

# 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



Utah Department of  
**Heritage & Arts**



Utah Division of  
**Arts & Museums**

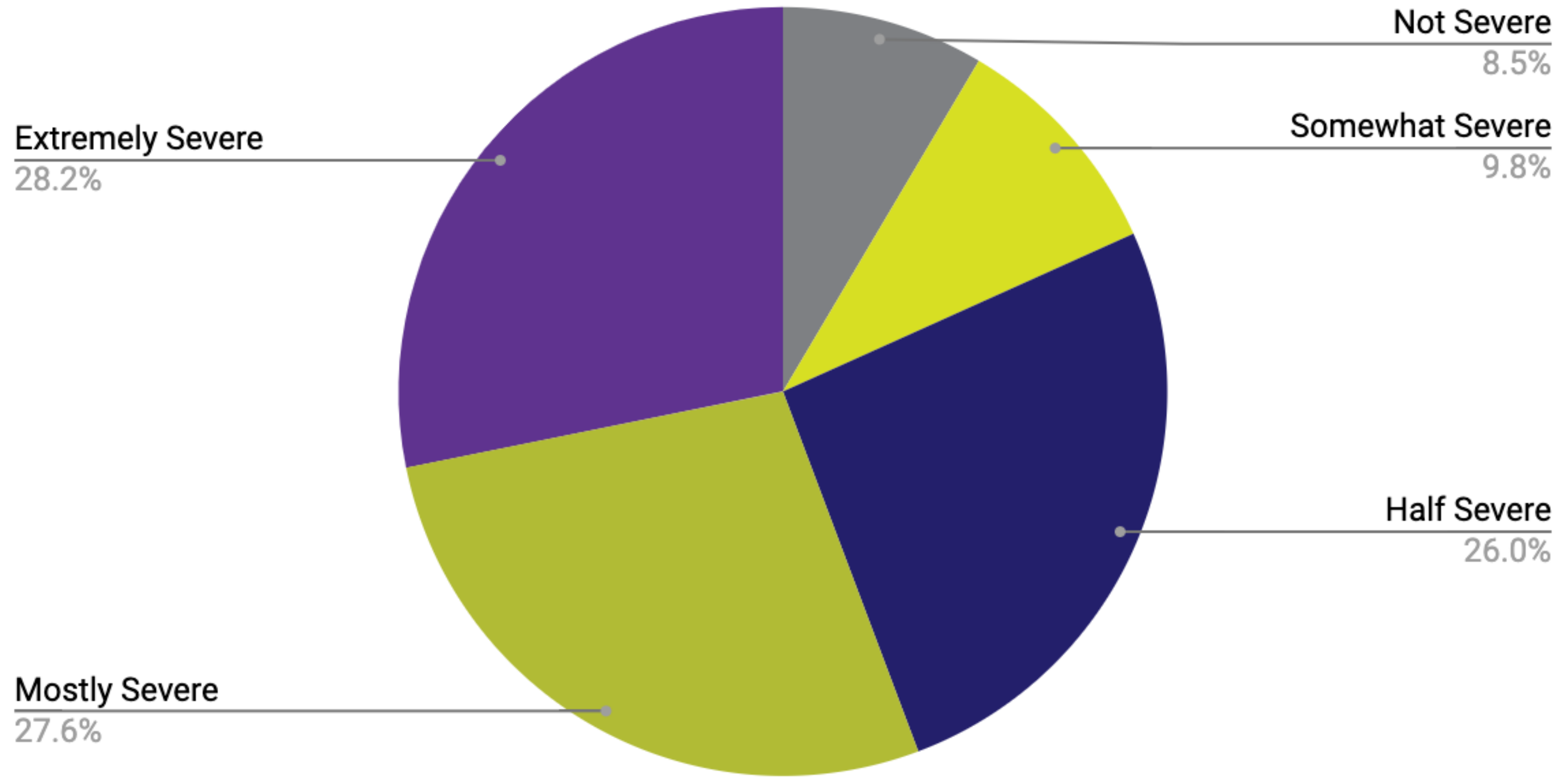


**UTAH HUMANITIES**  
Ideas in Action



UTAH CULTURAL ALLIANCE

# How severe do you expect the financial impact of the coronavirus to be on you or your organization?



Loss of non-admissions income: **\$18,536,647**

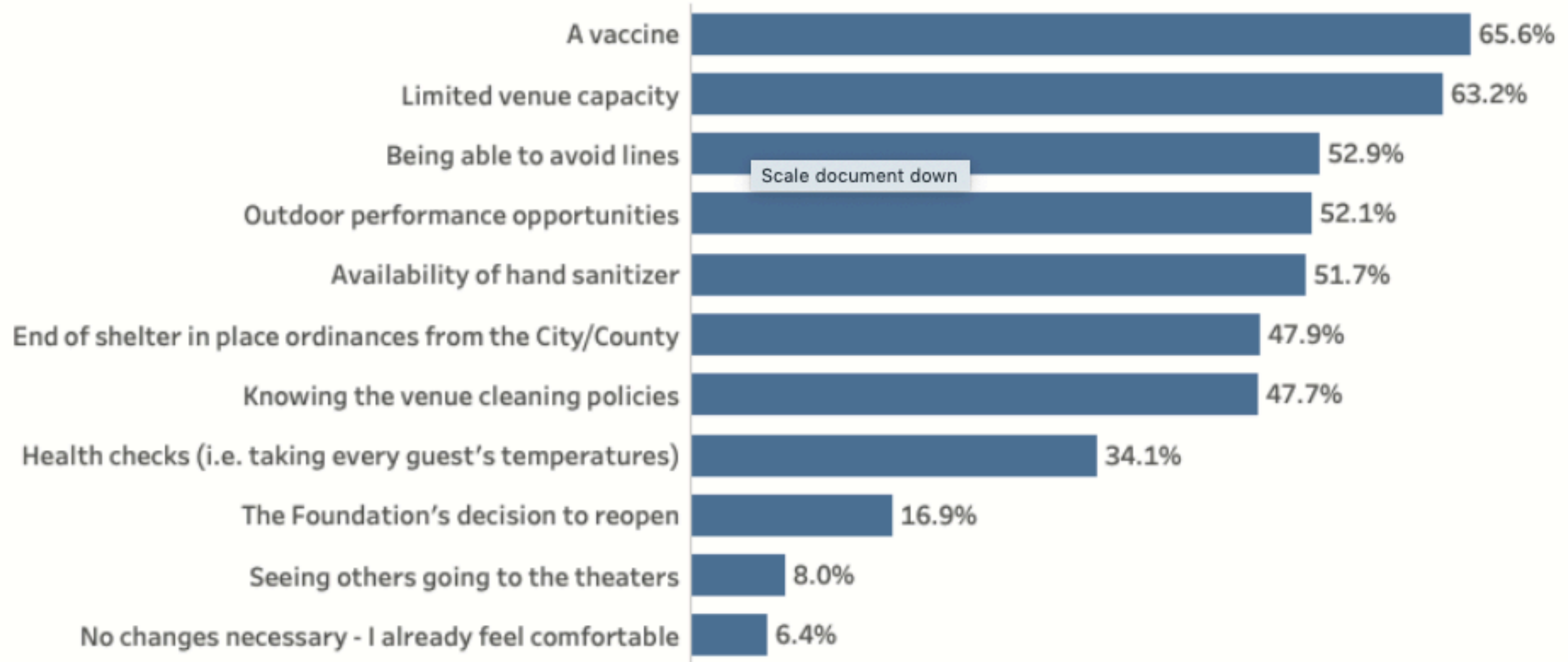
Loss of admissions revenue: **\$36,849,535**

**TOTAL LOSS: \$55,586,182**

- ▶ Number of positions in jeopardy: 3,633
- ▶ # of terminated jobs to date: 1,662

# CONFIDENCE

What would make you feel comfortable returning to our performing arts venues?



# 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**

[nowplayingutah.com/virtual](http://nowplayingutah.com/virtual)

[nowplayingutah.com/reopening](http://nowplayingutah.com/reopening)

[nowplayingutah.com/covid19](http://nowplayingutah.com/covid19)

[nowplayingutah.com/openplaces](http://nowplayingutah.com/openplaces)

[nowplayingutah.com/ppe](http://nowplayingutah.com/ppe)

- ▶ 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](https://utculture.org/covid19)

[utculture.org/events](https://utculture.org/events)

[#utculturefromhome](https://twitter.com/utculture)

[#utculturereconnects](https://twitter.com/utculture)