

Miami-Dade County Department of Cultural Affairs
Coronavirus COVID-19 – Departmental Update
April 12, 2020

The Miami-Dade County Department of Cultural Affairs has launched a three-part initiative to: 1) connect vital resources to closed cultural facilities and programs; 2) assess the growing financial and human impact of COVID-19 on Miami-Dade's nonprofit arts organizations, their employees and artists; and 3) offer the public the benefit of virtual cultural experiences and performances.

Resources for the Cultural Community: The Department has issued regular e-bulletins to more than 500 nonprofit cultural organizations and thousands of artists based in Miami-Dade with actionable information and meaningful opportunities about public and private resources available to begin to address earned revenue losses (i.e., the disappearance of funds from ticket sales, admissions, contracted services, etc.) and contributed income (e.g., the reluctance of some donors to contribute to closed organizations, the anxiety about the economy affecting individual and corporate giving, etc.). These e-bulletins can be viewed at <https://miamidadearts.org/coronavirus-covid-19-updates>. In addition, the Department continues to work directly with grantees by extending deadlines as needed, providing one-on-one technical assistance, and offering capacity-building webinars focusing on marketing, communications and virtual audience engagement strategies, in partnership with the Arts and Business Council of Miami.

Assessment of the Impact of COVID-19 on Miami-Dade's Cultural Life: The Department of has issued its [**COVID-19 Survey of Impact on Miami-Dade County's Cultural Community \(CO-SIC\)**](#), a monthly survey to collect vital data on the pandemic's financial impact on Greater Miami's arts community. March data will be available on April 17th. Information gathered through the Survey will be published monthly and serve as a measurement of the "health" of Miami-Dade based nonprofit cultural organizations. Earlier in March 2020, the Department launched the first phase of this two-part tool kit: [**COVID-19 Financial Impact Tracker \(CO-FIT\)**](#), a spreadsheet designed to help nonprofit cultural organizations account for revenue losses, jobs affected and additional expenses attributable to COVID-19.

Virtual Cultural Experiences Available to the Public: The Department has used its Culture Shock Miami web platform to offer a wide variety of "virtual" museum tours, performances, and activities and classes in the arts for children and adults, all made accessible free-of-charge to the public by Miami-Dade artists and cultural organizations. Virtual cultural experiences can be enjoyed at www.cultureshockmiami.com. Additionally, in partnership with the Greater Miami Convention and Visitors Bureau, the Department launched [**Miami's Virtual Experience**](#), an online resource to connect the general public with uniquely Miami cultural experiences, featuring streamed performances and events, stay-at-home activities, live webcams, virtual tours of attractions, parks, beaches and Miami's world-class cultural institutions and museums.

The Department continues to serve as a leading voice in regional, state and federal forums, helping to develop strategies and programs that can effectively serve impacted artists and nonprofit cultural organizations in Miami-Dade and across the nation.