Throughout our long history, York has been an arts town. We’re a community of makers, innovators, builders, and doers. York’s resilience and success has always come from our ability to ‘do what you can with what you have’ and making things seemingly out of nothing.

York is being tested by COVID-19. As we face the uncertainties of health and economic conditions in the coming months, we now have three months of data on the effects of the pandemic on our arts sector, and the indicators are alarming.

95% of our artists and arts organizations are currently projecting loss of income into mid-2021, and will be unable to serve thousands of people who depend on them due to enhanced safety protocols.

Earned and contributed revenues for 2020 will be reduced by 50-85% due to social distancing and the economic recession.

York County could lose $4.7 million of economic impact that our cultural community brings into our local shops, businesses, and neighborhoods.

Our artists and creative organizations are resilient. They are demonstrating all of the qualities that we need right now: care for safety and health of our people, innovative programming, and hope for the future. The arts are helping us through it all, and are ready to lead the way in these uncertain times. But they need our financial support and advocacy. Our 2020 Annual Campaign will act as the COVID-19 Resiliency Campaign for the arts, raising much-needed operational dollars to help our cultural community weather the next 12-15 months of financial hardship.

If York fails to invest in its cultural institutions and artists, we risk losing York’s cultural soul. Please join us and contribute what you can to preserve the arts through this crisis.

KELLEY GIBSON
PRESIDENT
2020 Campaign Goal: Ensure the Future of York's Cultural Community

The Cultural Alliance has always been the convener of our cultural community, providing resources and training to allow our arts groups to take risks and grow. Though the focus of the Cultural Alliance 2020 Campaign is to continue to raise funds to ensure the financial resiliency of York's cultural sector, we will also convene artists and organizations so they can work together to promote the health and safety of participants and be innovative in how they sustain their missions.

A UNIFIED STRATEGY WITH CULTURAL NON-PROFITS WORKING TOGETHER WILL BE CRITICAL FOR THEIR LONG-TERM SURVIVAL.

THE 2020 CAMPAIGN WILL FUEL:

- **RESILIENCE**: Operational funds raised during the 2020 campaign will be distributed throughout 2021 to give York County non-profit arts organizations and working artists a financial foothold for 2021.

- **INNOVATION**: For the next 12-18 months, everything will be different. Our arts community is doing what it does best: creating, adapting, problem-solving, and innovating. We'll work together with our non-profit arts groups and artists to share resources and develop strategies to expand access to culture for York County.

- **SAFETY**: Many traditional arts and cultural programs create environments that could further the spread of COVID-19. York's cultural community will work together to provide safe environments and institute industry-specific best practices for experiencing the cultural moments that our audiences have missed over the past months.
Organizations and individual artists are drawing from their financial reserves and accessing relief made available through the CARES Act and Pennsylvania Council on the Arts.

The majority of York’s arts and culture nonprofits have applied for Payroll Protection Program loans through the Small Business Administration. These immediate actions will allow our cultural community to keep their doors open and their employees paid through September of 2020. Many arts and culture nonprofits will have exhausted their financial reserves by this time.

Arts and culture nonprofit leaders are very concerned about their ability to stay in business through 2021—or until a vaccine, treatment, or herd immunity protects audiences and employees from the possibility of contracting or transmitting COVID-19 through participation. Spikes are predicted to occur alongside the cold and flu season, just as arts and culture nonprofits launch their next seasons and present holiday programming that provides revenue to fuel their missions year-round.

**PAST FINDINGS BUILD A FOOTHOLD FOR THE FUTURE**

The arts have weathered difficult times before. Through historic audience and organization surveys by Americans for the Arts and our own historic patterns in York, we know:

During the Great Recession and the recession following 9/11, giving to arts and culture nonprofits was reduced for a temporary period of time as the economy retracted and philanthropic giving was shifted to health and human services.

Arts and culture groups that stayed in close contact with donors and audience members through increased efforts during the period of recession were able to recover much more quickly than those who cut back.

Following recovery, donors and audiences returned more quickly and even increased their support if they had stayed in contact with the arts or culture nonprofit during the economic crisis.

**A LONG-TERM RECOVERY**

Organizations and individual artists are drawing from their financial reserves and accessing relief made available through the CARES Act and Pennsylvania Council on the Arts. The majority of York’s arts and culture nonprofits have applied for Payroll Protection Program loans through the Small Business Administration. These immediate actions will allow our cultural community to keep their doors open and their employees paid through September of 2020. Many arts and culture nonprofits will have exhausted their financial reserves by this time.

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CULTURE IN CRISIS—FUNDING THE ARTS NOW

As our arts and cultural community shut down, the Cultural Alliance ramped up and took immediate action to deploy resources raised in our 2019 campaign for community arts organizations and artists in the first 2 months of the pandemic, including:

$90,000 in advance emergency funding to our eight essential Mission partner organizations.

$30,000 in operational grants for five new Impact partner organizations—the Belmont Theatre, DreamWrights Center for Community Arts, Eichelberger Performing Arts Center, Hanover Area Arts Guild, and Susquehanna Folk Music Society.

$20,000 in relief grants to 50 York County artists from marginalized communities whose creative practices and incomes were impacted by COVID-19, thanks to partnerships with York County Community Foundation and Give Local York.

“We are immensely grateful for the continued support of our work. It’s always very meaningful to us, especially so this year since, collectively, we’re facing so many unknowns.” - Joan Mummert, President & CEO, York County History Center

“The artist relief grant was truly a lifeline for my family and my practice.” - Warkenda Williams Casey, Founder, Black Swan Ballet Company

“Our sincere thanks to the Cultural Alliance and its donors for acting quickly to provide accelerated operational grants to several new organizations, including the Hanover Area Arts Guild. It could not have come at a more critical time.” - Andrew Smith, Hanover Area Arts Guild
York’s arts and culture non-profits need a significant financial investment to ensure a vibrant future for our community. The Cultural Alliance Annual Campaign will efficiently raise and invest operational dollars into our arts organizations and working artists that will give them a financial foothold, and distribute those grants throughout 2021 as they work to re-open their programs in new and innovative ways.

TOTAL INVESTMENT: $800,000

OPERATIONAL GRANTS FOR MISSION PARTNERS: $625,000

OPERATIONAL GRANTS FOR IMPACT PARTNERS: $125,000

ARTIST GRANTS: $50,000
CREATIVITY DURING CRISIS: USING TECHNOLOGY AND INNOVATION

The arts are needed now, more than ever. Arts and culture nonprofits are committed to delivering their programming in new ways because they know, for a time, many audiences and students will be reticent or unable to access programs in traditional venues amongst large crowds.

To maintain connection with participants in interactive programming, organizations are implementing more accessible experiences for interaction.

THE SHOW GOES ON...LINE

Online dance classes, virtual museum tours, zoom art classes and to-go art making kits for children and adults—these are just some of the ways our organizations are staying in touch with our community. Most are available at no cost with an increase in online content.

all groups plan to continue offering online programming even when they re-open their doors.
PARTICIPATION DURING CRISIS: COMMUNITY NEEDS & EXPECTATIONS

DIGITAL OFFERINGS EXPAND ACCESS

In national audience studies as well as local participation surveys, we know that individuals and families in York County turned to creative content online to express and challenge themselves during quarantine. 81% of those surveyed reported doing something artistic during the pandemic.

"Online classes allowed our family to participate more and on our own schedule."

"I was able to participate in activities that I might not be able to afford financially if it were in person."

"I hope access to creative online content is available in non-pandemic times."

WHEN WE COME BACK: A SAFE & CAUTIOUS RETURN

Audiences are clear about the measures they will look for as they assess the safety of spaces for re-entry. Increased cleaning protocols, masking, and social distancing will change the way our arts groups can meet their missions.

- The number of people that arts and culture nonprofits will be able to serve in a single space or during a single event will be significantly lower.
- Theatres and concert venues will accommodate seating by skipping seats and rows, filling less than 25% of the seats.
- Music, dance, and theatrical productions must be modified to minimize hazards to performing artists.
- Museums and galleries will limit large gatherings and school tours and will require reservations and timed arrivals to tour exhibits.
- Interactive arts activities may be limited to what can be safely and easily cleaned after each use.
- Class and camp sizes will be small and spaced out or completely virtual.
- All spaces will require enhanced cleaning and janitorial services.

Due to the restrictions from these protocols, some organizations may need to hibernate with limited in-person programming during this time. The organizations that make this difficult decision will need a financial foothold to be prepared for financial recovery and a planned re-entry into the community when they can fully reopen.
The Role of the Cultural Alliance of York County

Founded in 1999, the Cultural Alliance of York County is South Central Pennsylvania’s only United Arts Fund. Over the past 20 years, we’ve invested more than $10.4 million in essential arts groups that bring arts and culture to life for thousands of residents of York County.

Mission

*We are a Catalyst, fueling the creative energy and vibrancy of York County through Leadership, Collaboration and Sustainability in order to enrich the lives of all of our citizens.*

**During the 2020 Resiliency Campaign for Arts and Culture, We Will:**

- **Advocate**: Represent the cultural sector and advocate for resources with business leaders, foundations, elected officials, and economic development leaders.
- **Convene**: Facilitate a learning community of arts leaders and artists to share information and best practices on innovative programming, resources, and health & safety procedures.
- **Steward**: Efficiently raise and equitably distribute critical operational funds—the hardest to get and the most needed in the next 12-18 months.

For more information and to contribute, visit CulturalYork.org