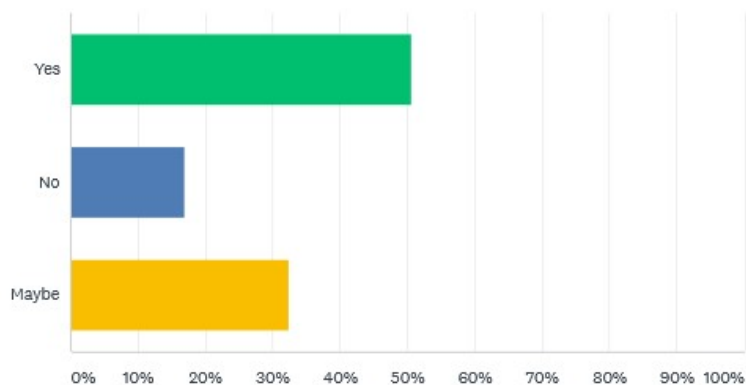


Will your museum be open to the public in the first half of 2021?

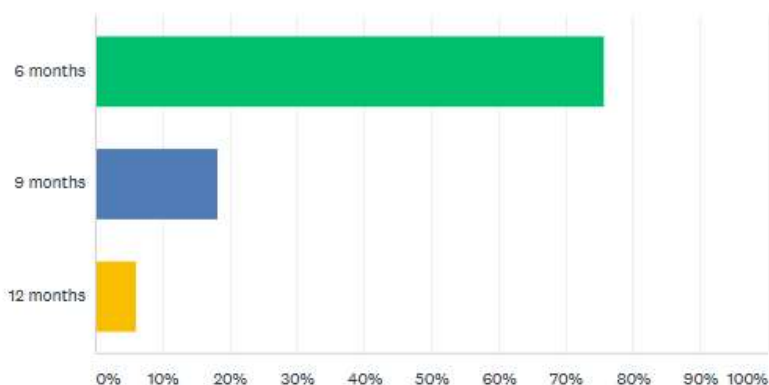
Answered: 71 Skipped: 1



50.7% indicated their museum would be open to the public the first half of 2021; 32.39% were not sure; and 16.9% indicated they would not be open the first half of 2021.

If your site will not be open to the public the first half of 2021, what is your current projection for number of months you will be closed to the public in 2021:

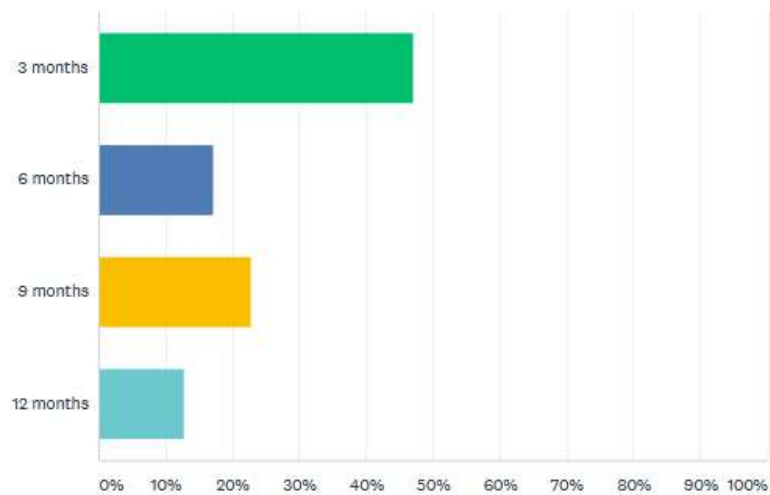
Answered: 33 Skipped: 39



75% of those planning to be closed the first half of 2021 plan to be closed for 6 months, 18% for 9 months, and 6% for 12 months.

If your site was closed in 2020, approximately how many months were you closed to the public?

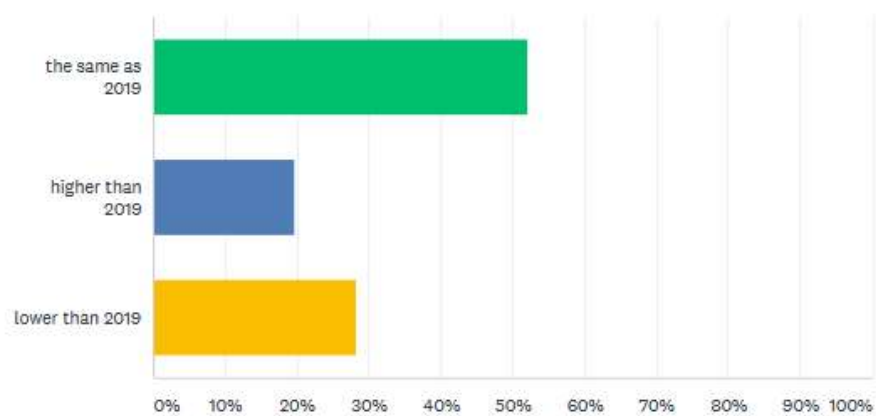
Answered: 70 Skipped: 2



52.86% of respondents were closed 6-12 months of 2020.

Compare your current operating budget to 2019 (pre-pandemic).

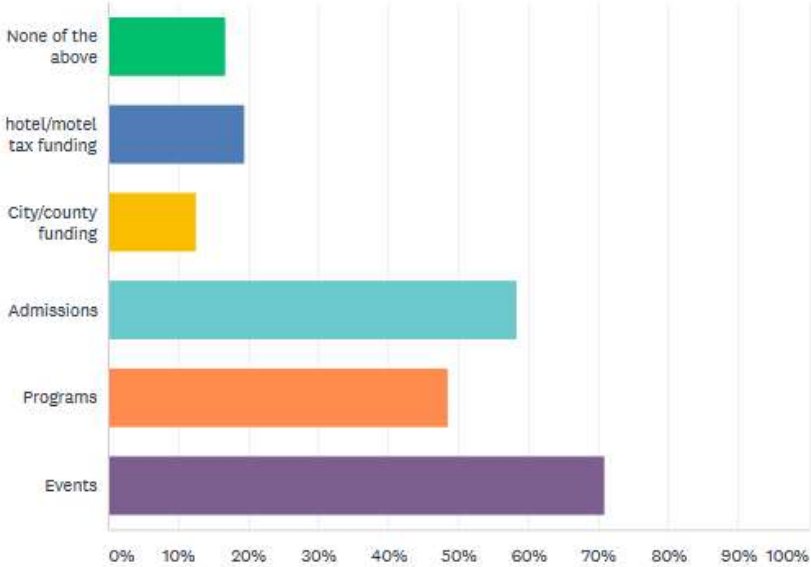
Answered: 71 Skipped: 1



28% of respondents operating budgets have decreased since 2019.

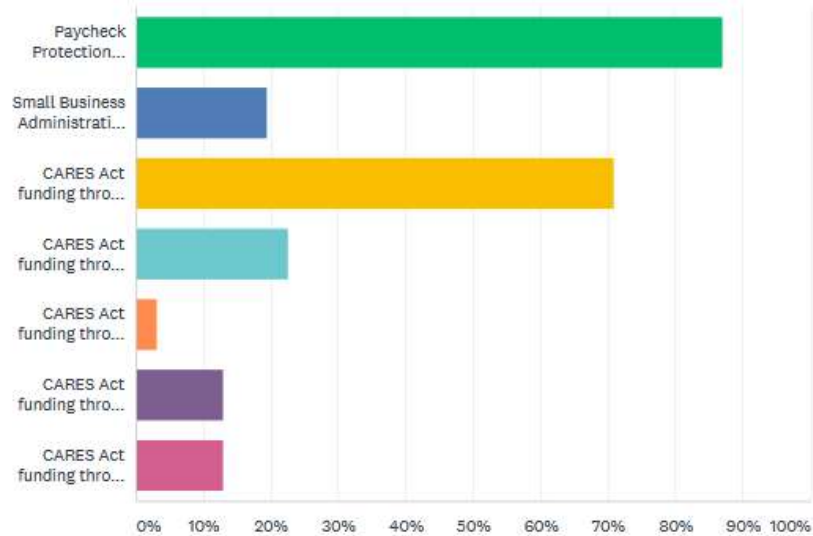
Were your revenues in 2020 lower than normal due to diminished revenue from any of these revenue sources? Check all that apply:

Answered: 72 Skipped: 0



Did you receive any of the following government financial assistance in 2020?
Check all that apply.

Answered: 31 Skipped: 41



The choices above were:

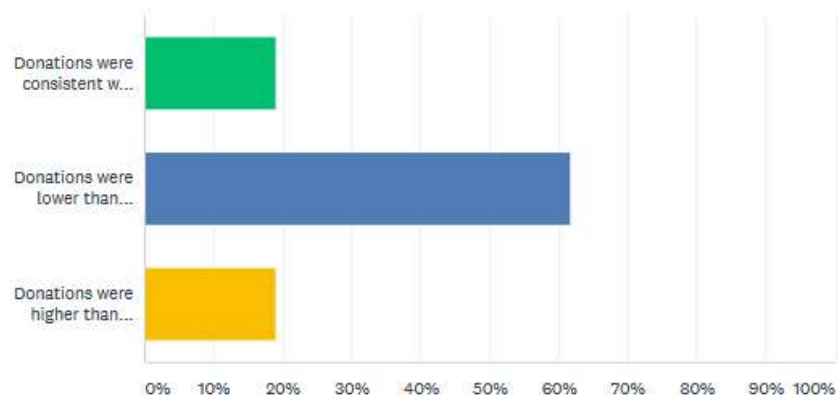
- Paycheck Protection Program Loan
- Small Business Administration Loan
- CARES Act funding through the Department of Cultural Affairs
- CARES Act funding through the Iowa Economic Development Authority
- CARES Act funding through the Institute for Museum and Library Services
- CARES Act funding through the National Endowment for the Humanities
- CARES Act funding through the National Endowment for the Arts

Other sources of funding received in 2020:

- Iowa Arts Council
- Iowa Nonprofit Recovery Fund
- Iowa Arts & Culture Recovery Program
- Winnebago County Foundation
- North Iowa Corridor Relief Fund
- Silos & Smokestacks Covid-19 Resilience Grant
- County support

If your organization continued fundraising throughout 2020, were donations consistent with, lower than, or higher than previous years?

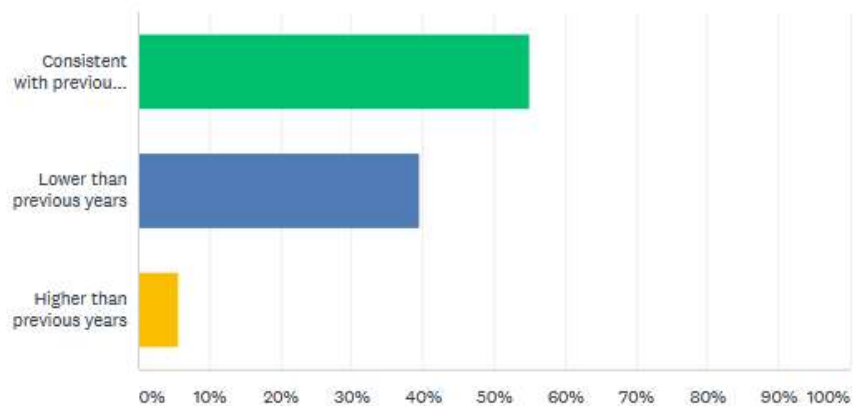
Answered: 68 Skipped: 4



61.76% of respondents indicated donations were lower in 2020 than previously.

Compare your 2021 staff levels with 2019 (pre-pandemic). Are your staff levels consistent with previous years, lower than previous years or higher than previous years?

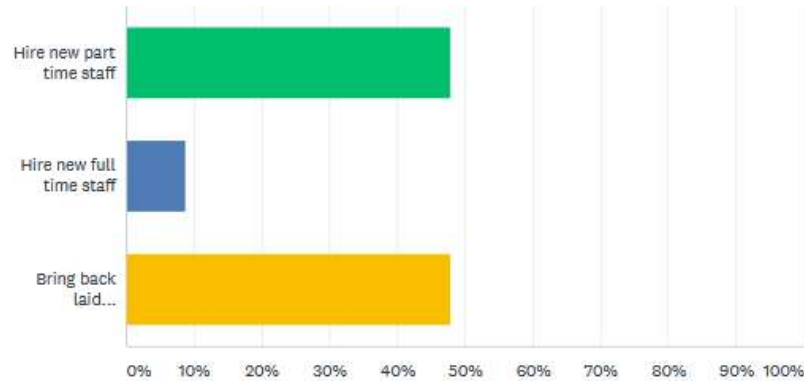
Answered: 71 Skipped: 1



Despite diminished revenue and lower than normal donations, 54.93% of respondents were able to maintain staffing levels consistent with previous years.

Do you plan to hire new staff or bring back laid off or furloughed staff in 2021?
Check all that apply.

Answered: 23 Skipped: 49



47.83% indicated they planned to bring back laid off or furloughed staff with an equal percentage 47.83% planning to hire new part time staff. Only 8.7% planned to hire new full-time staff.

Of those seeking to hire, the following skills will be sought in 2021: Curator, data entry, Microsoft software, social media & newsletters, marketing, tour and gallery guides, front desk/hospitality guides/customer service, communication skills, self-starting skills, groundskeeping, K-12 professional development, fundraising.

What is your #1 tip for staying engaged with your community during a pandemic?

- The most popular answer: Social media and website - updated regularly

Other responses:

- Hold drive by events and virtual events – connect via Zoom.
- Communicate regularly - continue sending out your newsletter and don't forget to use radio and newspaper advertising;
- increase on-line activities that can be done from home
- Start building an endowment - let your community know you need their help