



CITY OF BERKELEY

CIVIC ARTS PROGRAM

COVID-19 FINANCIAL IMPACT ON BERKELEY'S ARTS ORGANIZATIONS

The City of Berkeley's Civic Arts Program surveyed nonprofit arts organizations located in Berkeley to assess the economic impact of COVID-19. Prior to the pandemic Berkeley's arts industry generated nearly \$165 million annually in total economic activity and provided close to 7,000 jobs. This survey collected data from 65 organizations for the months of April through June 2020. The Civic Arts Program will continue to conduct this financial impact survey every quarter to understand in real time how this crisis is impacting our arts and cultural sector.

THE **65** ORGANIZATIONS
SURVEYED REPORTED A
TOTAL REVENUE LOSS
OF **\$7,590,573** BETWEEN
APRIL—JUNE 2020

68%

OFFERED PROGRAMMING
BETWEEN APRIL—JUNE

85%

PLAN TO OFFER
PROGRAMMING IN FUTURE
MONTHS

Programming being offered

- Workshops online
- Author events via Zoom
- Social justice book clubs
- Online classes, performances, and play reading groups
- Interactive adventures for kids who like to exercise their minds while having fun!
- Virtual baby rave—to share the joy of music and dance together at home
- Virtual instruction of visual arts and design projects



288

FULL TIME
EQUIVALENT
EMPLOYEES LAID OFF

TOTAL EMPLOYEE
POSITIONS
ELIMINATED FOR
THIS QUARTER



2,570

NUMBER OF PAID
NON-EMPLOYEE
ARTISTS CANCELLED
THIS QUARTER



\$595,174

Total amount spent on COVID-19 related expenses

- Cleaning Supplies, masks, handsanitizers, cleaning services
- New IT software to enlarge digital presence
- Technology equipment for working at home



TOP 3 FINANCIAL PRIORITIES & CONCERNS

66% Reduced or eliminated earned revenue (ticket sales, subscriptions, tuition paid, concessions)

46% How to pay for Artistic fees

49% How to pay for Administrative salaries



170,800 92% ATTENDANCE/VISITORS LOSS FOR THE QUARTER

\$5,219,486 TOTAL LOSS OF ADMISSIONS/BOX OFFICE



How confident are you that your organization will survive the impact of COVID-19?

28% EXTREMELY CONFIDENT **9%** LESS CONFIDENT
35% CONFIDENT **28%** UNCERTAIN

CITY OF BERKELEY ARTS CONTINUITY GRANT

In March 2020, City Council allocated \$1 million for relief funding to help the arts community survive the significant financial impacts of the COVID-19 pandemic.

- The City of Berkeley awarded relief grants to 63 Organizations in April and May 2020
- The total amount granted to arts organization was \$954,542
- Grants ranged from \$400 to \$24,000
- Average grant size was \$15,151
- The total amount granted to Berkeley artists was \$56,500 through a partnership with the East Bay Relief Fund for Individuals in the Arts



ORGANIZATION RECEIVED COVID-19 FINANCIAL ASSISTANCE FROM ANY OF THE FEDERAL CARES ACT FUNDING PROGRAMS

49% YES **51%** NO

- 24 Organizations received Payroll Protection Program Forgivable loans
- 8 organizations received SBA Emergency Injury Disaster Loans
- 3 organizations received relief grants from the NEA, NEH, and IMLS, or other federal relief sub-grants