

An abstract, vibrant background featuring a dense collection of overlapping circles and brushstrokes in various colors including blue, red, yellow, orange, pink, and dark blue. The composition is layered and textured, with some areas appearing more saturated than others.

Counting the Cost of COVID-19

The economic impact on the arts, culture and heritage sector in Ottawa-Gatineau

Photo © Eric Prouzet, 2021

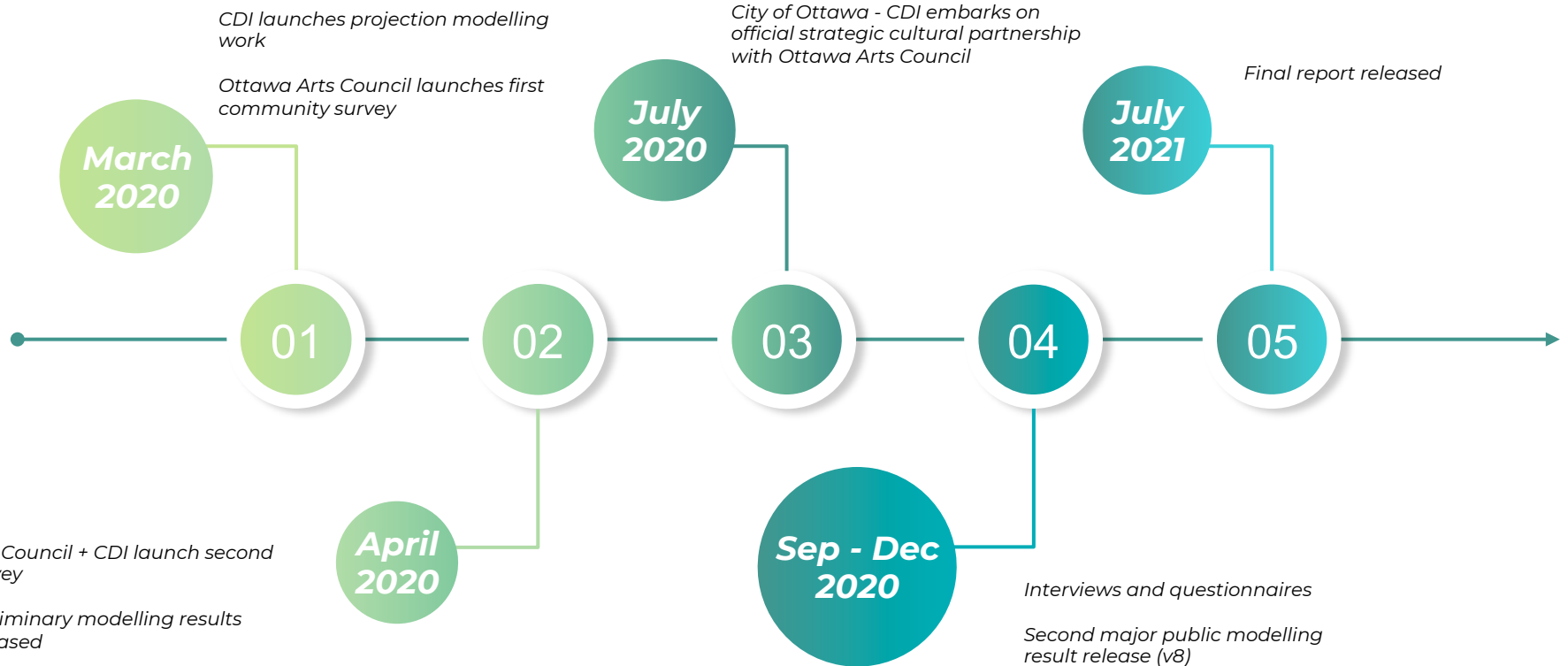
Counting the Cost of COVID-19 is a joint research project carried out by the Ottawa Arts Council and the City of Ottawa's Cultural Development & Initiatives Team.

The goal of the project was to better understand the financial impact of pandemic-related business closures on the sector in real-time with a goal of guiding decision making and support.



OTTAWA ARTS
COUNCIL | CONSEIL DES
ARTS D'OTTAWA

Project Timeline



Data collection

Bilingual surveys

Survey 1 (March 2020) - general community needs |
231 responses

Survey 2 (April 2020) - financial impact specific |
94 responses

Participant questionnaire

45 participant questionnaires (autumn 2020)

Interviews

33 phone / Zoom interviews (autumn 2020)



\$364.4
million

estimated total lost
income in arts, culture and
heritage sector by Dec
31,2021



\$33,340

average projected income
loss among independent
FT artists by Dec 31, 2021

\$32,902

average projected income
loss among independent
FT technical workers by
Dec 31, 2021

Impact | Responding to community

Redphone Project *an ongoing one-on-one networking opportunity*

The Warrior Micro-Grant Series *partnered with MayaSpoken and Black Market Creative Agency*

Urgent Response Funding for Artists 55+ *partnered with PAL*

Marketing Masterclass for Arts + Heritage Organizations *partnering with Working in Culture + Kingston Arts Council*

#FairnessForArtsON *Advocating for regulatory fairness for reopening Ontario arts with Canadian Live Music*

To address livestreams, rehearsal and venue capacity

LUCK! Reimagined CHANCE! Reinvente *Virtual Art Draw*

Ottawa Arts Awards, *merging Artist Award for IBPOC artists*

Robust social media and website programming to celebrate local artists and broadcast resources which directly concern the needs we gleaned from the study:

Universal Basic Income

Wellness

Pathways to funding + job opportunities