

Cultural Organizations Financial Health Check Survey Results

December 10, 2001

Thirty-five major and mid-size organizations across the state of Iowa were unscientifically surveyed to determine the impact of the economy on their programs.

1. Are you experiencing any budget problems?

70% YES

30% NO, but 10% said it is too early in the season to say for sure

2. What factors are relevant to your organization?

30% have experienced a decline in attendance or ticket sales.

(Decline from 5%-15%)

46% have experienced a decline in contributions from individuals

(Decline from 5%-15%)

53% have a decline in contributions from corporations

(Decline from 10%-75%)

3. Have you experienced cancellations of school field trips?

50% YES

50% NO

Cancellations range from 8%-25%

Many are experiencing cancellations from charter bus businesses as well

4. What are your plans to address your budget shortfall?

57% will launch additional fundraising campaigns

23% will shorten their season, reduce the number of productions or delay exhibit openings

20% will dip into reserve funds

16% will borrow money from a bank or private lender

16% will borrow money from a trust or endowment

*One organization will delay salary increases

5. To what do you attribute your budget problems?

60% Increased competition for funding

57% Economy

47% Declining value of stock portfolios of contributors

30% Events of Sept. 11

16% Other:

Sales of merchandise is down;

First time for a split season;

Cuts to school budgets;

Two major corporations filed bankruptcy in our community;

Cultural organizations must market themselves as one to maximize return on investment

6. Do you anticipate layoffs?

93% Not at this time

7% Yes or possible; 1-4 part-time employees