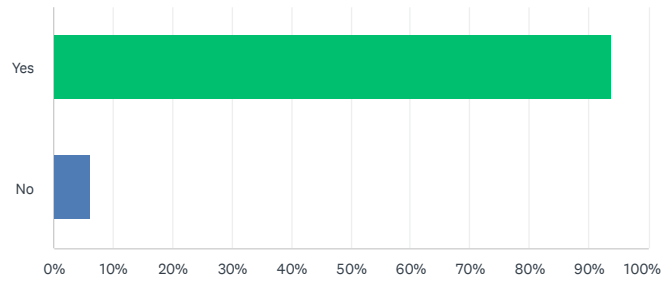


Q1 Did you try one or more new digital initiatives since March 2020?

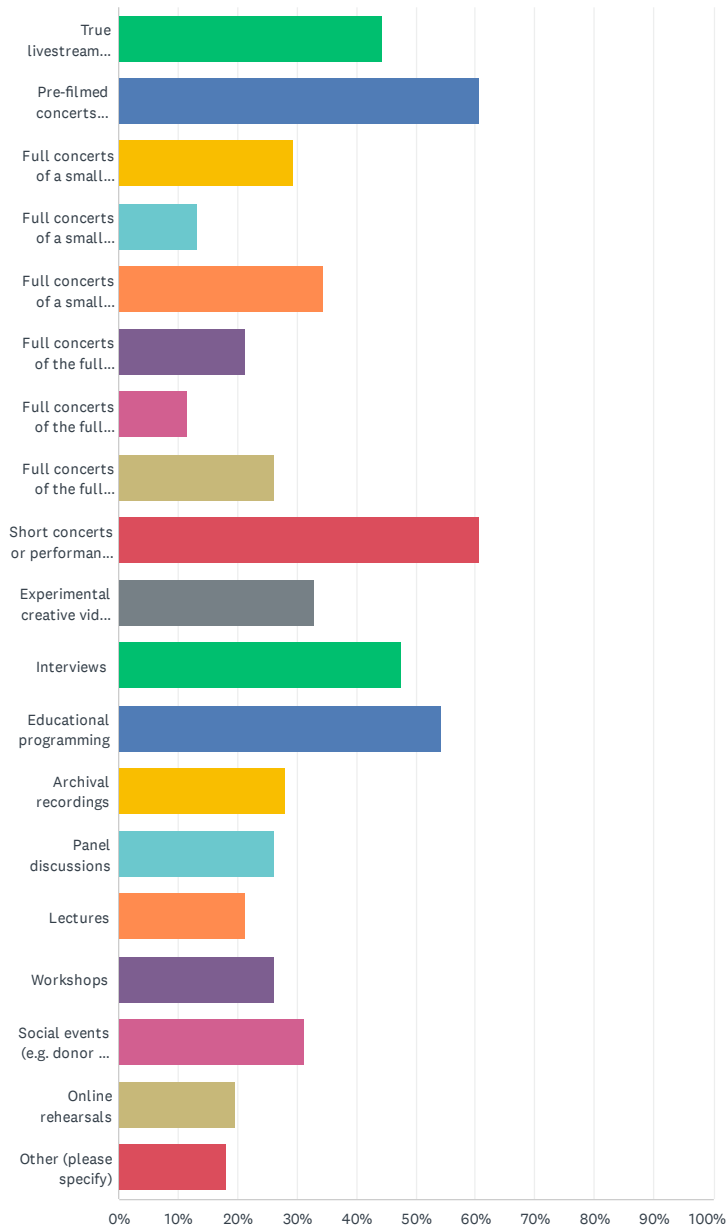
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	93.85%	61
No	6.15%	4
TOTAL		65

Q2 If yes, please select all that apply.

Answered: 61 Skipped: 4

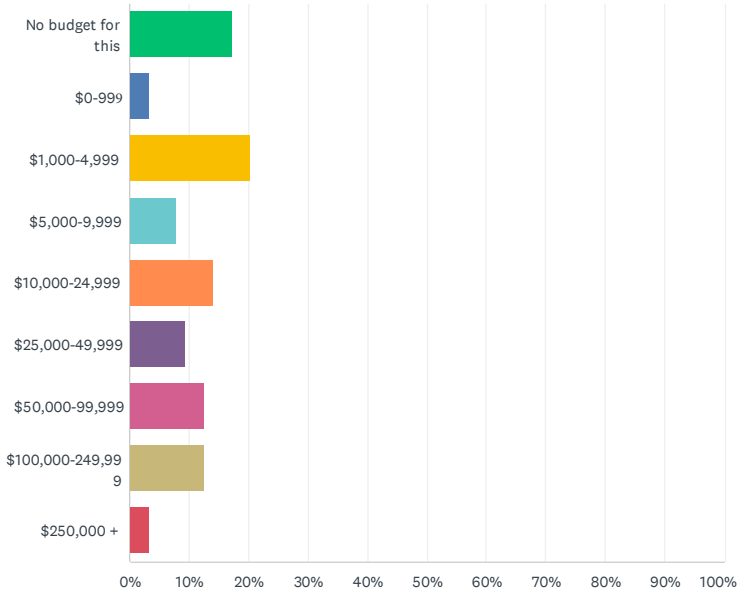


ANSWER CHOICES	RESPONSES	
True livestream (musicians performing in front of camera/s, broadcast live)	44.26%	27
Pre-filmed concerts (filmed, edited, and broadcast afterwards)	60.66%	37
Full concerts of a small ensemble (accessible by paid ticket or subscription)	29.51%	18
Full concerts of a small ensemble (accessible by donation)	13.11%	8
Full concerts of a small ensemble (accessible for free)	34.43%	21
Full concerts of the full orchestra (accessible by paid ticket or subscription)	21.31%	13
Full concerts of the full orchestra (accessible by donation)	11.48%	7
Full concerts of the full orchestra (accessible for free)	26.23%	16
Short concerts or performance videos (e.g. concert excerpts, short pieces)	60.66%	37
Experimental creative videos (e.g. music videos, animations set to music)	32.79%	20
Interviews	47.54%	29
Educational programming	54.10%	33
Archival recordings	27.87%	17
Panel discussions	26.23%	16
Lectures	21.31%	13
Workshops	26.23%	16
Social events (e.g. donor or subscriber events on Zoom)	31.15%	19
Online rehearsals	19.67%	12
Other (please specify)	18.03%	11
Total Respondents: 61		

#	OTHER (PLEASE SPECIFY)	DATE
1	capsules musicales	9/20/2021 3:11 PM
2	Collated recordings	9/9/2021 6:43 PM
3	capsules vidéos des musiciens (médias sociaux), 1 épisode baladodiffusion, création d'un générique webdiffusion, interviews pré-concert pour les webdiffusions, programmes de concerts numériques	9/9/2021 1:29 PM
4	Online Book Fair Auction	9/9/2021 10:30 AM
5	Orchestra Board Meeting by Zoom	9/2/2021 12:23 PM
6	recital format	9/2/2021 12:00 PM
7	"virtual gala" fundraising events	9/2/2021 11:28 AM
8	One on one FaceTime with the students	8/25/2021 11:56 AM
9	had an elder give the territorial acknowledgement at the start of the stream	8/24/2021 5:44 PM
10	Online recorded small ensemble for another arts org.	8/24/2021 9:17 AM
11	Tapped concert available via Drive in theatre	8/24/2021 9:09 AM

Q3 How much did your orchestra invest in these new digital initiatives in total? (including filming, editing, distribution, new equipment, etc - not artistic or production costs that would have been otherwise incurred by live activity)

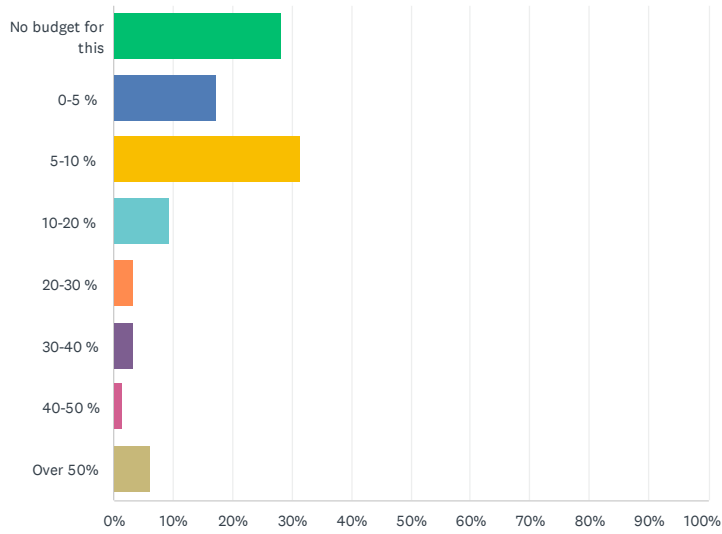
Answered: 64 Skipped: 1



ANSWER CHOICES	RESPONSES
No budget for this	17.19% 11
\$0-999	3.13% 2
\$1,000-4,999	20.31% 13
\$5,000-9,999	7.81% 5
\$10,000-24,999	14.06% 9
\$25,000-49,999	9.38% 6
\$50,000-99,999	12.50% 8
\$100,000-249,999	12.50% 8
\$250,000 +	3.13% 2
TOTAL	64

Q4 What percent of your orchestra's budget was allocated to these new digital initiatives?

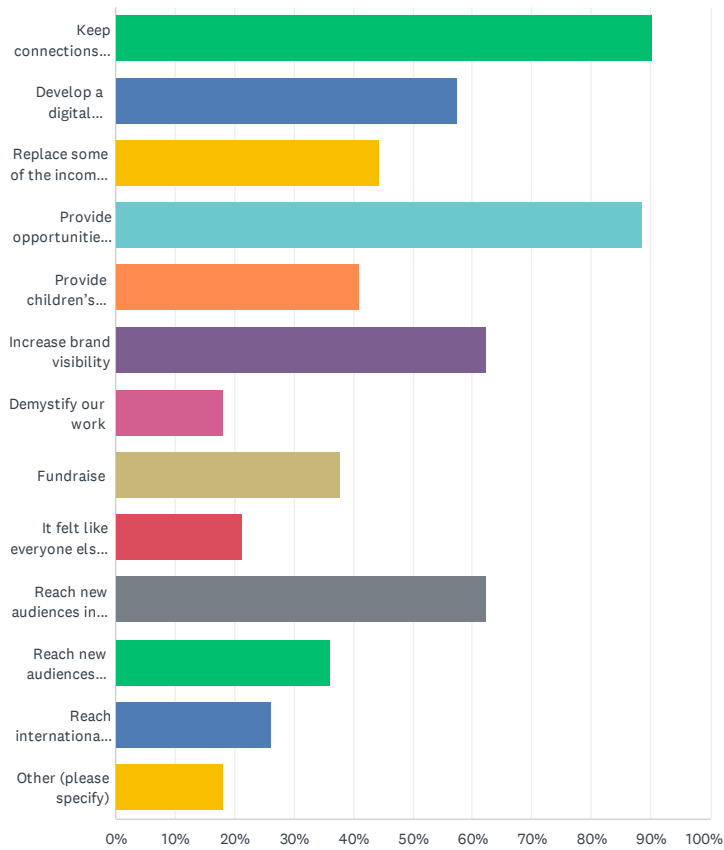
Answered: 64 Skipped: 1



ANSWER CHOICES	RESPONSES	
No budget for this	28.13%	18
0-5 %	17.19%	11
5-10 %	31.25%	20
10-20 %	9.38%	6
20-30 %	3.13%	2
30-40 %	3.13%	2
40-50 %	1.56%	1
Over 50%	6.25%	4
TOTAL		64

Q5 What were you trying to achieve? Please check all that apply.

Answered: 61 Skipped: 4



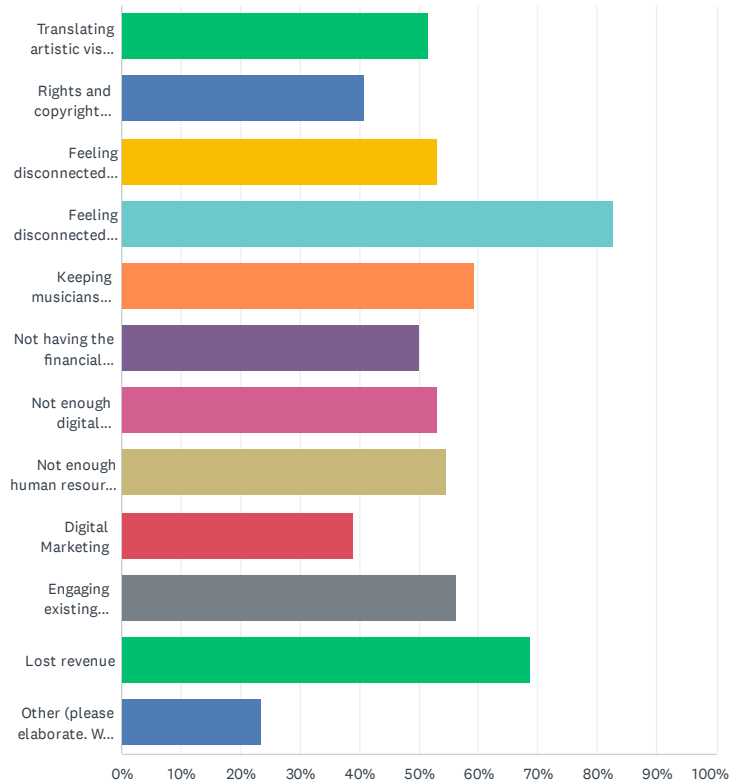
ANSWER CHOICES	RESPONSES
Keep connections with audience alive	90.16% 55
Develop a digital strategy	57.38% 35
Replace some of the income we couldn't generate through ticket sales	44.26% 27
Provide opportunities for musicians	88.52% 54
Provide children's resources	40.98% 25
Increase brand visibility	62.30% 38
Demystify our work	18.03% 11
Fundraise	37.70% 23
It felt like everyone else was doing it and we had to keep up!	21.31% 13
Reach new audiences in our region	62.30% 38
Reach new audiences elsewhere in Canada	36.07% 22
Reach international audiences	26.23% 16
Other (please specify)	18.03% 11
Total Respondents: 61	

#	OTHER (PLEASE SPECIFY)	DATE
1	Keep players motivated and interested.	9/14/2021 2:52 PM
2	We are a youth orchestra, allow students, parents and families to keep engaged in music and learning	9/10/2021 6:54 AM
3	Keep membership alive	9/9/2021 4:19 PM
4	Maintenir les revenus des commandites	9/9/2021 1:29 PM
5	keep connections with orchestra members.	9/8/2021 3:41 PM

6	Developing marketing tools for online social platforms and business development	9/2/2021 12:41 PM
7	Maintain a minimum of communication with the membership	9/2/2021 12:23 PM
8	satisfy the promises made to gv funders and other grant authorities and stop our board from shutting us down	9/2/2021 12:00 PM
9	Trying to keep connections/motivation going with the students.	8/25/2021 11:56 AM
10	to give the musicians a reason to work at a concert that would not be seen live	8/24/2021 5:44 PM
11	As some concerts were just strings the recordings allowed for the whole orchestra to hear and see the shows	8/24/2021 12:03 PM

Q6 What challenges did you face as a result of COVID? (check all that apply)

Answered: 64 Skipped: 1



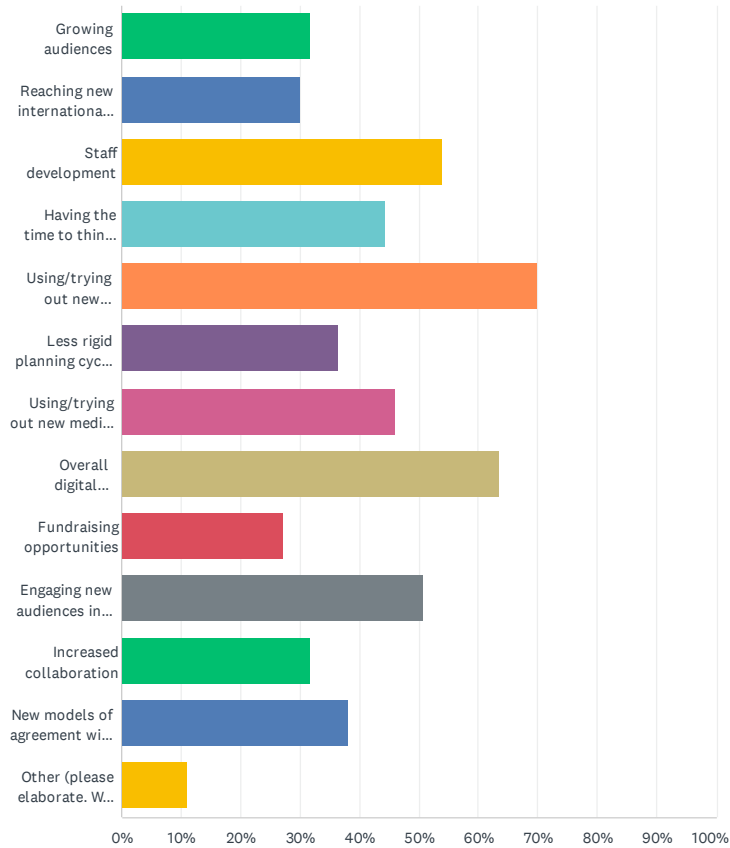
ANSWER CHOICES	RESPONSES
Translating artistic vision to digital medium	51.56% 33
Rights and copyright clearances	40.63% 26
Feeling disconnected from musicians	53.13% 34
Feeling disconnected from audiences	82.81% 53
Keeping musicians equitably engaged	59.38% 38
Not having the financial resources to create a digital offer	50.00% 32
Not enough digital expertise	53.13% 34
Not enough human resources or time	54.69% 35
Digital Marketing	39.06% 25
Engaging existing audiences in digital [e.g., patrons experiencing technical difficulties or lack of technical expertise, On-boarding existing audiences to digital]	56.25% 36
Lost revenue	68.75% 44
Other (please elaborate. We would love to hear more about the challenges you faced during the pandemic)	23.44% 15
Total Respondents: 64	

#	OTHER (PLEASE ELABORATE. WE WOULD LOVE TO HEAR MORE ABOUT THE CHALLENGES YOU FACED DURING THE PANDEMIC)	DATE
1	Temps de production plus long (montage).	9/20/2021 4:10 PM
2	Capacité de se rencontrer	9/20/2021 4:00 PM
3	Provincial restrictions. Looking over the digital productions of orchestra over the last 18 months, it is very telling of what restrictions we were under at different times. Example: months with no recordings because we couldn't gather, or the types of instruments allowed to perform are limited, etc.	9/10/2021 1:45 PM
4	Our mandate is to develop youth through performance. Covid shut down our opportunities for live performances and forced us to limit numbers.	9/9/2021 6:43 PM

5	Lack of specific, directed funding from various levels of Government	9/9/2021 4:19 PM
6	Maintenir l'intérêt de notre public envers l'offre numérique sur plusieurs mois	9/9/2021 1:29 PM
7	No rehearsal space even if and when health protocols allowed for smaller groupings.	9/8/2021 3:41 PM
8	Working positively with human emotions that may be raw, disconnected, or overwhelmed	9/2/2021 12:41 PM
9	During partial reopening, only string instruments could gather, this created a difficult situation where the orchestra budget was contributed by all but could only be used by a fraction.	9/2/2021 12:23 PM
10	the board was contemplating shutting us down and laying off staff	9/2/2021 12:00 PM
11	A huge amount of extra time and work required to apply for covid-relief programs and then manage implementations and reporting for those approved.	9/2/2021 11:28 AM
12	Significant extra work required to plan, and replan, in an environment of such uncertainty including as to what was allowed at any given point in time	9/2/2021 11:08 AM
13	We streamed 1 concert and were 1 week away from 2nd stream when we had to shut down due to health restrictions on even rehearsing	8/24/2021 5:44 PM
14	Challenge of not being able to play together except in very small string groups and only for a few weeks at a time before going back to lockdown. We were very conservative and didn't want to take unnecessary risks so we decided to stop rehearsals when we could perhaps have kept going... our goal was to record a performance of the string ensemble and share it with orchestra members but we ended up not doing that.	8/24/2021 9:45 AM
15	Lack of government support for acquisition of streaming components	8/24/2021 9:09 AM

Q7 What new opportunities (if any) opened up for you as a result of COVID?

Answered: 63 Skipped: 2



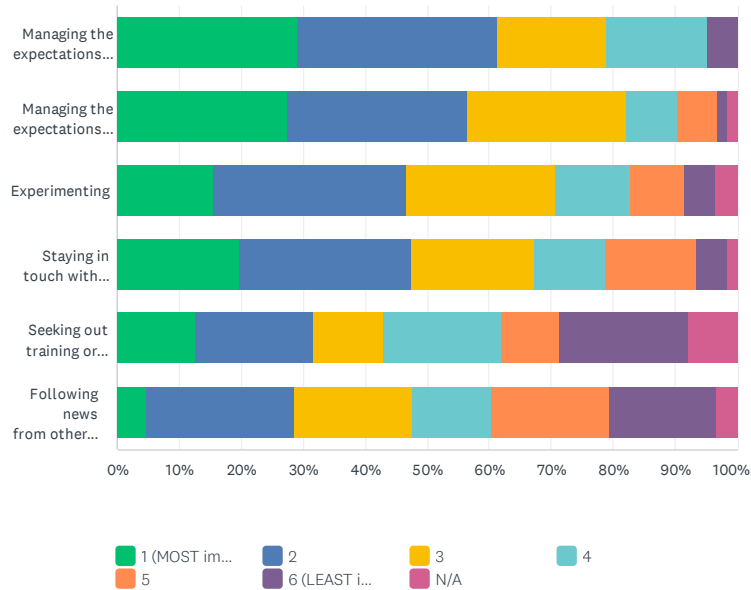
ANSWER CHOICES	RESPONSES
Growing audiences	31.75% 20
Reaching new international audiences	30.16% 19
Staff development	53.97% 34
Having the time to think strategically	44.44% 28
Using/trying out new platforms	69.84% 44
Less rigid planning cycles	36.51% 23
Using/trying out new mediums and formats (e.g. music videos)	46.03% 29
Overall digital development of the organization	63.49% 40
Fundraising opportunities	26.98% 17
Engaging new audiences in digital	50.79% 32
Increased collaboration	31.75% 20
New models of agreement with musicians regarding digital	38.10% 24
Other (please elaborate. We would love to hear more about the opportunities that your orchestra was presented with during the pandemic)	11.11% 7
Total Respondents: 63	

#	OTHER (PLEASE ELABORATE. WE WOULD LOVE TO HEAR MORE ABOUT THE OPPORTUNITIES THAT YOUR ORCHESTRA WAS PRESENTED WITH DURING THE PANDEMIC)	DATE
1	New level of engagement with patrons old and new	9/9/2021 8:46 PM
2	Developing and sending our digital newsletters	9/9/2021 6:43 PM
3	While we learned a huge amount about the digital medium, the administration was stretched to	9/9/2021 4:46 PM

	the breaking point. We had less resource for doing more and it was epically challenging.	
4	Nouvelles initiatives de diplomatie culturelle sur la scène internationale, partage de connaissances avec nos pairs	9/9/2021 1:29 PM
5	When everything is slowed down, we have more time to reflect on what is really important and establish our priorities accordingly. For us, the worries of renting venues and music selection took a second seat to where and how we are going to organize rehearsals...	9/2/2021 12:23 PM
6	A real silver lining - the ability to carry out our mission of community engagement to a much greater extent than ever before, reaching out to student programs and retirement/LTC homes.	9/2/2021 11:28 AM
7	2020-21 was cut short at 1 production, 2021-22 will be the opportunity to see what we can do digitally	8/24/2021 5:44 PM

Q8 What did you find most helpful for coping, adjusting and moving forward during COVID? (Rank the importance of each option using the matrix below, 1 being most important and 6 being least important. Select N/A for any that do not apply.)NOTE: For each number on the ranking scale, please select only one option from the list. Please review your rankings before moving on to ensure they are complete.

Answered: 64 Skipped: 1

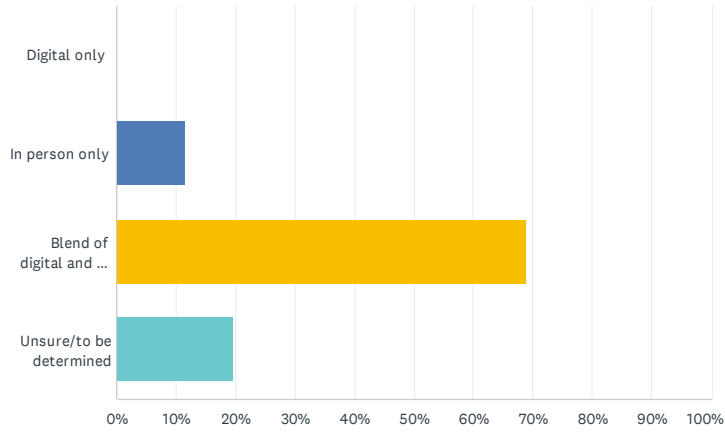


	1 (MOST IMPORTANT)	2	3	4	5	6 (LEAST IMPORTANT)	N/A	TOTAL	WEIGHTED AVERAGE
Managing the expectations of our patrons/audiences	29.03% 18	32.26% 20	17.74% 11	16.13% 10	0.00% 0	4.84% 3	0.00% 0	62	4.60
Managing the expectations of our internal team (volunteer, staff, board)	27.42% 17	29.03% 18	25.81% 16	8.06% 5	6.45% 4	1.61% 1	1.61% 1	62	4.59
Experimenting	15.52% 9	31.03% 18	24.14% 14	12.07% 7	8.62% 5	5.17% 3	3.45% 2	58	4.18
Staying in touch with peers across the country	19.67% 12	27.87% 17	19.67% 12	11.48% 7	14.75% 9	4.92% 3	1.64% 1	61	4.12
Seeking out training or professional development	12.70% 8	19.05% 12	11.11% 7	19.05% 12	9.52% 6	20.63% 13	7.94% 5	63	3.40
Following news from other orchestras around the world	4.76% 3	23.81% 15	19.05% 12	12.70% 8	19.05% 12	17.46% 11	3.17% 2	63	3.28

#	OTHER (PLEASE SPECIFY)	DATE
1	Having skilled and talented volunteers step forward to help us achieve our goals and dreams was and is always helpful and budget-friendly.	9/2/2021 12:41 PM
2	Predicting the conditions for reopening, or for partial reopening. How to navigate the intricacies of physical barrier and distance requirements.	9/2/2021 12:23 PM
3	"Managing expectations of our internal team" - I consider our players to be part of our internal team since we're a community orchestra. "Experimenting" for us was experimenting in non-digital realms (creating a newsletter for members to keep in touch with them, trying out small string ensembles and shorter rehearsal times).	8/24/2021 9:45 AM
4	Keeping faith with our community musicians, including the youth orchestra.	8/24/2021 9:17 AM

Q9 What format of content delivery are you planning for the 2021-22 season?

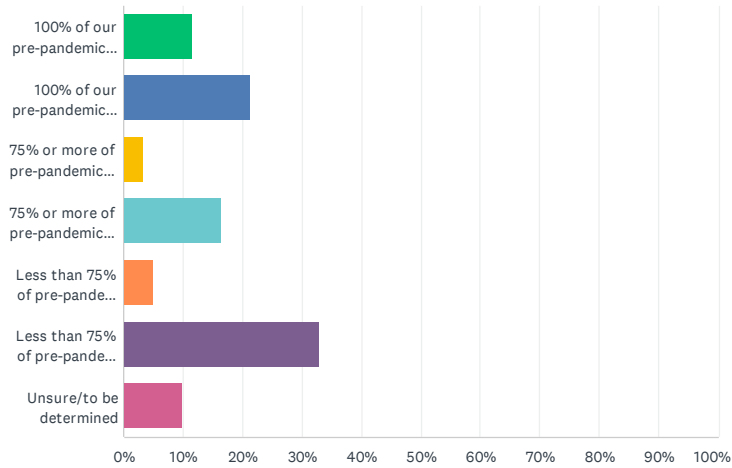
Answered: 61 Skipped: 4



ANSWER CHOICES	RESPONSES
Digital only	0.00% 0
In person only	11.48% 7
Blend of digital and in person (hybrid)	68.85% 42
Unsure/to be determined	19.67% 12
TOTAL	61

Q10 Please select the option that best describes your plans for the 2021-22 season.

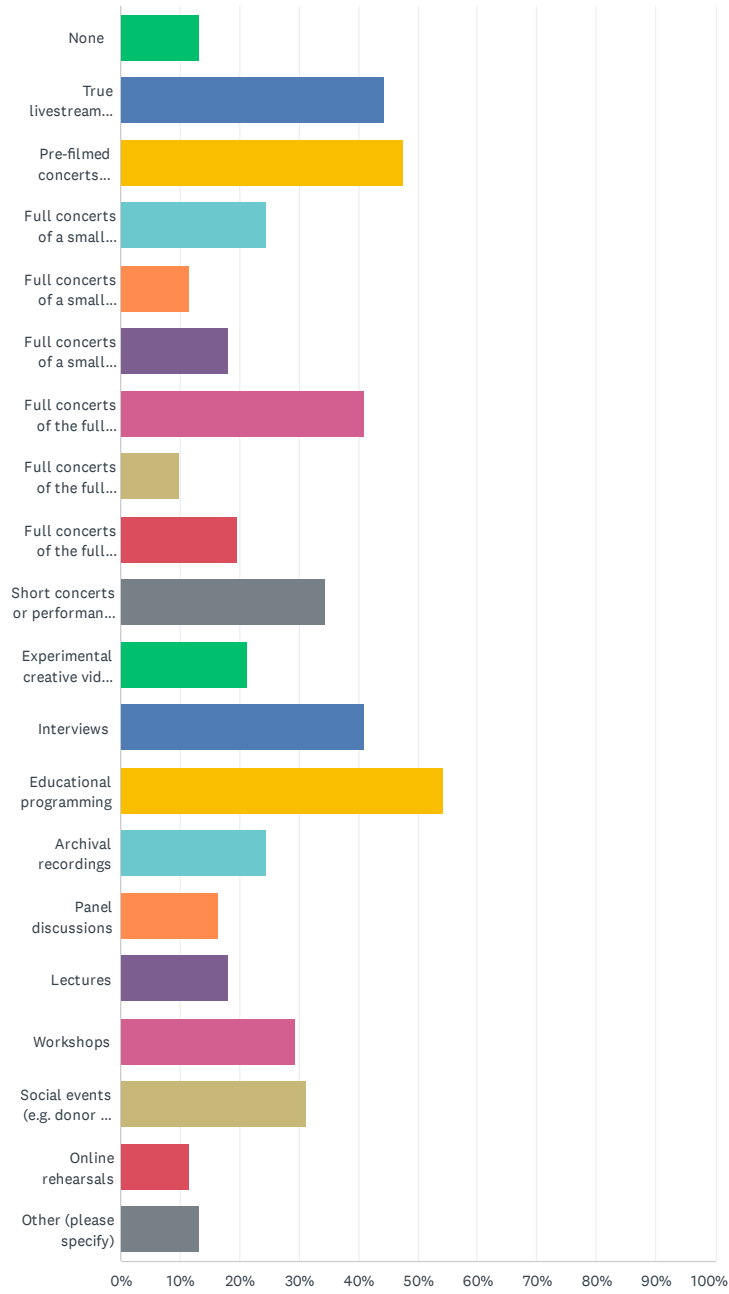
Answered: 61 Skipped: 4



ANSWER CHOICES	RESPONSES	
100% of our pre-pandemic level of in person performances, no digital	11.48%	7
100% of our pre-pandemic level of in person performances + digital	21.31%	13
75% or more of pre-pandemic level of in person performances, no digital	3.28%	2
75% or more of pre-pandemic level of in person performances + digital	16.39%	10
Less than 75% of pre-pandemic level of in person performances, no digital	4.92%	3
Less than 75% of pre-pandemic level of in person performances + digital	32.79%	20
Unsure/to be determined	9.84%	6
TOTAL		61

Q11 What digital initiatives do you have planned for the 2021-22 season? (check all that apply)

Answered: 61 Skipped: 4

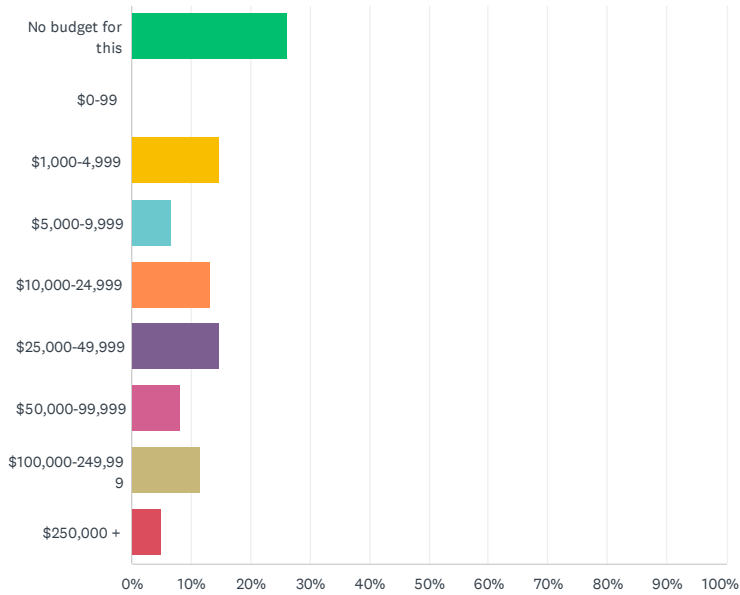


ANSWER CHOICES	RESPONSES	
None	13.11%	8
True livestream (musicians performing in front of camera/s, broadcast live)	44.26%	27
Pre-filmed concerts (filmed, edited, and broadcast afterwards)	47.54%	29
Full concerts of a small ensemble (accessible by paid ticket or subscription)	24.59%	15
Full concerts of a small ensemble (accessible by donation)	11.48%	7
Full concerts of a small ensemble (accessible for free)	18.03%	11
Full concerts of the full orchestra (accessible by paid ticket or subscription)	40.98%	25
Full concerts of the full orchestra (accessible by donation)	9.84%	6
Full concerts of the full orchestra (accessible for free)	19.67%	12
Short concerts or performance videos (e.g. concert excerpts, short pieces)	34.43%	21
Experimental creative videos (e.g. music videos, animations set to music)	21.31%	13
Interviews	40.98%	25
Educational programming	54.10%	33
Archival recordings	24.59%	15
Panel discussions	16.39%	10
Lectures	18.03%	11
Workshops	29.51%	18
Social events (e.g. donor or subscriber events on Zoom)	31.15%	19
Online rehearsals	11.48%	7
Other (please specify)	13.11%	8
Total Respondents: 61		

#	OTHER (PLEASE SPECIFY)	DATE
1	6 capsules musicales	9/20/2021 3:14 PM
2	Si la santé public ferme les salle de concert, nous retournerons au numérique sinon tout nos concerts seront en présentiel	9/20/2021 2:48 PM
3	we will also be offering on-demand access for one week after each concert date	9/15/2021 5:57 PM
4	recordings of livestream available for limited period of time following performance	9/10/2021 9:07 AM
5	Série de baladodiffusions	9/9/2021 1:42 PM
6	Pre-recorded music videos for seniors in long-term care homes and elementary students (both initiatives are covered by grants)	9/9/2021 10:43 AM
7	online fundraising	9/2/2021 11:38 AM
8	Our best case scenario is no digital initiatives, just in person concerts. If that can't happen, our backup plan is to pre-film a concert and share it online. I think we would make it available for free, but we might ask for donations - haven't quite sorted that out.	8/24/2021 9:51 AM

Q12 What is your total expense budget for digital initiatives in your 2021-22 season?

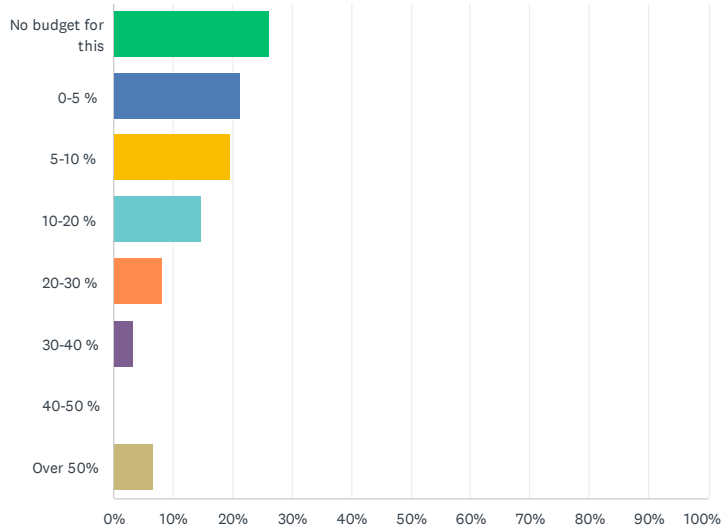
Answered: 61 Skipped: 4



ANSWER CHOICES	RESPONSES	
No budget for this	26.23%	16
\$0-99	0.00%	0
\$1,000-4,999	14.75%	9
\$5,000-9,999	6.56%	4
\$10,000-24,999	13.11%	8
\$25,000-49,999	14.75%	9
\$50,000-99,999	8.20%	5
\$100,000-249,999	11.48%	7
\$250,000 +	4.92%	3
TOTAL		61

Q13 What percent of your orchestra's total budget does the number you selected in the previous question represent?

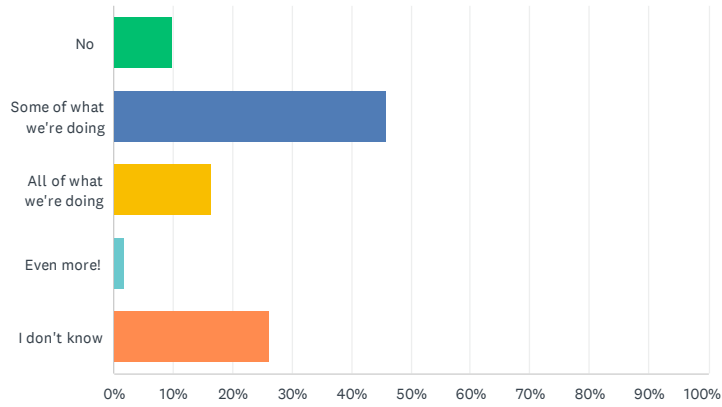
Answered: 61 Skipped: 4



ANSWER CHOICES	RESPONSES	
No budget for this	26.23%	16
0-5 %	21.31%	13
5-10 %	19.67%	12
10-20 %	14.75%	9
20-30 %	8.20%	5
30-40 %	3.28%	2
40-50 %	0.00%	0
Over 50%	6.56%	4
TOTAL		61

Q14 Once full-capacity audiences are able to return to the concert hall, are you planning to sustain a level of digital activity?

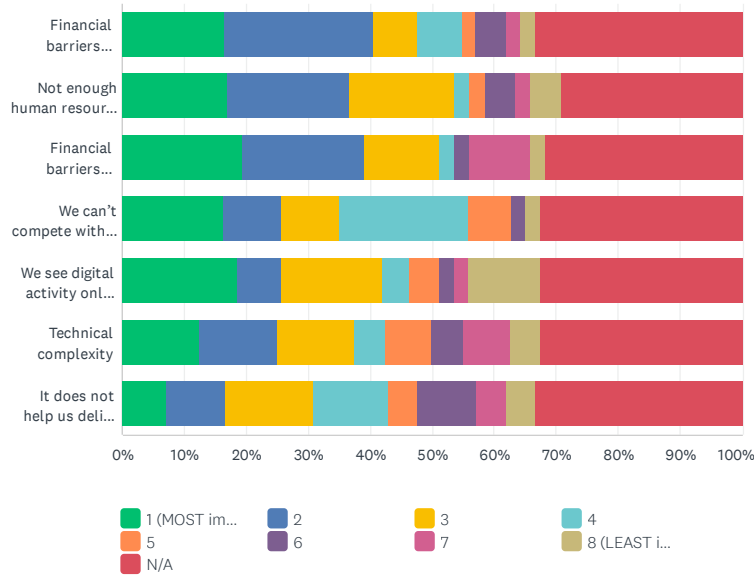
Answered: 61 Skipped: 4



ANSWER CHOICES	RESPONSES	
No	9.84%	6
Some of what we're doing	45.90%	28
All of what we're doing	16.39%	10
Even more!	1.64%	1
I don't know	26.23%	16
TOTAL		61

Q15 If you're not planning to sustain any digital activity, why? (Rank the importance of each option using the matrix below, 1 being most important and 8 being least important. Select N/A for any that do not apply.)NOTE: For each number on the ranking scale, please select only one option from the list. Please review your rankings before moving on to ensure they are complete.

Answered: 43 Skipped: 22



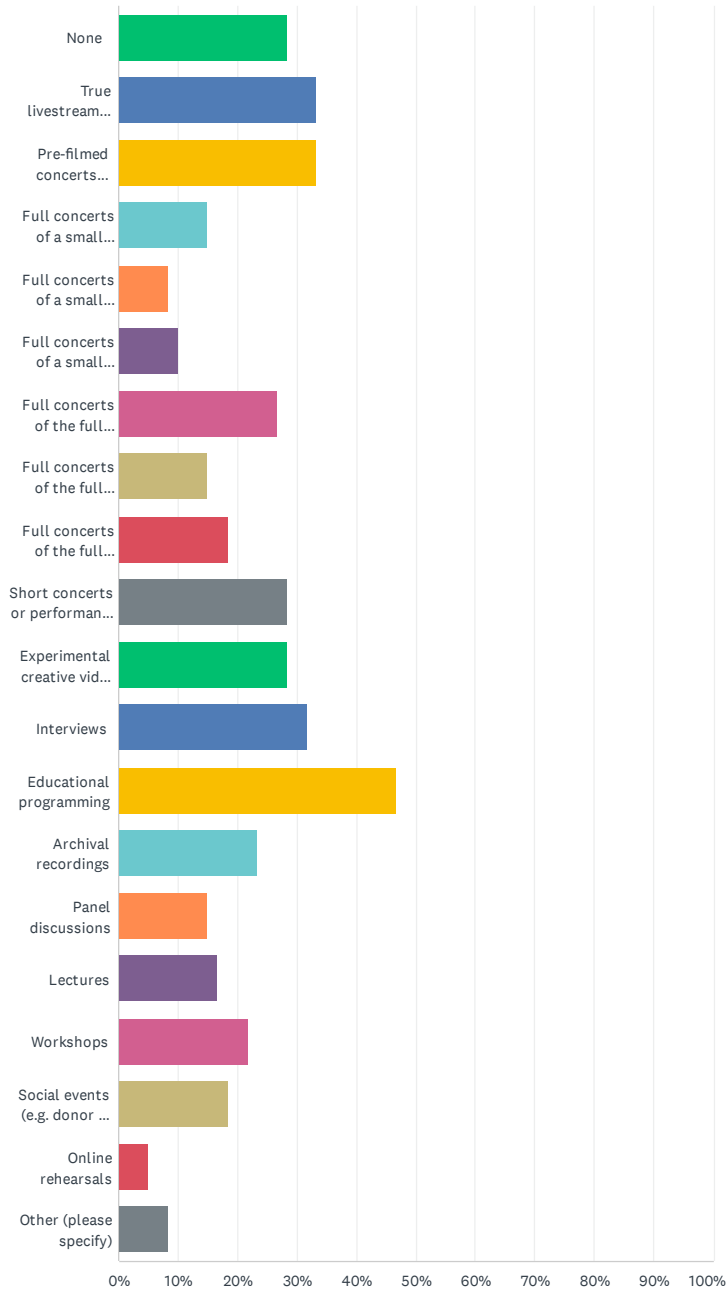
	1 (MOST IMPORTANT)	2	3	4	5	6	7	8 (LEAST IMPORTANT)	N/A	TOTAL	WEIGHTED AVERAGE
Financial barriers (Government funding drying up)	16.67% 7	23.81% 10	7.14% 3	7.14% 3	2.38% 1	4.76% 2	2.38% 1	2.38% 1	33.33% 14	42	6.14
Not enough human resources or time	17.07% 7	19.51% 8	17.07% 7	2.44% 1	2.44% 1	4.88% 2	2.44% 1	4.88% 2	29.27% 12	41	5.97
Financial barriers (other)	19.51% 8	19.51% 8	12.20% 5	2.44% 1	0.00% 0	2.44% 1	9.76% 4	2.44% 1	31.71% 13	41	5.96
We can't compete with other digital offerings	16.28% 7	9.30% 4	9.30% 4	20.93% 9	6.98% 3	2.33% 1	0.00% 0	2.33% 1	32.56% 14	43	5.83
We see digital activity only as a temporary measure until live performance returns	18.60% 8	6.98% 3	16.28% 7	4.65% 2	4.65% 2	2.33% 1	2.33% 1	11.63% 5	32.56% 14	43	5.34
Technical complexity	12.50% 5	12.50% 5	12.50% 5	5.00% 2	7.50% 3	5.00% 2	7.50% 3	5.00% 2	32.50% 13	40	5.22
It does not help us deliver on our mission	7.14% 3	9.52% 4	14.29% 6	11.90% 5	4.76% 2	9.52% 4	4.76% 2	4.76% 2	33.33% 14	42	4.96

#	OTHER (PLEASE SPECIFY)	DATE
1	Les concerts doivent se vivre en salle, les concerts numériques sont ennuyeux et ne permette pas au public d'apprécier le talent de nos musiciens. Pour nous c'était une mesure temporaire	9/20/2021 2:48 PM
2	our audience has not responded that well to digital	9/17/2021 2:59 PM
3	The largest barrier to streaming past the 2021-22 season is the	9/16/2021 2:24 PM

4	Musicians did not ratify IMAC agreement, so we do not know what is possible yet.	9/9/2021 11:35 PM
5	The orchestra can't afford the procurement of the equipment and has no secure storage for it.	9/2/2021 12:36 PM
6	As a civic mostly volunteer orchestra the most important thing for players is to play live and participate together	8/24/2021 12:09 PM

Q16 What digital initiatives do you have planned for 2022-23 and beyond? (check all that apply)

Answered: 60 Skipped: 5

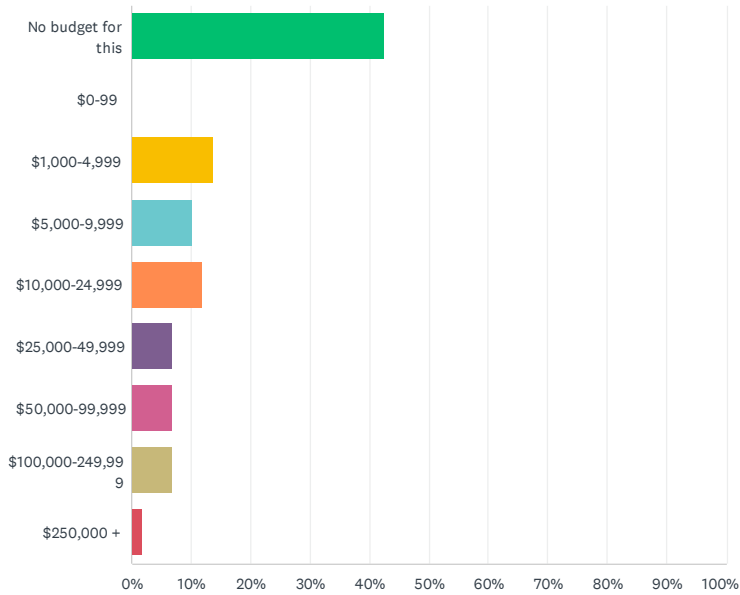


ANSWER CHOICES	RESPONSES	
None	28.33%	17
True livestream (musicians performing in front of camera/s, broadcast live)	33.33%	20
Pre-filmed concerts (filmed, edited, and broadcast afterwards)	33.33%	20
Full concerts of a small ensemble (accessible by paid ticket or subscription)	15.00%	9
Full concerts of a small ensemble (accessible by donation)	8.33%	5
Full concerts of a small ensemble (accessible for free)	10.00%	6
Full concerts of the full orchestra (accessible by paid ticket or subscription)	26.67%	16
Full concerts of the full orchestra (accessible by donation)	15.00%	9
Full concerts of the full orchestra (accessible for free)	18.33%	11
Short concerts or performance videos (e.g. concert excerpts, short pieces)	28.33%	17
Experimental creative videos (e.g. music videos, animations set to music)	28.33%	17
Interviews	31.67%	19
Educational programming	46.67%	28
Archival recordings	23.33%	14
Panel discussions	15.00%	9
Lectures	16.67%	10
Workshops	21.67%	13
Social events (e.g. donor or subscriber events on Zoom)	18.33%	11
Online rehearsals	5.00%	3
Other (please specify)	8.33%	5
Total Respondents: 60		

#	OTHER (PLEASE SPECIFY)	DATE
1	We have not yet begun to think about 22-23	9/17/2021 2:59 PM
2	no decision as yet, we're going to try more online adverts to see if we can split the audience into online & in-person / if it doesn't create revenue we'll drop the livestream & go back to taping for editing & sales online	9/15/2021 5:57 PM
3	We would like to do more and keep a blend of digital/live. It depends contract negotiations, budgets and revenue sources	9/10/2021 9:07 AM
4	We haven't addressed our 2022-23 season yet	9/9/2021 10:43 AM
5	We may try to edit some streams to direct to schools.	8/24/2021 5:54 PM

Q17 What is your budget for your digital initiatives for 2022-23 and beyond (per season)?

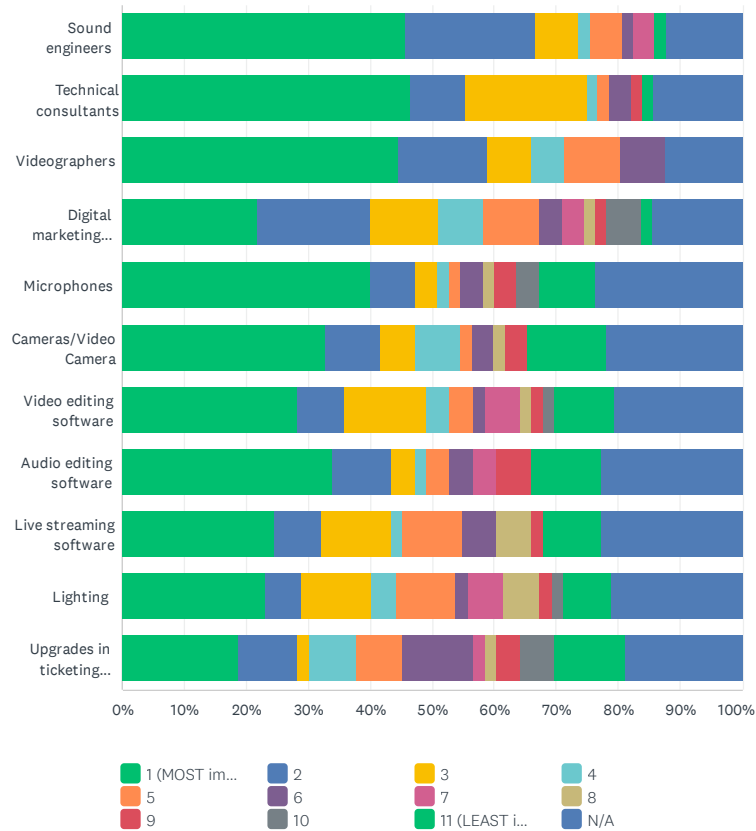
Answered: 59 Skipped: 6



ANSWER CHOICES	RESPONSES	
No budget for this	42.37%	25
\$0-99	0.00%	0
\$1,000-4,999	13.56%	8
\$5,000-9,999	10.17%	6
\$10,000-24,999	11.86%	7
\$25,000-49,999	6.78%	4
\$50,000-99,999	6.78%	4
\$100,000-249,999	6.78%	4
\$250,000 +	1.69%	1
TOTAL		59

Q18 What resources (hardware, software and human resources) will your organization need to do these digital initiatives better? (Rank the importance of each option using the matrix below, 1 being most important and 11 being least important. Select N/A for any that do not apply.)NOTE: For each number on the ranking scale, please select only one option from the list. Please review your rankings before moving on to ensure they are complete.

Answered: 58 Skipped: 7

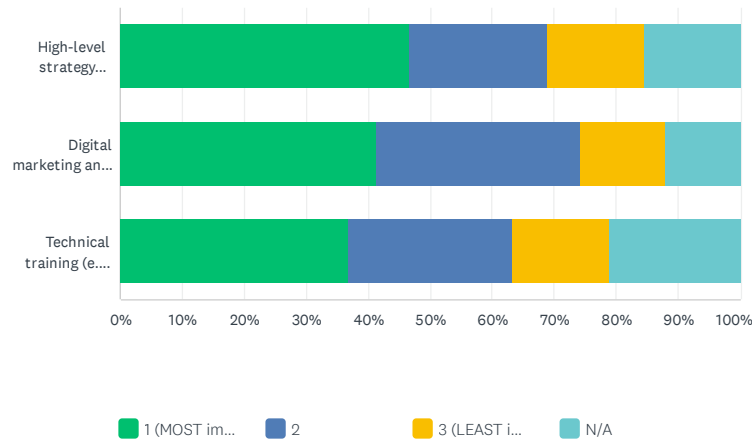


	1 (MOST IMPORTANT)	2	3	4	5	6	7	8	9	10	11 (LEAST IMPORTANT)	N/
Sound engineers	45.61% 26	21.05% 12	7.02% 4	1.75% 1	5.26% 3	1.75% 1	3.51% 2	0.00% 0	0.00% 0	0.00% 0	1.75% 1	12
Technical consultants	46.43% 26	8.93% 5	19.64% 11	1.79% 1	1.79% 1	3.57% 2	0.00% 0	0.00% 0	1.79% 1	0.00% 0	1.79% 1	14
Videographers	44.64% 25	14.29% 8	7.14% 4	5.36% 3	8.93% 5	7.14% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12
Digital marketing professionals	21.82% 12	18.18% 10	10.91% 6	7.27% 4	9.09% 5	3.64% 2	3.64% 2	1.82% 1	1.82% 1	5.45% 3	1.82% 1	14
Microphones	40.00% 22	7.27% 4	3.64% 2	1.82% 1	1.82% 1	3.64% 2	0.00% 0	1.82% 1	3.64% 2	3.64% 2	9.09% 5	23
Cameras/Video Camera	32.73% 18	9.09% 5	5.45% 3	7.27% 4	1.82% 1	3.64% 2	0.00% 0	1.82% 1	3.64% 2	0.00% 0	12.73% 7	21
Video editing software	28.30% 15	7.55% 4	13.21% 7	3.77% 2	3.77% 2	1.89% 1	5.66% 3	1.89% 1	1.89% 1	1.89% 1	9.43% 5	20
Audio editing software	33.96% 18	9.43% 5	3.77% 2	1.89% 1	3.77% 2	3.77% 2	3.77% 2	0.00% 0	5.66% 3	0.00% 0	11.32% 6	22
Live streaming software	24.53% 13	7.55% 4	11.32% 6	1.89% 1	9.43% 5	5.66% 3	0.00% 0	5.66% 3	1.89% 1	0.00% 0	9.43% 5	22
Lighting	23.08% 12	5.77% 3	11.54% 6	3.85% 2	9.62% 5	1.92% 1	5.77% 3	5.77% 3	1.92% 1	1.92% 1	7.69% 4	21
Upgrades in ticketing software	18.87% 10	9.43% 5	1.89% 1	7.55% 4	7.55% 4	11.32% 6	1.89% 1	1.89% 1	3.77% 2	5.66% 3	11.32% 6	18

#	OTHER (PLEASE SPECIFY)	DATE
1	not thinking about this yet	9/17/2021 2:59 PM
2	we're not purchasing livestreaming equipment - our videographer is bringing what he needs	9/15/2021 5:57 PM
3	Youth orchestra depends on volunteers to make it work	9/10/2021 7:21 AM
4	Les besoins en terme d'équipements sont moins importants dans la mesure où on embauche des spécialistes à l'externe	9/9/2021 1:42 PM
5	Our concert hall provides equipment	9/9/2021 10:43 AM
6	We have a professional film company with all the expertise and equipment.	9/8/2021 8:17 PM
7	Our community orchestra doesn't have a plan to embark on a "digital" revolution. Without a clear vision, budgeting and resource appropriation is not possible. A large part of our audience is over 70 year old and might not even own a computer/device that they could operate. The necessary effort at this stage will be disproportionate especially with Covid-19 having disrupted our operations and revenues. Our main priorities is for our musicians to be able to rehearse together (not really possible using digital). So, even if we had a digital way of disseminating our product, we currently have no means to get the musicians together to get the product.	9/2/2021 12:36 PM
8	More operating grant support for digital expenses. The n/a responses are because we will not be doing this with our own staff, we will continue working with an outsourced videography team.	9/2/2021 11:38 AM
9	Pls note we would be relying on our production partner (the theatre) to provide all of the above, if we do any digital work	9/2/2021 11:13 AM
10	We chose N/A for all items we already have in place	9/2/2021 11:00 AM
11	We need to direct the videographers that we don't want static, what you see in the hall experiences, streaming should provide audience with more than being live. We're trying to get them to use a musician videographer on their team.	8/24/2021 5:54 PM
12	I didn't rank these because we're really not interested in doing digital initiatives better. We have enough resources (thanks to one member of our orchestra) to do a good enough job if we need to record and share a concert or three this season, and that's good enough for us. We want to get back to in-person concerts.	8/24/2021 9:51 AM
13	We will not invest in cameras, audio editing software, etc, as we plan to use external professionals for this. We will require some software for the internal work we do.	8/24/2021 9:20 AM
14	This question is difficult to answer as you can't claim that one technical aspect is more important than another	8/24/2021 9:14 AM

Q19 What training and support will your organization need to do these initiatives better? (Rank the importance of each option using the matrix below, 1 being most important and 3 being least important. Select N/A for any that do not apply.)NOTE: For each number on the ranking scale, please select only one option from the list. Please review your rankings before moving on to ensure they are complete.

Answered: 58 Skipped: 7



	1 (MOST IMPORTANT)	2	3 (LEAST IMPORTANT)	N/A	TOTAL	WEIGHTED AVERAGE
High-level strategy training (e.g. determining balance of digital and in person, how can digital help or distract from our mission)	46.55% 27	22.41% 13	15.52% 9	15.52% 9	58	2.37
Digital marketing and fundraising training	41.38% 24	32.76% 19	13.79% 8	12.07% 7	58	2.31
Technical training (e.g. content capture, audio/video editing)	36.84% 21	26.32% 15	15.79% 9	21.05% 12	57	2.27

#	OTHER (PLEASE SPECIFY)	DATE
1	not thinking about this yet	9/17/2021 2:59 PM
2	we need to add budget for hiring a digital marketing specialist	9/15/2021 5:57 PM
3	In order for this digital strategy to have a chance of success, the public would need to be brought up to speed to digital consumption of the orchestral offering. Otherwise, lots of efforts could be "wasted" on a product that the customer couldn't reach/use. Of course the public won't engage into the digital realm without having some offerings that they could access. Therefore the arts have to take the plunge first and create the offerings so that the public will have an incentive to embrace the digital content. No need for a colour TV if all the programming is in black and white.	9/2/2021 12:36 PM
4	More marketing and fundraising knowledge is always helpful, but the tech training is n/a for us as we will continue working with an outsourced videography team.	9/2/2021 11:38 AM
5	I didn't rank these because we're really not interested in doing digital initiatives better. We have enough resources (thanks to one member of our orchestra) to do a good enough job if we need to record and share a concert or three this season, and that's good enough for us. We want to get back to in-person concerts.	8/24/2021 9:51 AM

Q20 Are there orchestras or other organizations, in Canada or around the world, whose COVID-era digital efforts you've really admired? Please name them and describe their efforts.

Answered: 34 Skipped: 31

#	RESPONSES	DATE
1	Hallé Orchestra	9/20/2021 4:03 PM
2	OSQ	9/20/2021 3:14 PM
3	San Francisco Symphony, Detroit Symphony, Vancouver Symphony,	9/16/2021 2:24 PM
4	Regina is brilliant - since I discovered what they're doing I'm totally trying to copy it...sadly, I'm not as talented as they are :-)	9/15/2021 5:58 PM
5	???	9/14/2021 9:40 AM
6	NACO - The collaboration with CBC for Undisrupted. Against the Grain Theatre - Messiah/Complex New World Symphony - their Aug. Reality and interactive digital offerings.	9/10/2021 3:23 PM
7	Detroit Symphony Orchestra is one	9/10/2021 9:08 AM
8	Online concerts, Scottish Chamber Orchestra- pre recorded. Admire everyone who has managed to keep going some how during the past 18 months	9/10/2021 7:23 AM
9	London Mozart players OModent	9/9/2021 10:52 PM
10	na	9/9/2021 6:46 PM
11	CSO, VSO, Berlin	9/9/2021 6:35 PM
12	Orchestras Canada for sharing best practices and keeping us all connected and communicating	9/9/2021 5:13 PM
13	Early Music Vancouver's Digital Concert Hall, Detroit Symphony, Orchestre Metropolitain	9/9/2021 4:59 PM
14	Toronto Symphony Orchestra	9/9/2021 4:23 PM
15	La programmation numérique de l'OSM: une quarantaine de webdiffusions en 2020-2021, bonifiées d'une signature de marque originale qui se démarque (générique et contenu bonifié: entrevues, médiation, programmes numériques augmentés, etc.) VSO Digital Concert Hall Platform Événement bénéfique du théâtre Espace Go de 5h, mise en scène par Serge Denoncourt Captations du TNM (mise en scène et captation en symbiose, capté du centre de la scène)	9/9/2021 1:50 PM
16	Too many to mention - we cannot compete with them	9/9/2021 10:44 AM
17	Scarborough Phil for their podcasts. Toronto Sinfonia for their filming. VSO for the breadth of programming and production quality.	9/8/2021 8:18 PM
18	NACO,(lunch time concerts - short, watchable), Vancouver Symphony Orchestra - some fun concerts streamed from musician's homes. Berlin Philharmonic - they launched a Digital Concert Hall "where we play just for you." With many archived performances, interviews, education concerts. Some free others you pay for. Their marketing strategy is amazing. A registration in the digital hall is free.	9/8/2021 3:52 PM
19	National Ballet, Concertgebouworke,	9/8/2021 1:54 PM
20	Kingston Symphony	9/8/2021 1:10 PM
21	Our Music Director has been more in touch with this and he's had more direct stories from other music directors and musicians who perform with other ensembles. With content having been released every Friday from the beginning of October 2020 through the end of May 2021 (with content offerings also done through this summer passed), our Executive Director and Executive Producer of SPOGreatMusic Digital Content (and podcast sound editor and editor/producer of more than 50% of our 91 videos release), it was a very busy season keeping in touch with our own plans. Your O.C. report which showed budgets and audience results spoke volumes to our production teams and Board.	9/2/2021 12:48 PM
22	Major orchestras in Europe and Canada had free digital concerts online. This is absolutely great and should have been done before the Covid-19 pandemic. It is an essential component to disseminate the music to a large portion of the population that would in turn generate interest to go to an event in person when possible.	9/2/2021 12:39 PM
23	I have not been keeping track.	9/2/2021 12:04 PM
24	Vancouver Symphony, Regina Symphony, Orchestre Classique de Montreal, too many others to list... all because of excellent presentation and active presence. Also the Sydney Symphony for their very personal tone in messaging.	9/2/2021 11:40 AM
25	Sadly, no. Though, apparently like many colleagues, I have been less inclined to consume other organizations' digital product than I would have attended live events in the pre-COVID time.	8/31/2021 2:51 PM
26	Berlin Philharmonic Vienna Philharmonic Philadelphia Orchestra	8/31/2021 10:23 AM
27	Berlin Philharmonic, VSO - both did a great job capitalizing on STRONG online capabilities. Lots to emulate and learn from here!	8/27/2021 8:37 AM
28	N/A	8/25/2021 12:00 PM
29	Pacific Baroque-a variety of programs not in the usual vein, e.g. one was very early Asian concert	8/24/2021 5:57 PM

30	Vancouver Symphony, enjoy the functionality fo the digital concert hall.	8/24/2021 12:45 PM
31	Berlin Phil. Barcelona	8/24/2021 12:10 PM
32	Newfoundland Symphony, Kamloops Symphony	8/24/2021 10:03 AM
33	We admire any group that has tried digital efforts during COVID - they've helped keep the arts alive and that will help all of us!	8/24/2021 9:53 AM
34	Toronto Symphony Orchestra's Messiah with Against the Grain	8/24/2021 9:21 AM

Q23 Is there anything else you'd like to share?

Answered: 23 Skipped: 42

#	RESPONSES	DATE
1	Les cours pour la captation sont très élevés et la pérennité des équipements trop courtes pour se permettre d'acheter le matériel. Les personnes aptes à nous offrir le service ont des coûts très élevés et peu de connaissance de la captation d'orchestre. Les prestations exigent également un montage	9/20/2021 4:04 PM
2	n/a	9/17/2021 2:59 PM
3	It's been a wild first year & I'm looking forward to our recovery over the next five.	9/15/2021 6:00 PM
4	Here is the link to our most recent (non-contracted) video...to welcome and introduce the 2021-22 Global Leaders Program cohort to NBYO's Sistema NB programming... https://www.youtube.com/watch?v=c5N_727P5YA&t=54s	9/14/2021 9:43 AM
5	The digital collaborations we embarked on that built relationships with community groups in our region were invaluable connections that we are excited to maintain and grow in the future. I feel that is worthy of note. It wasn't just new audiences, but we strengthened our presence in the community and revealed the accessibility for those smaller arts orgs to reach out and create music with us in new ways.	9/10/2021 3:50 PM
6	no	9/9/2021 6:47 PM
7		9/9/2021 6:37 PM
8	Les orchestres canadiens auront besoin de financement supplémentaire pour maintenir le contact avec le public par le biais d'une offre numérique de qualité, les budgets d'opérations s'avérant rapidement limités afin de développer de nouvelles initiatives inévitablement coûteuses. Les organisations n'ont d'autres choix que de faire appel à des équipes d'experts externes malgré les faibles revenus générés par la webdiffusion.	9/9/2021 1:59 PM
9	No	9/9/2021 11:27 AM
10	We did not reach an audience much beyond our usual patron base, and certainly attracted very few international viewers. There was so much digital material to choose from by the time we were broadcasting.	9/8/2021 8:26 PM
11	It is challenging for small budget and community orchestras to produce digital material. Very expensive and how do we compete with the professionally produced concerts. Moreover, we lost our rehearsal space and are unsure when we will be allowed to use the space again. Like many community orchestras we rehearse in a church and it hasn't been accessible since March 2020.	9/8/2021 3:58 PM
12	n/a	9/3/2021 9:45 PM
13	We plan to begin orchestra rehearsals beginning September 11,2021 with reasonable spacing. We plan to begin chorus rehearsals beginning September 11, 2021 wearing vocal masks and spacing choral members.	9/3/2021 3:35 PM
14	We have found that trying to offer digital content is difficult because a) we have no staff trained to create content; b) we possess no equipment to create digital content; c) many orchestras are already offering digital content far superior to what we could offer, though our patrons have requested seeing familiar musicians (we appreciate that). In addition, creating and offering digital content is a costly exercise for which the return on investment is very low financially, and with our small budget we cannot afford to lose money on any initiative. Funding from the grants we received were used to keep our organization afloat during a cancelled season and we are fortunate that our finances are still in the black at this point.	9/2/2021 2:37 PM
15	Our smaller organization simply did not have the human-power to go after new or Covid-related funding. Our two part-time employees were much busier during this period, having donated hundreds of hours to ensure our organization not only survives, but can be much better positioned as a valued part of our community. In retrospect, we are very proud of what we accomplished, and how we went about doing so. We are also happy to have made all of our content available to our audience (local or otherwise) for free (always seeking donations) and with 24-hour, non-stop availability. With everyone around us with upset and changing schedules and demands, we found the individually-posted performance video to be perfect for many reasons. Several of our videos have topped 1,000 views, and many more are getting close to those numbers, and growing. It also allows us to pick and chose content that may be more appealing to a potential business donor, new subscriber, or community partner. We talked about a single, 30-45 minute concert video presentation (pre-produced) and opted for the direction we went. It also is helpful in understanding what people are engaging with (for future programming uses) and gives each performer and performance a chance to be seen from start to finish. It also eliminates connectivity issues from our end. If YouTube goes down, I suspect it's all over for the rest of us. And if a user's internet connection goes down on their end, they can re-connect with our content easily. However, putting 10 performers into a single video, created from individually and remotely recorded performances was very challenging. This 2021/2022 season, we will be recording small ensemble events, without an audience, for some of our content releases.	9/2/2021 1:09 PM
16	I believe the digital domain is part of the solution for orchestras to disseminate their products. Digital consumption of music has risen and will continue to rise in the years to come. There are many challenges for community orchestras to adopt or implement any strategies toward digitalization in their activities. Contrary to current beliefs, it is not the equipment or its cost but rather the lack of knowledge about what to do and how to do it that is the biggest barrier.	9/2/2021 12:48 PM

Everything starts with a "dream" of something possible and without knowledge of the "digital revolution in orchestra", we can't embark on it. The equipment and technology exist and is mature (the brick and the mortar). The expertise to use it exists (the artisan and builders). What we are missing are the thinkers who knows what to do with digital (architects making drawings and plans).

17	no	9/2/2021 12:06 PM
18	We are fortunate to have a home theatre that transformed the concert stage into a broadcast studio complete with projection and studio lighting. We have 7 HD cameras and 64 channels of 96 kHz audio at our disposal (with an amazing microphone collection). I suspect we are one of the few orchestras with such a luxury at our fingertips.	9/2/2021 11:04 AM
19	Thanks Orchestras Canada to continuing to bring us all together to share ideas! We are all growing forward together!	8/27/2021 8:42 AM
20	Since we are a "community" orchestra we have to do the promotion of our concerts using our musicians. It may be a problem getting enough players working on the promotion of our streams. We have hired videographers & sound, but we are to do the promotion.	8/24/2021 6:05 PM
21	Biggest challenge, perhaps not captured in here was a capacity issue with staff, while also figuring out how our regular subscribers tune in. Only 25% of our subscribers chose to participate in our digital programming, so it really was not sustainable.	8/24/2021 12:50 PM
22	As a regional orchestra with volunteer players the most important aspect was to continue playing which is what we did in alternative rehearsal spaces and perform concerts, which is what we did as we were in an environment that demanded that. There was no reason to compete with some of the high quality on-line performances by other orchestras. For our members, it is the playing together that is important.	8/24/2021 12:13 PM
23	Yes...this emphasis on development of digital programming runs counter to our goals and philosophy of delivering LIVE classical music to our audience. The digital revolution does little to advance this our mission and most important goal	8/24/2021 9:18 AM