	%	#	%	#	%	#	%
a) Paycheck Protection Plan	49	24.0%	45.3%	6	42.9%	2	12.5%	5	45.5%	3	15.8%	7	30.4%	25	21.7%	1	16.7%
b) SBA - Subsidy Loan	21	10.3%	19.4%	1	7.1%	1	6.3%	1	9.1%	2	10.5%	4	17.4%	11	9.6%	1	16.7%
c) SBA - EIDL	34	16.7%	31.5%	2	14.3%	3	18.8%	1	9.1%	5	26.3%	5	21.7%	16	13.9%	2	33.3%
d) Unemployment Insurance	46	22.5%	42.6%	3	21.4%	4	25.0%	2	18.2%	3	15.8%	5	21.7%	28	24.3%	1	16.7%
e) Pandemic Unemployment Ast	40	19.6%	37.0%	2	14.3%	4	25.0%	2	18.2%	6	31.6%	2	8.7%	23	20.0%	1	16.7%
f) Other	14	6.9%	13.0%	0	0.0%	2	12.5%	0	0.0%	0	0.0%	0	0.0%	12	10.4%	0	0.0%
TOTAL	204			14		16		11		19		23		115		6	

¹ Represents the aggregate response percentage using 108 (total respondents applying for federal relief) as the denominator

- ❖ A slight **majority (53%)** of the survey **respondents** indicate that they **HAVE NOT** or **WILL NOT** be applying for COVID financial relief.
- ❖ For those looking for relief, the federal **Paycheck Protection Plan** and **unemployment assistance** are the **most popular relief programs**.



SECTION 5: **AGGREGATE COMBINED** Survey Participant Profile(s)

TABLE 4e: COMBINED Respondents – Resources That Would Be Helpful (Q36)

COMBINED	Aggregate		% ¹	Cayuga		Cortland		Herkimer		Madison		Oneida		Onondaga		Oswego	
	#	%		#	%	#	%	#	%	#	%	#	%	#	%	#	%
a) Loan for owed, reimbursable contract(s)	9	2.5%	3.9%	0	0.0%	1	2.9%	0	0.0%	1	3.6%	1	2.2%	6	3.0%	0	0.0%
b) Low-interest Lines of Credit	15	4.2%	6.5%	1	5.9%	1	2.9%	0	0.0%	3	10.7%	0	0.0%	10	5.0%	0	0.0%
c) No-Interest Lines of Credit	46	12.8%	20.0%	4	23.5%	5	14.3%	1	8.3%	4	14.3%	5	11.1%	27	13.4%	0	0.0%
d) Professional Development	42	11.7%	18.2%	3	17.6%	6	17.1%	2	16.7%	3	10.7%	5	11.1%	21	10.4%	2	9.1%
e) Emergency Assistance Grants	119	33.1%	51.7%	7	41.2%	12	34.3%	5	41.7%	8	28.6%	16	35.6%	61	30.3%	10	45.5%
f) Training about the CARES Act	46	12.8%	20.0%	1	5.9%	4	11.4%	1	8.3%	2	7.1%	8	17.8%	26	12.9%	4	18.2%
g) Other	17	4.7%	7.4%	0	0.0%	2	5.7%	0	0.0%	2	7.1%	1	2.2%	12	6.0%	0	0.0%
h) Can't Think of Anything	66	18.3%	28.7%	1	5.9%	4	11.4%	3	25.0%	5	17.9%	9	20.0%	38	18.9%	6	27.3%
TOTAL	360		230	17		35		12		28		45		201		22	

¹ Represents the aggregate response percentage using 230 (total respondents) as the denominator

- ❖ *Of the resource choices presented, the survey respondents were **most looking for Emergency Assistance Grants**. This was followed by a **need for No-Interest Lines of Credit** as well as greater **Training About The CARES Act**.*
- ❖ ***Most were not interested in loans or low interest lines of credit.***
- ❖ ***OTHER resource suggestions included: grant writing training; education on using new technology for a greater “virtual” presence; helping identify fund raising opportunities and sources; honing business operations – accounting, legal, marketing; and optimizing their web presence and websites, to name a few major suggestions.***

APPENDIX A: Copy of Survey Script

COVID-19 Arts Impact Study
Online Survey Script Content
EDITS: 040820 FINAL

EMAIL INVITATION FROM CNY Arts

Subject Line: We need to hear how this pandemic is affecting you! Please participate!

CNY Arts has partnered with Research & Marketing Strategies, Inc. (RMS) to conduct research demonstrating the impact of COVID-19 on the regional arts community. The research findings will then be compiled into a comprehensive report. We need your participation to be able to use the report to lobby foundations and advocate to government agencies. We urge you to complete this five-minute survey if you or your organization reside in one of the seven counties: Cayuga, Cortland, Herkimer, Madison, Oneida, Onondaga, and Oswego.

All survey results will remain anonymous and information will be aggregated. Please complete the survey. It's vital that everyone's voice in the creative sector is heard.

The survey link will be forthcoming directly from RMS.

For every survey filled out in the first 7 days of fieldwork, CNY Arts will provide \$2 of emergency arts funding up to 750 responses to create a small pot of individual artists grants to help compensate for their losses. Should you have any questions or comments about the survey please connect with the RMS research team by emailing Research@RMSresults.com and referencing the Arts Impact Study. Thank you for your participation in this valuable research project!

Our thanks to the generous support from the Central New York Community Foundation and the Gifford Foundation who made this study possible.

Stephen Butler
Executive Director

EMAIL INVITATION FROM RMS TO PROVIDED DATABASE

Subject Line: We need to hear how this pandemic is affecting you! Please participate!

We would like to learn how the COVID-19 pandemic is impacting your organization and the arts community. This survey will take approximately 5 minutes of your time and your responses will remain anonymous. After completing the full survey, CNY Arts will provide \$2 of emergency arts funding up to 750 responses to create a small pot of individual artist grants to help compensate for their losses.

PLEASE NOTE that the attached survey is focused on understanding the FINANCIAL IMPACT of this COVID-19 pandemic. Therefore, if you represent an arts organization and you feel that there is someone else (within your organization) better suited to complete the questionnaire, please forward this email to that individual and ask him/her to click on the survey link.

Click here to take the survey! [\[Survey Link will be embedded\]](#)

Should you have any questions or comments about the survey please connect with the RMS research team by emailing Research@RMSresults.com and referencing the Arts Impact Study. Thank you for your participation in this valuable research project!

[insert RMS staff signature]

Screener Questions:

1. In what County is your Arts business/organization located? **SELECT ONE.**
 - a. Cayuga
 - b. Cortland
 - c. Herkimer
 - d. Madison
 - e. Oneida
 - f. Onondaga
 - g. Oswego
 - h. Other **[THANK and END]** We appreciate your time and want to share that we are limiting our analysis to the seven counties listed representing CNY Art's Central New York region.
2. I am completing this survey on behalf of an: **SELECT ONE.**
 - a. Organization (501)(c)(3) or NYS Charity
 - b. Individual (i.e. Sole Proprietor, DBA, Collective, Teaching Artist, Craftsperson, Artist Technician)
3. How severe do you expect the financial impact of the coronavirus will be on your artistic business? **SELECT ONE.**
 - a. 1 – Not Severe At All **[THANK and END]** We appreciate your time and response. The purpose of the remainder survey content is to understand the financial impact on those Art businesses and organizations affected by COVID-19.
 - b. 2 – Mildly Severe
 - c. 3 – Severe
 - d. 4 – Significantly
 - e. 5 – Extremely Severe

Survey Questions:

4. Please select **all** the boxes that best describe you/your organization's Artistic Discipline(s) / Industry Focus? **SELECT ALL THAT APPLY.**
 - a. Dance
 - b. Literature (Creative Writing, Poetry)
 - c. Museums
 - d. Music (including Opera)
 - e. Performing Arts
 - f. Film, Television, Electronic Media **(Add bulleted question if selected)**
 - g. Theatre
 - h. Visual Art
 - i. Crafter
 - j. Arts Education
 - k. OTHER: **(Please specify)** **(OPEN-ENDED)**
5. **[IF Q4=f AND IF Q2=b]** What is/are your role(s)/position(s) in film/television productions **(OPEN-ENDED)**
6. What is your Arts business/organization Tax Return Zip Code? **FIRST 5 DIGITS ONLY OPEN-ENDED**

Survey Content For Individuals:

7. How much income did you make from your artistic discipline(s) from the most recent fiscal year? **SELECT ONE.**
 - a. \$0.00 **(GO TO Q36)**
 - b. \$1 - \$599
 - c. \$600 - \$4,999
 - d. \$5,000 - \$9,999
 - e. \$10,000 - \$24,999
 - f. \$25,000 - \$44,999
 - g. \$45,000 - \$64,999
 - h. \$65,000 - \$94,999
 - i. \$95,000 - \$149,999
 - j. \$150,000 and above
8. What percentage is your artist income of your total annual income? **SELECT ONE.**
 - a. It is my sole source of income
 - b. It provides less than 10% of my income
 - c. It provides between 10-49% of my income
 - d. It provides between 50-99% of my income

DIRECTIONS: For the following questions, please share the "actual" and "projected" lost earned and contributed revenue, respectively, you have incurred or expect to incur in 2020 as a result of the COVID-19 social distancing and self-quarantining requirements.

9. Earned Revenue (artist fees, teaching fees, stipends) from (March 1st through April 30th): **OPEN ENDED; NUMERIC RESPONSE (UP TO \$ XXX,XXX).**
10. Earned Revenue (artist fees, teaching fees, stipends) from (May 1st through June 30th): **OPEN ENDED; NUMERIC RESPONSE (UP TO \$ XXX,XXX).**
11. Earned Revenue (artist fees, teaching fees, stipends) from (July 1st through September 30th): **OPEN ENDED; NUMERIC RESPONSE (UP TO \$ XXX,XXX).**
12. Contributed Revenue (grants, scholarships, donations) covering (March 1st through April 30th): **OPEN ENDED; NUMERIC RESPONSE (UP TO \$ XXX,XXX).**
13. Contributed Revenue (grants, scholarships, donations) covering (May 1st through June 30th): **OPEN ENDED; NUMERIC RESPONSE (UP TO \$ XXX,XXX).**
14. Contributed Revenue (grants, scholarships, donations) covering (July 1st through September 30th): **OPEN ENDED; NUMERIC RESPONSE (UP TO \$ XXX,XXX).**

[Routing For Individuals – GO TO Q33]

Survey Questions for Organizations:

15. Please provide the name of the organization you work for. **OPEN-ENDED.** (Look to map email with original sample list and auto-populate)
16. What was your organization's annual Arts Discipline operating budget for the prior fiscal year? **SELECT ONE.**
 - a. \$1 - \$15,000
 - b. \$15,001 - \$25,000
 - c. \$25,001 - \$50,000
 - d. \$50,001 - \$100,000
 - e. \$100,001 - \$250,000
 - f. \$250,001 - \$500,000

APPENDIX A: Copy of Survey Script

- g. \$501,000 - \$1 million
h. \$1,000,001 - \$2,500,000
i. \$2,500,001 - \$5 million
j. \$5 million and above
17. How many Full-Time Equivalent (FTE) staffers were employed by your organization just prior to the COVID-19 Pandemic (round to nearest 10²)? **OPEN ENDED; NUMERIC RESPONSE (UP TO XXX.X).**
18. How many FTE staffers are currently employed (round to nearest 10³)? **OPEN ENDED; NUMERIC RESPONSE (UP TO XXX.X).**
19. Has your organization taken any of the following actions thus far (through April 30) as a result of COVID-19? **SELECT ALL THAT APPLY.**
- Cancelled performances, exhibitions
 - Cancelled special events for donors/funders/members
 - Cancelled meetings/workshops/conferences
 - Postponed performances, exhibitions
 - Postponed special events for donors/funders/members
 - Postponed meetings/workshops/conferences
 - Closed to public typical operations, resulting in loss of daily admissions revenue
 - Refunded tickets
 - Refunded fees
 - Modified its refund policy
 - Moved workforce to remote capacity
 - Increased online presence (e.g., live-streaming of performances, enhanced access to online experiences)
 - Reduced salaries/payroll
 - Reduced staff
 - Reduced creative workforce (e.g., artists)
 - Reduced other workforce (e.g., consultants, etc.)
 - Reduced travel
 - Opened or utilized a line of credit
 - Used financial reserves
 - Lost private foundation and/or government grant revenue
 - Lost corporate or individual sponsorships and/or donations
 - Other (**PLEASE SPECIFY**)
 - None of the above (**Mutually exclusive**) (Go to Q36)

Unanticipated Expenses and Cash Flow

20. **[If Q19 = r, or s,]** How much have you used/borrowed from your reserve fund or put on a line of credit? **OPEN ENDED; NUMERIC RESPONSE (UP TO \$X,XXX,XXX).**
21. Does your organization have an endowment or investment fund?
- Yes
 - No (go to Q24)
22. Has the fund changed since COVID-19?
- Shown a gain
 - Shown a loss
 - No change
23. **(If Q 22=a)** Please indicate the percentage change? _____
24. What would you estimate to be the total cost of *unanticipated expenditures* resulting from COVID-19 for your organization through April 30, 2020? **OPEN ENDED; NUMERIC RESPONSE (UP TO \$X,XXX,XXX).**
25. How many weeks of operation can you get through based on the capital currently available to you? **SELECT ONE; DROP DOWN BOX FOR 0-52 Weeks.**
26. How much does your organization have in unrestricted cash at this time? **SELECT ONE.**
- 0 to \$9,999
 - \$10,000 to \$19,999
 - \$20,000 to \$29,999
 - \$30,000 to \$39,999
 - \$40,000 to \$49,999
 - \$50,000 to \$59,999
 - \$60,000 to \$74,999
 - \$75,000 to \$89,999
 - \$90,000 to \$104,999
 - \$105,000 or more
 - Prefer not to answer

DIRECTIONS: For the following questions, please share the "actual" and "projected" *lost earned* and *contributed* revenue, respectively, you have incurred or expect to incur in 2020 as a result of the COVID-19 social distancing and self-quarantining requirements.

27. *Lost Earned Revenue* (admissions, subscriptions/memberships, ticket sales, merchandise) from (March 1st through April 30th). **OPEN ENDED; NUMERIC RESPONSE (UP TO \$X,XXX,XXX). DO NOT USE COMMAS IN RESONSE.**

28. *Lost Earned Revenue* (admissions, subscriptions/memberships, ticket sales, merchandise) from (May 1st through June 30th). **OPEN ENDED; NUMERIC RESPONSE (UP TO \$X,XXX,XXX). DO NOT USE COMMAS IN RESONSE.**

29. *Lost Earned Revenue* (admissions, subscriptions/memberships, ticket sales, merchandise) from (July 1st through September 30th). **OPEN ENDED; NUMERIC RESPONSE (UP TO \$X,XXX,XXX). DO NOT USE COMMAS IN RESONSE.**

30. *Lost Contributed Revenue* (grants (foundation and government), sponsorships, individual and corporate donations) covering (March 1st through April 30th). **OPEN ENDED; NUMERIC RESPONSE (UP TO \$X,XXX,XXX).**

31. *Lost Contributed Revenue* (grants (foundation and government), sponsorships, individual and corporate donations) covering (May 1st through June 30th). **OPEN ENDED; NUMERIC RESPONSE (UP TO \$X,XXX,XXX).**

32. *Lost Contributed Revenue* (grants (foundation and government), sponsorships, individual and corporate donations) covering (July 1st through September 30th). **OPEN ENDED; NUMERIC RESPONSE (UP TO \$X,XXX,XXX).**

ASK ALL SURVEY REpondENTS

33. Have you applied or do you plan to apply for any COVID-19 related financial relief programs?
- Yes
 - No
34. **[If Q33=a]** GRID FORMAT For each program, please indicate whether you have already applied or plan to apply. PLEASE PROVIDE A RESPONSE FOR EACH PROGRAM LISTED. IF NOT APPLICABLE, PLEASE SELECT "UNSURE/NOT AT THIS TIME".
- Paycheck Protection Program (PPP) – Small Business Administration
 - Subsidy Loan Program – Small Business Administration (through CARES Act)
 - Economic Injury Disaster Loan Program (EIDL) – Small Business Administration
 - Unemployment Insurance
 - Pandemic Unemployment Assistance
 - Other
35. **[If 34=F]** Please list/describe: **OPEN-ENDED**

ASK ALL RESPONDENTS

36. What resources would be helpful to your organization at this time? **SELECT ALL THAT APPLY.**
- Loan for owed, reimbursable contract(s)
 - Low-Interest Lines of Credit
 - No-Interest Lines of Credit (no closing costs)
 - Professional Development/Training Opportunities (legal, fundraising, tech support, etc.)
 - Emergency Assistance Grants
 - Training about the CARES Act
 - Other: Please describe in the text box below (**ADD TEXT BOX**)
 - I can't think of anything at this time
37. **[If Q36=f]** Please describe the Professional Development or Training you would like to receive and if applicable, by whom? **OPEN-ENDED.**
38. Please add any additional thoughts you would like to share regarding the impact the COVID-19 pandemic is having on your Arts business / operations. **OPEN-ENDED.**

On behalf of CNY Arts and Research & Marketing Strategies, Inc. (RMS), thank you for your time and thoughts today!

Please click the red submit button below to send your survey responses.

Attached are four prior DASHBOARD reports that were delivered to CNY Arts at various points during the fieldwork activities. These represent snapshots from the survey data as gathered. Additionally the DASHBORD figures were extracted from the raw database that had not been thoroughly scrubbed or quality checked. Therefore, the findings reflect the counts at that moment in time. The actual results that incorporate the appropriate data cleaning and quality checks should be derived from this full report.

Dashboard – Registered artist Survey Results

Update as of 4/21/90 – 1 week in field

• 132 Responses To Date (8.9% response rate)

	#	%
Cayuga	3	2.3%
Cortland	10	7.6%
Herkimer	4	3.0%
Madison	13	9.8%
Oneida	15	11.4%
Onondaga	71	53.8%
Oswego	8	6.1%
Other County	8	6.1%
"n"	132	

• Respondents by Type

	#	%
Organizations	62	50.0%
Individual	62	50.0%
"n"	124	

Overall COVID-19 Revenue Loss Impact Estimate - [March - Sept]

	Average Loss	"n"
Individuals	(\$18,266)	54
Organizations	(\$89,856)	58

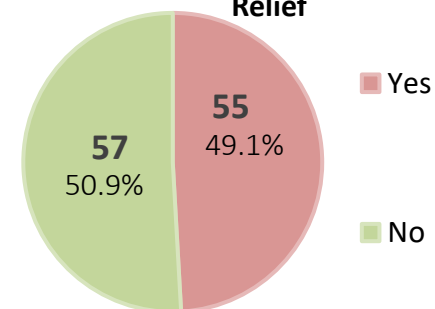
COMBINED LOST REVENUE - Individuals

	Minimum	Maximum	Average	"n"
A. March 1st - April 30th	\$0	\$20,000	\$4,594	54
B. May 1st - June 30th	\$0	\$45,000	\$5,401	54
C. July 1st - September 30th	\$0	\$70,000	\$8,271	54

COMBINED LOST REVENUE - Organizations

	Minimum	Maximum	Average	"n"
A. March 1st - April 30th	\$0	\$220,000	\$20,481	58
B. May 1st - June 30th	\$0	\$565,000	\$30,009	58
C. July 1st - September 30th	\$0	\$550,000	\$39,366	58

Apply For COVID-19 Financial Relief



Dashboard – Registered artist & Open Link Survey Results

Update as of 4/29/90 – 2 weeks in field

• 143 Responses To Date (9.6% response rate) [artist list only]

	#	%
Cayuga	6	3.5%
Cortland	13	7.6%
Herkimer	5	2.9%
Madison	13	7.6%
Oneida	20	11.7%
Onondaga	94	55.0%
Oswego	9	5.3%
Other County	11	6.4%
"n"	171	

• Respondents by Type

	#	%
Organizations	75	46.9%
Individual	85	53.1%
"n"	160	

Overall COVID-19 Revenue Loss Impact Estimate - [March - Sept]

	Average Loss	"n"
Individuals	(\$21,474)	73
Organizations	(\$115,366)	90

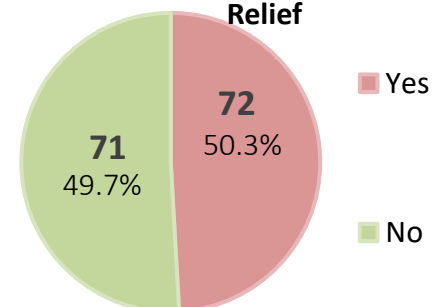
COMBINED LOST REVENUE - Individuals

	Minimum	Maximum	Average	"n"
A. March 1st - April 30th	\$0	\$20,000	\$5,094	73
B. May 1st - June 30th	\$0	\$45,000	\$6,359	73
C. July 1st - September 30th	\$0	\$70,000	\$10,021	73

COMBINED LOST REVENUE - Organizations

	Minimum	Maximum	Average	"n"
A. March 1st - April 30th	\$0	\$220,000	\$22,411	70
B. May 1st - June 30th	\$0	\$565,000	\$35,462	70
C. July 1st - September 30th	\$0	\$550,000	\$57,493	70

Apply For COVID-19 Financial Relief



Dashboard – Registered artist & Open Link Survey Results

Update as of 5/6/20 – Approximately 3 weeks in field

• 166 Responses To Date (11.2% response rate) [artist list only]

	#	%
Cayuga	8	3.7%
Cortland	15	7.0%
Herkimer	6	2.8%
Madison	17	7.9%
Oneida	26	12.1%
Onondaga	118	54.9%
Oswego	11	5.1%
Other County	14	6.5%
"n"	215	

• Respondents by Type

	#	%
Organizations	98	48.3%
Individual	105	51.7%
"n"	203	

Overall COVID-19 Revenue Loss Impact Estimate - [March - Sept]

	Average Loss	"n"
Individuals	(\$18,488)	90
Organizations	(\$120,745)	92

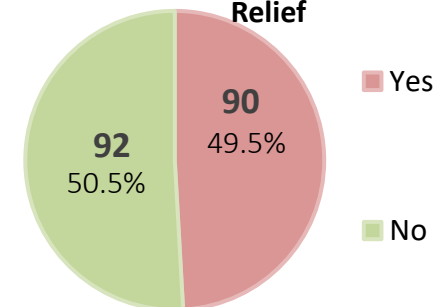
COMBINED LOST REVENUE - Individuals

	Minimum	Maximum	Average	"n"
A. March 1st - April 30th	\$0	\$20,000	\$4,365	90
B. May 1st - June 30th	\$0	\$45,000	\$5,416	90
C. July 1st - September 30th	\$0	\$70,000	\$8,707	90

COMBINED LOST REVENUE - Organizations

	Minimum	Maximum	Average	"n"
A. March 1st - April 30th	\$0	\$220,000	\$23,575	92
B. May 1st - June 30th	\$0	\$565,000	\$45,535	92
C. July 1st - September 30th	\$0	\$550,000	\$51,635	92

Apply For COVID-19 Financial Relief



Dashboard – Registered artist & Open Link Survey Results

Update as of 5/18/20 – Approximately 4 weeks in field

• 178 Responses To Date (12.0% response rate) [artist list only]

	#	%
Cayuga	9	3.4%
Cortland	19	7.1%
Herkimer	9	3.4%
Madison	20	7.5%
Oneida	35	13.2%
Onondaga	145	54.5%
Oswego	17	6.4%
Other County	12	4.5%
"n"	266	

Respondents by Type

	#	%
Organizations	115	45.3%
Individuals	139	54.7%
"n"	254	

Overall COVID-19 Revenue Loss Impact Estimate - [March - Sept]

	Average Loss	"n"
Individuals	(\$16,996)	122
Organizations	(\$121,312)	108

COMBINED LOST REVENUE - Individuals

[Income Earned & Contributed Revenue]

A. March 1st - April 30th

B. May 1st - June 30th

C. July 1st - September 30th

Minimum	Maximum	Average	"n"
\$0	\$20,000	\$4,217	122
\$0	\$45,000	\$5,046	122
\$0	\$90,000	\$7,732	122

COMBINED LOST REVENUE - Organizations

[Income Earned & Contributed Revenue]

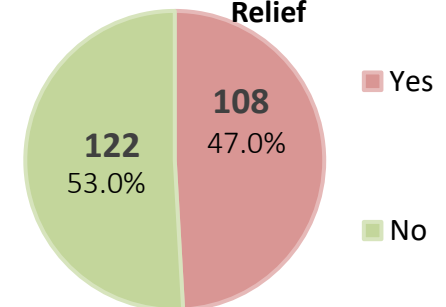
A. March 1st - April 30th

B. May 1st - June 30th

C. July 1st - September 30th

Minimum	Maximum	Average	"n"
\$0	\$220,000	\$30,080	108
\$0	\$565,000	\$43,337	108
\$0	\$550,000	\$47,895	108

Apply For COVID-19 Financial Relief



APPENDIX C: Art Organization Respondents

CNY Art Guild, Inc.	MasterWorks Chorale of CNY	Little Falls Public Library
Dance Theater of Syracuse	Syracuse Vocal Ensemble	Arts Guild of Old Forge aba View
ArtHouse Alliance	Mohawk Valley Choral Society	Little Falls YMCA
Juneteenth Inc	Chamber Music Society of Utica	Madison County Historical Society
Westcott Area Cultural Coalition	Spirit of Syracuse Chorus	Stone Quarry Hill Art Park
Rome Community Theater	(CEO) Joan Hillsman's Music Network, Inc.	Oneida Community Mansion House
Breadcrumbs Productions, Inc.	Syracuse Chorale	Eastern U.S. Music Camp Inc.
La joven Guardia del Teatro y la Danza latina inc	Remsen Performing and Visual Arts Center Inc	4 Elements Studio
Syracuse Film Center, Inc	Onondaga Hill Players	Sculpture Space Inc
Blackbird Film Festival, Inc.	Theatre Association of New York State (TANYS)	Dodge Pratt Northam Art and Community Center
Nine Mile Art Corp	Baldwinsville Theatre Guild, Inc.	The Center (formerly the Mohawk Valley Resource
Horned Dorset Colony	CNY Playhouse Incorporated	Center for Refugees)
Cincinnatus Area Heritage Society	Open Figure Drawing Inc.	Munson-Williams-Proctor Arts Institute
Joined Artists, Musicians & Singers, Inc	Art Association of Oswego, Inc.	Wacheva Cultural Arts, INC
Friends of Lorenzo	CNY Fiber Artists and Producers, Inc.	Society for New Music
National Abolition Hall of Fame and Museum	Rome Art Association	Syracuse Shakespeare-In-The-Park
International L. Frank Baum & All Things Oz Historical	Salmon River Fine Arts Center	South Side Newspaper Project
Foundation / All Things Oz Museum	Notable Beginnings	The Gear Factory
Friends of Mexico Point State Park	Cayuga Museum of History and Art	Gifford Family Theatre/Le Moyne College Summer
Town of Pompey Historical Society	Auburn Public Theater	Arts Institute
Liverpool Is The Place Summer Concert Series	Schweinfurth Art Center	Greater Liverpool Chamber of Commerce
Fulton Jazz Festival	Seward House Museum	New York State blues festival
New Woodstock Regional Historical Society	Merry Go Round/the Rev Theatre	Syracuse Opera
OSWEGO OPERA	Cultural Council of Cortland County	Syracuse Poster Project
OCPA, INC.	Herkimer BOCES	Syracuse International Film Festival, Inc.
NYS Baroque	Cortland Music	Punto de Contacto - Point of Contact
Rome Community Concert Band	Lamont Memorial Free Library	Gorilla Rep
Society for New Music	The Events at the Loft/ Finger Lakes Tasting & Tap	The CORA Foundation (DBA ArtRage Gallery)
Preservation Revitalization of Pulaski	room	Syracuse Community Choir, Inc.
The Arts at Grace - outreach of Grace and Holy Spirit	Cortland Repertory Theatre	The Arts Branch of the YMCA of Central New York
Church, Cortland, NY	Cortland County Family YMCA	Central New York Jazz Arts Foundation, Inc.
Onondaga Civic Symphony	Old Forge Library	Syracuse Arts & Crafts Festival
	Mohawk Valley Center for the Arts	Onondaga Environmental Institute

APPENDIX D: Art Organization Respondents

Light Work Visual Studies, Inc.
Erie Canal Museum
Syracuse Children's Theatre, Inc.
Westcott Community Center
Syracuse City Ballet
Everson Museum of Art
Syracuse Area Landmark Theatre
MOST
syracuse stage
Redhouse
Symphoria
CNY Arts Center, Inc.
H. Lee White Maritime Museum at Oswego

The information contained in this study has been obtained from primary sources and/or was furnished directly from the clients listed in this report. All source materials and information so gathered and presented herein are assumed to be accurate, but no implicit or expressed guarantee of data reliability can be assumed. This study has been prepared in the interest of a fair and accurate report, and therefore all of the information contained herein, and upon which opinions have been based, have been gathered from sources that Research & Marketing Strategies, Inc. (RMS) considers reliable.

RMS staff has reviewed and inspected the primary data results obtained from the surveyed individuals from the client. RMS has no undisclosed interests in the subject for which this analysis was prepared, nor does RMS have a financial interest in the client other than as a contracted vendor for this research. RMS' employment and compensation for rendering this research is not contingent upon the values found or upon anything other than the delivery of this report for a pre-determined fee.

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Certified by: 
Mark Dengler, President
Research & Marketing Strategies, Inc.

Date: June 3, 2020



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