RE-OPENING THE CULTURAL INDUSTRY:
art, humanities, film, museums, entertainment

UTAH CULTURAL ALLIANCE

Championing Arts and Humanities Since 1980
Creative Sector

For-Profits
- Galleries
- Design: Graphic/Creative/Interior/Fashion, etc.
- Film/TV/Video
- Photography
- Individual Artists: visual, music, dance, authors, poets, actors etc.
- Presenting/Concert Venues
- Event Production
- Recording Studios
- Creative Directors
- Theatres
- Architecture
- Historic rehabilitation
- Journalism

Nonprofits
- Museums: arts, history/heritage, science, botanical gardens, zoos
- Universities/Schools
- Archives
- Libraries
- Presenting/Concert Venues
- Theatres
- Organizations: arts, folk arts, cultural, humanities, science, education, preservation, history, anthropology/ archeology/, film/media, and heritage organizations
- Historical Societies: Daughters of Utah Pioneers, etc.
IMPACT OF COVID ON THE CULTURAL INDUSTRY
How severe do you expect the financial impact of the coronavirus to be on you or your organization?

- Extremely Severe: 28.2%
- Mostly Severe: 27.6%
- Half Severe: 26.0%
- Somewhat Severe: 9.8%
- Not Severe: 8.5%
Loss of non-admissions income: $18,536,647
Loss of admissions revenue: $36,849,535

TOTAL LOSS: $55,586,182
Impact on Jobs & Individuals

- Number of positions in jeopardy: 3,633
- # of terminated jobs to date: 1,662
What would make you feel comfortable returning to our performing arts venues?

- A vaccine: 65.6%
- Limited venue capacity: 63.2%
- Being able to avoid lines: 52.9%
- Outdoor performance opportunities: 52.1%
- Availability of hand sanitizer: 51.7%
- End of shelter in place ordinances from the City/County: 47.9%
- Knowing the venue cleaning policies: 47.7%
- Health checks (i.e. taking every guest’s temperatures): 34.1%
- The Foundation’s decision to reopen: 16.9%
- Seeing others going to the theaters: 8.0%
- No changes necessary - I already feel comfortable: 6.4%
IMPLEMENTING EMPLOYER GUIDELINES

- Disinfecting high touch (employer guidelines) – between seating, entry, frequent staff walking around
- Mask/glove wearing of staff/volunteers
- **Decreasing circle** for day to day / preparation
- Make hand sanitizer & wipes readily available
- Supply chain
- Continuing remote work
IMPLEMENTING EVENT/CULTURAL ARTS/ENTERTAINMENT GUIDELINES

- 6’ spacing between household groups (NOTE STATE GUIDELINES ARE NOT 10’!)
  - Marked queuing
  - Places (like museums, botanical, zoological): Marked viewing spots
  - Signage – many museums and galleries are following retail guidelines of single direction flow (one-way)
  - Staggered admission
- Special hours or seating areas for high-risk
- Limiting contact
  - Contactless pay, disinfect between transactions
  - Screens
  - Ticket scanning
- Avoid congregating
  - Marked 6’ spaces
  - Some skipping intermission
- Concessions – a lot of self serve but not in all cases, some skipping entirely
GOING OVER AND ABOVE

- Signage EVERYWHERE
- Digital programs, tickets, limiting what’s handed out – don’t have to do digital, it is recommended
- Encouraging mask wearing of visitors
- Temperature taking at entry points (infrared)
- Testing of cast, crew, and staff
- Self-Quarantine of out of state performers and crew for 14 days
- Controlled exists (one row at a time) to encourage spacing
- Contact tracing

TWO YEAR PLANS!!!!
CHALLENGES & MAKING IT WORK

- $$ challenges: 6' equates to 25% of inventory
  - Some hunkering down until green
  - Cutting production costs (limited sets/costumes/tech)
  - Increasing prices
  - Renting a larger venue
- Talent problems:
  - Hire local
  - Increasing pay to match $25/hour
  - Some can’t go around unions though
- Communities with different guidelines
- Government spaces aren’t opening
- **Size restriction is for ONLY social gatherings without official oversight**
- PR – increased contact tracing efforts can help

**TWO YEAR PLAN!!!!!!!!!! Adapt or die moment**
Help Make it Work

Relief around the country: public art / Busking / loans / grants

Are rules in the way? Are your venues available to rent?

Help them help you: Events yield sales tax!

- For-profit events are taxable transactions
- Eating in restaurants, staying in a hotel, paying for gas, paying for parking
utculture.org/covid19
utculture.org/events
#utculturefromhome
#utcultureconnects