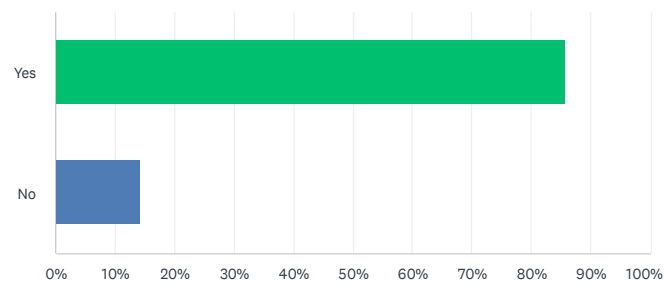


Q1 Did you try one or more new digital initiatives since March 2020?

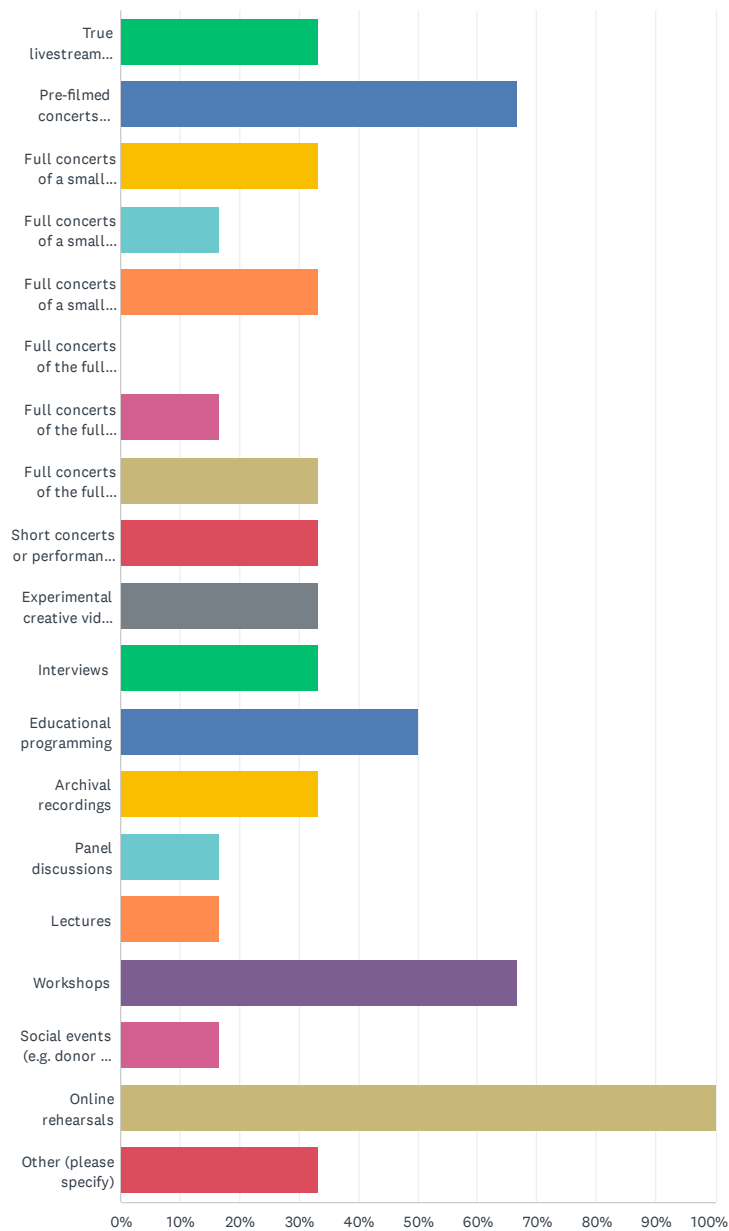
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	85.71%	6
No	14.29%	1
TOTAL		7

Q2 If yes, please select all that apply.

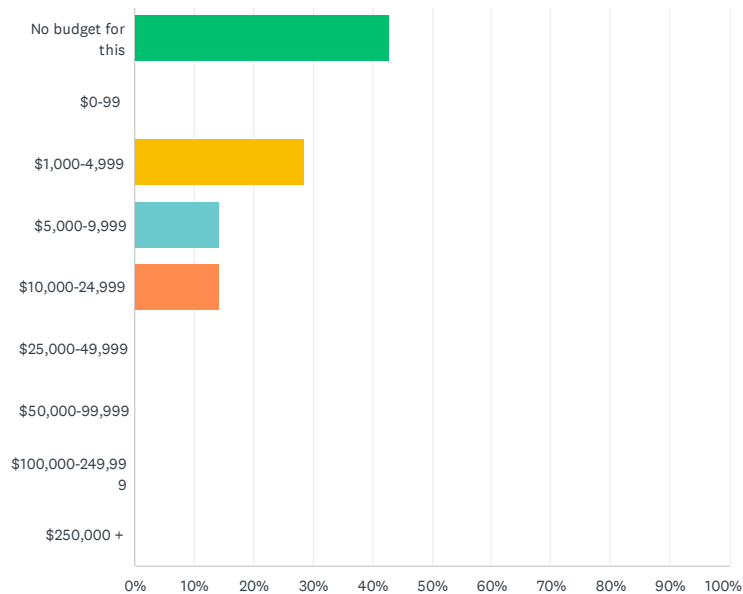
Answered: 6 Skipped: 1



ANSWER CHOICES		RESPONSES	
True livestream (musicians performing in front of camera/s, broadcast live)		33.33%	2
Pre-filmed concerts (filmed, edited, and broadcast afterwards)		66.67%	4
Full concerts of a small ensemble (accessible by paid ticket or subscription)		33.33%	2
Full concerts of a small ensemble (accessible by donation)		16.67%	1
Full concerts of a small ensemble (accessible for free)		33.33%	2
Full concerts of the full orchestra (accessible by paid ticket or subscription)		0.00%	0
Full concerts of the full orchestra (accessible by donation)		16.67%	1
Full concerts of the full orchestra (accessible for free)		33.33%	2
Short concerts or performance videos (e.g. concert excerpts, short pieces)		33.33%	2
Experimental creative videos (e.g. music videos, animations set to music)		33.33%	2
Interviews		33.33%	2
Educational programming		50.00%	3
Archival recordings		33.33%	2
Panel discussions		16.67%	1
Lectures		16.67%	1
Workshops		66.67%	4
Social events (e.g. donor or subscriber events on Zoom)		16.67%	1
Online rehearsals		100.00%	6
Other (please specify)		33.33%	2
Total Respondents: 6			
#	OTHER (PLEASE SPECIFY)	DATE	
1	Collated recordings	9/9/2021 6:43 PM	
2	One on one FaceTime with the students	8/25/2021 11:56 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)

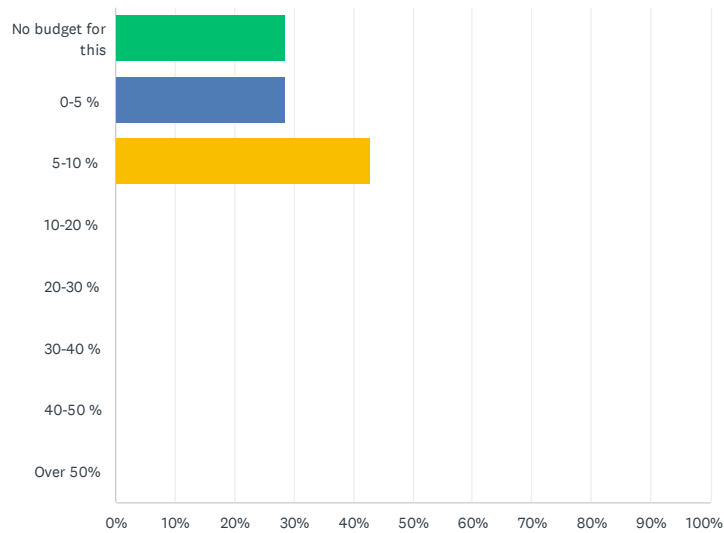
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
No budget for this	42.86%	3
\$0-99	0.00%	0
\$1,000-4,999	28.57%	2
\$5,000-9,999	14.29%	1
\$10,000-24,999	14.29%	1
\$25,000-49,999	0.00%	0
\$50,000-99,999	0.00%	0
\$100,000-249,999	0.00%	0
\$250,000 +	0.00%	0
TOTAL		7

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

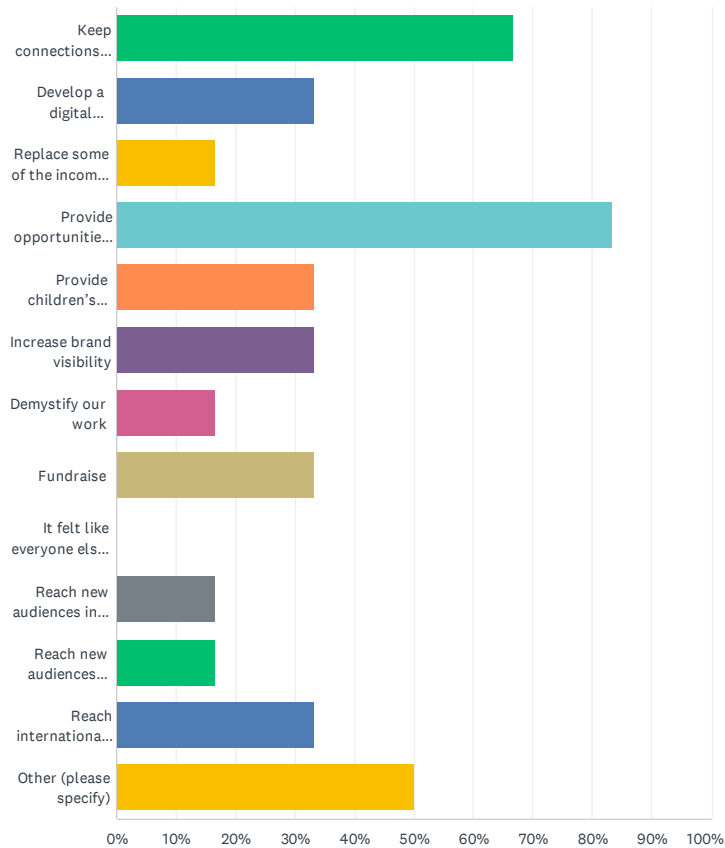
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
No budget for this	28.57%	2
0-5 %	28.57%	2
5-10 %	42.86%	3
10-20 %	0.00%	0
20-30 %	0.00%	0
30-40 %	0.00%	0
40-50 %	0.00%	0
Over 50%	0.00%	0
TOTAL		7

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

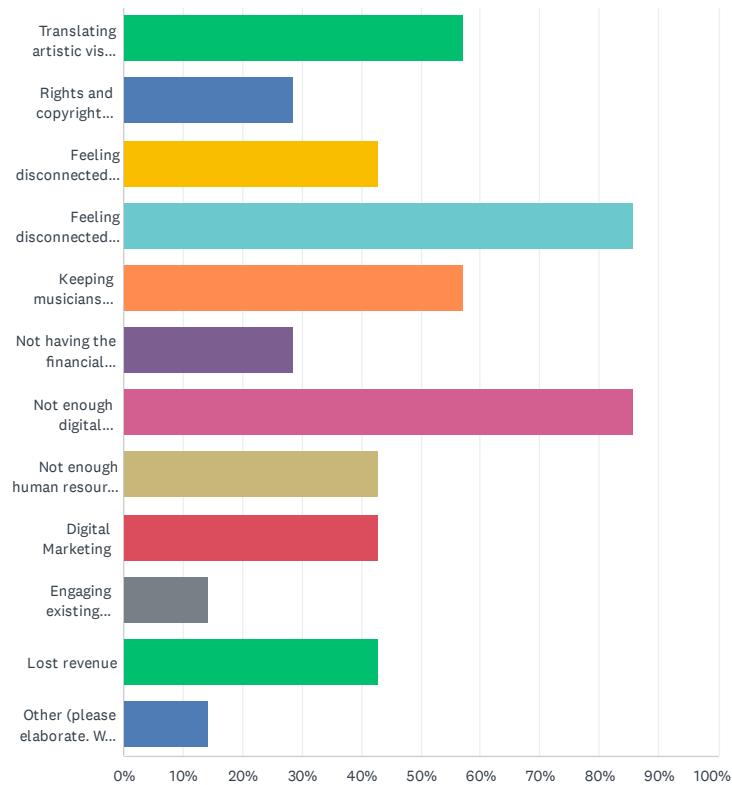
Answered: 6 Skipped: 1



ANSWER CHOICES		RESPONSES	
Keep connections with audience alive		66.67%	4
Develop a digital strategy		33.33%	2
Replace some of the income we couldn't generate through ticket sales		16.67%	1
Provide opportunities for musicians		83.33%	5
Provide children's resources		33.33%	2
Increase brand visibility		33.33%	2
Demystify our work		16.67%	1
Fundraise		33.33%	2
It felt like everyone else was doing it and we had to keep up!		0.00%	0
Reach new audiences in our region		16.67%	1
Reach new audiences elsewhere in Canada		16.67%	1
Reach international audiences		33.33%	2
Other (please specify)		50.00%	3
Total Respondents: 6			
#	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	Trying to keep connections/motivation going with the students.	8/25/2021 11:56 AM	

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

Answered: 7 Skipped: 0

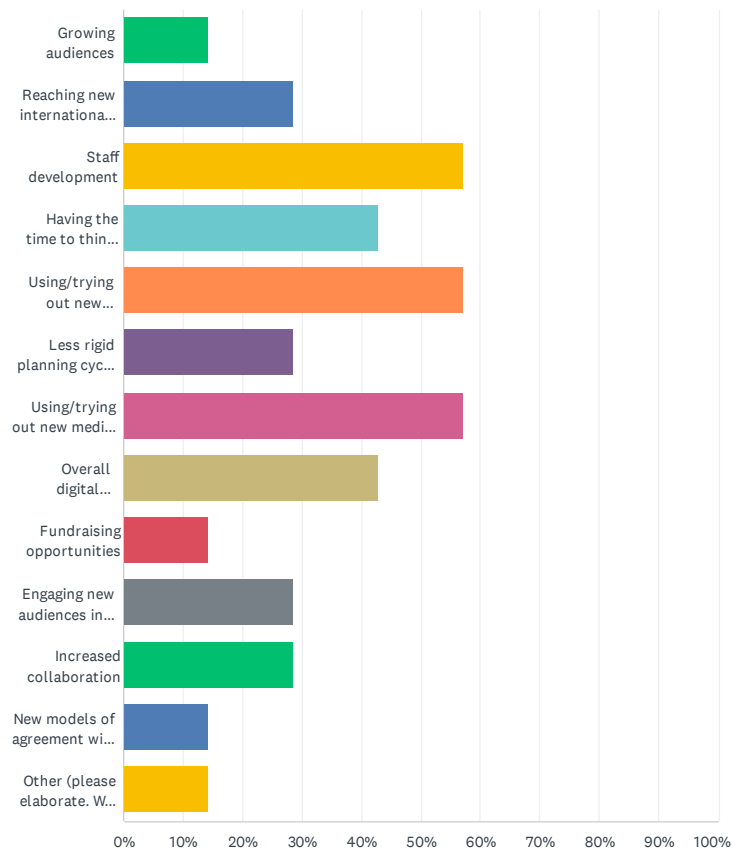


ANSWER CHOICES		RESPONSES	
Translating artistic vision to digital medium		57.14%	4
Rights and copyright clearances		28.57%	2
Feeling disconnected from musicians		42.86%	3
Feeling disconnected from audiences		85.71%	6
Keeping musicians equitably engaged		57.14%	4
Not having the financial resources to create a digital offer		28.57%	2
Not enough digital expertise		85.71%	6
Not enough human resources or time		42.86%	3
Digital Marketing		42.86%	3
Engaging existing audiences in digital [e.g., patrons experiencing technical difficulties or lack of technical expertise, On-boarding existing audiences to digital]		14.29%	1
Lost revenue		42.86%	3
Other (please elaborate. We would love to hear more about the challenges you faced during the pandemic)		14.29%	1
Total Respondents: 7			

#	OTHER (PLEASE ELABORATE. WE WOULD LOVE TO HEAR MORE ABOUT THE CHALLENGES YOU FACED DURING THE PANDEMIC)	DATE
1	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

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

Answered: 7 Skipped: 0

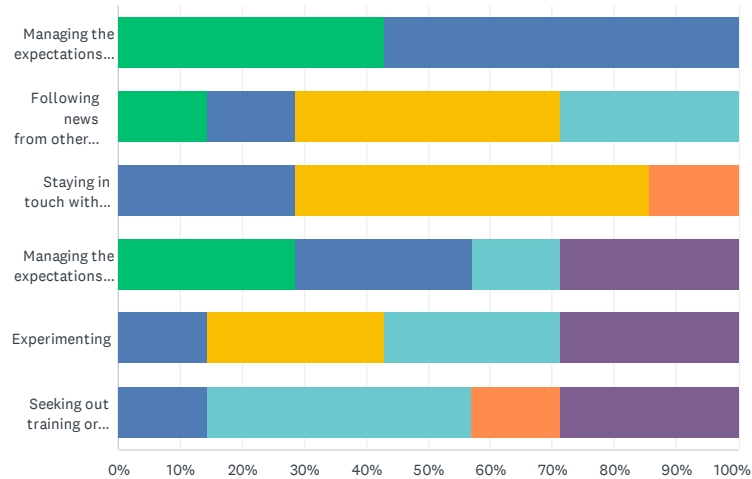


ANSWER CHOICES		RESPONSES	
Growing audiences		14.29%	1
Reaching new international audiences		28.57%	2
Staff development		57.14%	4
Having the time to think strategically		42.86%	3
Using/trying out new platforms		57.14%	4
Less rigid planning cycles		28.57%	2
Using/trying out new mediums and formats (e.g. music videos)		57.14%	4
Overall digital development of the organization		42.86%	3
Fundraising opportunities		14.29%	1
Engaging new audiences in digital		28.57%	2
Increased collaboration		28.57%	2
New models of agreement with musicians regarding digital		14.29%	1
Other (please elaborate. We would love to hear more about the opportunities that your orchestra was presented with during the pandemic)		14.29%	1
Total Respondents: 7			

#	OTHER (PLEASE ELABORATE. WE WOULD LOVE TO HEAR MORE ABOUT THE OPPORTUNITIES THAT YOUR ORCHESTRA WAS PRESENTED WITH DURING THE PANDEMIC)	DATE
1	Developing and sending our digital newsletters	9/9/2021 6:43 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: 7 Skipped: 0

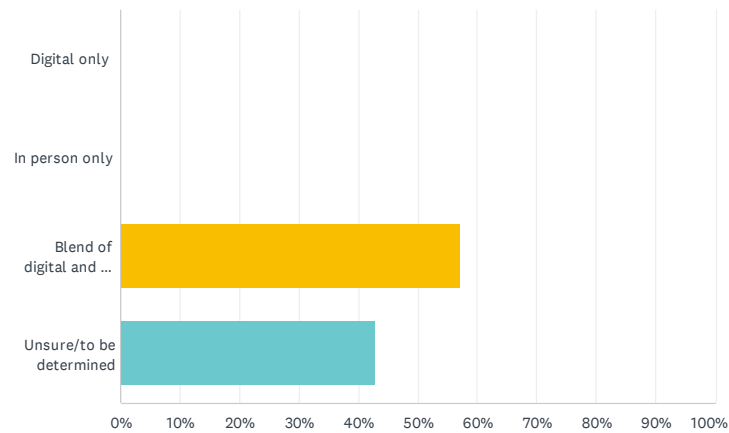


1 (MOST important) 2 3 4 5 6 (LEAST important) N/A

	1 (MOST IMPORTANT)	2	3	4	5	6 (LEAST IMPORTANT)	N/A	TOTAL	WEIGHTED AVERAGE
Managing the expectations of our internal team (volunteer, staff, board)	42.86% 3	57.14% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7	5.43
Following news from other orchestras around the world	14.29% 1	14.29% 1	42.86% 3	28.57% 2	0.00% 0	0.00% 0	0.00% 0	7	4.14
Staying in touch with peers across the country	0.00% 0	28.57% 2	57.14% 4	0.00% 0	14.29% 1	0.00% 0	0.00% 0	7	4.00
Managing the expectations of our patrons/audiences	28.57% 2	28.57% 2	0.00% 0	14.29% 1	0.00% 0	28.57% 2	0.00% 0	7	3.86
Experimenting	0.00% 0	14.29% 1	28.57% 2	28.57% 2	0.00% 0	28.57% 2	0.00% 0	7	3.00
Seeking out training or professional development	0.00% 0	14.29% 1	0.00% 0	42.86% 3	14.29% 1	28.57% 2	0.00% 0	7	2.57

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

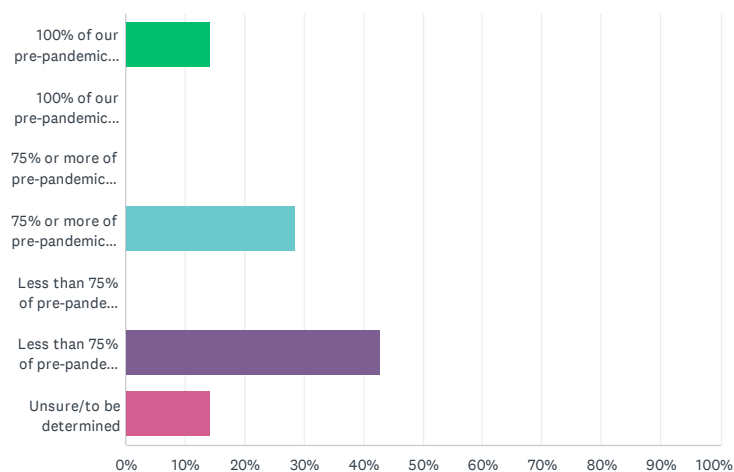
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
Digital only	0.00%	0
In person only	0.00%	0
Blend of digital and in person (hybrid)	57.14%	4
Unsure/to be determined	42.86%	3
TOTAL		7

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

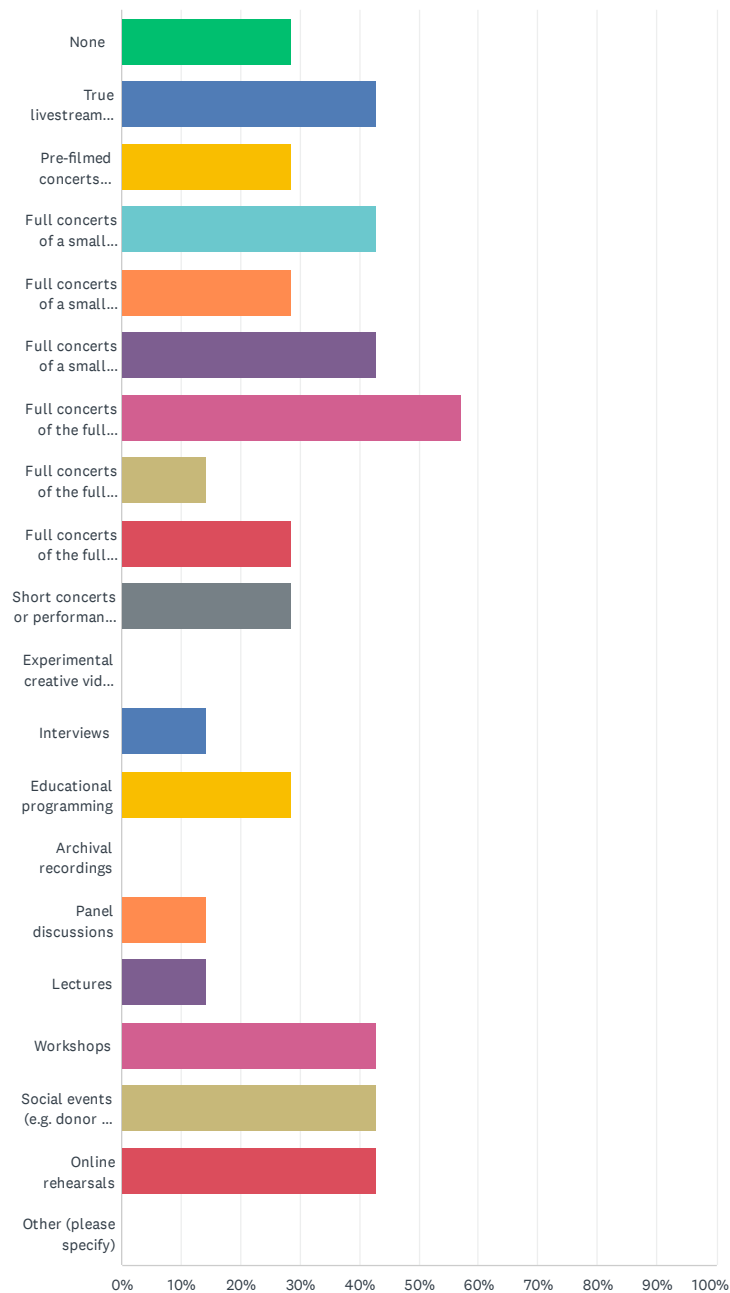
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
100% of our pre-pandemic level of in person performances, no digital	14.29%	1
100% of our pre-pandemic level of in person performances + digital	0.00%	0
75% or more of pre-pandemic level of in person performances, no digital	0.00%	0
75% or more of pre-pandemic level of in person performances + digital	28.57%	2
Less than 75% of pre-pandemic level of in person performances, no digital	0.00%	0
Less than 75% of pre-pandemic level of in person performances + digital	42.86%	3
Unsure/to be determined	14.29%	1
TOTAL		7

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

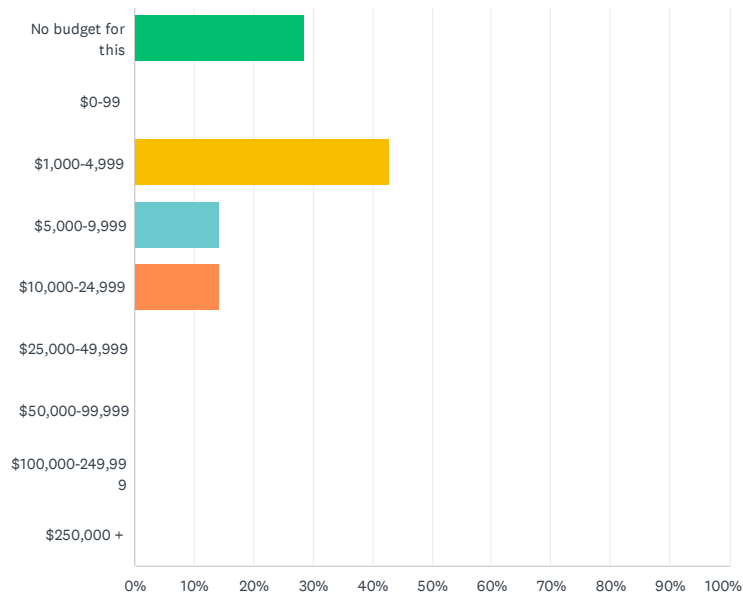
Answered: 7 Skipped: 0



ANSWER CHOICES		RESPONSES	
None		28.57%	2
True livestream (musicians performing in front of camera/s, broadcast live)		42.86%	3
Pre-filmed concerts (filmed, edited, and broadcast afterwards)		28.57%	2
Full concerts of a small ensemble (accessible by paid ticket or subscription)		42.86%	3
Full concerts of a small ensemble (accessible by donation)		28.57%	2
Full concerts of a small ensemble (accessible for free)		42.86%	3
Full concerts of the full orchestra (accessible by paid ticket or subscription)		57.14%	4
Full concerts of the full orchestra (accessible by donation)		14.29%	1
Full concerts of the full orchestra (accessible for free)		28.57%	2
Short concerts or performance videos (e.g. concert excerpts, short pieces)		28.57%	2
Experimental creative videos (e.g. music videos, animations set to music)		0.00%	0
Interviews		14.29%	1
Educational programming		28.57%	2
Archival recordings		0.00%	0
Panel discussions		14.29%	1
Lectures		14.29%	1
Workshops		42.86%	3
Social events (e.g. donor or subscriber events on Zoom)		42.86%	3
Online rehearsals		42.86%	3
Other (please specify)		0.00%	0
Total Respondents: 7			
#	OTHER (PLEASE SPECIFY)	DATE	
	There are no responses.		

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

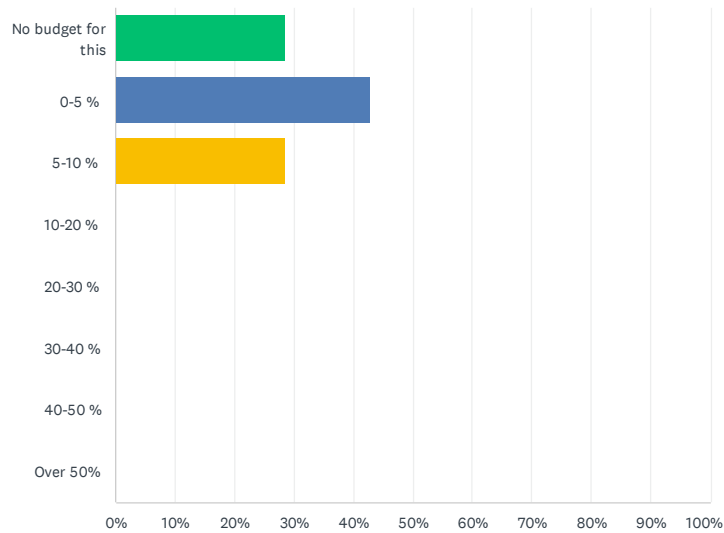
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
No budget for this	28.57%	2
\$0-99	0.00%	0
\$1,000-4,999	42.86%	3
\$5,000-9,999	14.29%	1
\$10,000-24,999	14.29%	1
\$25,000-49,999	0.00%	0
\$50,000-99,999	0.00%	0
\$100,000-249,999	0.00%	0
\$250,000 +	0.00%	0
TOTAL		7

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

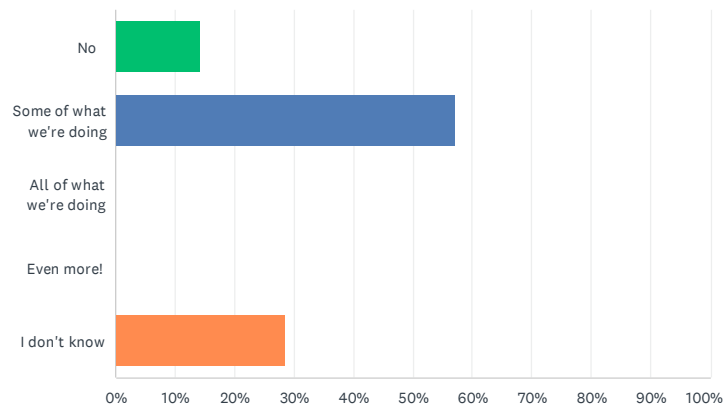
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
No budget for this	28.57%	2
0-5 %	42.86%	3
5-10 %	28.57%	2
10-20 %	0.00%	0
20-30 %	0.00%	0
30-40 %	0.00%	0
40-50 %	0.00%	0
Over 50%	0.00%	0
TOTAL		7

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

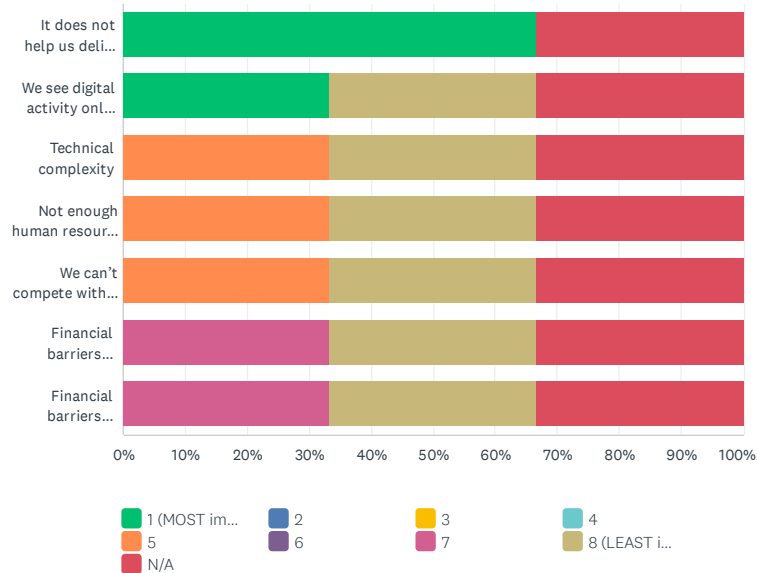
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
No	14.29%	1
Some of what we're doing	57.14%	4
All of what we're doing	0.00%	0
Even more!	0.00%	0
I don't know	28.57%	2
TOTAL		7

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.

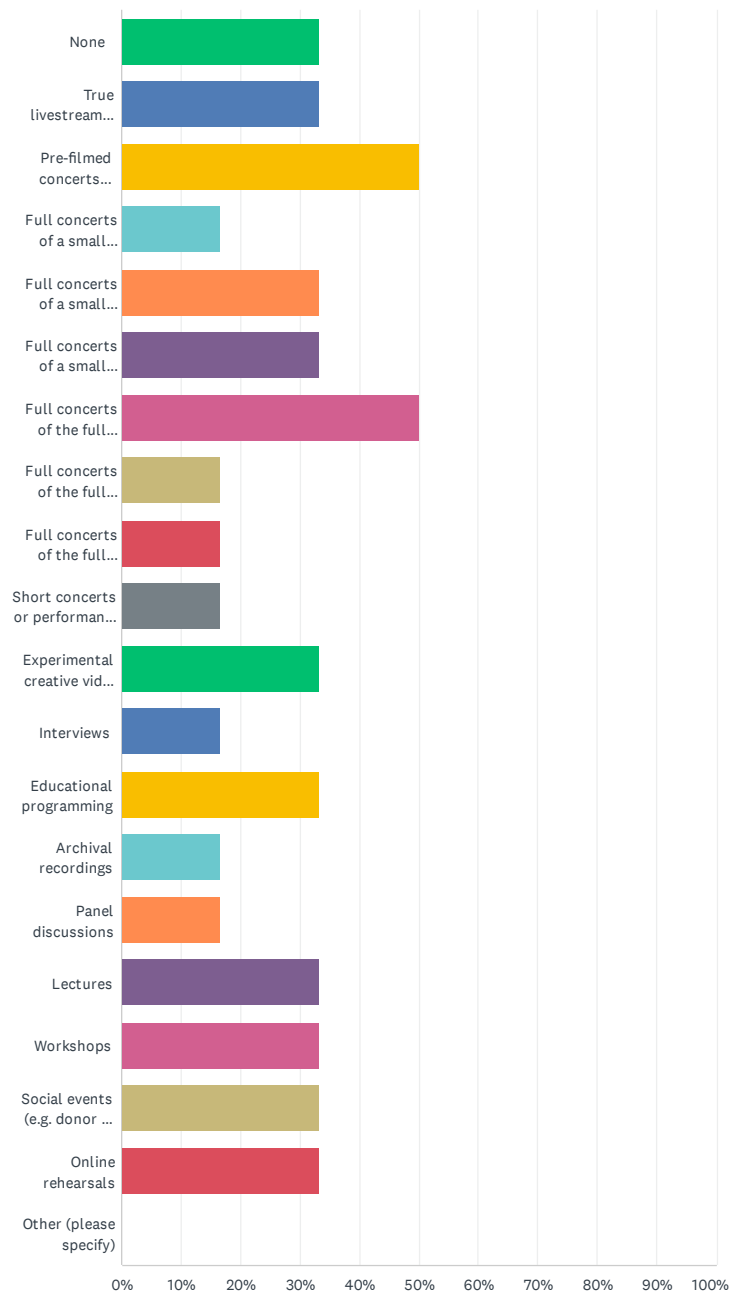
Answered: 3 Skipped: 4



	1 (MOST IMPORTANT)	2	3	4	5	6	7	8 (LEAST IMPORTANT)	N/A	TOTAL	WEIGHTED AVERAGE
It does not help us deliver on our mission	66.67% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	3	8.00
We see digital activity only as a temporary measure until live performance returns	33.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	33.33% 1	3	4.50
Technical complexity	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	33.33% 1	33.33% 1	3	2.50
Not enough human resources or time	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	33.33% 1	33.33% 1	3	2.50
We can't compete with other digital offerings	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	33.33% 1	33.33% 1	3	2.50
Financial barriers (Government funding drying up)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	33.33% 1	33.33% 1	3	1.50
Financial barriers (other)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	33.33% 1	33.33% 1	3	1.50

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

Answered: 6 Skipped: 1

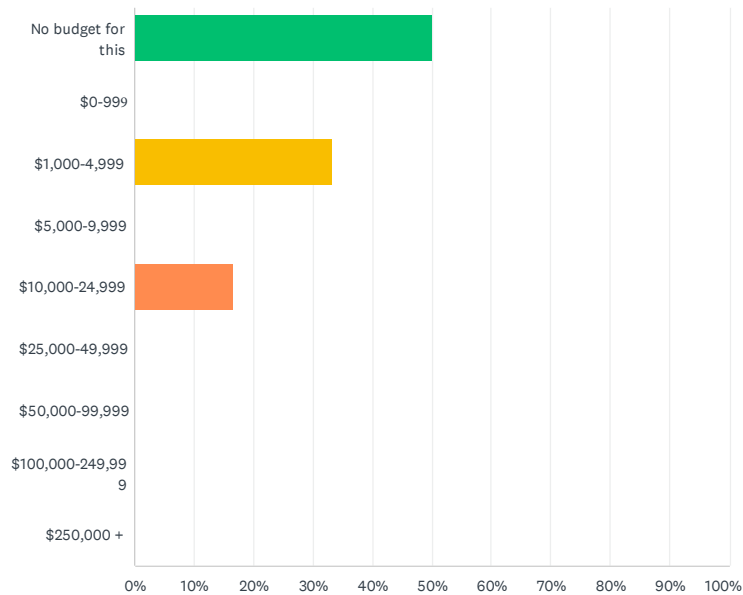


ANSWER CHOICES		RESPONSES	
None		33.33%	2
True livestream (musicians performing in front of camera/s, broadcast live)		33.33%	2
Pre-filmed concerts (filmed, edited, and broadcast afterwards)		50.00%	3
Full concerts of a small ensemble (accessible by paid ticket or subscription)		16.67%	1
Full concerts of a small ensemble (accessible by donation)		33.33%	2
Full concerts of a small ensemble (accessible for free)		33.33%	2
Full concerts of the full orchestra (accessible by paid ticket or subscription)		50.00%	3
Full concerts of the full orchestra (accessible by donation)		16.67%	1
Full concerts of the full orchestra (accessible for free)		16.67%	1
Short concerts or performance videos (e.g. concert excerpts, short pieces)		16.67%	1
Experimental creative videos (e.g. music videos, animations set to music)		33.33%	2
Interviews		16.67%	1
Educational programming		33.33%	2
Archival recordings		16.67%	1
Panel discussions		16.67%	1
Lectures		33.33%	2
Workshops		33.33%	2
Social events (e.g. donor or subscriber events on Zoom)		33.33%	2
Online rehearsals		33.33%	2
Other (please specify)		0.00%	0
Total Respondents: 6			

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

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

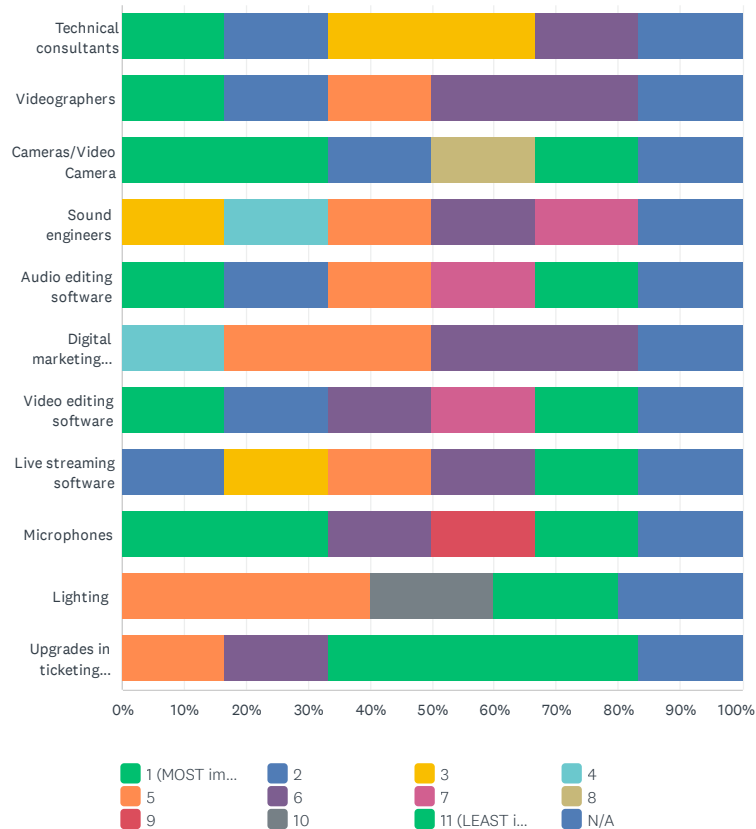
Answered: 6 Skipped: 1



ANSWER CHOICES	RESPONSES	
No budget for this	50.00%	3
\$0-999	0.00%	0
\$1,000-4,999	33.33%	2
\$5,000-9,999	0.00%	0
\$10,000-24,999	16.67%	1
\$25,000-49,999	0.00%	0
\$50,000-99,999	0.00%	0
\$100,000-249,999	0.00%	0
\$250,000 +	0.00%	0
TOTAL		6

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: 6 Skipped: 1

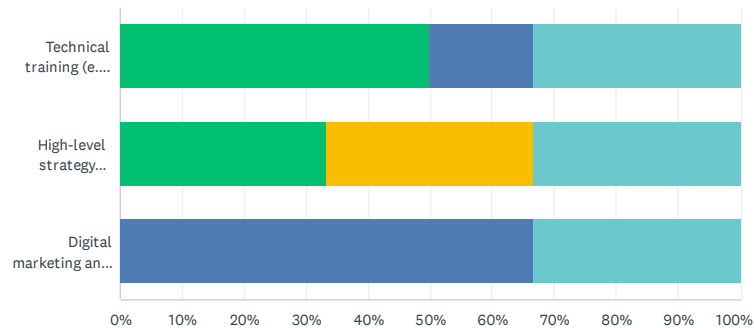


	1 (MOST IMPORTANT)	2	3	4	5	6	7	8	9	10	11 (LEAST IMPORTANT)
Technical consultants	16.67% 1	16.67% 1	33.33% 2	0.00% 0	0.00% 0	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Videographers	16.67% 1	16.67% 1	0.00% 0	0.00% 0	16.67% 1	33.33% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Cameras/Video Camera	33.33% 2	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	16.67% 1	0.00% 0	0.00% 0	16.67%
Sound engineers	0.00% 0	0.00% 0	16.67% 1	16.67% 1	16.67% 1	16.67% 1	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00%
Audio editing software	16.67% 1	16.67% 1	0.00% 0	0.00% 0	16.67% 1	0.00% 0	16.67% 1	0.00% 0	0.00% 0	0.00% 0	16.67%
Digital marketing professionals	0.00% 0	0.00% 0	0.00% 0	16.67% 1	33.33% 2	33.33% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Video editing software	16.67% 1	16.67% 1	0.00% 0	0.00% 0	0.00% 0	16.67% 1	16.67% 1	0.00% 0	0.00% 0	0.00% 0	16.67%
Live streaming software	0.00% 0	16.67% 1	16.67% 1	0.00% 0	16.67% 1	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	16.67%
Microphones	33.33% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	16.67% 1	0.00% 0	0.00% 0	16.67% 1	0.00% 0	16.67%
Lighting	0.00% 0	0.00% 0	0.00% 0	0.00% 0	40.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20.00% 1	20.00%
Upgrades in ticketing software	0.00% 0	0.00% 0	0.00% 0	0.00% 0	16.67% 1	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00%

#	OTHER (PLEASE SPECIFY)	DATE
1	Youth orchestra depends on volunteers to make it work	9/10/2021 7:21 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: 6 Skipped: 1



1 (MOST im... 2 3 (LEAST i... N/A

	1 (MOST IMPORTANT)	2	3 (LEAST IMPORTANT)	N/A	TOTAL	WEIGHTED AVERAGE
Technical training (e.g. content capture, audio/video editing)	50.00% 3	16.67% 1	0.00% 0	33.33% 2	6	2.75
High-level strategy training (e.g. determining balance of digital and in person, how can digital help or distract from our mission)	33.33% 2	0.00% 0	33.33% 2	33.33% 2	6	2.00
Digital marketing and fundraising training	0.00% 0	66.67% 4	0.00% 0	33.33% 2	6	2.00

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: 5 Skipped: 2

#	RESPONSES	DATE
1	???	9/14/2021 9:40 AM
2	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
3	na	9/9/2021 6:46 PM
4	Orchestras Canada for sharing best practices and keeping us all connected and communicating	9/9/2021 5:13 PM
5	N/A	8/25/2021 12:00 PM

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

Answered: 2 Skipped: 5

#	RESPONSES	DATE
1		9/14/2021 9:43 AM
2	no	9/9/2021 6:47 PM