COMMUNITY ARTS CANOPY

SURVEY RESULTS

June 2020

Based on 75 filled surveys

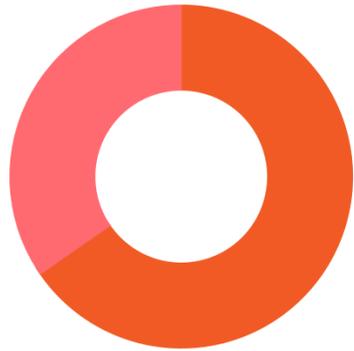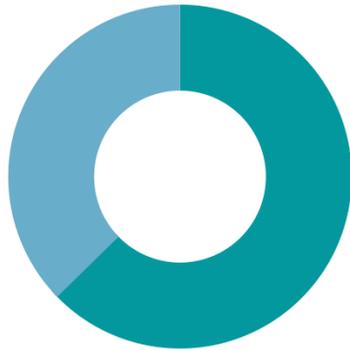# IMPACTS

OF COVID-19 IN THE SECTOR

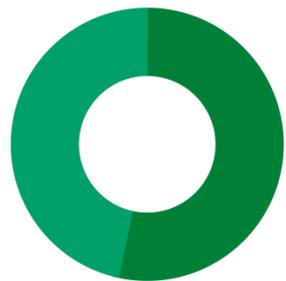# WHAT IS YOUR **COMMUNITY ASKING** FOR DURING THIS TIME?

Ways to connect
65%

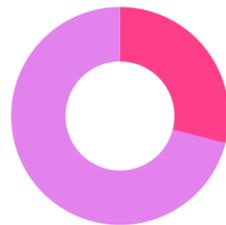**Programming**
63%

Financial Support
53%

Info on accessing resources
47%

Free activities for youth
36%

Materials/Supplies for at-home use
29%

Other 23%

- Online programming
- Live engagement (creative and safe)
- Technology accessibility (know-how)
- Volunteer support

HOW ARE YOU AND YOUR **COMMUNITY** STAYING **CONNECTED?**

Zoom 79%

Facebook 75%
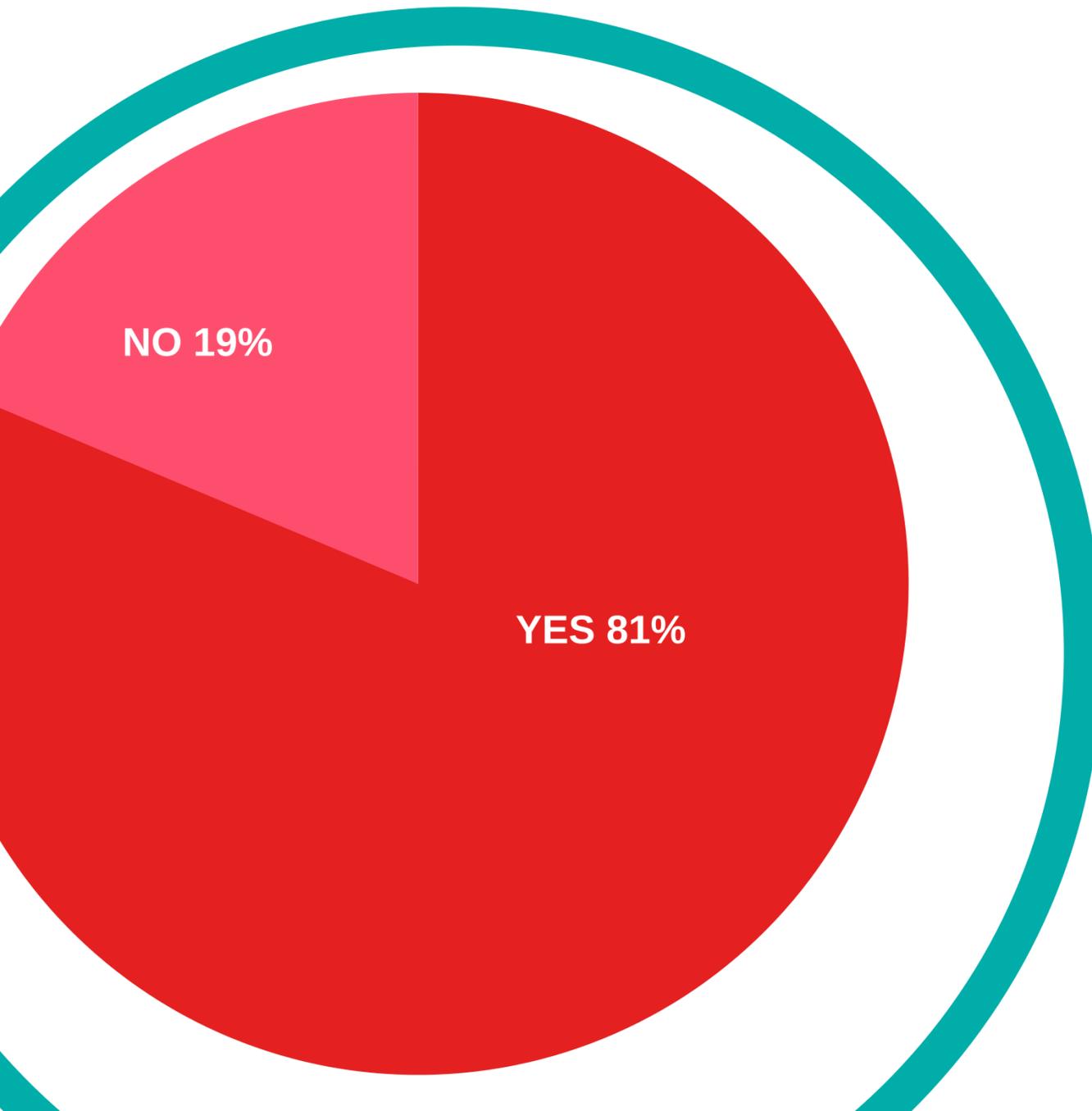
Website 57%

Phone Calls 55%

Instagram Live 37%

Other 45%

- Emails
- Newsletters
- Text
- Google (Meets, Hangout, Classroom)
- WhatsApp

HAVE YOUR **WORKING STRUCTURES CHANGED**?

NO 19%

YES 81%

## CHANGE TO WORK STRUCTURES

Responses 61 | N/A 14

Increased:
41% - Working from home/remotely
18% - Meetings
13% - Flexibility
11% - Personal check-in/ one-on-one meetings with staff
10% - Re-envisioning programs

Decreased:
23% - Staff and team members (due to leave of absence, taking care of family)
23% - Programs (rehearsals, concerts)

Respondents also noted: increases (8%) in deadlines, work hours, funding applications, board involvement, team unity, administrative processes, collaborations, research, and advocacy; and **decreases** (9%) in work hours, collaboration, funding accessibility, sponsorship, staff focus, staff morale, communications with stakeholders, and sharing of information.

NO 49%

YES 51%
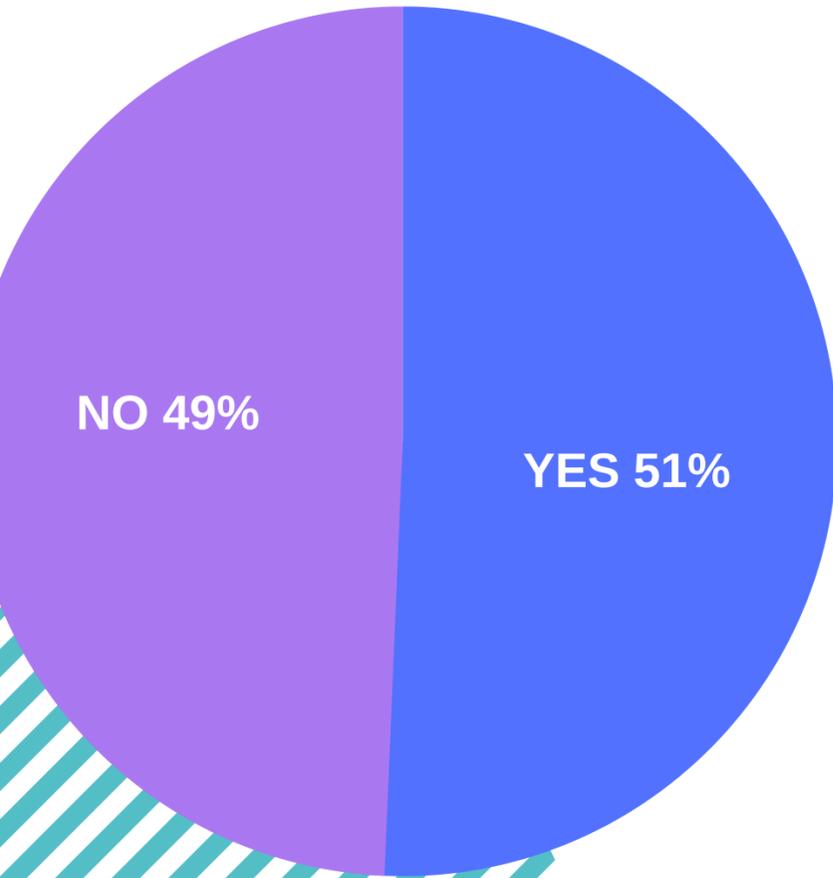
HAVE YOU NOTICED **SKILLS GAPS** IN YOUR ARTISTS THAT HAVE BEEN EXPOSED AS A RESULT OF QUARANTINE?

Of those who selected yes, the two major concerns were:

- **Lack of Digital Literacy**: sales platforms, photo/video/audio editing, website best practices.

- **Financial Management**: prompt invoicing, revenue development, budgeting, bookkeeping.

HOW IS YOUR **STAFF MANAGING** DURING THIS TIME?

Extremely well	
Well	
Getting by	
Poorly	
It's a disaster	

0%   10%   20%   30%   40%
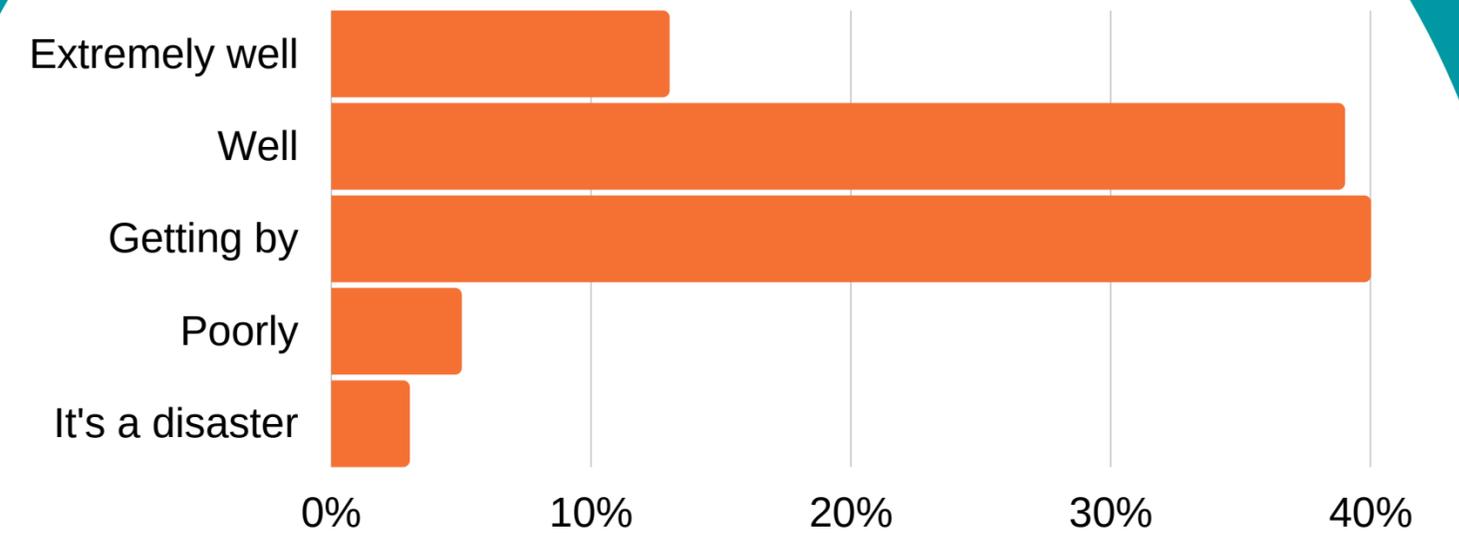
WHAT **SYSTEMIC BARRIERS** ARE YOU OR YOUR COLLABORATORS FACING **TO ACCESSING FUNDING**?

Responses 40 | N/A 29

Systemic barriers identified in the responses include:

24% - Emergency funds going to larger institutions and those who already receive operating funding.
22% - Inequity in funders framework.
20% - Unavailable funding for those that are not registred charities, not-for-profit or social enterprises.
11% - Unclear format and language of funding application forms and requirements.
**11%** - Funding going to Toronto's Downtown core.

10% or less noted: funding is difficult to access for organizations whose staff are on project contracts (contract not payroll), a delay in response from funders, not enough time to research funding opportunities and have work life balance, funders require statistics that are difficult to obtain at this time (events not running), funding bodies requiring collaborations that aren't currently practical, status of artists (professional designation as defined by funding bodies), and lack of capacity and infrastructure (including no access to insurance).

DO YOU FEEL **FINANCIALLY SECURE**?
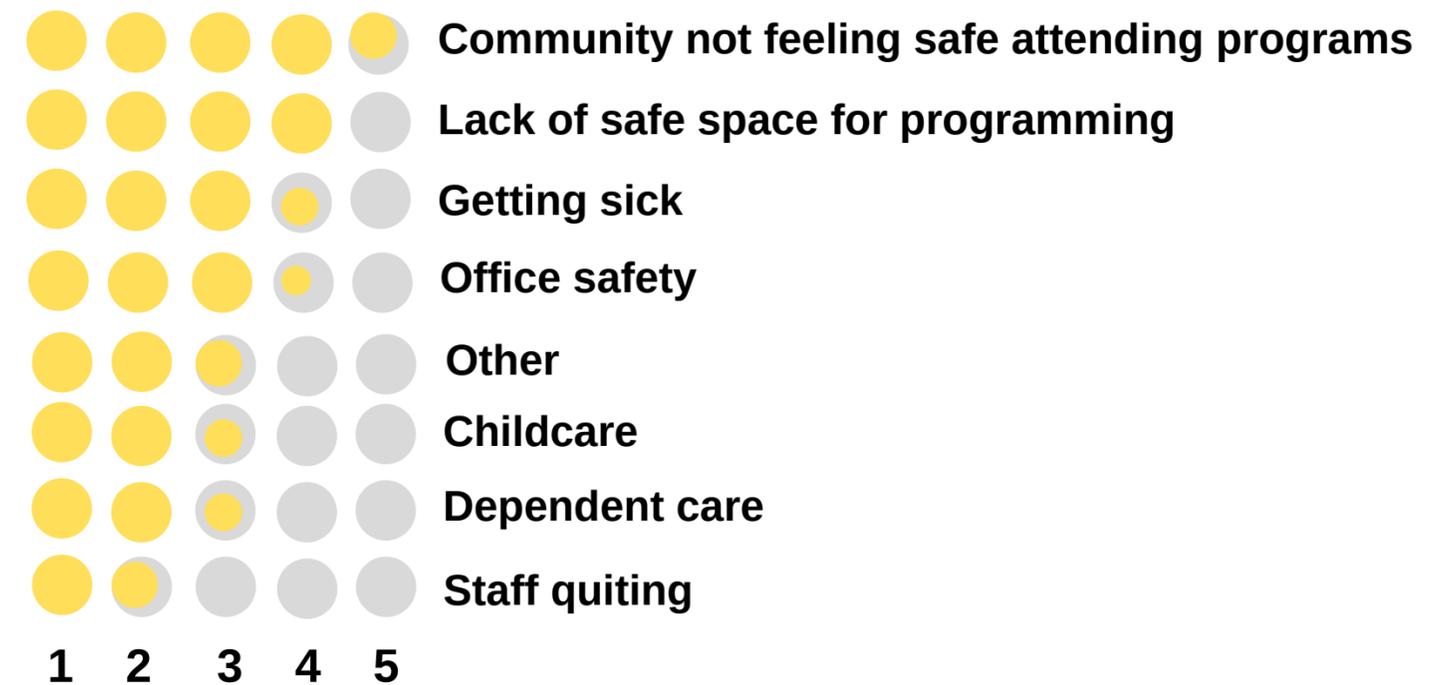

NO 20%

YES 23%

SOMEWHAT 57%
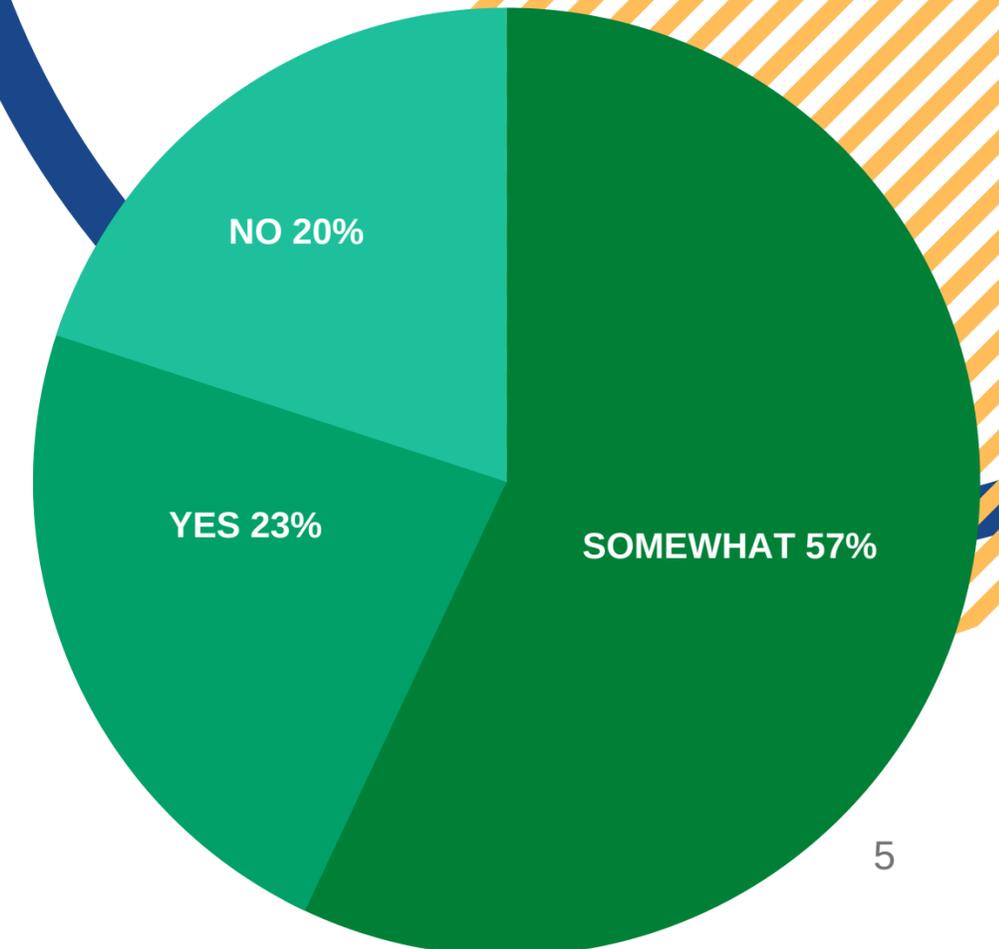
OUTSIDE OF GOVERNMENT FUNDING, HOW HAVE YOUR **FUNDERS AND SPONSORS** BEEN **RESPONDING** TO THE CRISIS?
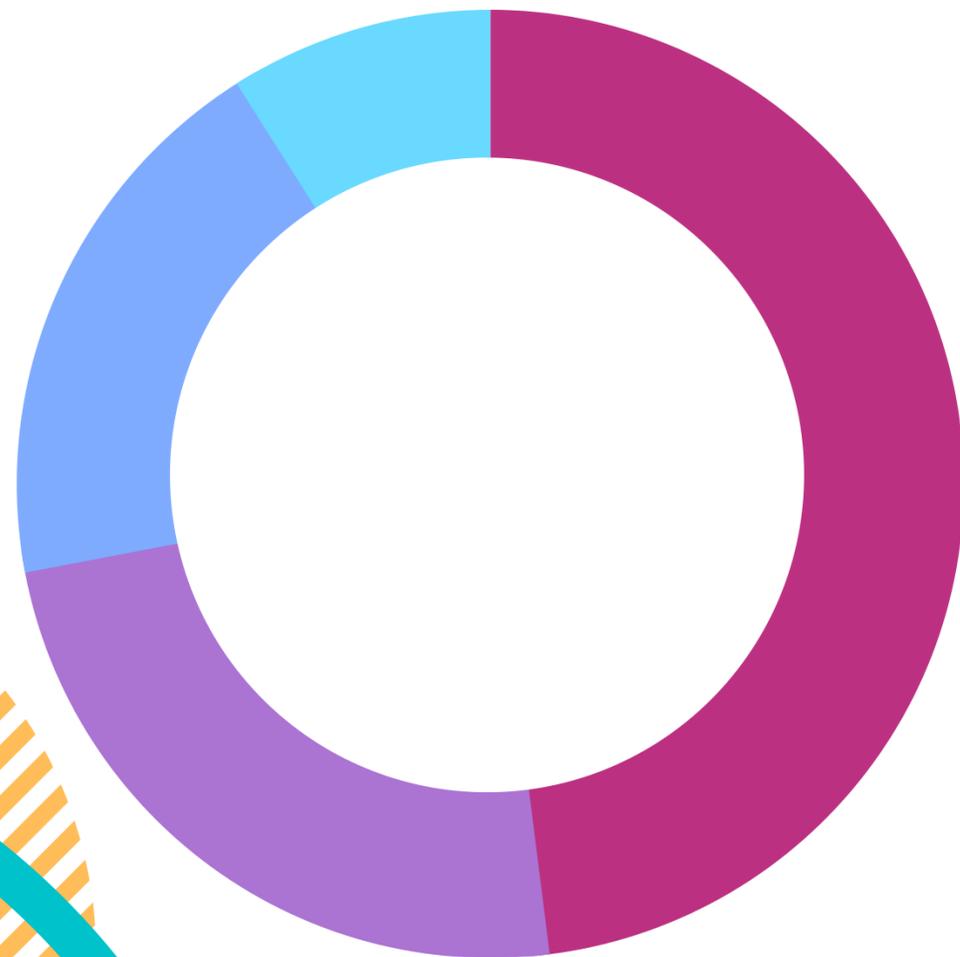

- **48%** - Supportive and flexible
- **24%** - Supportive but maintaining expectations
- **19%** - Requested revised proposals
- **9%** - Pulled funding

WHAT ARE YOUR **BIGGEST CONCERNS** ABOUT RESTRICTIONS LIFTING?

Community not feeling safe attending programs

Lack of safe space for programming

Getting sick

Office safety

Other

Childcare

Dependent care

Staff quiting

1   2   3   4   5

Other concerns include: risks of future intergenerational programming, restrictions on public spaces, and a worry about reintegration of paid programs when communities are now used to free options. Financial concerns about paying rent, securing funding, and unanticipated costs. Organizations are also worried about staff mental health, safety around transportation, and an adjustment to new workplace culture.

WHAT'S WORKING
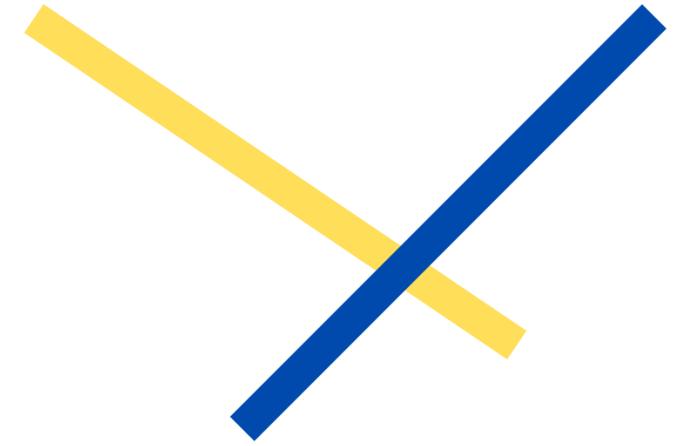
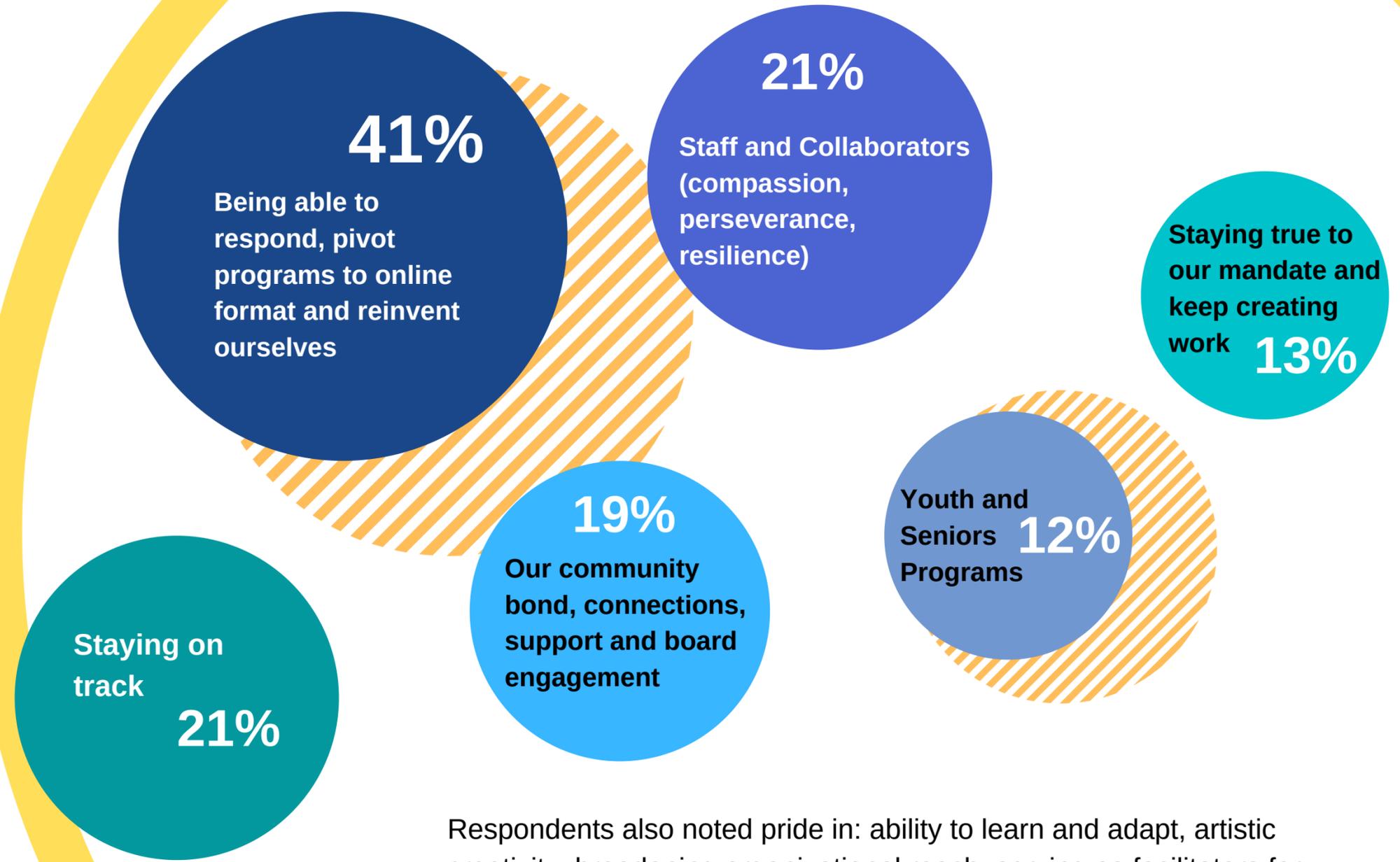# WHAT **PROGRAMMING HAS WORKED** REALLY WELL FOR YOU DURING ISOLATION?

Responses 53 | N/A 22

Digital Arts Engagement highlights include:

47% - Online workshops/classes
25% - Live streaming
23% - Conferences/webinars
21% - Art video tutorials/performances
9% - Newsletter content
8% - Online exhibitions
**6%** - Podcasts

Non-Digital Arts Engagement highlights include:

8% - Phone calls
6% - Colouring contests and engagements
6% - Art and Food supplies distribution

WHAT ARE YOU **MOST PROUD OF** DURING THIS TIME?

41%
Being able to respond, pivot programs to online format and reinvent ourselves

21%
Staff and Collaborators (compassion, perseverance, resilience)

Staying true to our mandate and keep creating work **13%**

19%
Our community bond, connections, support and board engagement

Youth and Seniors Programs **12%**

Staying on track **21%**

Respondents also noted pride in: ability to learn and adapt, artistic creativity, broadening organizational reach, serving as facilitators for important conversations, and having financial reserves to draw on.

SOMETIMES 33%

YES 67%
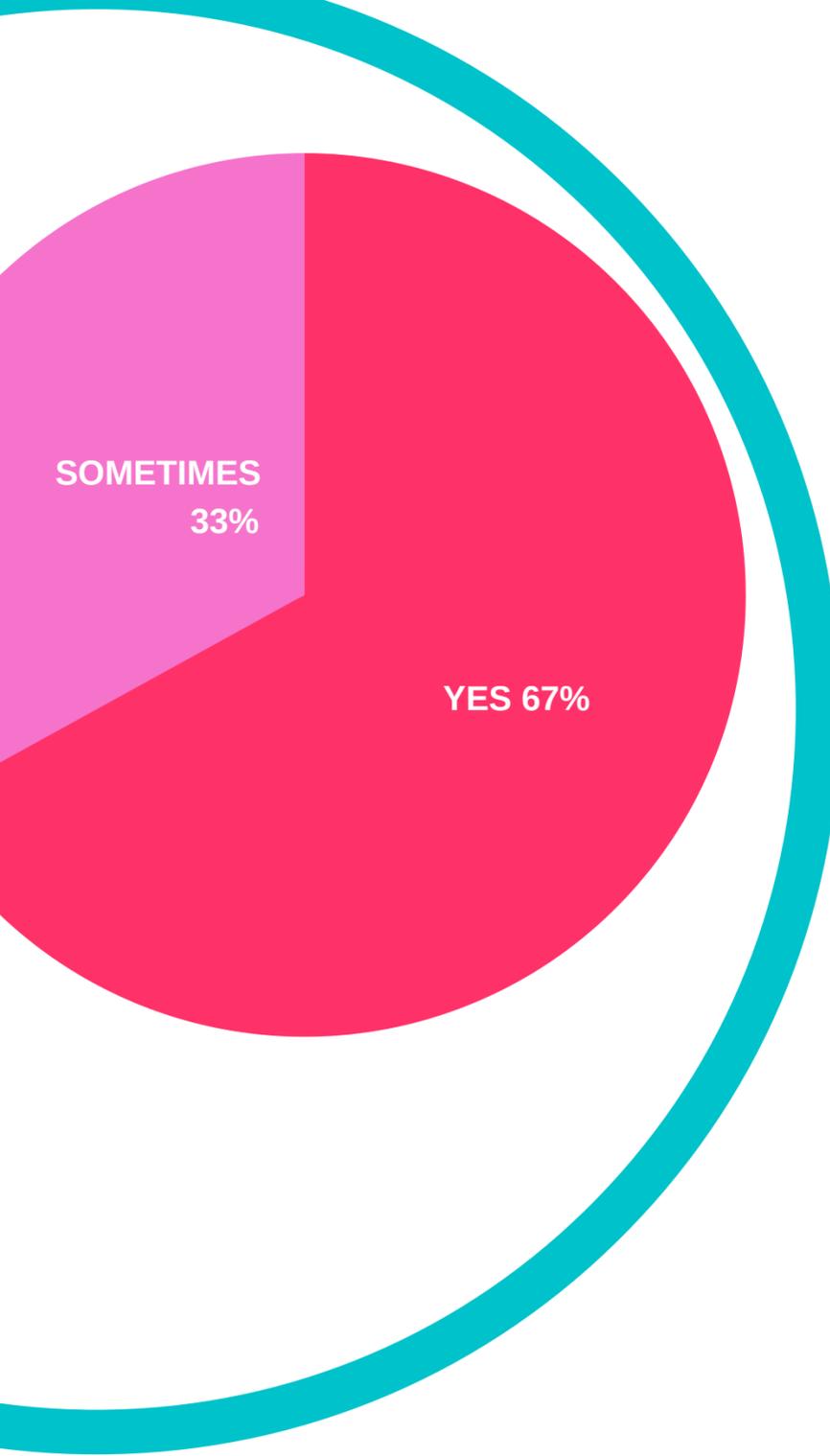
## CAN **DIGITAL** PROGRAMMING **ENHANCE** THE ARTS?

Responses 67 | N/A 8

Digital Arts Can offer: new ways of connecting, interactive and user-driven experiences, a complement to in person programs.

Digital Arts will help: reaching/engaging new community, overcoming isolation, encouraging youth artists, and navigating new styles of art.

Digital Arts Concerns: adds new barriers, it can contribute to devaluing art, can make paying artists/tracking time and work product difficult, and can reduce revenue development (charging for online experiences vs in person).

TO **WHAT DEGREE** HAVE YOUR PROGRAMS BEEN **ENHANCED BY DIGITAL** COMPONENTS?

Responses 55 | N/A 20

A lot
A little
Somewhat
Not at all

0% 5% 10% 15% 20% 25%
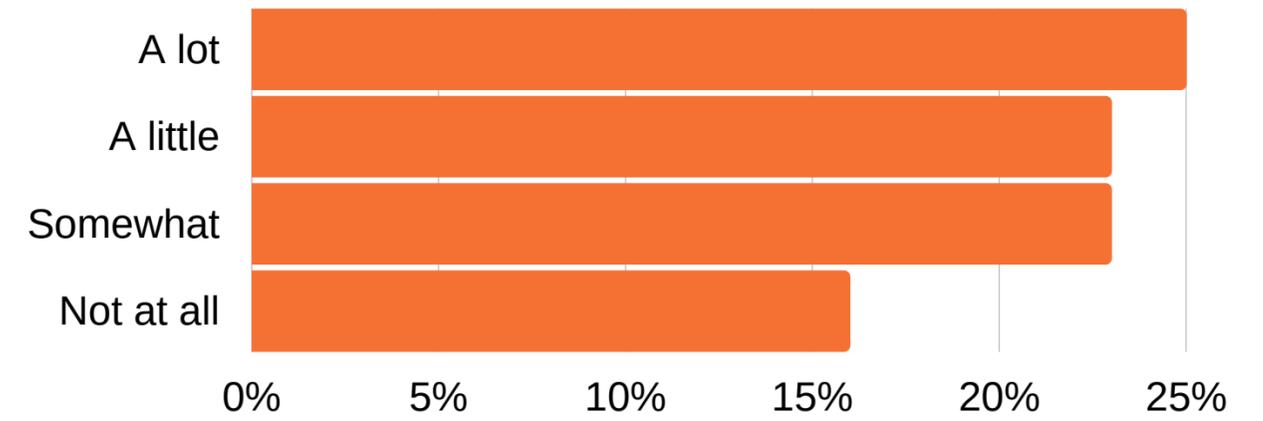
Upgrades respondents have seen to their programs: ability to continue long-standing programming, keeps community connection and belonging, reaching high-risk populations and wider geographic demographics, able to offer more accessibility features, increased awareness of ongoing programs, encouraging new ways of thinking, multiple engagements with content, and more comfortable setting for some participants.

WHAT **TOOLS AND RESOURCES** DO YOU NEED?

Responses 72 | N/A 3

Funding
- Flexibility on funding and targeted grants for online programs
- Support due to reduced venue rental fees and rent subsidy
- CERB extension for artists
- Non-restricted Operating funding

Technology
- Online training (workshops to improve online curriculum development)
- Coding and web design experts to update web platform
- Live streaming platforms and programs
- Group pricing for software packages (Adobe Creative Cloud, Capture 1, Rhino 3D)
- Audio video devices & computer accessories

Communications & HR
- Marketing and communications support (to compete online)
- HR support for staff (increased stressors due to Covid)
- Shared Art Organizations' platform to exchange best practices, information and technology

Health and Safety
- PPE and Health and safety equipment for in-person programs
- Safety guidelines and opening protocols from the City
- City point of contact to clarify questions around permits, guidelines, timelines, etc.

SUMMER

NO 16%

YES 84%

FALL

NO 12%

YES 88%

NO 23%

WINTER

YES 77%
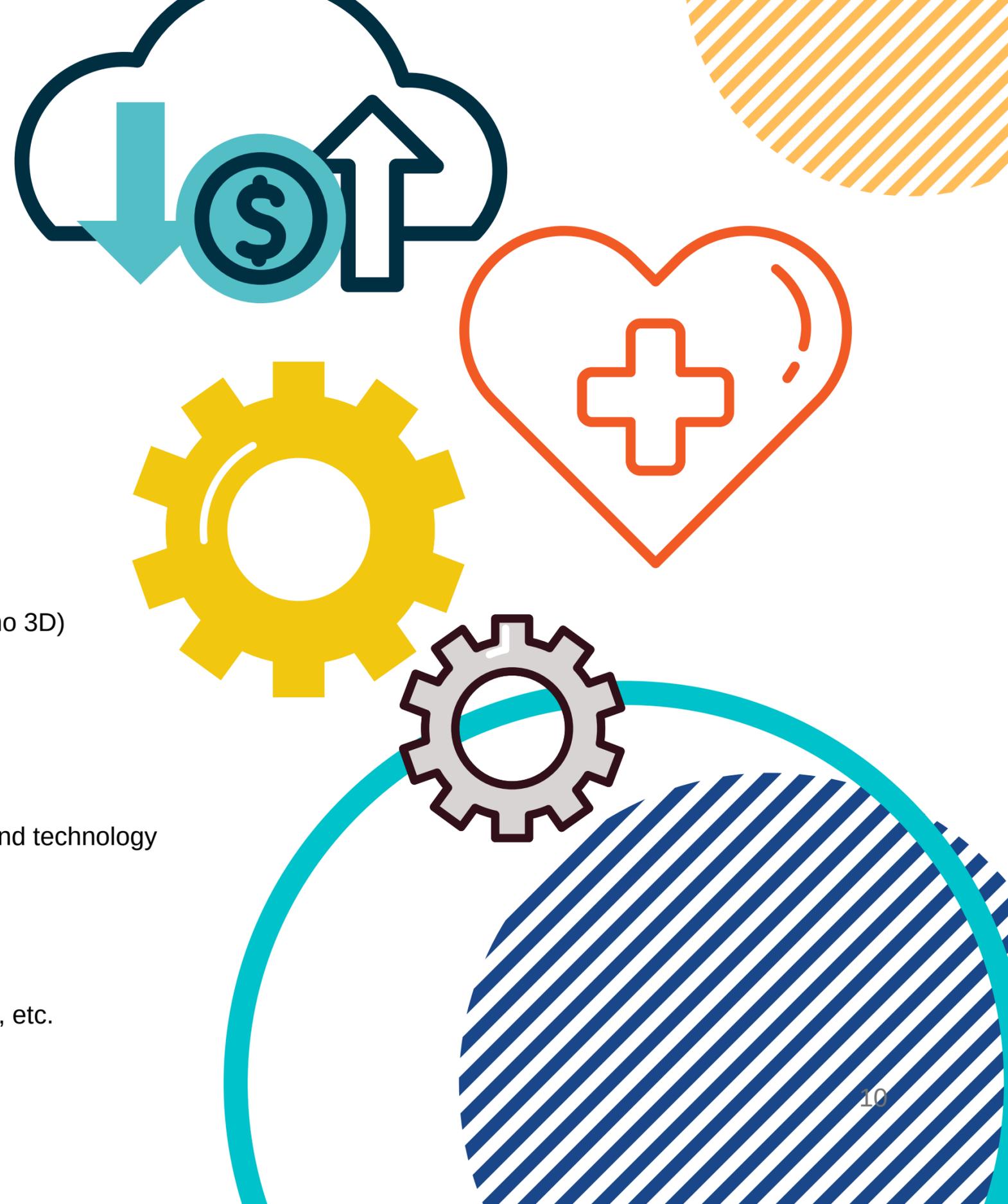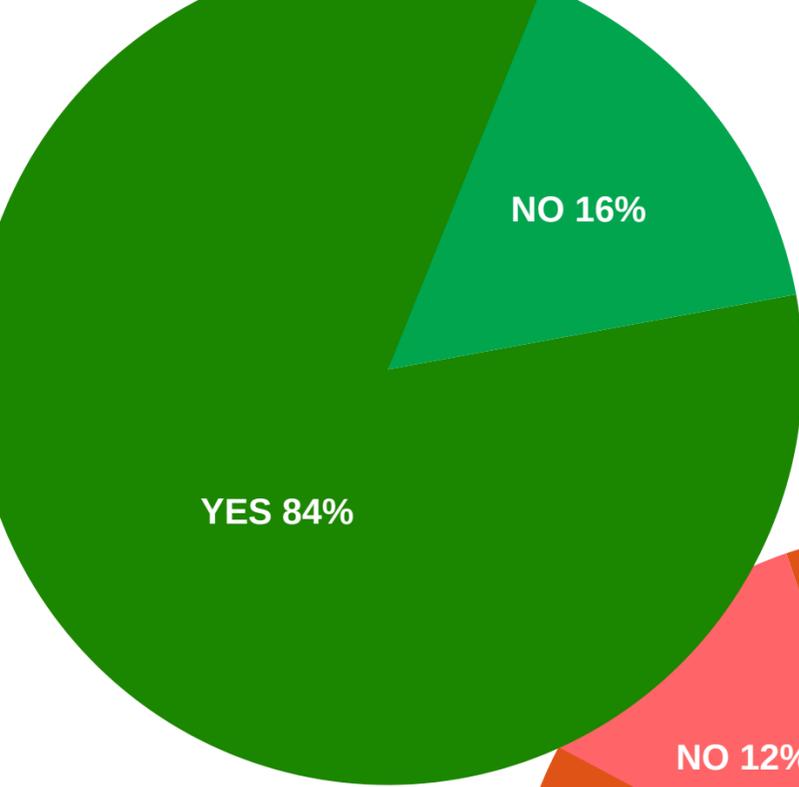
ARE YOU **PLANNING** FOR......?

Ongoing digital programming includes: workshops/classes, meetings, digital summer camps, film screenings, sharing archival footage, live concerts, video lessons, phone calls, mentorships, and contests.

New in-person programming include: outdoor drive-through performances, pop-up park programming, community art package distribution, mural painting, outdoor exhibitions, balcony performances/workshops.

Many respondents noted administrative planning such as: consultations, strategic planning, web development, funding research, and supporting their artists.
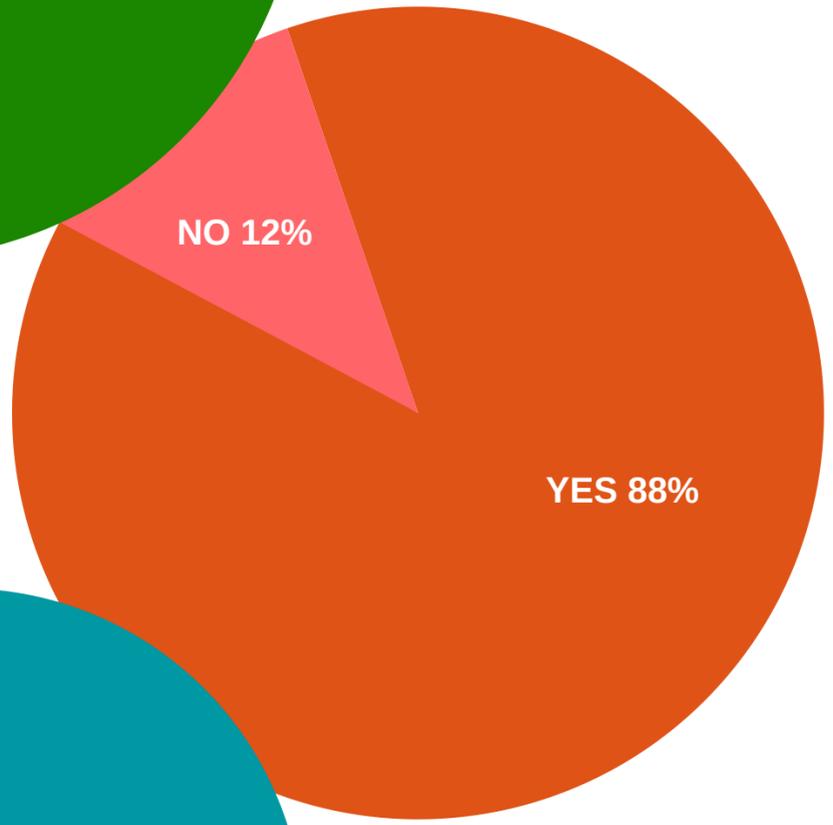
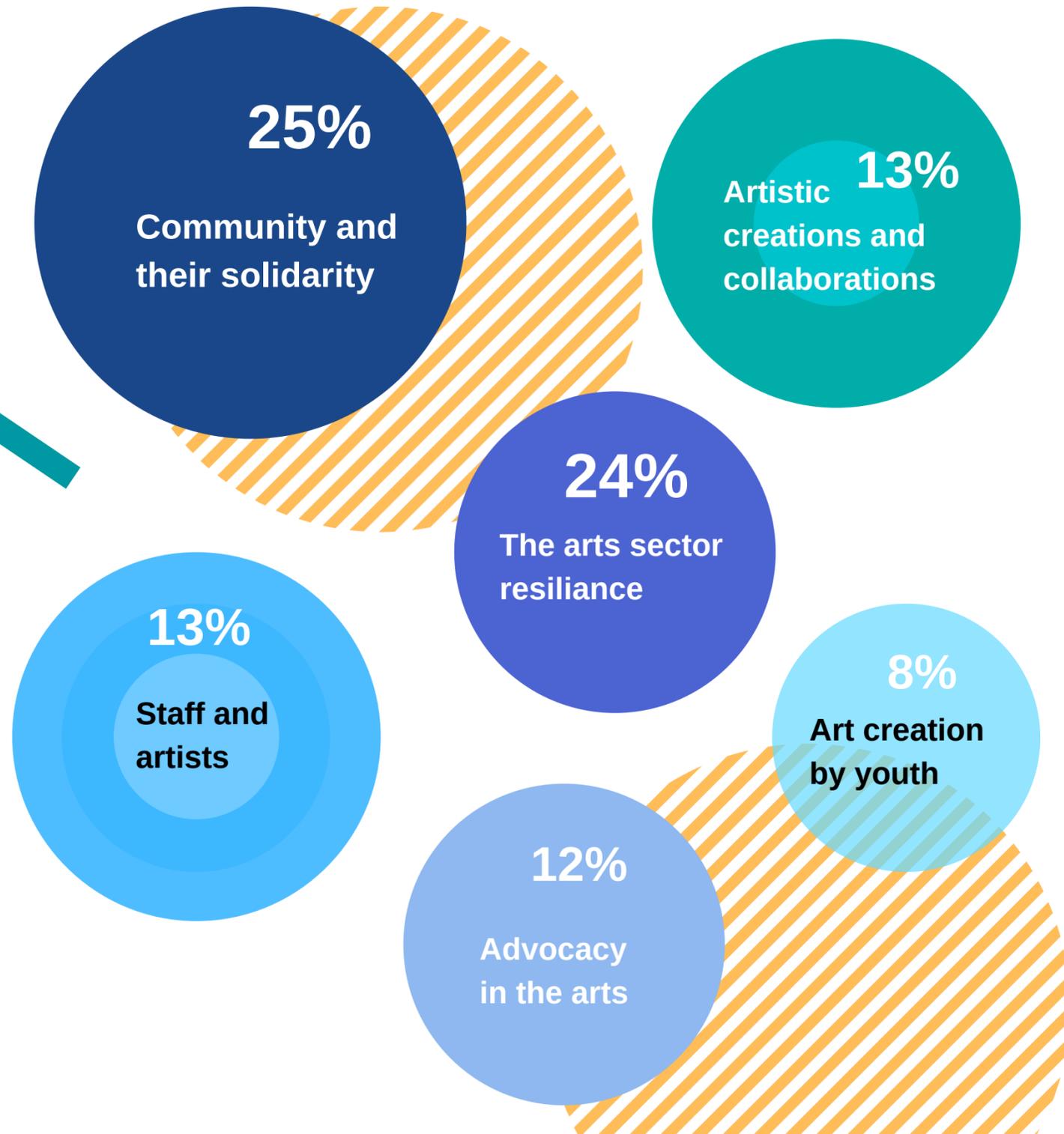ARE YOU CREATING A NEW **STRATEGIC PLAN** DURING THIS TIME?

NO 31%

YES 69%

WHAT ARE YOUR **GREATEST SOURCES OF INSPIRATION** CURRENTLY?

25%

Community and their solidarity

13%

Artistic creations and collaborations

24%

The arts sector resiliance

13%

Staff and artists

8%

Art creation by youth

12%

Advocacy in the arts

IF MONEY WASN'T A CONCERN, **WHAT PROGRAM WOULD YOU LOVE TO RUN DURING ISOLATION?**

Responses 73 | N/A 2

23% - Large-scale outdoor project (public art, performances, film festivals, mural painting, art maps).

18% - Keep the existing programming and augment their capacity, scope and safety.

14% - Create more youth and seniors programming.

10% - Create or pivot current programming to involve advanced technology (i.e. VR, holodeck).

10% - Create programming online.

Other ideas from respondents include: virtual artist residencies, archival digital projects, film labs at home, storytelling projects, creation of a safe community performance space, working with neighbourhood to design new programs, research, staff increases, professional development, and a sabbatical year.
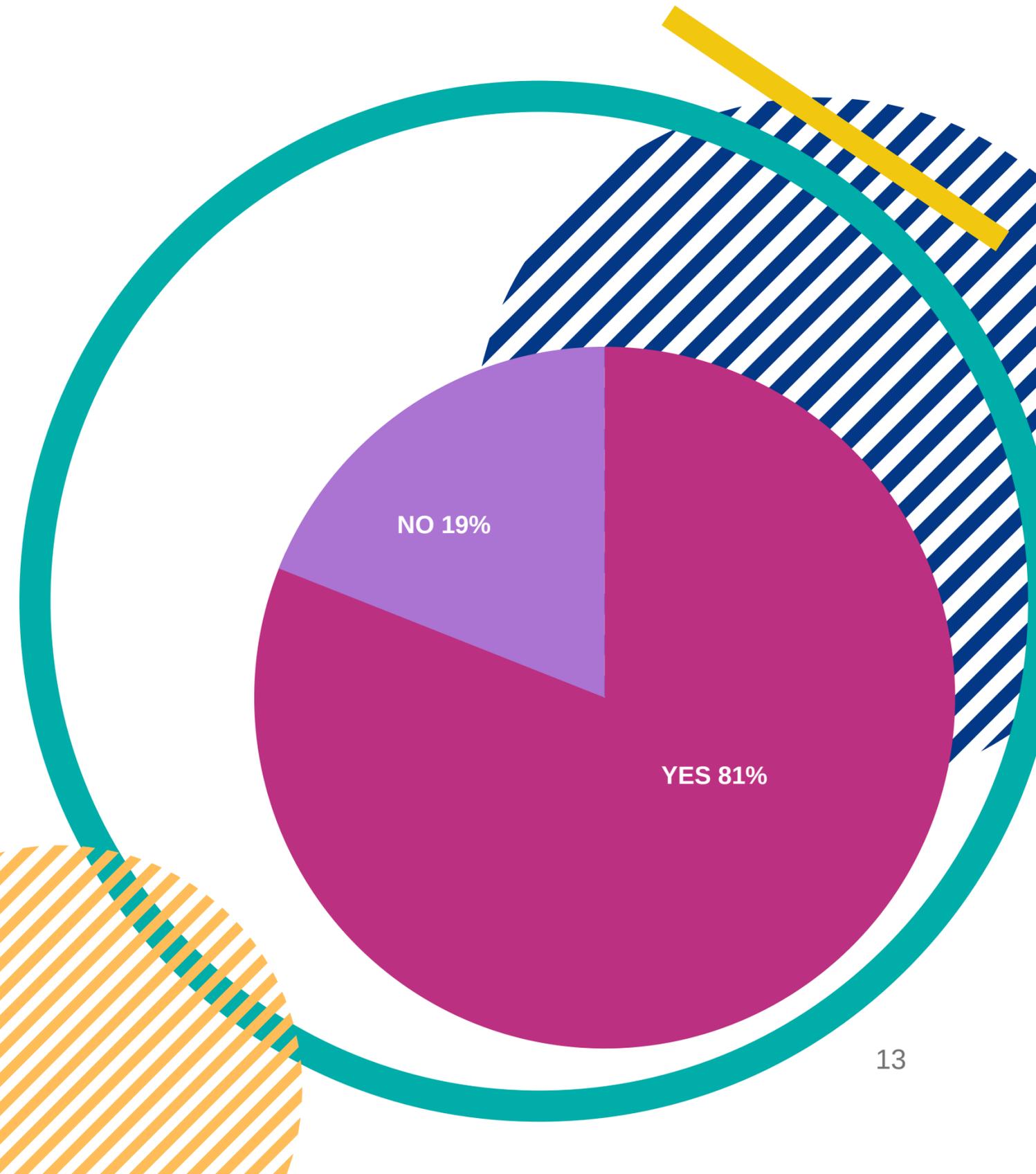
CAN THIS CRISIS **STRENGTHEN THE SECTOR?**

In general, recipients' comments and responses were positive and insightful. Despite this, some negative trends immerged.

It shows that the crisis has exposed inadequate **funding structures** and organizations need to prioritize new strategic financial considerations moving forward. The survey responses showed that many organizations will cease operating, artists' livelihoods are at risk, and there will be a time of instability as the economy recovers.

We see a high level of **anxiety** for the future, around working structures, a lack of empathy and human connection as a result of primarily digital programming, and a general lack of knowledge as to what the future holds and how to move forward.

However, Arts organizations are thinking about **programming** differently and thinking creatively about priorities and strategic planning. Many people feel that the crisis can showcase the importance of the sector as communities look for support, programs and ways of reconnecting. We can show our resiliency and layout best practices for other sectors.

NO 19%

YES 81%

13

MOVING FORWARD

61% - How can digital programming enhance the arts?

60% - How can we use this crisis to strengthen the sector in the long-term?

53% - How do you intend to maintain digital developments while moving back into in-person engagement slowly?

52% - What do you see as sustainability (digitally) in the long term?

49% - What does recovery look like to you?

48% - Strategic Planning during a global pandemic.

45% - What are you hoping will come out of this for your organization?

39% - Where do you anticipate gathering with your community post isolation?

28% - How have your working structures changed?