

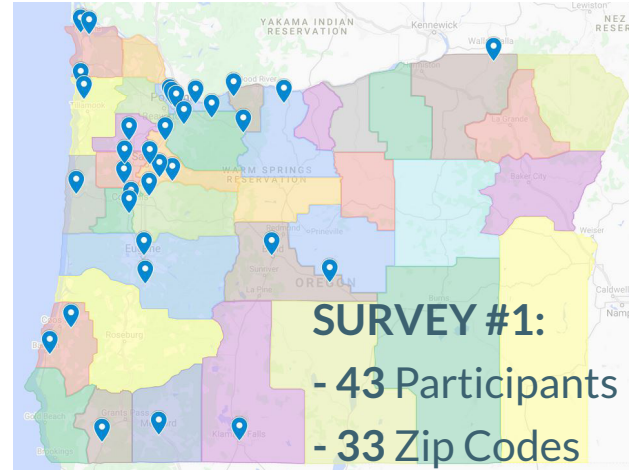
COVID-19 IMPACT TO HERITAGE ORGANIZATIONS

SURVEY #1 of 3: SUMMARY OF RESULTS

The Oregon Heritage Commission is trying to assess the impact over time that COVID-19 has had specifically on heritage organizations. As national and local funding decisions are being made for recovery efforts, we want to make sure that we have data available so that heritage is represented in any future recovery efforts, funding, and decision-making.

Three surveys over the course of the year will determine the impact from March 2020-June 2021:

- Survey #1 - Opened in Nov. 2020 to gather information from March 2020-Oct. 2020
- Survey #2 - Opened in March 2021 to gather information from Nov. 2020-Feb. 2021
- Survey #3 - Will open in July 2021 to gather information from March 2021-June 2021



Financial Impact

Total estimated revenue loss:

\$3,789,576

Types of revenues with the largest loss include:

- Admissions
- School Groups
- Public Programs
- Event Rentals
- Tourism
- Fundraisers

Some reported small financial gains in **grants, donations, and membership**

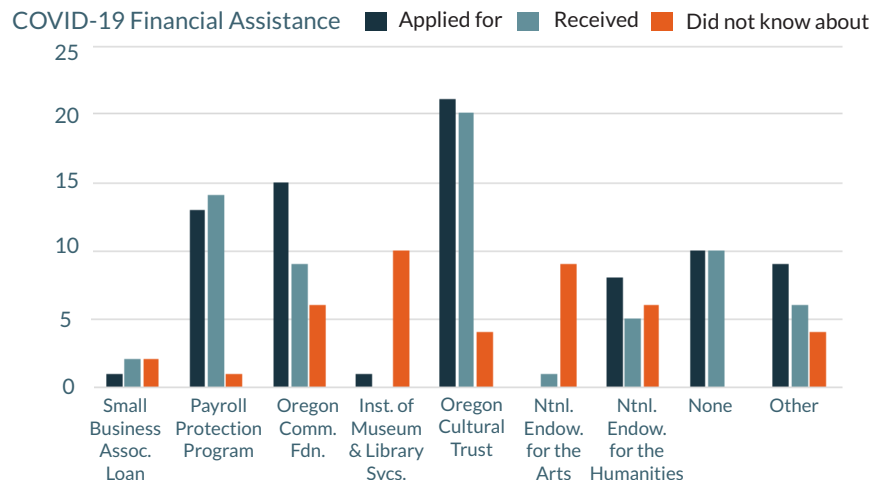
86% reported additional COVID-19 related expenses with the 3 largest categories of expenses including:

- Cleaning supplies
- Gloves, masks, PPE
- Technology
- Increased janitorial svc.

COVID-19 Financial Assistance

46.5% of respondents received the Oregon Cultural Trust COVID-19 relief funds, the most applied for and most received funding source.

When asked what do you project will happen to your organization in 3 months if further COVID-19 related financial assistance is not offered, **32%** said there would be no change and **65%** said layoffs, furloughs, reduction of services, temporary closure and permanent closure were possible.



Attendance & Programs Impact

Pre-pandemic, respondents reported having **397,425** annual visitors. For March 2020-Oct. 2020 they reported **74,422** visitors. This is **18%** of the typical total annual visitors for the entire 8 month period.

390 # of programs cancelled between March 2020-Oct. 2020

% of respondents that added online programs since the pandemic began **37%**

School Groups:

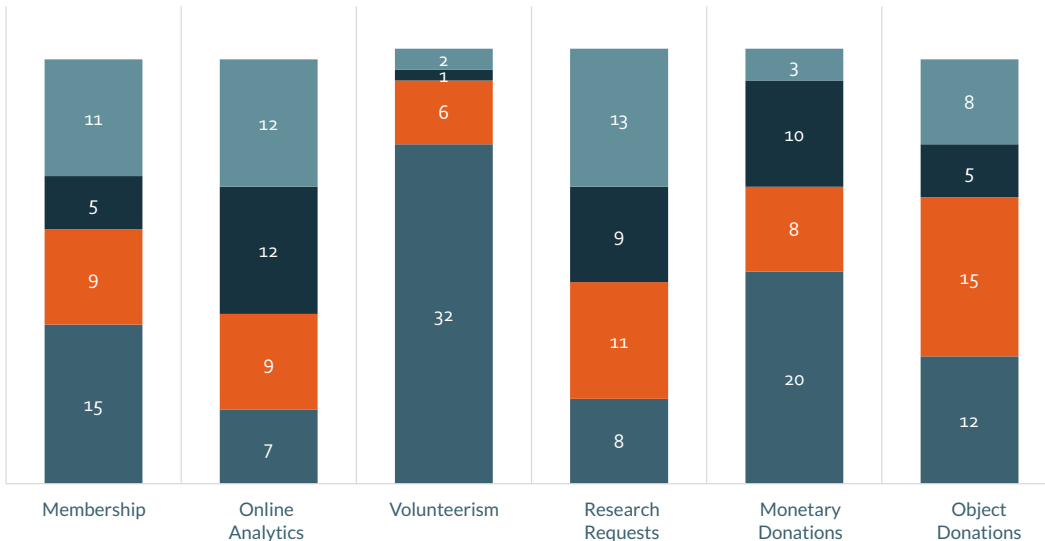
- Pre-Pandemic respondents typically served **59,340** students.
- Between March 2020-Oct. 2020 they had **204** student site visits and **5,237** student online visits for a total of **5,441** student interactions

During this 8 month period, these organizations served only **9%** of the students they would have normally served in a typical year.

Community Engagement Impact

Engagement Trends March-Oct.

■ Decreased ■ Normal ■ Increased ■ N/A



Top ways organizations engaged with audiences March 2020-Oct. 2020:

- Sharing content in newsletters
- Online programs
- Online exhibits
- Increased social media

Staff & Volunteer Impact

Staff Impact:

- Pre-Pandemic, **67%** of respondents had paid staff, **30%** were volunteer run
- **44%** of respondents had staff layoffs, furloughs, or reduced hours between March 2020-Oct. 2020
- **19%** of those with paid staff indicated no change in staffing

Volunteer Impact:

