

DANILLER + COMPANY

# Daniller + Company COVID-19 Renewal Project: Second Report

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# Daniller + Company COVID-19 Renewal Project

A total of **14** visitor-based organizations participated in Daniller + Company's **second** round of the renewal performance assessment



**Art & Culture  
Museums**



**Other**

History/Natural History/Science  
Museums, Gardens, Children's Museums



**New Participants**

None of the participants this round indicated that they suspended their renewals.

This report only includes data submitted in the second round. Data from organizations that participated in the first round but not the second are not reflected here.

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## Overall trends across participating visitor-based organizations

	Jan – June 2019	Jan – June 2020
Total gifts received:	62,703	54,237
Total income received:	\$6,868,212	\$5,696,807
Average gift:	\$110	\$105

For the first **six months** of the calendar year:

- Gifts are down **14%**
- Income is down **17%**
- Average gift is down **4.1%**

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## How COVID-19 Reversed Trends:

Of note is **most organizations were performing better** in 2020 relative to 2019 until the COVID-19 outbreak in the US. It is significant that **renewal income shows signs of recovering more recently** though it is below 2019.

	Jan – Feb 2019	Jan – Feb 2020
Total income received:	\$2,661,838	\$2,683,097
	<i>0.8% higher in 2020 than in 2019</i>	
	Mar – Apr 2019	Mar – Apr 2020
Total income received:	\$2,306,081	\$1,448,240
	<i>37% lower in 2020 than in 2019</i>	
	May – Jun 2019	May – Jun 2020
Total income received:	\$1,900,293	\$1,565,470
	<i>18% lower in 2020 than in 2019</i>	

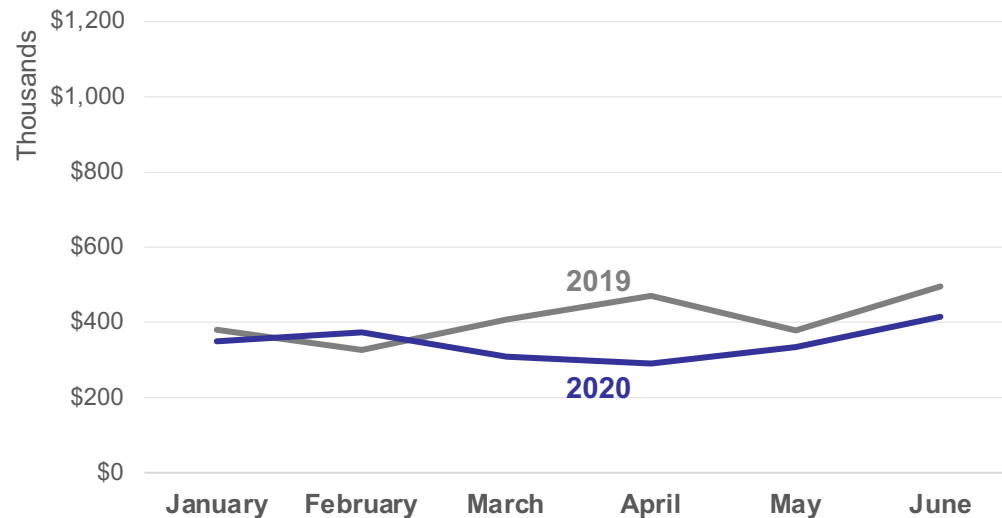


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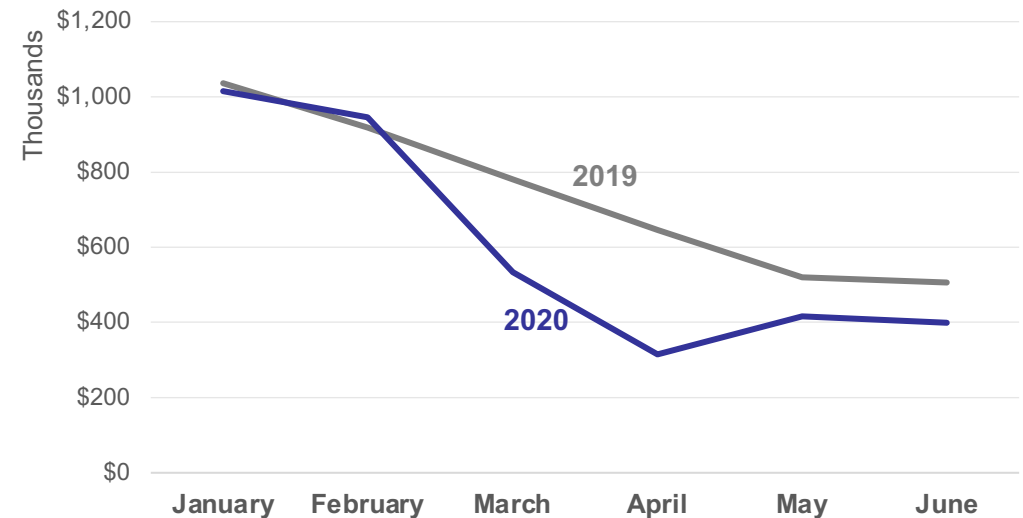
## How COVID-19 Impacted Different Organization Types:

March-June 2020 income for Art & Culture Museums and Other organization types was **~28% lower** than 2019. **More recently, there are encouraging signs that renewals are improving:** for May-June 2020, income for Art & Culture Museums and Other organization types is **14% and 20% lower** than in 2019 (respectively).

Art & Culture Museum Income



Other Organization Types Income



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## Key Takeaways:

- The initial impact of the COVID-19 outbreak depressed renewal income. As members adjust to new social-distance best practices in public, renewal income shows signs of improving.
- Some organizations have reopened with limited capacity and timed entry, while others are developing plans to open later in the fall. As a surge in COVID-19 cases has occurred when areas opened too soon or without implementing best practices to prevent spread of the disease, organizations should monitor how this impacts members' intention-to-visit or willingness to support.
- Caution should be exercised in interpreting these results as we saw a wide variation in impact across organizations, and 2019 renewal performance may not be representative of some organizations' typical renewal performance.
- It is encouraging to note that starting in May renewals appear to be trending upward.