



Corona Arts Relief Stakeholder Report

In March 2020, Luminaria recognized the significant impact COVID-19 has had on San Antonio's arts community, with many artists losing revenue and professional development opportunities because of distancing requirements and cancellations.

To keep San Antonio's vibrant culture energized during these adverse times, Luminaria created and managed two successful calls for the Corona Arts Relief program, providing up to \$600 of aid to 109 individual artists from all genres of the arts.

Luminaria also generated public support for individual artists through an online telethon with community partners, targeted social media, and philanthropy requests.

Artist Information

Within the artist call, panel review, and distribution processes, we identified instructive items to be discussed at a Corona Arts Relief recipient Q & A session that may advise future program development at Luminaria.

Need.

Artist need was demonstrated by the number of applications, their support documents, and by their poignant narratives. Applicants wrote:

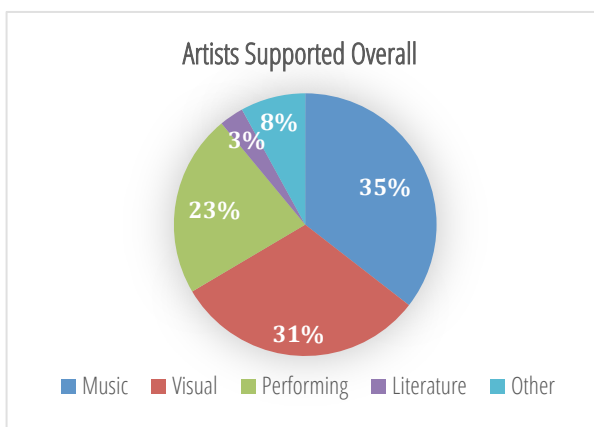
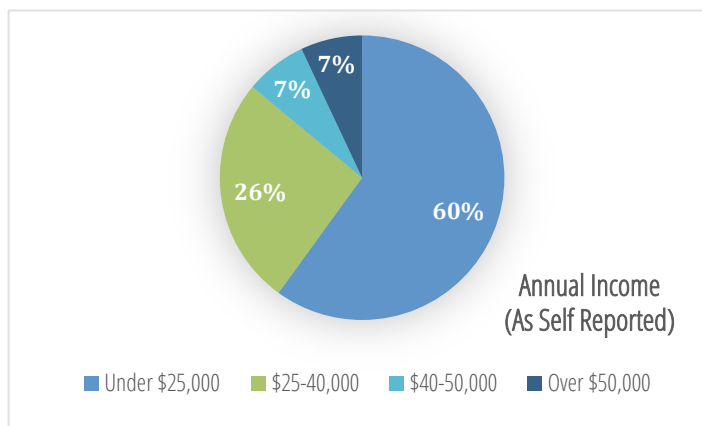
"I was performing in two productions in San Antonio prior to the Covid-19 outbreak. The first...opened...but still had over 40 performances remaining when we were forced to close. After a four week rehearsal process consisting of 9 hour rehearsals 6 days a week, we opened a high energy, dynamic production.... Several other upcoming contracts I had were impacted, either being cancelled outright, or postponed indefinitely with uncertain futures, and [I] have suddenly found myself without months of expected income."

"I'd like to start out by showing my most sincere gratitude to your organization for your astonishing support. The situation escalated so quickly leaving many in our community jobless at what seemed like the blink of an eye. As a freelance independent musician, I plan months in advance with bookings to ensure I have a steady flow of work. Unfortunately, I have already lost 100% of my projected income for the month of April...and [there's the] indefinite suspension of all of my residency performances where I typically play 3-4 nights per week."

"To engage with these young [students] and their parents has been a most enriching experience for me and has helped steer my path in visual arts, so much so that I have invested time and money into my own...aspirations of turning it into a business for my spouse and I to run as a family. It has been mentally distressing not to be a contributing factor to these children's lives because of the Covid-19 outbreak, and I now know, retrospectively, that teaching...has had a profound effect on my self-esteem. These are trying times for us all, and I thank you for your continued support for all artists and dreamers."

Economics.

In both the first and second rounds, artists earning under 200% of the federal poverty level (\$25,000 per year) were the largest percentage of recipients (57% and 63%) in a state where over 33% are in this category. At the other end of the economic spectrum, only 2% of Round One artists earned \$50,000 or more, whereas 12% of Round Two artists were in that economic bracket (perhaps a testimony to the prolonged pandemic).



Genre.

In the first round, musicians were the most successful with their applications (39%) while in the second round the distributions between genres were more evenly disbursed between Musicians (32%), Visual Artists (35%), and Performing Artists (27%). Accepted applications for performing artists vastly increased from 18% in Round One. Genres such as film, literature, and mixed media made a small percentage of each round.

Scores.

Both rounds were reviewed by the same panel of arts experts for continuity using a Yes (3), Maybe (2) and No (1) rating system along with written notes. Round One had more stringent reporting requirements with one funder, and as such the artists assisted were only those scoring a 2.75 or above. Round Two funded artists at a score of 2 and above with over half in the top 2.75 – 3 scores.

Support Materials.

The panel and staff recognized that best business practices among the applicants were particularly deficient in this community – we urge artists and organizations to create better contracts and agreements for professional

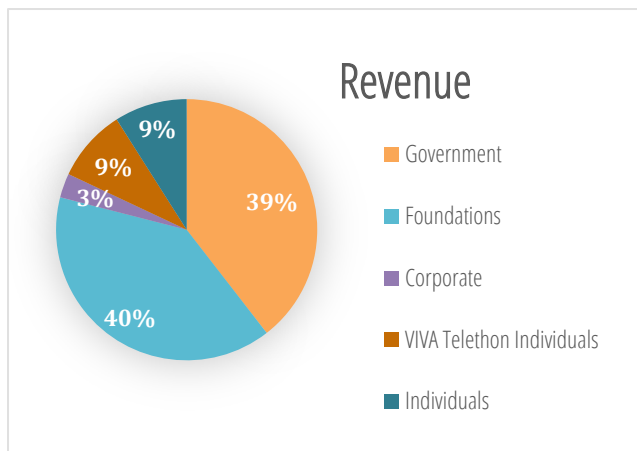


art services in San Antonio. We also will investigate creating artist education sessions for our future programs at Luminaria.

Revenue

City, Corporate, and Private.

The first round of Corona Arts Relief was supported by the Department of Arts & Culture of the City of San Antonio, HEB, Michael Goldstein, Phil & Linda Hardberger, and other individual donors. We would like to praise the City of San Antonio for their quick partnership with brainstorming and agility in pivoting contracted professional development funding to a wider scope. The City of San Antonio promotion of this program was invaluable as it increased our reach within the region. We would also like to thank the corporate and professional donors who stepped up to increase our giving capability.



To proceed with a second round of support, Luminaria recognized the need to seek significant funding and grow public support. We applied for grants and created new partnerships to increase public awareness.

Grants.

Luminaria identified new COVID and CARES Act grants for which to apply and achieved success with a significant grant from the San Antonio Area Foundation for a second round of the

Corona Arts Relief program that would highlight those artists at a lower socio-economic level. Additionally, news of our program, possibly the first in the country, reached the Brown Foundation of Houston, which sent a check without application.

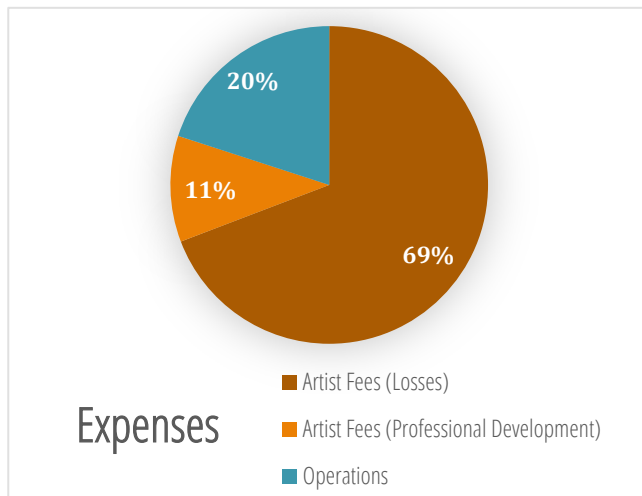
¡VIVA! Telethon.

Texas Public Radio and The Lonesome Rose approached Luminaria to collaborate on raising funds for Corona Arts Relief. The collaboration grew quickly to have many more partners like NOWCastSA, Nelco Media, and TINT. Together, we created a 9-hour telethon hosted by local musician Garrett T. Capps that featured videos of local artists and arts organizations and select interviews with Mayor Ron Nirenberg and Luminaria Executive Director Kathy Armstrong, among others. The telethon was comprehensively promoted on social media platforms by all partners and the City of San Antonio, ultimately garnering \$6,756 for the Corona Arts Relief program. This live event also marked the first time the Luminaria website streamed online media. The telethon's funds increased with the addition of donations from Angelika Jansen, the fine arts club at St. Mary's Hall, and numerous individuals.



Expenses

Luminaria managed this program with a split of 80% direct aid and 20% to operations. The primary expense, therefore, was artist support totaling \$62,464. Of the artist support paid, Round One disbursed 90% for losses and 10% for professional development with Round Two at 83% for losses and 17% for professional development (perhaps a testimony to the ever-enriching nature of artists).



Luminaria ran this program for 4 months with a small staff of two full-time employees and one part-time employee. This program involved new processes, contracts, digital media collateral, grants managements and reporting, accounting due diligence, and many meetings. There were hard costs for ads, review panelists, supplies, postage, and items associated with the ¡VIVA! telethon. The total allocated to operations was \$13,537.

Luminaria ran the Corona Arts Relief program concurrent with our regular programs, such as the 2020 artist grants with the Luminaria Artist Foundation, the mural PlaceMaking program, and the iconic Luminaria Contemporary Arts Festival, which was cancelled mid artist call due to the health pandemic.

Postscript:

All statistics are drawn from financial records and artist application materials and are subject to a reasonable margin of error. Luminaria staff are available for any additional questions regarding this program or any of our other arts programs.

