

## Tracking the Response of Creative Individuals in Indiana to the Coronavirus Pandemic

Elaine Grogan Luttrull, CPA-PFS, AFC® and Yi Yang, PhD

January 15, 2021

The following are excerpts of the full report, which can be found [here](#).

### **Conclusion**

2020 was a challenging year for entrepreneurs, including creative entrepreneurs in the arts industry. Nevertheless, those who completed the 2019 On-Ramp training program seem to have fared better overall than others, suggesting a positive impact of the training program on their entrepreneurial and financial capabilities. To specifically answer the research questions posed as part of this study, that is, to gauge the perceived impact of the program on participants' ability to navigate the entrepreneurial and financial challenges associated with the COVID-19 pandemic, the researchers present the following conclusions.

Figure 12: Summary of findings

Financial & Entrepreneurial Questions	Conclusion
<p>What loss of income (if any) did each artist experience because of the pandemic, and how did this amount compare to data collected at the state-wide and national level?</p> <p><i>Answered with Survey Questions 1 and 2</i></p>	<p>87.5% of respondents (n=21) reported experiencing a loss of income, compared with 94.3% of artists nationally.</p> <p>Fifteen artists reported cancelled events, while nine reported “pivoting” and two reported earning income from other sources.</p>
<p>What unanticipated expenses (if any) did each artist experience because of the pandemic, and how did these amounts compare to data collected at the state-wide and national level?</p> <p><i>Answered with Survey Questions 3 and 4</i></p>	<p>54.2% of respondents (n=13) reported experiencing unanticipated expenses, compared with 69.1% nationally.</p> <p>Expenses included technology and cleaning expenses (n=6 and 3, respectively), plus expenses related to learning (n=3) and promotions/new work (n=2).</p>
<p>What total financial loss (if any) did each artist experience because of the pandemic, and how did these amounts compare to data collected at the state-wide and national level?</p> <p><i>Answered with Survey Question 5</i></p>	<p>91.7% of respondents (n=22) reported losing less than \$10,000. The national average loss was \$11,500.</p>

<p>How did the pandemic impact the level of savings each artist had, and how did that impact compare to data collected at the state-wide and national level?</p> <p style="text-align: center;"><i>Answered with Survey Question 6</i></p>	<p>Following the On-Ramp program, the level of savings increased among respondents. It decreased during the COVID-19 pandemic, but less than the national decrease.</p>
<p>How did their business change during the pandemic, and how did these changes compare to changes reported at the state-wide and national level?</p> <p style="text-align: center;"><i>Answered with Survey Questions 7a and 7b</i></p>	<p>66.7% (n=16) reported it was challenging to pivot, compared with 51.1% nationally, but 95.9% (n=13) planned to stick with the changes, compared with 73.3% nationally.</p>
<p><b>Program-related Questions</b></p>	
<p>Did the participants perceive the training program and/or the relationships forged as part of the program helped them cope with the pandemic?</p> <p style="text-align: center;"><i>Answered with Survey Questions 7c and 7d</i></p>	<p>83.4% (n=20) perceived the On-Ramp program helped them cope with COVID. 65.2% (n=15) perceived the relationships from the program helped.</p>
<p>Which curricular aspects of the training program had the biggest impact?</p> <p style="text-align: center;"><i>Answered with Survey Question 8</i></p>	<p>Identifying and communicating with allies and partners, plus identifying key resources were most impactful curricular areas.</p>

<p>What specific program-related actions did participants take in response to the pandemic?</p> <p><i>Answered with Survey Question 9</i></p>	<p>The top two actions taken were (1) monitoring an emergency fund (n=20), and (2) making mindful choices about expenses (n=20).</p>
---	--