

# The Financial Impact of COVID on the Arts in Maryland

June 1, 2021

Please complete this brief poll to share what topics are of interest to you for future Arts Programs:

<https://www.getfeedback.com/r/b5oKxpb9>

**Introductions:** *Share a way you have demonstrated creativity recently (work or non-work)*

- Bassoon, contra bassoon gig
- Campfire cooking
- Culinary creativity x 2
- Knitting project
- Reading x 2
- Writing/journaling
- Singing – especially Italian art song
- Making and sending silly cards
- Knitting and sewing
- Stacking toys for baby
- Listening and creating playlists on Spotify

## Program Resources

Link to the recording:

<https://bit.ly/2RgnFkz>

Presentation Slides: [Economic Impact of COVID on Arts Sector](#)

Full Report: [COVID-19 Impacts on Maryland's Arts + Culture Sector](#)

## Presentation about the COVID-19 Impacts on the Arts and Culture Sector in Maryland

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- [Click here to listen to the recording](#) (Note: you'll need to allow some time for the file to load before it will play)
- [Click here for Nicholas's slides](#)

## Key Take-Aways

- Total economic impact loss estimated at \$135 million (\$1 billion industry)
- Contract employees and small venues have been/are most impacted.
- Areas of Concern:
  - Audience Hesitancy: Future considerations: When will audiences feel comfortable coming back? Many small organizations can't socially distance and lack resources for sanitizations and HVAC renovations
  - Employment: numbers include FT/PT and especially contractual (largest hit were theater/music disciplines). Contractual employees are mostly working artists, the backbone of the arts economy. Artists will, potentially, be last to be hired back based on core operations and engagement models
  - Visitor Spending: Tourism might be slow to rebound to normal sustained levels
- Statewide emergency response included funds for individuals was/is important
- Funds give to venues was effective in keeping them afloat
- Baltimore City and County allocated \$0 COVID Relief dollars specifically for the arts
- Next Steps:
  - Comparison needed to study long term recovery
  - American Relief Act has local investment implications
  - Data project comparing FY19/20/21
    - Big upfront costs, a couple years of fine-tuning and then can work it into core budget in subsequent years. Long-term, we can include it in their budget

- Feedback for Support
  - Provide funding to sustain minimum budgets and to meet basic needs of individuals
  - Invest in ongoing marketing and messaging campaigns
  - There is a dire need for grants supporting artists and creative workers
  - Consider providing joint resources to support faster recovery
    - Other major arts cities/hubs are engaging philanthropy and government
- Resolution for funds for the ARPA, especially in Baltimore City. Wrote letter to Mayor to advocate for Artist Relief fund to get a portion of federal dollars

### Sharing/Discussion

- Kenneth shared that the Maryland State Arts Council (MSAC)
  - Artists participating in recovery: we have to pay them for their time to do it!
  - Advocate for supporting a fund for artists
  - MSAC provided 4 rounds of emergency grant funding
    - Impact of this funding: We knew we were getting money out to artists.
  - Created 4 programs: Creativity Grant, Arts and Ed, Touring Program and Small Public Arts Funding – did away with our rosters, artists can create pages on our websites, businesses now can connect with artists to meet creative needs
  - Has new \$2.4M commitment to independent artists. Holding some funds back for dire emergencies that artists are facing.
  - Big Shift – allowing people to access multiple grant opportunities, break down silos.
- Have been surprised about resilience and that more arts organizations haven't folded. It seems contributed support for organizations has helped stave off closures
- Innovation showed up very positively with organizations achieving participation well beyond Baltimore and even Maryland
  - See use in technologies in way we haven't seen before.
- Capital projects have moved forward.
- Concerned about mid-tier orgs that we haven't heard from much.
- MCA didn't have much data to work with re: race equity. Would like to rectify that in future research
- The Abell Foundation Board approved a grant to the Arts Emergency Grant Fund. They would be open to more emergency support along those lines. Understand the City would be opening an RFP for some ARPA funding and that matching funds will be required, so that's an opportunity for arts funders.
- Creative Nomads is interested in support for musicians and a project to attract musicians to Baltimore, and lending support. If anyone is interested in that, they can talk to Beth Harber
- Interest in talking with other cities who have supported and sustained a grant program for individual artists – Steven offered to look into some models
- Abell is also interested in safe artist housing. They provided funding for The Compound, an interesting mix of commercial and residential. It appealed to their interest in safety and potential loss of housing for artist and that Baltimore is welcoming to artists
- The legislature passed the MD Arts Capital Grants program. Smaller arts organizations will need support to participate in that program including assistance navigating government process
- Indicators for the fall that we should be watching?
  - Keep an eye on what venues are getting filled, what aren't. Will be telling to see what is happening in November
- Folks aren't transitioning out of virtual just yet. What does reprogramming look like?