

The Key Findings CultureCheck Roanoke: Phase 1

Health of the Arts and Culture Sector in Roanoke After the COVID-19 Pandemic

- **100% of survey respondents have returned to in-person programming**, while a third continue to present online, as well.
- 85% of respondents produce the same amount or more engagement events than pre-pandemic; attendance metrics have returned to or exceeded 2019 levels for at least 70% of respondents.
- Over 50% of survey respondents have experienced growth in first-time donors since 2019, but **it is unclear if this growth can sustain rising costs.**

Risks to Organization Sustainability: Funding & Personnel

- **100% of survey respondents have received financial support in some way from the Roanoke Arts Commission**, and almost 30% identify the Commission as a significant source of grant funding.
- Almost half of survey respondents stated that they retained at least 80% of their staff between 2019 and 2023.
 - The national annual nonprofit turnover rate is 20%.
- **0% of organizations stated that hiring has been “very easy” since 2019.**
- After accounting for inflation, just over half of responding organizations’ budgets grew between 2019 and 2023, and over a third of budgets shrank.

How Arts and Cultural Organizations View Collaboration with Key Stakeholders

- **100% of listening session respondents express a positive relationship with the city of Roanoke government**, and five of eight expressed reliance on government funding.
- **100% of survey respondents reported that they work with other arts and culture organizations.**
- 75% of listening session respondents express hope that the newly launched “It’s Here Roanoke: Arts & Culture” brand will positively impact attendance and engagement.

Areas of Interest for the Arts and Culture Sector in the Roanoke Community

- **92% of survey respondents said they partnered with educational institutions** between 2019 and 2023.
- Two thirds of survey respondents identified health and wellness as an integral element of their programming during that same period.

Breaking Boundaries: Arts and Culture Organizations are Expanding Audiences

- **75% of listening session respondents highlighted a focus on serving the “Roanoke Community,”** encompassing a diverse range of individuals and groups.
- Over 60% of listening session respondents mentioned making specific programming decisions to expand their community reach.
- Half of the listening session respondents’ organizations welcome regional and national business, while 25% welcome international business.
- Half of the listening session respondents look to expand audiences into the 40-under demographic.
- Just under 30% of surveyed organizations self-report as BIPOC or culturally specific, compared to 40% of Roanoke residents identifying as BIPOC.