

The Impact of COVID-19 on North Carolina's Arts Sector

The arts and culture industry, which is an essential economic driver as well as a vital cultural asset for North Carolina, has been devastated by COVID-19. Along with airlines, restaurants and sports, the arts and cultural sector took the first major financial blow dealt by the corona virus. In the earliest days of the crisis, nearly all performances and festivals were cancelled, and museums shut their doors to comply with calls for social distancing. The arts infrastructure remains dormant until COVID-19 is no longer a public health risk, which will likely be months into the future.

CANCELLATIONS AND REVENUE LOSS:

Concerts, performances, conferences, and instructional and youth programming of all kinds were cancelled, in many cases through the spring of 2021. New ticket sales stopped, and all pre-paid purchases, enrollments, and subscriptions were refunded or turned into a credit, which further limits potential future revenue.

FURTHER UNCERTAINTY FOR THE FUTURE:

Subscription and advance sales have all but ceased. Economic uncertainty and fears about public assembly that may extend for years as a result of COVID-19 are having a severe impact.

DONATIONS IN JEOPARDY:

The stalled economy and financial losses will drastically impact donations. Individuals and foundations will be less likely to give during the economic uncertainty of this recession.

THOUSANDS OF JOBS LOST:

With earned revenue choked off, donations uncertain, and assistance from CARES Act programs already spent, thousands of artists and arts workers have been unemployed for months as federal assistance dwindles. The Fine and Performing Arts Industry is suffering from over 50% unemployment, leaving tens of thousands of North Carolinians jobless.

PLEASE CONSIDER:

That all our elected officials, at every level of government, should focus first on the health and safety of the population. However, when navigating the challenges of the pandemic we ask:

- That all **nonprofit organizations including the arts, are included in all government stimulus, emergency grant and loan programs, and economic recovery efforts and initiatives** in order to sustain and reignite the creative and economic engines of the arts.
- That there be consideration of **increasing and expanding unemployment insurance benefits, including self-employed and "gig" workers** which include many individual **artists and performance/event workers**. Now that 36% of Americans participate in the "gig economy" in some way¹, we must make sure our **employment security systems are built for all of today's workforce**.
- That **charitable giving is incentivized through tax policy** whenever possible.

1. Gallup Poll 2018





The Economic Impact of Coronavirus (COVID-19) on the Arts and Cultural Sector

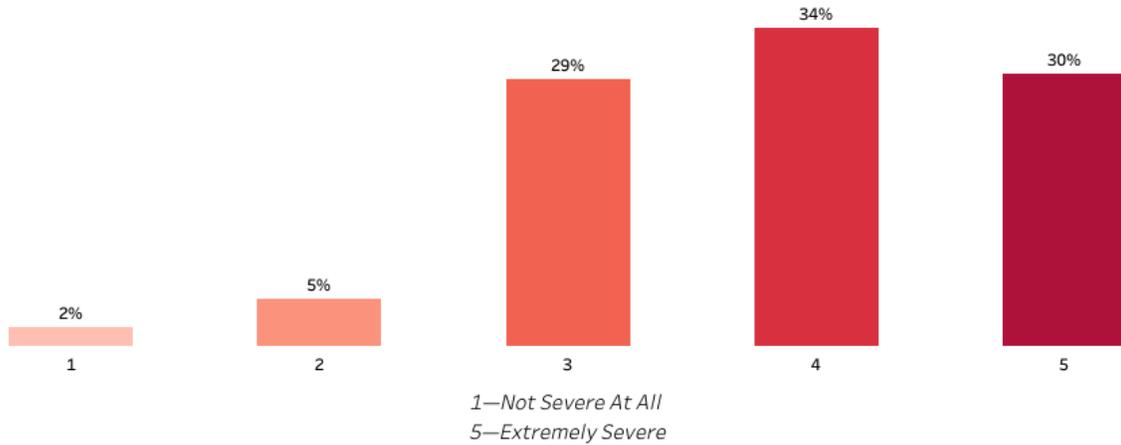
This dashboard is in beta, and is under constant revision to provide the best experience.

Reported as of December 10, 2020

<p>Total Financial Impact to Date</p> <p>-\$88,792,274</p>	<p>Median Financial Impact per Organization</p> <p>-\$22,700</p>	<p>Total Respondents</p> <p>1,220</p>
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Financial

How severe do you expect the overall financial impact of the coronavirus to be on your organization?

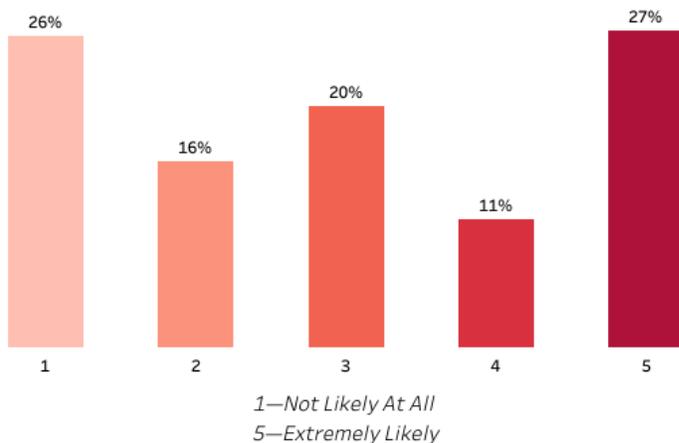


Event Cancellations & Attendance Decrease

<p>Percent of Organizations That Have Canceled Events</p> <p>96%</p>	<p>Total Number of Lost Attendance</p> <p>6,057,182</p> <p><i>(Median of 1,383 per Organization)</i></p>
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Staffing

What is the likelihood that your organization will need to make either temporary or permanent reductions in staff?



<p>Total Laid Off</p> <p>1,888</p>
<p>Total Furloughed</p> <p>1,006</p>
<p>Total Number of Vacant Positions Due to Hiring Freeze</p> <p>354</p>



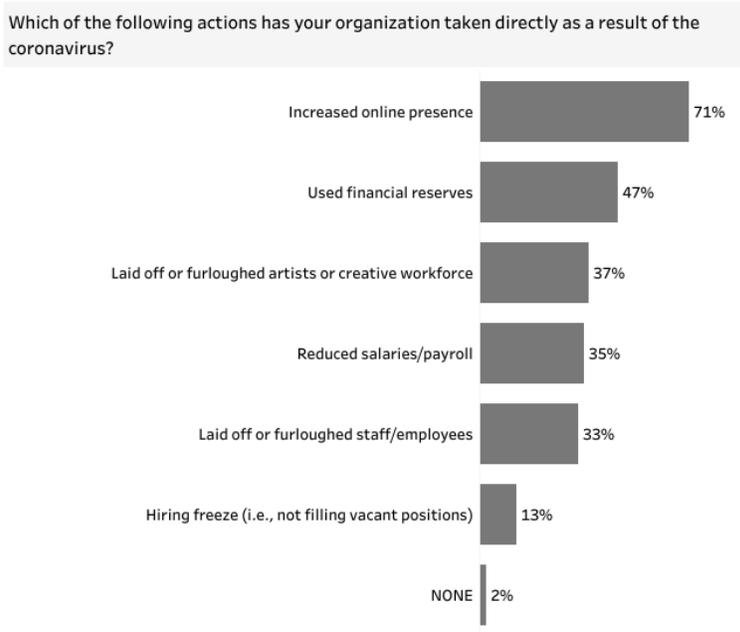
Reported as of December 10, 2020

Programming

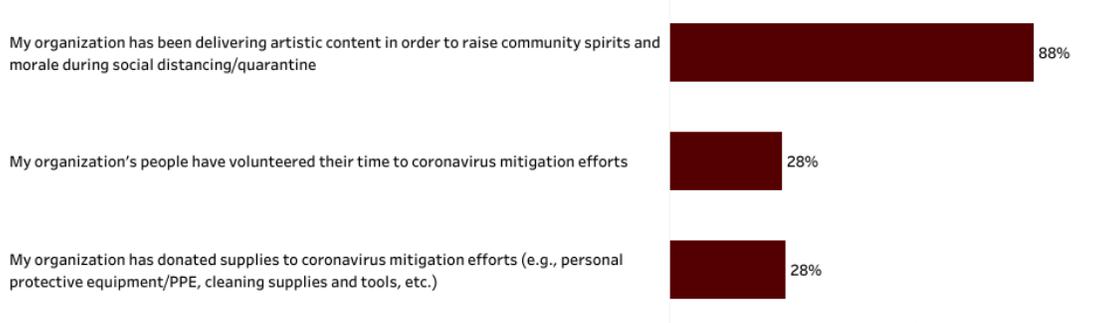
Percent of Organizations who Have Modified Their Operating Status

61%

Respondents were asked to choose the statement that best describes their organization's current status: 1) delivering products/services as normal; 2) modifying product/service delivery; 3) "going dark" or closing up shop." This percentage excludes respondents who stated that their organization is delivering its products/services as normal.



Is your organization participating in your community's COVID-19 mitigation efforts in any of the following ways?



Looking to the Future

Percent NOT Confident Their Organization Will Survive the Impact of COVID-19

12%

Respondents were asked to rate how confident they are that their organization will survive the impact of COVID-19 on a scale of 1 (Not Confident at All) to 5 (Extremely Confident). This percentage includes respondents who indicated a confidence rating of 1 or 2.

