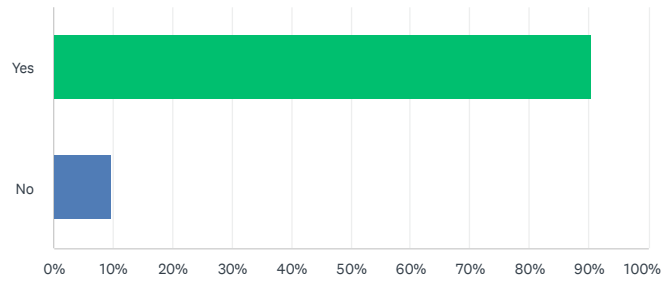


Q1 Did you try one or more new digital initiatives since March 2020?

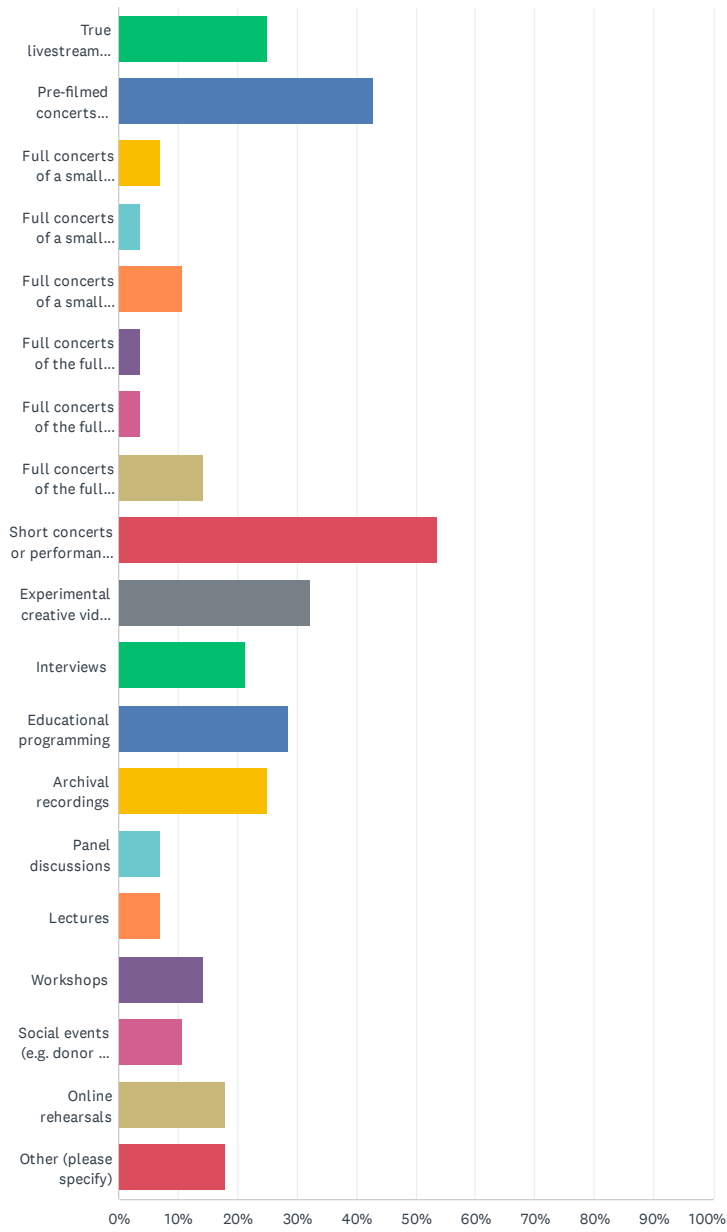
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	90.32%	28
No	9.68%	3
TOTAL		31

Q2 If yes, please select all that apply.

Answered: 28 Skipped: 3

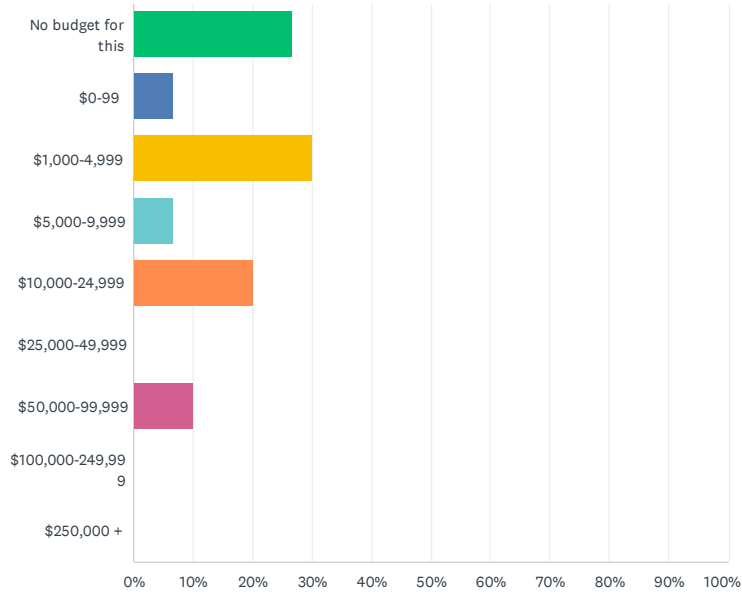


ANSWER CHOICES	RESPONSES	
True livestream (musicians performing in front of camera/s, broadcast live)	25.00%	7
Pre-filmed concerts (filmed, edited, and broadcast afterwards)	42.86%	12
Full concerts of a small ensemble (accessible by paid ticket or subscription)	7.14%	2
Full concerts of a small ensemble (accessible by donation)	3.57%	1
Full concerts of a small ensemble (accessible for free)	10.71%	3
Full concerts of the full orchestra (accessible by paid ticket or subscription)	3.57%	1
Full concerts of the full orchestra (accessible by donation)	3.57%	1
Full concerts of the full orchestra (accessible for free)	14.29%	4
Short concerts or performance videos (e.g. concert excerpts, short pieces)	53.57%	15
Experimental creative videos (e.g. music videos, animations set to music)	32.14%	9
Interviews	21.43%	6
Educational programming	28.57%	8
Archival recordings	25.00%	7
Panel discussions	7.14%	2
Lectures	7.14%	2
Workshops	14.29%	4
Social events (e.g. donor or subscriber events on Zoom)	10.71%	3
Online rehearsals	17.86%	5
Other (please specify)	17.86%	5
Total Respondents: 28		

#	OTHER (PLEASE SPECIFY)	DATE
1	Online Book Fair Auction	9/9/2021 10:30 AM
2	Orchestra Board Meeting by Zoom	9/2/2021 12:23 PM
3	recital format	9/2/2021 12:00 PM
4	had an elder give the territorial acknowledgement at the start of the stream	8/24/2021 5:44 PM
5	Online recorded small ensemble for another arts org.	8/24/2021 9:17 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)

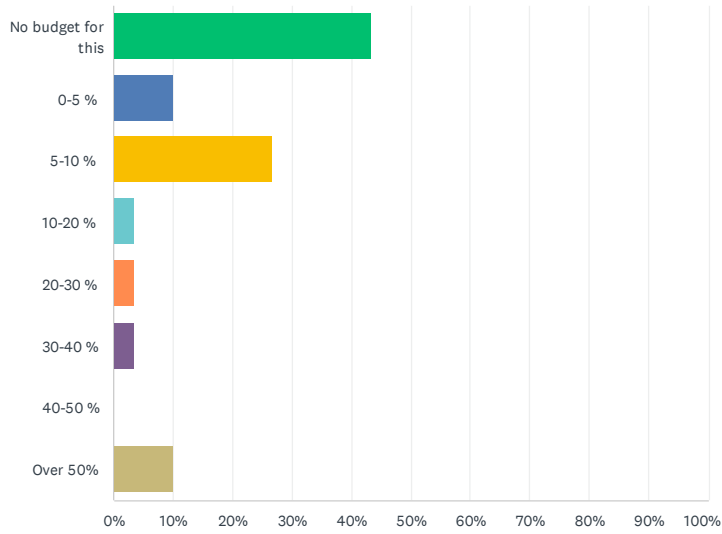
Answered: 30 Skipped: 1



ANSWER CHOICES	RESPONSES	
No budget for this	26.67%	8
\$0-99	6.67%	2
\$1,000-4,999	30.00%	9
\$5,000-9,999	6.67%	2
\$10,000-24,999	20.00%	6
\$25,000-49,999	0.00%	0
\$50,000-99,999	10.00%	3
\$100,000-249,999	0.00%	0
\$250,000 +	0.00%	0
TOTAL		30

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

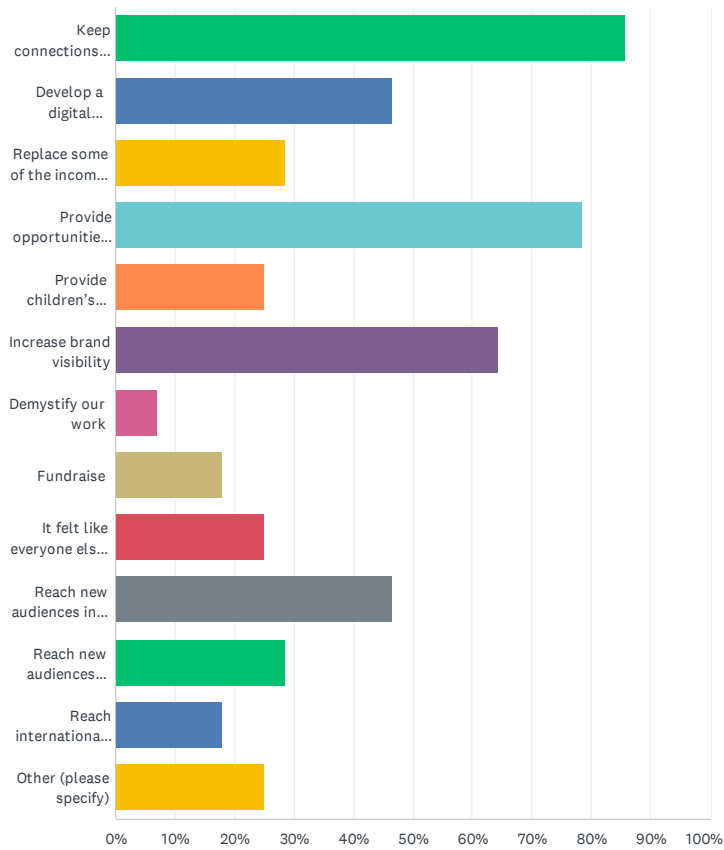
Answered: 30 Skipped: 1



ANSWER CHOICES	RESPONSES	
No budget for this	43.33%	13
0-5 %	10.00%	3
5-10 %	26.67%	8
10-20 %	3.33%	1
20-30 %	3.33%	1
30-40 %	3.33%	1
40-50 %	0.00%	0
Over 50%	10.00%	3
TOTAL		30

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

Answered: 28 Skipped: 3



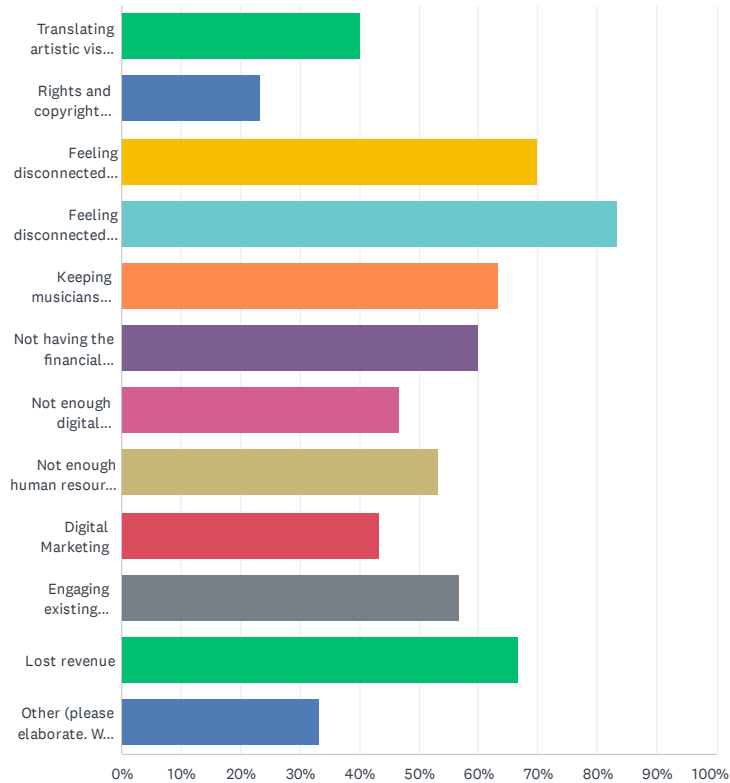
ANSWER CHOICES	RESPONSES
Keep connections with audience alive	85.71% 24
Develop a digital strategy	46.43% 13
Replace some of the income we couldn't generate through ticket sales	28.57% 8
Provide opportunities for musicians	78.57% 22
Provide children's resources	25.00% 7
Increase brand visibility	64.29% 18
Demystify our work	7.14% 2
Fundraise	17.86% 5
It felt like everyone else was doing it and we had to keep up!	25.00% 7
Reach new audiences in our region	46.43% 13
Reach new audiences elsewhere in Canada	28.57% 8
Reach international audiences	17.86% 5
Other (please specify)	25.00% 7
Total Respondents: 28	

#	OTHER (PLEASE SPECIFY)	DATE
1	Keep membership alive	9/9/2021 4:19 PM
2	keep connections with orchestra members.	9/8/2021 3:41 PM
3	Developing marketing tools for online social platforms and business development	9/2/2021 12:41 PM
4	Maintain a minimum of communication with the membership	9/2/2021 12:23 PM
5	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

6	to give the musicians a reason to work at a concert that would not be seen live	8/24/2021 5:44 PM
7	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: 30 Skipped: 1



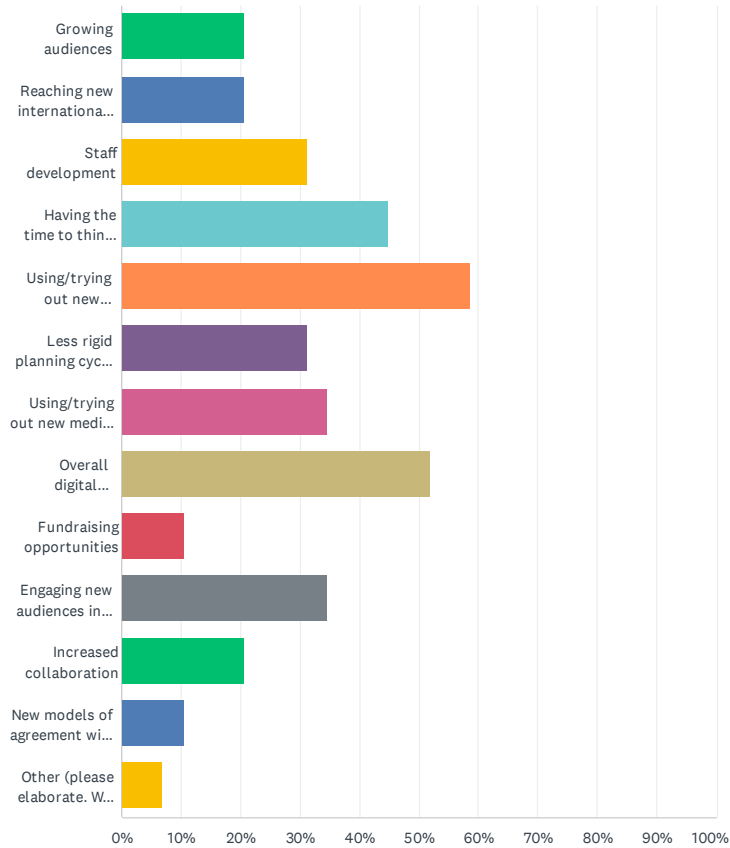
ANSWER CHOICES	RESPONSES
Translating artistic vision to digital medium	40.00% 12
Rights and copyright clearances	23.33% 7
Feeling disconnected from musicians	70.00% 21
Feeling disconnected from audiences	83.33% 25
Keeping musicians equitably engaged	63.33% 19
Not having the financial resources to create a digital offer	60.00% 18
Not enough digital expertise	46.67% 14
Not enough human resources or time	53.33% 16
Digital Marketing	43.33% 13
Engaging existing audiences in digital [e.g., patrons experiencing technical difficulties or lack of technical expertise, On-boarding existing audiences to digital]	56.67% 17
Lost revenue	66.67% 20
Other (please elaborate. We would love to hear more about the challenges you faced during the pandemic)	33.33% 10
Total Respondents: 30	

#	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	Lack of specific, directed funding from various levels of Government	9/9/2021 4:19 PM
4	No rehearsal space even if and when health protocols allowed for smaller groupings.	9/8/2021 3:41 PM
5	Working positively with human emotions that may be raw, disconnected, or overwhelmed	9/2/2021 12:41 PM
6	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

7	the board was contemplating shutting us down and laying off staff	9/2/2021 12:00 PM
8	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
9	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
10	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

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

Answered: 29 Skipped: 2



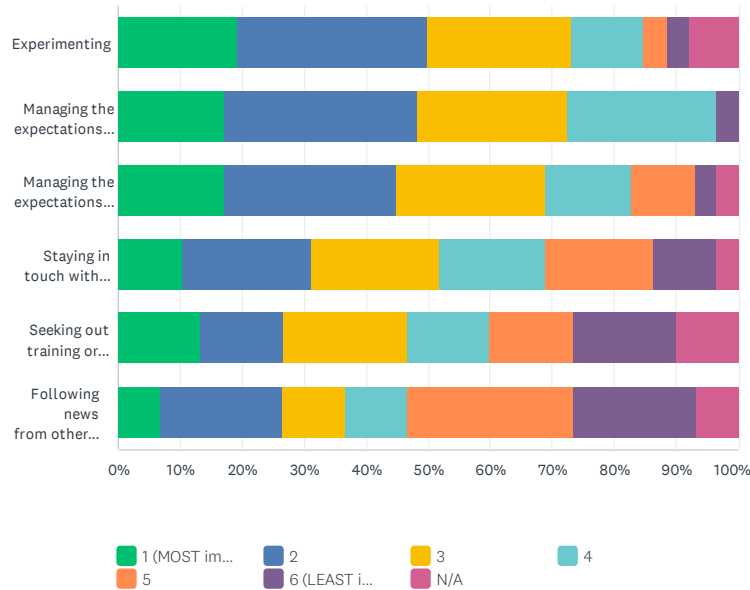
ANSWER CHOICES	RESPONSES
Growing audiences	20.69% 6
Reaching new international audiences	20.69% 6
Staff development	31.03% 9
Having the time to think strategically	44.83% 13
Using/trying out new platforms	58.62% 17
Less rigid planning cycles	31.03% 9
Using/trying out new mediums and formats (e.g. music videos)	34.48% 10
Overall digital development of the organization	51.72% 15
Fundraising opportunities	10.34% 3
Engaging new audiences in digital	34.48% 10
Increased collaboration	20.69% 6
New models of agreement with musicians regarding digital	10.34% 3
Other (please elaborate. We would love to hear more about the opportunities that your orchestra was presented with during the pandemic)	6.90% 2
Total Respondents: 29	

#	OTHER (PLEASE ELABORATE. WE WOULD LOVE TO HEAR MORE ABOUT THE OPPORTUNITIES THAT YOUR ORCHESTRA WAS PRESENTED WITH DURING THE PANDEMIC)	DATE
1	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
2	2020-21 was cut short at 1 production, 2021-22 will be the opportunity to see what we can do	8/24/2021 5:44 PM

digitally

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: 30 Skipped: 1

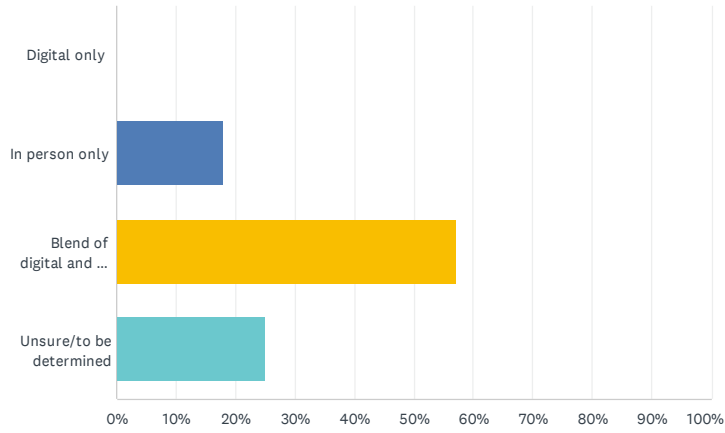


	1 (MOST IMPORTANT)	2	3	4	5	6 (LEAST IMPORTANT)	N/A	TOTAL	WEIGHTED AVERAGE
Experimenting	19.23% 5	30.77% 8	23.08% 6	11.54% 3	3.85% 1	3.85% 1	7.69% 2	26	4.42
Managing the expectations of our patrons/audiences	17.24% 5	31.03% 9	24.14% 7	24.14% 7	0.00% 0	3.45% 1	0.00% 0	29	4.31
Managing the expectations of our internal team (volunteer, staff, board)	17.24% 5	27.59% 8	24.14% 7	13.79% 4	10.34% 3	3.45% 1	3.45% 1	29	4.18
Staying in touch with peers across the country	10.34% 3	20.69% 6	20.69% 6	17.24% 5	17.24% 5	10.34% 3	3.45% 1	29	3.57
Seeking out training or professional development	13.33% 4	13.33% 4	20.00% 6	13.33% 4	13.33% 4	16.67% 5	10.00% 3	30	3.44
Following news from other orchestras around the world	6.67% 2	20.00% 6	10.00% 3	10.00% 3	26.67% 8	20.00% 6	6.67% 2	30	3.04

#	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?

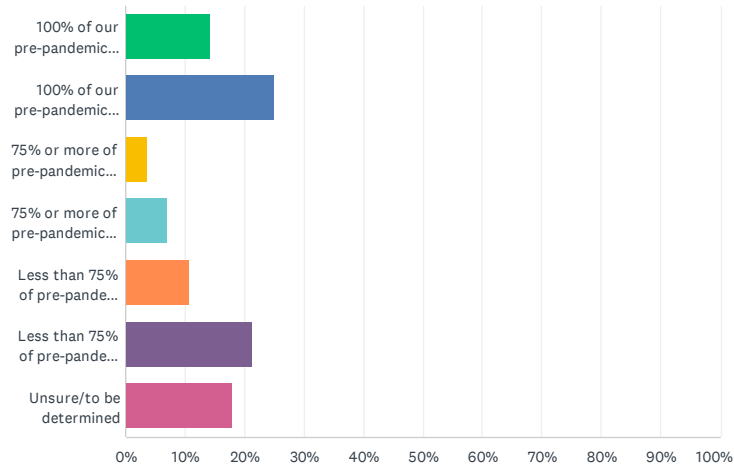
Answered: 28 Skipped: 3



ANSWER CHOICES	RESPONSES
Digital only	0.00% 0
In person only	17.86% 5
Blend of digital and in person (hybrid)	57.14% 16
Unsure/to be determined	25.00% 7
TOTAL	28

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

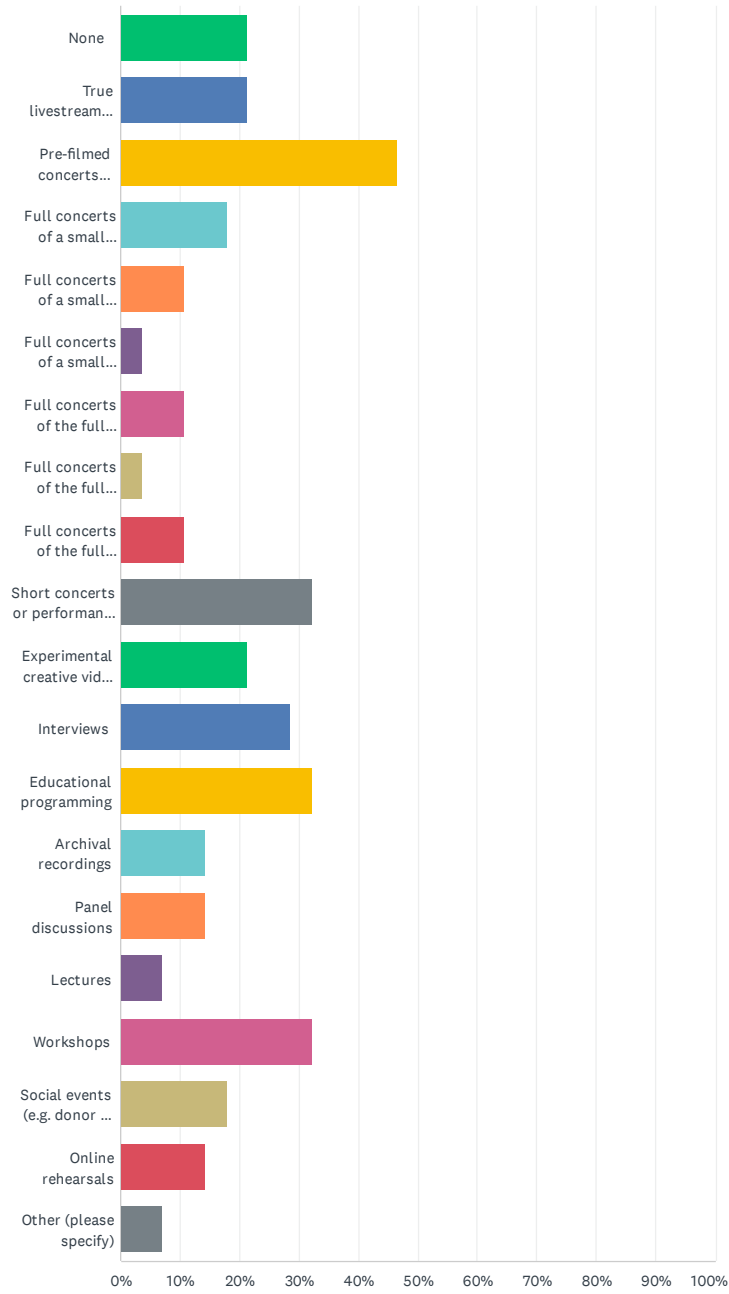
Answered: 28 Skipped: 3



ANSWER CHOICES	RESPONSES	
100% of our pre-pandemic level of in person performances, no digital	14.29%	4
100% of our pre-pandemic level of in person performances + digital	25.00%	7
75% or more of pre-pandemic level of in person performances, no digital	3.57%	1
75% or more of pre-pandemic level of in person performances + digital	7.14%	2
Less than 75% of pre-pandemic level of in person performances, no digital	10.71%	3
Less than 75% of pre-pandemic level of in person performances + digital	21.43%	6
Unsure/to be determined	17.86%	5
TOTAL		28

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

Answered: 28 Skipped: 3

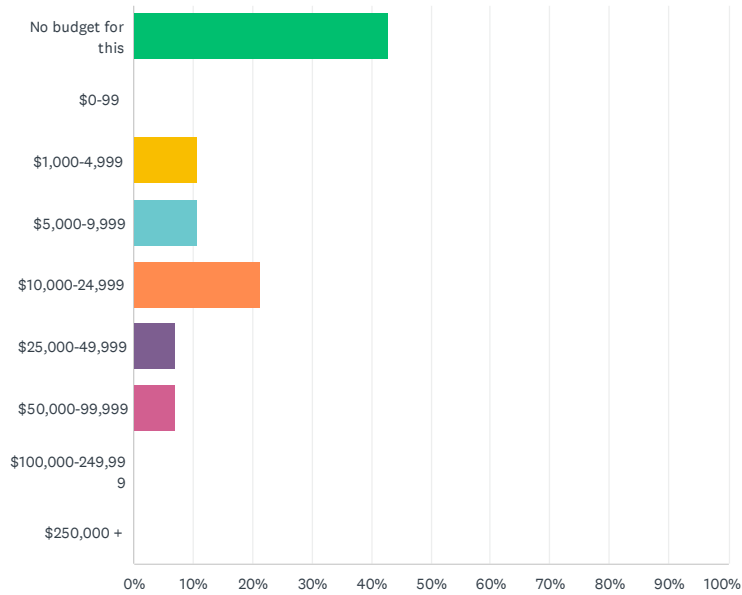


ANSWER CHOICES	RESPONSES	
None	21.43%	6
True livestream (musicians performing in front of camera/s, broadcast live)	21.43%	6
Pre-filmed concerts (filmed, edited, and broadcast afterwards)	46.43%	13
Full concerts of a small ensemble (accessible by paid ticket or subscription)	17.86%	5
Full concerts of a small ensemble (accessible by donation)	10.71%	3
Full concerts of a small ensemble (accessible for free)	3.57%	1
Full concerts of the full orchestra (accessible by paid ticket or subscription)	10.71%	3
Full concerts of the full orchestra (accessible by donation)	3.57%	1
Full concerts of the full orchestra (accessible for free)	10.71%	3
Short concerts or performance videos (e.g. concert excerpts, short pieces)	32.14%	9
Experimental creative videos (e.g. music videos, animations set to music)	21.43%	6
Interviews	28.57%	8
Educational programming	32.14%	9
Archival recordings	14.29%	4
Panel discussions	14.29%	4
Lectures	7.14%	2
Workshops	32.14%	9
Social events (e.g. donor or subscriber events on Zoom)	17.86%	5
Online rehearsals	14.29%	4
Other (please specify)	7.14%	2
Total Respondents: 28		

#	OTHER (PLEASE SPECIFY)	DATE
1	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
2	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?

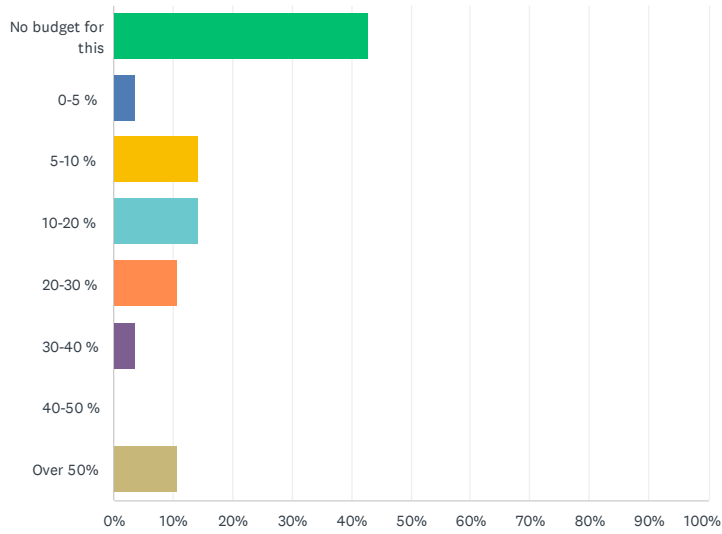
Answered: 28 Skipped: 3



ANSWER CHOICES	RESPONSES
No budget for this	42.86% 12
\$0-99	0.00% 0
\$1,000-4,999	10.71% 3
\$5,000-9,999	10.71% 3
\$10,000-24,999	21.43% 6
\$25,000-49,999	7.14% 2
\$50,000-99,999	7.14% 2
\$100,000-249,999	0.00% 0
\$250,000 +	0.00% 0
TOTAL	28

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

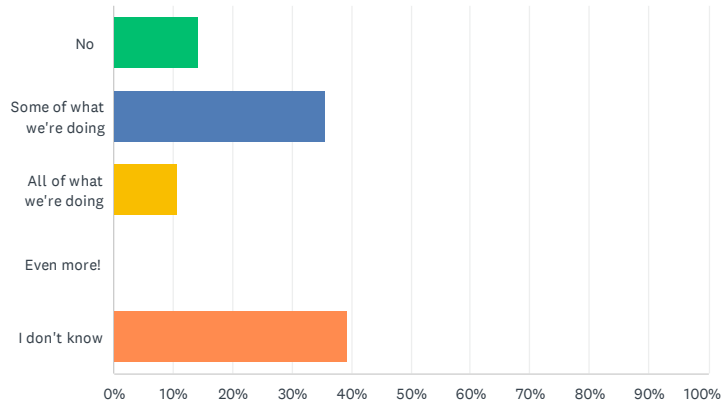
Answered: 28 Skipped: 3



ANSWER CHOICES	RESPONSES	
No budget for this	42.86%	12
0-5 %	3.57%	1
5-10 %	14.29%	4
10-20 %	14.29%	4
20-30 %	10.71%	3
30-40 %	3.57%	1
40-50 %	0.00%	0
Over 50%	10.71%	3
TOTAL		28

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

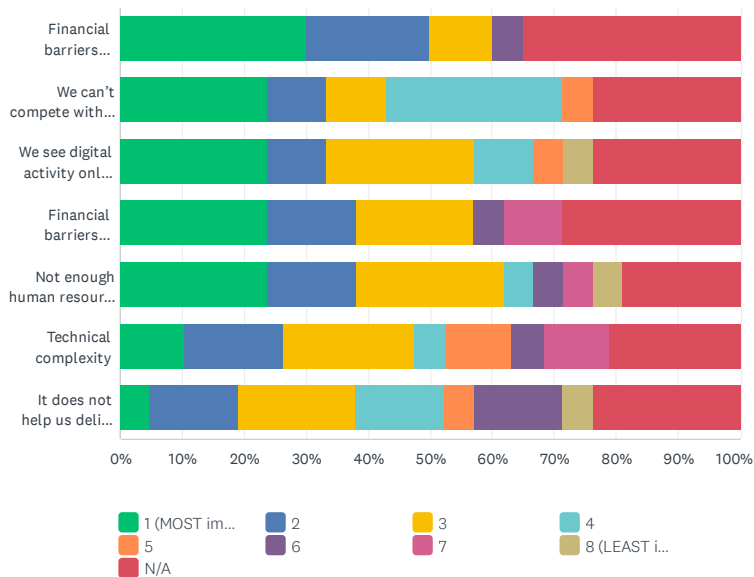
Answered: 28 Skipped: 3



ANSWER CHOICES	RESPONSES	
No	14.29%	4
Some of what we're doing	35.71%	10
All of what we're doing	10.71%	3
Even more!	0.00%	0
I don't know	39.29%	11
TOTAL		28

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: 21 Skipped: 10

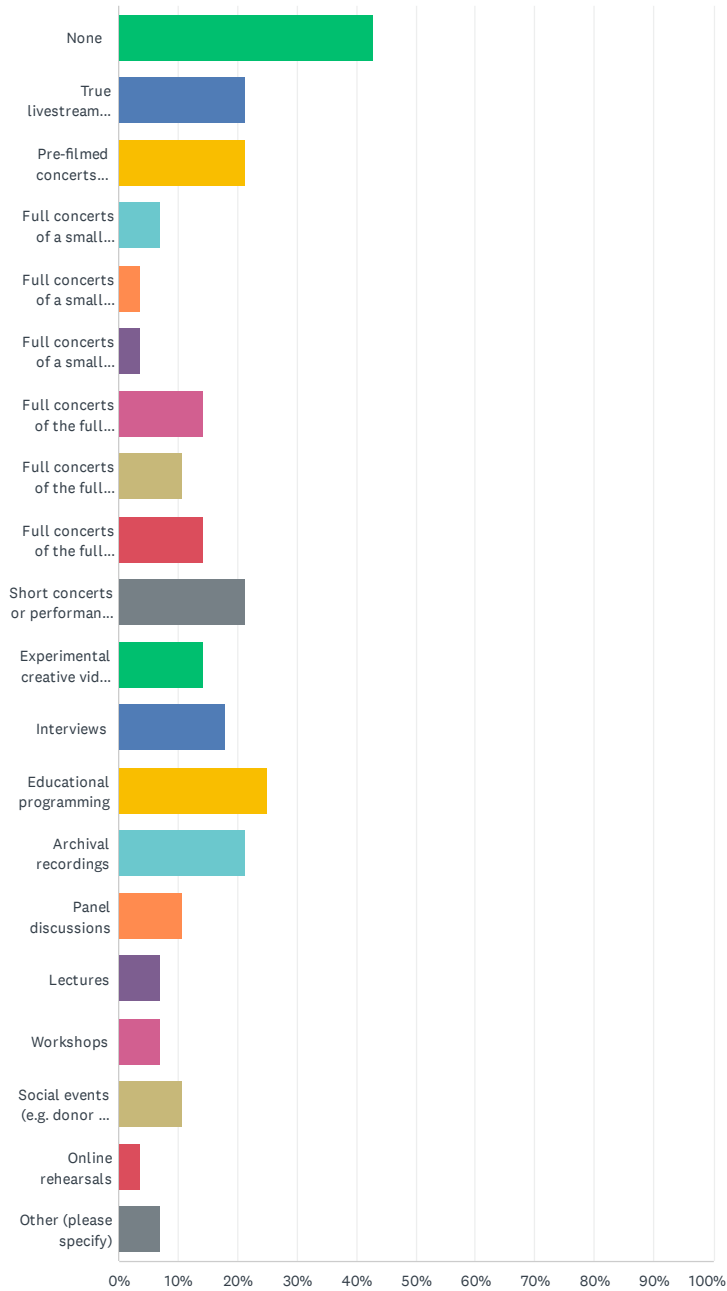


	1 (MOST IMPORTANT)	2	3	4	5	6	7	8 (LEAST IMPORTANT)	N/A	TOTAL	WEIGHTED AVERAGE
Financial barriers (Government funding drying up)	30.00% 6	20.00% 4	10.00% 2	0.00% 0	0.00% 0	5.00% 1	0.00% 0	0.00% 0	35.00% 7	20	7.00
We can't compete with other digital offerings	23.81% 5	9.52% 2	9.52% 2	28.57% 6	4.76% 1	0.00% 0	0.00% 0	0.00% 0	23.81% 5	21	6.25
We see digital activity only as a temporary measure until live performance returns	23.81% 5	9.52% 2	23.81% 5	9.52% 2	4.76% 1	0.00% 0	0.00% 0	4.76% 1	23.81% 5	21	6.19
Financial barriers (other)	23.81% 5	14.29% 3	19.05% 4	0.00% 0	0.00% 0	4.76% 1	9.52% 2	0.00% 0	28.57% 6	21	6.13
Not enough human resources or time	23.81% 5	14.29% 3	23.81% 5	4.76% 1	0.00% 0	4.76% 1	4.76% 1	4.76% 1	19.05% 4	21	6.00
Technical complexity	10.53% 2	15.79% 3	21.05% 4	5.26% 1	10.53% 2	5.26% 1	10.53% 2	0.00% 0	21.05% 4	19	5.40
It does not help us deliver on our mission	4.76% 1	14.29% 3	19.05% 4	14.29% 3	4.76% 1	14.29% 3	0.00% 0	4.76% 1	23.81% 5	21	5.13

#	OTHER (PLEASE SPECIFY)	DATE
1	The orchestra can't afford the procurement of the equipment and has no secure storage for it.	9/2/2021 12:36 PM
2	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: 28 Skipped: 3

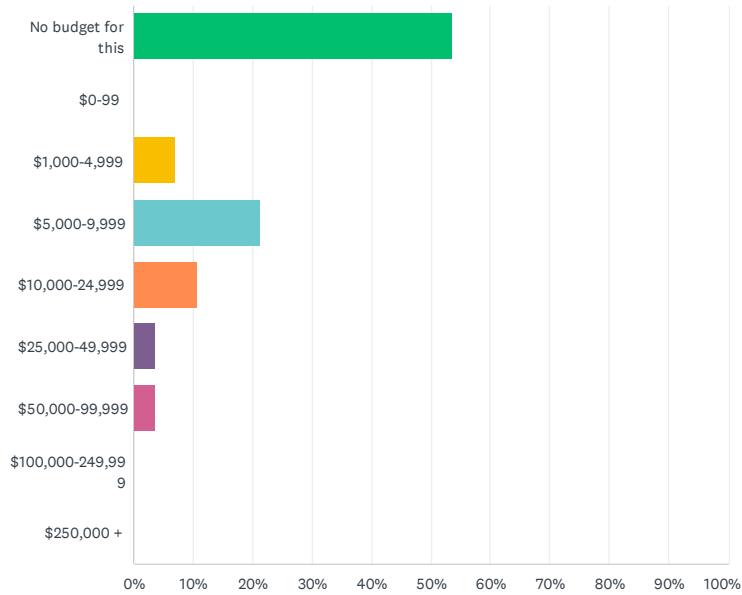


ANSWER CHOICES	RESPONSES	
None	42.86%	12
True livestream (musicians performing in front of camera/s, broadcast live)	21.43%	6
Pre-filmed concerts (filmed, edited, and broadcast afterwards)	21.43%	6
Full concerts of a small ensemble (accessible by paid ticket or subscription)	7.14%	2
Full concerts of a small ensemble (accessible by donation)	3.57%	1
Full concerts of a small ensemble (accessible for free)	3.57%	1
Full concerts of the full orchestra (accessible by paid ticket or subscription)	14.29%	4
Full concerts of the full orchestra (accessible by donation)	10.71%	3
Full concerts of the full orchestra (accessible for free)	14.29%	4
Short concerts or performance videos (e.g. concert excerpts, short pieces)	21.43%	6
Experimental creative videos (e.g. music videos, animations set to music)	14.29%	4
Interviews	17.86%	5
Educational programming	25.00%	7
Archival recordings	21.43%	6
Panel discussions	10.71%	3
Lectures	7.14%	2
Workshops	7.14%	2
Social events (e.g. donor or subscriber events on Zoom)	10.71%	3
Online rehearsals	3.57%	1
Other (please specify)	7.14%	2
Total Respondents: 28		

#	OTHER (PLEASE SPECIFY)	DATE
1	We haven't addressed our 2022-23 season yet	9/9/2021 10:43 AM
2	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)?

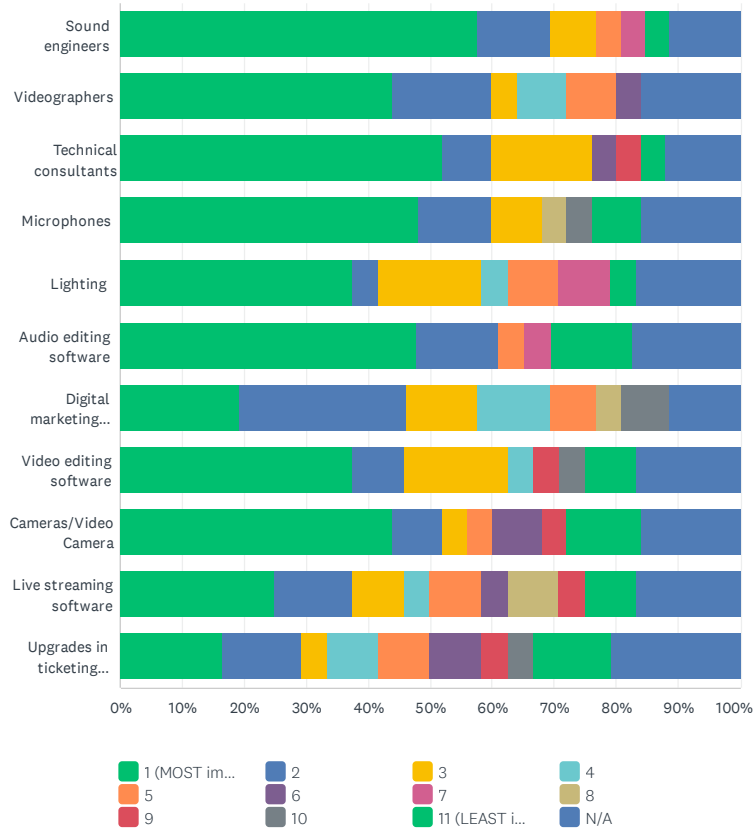
Answered: 28 Skipped: 3



ANSWER CHOICES	RESPONSES	
No budget for this	53.57%	15
\$0-99	0.00%	0
\$1,000-4,999	7.14%	2
\$5,000-9,999	21.43%	6
\$10,000-24,999	10.71%	3
\$25,000-49,999	3.57%	1
\$50,000-99,999	3.57%	1
\$100,000-249,999	0.00%	0
\$250,000 +	0.00%	0
TOTAL		28

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: 27 Skipped: 4

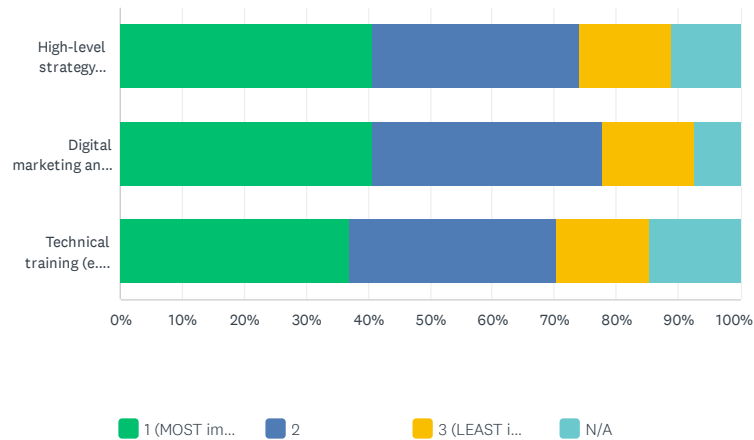


	1 (MOST IMPORTANT)	2	3	4	5	6	7	8	9	10	11 (LEAST IMPORTANT)	N/
Sound engineers	57.69% 15	11.54% 3	7.69% 2	0.00% 0	3.85% 1	0.00% 0	3.85% 1	0.00% 0	0.00% 0	0.00% 0	3.85% 1	11
Videographers	44.00% 11	16.00% 4	4.00% 1	8.00% 2	8.00% 2	4.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	16
Technical consultants	52.00% 13	8.00% 2	16.00% 4	0.00% 0	0.00% 0	4.00% 1	0.00% 0	0.00% 0	4.00% 1	0.00% 0	4.00% 1	12
Microphones	48.00% 12	12.00% 3	8.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.00% 1	0.00% 0	4.00% 1	8.00% 2	16
Lighting	37.50% 9	4.17% 1	16.67% 4	4.17% 1	8.33% 2	0.00% 0	8.33% 2	0.00% 0	0.00% 0	0.00% 0	4.17% 1	16
Audio editing software	47.83% 11	13.04% 3	0.00% 0	0.00% 0	4.35% 1	0.00% 0	4.35% 1	0.00% 0	0.00% 0	0.00% 0	13.04% 3	17
Digital marketing professionals	19.23% 5	26.92% 7	11.54% 3	11.54% 3	7.69% 2	0.00% 0	0.00% 0	3.85% 1	0.00% 0	7.69% 2	0.00% 0	11
Video editing software	37.50% 9	8.33% 2	16.67% 4	4.17% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.17% 1	4.17% 1	8.33% 2	16
Cameras/Video Camera	44.00% 11	8.00% 2	4.00% 1	0.00% 0	4.00% 1	8.00% 2	0.00% 0	0.00% 0	4.00% 1	0.00% 0	12.00% 3	16
Live streaming software	25.00% 6	12.50% 3	8.33% 2	4.17% 1	8.33% 2	4.17% 1	0.00% 0	8.33% 2	4.17% 1	0.00% 0	8.33% 2	16
Upgrades in ticketing software	16.67% 4	12.50% 3	4.17% 1	8.33% 2	8.33% 2	8.33% 2	0.00% 0	0.00% 0	4.17% 1	4.17% 1	12.50% 3	20

#	OTHER (PLEASE SPECIFY)	DATE
1	Our concert hall provides equipment	9/9/2021 10:43 AM
2	We have a professional film company with all the expertise and equipment.	9/8/2021 8:17 PM
3	We don'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
4	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
5	We chose N/A for all items we already have in place	9/2/2021 11:00 AM
6	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
7	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

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: 27 Skipped: 4



	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)	40.74% 11	33.33% 9	14.81% 4	11.11% 3	27	2.29
Digital marketing and fundraising training	40.74% 11	37.04% 10	14.81% 4	7.41% 2	27	2.28
Technical training (e.g. content capture, audio/video editing)	37.04% 10	33.33% 9	14.81% 4	14.81% 4	27	2.26

#	OTHER (PLEASE SPECIFY)	DATE
1	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
2	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: 14 Skipped: 17

#	RESPONSES	DATE
1	Hallé Orchestra	9/20/2021 4:03 PM
2	Toronto Symphony Orchestra	9/9/2021 4:23 PM
3	Too many to mention - we cannot compete with them	9/9/2021 10:44 AM
4	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
5	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
6	National Ballet, Concertgebouworke,	9/8/2021 1:54 PM
7	Kingston Symphony	9/8/2021 1:10 PM
8	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 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
9	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
10	I have not been keeping track.	9/2/2021 12:04 PM
11	Berlin Philharmonic Vienna Philharmonic Philadelphia Orchestra	8/31/2021 10:23 AM
12	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
13	Berlin Phil. Barcelona	8/24/2021 12:10 PM
14	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

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

Answered: 13 Skipped: 18

#	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	No	9/9/2021 11:27 AM
3	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
4	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
5	n/a	9/3/2021 9:45 PM
6	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
7	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
8	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. 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
9	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. 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).	9/2/2021 12:48 PM
10	no	9/2/2021 12:06 PM
11	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
12	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
13	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