



COVID-19 LOSSES DOUBLE TO \$67.77M FOR DALLAS ARTS & CULTURE BUSINESS SECTOR

LATEST SURVEY SHOWS 1,219 JOBS LOST SINCE MARCH 13 SHUTDOWN **Handful of Venues Reopening to Limited Capacity, Most Remain Closed**

(DALLAS) The pandemic-related financial and job losses are rapidly mounting for the nonprofit arts and cultural business sector in the city of Dallas, according to the results of the latest survey by the arts advocacy organizations The Arts Community Alliance (TACA), Dallas Arts District (DAD) and Dallas Area Cultural Advocacy Coalition (DACAC).

Responses from 91 participating organizations show the sector has suffered \$67,771,172 in total financial losses in the 4 ½ month period from March 13 - when the shutdown started - through July 31. That is \$34.12M, more than double the \$33.65M in losses reported in the first survey period through May 31. Some of the increase is due to the larger number of participating organizations. But 86% of that increase was from the 52 groups who participated in both surveys, \$29.5M in just the past two months.

“All of these organizations are just struggling to hold on,” said Terry D. Loftis, president and executive director of the arts funding organization TACA. TACA has distributed \$592,500 in emergency COVID relief grants to 70 groups. “The philanthropic community is certainly working to step up and help, but these losses are staggering. And given the rate they are growing, we’ve got a huge challenge to overcome.”

While many businesses in Dallas have reopened, capacity limits and social-distancing have kept arts and cultural organizations from resuming live, in-person experiences. This has meant cancelling or postponing thousands of programs, performances and classes. Survey results show more than 2,155,000 in lost or deferred attendance, and the revenue losses show the 91 organizations have lost on average, 25% of their budgets since March 13.

The human toll is climbing as well. 1,219 people have been furloughed or laid off through July 31, up from 649 at the end of May. 189 of these were full-time staff members and 1,030 were part-time. These new job losses had been anticipated as funds from the forgivable Payroll Protection Program loans under the federal CARES Act began running out in June and July. These funds had allowed organizations to keep paying employees for two months. 50 groups said their loans had expired forcing cuts in their workforce.

Some of those remaining staff members also saw their pay cut. At least 1/3 of the groups implemented salary reductions to reduce expenses.

- 15 reduced salaries up to 20%
- 7 reduced pay from 20% to 40%
- 7 reduced salaries by 40% or higher
- 51 said they have kept their salaries stable.

“It’s really pretty simple. Everyone is trying to find enough cash so we can live to fight another day,” said Joanna St. Angelo, president of the grass-roots arts advocacy group DACAC. “We are turning to donors, patrons, foundations and corporations. Perhaps the federal government will include the arts in another stimulus package, or maybe the City can find just a little bit more. We are checking under every couch cushion to see what we can find.”

The groups participating in the survey reflect the vibrant diversity of the Dallas arts community today. Dance, theater, music, visual arts, performing arts centers, literary arts and more. Some are based downtown and in the Dallas Arts District, but many more are located throughout the city. They include the city’s historic institutions and new and emerging groups. 24 identify as ALAANA (African, Latinx, Asian, Arab, Native American) and seven focus on LGBTQ experiences.

Of the 91 organizations, 52 participated in both surveys and 34 new organizations participated for the first time. Five completed the first survey only but their losses are included in the total.

Despite the daunting numbers, the survey indicates some optimism for reopening soon. 38% of the respondents have plans to safely reopen by the end of the year. 42% say they are targeting the first two quarters of 2021. And organizations are being proactive in moving forward. A Dallas Arts District-led task force recently created guidelines to safely reopen during the pandemic, with 61 Dallas cultural organizations signing on. A number of Dallas museums are reopening and some music organizations have started performing for small audiences. And organizations are working to find new ways to reinvent how they deliver their cultural offerings, art forms and reengage with audiences. One group is even staging drive-in theatrical performances in parking lots across North Texas.

“This community is creative and resilient - two things that are critical to surviving a crisis like this,” says Lily Weiss, executive director of the Dallas Arts District. “I’m convinced we will find ways to get back in front of our audiences and out into the community – and do it safely. The arts will play an important role in the recovery of our economy and healing our community, and I’m optimistic Dallas will find the resources to help us do that. There’s too much at stake.”

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SURVEY 2 DATA BREAKOUT:

PARTICIPANT ORGANIZATIONS

91 TOTAL PARTICIPANTS

- Survey 1 & 2 52
- Survey 2 only 34
- Survey 1 only 5

CULTURAL GENRES

- Music 19
- Theater 18
- Dance 13
- Multidisciplinary 13
- Visual Arts 9
(Including art museums)
- Museums 5
(non-art or historic sites)
- Literary Arts 3
- Other 11

BUDGET SIZES

- Under \$100K 20
- \$100K to \$250K 17
- \$250K to \$1M 28
- \$1M to \$5M 14
- \$5M and above 12

- ALAANA 24
- LGBTQ Focused groups 7

PROGRAMMATIC IMPACT

	<u>SURVEY 1</u>	<u>SURVEYS 1 & 2</u>
• Performances Cancelled	804	1,461
• Days Closed	747	1,421
• Programs/Workshops/Classes cancelled	2,609	6,155
• Total Lost or Deferred Attendance	1,303,705	2,155,408

BUDGETARY IMPACT

AVERAGE LOSSES AS A PERCENTAGE OF THEIR ANNUAL BUDGET (BY EXPENSES)

• Total Orgs	\$272,454,715	\$67,771,172	25%
• \$5M and above	\$225,698,278	\$55,170,989	24.4%
• \$1M to \$5M	\$27,867,430	\$9,217,595	33.1%
• \$250K to \$1M	\$15,177,025	\$2,409,028	15.9%
• \$100K to \$250K	\$2,881,461	\$536,500	18.6%
• Under \$100K	\$830,521	\$387,060	46.6%
• ALAANA Orgs:	\$22,949,010	\$7,524,715	33%

STAFF IMPACT

FURLOUGHS & LAY OFFS	PRE-COVID <u>NUMBER</u>	SURVEY 1 <u>REDUCTION</u>	SURVEYS 1 & 2 <u>REDUCTION</u>
• Total Employees	2,730	649	1,219
• Full Time	1,135	82	189
• Part Time	1,595	567	1,030

SALARY REDUCTIONS

- 59% No reduction
- 34% Reduction
- 7% volunteer based

AVERAGE SALARY REDUCTION

- Under 10% 3
- 10% to 20% 12
- 20% to 30% 5
- 30% to 40% 2
- Above 40% 7
- No reductions 51
- Volunteer led 6

HEALTH AND RETIREMENT BENEFITS (85 RESPONDED)

- 3 had to reduce or discontinue
- 40 continued providing at pre-COVID levels
- 42 do not offer

PRE-COVID ECONOMIC IMPACT STUDY NUMBERS

2015 ARTS & ECONOMIC PROSPERITY 5 – AMERICANS FOR THE ARTS

The City of Dallas - Non-Profit Arts and Cultural Community

- Annual Economic Impact: \$861,170
- Jobs Supported: 33,554
- Local Tax Revenue Generated: \$45,100,00
- State Tax Revenue Generated: \$52,132,000

RESPONDING ORGANIZATIONS

*Academy of Bangla Arts and Culture**
*African American Repertory Theater**
*Allegro Guitar Society***
*American Baroque Opera Company***
*Anita N. Martinez Ballet Folklorico***
*Artstillery***
Art House Dallas
AT&T Performing Arts Center
Avant Chamber Ballet
*B. MOORE DANCE***
Beckles Dancing Company
Big Thought
Bishop Arts Theatre Center
Blue Candlelight Music Series
*Bombshell Dance Project***
*Bruce Wood Dance***
Cara Mia Theatre Company
*Chamber Music International***
Children's Chorus of Greater Dallas
Creative Arts Center of Dallas
*Credo Community Choir***
Crow Museum of Asian Art at the University of Texas at Dallas
Cry Havoc Theater Company
Dallas Arts District Foundation
*Dallas Bach Society***
Dallas Black Dance Theatre
Dallas Center for Photography
Dallas Chamber Symphony
Dallas Children's Theater
*Dallas Contemporary***
Dallas Heritage Village
*Dallas Historical Society***
Dallas Holocaust and Human Rights Museum
Dallas Museum of Art
*Dallas SPARK!***
Dallas Summer Musicals
Dallas Symphony Orchestra
Dallas Theater Center
*Dark Circles Contemporary Dance***
Deep Vellum Publishing
Echo Theatre
Fine Arts Chamber Players
*Greater Dallas Youth Orchestra***
Indian Cultural Heritage Foundation
*Indique Dance Company***
*Junior Players***
*Kitchen Dog Theater***
Lone Star Circus Arts Center
*Lone Star Wind Orchestra**
Lumedia Musicworks
*Lyric Stage***
*Make Art with Purpose***
Nasher Sculpture Center
*Ochre House Theater***
*Ollimpaxqui Ballet**
Orchestra of New Spain
Orpheus Chamber Singers
Over the Bridge Arts
Perot Museum of Nature and Science
*Prism Movement Theater**
Sammons Center for the Arts
Second Thought Theatre
Shakespeare Dallas
Soul Rep Theatre Company
*South Dallas Concert Choir***
*TACA – The Arts Community Alliance***
Teatro Dallas
*Teatro Flor Candela***
Texas Ballet Theater
*The Artist Outreach***
The Black Academy of Arts and Letters
The Cedars Union
The Dallas Institute of Humanities and Culture
The Dallas Opera
*The Dallas Winds***
The Mexico Institute
*The Museum of Geometric and MADI Art***
*The No Limit Arts Theatre, Inc. ***
The Sixth Floor Museum at Dealey Plaza
The Women's Chorus of Dallas
*The Writer's Garret***
Theatre Three
TITAS/DANCE UNBOUND
Turtle Creek Chorale
*Undermain Theatre***
Uptown Players
USA Film Festival
*Verdigris Ensemble***
*Video Association of Dallas***
*Women Texas Film Festival***
*WordSpace***

* Participated in Survey 1 only

** New survey participant

About DACAC

The Dallas Area Cultural Advocacy Coalition (DACAC) is a grassroots member-supported organization representing a wide range of local arts and cultural organizations of all sizes, budgets, genres and locations. Established in 2007 as a Texas nonprofit corporation, this coalition advocates on issues of importance to the arts community with its primary goal: to protect and grow city and state funding that supports the area's diverse cultural ecosystem. DACAC promotes dialogue, understanding and cooperation among the artists, patrons and organizations in the community; provides education and training to small arts groups; and mobilize members on strategies that support the cultural community as a whole.

www.dallasneedsthearts.com

About Dallas Arts District

Dallas Arts District serves as the primary steward and representative for the largest contiguous urban arts district in the nation. The District's purpose is to enhance the value of the city's creative and economic life by engaging artistic, educational and commercial neighbors through excellent design, practices, and programs. That work transforms the neighborhood into a dynamic and vibrant destination for locals and visitors, powered by the imagination of regional and international artists, with integrated and exemplary artistic, residential, cultural and commercial life. Experience Dallas Arts District's signature Block Party Series in April and June attracting more than 60,000 visitors from 144 zip codes. Dallas Arts District Foundation has awarded 450 grants totaling \$1.2 million to local arts organizations to produce innovative programming in the neighborhood. For more information, visit dallasartsdistrict.org.

About TACA

TACA – The Arts Community Alliance – supports excellence and impact in the arts through grant-making, capacity building, and thought leadership. TACA envisions an innovative, inclusive, sustainable cultural sector recognized for its essential contribution to a vibrant, prosperous community. Since its founding in 1967, TACA has worked to establish North Texas' cultural community as one of the strongest in the nation. TACA's growing investment in the arts translates to new premieres and productions, impactful residencies and community initiatives, and more opportunities for artists and audiences to connect – all striving to make Dallas a dynamic city and a great place to live and work. For more information about TACA, call 214-520-3930 or visit taca-arts.org. Connect with TACA on Facebook at facebook.com/tacadallas, Twitter at [@TACADallas](https://twitter.com/TACADallas) or on Instagram at [@TACADallas](https://instagram.com/TACADallas).