

# COVID-19



## ARTS & CULTURE EARLY IMPACT SURVEY

### Field Size

"Nevada County's creative sector generated \$46.9 million in total economic activity during FY2018-19. This annual spending supported 869 full-time equivalent jobs, generated \$20.9 million in household income to local residents, and delivered \$5.1 million in local and state government revenue."

*Nevada County Arts & Economic Prosperity Report 2019*

### Challenges

"There are double-sided challenges for artists and arts organizations in communities in crisis: they are among the least likely to be capitalized or have resources to sustain an emergency response effort, but they are a principal asset in helping communities recover, heal, and build long-term resilience."

*Cultural Placekeeping Guide, National Endowment for the Arts*

### Activity Impact

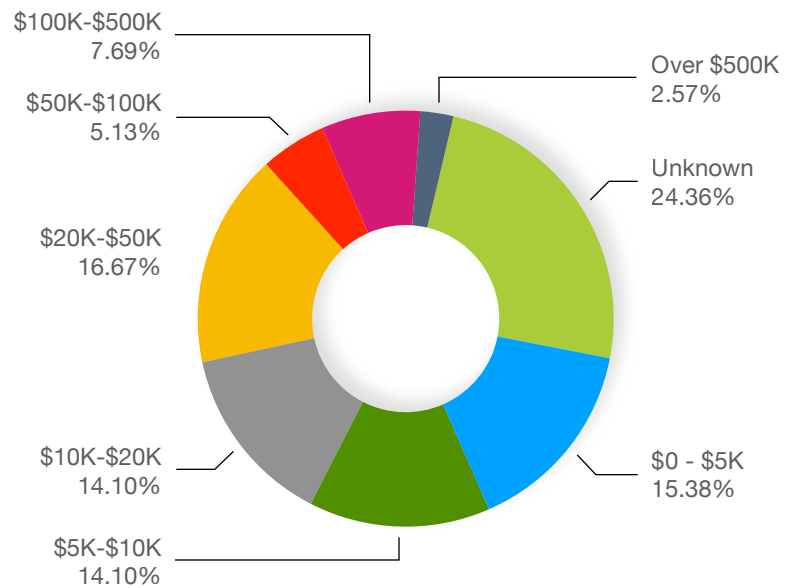
**Organizations:** 66% have had to cancel events that cannot be rescheduled

**Individuals:** 94% have had work cancelled or delayed

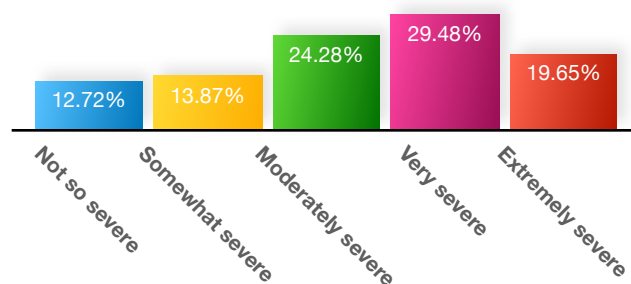
Nevada County Arts Council issued a creative sector survey for individuals and organizations on March 28, 2020 to gather early data on the impacts of the COVID-19 public health emergency. 257 submissions were received at the closing of this initial survey on April 18, 2020. The following data is summarized from public survey responses.

### Revenue & Income Loss Estimates

Financial impact for **organizations** as at 3/28-4/18:\*



Financial impact for **individuals** as at 3/28-4/18:



\*Between 3/28-4/18 arts organizations in Nevada County estimated total financial losses of up to \$10,000,000 as a result of COVID-19. Nevada County Arts Council recognizes that it is too early to properly estimate the devastating loss to the industry, and that only later surveying will lend a more complete picture.

## Organization Benefits

**27%** assess that their employees **are not eligible** for any of the following benefits: paid family leave, disability insurance, paid sick leave, or worker's compensation.

## Food Insecure

Through qualitative responses to our survey we estimate that **5-10%** are Food Insecure.

## Concerns from the Field

*"Inability to pay rent. Will the students come back? Will there be a studio to come back to?"*

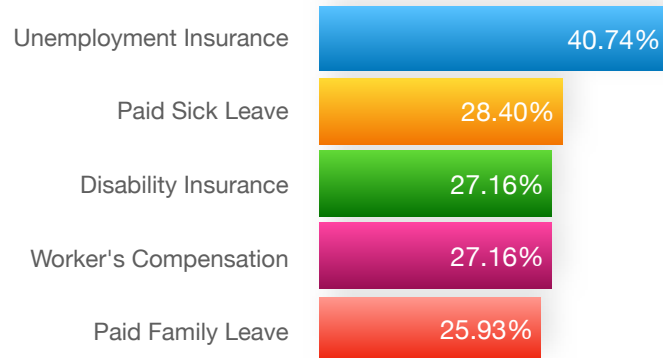
*"Our organization, in existence for 40+ years, will close our doors. Struggling classical music financial position was already difficult; AB5 and now coronavirus creates final obstacle that we cannot overcome."*

*"Predictions for the future seem to include a warning to expect more shelter-in-place orders in smaller waves. Our venues will be shutting down, or are shutting down -- clubs, restaurants, festivals that can't take the loss in income and unpredictability."*

*"The move to online work in the long run feels more urgent than ever. Strong WIFI is extremely important to all of us."*

## Access to Benefits as of 3/28-4/18

The following percentages represent organizations that assess their employees are eligible for the following benefits, based on state guidance:



*"This crisis is depleting our reserves and many members have cancelled their memberships. We spent three years building our membership and volunteer base. We can only hope they will support us on the other side. We also worry that our community will be so wiped out economically that they won't have the discretionary funds to pay for classes and memberships."*

*"I'm a performer. I've lost all manner of in-person shows – festivals, halls, house concerts, etc. I've only had one reschedule for summer, the rest outright cancelled. I can't find presenters willing to book future dates at this time, unless it's next year."*

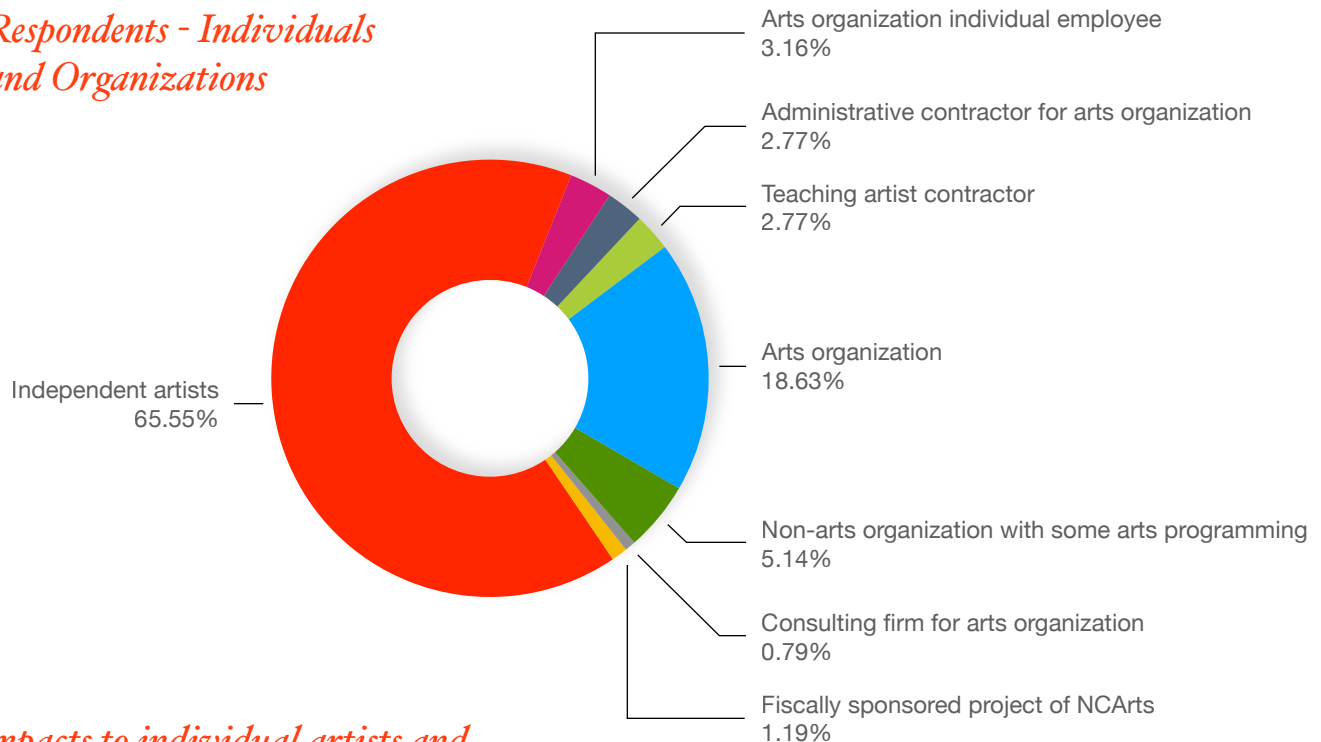
## Positive strategies implemented by the creative community during COVID-19:

- More time spent on creating
- Transitioning to online sales and marketing
- Engaging in more recreational activity
- Self improvement - personal and professional development
- Live streaming of concerts and performances
- Online teaching and learning
- Deeper engagement in arts advocacy and support
- Connecting with other artists through social media

## NEVADA COUNTY STRONG

- Find resources for the creative community during COVID-19 at [nevadacountyarts.org/covid-19-resources](https://nevadacountyarts.org/covid-19-resources)

## Respondents - Individuals and Organizations

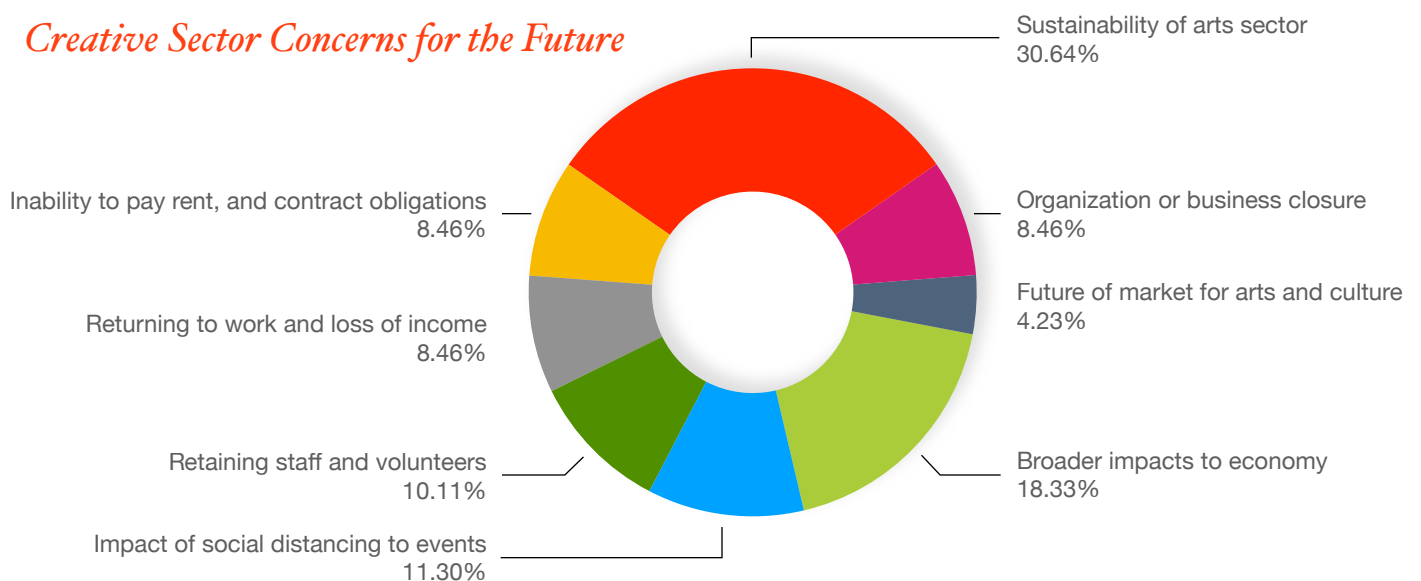


## Impacts to individual artists and cultural workers as at 3/28-4/18

- 80%** have lost up to 30 work days and beyond
- 62%** have had appearance or performance cancelled
- 50%** have experienced unexpected expenditures
- 32%** have had project delays
- 23%** cited other impacts such as "loss of income, loss of employment, inability to buy materials, business or facility closure, and big life changes"
- 6%** have been unable to work due to ill health, dependent care, or inability to access studio space

*"I am doing everything within my grasp to adapt, including building a new website, directly reaching out to previous collectors, considering online "sales events", and shifting focus to work that I CAN do from home and without sales outlets, such as consulting and support, commissions, web sales, and sponsorship options."*

## Creative Sector Concerns for the Future

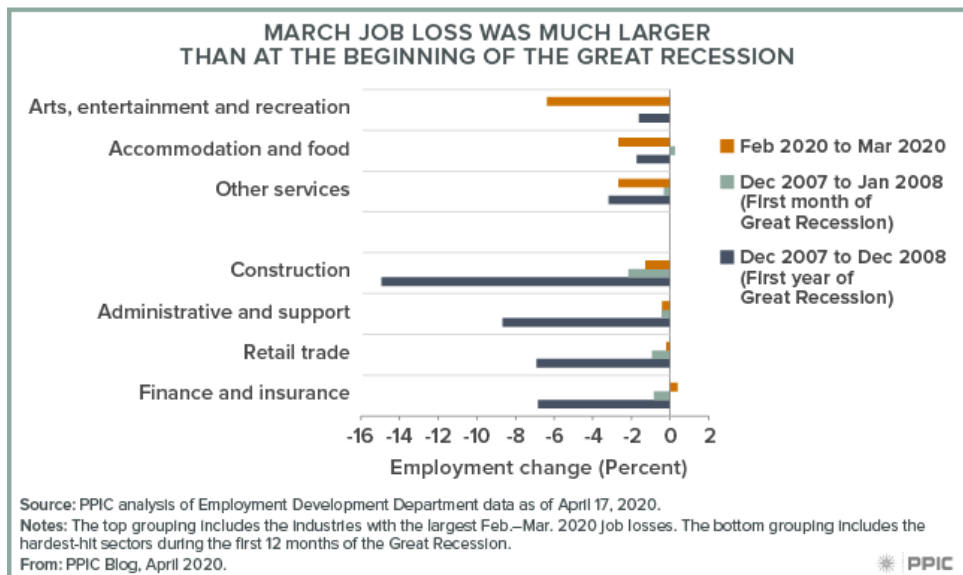


“At this point in time we are projecting more than 50 events and meetings to be canceled. Devastating. Large portion of revenues come from events. The impact for non-essential services we support through Economic Vitality efforts are unmeasurable at this point.”

“We have been a venue-based artisan couple here for six years now. Launching an online presence on Etsy, we are hoping to develop a revenue stream in place of live appearances. We have switched up our strategy. Moving more online, we pushed our EP that just dropped, shot another music video, and will soon release a live studio set on cassette tape. Trying to keep the momentum going, in different ways, creative ways.”

## The Big Picture

Data from the *Public Policy Institute of California* released in April offers insights into the impact of the COVID-19 pandemic on the state’s economy and unemployment rate. The numbers show the highest rate of job loss in California in the arts, entertainment and recreation industries during the first three months of the public health emergency. By mid-March, California had recorded a net loss of 100,000 jobs, comprising about one-seventh the decline nationwide and reflecting the state’s early response to COVID-19 crisis... More than 80% occurred in three service sectors: arts, entertainment, and recreation; accommodation and food.”



Nevada County Arts Council, by resolution of Nevada County Board of Supervisors, is the leadership and coordinating agency on behalf of the county’s creative sector, under California Arts Council’s State-Local Partner Program. As such, we facilitate collaborative efforts that promote and sustain the visual, literary and performing arts of Nevada County in order to advance the cultural, social and economic life of our community. We are a 501c3 not-for-profit organization and your contributions are tax-deductible by law.

## Diversity of Respondents

The arts field reflects the diversity of the county of Nevada and is represented by historically marginalized populations. Survey respondents identified the following representation:

