SURVEY QUESTIONS: NONPROFIT ORGANIZATIONS

Welcome:

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

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

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

COVID-19 Cultural Impact Study conducted by:

- BERK Consulting, Inc.
- GMA Research, Bellevue, Washington &
- Dr. William B. Beyers, University of Washington

Commissioned by: ArtsFund

Organizational Information:

1. Tell us about your organization
   - Name of Organization
   - Address
   - City/Town
   - Zip/Postal Code
   - Your Name
   - Email Address
   - Phone Number

2. My organization's status is
   - A 501(c)3
   - Fiscally sponsored by a 501(c)3
   - None of the above

3. Tell us the name of your fiscal sponsor

4. Primary discipline
   - Arts Service Organization
   - Cultural Heritage/Historic Preservation
   - Dance
   - Festival
   - Film/Media
   - Literary Arts
   - Music and Opera
   - Multidisciplinary
   - Science/Conservation/Aquarium/Zoo
   - Theater

- Visual Arts
- Other (please specify)

5. How would you describe your organization? Please check all that apply
   - Led by majority Black, Indigenous, People of Color (BIPOC) staff
   - Have majority BIPOC board
   - Serves primarily BIPOC communities
   - None of the above

Operations Impact Information

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

6. Is your organization currently open for in-person programming?
   - Yes, at full capacity
   - Yes, with limited capacity
   - No, this question does not apply to my organization
   - No, and please estimate your organization's earliest reopen date

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

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

	Have Done	Plan to do
Employment: Establish or expand remote work		
Employment: Implement changes to staffing model (e.g., salaried roles to contracted or vice-versa, changed job descriptions, etc.)		
Employment: Implement reductions in hours and/or pay throughout the organization		
Employment: Increase the number of staff		
Employment: Layoff or furloughs to full time staff		
Facilities: Close programming facilities		
Facilities: Exit lease		
Facilities: Refinance		
Facilities: Renovate or plan renovations (e.g., public health mandated modifications, ADA compliance, etc.)		
Facilities: Sublease space		
Governance: Change internal financial policies and/or budgeting practices		
Governance: Engage in new equity/anti-racism work		
Governance: Modify board roles and/or structure		
Governance: Update mission statement		
Operations: Access and/or spend down of operating reserves		

Operations: Identify new revenue streams (e.g., retail, space or equipment rentals, etc.)		
Operations: Increase ticket pricing		
Operations: Lower or flex pricing (e.g., sliding scale, pay what you want)		
Operations: Partner and co-promote cross-sector (e.g., with local restaurants)		
Operations: Strategically exit or reduce lines of business		
Programming: Add or increase accessibility (e.g., ASL, closed captioning, interpreters, visual descriptions, enhanced visability, etc.)		
Programming: Develop and/or sponsor new content to directly address community trauma associated with COVID-19		
Programming: Increase activities conducted via local partnerships		
Programming: Increase activities conducted via national or global partnerships		
Programming: Offer significantly more digital programming		
Programming: Provide in-person socially distant physical program delivery, including mobile operations		
Programming: Prioritize centering more BIPOC (Black, Indigenous, People of Color) voices		
Programming: Shift to community responsive programming (e.g., meeting basic food and income needs, hosting blood drives, etc.) during the pandemic		
None of the above		

Other (please specify)

8. Of the changes you implemented during the pandemic, which, if any, do you intend to make permanent?
   - Employment: Establish or expand remote work
   - Employment: Implement changes to staffing model (e.g., salaried roles to contracted or vice-versa, changed job descriptions, etc.)
   - Employment: Implement reductions in hours and/or pay throughout the organization
   - Employment: Increase the number of staff
   - Employment: Layoff or furloughs to full time staff
   - Facilities: Close programming facilities
   - Facilities: Exit lease
   - Facilities: Refinance
   - Facilities: Renovate or plan renovations (e.g., public health mandated modifications, ADA compliance, etc.)
   - Facilities: Sublease space
   - Governance: Change internal financial policies and/or budgeting practices
   - Governance: Engage in new equity/anti-racism work
   - Governance: Modify board roles and/or structure
   - Governance: Update mission statement
   - Operations: Access and/or spend down of operating reserves
   - Operations: Identify new revenue streams (e.g., retail, space or equipment rentals, etc.)
   - Operations: Increase ticket pricing
   - Operations: Lower or flex pricing (e.g., sliding scale, pay what you want)
   - Operations: Partner and co-promote cross-sector (e.g., with local restaurants)

- Operations: Strategically exit or reduce lines of business
- Programming: Add or increase accessibility (e.g., ASL, closed captioning, interpreters, visual descriptions, enhanced visability, etc.)
- Programming: Develop and/or sponsor new content to directly address community trauma associated with COVID-19
- Programming: Increase activities conducted via local partnerships
- Programming: Increase activities conducted via national or global partnerships
- Programming: Offer significantly more digital programming
- Programming: Provide in-person socially distant physical program delivery, including mobile operations
- Programming: Prioritize centering more BIPOC (Black, Indigenous, People of Color) voices
- Programming: Shift to community responsive programming (e.g., meeting basic food and income needs, hosting blood drives, etc.) during the pandemic
- Other (please specify)
- None of the above

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

10. Do you know of arts, cultural, heritage, or science nonprofit organizations that have fully ceased operations as a result of the pandemic?
    - No
    - Yes, please provide their Name and city/town

11. What have been or will be the greatest challenges associated with reopening (defined as welcoming any in-person participants in the primary location where pre-pandemic content was offered)? Please choose up to 3
    - Assuring participant compliance with public health requirements
    - Assuring staff comfort and compliance with public health requirements
    - Cash flow
    - Hiring/rehiring staff
    - Lack of certainty around participants' willingness to return
    - Mounting or developing new programming
    - Providing a mix of digital and in-person programming
    - Reengaging former participants
    - None of the above
    - Other (please specify)

12. Where would outside financial support be the most useful to your organization as we emerge from the pandemic? Please choose up to 3
    - Artistic Programming
    - Education Programming
    - Equity/Anti-racism work
    - Marketing/Communication work
    - Operating costs
    - Personnel costs
    - Technology costs
    - Unrestricted funds
    - Other (please specify)

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

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

Economic Impact Information

15. Does your organization have a budget size under $50,000 and/or file a form 990-N (rather than a 990 or form 990-EZ)?
    - Yes
    - No

16. In what month does your fiscal year end?

FY2019 ECONOMIC IMPACT INFORMATION

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

INFORMATION

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

17. FY2019 TOTAL EARNED INCOME

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

18. FY2019 CONTRIBUTED INCOME
- Report only operational activity
- Do NOT include temporary or permanently restricted gifts
- Include memberships if they are tax deductible, but do not double count memberships as both Earned and Contributed revenues)

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

19. FY2019 OPERATING EXPENSES
- Report only operational activity here, including programming, administration, fundraising, etc.
- Do NOT report on endowments, capital projects, or other non-operational activity
- Do NOT report on debt services and external payments; those do not figure into impact calculations
- Do NOT report on employment or contract personnel

20. FY2019 EMPLOYMENT & CONTACT PERSONNEL EXPENSES

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

- Number of Full-time employees. *Please do not include Contract Personnel.*
- Number of Part-time employees. *Please do not include Contract Personnel.*
- Salaries and benefits for Full-time and Part-time employees. *Please do not include Contract Personnel.*
- Number of Contract Personnel. *Please do not include employees.*
- Total Contract Personnel payments. *Please do not include employees.*
- Number of volunteers. *Please do not include employees.*

FY2019 GENERAL ATTENDANCE INFORMATION

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

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

21. FY2019 TOTAL ATTENDANCE
    - Number of tickets/admissions for in-person attendance
    - Number of tickets/admissions for streaming/digital attendance
22. FY2019 FREE OR DISCOUNTED ATTENDANCE
    - Of your total attendance figures from above, please tell us the:
    - Number of free or discounted tickets/admissions for in-person attendance
    - Number of free or discounted tickets/admissions for streaming/digital attendance

FY2020 ECONOMIC IMPACT INFORMATION

23. FY2020 TOTAL EARNED INCOME

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

24. FY2020 CONTRIBUTED INCOME
- Report only operational activity
- Do NOT include temporary or permanently restricted gifts

- Include memberships if they are tax deductible, but do not double count memberships as both Earned and Contributed revenues)
- Include pandemic relief funds and forgivable loans

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

25. FY2020 OPERATING EXPENSES
- Report only operational activity here, including programming, administration, fundraising, etc.
- Do NOT report on endowments, capital projects, or other non-operational activity
- Do NOT report on debt services and external payments; those do not figure into impact calculations
- Do NOT report on employment or contract personnel

26. FY2020 EMPLOYMENT & CONTACT PERSONNEL EXPENSES

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

    - Number of Full-time employees. *Please do not include Contract Personnel.*
    - Number of Part-time employees. *Please do not include Contract Personnel.*
    - Salaries and benefits for Full-time and Part-time employees. *Please do not include Contract Personnel.*
    - Number of Contract Personnel. *Please do not include employees.*
    - Total Contract Personnel payments. *Please do not include employees.*
    - Number of volunteers. *Please do not include employees.*

FY2020 GENERAL ATTENDANCE INFORMATION

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

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

27. FY2020 TOTAL ATTENDANCE
    - Number of tickets/admissions for in-person attendance
    - Number of tickets/admissions for streaming/digital attendance

28. FY2020 FREE OR DISCOUNTED ATTENDANCE
    - Of your total attendance figures from above, please tell us the:
    - Number of free or discounted tickets/admissions for in-person attendance
    - Number of free or discounted tickets/admissions for streaming/digital attendance

FY2021 ECONOMIC IMPACT INFORMATION

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

INFORMATION

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

29. FY2021 TOTAL EARNED INCOME

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

30. FY2021 CONTRIBUTED INCOME
- Report only operational activity
- Do NOT include temporary or permanently restricted gifts
- Include memberships if they are tax deductible, but do not double count memberships as both Earned and Contributed revenues)
- Include pandemic relief funds and forgivable loans

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

31. FY2021 OPERATING EXPENSES
- Report only operational activity here, including programming, administration, fundraising, etc.
- Do NOT report on endowments, capital projects, or other non-operational activity
- Do NOT report on debt services and external payments; those do not figure into impact calculations
- Do NOT report on employment or contract personnel
32. FY2021 EMPLOYMENT & CONTACT PERSONNEL EXPENSES

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

- Number of Full-time employees. *Please do not include Contract Personnel.*
- Number of Part-time employees. *Please do not include Contract Personnel.*
- Salaries and benefits for Full-time and Part-time employees. *Please do not include Contract Personnel.*
- Number of Contract Personnel. *Please do not include employees.*
- Total Contract Personnel payments. *Please do not include employees.*
- Number of volunteers. *Please do not include employees.*

FY2021 GENERAL ATTENDANCE INFORMATION

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

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

33. FY2021 TOTAL ATTENDANCE
- Number of tickets/admissions for in-person attendance
- Number of tickets/admissions for streaming/digital attendance

34. FY2021 FREE OR DISCOUNTED ATTENDANCE
- Of your total attendance figures from above, please tell us the:
- Number of free or discounted tickets/admissions for in-person attendance
- Number of free or discounted tickets/admissions for streaming/digital attendance

Revenues from Outside Your Local Area

35. How has your combined Earned and Contributed Income from outside the county in which you are based changed since March 202? Estimates are acceptable
- Increased
- Stayed the same
- Decreased
- I don't know

Changes in Attendance

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

Pandemic Relief

37. What pandemic relief programs has your organization accessed? Check all that apply
- Paycheck Protection Program (PPP)
- Shuttered Venue Operators Grant (SVOG)
- Economic Injury Disaster Loan (EIDL)
- CARES Act Relief Funding
- Nonprofit Community Recovery (NCR) Grants (ArtsFund and the Department of Commerce)
- Statewide Emergency Relief Funds (e.g., ArtsWA, Department of Commerce. Humanities Washington, etc.)
- Local/Regional Emergency Relief Funds
- Employee Retention Credit
- We did not qualify for pandemic relief
- We qualified for pandemic relief but did not have capacity to apply for pandemic relief
- None of the above
- Other (please specify)