

COVID-19'S IMPACT ON DC'S ARTS AND CULTURAL SECTOR

The Economic and Social Impacts of the COVID-19
Pandemic on the District's Arts and Humanities Industries

00

Page 4

EXECUTIVE SUMMARY

Key Findings and Takeaways

01

Page 8

INTRODUCTION

Report Purpose and Methodology

02

Page 10

ABOUT DC'S ARTS AND CULTURAL SECTOR

The Role of DC's Arts and Cultural Sector

03

Page 20

COVID-19'S ECONOMIC IMPACT ON DC'S ARTS AND CULTURAL SECTOR

Impact on Industry Operations, Revenues, Jobs, and Economic Conditions

04

Page 40

THE SOCIAL IMPACT OF COVID-19 ON DC'S ARTS AND CULTURAL SECTOR

Impact on Arts Creation, Attendance, Attitudes, and Social Wellbeing

05

Page 50

MOVING FORWARD POST-PANDEMIC

Strategies for Assisting the Economic Recovery of DC's Arts and Cultural Sector

06

Page 58

METHODOLOGY

Project Approach, Assumptions, and Sources of Information

0A

Page A1

APPENDIX

Additional Data Insights

Cover:
The Movement Diaries: Collaboration of Photographer and Dancers Working through the Uncertainty and Anxiety Brought on by the Pandemic
Image Courtesy of Spencer Bentley

Inside Cover:
Literary Artist Sharing Story During the Pandemic
Image Courtesy of Story District

EXECUTIVE SUMMARY

THE IMPACT OF COVID-19 ON THE ARTS AND HUMANITIES IN DC

The COVID-19 pandemic halted the day-to-day lives of artists and other people working in the arts and cultural sector. The industry has not fully recovered, and the landscape has changed forever.

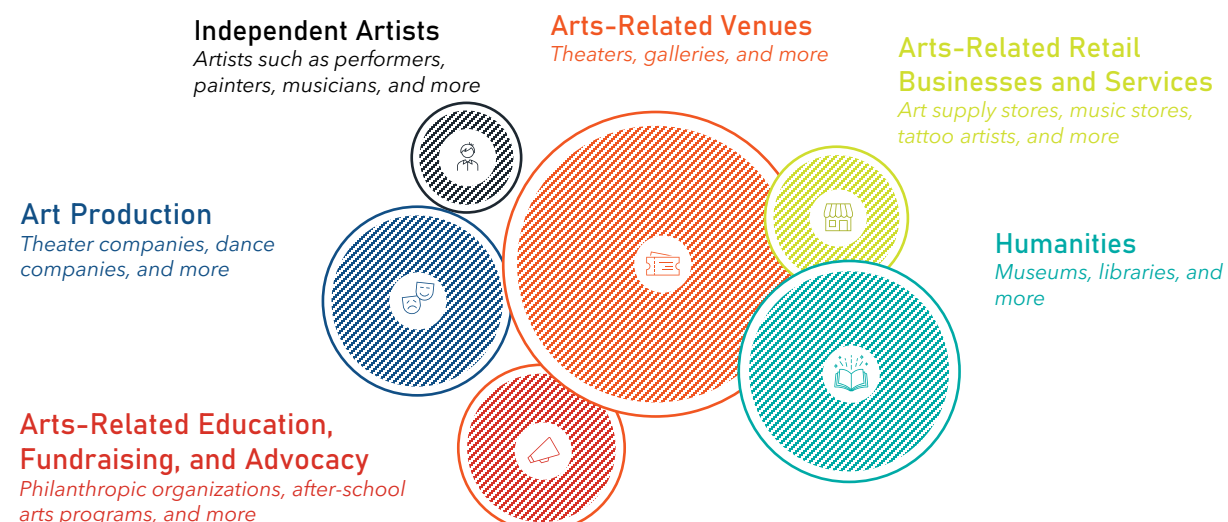
The District of Columbia has a robust cultural scene that plays a pivotal role in the broader economy and the identity of the city.

The District of Columbia ("the District") is known for its Smithsonian museums, performing arts venues, the Library of Congress, and its landmark role in the development of jazz, punk, and go-go music. The arts and humanities create a vibrant local culture that attracts residents and businesses to the city and draws millions of visitors every year. It also comprises a significant portion of the City's economic activity.

Going into the pandemic, the District's arts and cultural sector generated \$3 billion in revenue

and employed 16,400 people. When accounting for supply chain activity and the spending of wages, **the arts and cultural sector has an economic impact of \$4.2 billion and supports 22,700 local jobs.**

For the purposes of this study, the District's cultural industries are grouped in six categories: Arts-Related Education and Advocacy, Art Production, Independent Artists, Arts-Related Venues, Arts-Related Retail Businesses and Services, and Humanities.



The arts and cultural sector was one of the most negatively impacted industries at the immediate onset of the pandemic, as organizations closed their venues, dramatically adjusted programming, and reduced their staffs. Many artists were left without their livelihood in 2020 and beyond.

At the onset of the pandemic, museums and arts-related venues, offices, and businesses were forced to close. Some arts occupations, such as writers, had relatively minor impacts to their ability to generate income. Many occupations, however, could no longer conduct their core work and saw massive declines to their earned income. All industries faced challenges in accommodating health and safety protocols, adjusting their operations and programmatic functions, and scrambling to apply for available grants and other resources. **Sixty-four percent of arts-related organizations reported that the pandemic negatively impacted their abilities to execute their missions.**

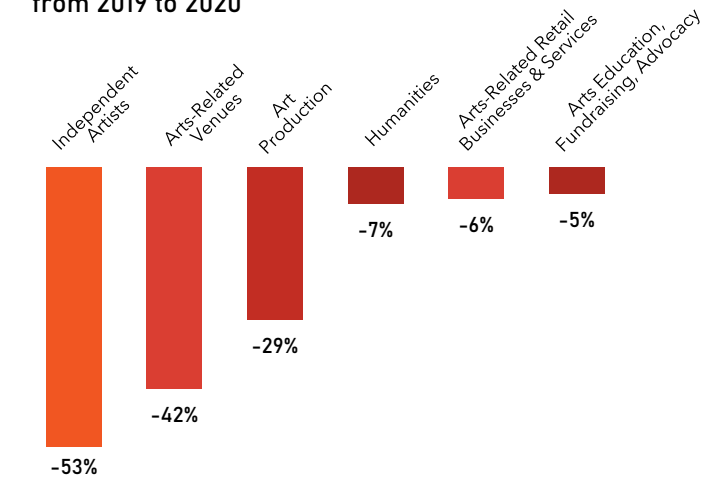
Between 2019 and 2020 the District's arts and humanities sectors saw a decline of nearly \$1.1 billion in revenue—a 26% drop. Over the same period **employment in the arts and humanities declined by 3,300 jobs.** Arts and culture went from representing 2.1% of DC's economy to encompassing only 1.6% of economic activity.

By 2022, new challenges emerged for most arts organizations, including rising supply costs, labor shortages, and emotional fatigue.

By the end of 2020, arts and cultural sector revenue had bottomed out. Entering 2021, more venues, museums, and other arts establishments reopened, often with new public health procedures. As audiences slowly returned to in-person events, arts organizations' earned revenues began to increase.

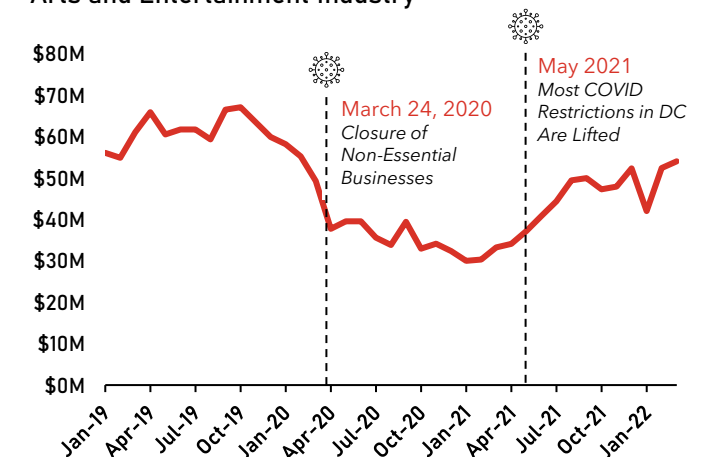
However, a whole host of new challenges emerged in 2021 and 2022. Many arts professionals who had lost their jobs transitioned out of the field entirely, creating a shortage of experienced workers. High inflation rates, supply chain issues, and the labor shortage rapidly escalated expenses. Between these operational challenges and stress from the pandemic, many arts stakeholders reported feeling emotionally exhausted.

Industry Revenue Changes from 2019 to 2020



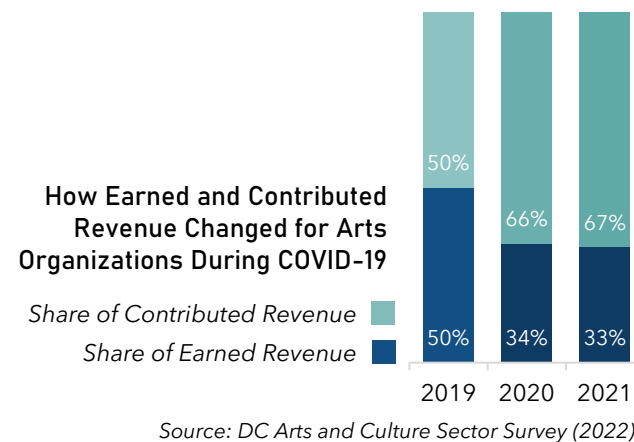
Note: The above percentages reflect the change in the total industry revenue for each sub-industry. Source: IMPLAN (2022)

Consumer Spending Trends in the Arts and Entertainment Industry



Source: Mastercard Retail Location Insights Credit Card Spending Data (2022)

Earned revenue plummeted during the pandemic, but organizations sustained operations due to an increase in contributed funding. CAH funds were particularly vital for the District's cultural community.



66% of arts organizations and 43% of artists received pandemic relief funds from the DC government, including CAH, rates higher than any other source of financial assistance.

Source: DC Arts and Culture Sector Survey (2022)

The pandemic significantly shifted how artists create, the way audiences experience arts and culture, how patrons support the arts, and even people's attitudes about the arts.

44% of arts stakeholders plan on attending more virtual performances and events than before the pandemic. One out of every two stakeholders anticipate supporting local DC artists more post-pandemic.

Source: DC Arts and Culture Sector Survey (2022)

In 2020, earned revenue declined dramatically across arts organizations. In response, the District government, federal government, and philanthropic community were quick to prioritize financial support for the arts. **The most common type of financial assistance received by both individual artists and arts organizations were grants provided by the CAH or other District agencies.** PPP loans, unemployment insurance, and a range of other public and private sector loans and grants also provided key streams of contributed income.

While this surge in contributed revenue did not fully make up for the loss in earned revenue, it provided a crucial financial safety net for artists and arts organizations. For many organizations, this financial assistance allowed them to avoid major staff layoffs and programming cuts. Stakeholders fear that as the country strives to put the pandemic in the past, contributed revenues may decline in 2023 before the sector can fully recover.

Of surveyed arts organizations who did not offer virtual events in 2019, 82% incorporated virtual and digital experiences in 2020 and 2021, a trend expected to continue in some manner post-pandemic. Similarly, more than a third (38%) of arts organizations expect to continue to offer remote work policies moving forward from the pandemic. Approximately 90% of surveyed creative professionals and enthusiasts agree that participating in the arts improves their mental health, an important necessity given the social and emotional disruptions caused by the pandemic.

The industry progressed towards economic recovery in 2021. However, the incomplete recovery, significant challenges, and much uncertainty remain for the arts and humanities. Yet, the arts community remains optimistic about what the future holds.




In 2021, the arts and cultural sector recovered to 89% of pre-pandemic levels. However, the average arts organization recently reported revenue still below pre-pandemic levels, and many organizations still had fewer employees than before the pandemic, demonstrating that sector employment had not fully recovered. Ticket demand has not caught back up to pre-pandemic levels, attendance figures remain below full occupancy, and a growing audience preference for free, digital content often clashes with the missions or revenue models of existing arts organizations. The disruption is not all bad: some artists say the pandemic helped break down outdated channels for financing and showcasing art, and many new arts organizations are thriving.

Challenges with cost increases, labor shortages, and space limitations continue to push organizations to find creative ways to serve their missions and generate revenue. For many artists for whom the arts were a fundamental part of their personal identities and social life, the pandemic not only made it harder to earn a living but took a significant toll on their mental health. **Yet, despite these challenges, the arts community remains optimistic.**

Opportunities exist to help ensure the District's arts and humanities remain a cornerstone to the city's cultural landscape and economy.

The majority of surveyed arts organizations and independent artists articulated direct financial support, marketing and promotional assistance, grant identification and application guidance, and access to space as pressing needs moving forward. Independent artists echoed these needs, with more than half of surveyed artists expressing financial assistance needs and nearly half identifying needs to access space and opportunities to exhibit and perform. Helping to meet these needs can better support the arts and cultural sector for years to come.

A strong economic recovery depends on three important underlying factors that will heavily impact the sector's recovery timeline and trajectory:

-  **The state of the economy**, including costs, labor availability, and tourism levels.
-  **The level of partnership support**, including public and private giving.
-  **Audience demand**, including attendance levels and people's willingness to pay prices commensurate with rising costs.

By the summer of 2022, nearly two out of every three arts-related organizations had yet to economically recover. At the same time, 42% of organizations still had fewer employees than before the pandemic, yet nearly 80% of arts organizations and 77% of artists expect revenues and incomes to grow in the coming two years.

Source: DC Arts and Culture Sector Survey (2022)

This report identifies key opportunities for the District's arts community and its stakeholders to help navigate the sector's recovery into a post-pandemic future.

Recommendations and opportunities can be found starting on page 54 of this report.

01

INTRODUCTION

THE ECONOMIC AND SOCIAL
IMPACTS OF COVID-19 ON DC'S
ARTS AND CULTURAL SECTOR

The COVID-19 pandemic brought unprecedented economic and social change and had a particularly disruptive impact on the arts and cultural sector. This study documents the pandemic's impacts over the course of 2020 and 2021, the ways in which the District's artists and arts organizations have adapted, current and emerging challenges, and strategic recommendations for the DC Commission on the Arts and Humanities and other stakeholders to support the sector moving forward.

Study Purpose, Definitions, and
Participants

The **DC Commission on the Arts and Humanities (CAH)** commissioned this study to understand and assess how the COVID-19 pandemic impacted the arts, humanities, and cultural industries (defined collectively in this report as the **"arts and cultural sector"**) in Washington, DC (**"the District"** or **"DC"**).

The study further classifies the arts and cultural sector into six different types of industry sub-sectors (**"sub-industries"**). One of these sub-industries consists of independent professional artists who earn income as an artist (**"independent artists"** or **"artists"**). A second subsector includes arts-related businesses or

services (such as a tattoo artist or guitar store) that have a different operational structure than most nonprofit arts organizations that administer arts programming. The remaining four subsectors—art production; arts education, fundraising, and advocacy; arts-related venues; and the humanities—are referred to collectively as **"arts organizations."**

This report is intended to help guide CAH to develop strategies to best support the DC arts and cultural sector moving forward. The analysis and report was produced by **Jon Stover & Associates (JS&A)**, an Economic Development Consulting firm specializing in economic analysis and economic development strategy. Community engagement was led by **Lord Cultural Resources**.

Methodology

This analysis uses a range of data including third party economic data, economic impact modeling software, stakeholder surveys, and stakeholder focus groups.

Industry Sectors and Duration of Impact. This study assessed six sub-industries within the broader arts and culture industry, including independent artists; art production; arts education, fundraising, and advocacy; arts-related venues; arts-related businesses and services; and humanities. Economic impact findings evaluate conditions from the onset of the pandemic in February 2020 through the end of 2021, while recognizing the gradual, yet uncertain, transition into a post-pandemic economy.

Economic Impact Model. This analysis leveraged IMPLAN, a leading impact modeling platform that uses data and multipliers specific to the District of Columbia to calculate the indirect and induced economic impacts. The analysis was conducted as a contribution analysis to determine the arts and cultural sector's role in the greater economy, accounting for industry-specific business-to-business indirect expenditures.

Stakeholder Surveys and Focus Groups. As part of this study, CAH distributed an electronic survey to arts and cultural sector stakeholders with 398 responses reflecting a broad distribution of stakeholders. The survey captured how economic activity varied throughout the pandemic, industry needs, and broader social impacts. A total of six digital focus groups were convened for stakeholders reflecting various industries and groups. The purpose of these focus groups was to facilitate further discussion of the needs and industry conditions moving forward.

Existing Studies and Best Practices. Prior studies have been conducted on the District's arts and cultural sector contribution. This analysis considers these previous studies and best practices from other citywide studies across the country.

There is no one way to frame or define arts and culture nor is there a single method for quantifying the impacts of the COVID-19 pandemic. This study uses an approach that uniquely fits the arts and cultural landscape of DC and the ways COVID-19 impacted the economic and social wellbeing of its arts and cultural stakeholders. This study considers the impact of the pandemic from its onset in February 2020 through the spring of 2022, by which point most of the data was collected.



Masked Rehearsal During the Pandemic
Credit: Woolly Mammoth Theater Company

02

ABOUT DC'S ARTS AND CULTURAL SECTOR

The District's world-renowned arts and culture scene attracts millions of visitors a year to its unique assortment of museums, memorials, performing arts venues, and other cultural institutions. From the Smithsonian, the largest museum and education complex in the world; the Library of Congress, the largest library in the world; and the world-famous Kennedy Center of the Performing Arts, the District is a central piece of the country's cultural and artistic fabric. Interspersed among these landmarks is an innovative and robust network of artists and arts organizations that have cultivated the city's identity and character for decades.

Beyond its major arts and cultural institutions, the District features a vibrant grassroots arts and cultural scene. The city is famously the birthplace of go-go music and played a pivotal role in developing the hardcore punk scene in the 1980s and 1990s. In recent years, DC has continued cultivating a thriving independent arts scene, highlighted by unique art spaces such as Culture House and Dupont Underground and major music festivals, including Broccoli City, Something in the Water, and the DC Jazz Festival. Numerous independent museums, art galleries, and cultural institutions celebrating DC's unique history and culture call the District home.

The District's large, diverse arts and cultural sector plays a significant role in the local economy. Visitors and locals spend a combined \$3 billion on arts and culture each year in DC. The sector also has an extensive impact across

the local economy, including restaurants, real estate, and transportation, among many others. Recent years have highlighted the economic and social importance of arts and culture, and the consequences of significant disruptions within the sector. With the onset of the COVID-19 pandemic and subsequent decline of in-person events, many creative professionals struggled to earn a living and develop creatively. Cultural establishments had to dramatically shift operations online and adjust to a sudden drop in earned revenue. Residents were deprived of activities that were central sources of entertainment, social connection, and creative inspiration. Despite these challenges, the sector remained resilient over the course of the COVID-19 pandemic. As such, the District's brand as a dynamic, cosmopolitan place to live, work, and visit is still inextricably linked to its vibrant arts and cultural scene.

Before the pandemic, the District's arts and cultural sector generated a total economic impact of \$4.2 billion of annual revenue in 2019 and supported 22,755 jobs comprising \$1.8 billion in wages.

In 2019, the District's arts and cultural sector comprised a \$3 billion industry supporting approximately 16,444 jobs and generating \$1.2 billion in wages directly for District artists and arts-related organizations. An additional 4,505 jobs were supported through supply chain transactions, accounting for an additional \$881 million of annual revenue and \$416 million of compensation in 2019 alone. The spending of wages supported 1,807 more jobs, \$143 million of compensation, and an additional \$338 million of revenue in the year prior to the pandemic. These impacts are commonly referred to as direct (total industry change), indirect (business-to-business and supply chain impacts), and induced (household spending of wages) and collectively define the overall economic impact of the District's arts and cultural sector.

How the Arts and Cultural Sector Supports Other Key Industries in DC

The economic impacts of the arts and cultural sector extend beyond the direct industries within the arts and cultural sector. In 2019, the indirect and induced economic impacts of this sector supported other key sector industries in the District, including the following:



Note: The economic impacts of these industries represent total economic input and are included in the overall total \$4.2 billion economic impact of the sector.
Source: IMPLAN (2022)

Arts and culture play a vital role in people's perceptions of the city, sense of community, and mental wellbeing.

Surveyed stakeholders strongly upheld this sentiment:

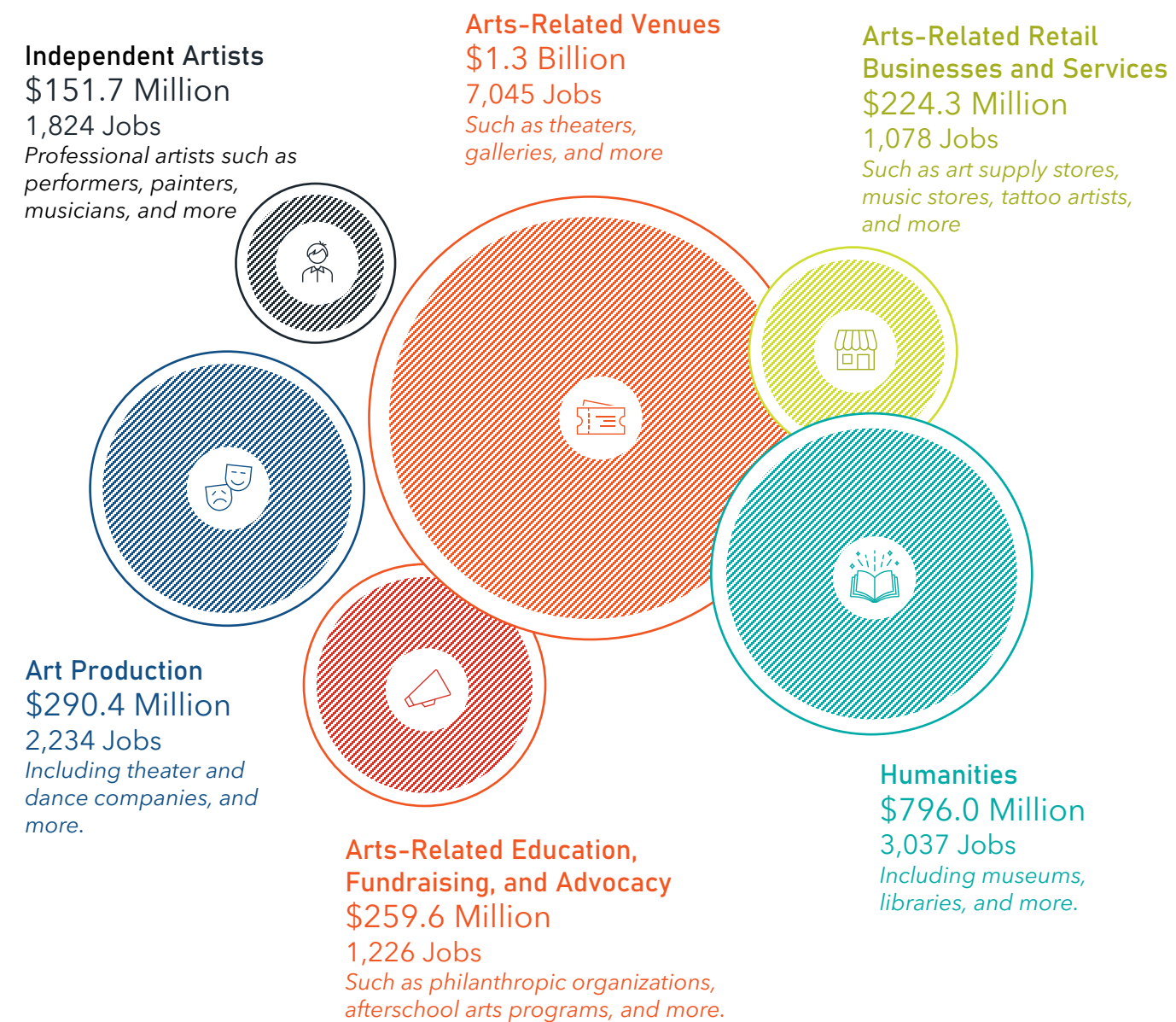
- 93% Participation and patronage of the arts contribute to happiness.
- 91% DC's arts and culture make the city a more desirable place to live.
- 86% Arts and culture improve the perceptions of DC communities.
- 86% Participation and patronage of the arts bring social connection.
- 90% Participation and patronage of the arts improve mental health.

Source: DC Arts and Culture Sector Survey (2022)



Lincoln Theater
Image Courtesy of Lincoln Theater

The District's arts and cultural sector includes six distinct sub-industries, each with a distinct role in DC's cultural fabric and broader economy.



Note: Job figures reflect a mix of full-time, part-time, and seasonal employment based on each industry. These annual job figures produced by IMPLAN follow the same definitions as BLS and BEA. The above employment figures are not full-time equivalent figures. Industry revenue figures reflect the total output from each figure and are communicated in 2022 dollars and jobs.
Source: IMPLAN (2019)



Images Courtesy of Lincoln theater (top left), Project Create (top middle), Anacostia Arts Center (top right), Woolly Mammoth Theater Company (bottom left), Hillwood Museum and Gardens (bottom middle), Music on the Hill (bottom right)

How These Findings Compare with Prior DC Studies and Data Sources

It can be quite subjective to define what constitutes arts and cultural sectors. While dance, music, theater, and museums are immediately recognizable as sub-industries within arts and culture, the sector's full composition has blurry boundaries as industries merge with other key sectors. This study focuses specifically on six core sub-industries (see left page) while accounting for the ripple effects these sub-industries have on the broader economy. Nationwide economic resources offer broader definitions of the arts and culture sector. Annual reports of the Arts and Cultural Production Satellite Account by the Bureau of Economic Analysis and the US Department of Commerce reflect a more comprehensive definition of arts and culture with 35 related industries, reflecting an 8% contribution share to the District's economy. Similarly, the 2019 DC Cultural Plan distinguished 112,000 people employed in the District's cultural economy, representing a much broader range of occupations and industries than in this study.

Source: BEA, US Department of Commerce (2019, 2020); DC Cultural Plan (2019)



In 2019, the arts and cultural sector contributed 2.1% of the District's overall economy, representing 2.5% of all jobs and 1.9% of the total compensation in the District.

Source: IMPLAN (2022)

Arts and culture activity is the most concentrated in the Downtown area and radiates to all corners of the city, embedded into the distinct identity of each of the District's neighborhoods.

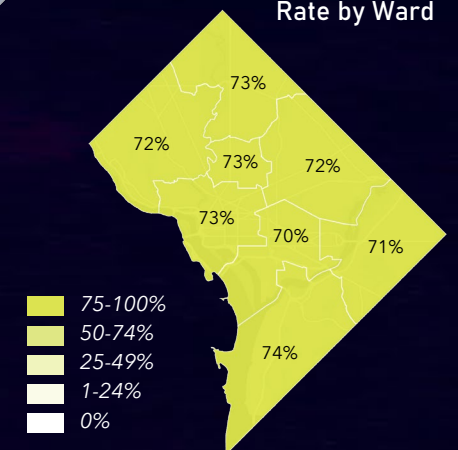
Concentration of the Arts and Cultural Sector by Ward

The District's arts and cultural sector includes organizations and establishments across all of the city's wards, each offering a unique character and identity, contributing to the diverse and holistic sector across the city. While many arts organizations are concentrated in Ward 2 in the downtown area, a large number are located throughout all Wards of the District, as shown on the adjacent map. Similarly, individual artists, not shown on the map, live throughout the city's neighborhoods.



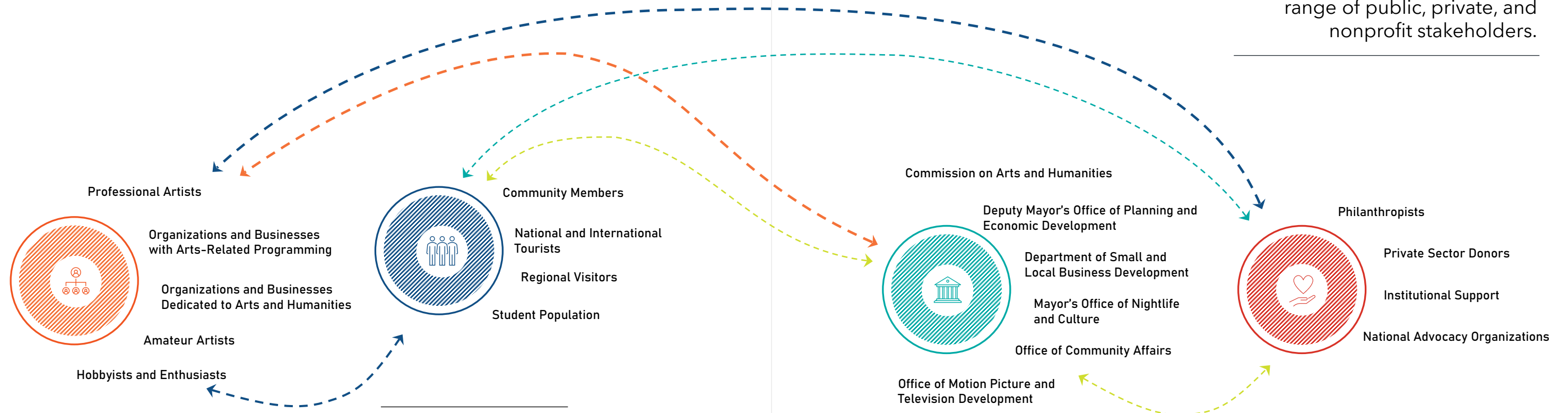
Note: Concentration of for-profit and non-profit sector establishments (arts-based organizations and businesses) based on geographic location data available by Data Axle through ESRI.
Source: Data Axle

CAH Grant Acceptance Rate by Ward



Note: Acceptance rates reflect the portion of nonprofit organizations that received funding in response to CAH grant applications between 2019 and 2020. CAH awards separate grants for artists, not depicted in the above graphic.
Source: CAH

The key players that fortify DC's arts and humanities industry include an enthusiastic patron base of residents and visitors, a range of District agencies with resources aimed at supporting the arts, and a deep-rooted history and robust landscape of arts advocates and philanthropic supporters.



Arts and Humanities Industry

Artists, both professional and amateur, and arts-centric organizations and businesses are a pillar of the District's culture, energy, creativity, and identity.

Patrons and Consumers

There would be no arts industry without arts patrons and consumers. From residents, students, tourists, the DC arts and culture sector serves a wide range of audience types and artistic preferences.

DC Government Agencies

The District's arts community is championed and supported by CAH and other District agencies, which recognize the value of the arts and cultural sector on the city's brand, economy, and character.

Arts Advocacy Organizations and the Philanthropic Community

Local, national, and international foundations and other nonprofits are major supports of the arts in the District—helping to uplift independent artists and investing in innovative artistic projects.

The District's arts and cultural sector is supported by a wide range of public, private, and nonprofit stakeholders.



03

COVID-19'S ECONOMIC
IMPACT ON DC'S ARTS
AND CULTURAL SECTOR

The economic effects of the COVID-19 pandemic rippled through the District's arts and cultural sector as stay-at-home orders were issued, venues were closed, and jobs were affected. Organizations and artists navigated vital resources for much-needed support and assistance. After experiencing dramatic economic declines at the immediate onset of the pandemic in 2020, the sector began the path toward economic recovery in 2021. Continuous uncertainty, challenging operations, and the ever-changing "new normal" lingered as the sector progressed in recovery, with many artists and organizations remaining below pre-pandemic economic levels in 2022.

While the arts and cultural sector overall saw dramatic economic impacts from the pandemic, organizations, artists, and the distinct industries within the larger sector were economically impacted quite differently throughout the pandemic. This broad sector represents everyone from the individual artist and performer navigating the gig economy to the District's premiere venues and nationally recognized establishments to arts-related nonprofit organizations rooted in advocacy and education efforts, each with their own stories of

the ways in which the pandemic altered their entity's operations, employment bases, budget, and revenue streams. The arts and cultural sector, including many nonprofit organizations, historically relied on philanthropic support and other contributed revenue sources for stabilized operations. The pandemic disrupted these patterns and supported enhanced sources of revenue outside of traditional ticket sales and earned income, trends many are uncertain of for the coming future.



The District's arts and cultural sector lost nearly \$1.1 billion of revenue, a 26% decline, from 2019 to 2020.

During this time, the arts and cultural sector share of the District's economy dropped from 2.1% to 1.6%.



In 2021, the District's arts and cultural sector recovered to 89% of pre-pandemic revenue levels.

The sector gained \$602 million in revenue from 2020 to 2021. During this time, the arts and cultural sector share of the District's economy increased from 1.6% to 1.8%, but is still below the 2.1% pre-pandemic share, reflecting its substantial, yet incomplete, recovery.



In 2020, the arts and cultural sector saw a 15% drop in employment, equating to a total loss of over 3,300 jobs in the arts, humanities, and cultural industries from 2019 to 2020. Despite revenue recovery in 2021, the labor market continued to see detrimental impacts with an additional loss of 1,750 jobs – a 22% drop from 2019.

These employment issues reflect national labor market challenges. From 2019 to 2021, the arts and cultural sector nationally lost 24% of its employment.

Industry Changes in the District by Arts and Cultural Sub-Industries

Sub-Industries	2019 to 2020 Revenue Change	2020 to 2021 Revenue Change	Overall Revenue Recovery (2021 compared to 2019)
Arts-Related Venues	-\$737,943,056	+\$215,498,507	71%
Independent Artists	-\$117,249,522	+\$61,388,776	75%
Arts Production	-\$116,053,694	+\$64,222,517	87%
Arts-Related Education, Fundraising, and Advocacy	-\$17,875,458	-\$4,684,358	94%
Arts-Related Retail Businesses and Services	-\$15,839,925	-\$4,205,403	93%
Humanities	-\$83,319,120	+\$270,159,288	116%
Total Economic Change in the District's Arts and Cultural Sector			
	-\$1,088,280,775	+\$602,379,327	89%

The above findings reflect the total year-to-year change in total economic output from 2019 to 2020 and 2020 to 2021 by the six sub-industries of the District's arts and cultural sector. Figures are presented in 2022 dollars. For more detail on output by sub-industry, see Exhibit 16 in Appendix. Source: IMPLAN (2022)

The pandemic necessitated that most arts-related organizations, nonprofits, museums, and businesses pivot operations and address dramatically changing landscapes as schools closed, the District's tourism base halted, and employees navigated virtual and distance working environments.

Of the industries that make up the District's arts and cultural sector, independent artists, venues, and arts production industries experienced the sharpest economic decline between 2019 and 2020. Independent artists in the District suffered an economic decline of 53% in 2020. Similarly, arts-related venues experienced a 42% drop in revenue. While independent artists, production, and venue industries faced the sharpest economic declines during the pandemic, every

sub-industry within the District's arts and cultural sector experienced revenue declines in 2020. These significant economic impacts from the pandemic forced organizations and professionals to re-evaluate operations, search for additional revenue streams, and layoff workers and contractors.

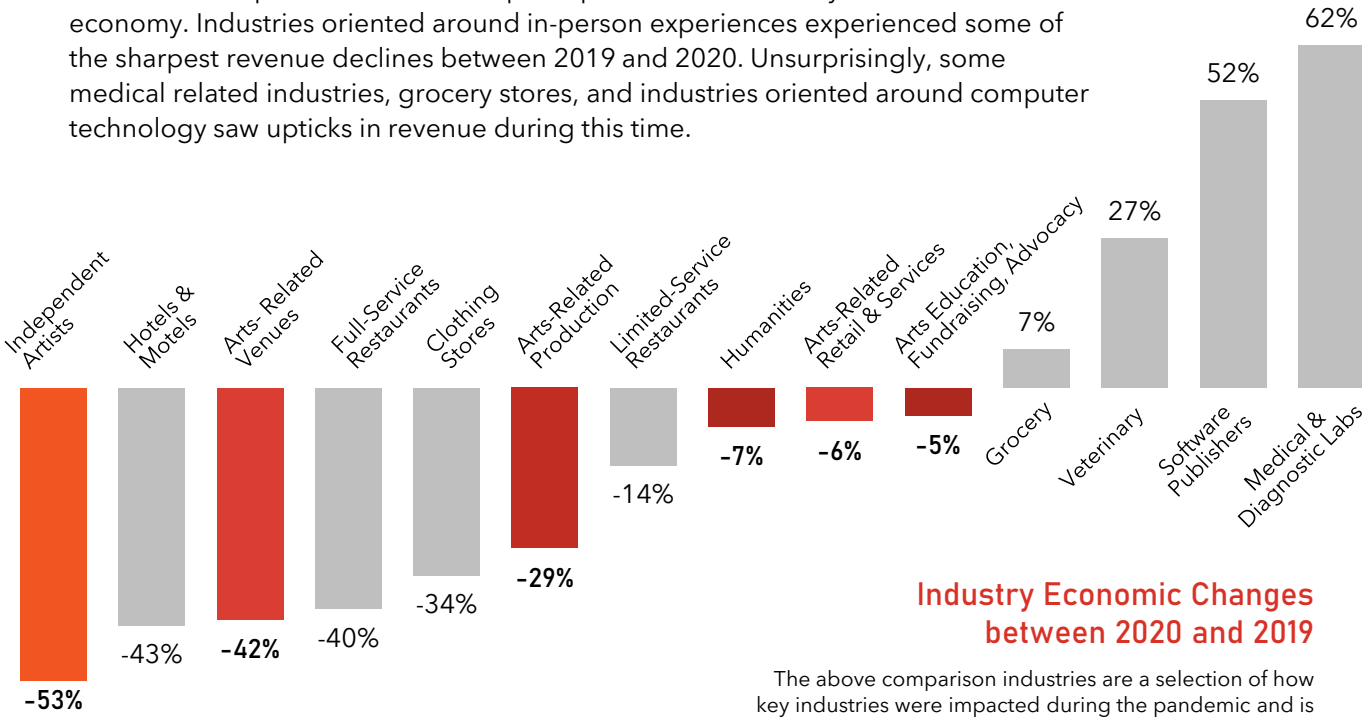
The District's arts and cultural sector rebounded in 2021, with revenues increasing to 89% of 2019 levels. In total, the sector saw \$602 million more revenue in 2021 than in 2020. Venues experienced the slowest recovery amongst the sub-industries, as public hesitancy to attend concerts and other events remained high. While venues' revenue rose 21% from 2020, total revenue in 2021 represented just 71% of 2019 levels.



Painters Collaborating during the Pandemic
Image Courtesy of Bellvisuals

2020 Arts and Cultural Sector Impacts in Context:
How the Pandemic Impacted Other Industries in the District in 2020

The COVID-19 pandemic had a unique impact on each industry in the District's economy. Industries oriented around in-person experiences experienced some of the sharpest revenue declines between 2019 and 2020. Unsurprisingly, some medical related industries, grocery stores, and industries oriented around computer technology saw upticks in revenue during this time.



Industry Economic Changes between 2020 and 2019

The above comparison industries are a selection of how key industries were impacted during the pandemic and is not inclusive of all industries. 2021 figures will be added to the analysis in an updated report provided in late 2022. Source: IMPLAN (2022)

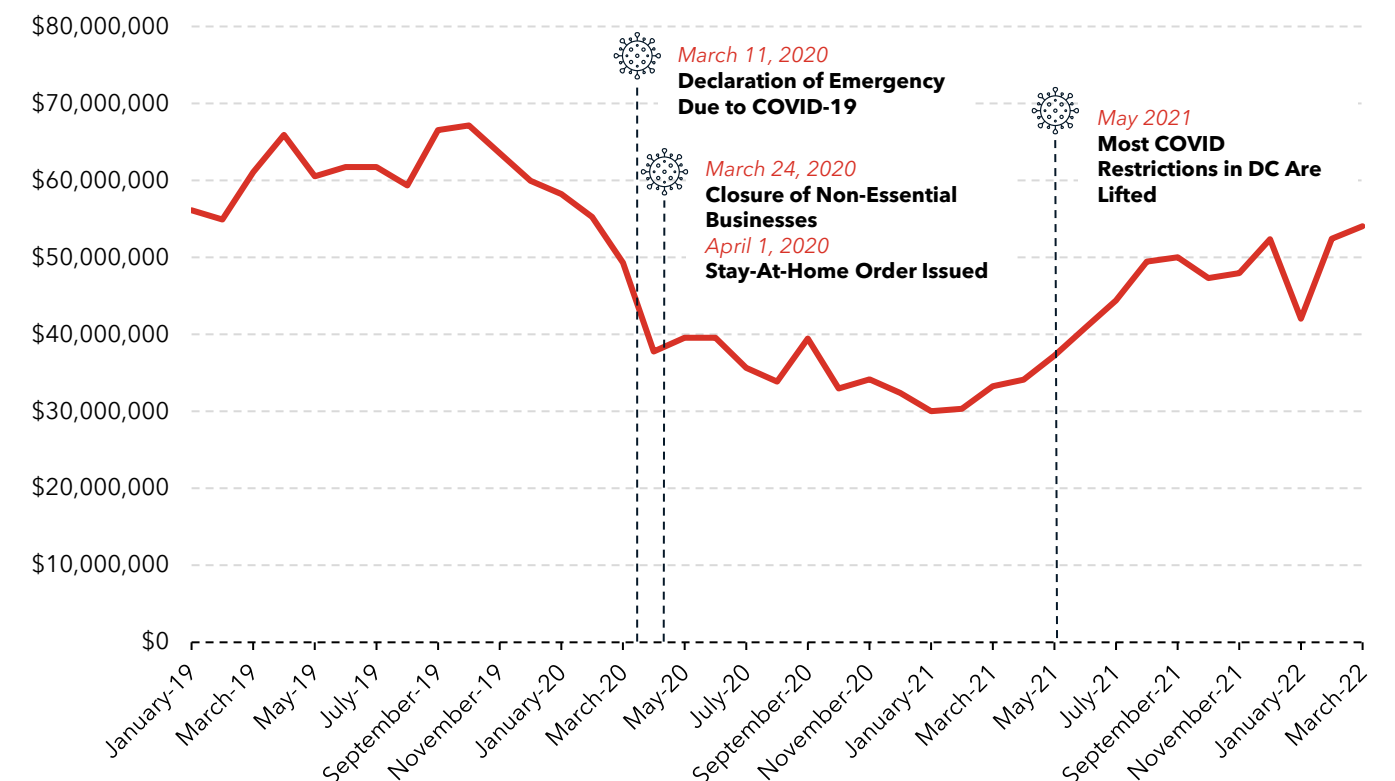
Despite an uptick in spending and general return to normal operations, arts-related venues still reported only 70% of occupancy during the summer of 2021, signaling lagging economic recovery.

Source: Focus Group Stakeholder Interviews with District Venues

Consumer Spending in the Arts and Entertainment Industry: How Industry Spending Patterns in the District Evolved Throughout the COVID-19 Pandemic

The COVID-19 pandemic resulted in a dramatic decline in arts and entertainment consumer spending. As venues closed and stay-at-home orders went into place, consumers' entertainment options quickly went almost exclusively digital. Furthermore, many arts patrons lost their jobs and faced significant economic uncertainty. These factors resulted in an overall drop of 34% in consumer spending on arts and entertainment in 2020, compared with 2019.

Consumer spending in this industry remained low until March 2021, when vaccinations became available and public health conditions started to improve. By September 2021, spending had jumped 50% from March 2021 and reached 81% of pre-pandemic levels. Spending in the arts and entertainment industry continued to improve in the first quarter of 2022 with the exception of a brief and sudden drop in spending during January 2022, likely due to the spread of the Omicron variant. By March 2022, spending had regained momentum, reaching 88% of pre-pandemic levels.



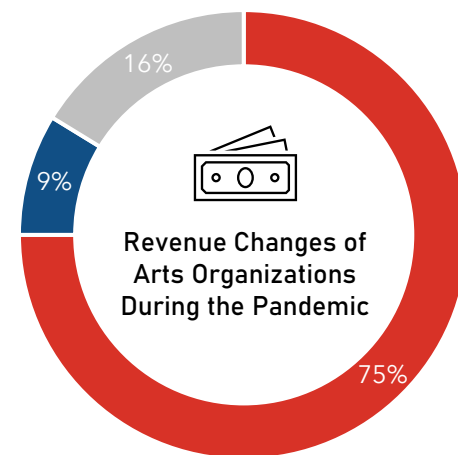
Note: The above spending captures a broad industry classification of "Arts and Entertainment" as defined by the data provider. This consumer spending is inclusive of additional sub-industries but reflective of the general industry trends.
Source: Mastercard Retail Location Insights Credit Card Spending Data (2022)

Arts Organization Revenue Decline and Employment Loss

Three out of four arts organizations in the District suffered a loss of revenue during the COVID-19 pandemic.

During the pandemic, 16% of organizations were able to keep their revenue at pre-pandemic levels, and 9% reported that their revenue increased. Lost ticket revenue from the loss of in-person events was a major driver behind this drop in revenue, with organizations struggling to find sources of contributed revenue to make up for losses in earned revenue. Despite an increase in arts-specific financial assistance from public and private sources, few organizations were able to grow or maintain their overall revenue, leading to dramatic shifts in operating models and fundraising strategies.

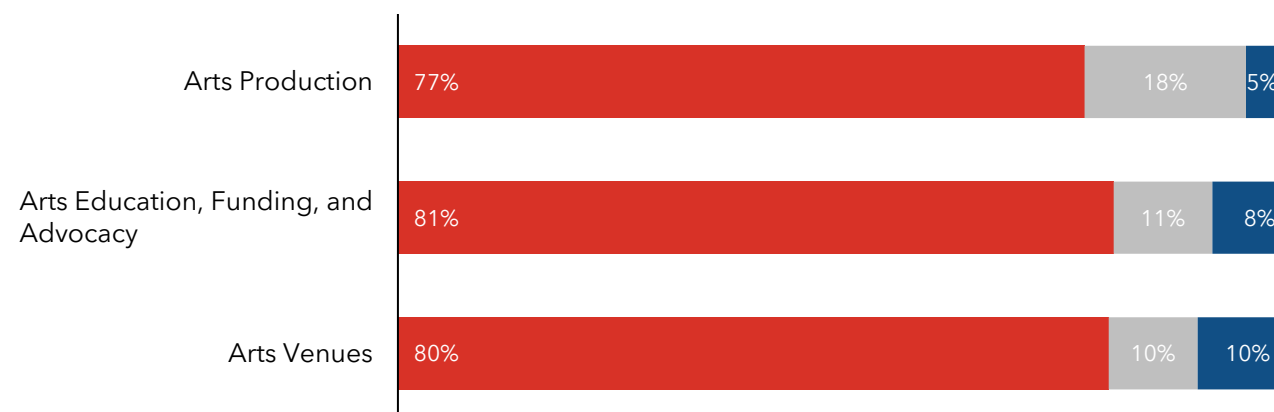
These revenue declines occurred throughout the entire arts and cultural sector. Every major sub-industry, including arts production, arts venues, and arts education/funding/advocacy, experienced a 77-80% decline in revenue. These three sub-industries also saw similarly low shares of organizations that experienced an increase in revenue.



- Revenue Reduced During COVID-19
- Revenue Increased During COVID-19
- Revenue Remained the Same

Note: Approximately 5% of survey respondents selected not applicable or unsure.
Source: DC Arts and Culture Sector Survey (2022)

COVID-19's Impact on Income Across Disciplines



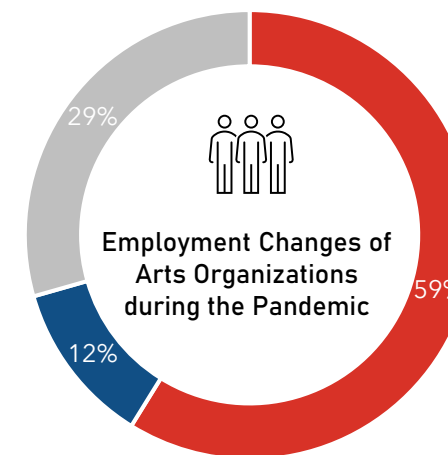
Note: The above findings exclude not applicable and unsure answers, and Humanities organizations, due to small sample size.
Source: DC Arts and Culture Sector Survey (2022)

Changes in Employment during the Pandemic

As Reported by Arts Organizations

Nearly 60% of arts organizations reported a decline in their number of employees over the pandemic, a figure lower than the share of organizations that reported decreased revenue. Based on conversations with stakeholders, many arts organizations prioritized staff retention despite revenue loss, cutting non-labor expenses, and securing financial assistance.

Source: DC Arts and Culture Sector Survey (2022)

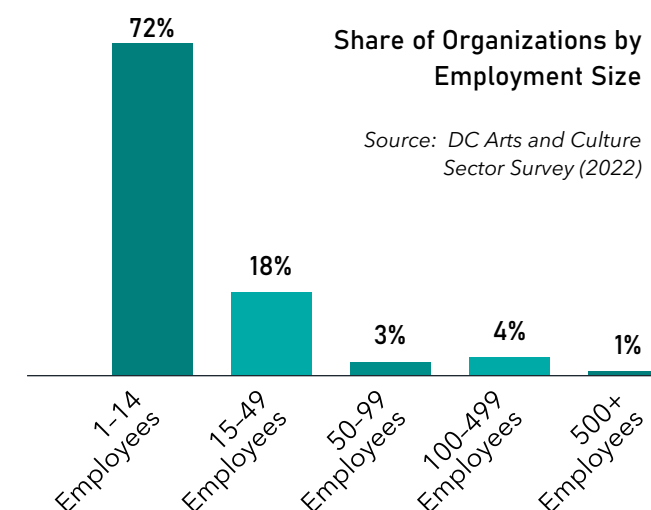


- Employment Declined during COVID-19
- Employment Increased during COVID-19
- Employment Remained the Same

Note: The above findings exclude not applicable and unsure answers.
Source: DC Arts and Culture Sector Survey (2022)

"We reduced our staff significantly once the first PPP loan ran out. We operated with a skeleton crew for 18 months. We have reopened but by losing our staff we also lost institutional knowledge and awareness."

-Theater Operator, Ward 1



Source: DC Arts and Culture Sector Survey (2022)

Three out of four arts organizations in the District have fewer than 15 employees.

The small size of the average arts and humanities organization in the District speaks to the close-knit nature of the arts community, supporting the anecdotal stories of organizations striving to retain and support their employees during the pandemic.

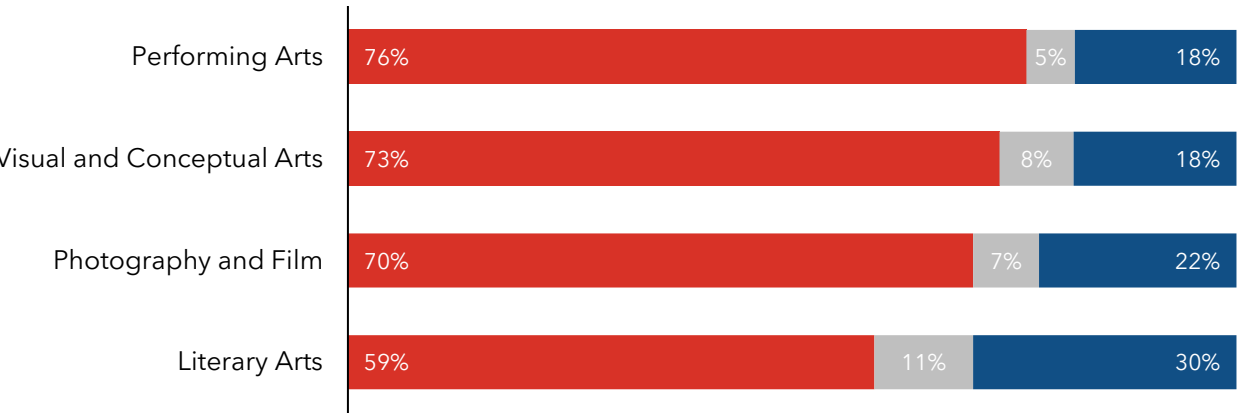
Professional Artist Income Loss During the Pandemic

Independent artists suffered the most substantial economic challenges within the greater arts and cultural sector.

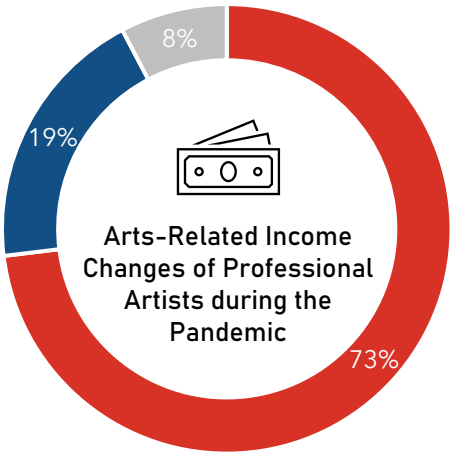
Seventy percent of surveyed professional artists reported that their income declined as a result of the COVID-19 pandemic. Notably, 18% or nearly one out of every five artists, were able to increase their personal incomes despite the pandemic's onset hardships. Changes in income streams and social norms allowed some artists to improve their economic positions. Between sudden losses of income and abrupt shifts to different mediums and income streams, few independent artists passed through the pandemic's era without major disruption.

Independent artists within the performing arts suffered higher rates of income loss during the pandemic, with 76% reporting a reduction in arts-related income. Visual and conceptual artists, and artists within photography and film, experienced slightly lower rates of income loss. Artists within the literary arts, such as writers and poets, fared the strongest, as most already created and showcased content digitally.

COVID-19's Impact on Income Across Disciplines



Notes: The above findings exclude not applicable and unsure answers. Percentages do not add up to 100% due to rounding. Source: DC Arts and Culture Sector Survey (2022)



Note: Approximately 5% of survey respondents selected not applicable or unsure. Source: DC Arts and Culture Sector Survey (2022)

- Income Reduced during COVID-19
- Income Increased during COVID-19
- Income Remained the Same

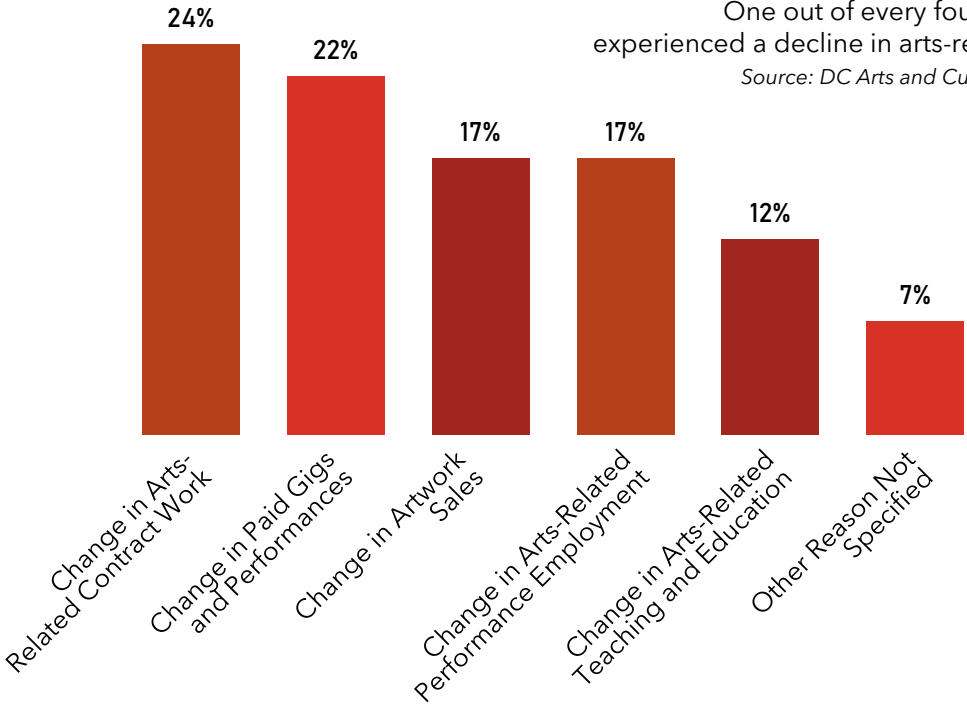
Reduction in contract work and paid gigs and performances were key reasons why 70% of the District's professional artists experienced income loss during the pandemic.

Source: DC Arts and Culture Sector Survey (2022)

Factors Leading to Arts-Related Income Decline during the Pandemic

As Reported by Professional Artists

One out of every four professional artists experienced a decline in arts-related contract work. Source: DC Arts and Culture Sector Survey (2022)



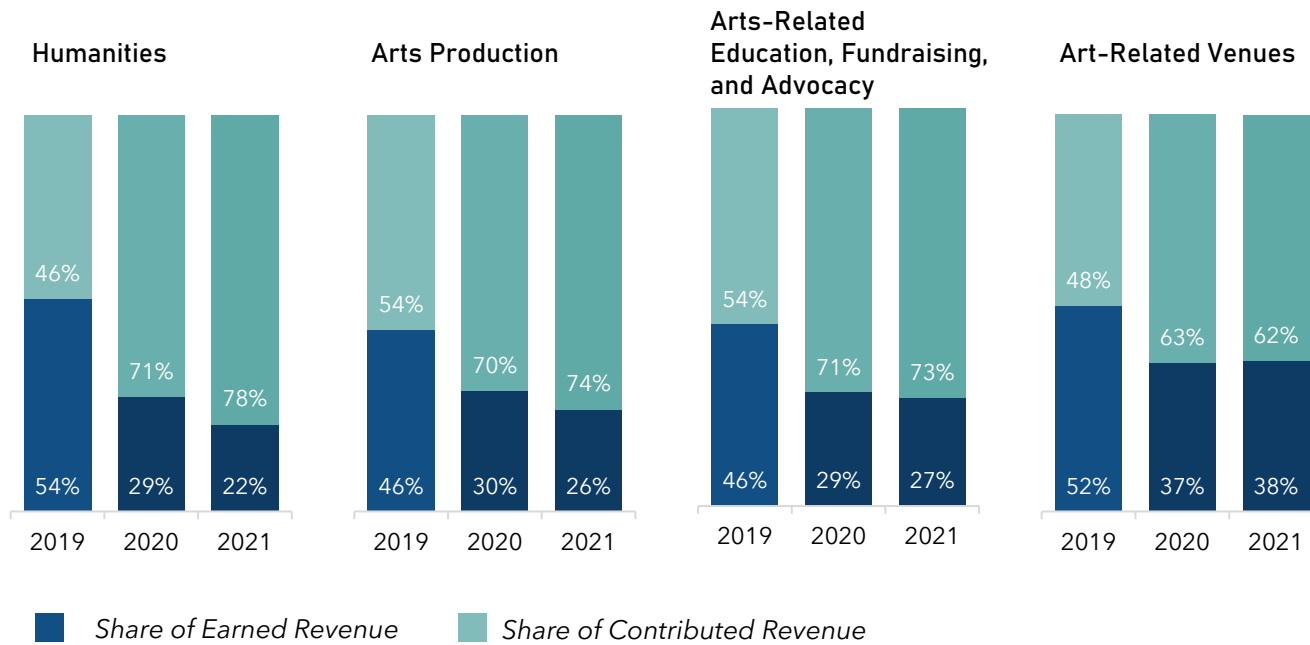
Note: Percentages do not add up to 100% due to rounding.

43% of professional artists felt the pandemic had a negative impact on their future career in the arts and their ability to live as an artist in 2022 and beyond.

Source: DC Arts and Culture Sector Survey (2022)

Changes in Earned and Contributed Revenue

While earned income for arts organizations severely dropped during the pandemic, contributed revenue sector-wide increased to alleviate the most dramatic burdens.



Source: DC Arts and Culture Sector Survey (2022)

The COVID-19 pandemic and associated public health restrictions created a sudden and significant decline in in-person attendance at concerts, galleries, museums, and other cultural establishments. Even as public health restrictions lifted, many venues reported attendance below pre-pandemic levels. As a result, arts and cultural establishments have experienced a drop in ticket sales and other sources of earned revenue.

The negative impact of this drop in earned revenue has been mitigated by an increase in contributed revenue. Organizations and artists took advantage of PPP loans and other government or philanthropic grants and loans. These funding sources supported general operating expenses, as organizations needed flexible funding to adjust to a constantly shifting regulatory landscape, a tight labor market, and

operational challenges. This increased reliance on contributed revenue was particularly strong for organizations primarily oriented around the humanities, who on average increased their share of contributed revenue by 32% from 2019 to 2021.

Arts organizations face high levels of financial uncertainty for the near future, stemming from concern that funding sources created in response to the pandemic will end or scale back before earned revenue achieves pre-pandemic levels.

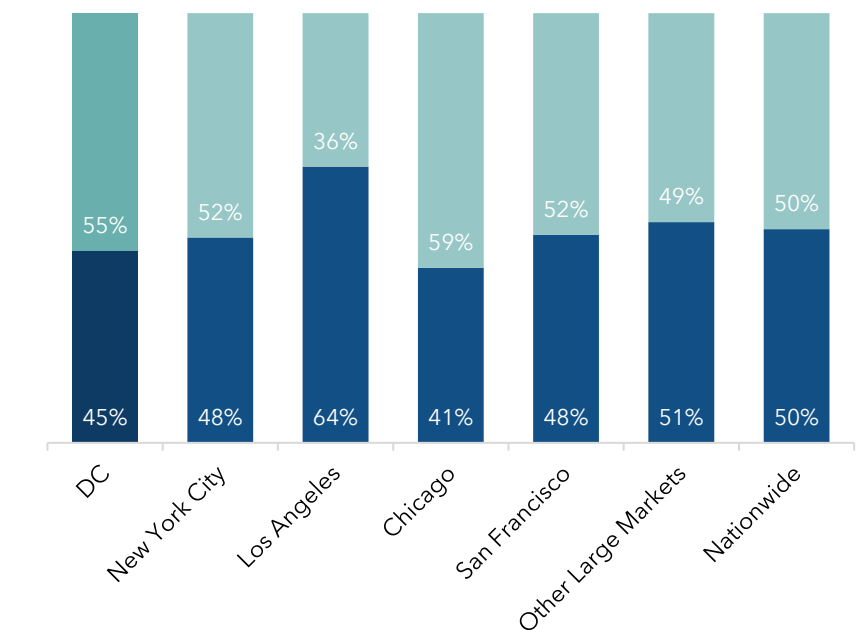
Source: Focus Group Stakeholder Conversations; DC Arts and Culture Sector Survey (2022)

City-to-City Comparisons of Pre-Pandemic Conditions

How Arts and Cultural Sector Earned and Contributed Revenue Compared with Other Cities

Prior to the COVID-19 pandemic, arts organizations in DC were slightly less reliant on earned revenue than the nationwide industry average. Nationally, arts organizations featured an even split between earned and contributed revenue, whereas DC organizations saw 55% of their revenue come from contributed revenue.¹ This lower reliance on earned revenue likely strengthened DC's resiliency throughout the COVID-19 pandemic, as organizations were more easily able to tap into pre-existing funding sources and philanthropic relationships to get emergency funding.

Pre-Pandemic Averages of Earned and Contributed Revenue 2016-2018



Source: SMU DataArts (2019)

DC's comparatively higher shares of contributed revenue before the pandemic better positioned the city's arts and cultural sector during the onset of the pandemic.

¹ SMU DataArts, *Earned Operating Revenue Report, 2019*, <https://culturaldata.org/reports/earned-operating-revenue/>.

Empty Street in Front of Ford's Theater
Credit: Nick Castelli

Financial Assistance During the Pandemic

A wide variety of financial resources were made available over the course of the pandemic to help mitigate harsh economic impacts. Funders were quick to realize that arts organizations were particularly hard hit.

A Need for Economic Assistance

Federal, state, and local governments provided financial assistance and support across the country to help businesses, organizations, and individuals adjust to closed businesses and changes in social norms, needs, and day-to-day operations. This assistance was particularly oriented toward industries most impacted by the COVID-19 pandemic, including the arts and cultural sector. The District's arts and humanities community received federal and city financial support through a variety of different mechanisms and channels designed to swiftly provide much needed resources throughout the pandemic.

Federal Financial Support

The US Small Business Administration's Paycheck Protection Program, commonly referred to as PPP, became a quick buzzword of the pandemic, as businesses and organizations across the country received forgivable loan support to keep workforces employed. Specific to the arts and cultural sector, the federally supported Shuttered Venues Operators Grant program targeted emergency assistance for venues affected by the pandemic

Municipal Financial Support

The DC Commission on Arts and Humanities, through the General Operating Support grant, contributed over \$26 million to arts organizations between 2020 and 2022. This flexible funding helped DC arts organizations navigate their own unique set of financial and operational challenges throughout the pandemic. In addition, the Deputy Mayor's Office of Planning and Economic Development's Arts and Entertainment Relief Fund delivered \$8 million in financial relief to music venues, private museums, and independent movie theaters.

Philanthropic Support

Private foundations and other nonprofits, at the local and federal levels, also played a key role in supporting artists, venues, and other arts-related organizations through the pandemic. Several arts-specific funds were established by local foundations, including the Greater Washington Community Foundation, Morris and Gwendolyn Cafritz Foundation, and Bernstein Family Foundation, among others.

“Government funding, both federal and district funds, was integral in our survival. It allowed us to use that money to pay the bills and the overhead we had to pay, and it put us in a very good financial position so we could reopen. **It's been a lifesaving influx of cash and support. With ticket sales gone, having the contributed income has been a lifesaver.”**

—Theater Operator, Ward 6

Access to Pandemic Relief Funds

Source of Financial Assistance	Share of Organizations Who...				Share of Independent Artists Who...			
	Applied and Received	Applied but Not Awarded	Did Not Apply	N/A or Unsure	Applied and Received	Applied but Not Awarded	Did Not Apply	N/A or Unsure
Grant or Loan Provided by the DC Government	66%	6%	16%	12%	43%	6%	44%	7%
Private or Nonprofit	48%	8%	24%	20%	30%	14%	48%	8%
Unemployment Assistance	3%	0%	64%	33%	25%	6%	63%	6%
PPP Round 1	62%	1%	27%	10%	23%	8%	63%	6%
PPP Round 2	52%	0%	32%	16%	21%	7%	66%	6%
Other Federal Source	42%	9%	30%	19%	15%	9%	70%	6%

Note: Grants and loans provided by the DC Government includes grants provided by CAH.
Source: DC Arts and Culture Sector Survey (2022)

The Role of CAH

CAH was quick to respond to the needs of the arts community, and more independent artists and cultural organizations received CAH grants than any other type of support.

Arts organizations and independent artists widely took advantage of the District government's financial support available during the pandemic. CAH grants were by far the most common source of received funds, according to survey responders. These grants reached organizations and entities of all sizes, particularly small organizations. Approximately 70% of independent artists who received public financial assistance received less than \$50,000, and 78% of organizations who received financial assistance received less than \$500,000.

A number of factors contributed to CAH's success in helping to connect DC's arts and cultural community to financial resources.

CAH leveraged existing outreach channels to reach a large portion of arts stakeholders. Importantly, CAH provided direct assistance in understanding and applying to grant opportunities through grant writing assistance workshops, live chat sessions, and one-on-one strategy and grant review assistance. Although CAH's website does not provide links to outside grant or loan programs, the website clearly identifies CAH grant opportunities for constituents.

CAH pivoted to the unique conditions faced in the pandemic in a few important ways.

Over the course of the pandemic, the total amount of financial assistance increased, more funds were prioritized for artists and organizations led by and serving underrepresented communities, and more funds were made available for general operating expenses, which provided easier reporting requirements and more financial flexibility.

Increased Levels of Financial Assistance

CAH's operating budget increased over \$7 million from 2020 to 2021, allowing for additional grant support for the arts and humanities industry.

Directing Support Toward Underrepresented Artists and Audiences

CAH completed a FY2021-2023 Strategic Plan that identified five focus areas and goals for the organization. The top two focus areas are (1) a commitment to inclusion, diversity, equity, and access (IDEA) in every aspect of agency grantmaking and other programs and operations and (2) to be a leading force helping the arts and cultural sector recovery from the pandemic. In recent years CAH has prioritized grant allocation to traditionally underserved populations.

Providing More Flexible Funding to Sustain Organizational Operations

Since the onset of the pandemic, the DC Commission on the Arts and Humanities has increased general operating support for arts organizations throughout the city. The dollar amount allocated to this grant has nearly tripled from 2020 to 2022, providing critical support to some of the most severely hit industries during the pandemic.

"The CAH money was distributed equitably and with no strings attached. Something we're seeing and learning is that we need more no-strings funding that can go towards operations, administration, and creativity."

– Museum Director, Ward 2

CAH Annual Operating Budget (FY2019-2022)

FY 2019 Actual	FY 2020 Actual	FY 2021 Approved	FY 2022 Approved
\$30.7 Million	\$31.6 Million	\$38.7 Million	\$38.4 Million

CAH General Operating Support Grant Allocation (FY2020-2022)

Year	# of Grantee Organizations	Amount Awarded	Average Dollars per Grantee
2020	104	\$5.4 Million	\$51,700
2021	107	\$5.5 Million	\$51,800
2022	145	\$15.8 Million	\$109,100

A diverse set of populations were able to access arts-related financial assistance within the District. Access was relatively consistent across organization size, type of art form, race and ethnicity, and location within DC.

Nationally, the COVID-19 pandemic disproportionately impacted marginalized communities, with people of color and low-income individuals facing notably greater public health and economic challenges as a result of the pandemic.¹ Furthermore, many female artists reported that the loss of in-person schooling made it more difficult to create, as additional parenting responsibilities during the day disproportionately fell on their shoulders. At the same time, exposure to the arts for school-age children became difficult as remote learning replaced in-person opportunities.

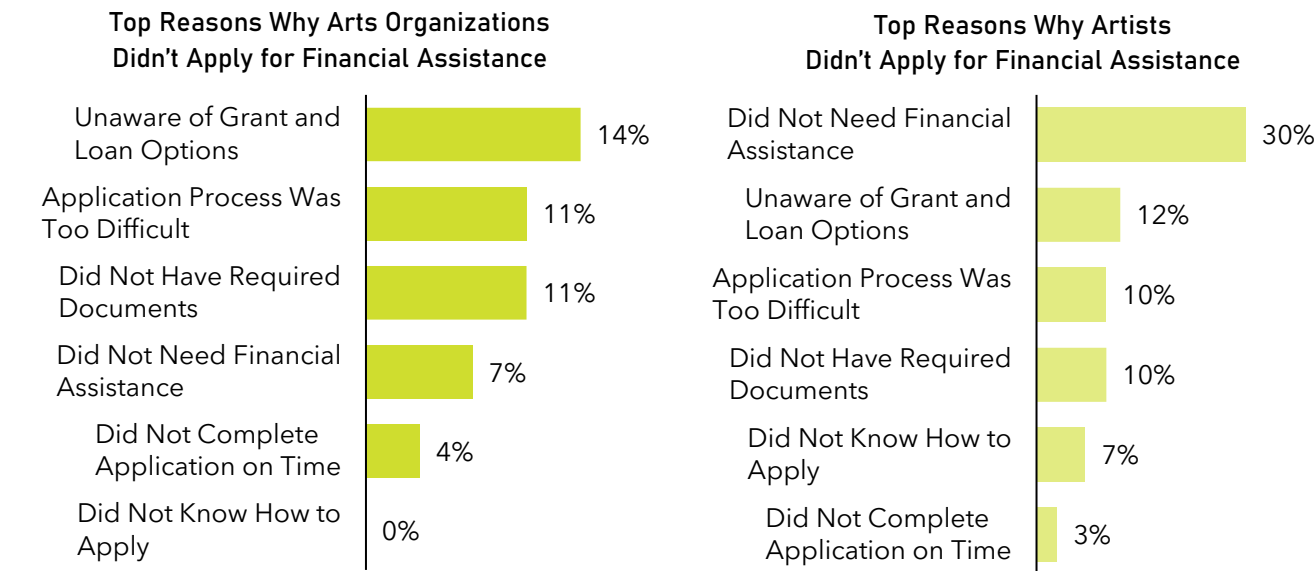
In response to these inequities, the philanthropic community and CAH stepped up to equitably provide needed resources to the arts community.

DC government financial assistance was accessed by a more diverse population than federal financial assistance. Artists of color had equal success rates of accessing loans and grants from the DC government or philanthropic/private sector sources but had lower success rates of receiving unemployment assistance or other federal loans and grants (excluding the Paycheck Protection Program).

"[With more support for BIPOC-led organizations during the pandemic], our contributed income grew significantly, which balanced our loss of earned income."

– Theater Director, Ward 1

Most of the arts community was aware of numerous funding opportunities, and the majority of stakeholders received support. The most common reasons for not receiving funding for those who wished to apply were lack of awareness of available opportunities or lack of capacity or ability to apply.

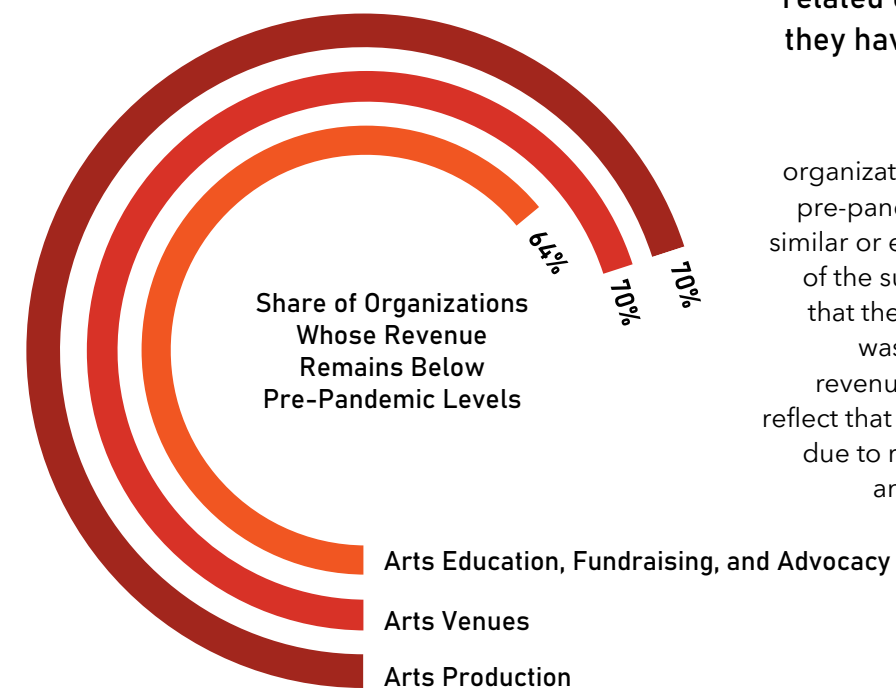


Source: DC Arts and Culture Sector Survey (2022)

¹ Isaac Fitzsimons, "The Financial Impact of COVID-19 on Intentionally Marginalized Artists and Creative Workers," (Americans for the Arts, 2021), <https://blog.americansforthearts.org/2021/02/09/the-financial-impact-of-covid-19-on-intentionally-marginalized-artists-and-creative-workers>.

Progress Toward Recovery

Despite improving public health conditions, increasing in-person activity, and overall sector revenue gains since 2020, many arts organizations have yet to recover financially from the pandemic.



Note: Economic recovery defined as achieving revenue at or above pre-pandemic levels. Humanities and arts-related retail businesses and services excluded due to small sample sizes.
Source: DC Arts and Culture Sector Survey (2022)

Nearly two out of every three arts-related organizations reported that they have yet to recover financially as of the summer of 2022.

Across the sector, 18% of arts organizations' revenue levels were above pre-pandemic conditions and 18% were similar or equal to pre-pandemic levels, as of the summer of 2022. Despite the fact that the arts and cultural sector at-large was only 11% below pre-pandemic revenue levels in 2021, survey findings reflect that dollars were stretched for many due to rising costs, a tight labor market, and other operational challenges.

By the summer of 2022, employment in the arts and cultural sector had yet to fully recover, with 42% of arts organizations reporting smaller staff sizes than before the pandemic.

Source: DC Arts and Culture Sector Survey (2022)

"We had a job opening for a Technical Director and it took us eight months before we got our first [qualified applicant]. We were previously paying an annual wage of \$45,000 for the position, and now we're paying them hourly for an equivalent of \$100,000 a year."

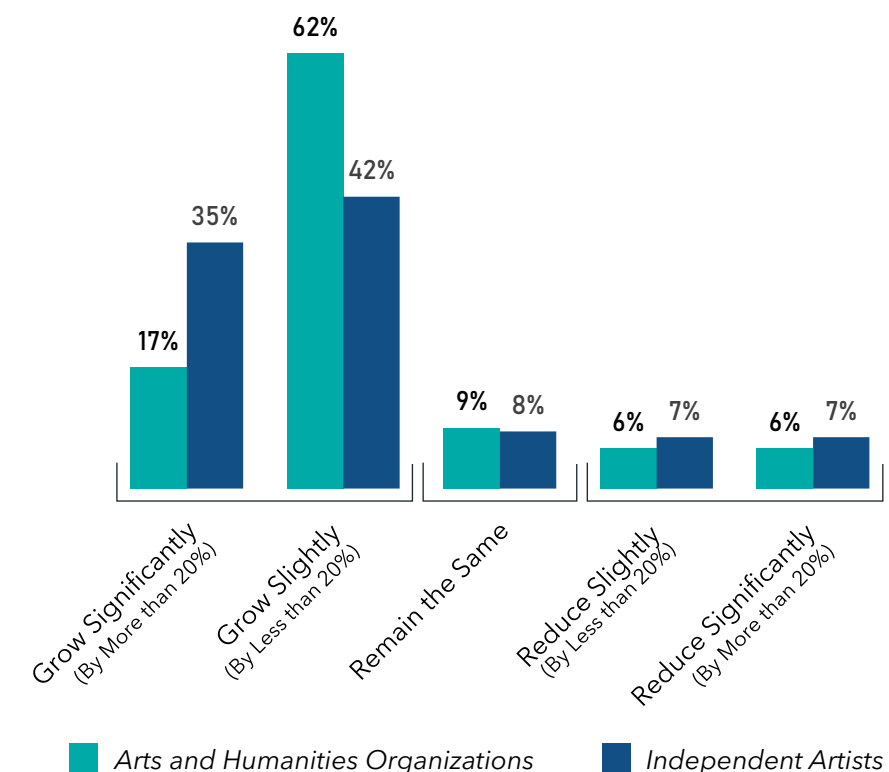
— Theater Operator, Ward 1

"The labor market is difficult because anyone in the arts looking to hire is competing with jobs in the private sector that offer more flexibility, the ability to be remote, and higher wages. This is an ongoing issue that is not going to go away for this sector."

— Artistic Director, Ward 6

Despite a lagging economic recovery and uncertain futures for many, the District's arts and cultural stakeholders expressed confidence about future opportunities.

Approximately 79% of surveyed arts organizations and 77% of surveyed independent artists expect their revenues and incomes to increase over the next two years. Only 12% and 13% of organizations and artists respectively expect incomes to decline, a reassuring finding about the coming future.



Note: Figures reflecting organizations and professional artists who indicated that the forecasts are not applicable are excluded from the above findings.
Source: DC Arts and Culture Sector Survey (2022)



Forecasting the Future

By the fall of 2022, the District’s arts community still faced volatile and uncertain economic times despite society’s transition to post-pandemic stages.

The arts community continues to adjust to find the right way to match audience needs and societal norms coming out of the pandemic. Ticket demand and audience levels have not caught back up to pre-pandemic levels and the public has become more accustomed to engaging with the arts digitally and without having to pay. At the same time, expenses continue to increase, forcing organizations to find new ways of executing their programmatic functions and find new sources of revenue.

While increased levels of philanthropic support and government assistance have helped keep many artists and arts organizations afloat during the pandemic, many arts stakeholders fear that funding levels may start to drop—or at least not keep up with rising costs—which would prevent many organizations from sustaining their current level of operations.

Looking Forward: How To Think About What’s To Come During Unpredictable Economic Times

“Unprecedented,” which was quick to become one of the leading buzzwords synonymous with the COVID-19 pandemic’s societal and economic impact changes, reverberates through conversations among economists across the country as communities strive for answers and pathways into post-pandemic times. The economic recovery of the District’s arts and cultural sector is inherently dependent on three key factors, raising key questions that will heavily impact the trajectory of the sector’s recovery timeline.



Overarching Economic Trends Will inflation, rising costs, and labor shortages continue? Will the broader economy and market experience decline? The state of the national economy greatly impacts all industries, including the arts and humanities.



Partners and Support What are the coming patterns of contributed revenue? Will the arts and cultural sector capture continued shares of contributed revenue or will there be a decline or increase? As costs increase, contributed revenue will need to mirror changes in operating and labor costs.



Audience Demand Will ticket sales and audience revenue return to pre-pandemic levels? Will people be willing to pay higher ticket prices commensurate with rising operating costs?

Scenarios for Projecting a Post-Pandemic Future

The economic trajectory of the arts and cultural sector, like every industry, is highly dependent upon several economic and sociopolitical factors, creating a range of potential pathways toward recovery.

The following three scenarios illustrate three different yet plausible projected economic scenarios for the arts and cultural sector in the coming years. These scenarios highlight plausible futures and factors that will play into the likelihood and trajectory of each recovery pathway.

Growth Scenario

DC’s arts and culture sector experiences continued growth and emerges more robust than ever.

Critical Pathway Factors

Growth can be expected if ticket sales and audience levels return to pre-pandemic levels while funders continue to prioritize financial assistance for the arts.



Stabilization Scenario

DC’s arts organization revenues stabilize and allow for operational consistency.

Critical Pathway Factors

A balance of increased audience participation and sustained funding levels can offset moderate additional cost increases and bring financial stability to the industry.



Volatile Scenario

Challenges to the industry heighten and expenses continue to increase while revenues plateau or decline.

Critical Pathway Factors

If costs continue to rapidly escalate and contributed revenue declines, or if COVID-19 conditions significantly worsen, the sector will continue facing serious challenges.



Implications for CAH and Other Art and Cultural Stakeholders

There are three main ways CAH and other partners can help the arts and humanities in their continued recovery efforts:

- 1) Maintaining or increasing levels of contributed support that allow for flexible use and equitable access.
- 2) Helping to increase earned revenue by supporting promotional efforts, conducting audience research, and covering costs to bring target populations such as DC public school students to arts events and educational programming.
- 3) Helping arts and humanities organizations respond to emerging operational and technological challenges such as physical space needs, hiring, networking, inter-agency coordination, and integration of online programming and e-commerce. Additional recommendations can be found in the final section of this report.

04

THE SOCIAL IMPACT OF COVID-19 ON DC'S ARTS AND CULTURAL SECTOR

The pandemic threatened the arts community's ability to do what they love to do—create. While arts and culture were crucial sources of connection during this tumultuous period, artists and industry professionals experienced a strain on their social and emotional wellbeing. But not all impacts were negative. With many traditional pathways for art creation no longer available, some artists found new and more direct ways to share their work with audiences.

The impact of the COVID-19 pandemic on DC's arts and cultural scene extends far beyond dollar figures or other economic metrics. At a time of high economic and health uncertainty, artists and other creative professionals also struggled with being deprived of outlets for creative expression and social connection. Many creative professionals in the performing arts, accustomed to regularly performing in front of large crowds, were suddenly left with limited ways to showcase their talent (and earn a living). Similarly, many projects and productions that relied on extensive in-person

collaboration suddenly had to work with others through a computer screen. Many ended up leaving the profession indefinitely for other types of work.

Some artists and organizations were able to adjust quickly to new digital mediums, creating new online content for their audiences. For some, this represented an opportunity to experiment with new creative processes and reach new audiences beyond DC. It also allowed some artists to bypass industry "gatekeepers" or longstanding distribution channels.

"Artists are taking things back into their own hands as a result of COVID. They are no longer just working through the old distribution channels."

— Head of a DC Film Festival

Source: DC Arts and Culture Sector Survey (2022)

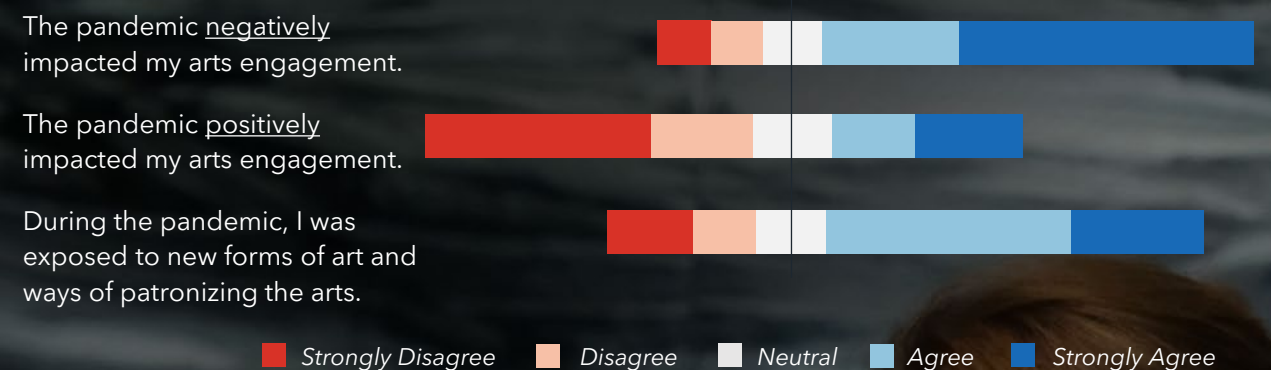
In total, 64% of surveyed artists reported that they created more digital arts-related projects or performances as a result of the pandemic. However, many artists and cultural organizations struggled to adjust to a world without in-person performances or creative collaboration. Fifty-four percent of arts-related organizations reported that the pandemic negatively impacted their abilities to execute their missions.

"Art speaks to the soul . . . lack of art leaves the soul longing."

— DC Artist, Ward 7

Social Sentiment and Arts Engagement During the Pandemic

Surveyed stakeholders expressed the following sentiments:




Source: DC Arts and Culture Sector Survey (2022)

"The pandemic made me see and appreciate how much arts connects us as the city and a community."

— DC Artist, Ward 5

Self Portrait of a Photographer in the Artechouse
Image Courtesy of Sara Cottle



The Blacks Lives Matter protests of 2020 highlighted the intersection between arts and social justice in the District. On June 5, 2020, eight local artists painted the now-famous Black Lives Matter mural on 16th Street NW, a block from the White House. Mayor Bowser and the District Department of Transportation ensured the 40-foot mural was preserved and immediately renamed the street “Black Lives Matter Plaza.” The mural has since been replicated by more than 50 cities around the world, a movement rooted in the District’s artists.

Source: Murals DC



The District's arts and culture has a direct impact on individual well-being. Eighty-eight percent of artists reported that participation and patronage of the arts has a strong impact on improving their mental health, a key necessity given the social and emotional disruptions caused by the pandemic.

Source: DC Arts and Culture Sector Survey (2022)

The day-to-day lives of the District's arts community dramatically changed during the pandemic, and the social impacts of the pandemic rippled throughout the city.

Lifestyle Factors

The COVID-19 pandemic had a particularly extreme impact on the lifestyles of artists, many of whom regularly performed in front of live audiences. With limited opportunities to perform in person or patron arts and cultural events themselves, many artists were left to find digital and virtual outlets to express themselves and gain creative inspiration and enhance personal income.

Connection to Place

Arts and culture play a key role in the connection between artists, communities and neighborhoods, and the District as a whole. Approximately 84% of surveyed arts community stakeholders strongly felt that arts and culture make the District a more desirable place to live. Nationally, cultural participation is linked to higher levels of volunteering and involvement with other community activities.⁽²⁾ Fifty-six percent of District artists reported that they would support local artists more than they did prior to the pandemic.

Political and Social Resources

Involvement in the arts and culture helped DC artists maintain and grow connections with their local communities. 74% of surveyed artists strongly felt that arts and culture improve their view of DC communities. Similarly, 84% reported that their participation and patronage in arts and culture bring them a sense of social connection. Arts and culture

have also been shown to heighten levels of civic engagement, increase community satisfaction, and increase voting rates.⁽³⁾

Community Resources

With the decline of in-person programming, arts organizations stepped up to use their physical spaces to meet community needs. Multiple performance venues were used as vaccination clinics, food banks, and other hubs to distribute key community resources. In partnership with DC Health and MedStar Health, Arena Stage transformed into a COVID-19 vaccination center that administered over 10,000 doses in just over a month.⁽⁴⁾ The 9:30 Club repurposed a food truck to begin collecting food donations for the Capital Area Food Bank. In addition, many arts education organizations pivoted services to reach school-age kids to help fill the social void created by a lack of in-person schooling.

Individual Changes

The inability to participate in the arts had a significant impact on mental health and happiness. During the pandemic, District residents were deprived of the entertainment, social connection, and creative inspiration that comes from attending in-person performances and visiting cultural institutions. Approximately 90% of surveyed arts stakeholders agree that participating in the arts improves their mental health and contributes to their overall happiness—highlighting the robust social and emotional impact of arts and culture.

(2) Americans for the Arts, "Arts + Social Impact Explorer Fact Sheet," May 2022.

(3) Americans for the Arts, "Arts + Social Impact Explorer Fact Sheet," May 2022.

(4) MedStar Health, "10,000th COVID-19 Vaccine Delivered at Arena Stage," news release, May 14, 2021.

The pandemic's social impacts on the arts community extended beyond DC area residents, as halted tourism significantly affected the arts and cultural sector.

The District's status as an internationally known center of arts and culture drives domestic and international tourism, and as a result, the local economy. The District's museums, performance venues, and cultural institutions rely heavily on tourism and outside visitor spending. The dramatic decline of leisure market visitation in 2020 and 2021, particularly among international visitors whose spending patterns exceed domestic travelers, contributed to the economic loss within the arts and cultural sector.

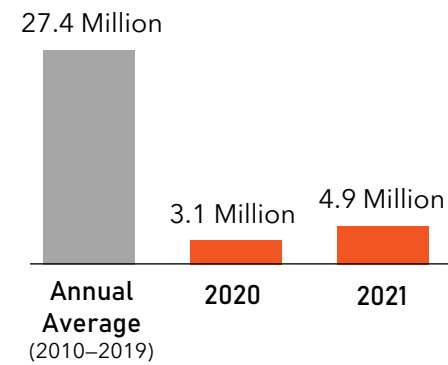
16.8 million fewer tourists traveled to the District across 2020 and 2021 as a result of the pandemic.⁽⁸⁾

While tourism levels rebounded in 2021, increasing 43% from 2020, visitor traffic remained 22% below 2019 levels.⁽⁹⁾ Tourism patterns continued to recover in 2022, bolstered by increased access to vaccinations, slowed variant surges, and global travel patterns. In April 2022, downtown hotel occupancy rates doubled since April 2021, reaching an average of 74%. The continued recovery of DC's arts and cultural economy will be closely linked to the projected growth of domestic and international tourism. As tourism levels continued to recover in early 2022, arts

and cultural institution attendance levels remained below pre-pandemic levels but improved from 2021. In early 2022, the average downtown museum's attendance levels ranged from 50% to 75% of pre-pandemic levels, theater attendance ranged between 40% and 70%, and performance venues captured 60% to 90% of pre-pandemic levels.⁽¹⁰⁾ Continued tourism growth will accelerate recovery efforts and bolster the vibrancy and vitality of the District's arts and cultural sector.

National Mall Museum Attendance

Visitation levels at museums on the National Mall saw a significant decline in 2020 and 2021, exemplifying the effects of halted tourism patterns on arts organizations.



Source: DowntownDC BID (2022)

(8) Destination DC, "Destination DC Announces Competitive Strategies to Increase Tourism at 2022 Marketing Outlook Meeting," press release, August 30, 2022, www.washington.org/press/destination-dc-announces-competitive-strategies-increase-tourism-2022-marketing-outlook-meeting.

(9) Lori Aratani, "D.C. Sees a Boost in Visitors, but Full Recovery Remains Elusive," (Washington Post, August 31, 2022), www.washingtonpost.com/transportation/2022/08/31/dc-tourism-visitors-washington.

(10) DowntownDC Business Improvement District (BID), 2021 State of Downtown Report, (DowntownDC BID, 2022), <https://www.downtowndc.org/report/2021-state-of-downtown-report>.

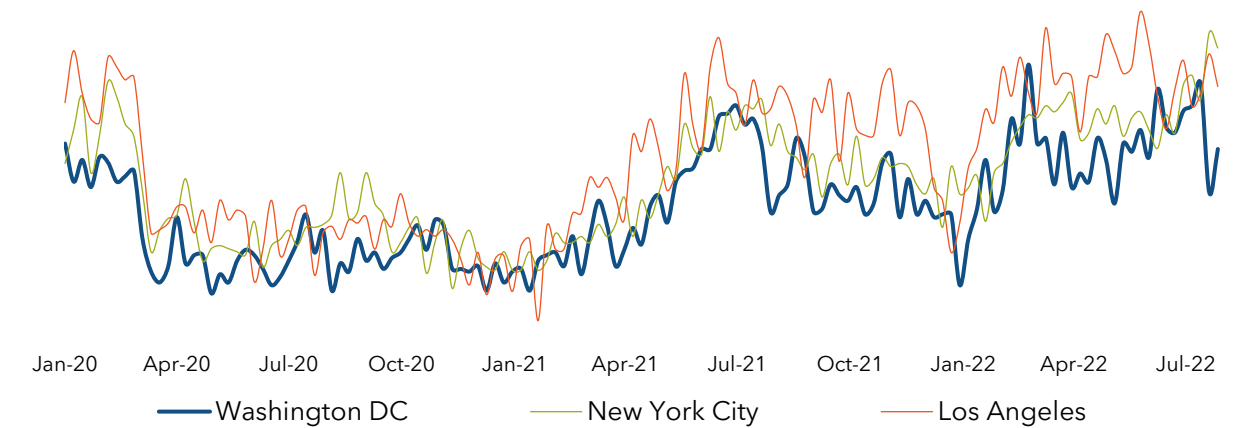


2022 Art All Night Event
Image Courtesy of Miki Jourdan

Trend Recovery Snapshot: Live Music in the District

Live music venues experienced one of the most dramatic declines in customer traffic of any business type during the COVID-19 pandemic. With public reluctance to be in crowded indoor spaces, venues have faced challenges recapturing pre-pandemic attendance levels. Since early 2021, as public health conditions improved and venue capacity restrictions were lifted, interest in live music began to recover. In the District, interest in live music closely tracked that of New York and Los Angeles.

Google Trend Analysis | Searches for "Live Music"



Note: Google Trends normalizes data by geography into a scale of 0 to 100 based on a topic's proportion to all searches on all topics. Comparison cities are not scaled by search volume.
Source: Google Trends (2022)

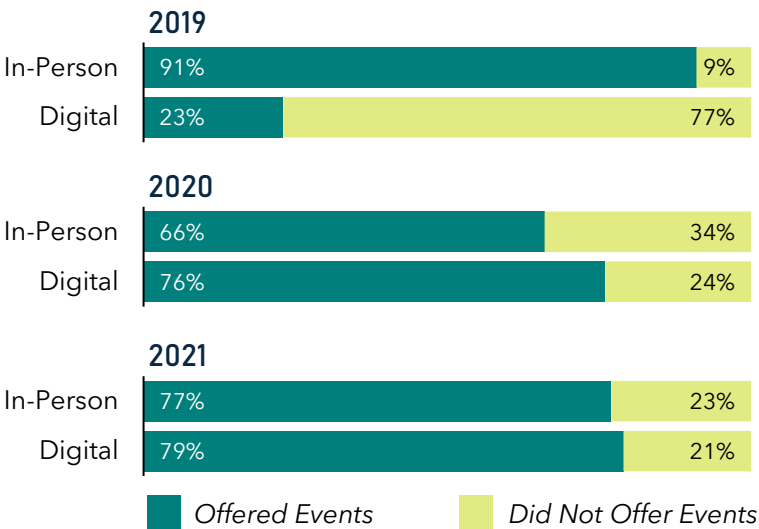
Trends and Future Projections Impacting DC's Arts and Cultural Sector

The pandemic caused a widespread societal shift in rethinking programming and events, such as pivoting to virtual events and operations to meet social distancing needs. Nevertheless, many arts and cultural industries still require physical spaces to create and perform.

Rise in Virtual Events

The pandemic accelerated the growth of virtual programming in the arts and cultural sector. Before the pandemic, only 23% of organizations offered virtual events, performances, and shows. Of the surveyed organizations that didn't offer virtual events in 2019, 82% facilitated virtual programming in 2020 or 2021. With social distancing protocols, many in-person experiences for the arts and cultural sector continued throughout the pandemic, albeit with limited occupancy and growing decision-making fatigue. In 2020, 66% of organizations offered in-person events. This increased to 77% in 2021. Many organizations had to navigate through the dual challenge of managing both in-person and virtual events and operations. With the increased importance of digital content and communication, some arts organizations have a growing need for training and tools to help develop better online platforms.

Did You Offer In-Person or Virtual Events?



Source: DC Arts and Culture Sector Survey (2022)

“The goal is to be in person, but the demand is to be online.”

– Film Industry Stakeholder
Focus Group Participant

Virtual participation is expected to continue past the pandemic. **44% of surveyed stakeholders anticipate attending more virtual events and performances post-pandemic.** This closely mirrors the share of respondents who expect to attend more in-person events (50%), highlighting the central role digital content is expected to play in the future of the arts and cultural sector.

Source: DC Arts and Culture Sector Survey (2022)

“I’m a classical singer, and the kind of music I do really suffers in a virtual context—the acoustics of buildings are really important to the experience. The only good thing to come from pandemic practices is that many events now stream, and friends and family outside of DC can hear them. However, many of the performances stay online forever, and singers never receive compensation or royalties except for the live performance.”

– DC Musician, Ward 4

Shift Towards Remote Work

Telework trends spiked during the pandemic; a trend particularly prevalent in the District, which features the highest work-from-home rate of any large U.S. city. Approximately 48% of DC employees worked remotely in 2021, up dramatically from 7% in 2019.⁽⁵⁾ This trend particularly impacted the District’s arts and cultural sector. Unlike most of DC’s major industries, many artists and arts organizations require a physical space to operate from and heavily rely on in-person creative collaboration.

45% of arts organizations operated remotely at some point(s) during the pandemic but current operations are now mostly or fully from a physical space.

38% of arts organizations expect to have more telecommuting or remote work policies moving forward from the pandemic.

29% of arts organizations have shifted from in-person to mostly or fully remote operations.

Source: DC Arts and Culture Sector Survey (2022)

“There were far more opportunities to collaborate with artists across the district because of the increase in virtual programs.”

– DC Arts and Cultural Stakeholder

⁽⁵⁾ Tara Bahrapour. “D.C. was the Top City for Remote Work in 2021, Census Data Show” (The Washington Post, 2022).

⁽⁶⁾ DC Office of Planning, DC Cultural Plan (Government of the District of Columbia, 2019), <https://planning.dc.gov/publication/dc-cultural-plan>.

The Continued Need for Space

Even with the increase in remote work, the District’s arts and cultural sector still faces a critical need for physical space, a concern pressing the industry in the years before the pandemic.⁽⁶⁾

In a survey of arts organizations, more than one-third of respondents cited the need for space and/or equipment access as a major challenge. 50% of individual artists also cited finding space and/or equipment as a major challenge. While many organizations were forced to shift to remote work in 2020, only 4% planned to operate mostly or entirely remotely in 2023. This high demand for space, coupled with a 10% increase in retail rents between 2019 and Q2 2022, highlights the growing need for affordable, accessible space to work, create, and perform.

Source: DC Arts and Culture Sector Survey (2022), Costar

“The cost of performance space rental has not gone down, and in some cases has increased, so the chance to stage performances and possibly generate revenue for the company and income for performers is not there.”

– DC Artist, Ward 1

“Now that the city has re-opened, all of our requests are for in-person art classes, yet we don’t have enough revenue to pay to go back into a retail location, so we are just doing popups and off-site venues. We need partner venues.”

– Owner, Art Instruction Business, Ward 6

05

MOVING FORWARD
POST-PANDEMIC

DC's independent artists and cultural organizations remained resilient throughout the COVID-19 pandemic and are optimistic about future growth. However, many of the challenges created or exacerbated by the pandemic persist.

Despite the economic and social turbulence of the pandemic, two out of every three surveyed artists expect their arts-related income to grow over the next two years. This includes 31% who expect arts-related income growth of over 20%.

Similarly, over 70% of arts-related organizations expect to grow in the coming years.

Source: DC Arts and Culture Sector Survey (2022)

The DC arts and cultural sector is well-positioned to continue its recovery from the COVID-19 pandemic. Both individual artists and organizations are highly optimistic about their near-term future growth, as more and more people make their way back to in-person events. Two out of every three surveyed artists and organizations expected their income to grow over the next two years. Nearly one-third of artists are even more optimistic, anticipating their arts-related income to grow by over 20%.

However, many sector-wide challenges remain. Many organizations will need to significantly grow earned revenue to make up for an

expected future decline in pandemic-related funding sources. Individual artists are expected to continue to face challenges in securing performance opportunities, as well as finding quality and affordable spaces to create and showcase their art.

Other macroeconomic challenges also continue to create operational challenges for many arts organizations. The struggle to attract and retain workers will likely continue to limit programming schedules and industry growth. Similarly, organizations' challenges to adjust to high inflation and rising supply costs may limit strategic long-term investments in the sector.

THE MOST PRESSING NEEDS OF DC'S ARTISTS AND ARTS ORGANIZATIONS

Key Needs Identified by Independent Artists:



Artist Needs Moving Forward

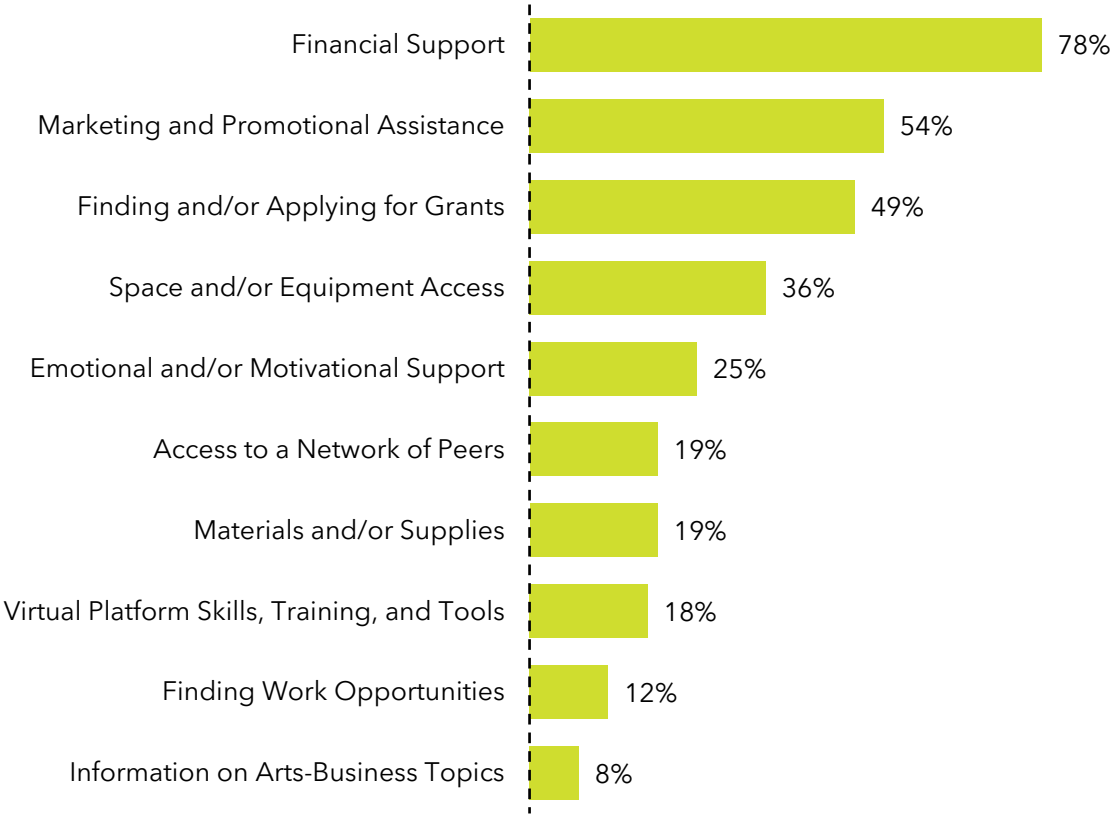
Half of independent artists identified increased access to financial resources as a major need. Independent artists also prioritized the need for increased access to exhibit/performance spaces in DC. This echoes a key finding from the DC Cultural Plan, which identified enhanced access to production and performing spaces as a major need for creative professionals in the District. Notably, more artists identified access to performance spaces as a major need than access to production spaces. In addition to these spatial needs, over 25% of artists prioritized having additional opportunities to exhibit/perform, finding and/or applying to grants, and professional development opportunities as major needs.

Note: Approximately 4% of survey responders identified other needs not included in the above chart, and 11% of responders indicated none of the options.
Source: DC Arts and Culture Sector Survey (2022)

Both artists and organizations indicated a need for financial support as a top priority.

Source: DC Arts and Culture Sector Survey (2022)

Key Needs Identified by Arts Organizations:



Organization Needs Moving Forward

Over two thirds of surveyed organizations reported that financial support remains a pressing need moving forward. Approximately half of the organizations identified marketing and promotional assistance and support finding and applying for grants as major priorities. The need for enhanced marketing is largely driven by low attendance figures at performing venues and other in-person events, as many organizations are still struggling to match pre-COVID attendance levels. Over 25% of organizations also identified finding and/or applying to grants, access to space/equipment, and motivational/emotional support as major needs.

Note: Approximately 10% of survey responders identified other needs not included in the above chart, and 7% of responders indicated none of the options.
Source: DC Arts and Culture Sector Survey (2022)

RECOMMENDATIONS FOR ASSISTING THE ECONOMIC RECOVERY OF DC'S ARTS AND CULTURAL SECTOR

The following strategies are intended to guide CAH and other arts stakeholders in supporting the post-pandemic recovery of DC's arts and humanities industries.

Context

Unrestricted funding support was vital for the survival of many of DC's arts organizations and remains a fundamental need.

Many DC artists and arts organizations struggle to find affordable spaces for creating, producing, and showcasing the arts.

Opportunity

Continue to offer and increase the proportion of funds for general operating support for grantees.

One of the most impactful ways that CAH helped sustain arts and humanities organizations over the course of the pandemic was by providing increased levels of General Operating Support (GOS). GOS grants offered more flexibility for entities to utilize funds in the ways that best meet their operational needs and helped streamline the application, auditing, and financial reporting processes. Grant recipients reported that these GOS grants enabled them to use funds in the ways they were needed most, reduced their administrative burden, and kept many of DC's arts organizations solvent.

Grant support with limited or no "strings" is an emerging philanthropic best practice across many fields. The success of the GOS grant can be continued moving forward. While project-specific grants still play an important part in supporting the arts and humanities, CAH should consider increasing the proportion—and ideally dollar amount—of GOS funding moving forward.

Create a program with other DC agencies and nonprofit partners to activate vacant commercial spaces with arts and creative uses.

A major challenge for DC's creative community is the increasing cost of space rental and ownership, especially as much of the city has experienced growth and the supply of inexpensive real estate steadily declined. Furthermore, a growing number of arts organizations are looking to real estate and space rentals as new potential revenue streams.

In response to the increased level of commercial vacancy brought on by the pandemic, a range of local players are starting to think more creatively about how to develop new vacant space activation and pop-up programs, including the DC Office of Planning, the Deputy Mayor's Office for Planning and Economic Development (DMPED), and neighborhood BIDs and Main Streets. CAH can play an invaluable role in helping to develop such programmatic efforts and can help connect space availability with arts and cultural tenants—simultaneously providing more space for creating and showcasing the arts and activating empty storefronts in areas struggling with vacancy.

CAH should undertake a study in partnership with DMPED, OP, and/or DSLBD to assess and develop a new vacancy activation program and dedicated funding source for arts users.

It is difficult to assess the impact and equity of local grant support for the arts and humanities due to limited data and reporting metrics.

The arts community—especially independent artists and small nonprofits—often struggles to take full advantage of available resources.

Continue to prioritize arts access for underserved communities and develop further metrics to monitor and improve diversity, equity, and inclusion in arts programming and financial support.

Many of the survey and focus group participants lauded CAH's emphasis on supporting artists of color and arts organizations of color and expressed the need for this momentum to continue in the upcoming years. Enhance CAH's commitment to diversity, equity, and inclusion in the following ways:

1. Continue to prioritize grants for BIPOC arts organizations and artists, communities, and audiences.
2. Develop clear metrics through which CAH defines its DEI (Diversity, Equity, and Inclusion) objectives.⁶
3. Develop more thorough KPIs to track DEI metrics related to CAH grant applicants, recipients, and funding use.
4. Enhance arts exposure and education for DC's younger populations by working with the City to increase funding to bus students to performances and youth-oriented programs.
5. Continue to prioritize financial support for organizations at all budgetary levels.

Develop a more streamlined pathway for artists and art organizations to find and apply to the range of available financial resources offered by outside agencies and organizations in addition to CAH.

CAH has a well-organized and user-friendly website that clearly identifies the wide range of CAH programmatic efforts, detail on its grant programs, and a link to the National Endowment for the Arts. The site also includes additional resources about how to apply for these grants and offers workshops and one-on-one assistance for grant strategy and review.

An opportunity exists to develop a central repository of information and links to grant programs beyond CAH's offerings on the CAH website. This may include other applicable DC agency loan and grant programs, regional and federal resources, and grants from philanthropic and arts advocacy organizations from across the country.

⁶ For example, should certain grants or funding streams prioritize artists and organizations representing underrepresented communities via its (a) leadership and/or (b) target audiences? Similarly, define objectives and metrics associated with representation by race, gender, age, art form, budget size, location, and more.

RECOMMENDATIONS FOR ASSISTING THE ECONOMIC RECOVERY OF DC'S ARTS AND CULTURAL SECTOR (CONTINUED)

Context

Coming out of the pandemic, much of the broader DC community lacks awareness of the evolving local arts scene, and stakeholders struggle to keep up with key industry changes.

Opportunity

Publish an [annual State of the Arts and Humanities Report](#) to track and communicate the needs and conditions of DC's arts community.

Changes to the arts and cultural sector industries continue to occur at a rapid pace and publishing an annual report on the State of the Arts and Humanities may be an effective way for CAH to document interesting and important updates to the arts community, the broader residential population, and the DC government. It can also provide a platform for the arts community to celebrate their collective accomplishments.

The report should be high quality, reader friendly, and appropriate for all audience types. Artists and arts organizations can use the report to better understand changes to the local arts ecosystem and identify best practices or potential partners. The broader community can use the report to catch up on what occurred over the past year; what new artists, organizations, and events they should look into in the upcoming year; and how they can play a role in supporting the arts in DC. Lastly, CAH can use the report to share their programmatic efforts and broader impact.

The report should be released towards the end of the fiscal year to help guide CAH programming, funding, and other decision making for the next year.

Arts awareness, attendance, and ticket sales remains well below pre-pandemic levels.

Oversee a [coordinated promotional effort](#) for DC artists and arts programming and conduct an audience research analysis to help educate the industry on key changes to consumer preferences and barriers to access.

Future audience demand for in-person events and performances remains a major area of uncertainty for the arts community. Many stakeholders report that attendance remains well below pre-pandemic levels and that people's aptitude for attending in-person events and for paying for the arts has shifted.

CAH can play a role in helping the arts community understand changes to audience preferences brought on by the pandemic and other social changes by undertaking an audience research study. Importantly, CAH can help garner more awareness and interest for the arts for a population that has grown accustomed to staying home. CAH may choose to prioritize its arts promotional efforts, possibly with a comprehensive campaign to educate the broader communities about the struggles of the arts industry, the exciting new work that is being released, and how individuals can participate.

The arts community, like DC's broader business community, faces significant challenges accommodating rising costs, labor shortages, and shifting consumer preferences.

Help [link the arts community with technical assistance resources](#) offered by DMPED, DSLBD, and area BIDs and Main Streets.

Given the range of operational challenges facing arts organizations, an opportunity exists to enhance collaboration among DC agencies to continue to better serve the arts and cultural sector and investigate the potential to streamline or consolidate the grant application process for multiple relevant grant offerings across different DC agencies.

Many of the grant offerings and technical assistance programs offered through DC agencies such as DMPED and DSLBD, and placed-based nonprofits such as BIDs and Main Streets, may not be specifically oriented toward arts users but remain highly applicable to local artists and arts organizations. Grants may be used for commercial space improvements and technical assistance programs aimed at creating and improving websites, ecommerce capabilities, and online promotion. CAH should partner with these agencies and organizations to help connect the arts community with these resources.

Individual artists and small nonprofits are less likely to receive financial assistance than DC's mid- and large-sized organizations. Artists who require a separate physical space to create or show their work particularly need assistance.

Increase [financial assistance priority](#) for independent artists, small arts nonprofits, and organizations and artists who spend large portions of their budget on physical space.

Independent artists and arts organizations with budgets under \$100,000 have significantly reduced rates of applying to and receiving grants from CAH or any other source. This is likely due to limited awareness of the philanthropic landscape and limited capacity to identify and respond to such opportunities. CAH can continue to reach new independent and entrepreneurial arts stakeholders and provide resources aimed at helping these segments grow and thrive in DC.

The cost of renting and maintaining space is a significant challenge for much of the arts community. CAH may choose to award more scoring preference for organizations that spend higher portions of their budget on rent or physical space expenses in CAH's grant evaluation criteria.

METHODOLOGY

METHODOLOGICAL INSIGHTS, ASSUMPTIONS, AND LIMITATIONS

Arts and cultural industries encompass a wide range of industries making it difficult to fully capture all activity attributable to the arts and cultural sector of the District. This analysis incorporates an economic modeling approach that assesses the industries most closely aligned with arts and culture following industry-wide best practices through prior conducted studies both in the District and among other cities and states across the country, as well as engagement with the DC Commission of Arts and Humanities. Dollar figures estimates are based on Infogroup 2021 industry revenue estimates and associated sales trends calculated through MRLI data. Sales figures are adjusted for inflation and represented in 2021 dollars. All revenue figures are approximate. MRLI revenue data is solely based on credit card spending data and does not capture cash transactions.

Economic Impact. The economic impact of the COVID-19 pandemic was calculated leveraging IMPLAN, the industry-leading input-output modeling software. The economic and fiscal impact figures presented in this report reflect the impacts within the District of Columbia and exclude the surrounding regional counties in Maryland and Virginia. Employment figures presented in this analysis include both part-time and full-time jobs as defined through IMPLAN. Total employment figures do not equate to the overall number of employees, as a person can hold more than one job at any given time, a trend particularly impactful within arts and cultural industries. This report relies on reported employment data, which generally may offer lower employment figures, to maintain methodological consistency with recently completed industry studies and data sources.

Fiscal Impact. The fiscal impact figures included in this report reflect the direct impacts within the District of Columbia, excluding tax revenue generated by the indirect and induced impacts of the pandemic on the arts and cultural sector. Tax revenues collected outside of the District of Columbia are excluded from this analysis. This analysis leveraged IMPLAN estimates for expected personal income and other miscellaneous taxes generated from the arts and cultural sector. The total fiscal impact figures presented in this report exclude expected property tax revenue.

Projections. Industry projections shared in this report illustrate potential future conditions for the District's arts and cultural sector. These projections are intended solely to help communicate potential industry changes in the post-pandemic economy. Significant variables will affect the economic and social conditions following the COVID-19 pandemic and actual conditions may vary.

Credit Card Spending Data. This analysis includes third-party credit card spending data provided through the MRLI platform to reflect direct consumer purchases, as opposed to business-to-business transactions. This industry-specific data includes arts and entertainment sectors as defined by MRLI. All MRLI data in this report reflects the industry granularity available through this data provider.

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FOR MORE INFORMATION

Established in 1968, CAH is an independent agency in the District of Columbia government that evaluates and initiates action on matters relating to the arts and humanities and encourages programs and the development of programs that promote progress in the arts and humanities. CAH is the designated state arts agency for the District of Columbia and is supported primarily through District government funds and in part by the National Endowment for the Arts. For more information about CAH, please visit www.dcarts.dc.gov.

SPECIAL THANKS to the Commission on the Arts and Humanities, arts and cultural sector stakeholders, and focus group participants for providing valuable insights and stories of the implications of the COVID-19 pandemic on the District's arts community.

COVID-19’S IMPACT ON DC’S
ARTS AND CULTURAL SECTOR

APPENDIX

Appendix Exhibits

This appendix provides additional data and findings of the impact of the COVID-19 pandemic on the District’s Arts and Cultural sector. This appendix includes the following:

DC Arts and Culture Sector Survey Responses

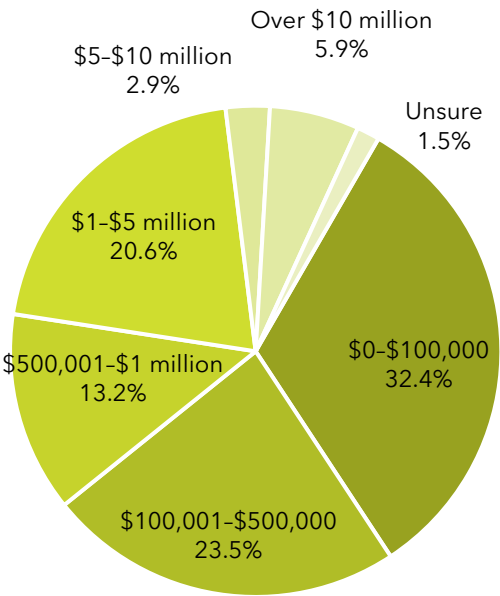
Exhibit 1	Survey Response by Relationship to the Arts
Exhibit 2	Survey Response by Organization Operating Budget
Exhibit 3	Survey Response by Residence, Tenure, and Demographic Factors
Exhibit 4	Survey Response by Individual Artist Primary Art Form and Organization Industries
Exhibit 5	Pandemic Impacts on Organizational Operations and Artist Careers
Exhibit 6	Financial Assistance—All Organizations and Organizations by Operating Budget
Exhibit 7	Financial Assistance—Organizations by Industry
Exhibit 8	Financial Assistance—All Individual Artists and Artists by Primary Art Form
Exhibit 9	Financial Assistance—Individual Artists by Arts-Related Income and Ward
Exhibit 10	Financial Assistance—Individual Artists by Demographic Factors Economic Impact
Exhibit 11	Economic Contribution of the DC Arts & Cultural Sector (2019)
Exhibit 12	Economic Contribution of the DC Arts & Cultural Sector (2020)
Exhibit 13	Economic Contribution of the DC Arts & Cultural Sector (2021)
Exhibit 14	Total Economic Contribution of DC Arts & Cultural Sector (2019-2021)
Exhibit 15	DC Arts & Cultural Sector as Share of DC Economy (2019-2021)
Exhibit 16	Annual Economic Output by Arts & Cultural Sub-Industry (2019-2021)

Exhibit 1: Survey Response by Relationship to the Arts

Relationship to the Arts		
Professional Artist. I am a professional artist and earn some or all of my income as a visual, performing, or literary artist.	39.69%	154
Arts Administrator or Professional in an Arts-Related Field. I am a professional in the arts field, such as in arts administration, arts education, arts events, arts advocacy, arts fundraising, etc.	28.87%	112
Professional Artist and Arts Administrator or Professional in an Arts-Related Field. I am a professional artist who also works at an arts-related organization.	16.49%	64
Arts Enthusiast. I engage in and support the arts and/or attend shows or performances, but I do not earn income as an artist nor work as an arts administrator or professional in an arts-related field.	10.05%	39
Amateur Artist. I regularly or occasionally create visual, performing, or literary art, but I do not earn income as an artist nor work as an arts administrator or professional in an arts-related field.	4.90%	19
		Total Respondents: 388

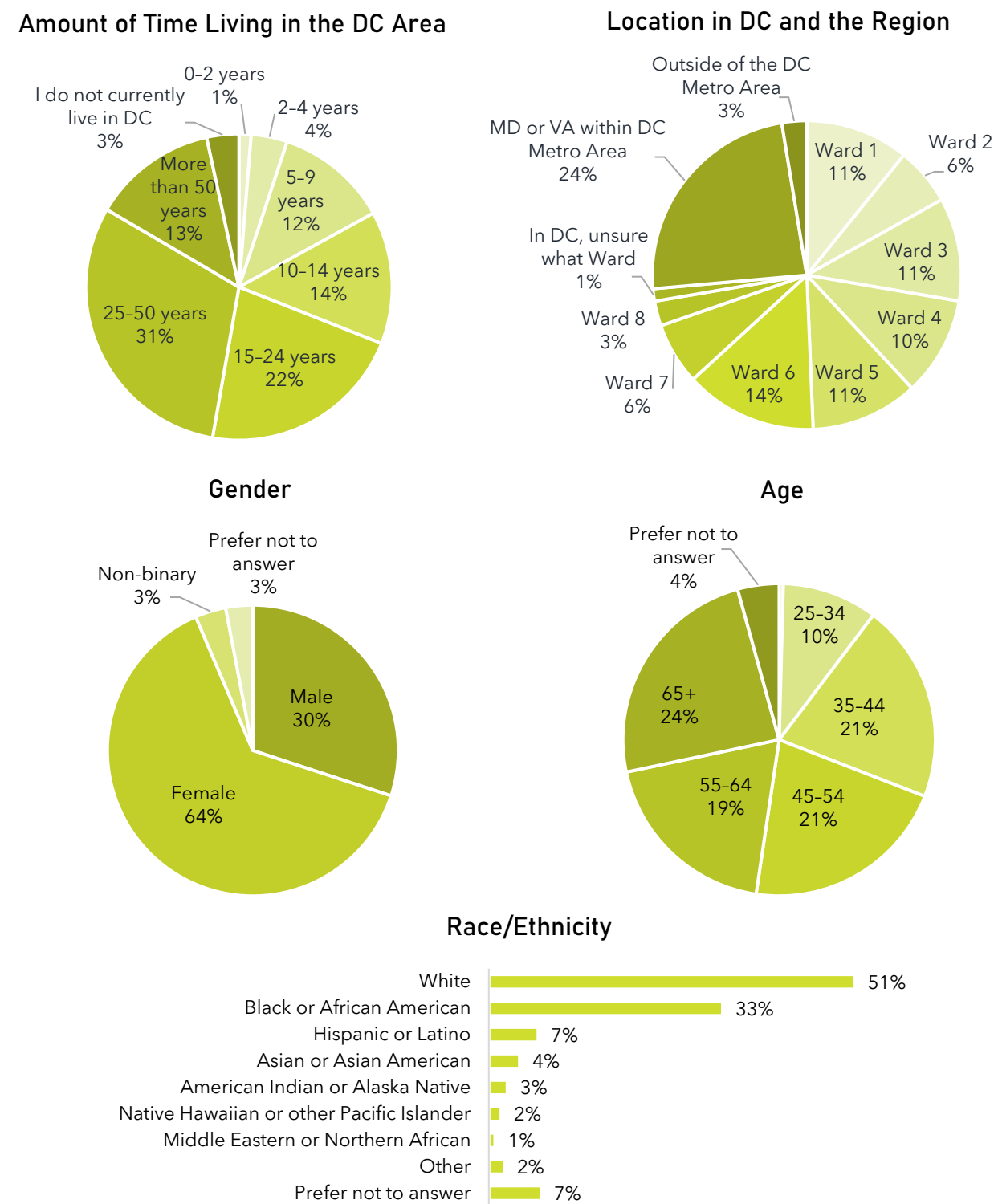
Source: DC Arts and Culture Sector Survey (2022)

Exhibit 2: Survey Response by Organization Operating Budget



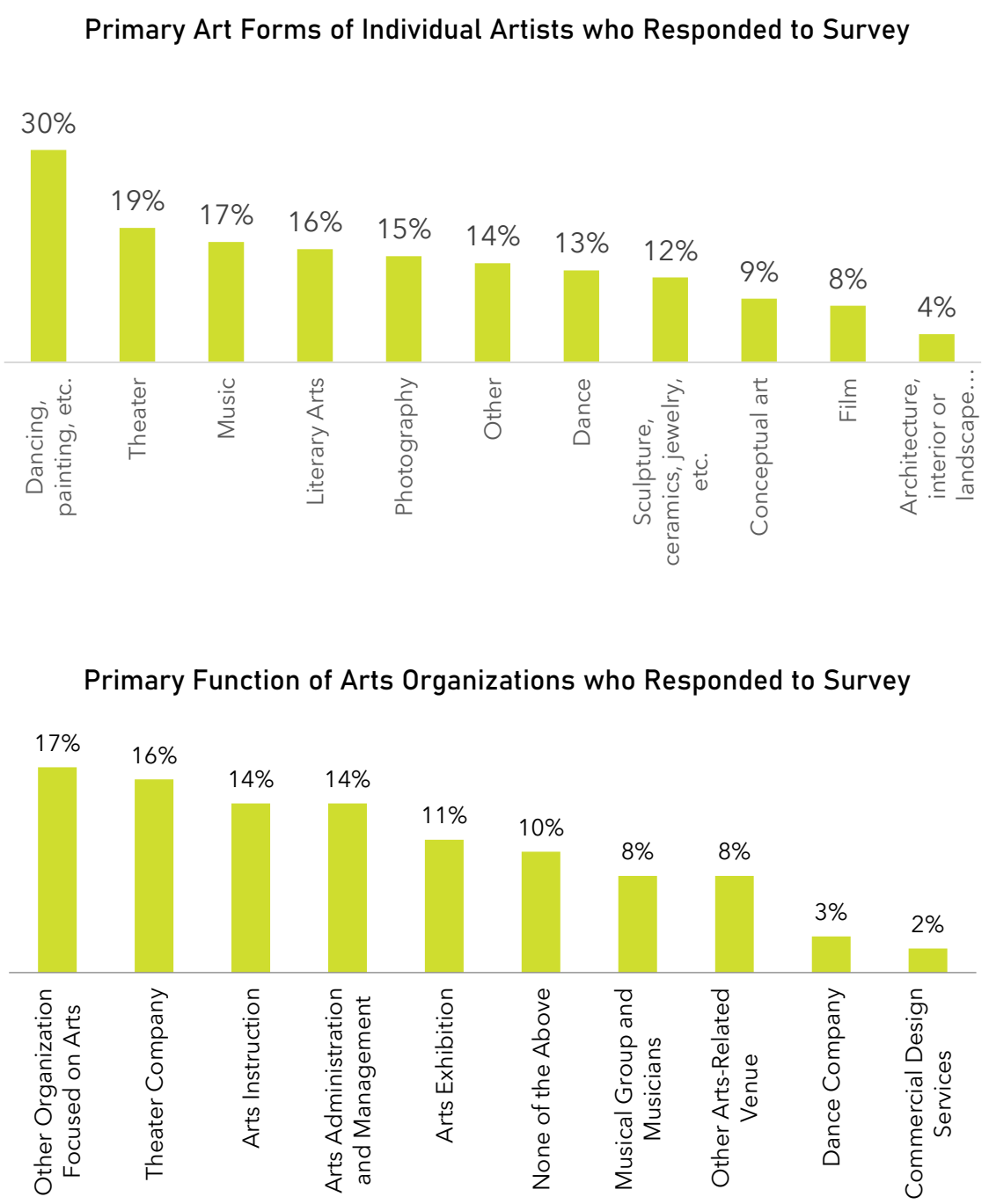
Note: Operating budget reflects surveyed organization’s pre-pandemic (2019) budget.
Source: DC Arts and Culture Sector Survey (2022)

Exhibit 3: Survey Response by Residence, Tenure, and Demographic Factors



Note: Percentages may not add up to 100% due to rounding.
Source: DC Arts and Culture Sector Survey (2022)

Exhibit 4: Survey Response by Individual Artists' Primary Art Form and Organizational Function



Source: DC Arts and Culture Sector Survey (2022)

Exhibit 5: Pandemic Impacts on Organizational Operations and Artist Careers

How did the pandemic impact your organization’s operations?	Share of Responses
Opened after the start of pandemic	1%
Permanently closed	2%
Currently has reduced hours, limited capacity, and/or paused operations	26%
Currently fully operational but at some point(s) over the pandemic had reduced hours, limited capacity, and/or paused operations	60%
Did not reduce hours, limit capacity, nor pause operations at any point during the pandemic	8%
Unsure or not applicable	2%
How did the pandemic impact your ability to live as an artist in 2022 and beyond?	
Positive impact on my future career in the arts	25%
Little or no impact on my future career in the arts	18%
Negative impact on my future career in the arts	43%
Unsure or not applicable	14%
How has the pandemic impacted your ability to perform or create?	
I perform/create more than I did before the pandemic.	29%
I perform/create about the same as I did before the pandemic.	14%
I perform/create less than I did before the pandemic.	54%
Unsure or not applicable	4%
How did the pandemic impact your ability to perform or create virtually or digitally?	
I did not participate in virtual/digital projects, performances, and/or events.	14%
More virtual/digital arts-related projects, performances, and/or events	65%
The same number of virtual/digital arts-related projects, performances, and/or events	5%
Fewer virtual/digital arts-related projects, performances, and/or events	11%
Unsure or not applicable	5%

Note: Percentages may not add up to 100% due to rounding.
Source: DC Arts and Culture Sector Survey (2022)

Exhibit 6: Financial Assistance - All Organizations and Organizations by Operating Budget

All Organizations	Applied and Received	Applied but Did Not Receive	Did Not Apply	Unsure or N/A
Grant or Loan Provided by the District of Columbia	66%	6%	16%	12%
Philanthropic and/or Private Sector Grant or Loan	48%	8%	24%	21%
Unemployment Assistance	3%	0%	64%	33%
PPP Round 1	62%	1%	27%	10%
PPP Round 2	52%	0%	32%	16%
Other Federal Loan or Grant	42%	9%	30%	19%

Source: DC Arts and Culture Sector Survey (2022)

Applied and Received by Operating Budget	Under \$100,000	\$100K–\$499K	\$500K–\$1 million	\$1–\$5 million	\$5+ million
Grant or Loan Provided by the District of Columbia	36%	69%	88%	100%	67%
Philanthropic and/or Private Sector Grant or Loan	29%	58%	57%	67%	50%
Unemployment Assistance	5%	0%	0%	0%	20%
PPP Round 1	23%	71%	100%	93%	67%
PPP Round 2	24%	43%	89%	79%	67%
Other Federal Loan or Grant	10%	36%	56%	75%	83%

Source: DC Arts and Culture Sector Survey (2022)

Exhibit 7: Financial Assistance - Organizations by Industry

Arts Production	Applied and Received	Applied but Did Not Receive	Did Not Apply	Unsure or N/A
Grant or Loan Provided by the District of Columbia	90%	5%	5%	0%
Philanthropic and/or Private Sector Grant or Loan	77%	6%	12%	6%
Unemployment Assistance	0%	0%	65%	35%
PPP Round 1	80%	0%	20%	0%
PPP Round 2	74%	0%	21%	5%
Other Federal Loan or Grant	65%	0%	25%	10%
Arts-Related Venues				
Grant or Loan Provided by the District of Columbia	70%	10%	10%	10%
Philanthropic and/or Private Sector Grant or Loan	56%	0%	33%	11%
Unemployment Assistance	10%	0%	50%	40%
PPP Round 1	70%	0%	20%	10%
PPP Round 2	60%	0%	30%	10%
Other Federal Loan or Grant	40%	0%	40%	20%
Arts Education, Fundraising, Advocacy				
Grant or Loan Provided by the District of Columbia	67%	8%	11%	14%
Philanthropic and/or Private Sector Grant or Loan	55%	7%	17%	21%
Unemployment Assistance	3%	0%	57%	40%
PPP Round 1	73%	0%	19%	8%
PPP Round 2	49%	0%	31%	20%
Other Federal Loan or Grant	42%	9%	27%	21%
Humanities				
Grant or Loan Provided by the District of Columbia	60%	0%	20%	20%
Philanthropic and/or Private Sector Grant or Loan	50%	25%	0%	25%
Unemployment Assistance	20%	0%	40%	40%
PPP Round 1	20%	20%	20%	40%
PPP Round 2	40%	0%	40%	20%
Other Federal Loan or Grant	20%	20%	20%	40%

Note: Percentages may not add up to 100% due to rounding.
Source: DC Arts and Culture Sector Survey (2022)

Exhibit 8: Financial Assistance – All Individual Artists and Artists by Primary Art Form

All Artists	Applied and Received	Applied but Did Not Receive	Did Not Apply	Unsure or N/A
Grant or Loan Provided by the District of Columbia	43%	6%	44%	7%
Philanthropic and/or Private Sector Grant or Loan	30%	14%	48%	8%
Unemployment Assistance	25%	6%	63%	6%
PPP Round 1	23%	8%	63%	6%
PPP Round 2	21%	7%	66%	6%
Other Federal Loan or Grant	15%	9%	70%	6%

Source: DC Arts and Culture Sector Survey (2022)

Primary Art Form % of applicants who applied and received	Drawing, Painting, Etc.	Sculpture, Ceramics, Jewelry Making, Etc.	Photography	Film	Conceptual Art	Dance	Theater	Music	Literary Arts	Other
Grant or Loan Provided by the District of Columbia	32%	21%	26%	27%	33%	46%	54%	44%	60%	58%
Philanthropic and/or Private Sector Grant or Loan	29%	28%	15%	30%	23%	33%	27%	11%	32%	59%
Unemployment Assistance	15%	5%	26%	18%	25%	48%	36%	33%	30%	37%
PPP Round 1	20%	5%	18%	36%	14%	48%	39%	33%	32%	39%
PPP Round 2	15%	0%	14%	27%	0%	41%	28%	23%	25%	28%
Other Federal Loan or Grant	8%	5%	9%	18%	8%	19%	23%	25%	25%	31%

Source: DC Arts and Culture Sector Survey (2022)

Exhibit 9: Financial Assistance - Individual Artists by Arts-Related Income and Ward

Arts-Related Income % of applicants who applied and received	Less than \$10,000	\$10,000–\$29,999	\$30,000–\$49,999	\$50,000–\$69,999	\$70,000–\$99,999	\$100,000+
Grant or Loan Provided by the District of Columbia	29%	51%	50%	46%	67%	75%
Philanthropic and/or Private Sector Grant or Loan	33%	31%	33%	17%	20%	33%
Unemployment Assistance	20%	29%	25%	17%	14%	25%
PPP Round 1	16%	21%	40%	15%	17%	75%
PPP Round 2	16%	19%	25%	21%	17%	75%
Other Federal Loan or Grant	7%	17%	20%	21%	17%	50%

Note: Figures reflect arts-related income in 2019. Income groups \$70K-\$100K and over \$100K represent sample sizes of under 10 respondents.
Source: DC Arts and Culture Sector Survey (2022)

DC Ward % of applicants who applied and received	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8
Grant or Loan Provided by the District of Columbia	47%	57%	64%	43%	59%	67%	43%	50%
Philanthropic and/or Private Sector Grant or Loan	33%	57%	10%	10%	33%	47%	14%	25%
Unemployment Assistance	36%	17%	29%	29%	41%	20%	14%	50%
PPP Round 1	25%	29%	18%	15%	29%	41%	29%	25%
PPP Round 2	18%	38%	25%	8%	13%	31%	29%	50%
Other Federal Loan or Grant	0%	29%	0%	29%	27%	7%	29%	0%

Notes: Wards 2, 7, and 8 reflect a sample size of under 10; Wards 1, 3, 4, 5, and 6 reflect a sample size of 10-20. Percentages may not add up to 100% due to rounding.
Source: DC Arts and Culture Sector Survey (2022)

Exhibit 10: Financial Assistance - Individual Artists by Demographic Factors

Race % of applicants who applied and received	American Indian or Alaska Native*	Asian or Asian American/Native Hawaiian or other Pacific Islander	Black or African American	Hispanic or Latino	Middle Eastern or Northern African*	White	Prefer not to answer
Grant or Loan Provided by the District of Columbia	N/A	57%	41%	58%	N/A	47%	22%
Philanthropic and/or Private Sector Grant or Loan	N/A	50%	17%	40%	N/A	35%	37%
Unemployment Assistance	N/A	0%	24%	30%	N/A	32%	6%
PPP Round 1	N/A	43%	21%	36%	N/A	23%	17%
PPP Round 2	N/A	43%	18%	27%	N/A	19%	12%
Other Federal Loan or Grant	N/A	33%	14%	20%	N/A	16%	6%

*Note: Data unavailable due to insufficient sample size.
Source: DC Arts and Culture Sector Survey (2022)

Gender % of applicants who applied and received	Male	Female	Non-Binary
Grant or Loan Provided by the District of Columbia	56%	39%	43%
Philanthropic and/or Private Sector Grant or Loan	20%	34%	33%
Unemployment Assistance	24%	27%	50%
PPP Round 1	25%	20%	57%
PPP Round 2	27%	15%	57%
Other Federal Loan or Grant	22%	14%	0%

Note: Non-Binary reflects a small sample size of 7 respondents.
Source: DC Arts and Culture Sector Survey (2022)

Exhibit 11: Economic Contribution of the DC Arts & Cultural Sector (2019)

Impact Type	Employment ⁽¹⁾	Labor Income ⁽²⁾	Output ⁽³⁾
Direct Effect	16,444	\$1,240,704,453	\$3,020,216,578
Indirect Effect	4,505	\$415,975,252	\$880,926,048
Induced Effect	1,807	\$143,445,459	\$338,091,960
Total Arts Economic Contribution⁽⁴⁾	22,755	\$1,800,125,164	\$4,239,234,587
DC Citywide Economy ⁽⁵⁾	929,340	\$109,397,781,738	\$197,195,901,874
Arts & Cultural Sector Share of DC Economy	2.4%	1.6%	2.1%

Exhibit 12: Economic Contribution of the DC Arts & Cultural Sector (2020)

Impact Type	Employment ⁽¹⁾	Labor Income ⁽²⁾	Output ⁽³⁾
Direct Effect	14,956	\$1,078,229,357	\$2,248,127,357
Indirect Effect	3,121	\$300,040,529	\$638,257,886
Induced Effect	1,343	\$111,349,413	\$264,568,568
Total Arts Economic Contribution⁽⁴⁾	19,420	\$1,489,619,299	\$3,150,953,811
DC Citywide Economy ⁽⁵⁾	881,829	\$109,627,493,113	\$195,412,144,606
Arts & Cultural Sector Share of DC Economy	2.2%	1.4%	1.6%

(1) The provided employment represents full-time, part-time, and seasonal jobs and follows the same classifications as US Bureau of Labor Statistics (BLS) and US Bureau of Economic Analysis (BEA).
(2) Labor income represents annual salaries and wages from industry employment.
(3) Output figures represent annual industry revenue plus net inventory change.
(4) Total Arts Economic Contribution includes the direct, indirect, and induced effects, or impacts, of the District’s arts and cultural sector as defined by the six sub-industries used in this report to classify the overall sector.
(5) Citywide economy figures provided by IMPLAN.
(6) Figures represented in 2022 dollars.

Note: Above figures calculated using IMPLAN with the DC-specific economic multipliers.
Source: IMPLAN

Exhibit 13: Economic Contribution of the DC Arts & Cultural Sector (2021)

Impact Type	Employment ⁽¹⁾	Labor Income ⁽²⁾	Output ⁽³⁾
Direct Effect	12,512	\$1,097,364,333	\$2,666,675,624
Indirect Effect	3,889	\$383,851,028	\$821,311,014
Induced Effect	1,270	\$112,810,964	\$265,346,501
Total Arts Economic Contribution⁽⁴⁾	17,671	\$1,594,026,325	\$3,753,333,139
DC Citywide Economy ⁽⁵⁾	867,960	\$114,080,115,406	\$208,837,006,777
Arts & Cultural Sector Share of DC Economy	2.0%	1.4%	1.8%

Exhibit 14: Total Economic Contribution of DC Arts & Cultural Sector (2019-2021)

Impact Type	2019	2020	2021
Total Arts Economic Contribution⁽⁴⁾	\$4,239,234,587	\$3,150,953,811	\$3,753,333,139

Exhibit 15: DC Arts & Cultural Sector as Share of DC Economy (2019-2021)

Impact Type	2019	2020	2021
Arts & Cultural Sector Share of DC Economy	2.1%	1.6%	1.8%

Exhibit 16: Annual Economic Output by Arts & Cultural Sub-Industry (2019-2021)

Impact Type	2019 Output ⁽¹⁾	2020 Output ⁽¹⁾	2021 Output ⁽¹⁾
Arts-Related Venues	\$1,771,918,271	\$1,033,975,215	\$1,249,473,722
Independent Artists	\$220,277,539	\$103,028,017	\$164,416,794
Arts Production	\$400,797,692	\$284,743,999	\$348,966,516
Arts-Related Education, Fundraising, and Advocacy	\$381,233,118	\$363,357,660	\$358,673,302
Arts-Related Retail Businesses and Services	\$285,785,425	\$269,945,500	\$265,740,097
Humanities	\$1,179,222,541	\$1,095,903,421	\$1,366,062,709
Total Output	\$4,239,234,587	\$3,150,953,811	\$3,753,333,139

Note: Output figures represent annual industry revenue plus net inventory change. Total Arts Economic Contribution includes the direct, indirect, and induced effects, or impacts, of the District’s arts and cultural sector as defined by the six sub-industries used in this report to classify the overall sector. Citywide economy figures provided by IMPLAN. Figures represented in 2022 dollars. Note: Above figures calculated using IMPLAN with the DC-specific economic multipliers.
Source: IMPLAN