What’s Next For the Arts and How to Plan For It

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## Forward Virginia: Phase One

<table>
<thead>
<tr>
<th>Activity</th>
<th>Phase Zero</th>
<th>Phase One</th>
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</thead>
<tbody>
<tr>
<td>Non-Essential Retail</td>
<td>Open with 10 person limit</td>
<td>Open with 50% capacity</td>
</tr>
<tr>
<td>Restaurants and Beverage Services</td>
<td>Takeout and delivery</td>
<td>Takeout and delivery; outdoor seating at 50% capacity</td>
</tr>
<tr>
<td>Entertainment and Public Amusement</td>
<td>Closed</td>
<td>Closed</td>
</tr>
<tr>
<td>Fitness and Exercise</td>
<td>Closed</td>
<td>Closed (limited to outdoor fitness classes)</td>
</tr>
<tr>
<td>Beaches</td>
<td>Exercise and fishing only</td>
<td>Exercise and fishing only</td>
</tr>
<tr>
<td>Gatherings</td>
<td>10 person limit</td>
<td>10 person limit</td>
</tr>
<tr>
<td>Teleworking</td>
<td>Strongly encouraged</td>
<td>Strongly encouraged</td>
</tr>
<tr>
<td>Face Coverings</td>
<td>Strongly encouraged</td>
<td>Strongly encouraged</td>
</tr>
<tr>
<td>Childcare</td>
<td>Open for working families</td>
<td>Open for working families</td>
</tr>
<tr>
<td>Places of Worship</td>
<td>Drive-in services; 10 person limit</td>
<td>Drive-in services; 50% capacity</td>
</tr>
<tr>
<td>Personal Grooming</td>
<td>Closed</td>
<td>Appointment only</td>
</tr>
<tr>
<td>Private Campgrounds</td>
<td>Closed</td>
<td>Open</td>
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<tr>
<td>Overnight Summer Camps</td>
<td>Closed</td>
<td>Closed</td>
</tr>
<tr>
<td>State Parks</td>
<td>Day use only</td>
<td>Day use; Overnight in phases</td>
</tr>
<tr>
<td>Schools</td>
<td>Closed</td>
<td>Closed</td>
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</tbody>
</table>
ARTS TRUTH

Artists set trends

Artists do some of their best work when constrained
Opportunity for Artists to Lead Role for Today and the New Tomorrow

Create safe social opportunities to rebuild community fabric once world re-opens

Drive-in Movies
During social isolation
What’s possible?

- Messages of inspiration
- Online programs
- Outdoor public art
- Contact-free product sales
- What else?
Once world re-opens
What’s possible?

• Same as during isolation PLUS:
  • Fill gaps left by retail closures
  • Safe yet intimate programs
    - Small audiences with room for distancing
• Just safe programs
  - Outdoor public activations
  - Drive-in activities
Implementation
What does this require?

- Contingency Planning for multiple scenarios
- Omni-channel communication + product distribution
  - On-line activities
  - Social media
  - Contact-free distribution
  - Safe in-person events
- Ongoing audience development and fundraising
WORK-SMART
What’s Next for the Arts and How to Plan for It

ARTSFAX

A Presentation on Dynamic Planning
Mary Robinson | President & Founder, Capacity Partners | May 22, 2020
Dynamic Planning

01 FOUNDATION

02 CURRENT SITUATION

03 STRATEGIC DIRECTION

04 IMPLEMENTATION PLAN

MAINTAIN FOCUS on Mission + Vision + Values
CLARIFY top priorities of Strategic Plan

COVID-19
Massive change in your current situation

ASSESS biggest INTERNAL changes

TRACK EXTERNAL situation changes

UPDATE PLANS weekly or daily

ADJUST rapidly and iteratively as needed
4 Stages of Dynamic Planning

1. **CRISIS**
   - Create **CRISIS RESPONSE PLAN**

2. **MONITORING**
   - Adjust **MULTIPLE RESPONSE PLANS** rapidly and iteratively

3. **PLANNING AHEAD**
   - Create new 6-12 month **DYNAMIC PLAN**

4. **TRANSITION**
   - End crisis management and begin implementing **NEW DYNAMIC PLAN** and operating plan

Capacity Partners® Framework for Dynamic Planning
How to Create Your Dynamic Plan

A Form Dynamic Planning Committee

B Affirm Mission

C Assess Key Strengths and Weaknesses

D Conduct scenario planning

E Adapt or reinvent your business model

F Define your Dynamic Plan

PLANNING AHEAD
Different Questions & Plans for Each Stage

<table>
<thead>
<tr>
<th></th>
<th>STAGE 1</th>
<th>STAGE 2</th>
<th>STAGE 3</th>
<th>STAGE 4</th>
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<tbody>
<tr>
<td>PEOPLE</td>
<td>Crisis Response</td>
<td>Monitoring</td>
<td>Planning Ahead</td>
<td>Transition</td>
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<tr>
<td>Priorities</td>
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<td>Questions</td>
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<tr>
<td>PROGRAMS</td>
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<td>FINANCES</td>
<td>Crisis Response</td>
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<td>FUNDRAISING</td>
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Where is your organization right now in the Dynamic Planning Stages we’ve just laid out?

Stage 1: Crisis

Stage 2: Monitoring

Stage 3: Planning Ahead

Stage 4: Transition

1. Create CRISIS RESPONSE PLAN
2. Adjust MULTIPLE RESPONSE PLANS rapidly and iteratively
3. Create new 6-12 month DYNAMIC PLAN
4. End crisis management and begin implementing NEW DYNAMIC PLAN and operating plan
Connect with us!

@ArtsFairfax

Engage with us!

Tag us - @ArtsFairfax
or
use our hashtag - #artsfairfax
Resources

• Information on the Virginia Phases: https://www.virginia.gov/coronavirus/forwardvirginia/#856418
• Event Safety Alliance Reopening Guide: https://www.eventsafetyalliance.org/esa-reopening-guide
• Upcoming webinar on how the arts have adapted during COVID-19: https://us02web.zoom.us/webinar/register/85451604540/success?user_id=srmUxpKPTGuR6pbQ4-NnkQ&timezone_id=America%2FChicago
• Ask an Expert: The Legal Landscape of Livestreaming: https://folk.org/resources/upcoming-webinars/
• Live Streaming Boot Camp: https://artsorange.org/event/webinar-streaming-bootcamp-for-artists/2020-05-06/
• Artsopolis: Transitioning Programs and Artistic Content into an Online Structure: https://www.artsopolis.com/transitioning-programs-and-artistic-content-into-an-online-structure/
• Fiscal Management Associates Webinars on Budgeting: https://fmaonline.net/2020/05/20/making-crisis-decisions-tools-and-processes-for-rapidly-changing-circumstances/
• Legal Issues Related to Reopening Washington Area Lawyers for the Arts: https://waladc.org/
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