

Return... or Transformation?

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**When the tide goes out,
you see the rocks that were
already there**





The future will demand real
change

Readiness

- Build on engagement
- Gather data
- explore new scenarios

Recapitalization

- New value proposition
- New business models
- New partnerships.

Resilience

- Stay engaged and connected.
- Focus on purpose.
- Challenge assumptions.

Reimagination

- Design and implement a different future.

Return

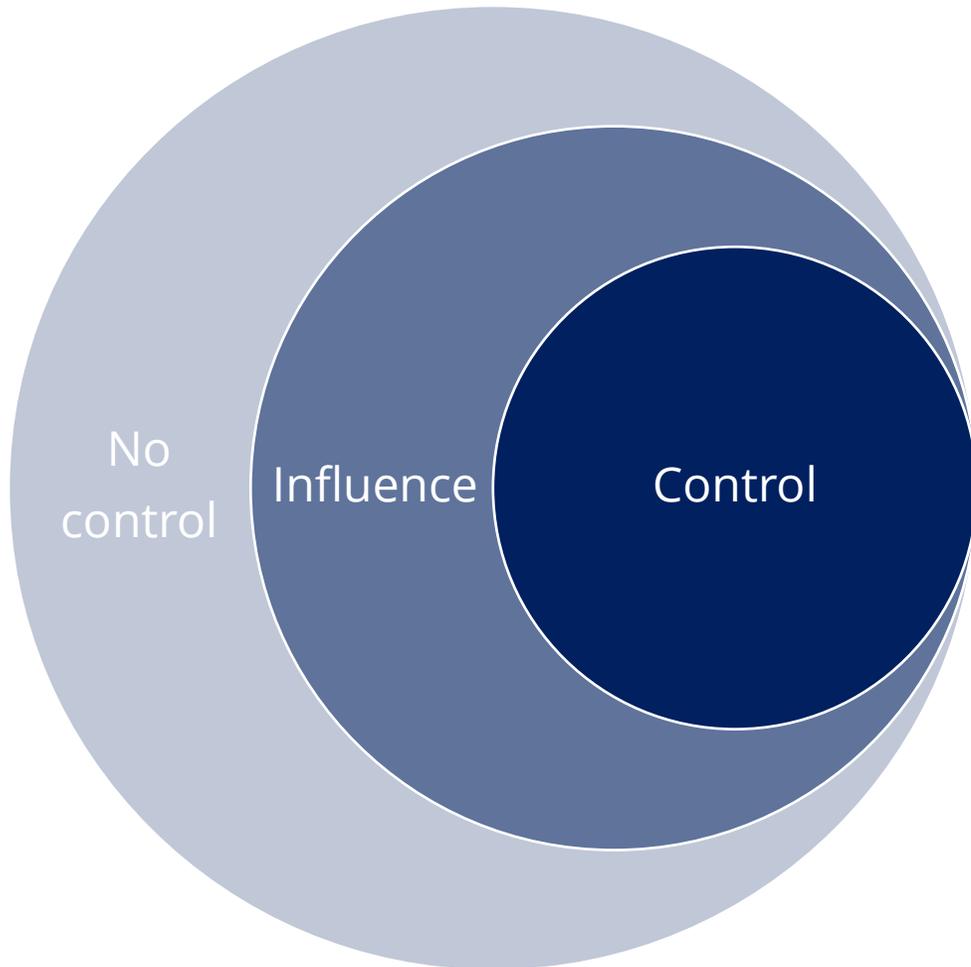
- Scale up
- Meet our communities where they are
- Over time.

NOW: Temporary or Permanent?

What does this mean for our venues?



We focus on things we can control, while welcoming (or accepting) the things we can't control.



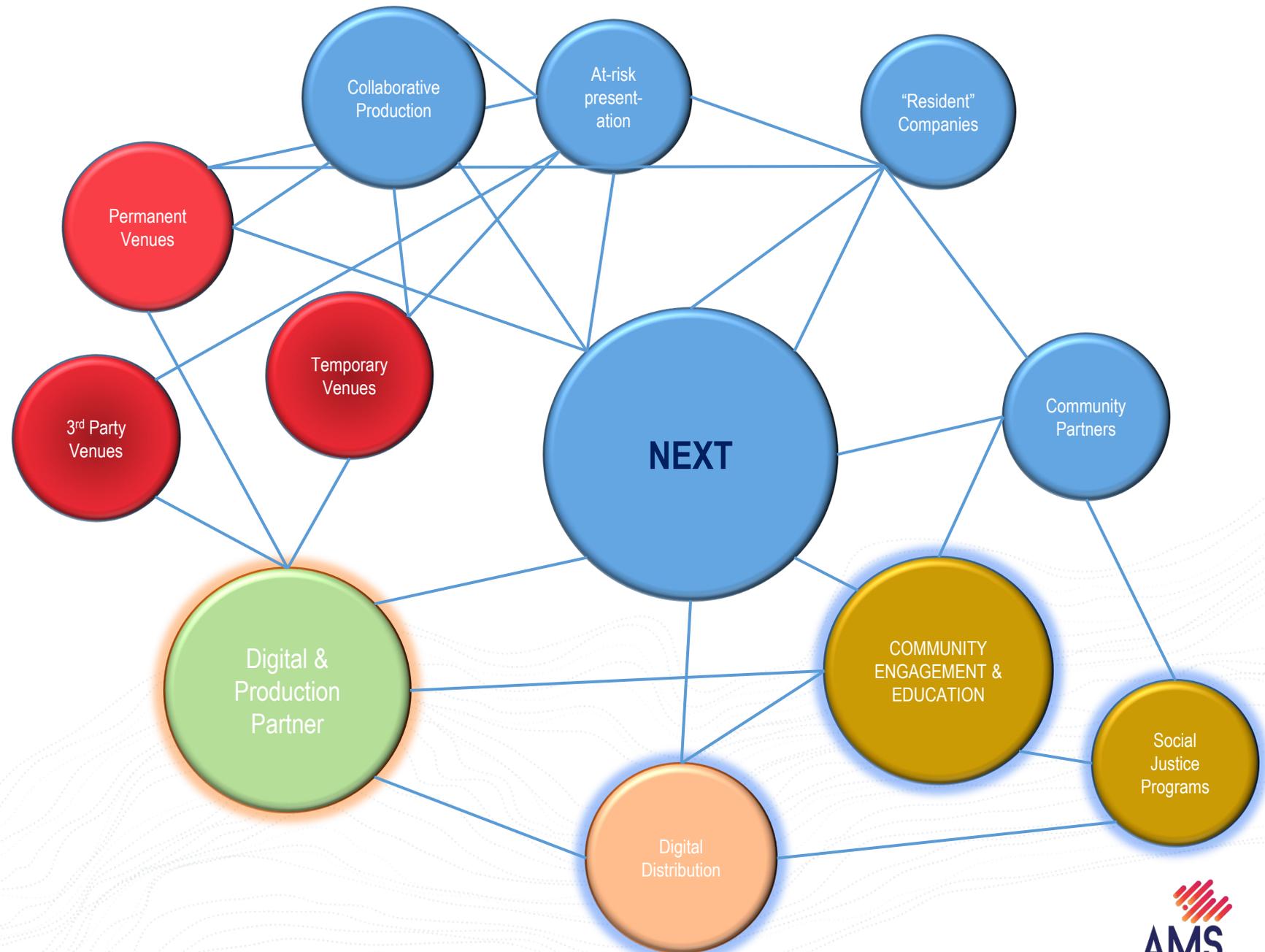
Building/venue usage
Organizational branding
Programming
Organizational policies
(Some) hiring

New work development
Artist training
Arts funding
Institutional partners
Worker wellbeing
Union oversight

Consumer behavior
Weather
Financial markets
Community health
Tech sector innovation
Competitive brands

NEXT

A network –
broader and
more deeply
connected to
community



THE LONG RUNWAY

Readiness

A lot of 'moving parts' have to align



“... the first casualty of a crisis is imagination. But those that shape and benefit from the future will be those that can imagine it.”

Martin Reeves, Boston Consulting Group, April 2020





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