

AEP6—REVISED TIMELINE

A BRIEF DELAY DUE TO THE COVID-19/OMICRON SURGE
TIMELINE CURRENT AS OF JANUARY 27, 2022



DUE DATE	RESPONSIBLE PARTY	TASK REQUIRED
January and February 2022	Americans for the Arts	<p>Initiate monthly meetings of the AEP6 Equity Task Force.</p> <p>Continue recruiting for the Director of AEP6 Community Engagement and Equity position.</p> <p>Continue recruiting additional partner communities.</p> <p>Continue monitoring national pandemic impact surveys and the CDC county-by-county COVID-19 trend data.</p>
March 2022	Study Partners	March 18, 2022, is the final deadline for local and state community partners to join the study.
	Americans for the Arts	<p>The audience-intercept survey and the detailed surveying instructions will be delivered electronically to the study partners. These materials will also include a communication strategy designed to help the partners engage with and solicit participation in the audience survey process from the broad universe of arts and culture organizations in their community.</p>
April 2022	Americans for the Arts	<p>Host a training webinar for the community partners to discuss the audience survey instructions and protocol.</p> <p>Respond to questions from the community partners and provide technical assistance as they prepare for the data collection to commence in May.</p>
May 2022	Study Partners	Audience-intercept surveying begins at performances, events, exhibits, experiences, and facilities located in each of the 300+ participating communities.
	Americans for the Arts	<p>The detailed instructions for compiling and building the comprehensive list of eligible “nonprofit” arts and culture organizations, programs, and facilities will be delivered electronically to each of the 300+ participating community partners. These materials will also include a communication strategy designed to help the partners engage with and solicit participation in the organizational survey process from the broad universe of arts and culture organizations in their community. In addition, each partner will receive a “seed list” of eligible organizations in their community (from federal data sources) which will provide a starting point for each partner’s list.</p>

DUE DATE	RESPONSIBLE PARTY	TASK REQUIRED
June and July 2022	Americans for the Arts	Provide ongoing support and technical assistance to project partners. Host a quarterly project update webinar for the community partners. Monitor the audience survey process (URL and QR code formats).
August 2022	Study Partners	The first quarterly batch of audience-intercept surveys is due to Americans for the Arts (if collected using the paper format surveys).
September and October 2022	Americans for the Arts	Continue to respond to questions from the community partners and provide technical assistance and project support. Host a quarterly project update webinar for the community partners. Continue to monitor the audience survey process (URL and QR code formats).
November 2022	Study Partners	The comprehensive list of “nonprofit” arts and culture organizations, programs, and facilities local in each community is due to Americans for the Arts by November 4, 2022. The second quarterly batch of audience-intercept surveys is due to Americans for the Arts (if collected using the paper format surveys).
	Americans for the Arts	Review the lists of eligible arts and culture organizations, programs, and facilities that are provided by each community partner, and compile a master list of all eligible organizations that are located in any of the 300+ participating study regions.
December 2022	Americans for the Arts	Finalize the web-based organizational survey platform and prepare for deployment of the organizational surveys. Provide ongoing support and technical assistance to project partners. Host a quarterly project update webinar for the community partners. Monitor the audience survey process (URL and QR code formats).
January 2023	Americans for the Arts	Deploy the organization survey to the entire universe of eligible “nonprofit” arts and culture organizations, programs, and facilities that are located within the 300+ participating communities. This process will include a multi-pronged communication strategy employed by both Americans for the Arts and study partners. It will include an initial invitation to participate in the survey, followed by regular and consistent reminder messages emailed to the non-responding organizations.

DUE DATE	RESPONSIBLE PARTY	TASK REQUIRED
February 2023	Study Partners	The third quarterly batch of audience-intercept surveys is due to Americans for the Arts (if collected using the paper format surveys).
	Americans for the Arts	Continue managing the organizational survey process. Provide ongoing support and technical assistance to project partners. Host a quarterly project update webinar for the community partners. Continue to monitor the audience survey process (URL and QR code formats).
March 2023	Americans for the Arts	Initiate the abbreviated version of the organizational expenditure survey, lessening the participating burden on the remaining non-responding organizations. Deliver to the study partners a detailed report on the survey participation status of each eligible organization, program, and facility that is located in their community. Host a quarterly project update webinar for the community partners.
April 2023	Study Partners	The study partners employ a recommended communication strategy to engage with the non-responding organizations and encourage their participation in the abbreviated organizational survey process.
May 2023	Study Partners	The fourth and final quarterly batch of audience-intercept surveys is due to Americans for the Arts (if collected using the paper format surveys).
	Americans for the Arts	Collaborate with the study partners to identify secondary data sources (e.g., grant application databases, Candid/GuideStar/IRS Form 990s) that can be used to fill in gaps for non-responding organizations in each participating community. Data entry, data review, and data cleaning will commence.
June and July 2023	Americans for the Arts	Data analysis and economic modeling will be completed. The results will be tabulated.
August 2023	Americans for the Arts	Deliver the customized final reports for each of the 300+ participating communities, along with additional deliverables and project materials. These will be delivered electronically via private URLs. Host a quarterly project update webinar for the community partners.
September 2023	Americans for the Arts	<i>The findings from Arts and Economic Prosperity 6 are released by Americans for the Arts in collaboration with each of the 300+ participating community partners.</i>