

Rozsa Foundation Performing Arts Research Précis

December 10, 2012

RESEARCH RATIONALE AND OBJECTIVES

The Rozsa Foundation seeks to remain responsive to the arts sector by conducting regular research. Within the performing arts community, the Foundation was looking for ways to refresh and renew the granting guidelines and expand the support offered by addressing current gaps or opportunities.

JUSTIFICATION OF SAMPLE

The sample chosen to participate in this research reflects a cross-section of the industry in terms of genre and proportionate to the overall number of small, mid and large sized organizations as defined by their operating budgets. The research saw a highly credible response rate of 78%.

ANALYSIS

The following trends were observed:

Human Resources

At this point in time, HR is the number one issue of all sizes of performing arts organizations. Because it top of mind from an individual perspective, the category was not often referred to again when answering the sector question regarding additional needs. Although the challenge of staff attraction and retention is usually caused by a shortage of funds, this category was clearly identified separately from the shortage of revenues and other funding issues.

Facilities

By contrast, facilities are seen as a sector issue but not an organizational concern. Small to medium organizations appear to be more concerned with facilities which was reflected in some of their comments. Although there are currently a number of facilities under construction or in the midst of capital campaigns, they were never mentioned as answers to this sector-wide concern.

Funding

Not surprisingly, revenue shortfall is a major problem especially for the large and mid-sized performing arts organizations.

Programming

The research shows that larger organizations are focused on programming, art outreach programs or artist development, to a far greater degree than the small organizations and most mid-sized companies. This category should be the most frequently mentioned since this is why performing arts organizations exist in the first place. If companies are too preoccupied with personnel, funding and venue shortages, it would appear that there is no resource left for artistic dreams.

Marketing

Marketing is an issue for the smaller organizations and of equal concern as personnel issues. Typical comments refer to desired outcomes including more sales or a bigger audience, but do not mention the tactics they might employ to achieve those ends.

Technology

Ticket sales platforms were coded in the technology category but are a logical extension of marketing concerns. A well-functioning ticket platform is fundamental and could have a major impact on the sector.

CONCLUSION

The Rozsa Foundation has modified its granting guidelines to provide discounted financial audits for large organizations in order to reduce administrative expense, and will also offer small and mid-sized organizations marketing audits and funds for implementation of ensuing recommendations. Facilities concerns may be funded through interim financing.