COVID-19 AND ITS ECONOMIC IMPACT ON THE CULTURAL SECTOR:

arts, museums, humanities, history, film
(current as of April 13, 2020)

Report compiled by:
648 responses (and counting)

- 52.2% of respondents are artists, humanities scholars, or other individual cultural practitioners
- 47.2% are a nonprofit or for-profit cultural organization. Of these 73.3% are nonprofits, 11.8% are for-profit creative businesses, 11.8% are government entities.

JOBS: survey participants **employed 9,200 people pre-COVID**: 2,295.5 FTEs and 6,904.5 PTEs and contractors.

*Note: while this is strong response to our survey, we know that this report is not the entire picture and actual losses are higher. The 500+ respondents are just a fraction of Utah’s entire cultural sector.*

**Economic Health:**

- Individual creatives have average of **3.3 months cash reserves on hand**
- Organizations have average of **5.23 months cash reserves on hand**

### Counties Served

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>17.17%</td>
</tr>
<tr>
<td>Beaver</td>
<td>1.35%</td>
</tr>
<tr>
<td>Box Elder</td>
<td>6.73%</td>
</tr>
<tr>
<td>Cache</td>
<td>7.41%</td>
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<tr>
<td>Carbon</td>
<td>2.02%</td>
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<tr>
<td>Daggett</td>
<td>0.67%</td>
</tr>
<tr>
<td>Davis</td>
<td>17.85%</td>
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<tr>
<td>Duchesne</td>
<td>0.00%</td>
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<tr>
<td>Emery</td>
<td>2.69%</td>
</tr>
<tr>
<td>Garfield</td>
<td>1.68%</td>
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<tr>
<td>Grand</td>
<td>2.36%</td>
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<tr>
<td>Iron</td>
<td>4.38%</td>
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<tr>
<td>Juab</td>
<td>2.36%</td>
</tr>
<tr>
<td>Kane</td>
<td>2.36%</td>
</tr>
<tr>
<td>Millard</td>
<td>1.35%</td>
</tr>
<tr>
<td>Morgan</td>
<td>3.70%</td>
</tr>
<tr>
<td>Piute</td>
<td>1.35%</td>
</tr>
<tr>
<td>Rich</td>
<td>2.36%</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>45.79%</td>
</tr>
<tr>
<td>San Juan</td>
<td>1.68%</td>
</tr>
<tr>
<td>Sanpete</td>
<td>2.69%</td>
</tr>
<tr>
<td>Sevier</td>
<td>1.35%</td>
</tr>
<tr>
<td>Summit</td>
<td>13.80%</td>
</tr>
<tr>
<td>Tooele</td>
<td>6.06%</td>
</tr>
<tr>
<td>Uintah</td>
<td>0.00%</td>
</tr>
<tr>
<td>Wasatch</td>
<td>8.08%</td>
</tr>
<tr>
<td>Washington</td>
<td>8.08%</td>
</tr>
<tr>
<td>Wayne</td>
<td>1.68%</td>
</tr>
<tr>
<td>Weber</td>
<td>15.82%</td>
</tr>
<tr>
<td>Utah</td>
<td>26.94%</td>
</tr>
</tbody>
</table>
- 88.7% have cancelled or postponed events. Remainder have summer-only seasons that are not yet impacted.
- nowplayingutah.com lists 1,146 (and growing) cancelled or postponed events.
- Total ticket refunds: $1,360,195

Loss of non-admissions income: $18,536,647
Loss of admissions revenue: $36,849,535
TOTAL LOSS: $55,586,182
Orgs indicated that 49.5% are likely to lower salaries or lay off staff.

Total positions in jeopardy: 3,633

# of terminated jobs to date: 1,662

How many events, contracts, commissions, etc. do you anticipate being postponed or cancelled over the next 1-3 months?

- Less than 5: 27.62%
- 5-10: 43.60%
- 21-30: 3.78%
- 31+: 7.27%
- 11-20: 17.44%

How much would this loss impact your overall financial stability?

- None at all: 8.7%
- A little: 15.0%
- A critical amount: 31.1%
- A moderate amount: 16.6%
- A good amount: 28.5%

Do you anticipate emergency needs within the next 1-3 months: health, rent, food, and basic services?

- Yes: 27.2%
- Maybe: 36.1%
- No: 36.7%
- 103 (27.2%)
- 137 (36.1%)
- 139 (36.7%)
The cultural sector is adapting by increasing their online presence, reducing expenses including staff costs, allowing staff to work from home, and offering improved sick leave policies:

- nowplayingutah.com/virtual now lists 193 online opportunities.
- Cultural sector invites all to share their #utculturefromhome to showcase the humanities and arts happening during quarantine.

“These virtual [resources] are the best I have seen so far during this social isolation period. I have shared with others as well. I’m 72 and it’s hard to walk very far so this is a way to find joy in the arts. I [love the] nowplayingutah.com site. It’s been a tremendous resource for me the last two years. Especially with limited income I still can enjoy the arts in my area. Thank you so very much to all involved in putting together this web page.” Donna
Recovery

Which of the following resources have you APPLIED for funds to cover COVID-19 expenses and losses?

- SBA Paycheck Protection Program Loan: 30.99%
- SBA Economic Injury Disaster Loan: 20.47%
- SLC Emergency Loan Program: 2.34%
- GOED Utah Leads Together Small Business Bridge Loan Program: 3.51%
- National Endowment for the Arts CARES Grant: 7.02%
- National Endowment for the Humanities CARES Grant: 0.58%
- Unemployment (standard): 6.43%
- Pandemic Unemployment Assistance (PUA): 1.75%
- None of the above: 56.73%
- Greater Together St George Area Chamber of Commerce Loan: 0.58%

Only 11.7% of respondents have been approved for one of these sources for economic relief.

Are you or your business interested in an SBA loan?

- Yes: 6.2%
- Maybe: 21.2%
- No: 72.6%

How would you prefer to receive economic relief?

- Federal Government: 28.5%
- State Government: 27.1%
- City or County Government: 44.4%
We are all witness to a history that will be told for generations. Such a time calls for introspective creativity and resilience that’s common to the arts and humanities. No one will be exempted from the impacts of COVID-19. While we recognize that attention must be paid first and foremost on the life-saving work happening at this moment in time, including social distancing and increased testing, we also need to do better than simply live. Before Utah can begin its recovery, it’s important to know what recovery is needed. It is in this spirit of unity that we collect and release this sobering data.

Arts, museums, film, creative industries, and humanities are struggling. We recommend that our state’s overall economic recovery include the following:

- Federal, state, and local governments offer significant financial support (ideally as grants for operations) to cultural forprofits, nonprofits, and artists. Make funds available as soon as possible.
- Keep nonprofits eligible for SBA Loans (increase money available and improve process)
- Assist nonprofits with sick leave & healthcare costs
- Gig / contract workers be eligible for unemployment insurance (UI) and pandemic unemployment assistance (PUA) benefits
- Boost advertising of virtual events
- Philanthropic community contribute to an immediate relief fund for nonprofits and individual artists
- Connect cultural businesses with technology companies to assist with taking offerings online
- Include cultural sector in economic recovery discussions

Public Health Protocols:

EASY
- Digital Programs
- Disinfecting armrests, bathrooms, railings, and seat backs between events
- Make hand sanitizer & wipes readily available
- Only accepting credit card for payment
- Regularly disinfecing interactive exhibit elements
- Self-Quarantine of out of state performers and crew for 14 days
- Ticket scanning
- Wearing of masks by audience members
- Wearing of masks and gloves during rehearsal
- Control spacing within queue

MEDIUM
- Special hours for immuno-compromised, at-risk
- Special seating for for immuno-compromised, at-risk
- Temperature taking at entry points
- Testing of cast, crew, and staff
- Controlled exists (one row at a time) to encourage spacing

DIFFICULT (primarily because of cost)
- Increased spacing among audience members or visitor
- Special performances for immuno-compromised, at-risk
COVID-19 Resources for Cultural Sector

- saltlakearts.org/covid-19-updates/
  Felicia Baca // felicia.baca@slcgov.com // 801.596.5000

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- utculture.org/covid19 // nowplayingutah.com/covid19 // nowplayingutah.com/virtual
  Crystal Young-Otterstrom // cyo@utculture.org // 801.652.0737

- heritageandarts.utah.gov
  Jill Remington Love // jlove@utah.gov // 801.245.7202

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  Vicki Bourns // vbourns@utah.gov // 801.236.7551

- utahhumanities.org
  Jodi Graham // graham@utahhumanities.org // 801.359.9670 x101

- utahmuseums.org/COVID19
  Ruth White // info@utahmuseums.org // 202.251.0549