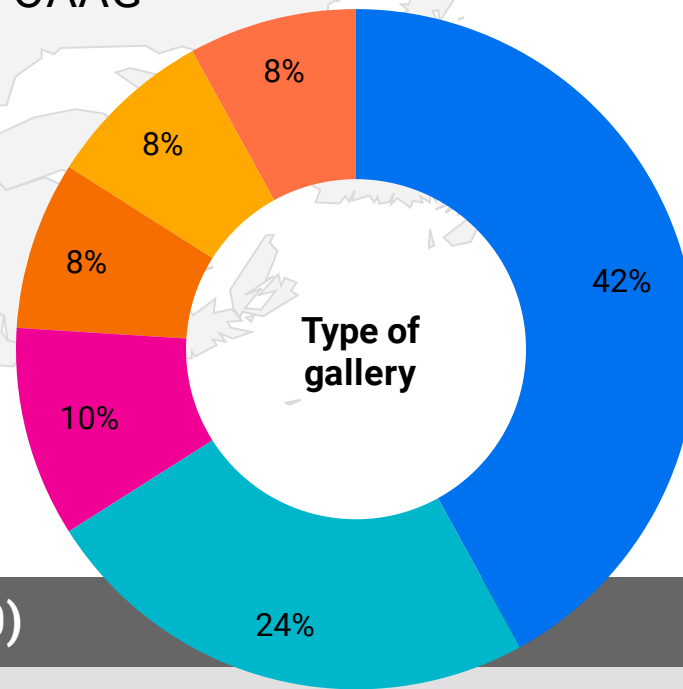
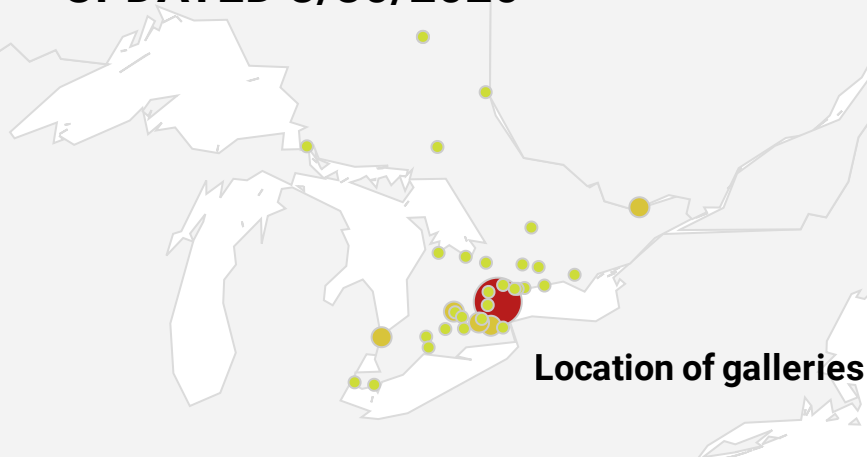


Ontario Association of Art Galleries Covid-19 Impact Survey

Analysis of responses from survey sent to OAAG membership

UPDATED 3/30/2020



Respondents: 60% of institutional members

- Independent not-for-profit
- Municipal Gallery
- University/College Gallery
- Artist Run Centre
- Regional Gallery
- others

Total anticipated losses (March - May 2020)

Lost revenue

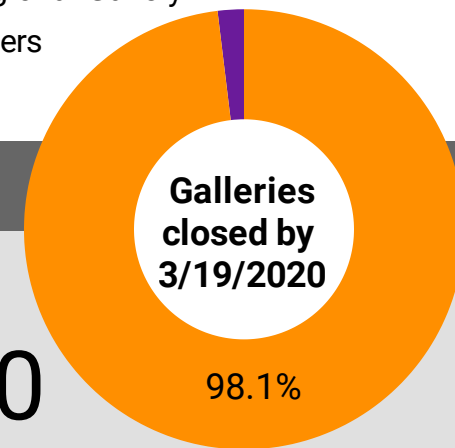
\$1,083,507.00

Delayed revenue

\$1,165,550.00

Retail loss

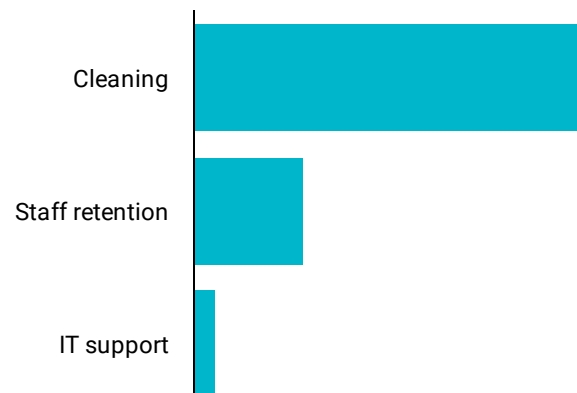
\$712,340.00



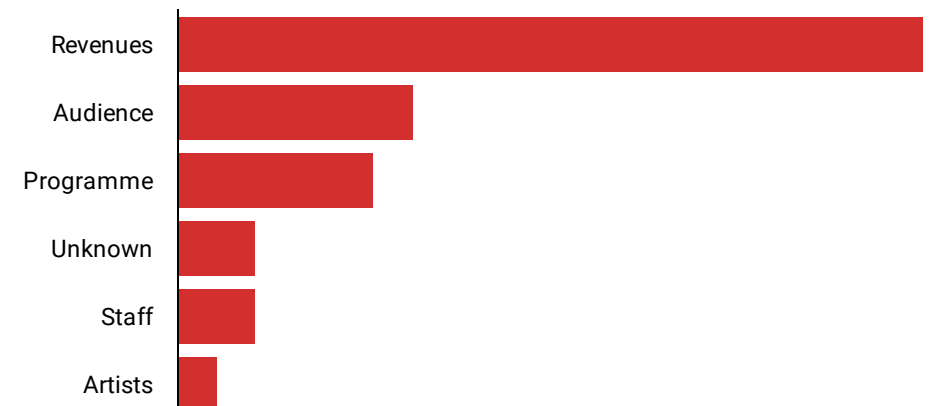
Wages lost

\$300,149.00

Areas of additional immediate expenditure



Areas of greatest impact



Questions from respondents

“How can Ontario best ensure that individual artists are supported as self-employed entrepreneurs - on both an immediate and long-term basis?”

“Will arts and cultural funding be cut to support other economic impacts and sectors. The arts are typically viewed as a non-essential service and more so a luxury and not as a way of life, society, well-being and a part of humanity.”

“Could our facilities be of use as temporary shelters or clinics if the pandemic worsens?”

“Recognizing the importance of cultural organizations and workers to society and the economy, what protections are being put in place to ensure that this sector will be able to rebuild once the crisis is over?”

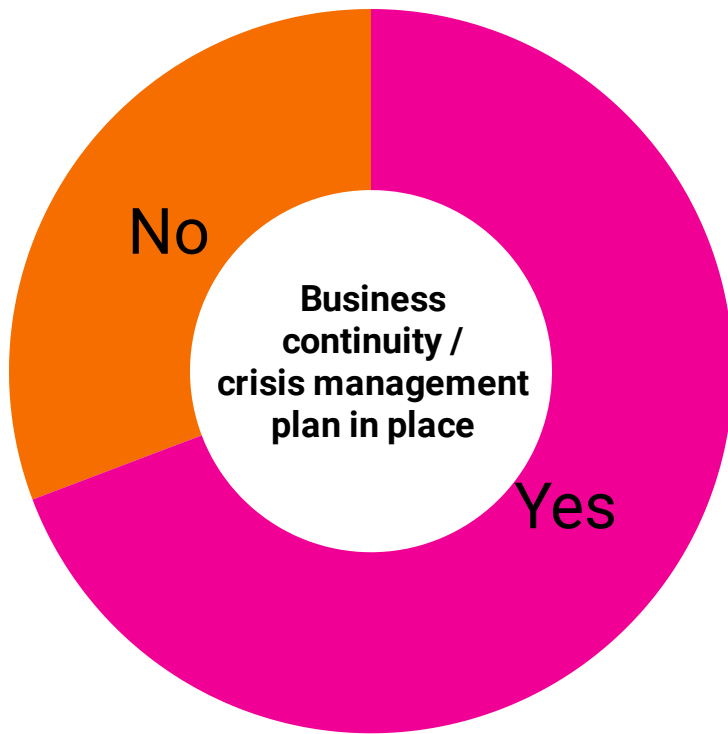


Ontario Association
of Art Galleries

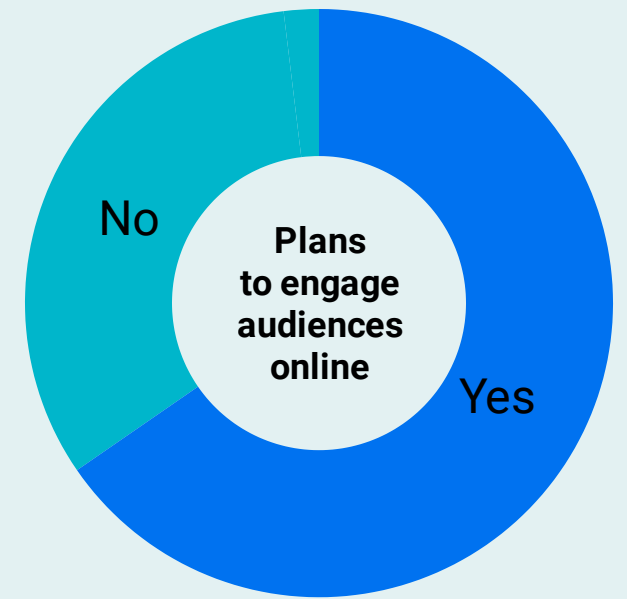
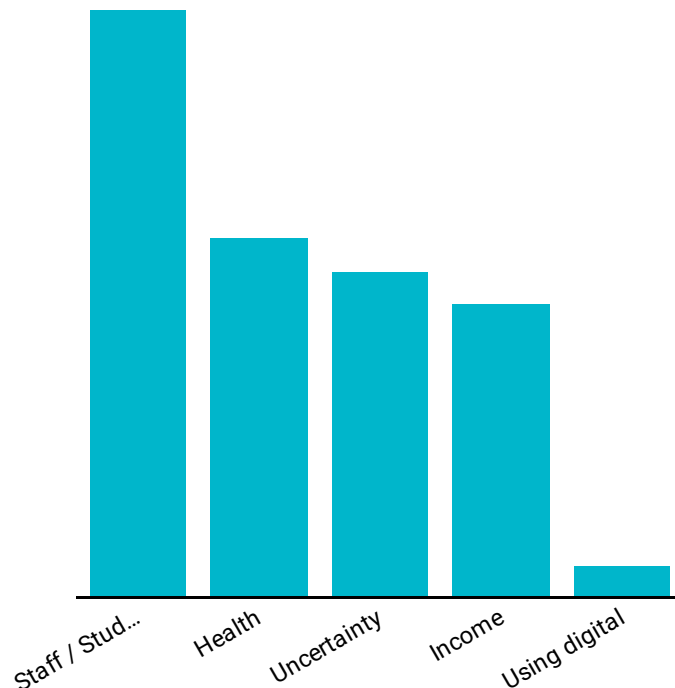
www.aaag.org

Charitable Business Number
10779 6690 RR0001

Analysis and charts by **Surface Impression**
www.surfaceimpression.digital



Areas of concern



Digital platforms:

Social media

16

Virtual tour

10

Collection online

8

Live video workshops / talks

8

Educational resources

4

Time to create digital resources:

2 to 24 weeks