Ontario Association of Art Galleries  Covid-19 Impact Survey
Analysis of responses from survey sent to OAAG membership
UPDATED 3/30/2020

Location of galleries

Total anticipated losses (March - May 2020)

- Lost revenue: $1,083,507.00
- Delayed revenue: $1,165,550.00
- Retail loss: $712,340.00

Areas of greatest impact:
- Revenues
- Audience
- Programme
- Unknown
- Staff
- Artists

Wages lost: $300,149.00

Areas of additional immediate expenditure:
- Cleaning
- Staff retention
- IT support

Respondents: 60% of institutional members
- Independent not-for-profit: 42%
- Municipal Gallery: 24%
- University/College Gallery: 8%
- Artist Run Centre: 10%
- Regional Gallery: 8%
- Others: 8%

Galleries closed by 3/19/2020: 98.1%
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?"

Areas of concern

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<tr>
<th>Area</th>
<th>Count</th>
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<tbody>
<tr>
<td>Staff / Stud...</td>
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<tr>
<td>Health</td>
<td></td>
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<tr>
<td>Uncertainty</td>
<td></td>
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<tr>
<td>Income</td>
<td></td>
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<tr>
<td>Using digital</td>
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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

Ontario Association of Art Galleries
www.oaag.org
Charitable Business Number 10779 6690 RR0001

Analysis and charts by Surface Impression
www.surfaceimpression.digital