



## Dallas Arts COVID-19 Impact Survey #3

Dear Arts Colleagues,

As we near the end of 2020, the impact of the pandemic on our cultural community has continued. TACA (The Arts Community Alliance), the Dallas Arts & Culture Advocacy Coalition (DACAC), and the Dallas Arts District (DAD) are committed to tracking that impact.

We had 57 responses to our first survey and 91 to our second survey. This increase in participation is truly incredible and allowed us to paint an even more comprehensive picture of the profound impact the pandemic has had on our cultural community.

While the first two surveys focused on the enormity of financial, programmatic and human resource losses that have resulted from the pandemic, we feel that this third survey must also capture the implications of incremental public reopening. We appreciate your continued willingness to participate and thank you in advance for your participation.

This third survey will measure the impact of the COVID-19 pandemic from March 13 through November 30.

**Please complete this survey no later than Friday, December 18, 2020.**

If you would like to request a copy of your organization's previous responses to aid in your completion of this third survey, please email Maura Sheffler at [maura.sheffler@taca-arts.org](mailto:maura.sheffler@taca-arts.org).

Aggregate survey insights will be shared with all respondents, though all individual responses will be kept confidential.

Terry D. Loftis  
President & Executive Director  
TACA - The Arts Community Alliance



## Dallas Arts COVID-19 Impact Survey #3

### Organization Information

***Please tell us about your organization and its state before the COVID-19 pandemic by answering the questions below.***

\* 1. Organization Name

\* 2. Select the artistic discipline that best describes the work that your organization produces/presents.

- |                                   |   |
|-----------------------------------|---|
| <input type="radio"/> Dance       | <input type="radio"/> Literary Arts               |
| <input type="radio"/> Music       | <input type="radio"/> Multidisciplinary           |
| <input type="radio"/> Visual Arts | <input type="radio"/> Museums or Historical Sites |
| <input type="radio"/> Theater     |   |

Grantmaker's in the Arts defines an ALAANA (African, Latinx, Asian, Arab, and Native American) arts organization as one whose primary intentions, practices, and mission are by, for, and about ALAANA artists, cultures, and communities. (The word "for" refers to the intention of the organization to perpetuate, promote, and present art that is representative of an ALAANA culture and people and/or is given form by ALAANA artists.) Indicators may include but are not limited to, the presence of some combination of organizational mission; executive, artistic, and governance leadership; programmatic content; and artists.

\* 3. Is your organization an ALAANA arts organization according to the terms articulated above?

- Yes  
 No

\* 4. Does your organization primarily serve a specific audience or group? (Check all that apply)

No - General Audience

Gender - Different Identity

Racial/Ethnic Group

Age Group - 0 to 18

Gender - Female

Age Group - 65+

Gender - Male

LGBTQ+

Other (please specify)

5. Enter your organization's pre-COVID operating budget (expenses).

Please use Line 18 from your organization's most recently filed Form-990. If you file a Form-990N (ePostcard) provide us with your most recent expense budget as of February 1, 2020.



## Dallas Arts COVID-19 Impact Survey #3

### Employment & HR Impact (pre-COVID)

*The questions in this section are intended to understand your organization's staffing and HR structure prior to the COVID-19 pandemic.*

**FOR SURVEY #2 RESPONDENTS:** If you would like a copy of your responses to Survey #2 (March 13 to July 31) to aid in your completion of this survey, please email Maura Sheffler at [maura.sheffler@taca-arts.org](mailto:maura.sheffler@taca-arts.org).

\* 6. Please enter your organization's average annual number of **full-time** employees before the COVID-19 pandemic. Please insert a number.

\* 7. Please enter your organization's average annual number of **part-time** employees before the COVID-19 pandemic. Please insert a number.



## Dallas Arts COVID-19 Impact Survey #3

### Full-Time Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

**FOR SURVEY #2 RESPONDENTS:** If you would like a copy of your responses to Survey #2 (March 13 to July 31) to aid in your completion of this survey, please email Maura Sheffler at [maura.sheffler@taca-arts.org](mailto:maura.sheffler@taca-arts.org).

\* 8. Please enter the number of your organization's full-time staff that have been either laid-off or furloughed since March 13, 2020.

If no full-time staff have been laid-off or furloughed, please enter "0."



## Dallas Arts COVID-19 Impact Survey #3

### Full-Time Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

- \* 9. Has your organization been able to bring back any previously laid-off or furloughed full-time employees?
- Yes
  - No
  - N/A



### Dallas Arts COVID-19 Impact Survey #3

#### Full-Time Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

\* 10. Please enter the number laid-off or furloughed full-time staff that have been returned to payroll as full-time employees.



### Dallas Arts COVID-19 Impact Survey #3

#### Full-Time Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

\* 11. Please enter the number of temporary full-time layoffs or furloughs that have been converted to permanent layoffs.





## Dallas Arts COVID-19 Impact Survey #3

### Part-Time Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

**FOR SURVEY #2 RESPONDENTS:** If you would like a copy of your responses to Survey #2 (March 13 to July 31) to aid in your completion of this survey, please email Maura Sheffler at [maura.sheffler@taca-arts.org](mailto:maura.sheffler@taca-arts.org).

\* 12. Please enter the number of your organization's part-time staff that have been either laid-off or furloughed since March 13, 2020.

If no part-time staff have been laid-off or furloughed, please enter "0."

13. Has your organization been able to bring back any previously laid-off or furloughed part-time employees?

- Yes
- No
- N/A



Dallas Arts COVID-19 Impact Survey #3

Part-Time Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

\* 14. Please enter the number laid-off or furloughed part-time staff that have been returned to payroll as part-time employees.



Dallas Arts COVID-19 Impact Survey #3

Part-Time Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

15. Please enter the number of temporary part-time layoffs or furloughs that have been converted to permanent layoffs.



## Dallas Arts COVID-19 Impact Survey #3

### Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

\* 16. Has your organization instituted salary reductions due to the pandemic?

- Yes
- No
- N/A - My organization is volunteer-led.



## Dallas Arts COVID-19 Impact Survey #3

### Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

**FOR SURVEY #2 RESPONDENTS:** If you would like a copy of your responses to Survey #2 (March 13 to July 31) to aid in your completion of this survey, please email Maura Sheffler at [maura.sheffler@taca-arts.org](mailto:maura.sheffler@taca-arts.org).

\* 17. What is the average salary reduction implemented?

- Under 10%
- 10% to 20%
- 20% to 30%
- 30% to 40%
- Above 40%



## Dallas Arts COVID-19 Impact Survey #3

### Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

\* 18. Has your organization returned salaries to 100% of their pre-pandemic level?

Yes

No



## Dallas Arts COVID-19 Impact Survey #3

### Employment & HR Impact (post-COVID)

***The questions in this section are intended to capture changes your organization has had to make to its staffing and HR structure as a result of the COVID-19 pandemic.***

**FOR SURVEY #2 RESPONDENTS:** If you would like a copy of your responses to Survey #2 (March 13 to July 31) to aid in your completion of this survey, please email Maura Sheffler at [maura.sheffler@taca-arts.org](mailto:maura.sheffler@taca-arts.org).

\* 19. Since the pandemic began, has your organization had to reduce or discontinue health and/or retirement benefits previously offered to employees?

- Yes
- No
- N/A - My organization is not able to offer health and/or retirement benefits.



## Dallas Arts COVID-19 Impact Survey #3

### Financial Impact

***The questions in this section are intended to capture the pandemic's financial impact on your organization. Please answer the following questions for the period of March 13 through November 30, 2020.***

**FOR SURVEY #2 RESPONDENTS: If you would like a copy of your responses to Survey #2 (March 13 to July 31) to aid in your completion of this survey, please email Maura Sheffler at [maura.sheffler@taca-arts.org](mailto:maura.sheffler@taca-arts.org).**

\* 20. What is the projected value of lost or deferred admissions revenue for this period?

Examples of admissions revenue might include ticket sales, subscriptions, program fees, memberships, etc. If your organization has not experienced any lost or deferred ticket sales or program fees in this period, please enter "0." If your organization does not have admissions revenue, please enter "n/a."

\* 21. What is the projected value of TOTAL lost or deferred revenue (including admissions revenue) during this period?

Examples might include anticipated revenue from parking, ticket fees, food and beverage, sponsorships, grants or other contributed revenue, etc. in addition to any lost or deferred admission revenue captured in Q20. If your organization has not experienced any lost revenue in this period, please enter "0."

\* 22. What is projected value of increased or unanticipated expenses during this period?

Examples might include the adoption of new cleaning/disinfecting protocols, adoption of new technologies, cancellation fees, unexpected marketing expenditures resulting from schedule changes, etc. If your organization has not experienced any increased expenses in this period, please enter "0."





## Dallas Arts COVID-19 Impact Survey #3

### Financial Impact - Admissions Revenue

***The questions in this section are intended to capture the pandemic's financial impact on your organization. Please answer the following questions for the period of March 13 through November 30, 2020.***

- \* 23. Has your organization been able to generate admissions revenue since the start of the pandemic?
- Yes
  - No
  - N/A - My organization does not have admissions revenue.



### Dallas Arts COVID-19 Impact Survey #3

#### Financial Impact - Admissions Revenue

***The questions in this section are intended to capture the pandemic's financial impact on your organization. Please answer the following questions for the period of March 13 through November 30, 2020.***

\* 24. Does the admissions revenue generated represent a higher, normal or lower amount of admissions revenue than the level expected since March 13 if there had not been a pandemic?

- Higher admissions revenue
- Normal admissions revenue
- Lower admissions revenue

25. (OPTIONAL) If possible, please estimate the percentage of your expected admissions revenue this represents.



### Dallas Arts COVID-19 Impact Survey #3

#### Financial Impact - Contributed Revenue

***The questions in this section are intended to capture the pandemic's financial impact on your organization. Please answer the following questions for the period of March 13 through November 30, 2020.***

26. Has your organization been able to generate contributed revenue since the start of the pandemic?

- Yes
- No
- N/A - My organization does not have contributed revenue



### Dallas Arts COVID-19 Impact Survey #3

#### Financial Impact - Contributed Revenue

***The questions in this section are intended to capture the pandemic's financial impact on your organization. Please answer the following questions for the period of March 13 through November 30, 2020.***

\* 27. Does the contributed revenue generated represent a higher, normal or lower amount of contributed revenue than the level expected since March 13 if there had not been a pandemic?

- Higher contributed revenue
- Normal contributed revenue
- Lower contributed revenue

28. (OPTIONAL) If possible, please estimate the percentage of your expected contributed revenue this represents.



## Dallas Arts COVID-19 Impact Survey #3

### Live Programmatic Impact

***The questions in this section are intended to capture the pandemic's impact on live, in-person programming. Please answer the following questions for the period of March 13 through November 30, 2020.***

**FOR SURVEY #2 RESPONDENTS:** If you would like a copy of your responses to Survey #2 (March 13 to July 31) to aid in your completion of this survey, please email Maura Sheffler at [maura.sheffler@taca-arts.org](mailto:maura.sheffler@taca-arts.org).

\* 29. For organizations with performances: Number of performances cancelled.

For example, if your organization cancelled 2 productions with 10 performances each, please enter "20." If your organization has not had to cancel any performances, please enter "0." If your organization is not performance-based, please enter "n/a."

\* 30. For organizations with exhibitions: Number of days closed to the public.

If your organization is not exhibition-based, please enter "n/a."

\* 31. If your organizations offers other programs/workshops/classes, please indicate the number of programs/workshops/classes that have been cancelled.

If your organization has not cancelled any programs/workshops/classes, please enter "0." If your organization does not offer other programs/workshops/classes, please enter "n/a."

\* 32. What is your organization's projected lost or deferred attendance for this period.

For example, if your organizations cancelled or postponed 2 performances or exhibitions that would have been attended by 100 people each, please enter "200." If your organization is a museum, estimate the number of daily visitors lost based on average daily attendance and days closed.



## Dallas Arts COVID-19 Impact Survey #3

### Live Programmatic Impact

***The questions in this section are intended to capture the pandemic's impact on live, in-person programming. Please answer the following questions for the period of March 13 through November 30, 2020.***

33. Has your organization resumed live, public programming, performances or classes?

- Yes
- No
- N/A



## Dallas Arts COVID-19 Impact Survey #3

### Live Programmatic Impact

***The questions in this section are intended to capture the pandemic's impact on live, in-person programming. Please answer the following questions for the period of March 13 through November 30, 2020.***

\* 34. In what month did you resume live programming? (MM/YY)



## Dallas Arts COVID-19 Impact Survey #3

### Live Programmatic Impact

***The questions in this section are intended to capture the pandemic's impact on live, in-person programming. Please answer the following questions for the period of March 13 through November 30, 2020.***

\* 35. Does your organization intend to resume live, public programming of some kind in the next 12 months? If yes, in what time period? We understand that plans are subject to change.

- |  |   |
|--|---|
| <input type="radio"/> Q4 2020 (before December 31, 2020) | <input type="radio"/> My organization does not have plans to return to any kind of live, public programming before Q4 2021 (October 2021) |
| <input type="radio"/> Q1 2021 (January to March 2021)    | <input type="radio"/> My organization has not yet determined a timeline for a return to live, public programming                          |
| <input type="radio"/> Q2 2021 (April to June 2021)       | <input type="radio"/> N/A   |
| <input type="radio"/> Q3 2021 (July to September 2021)   |   |





## Dallas Arts COVID-19 Impact Survey #3

### Live Programming Impact - Venues

***The questions in this section are intended to capture the pandemic's impact on venues used for live, in-person programming. Please answer the following questions for the period of March 13 through November 30, 2020.***

\* 36. Does your organization own and/or operate an arts venue (i.e., performance venue, exhibition space, arts workshop or classroom space, etc.)?

Yes

No



## Dallas Arts COVID-19 Impact Survey #3

### Live Programming Impact - Venues

***The questions in this section are intended to capture the pandemic's impact on venues used for live, in-person programming. Please answer the following questions for the period of March 13 through November 30, 2020.***

\* 37. How many venues or spaces does your organization operate?

\* 38. Have you been able to re-open any or all of these venues for live, public programming as of November 30, 2020?

Yes

No

\* 39. Please list the names of the venues your organization has been able to re-open.

\* 40. On average, at approximately what audience capacity have you re-opened?



## Dallas Arts COVID-19 Impact Survey #3

### Live Programming Impact - Venues

***The questions in this section are intended to capture the pandemic's impact on venues used for live, in-person programming. Please answer the following questions for the period of March 13 through November 30, 2020.***

\* 41. Has your organization's historical performance or exhibition space or spaces re-opened for live, public programming as of November 30, 2020?

Yes

No

\* 42. Is your organization utilizing new or alternative spaces to present its work?

Yes

No



Dallas Arts COVID-19 Impact Survey #3

Live Programming Impact - Venues

***The questions in this section are intended to capture the pandemic's impact on venues used for live, in-person programming. Please answer the following questions for the period of March 13 through November 30, 2020.***

43. Please list the new or alternative spaces being utilized.



## Dallas Arts COVID-19 Impact Survey #3

### Live Programming Impact - Barriers to Resuming Live Programming

***The questions in this section are intended to provide clarity around inhibitors to the resumption of live, in-person programming. Please answer the following questions for the period of March 13 through November 30, 2020.***

\* 44. What are or have been the most significant barriers for your organization to return to live, public programming of any kind? Please rank the options below from highest to lowest importance to your organization.



Rehearsal or performance space



Maintaining safety of audiences



Maintaining safety of artists



Financial feasibility due to limited audience capacity



Union agreements

45. (OPTIONAL) If there are other barriers not listed in the ranking above that have impacted your organization's ability to return to live, public programming, please note them below.



## Dallas Arts COVID-19 Impact Survey #3

### Additional Virtual Programming Survey - 2021

We acknowledge that many arts organizations have launched new, virtual programs or initiatives as a way of continuing programming in the current landscape. In an effort to holistically capture the extent and impact to-date of this new wave of programming, we plan to distribute an additional survey specific to virtual programming in early 2021.