

The Arts Crisis Strategy Canvas

Prepared for:

Prepared by:

Iteration:

Date:

Crisis Strategy

What is the general strategy you will take to meet the Goals in Box 2?



Crisis

What type of crisis is this?

- Types**
 Economy-based
 Market-based
 Non-Profit Funding
 Revenue Stream Loss
 Other

COVID-19



Revenue Sources

What Revenue Sources are impacted? How are they impacted?
 List amount of Assets, Liabilities and Cash on hand.

- Types**
 Direct Sales
 Social Media Marketing
 F2F Engagement
 Grants
 Contracts
- Craft fairs, private sales, Etsy shop. \$800/month on ave.**

Assets: \$5k savings, \$15K inventory.
Liabilities - \$1085/month: car loan, credit card, rent.
Cash on Hand - \$425

Market / Audience Reaction

What is the initial Market / Audience reaction to the crisis? Is it expected to return in the short, medium or long term?

- Example**
 Changes in Purchasing or Engagement
 Contract Cancellation
 Abandonment

Haven't had an online sale since 3/3. Instagram page views are down 45% !!!!. I had 2 commissions in late Feb. (my first) and one cancelled. Almost all the fairs are postponed till next year, 1 cancelled & 4 move to later in the summer

Strategic Activities

What specific Goals & Actions are required to implement the Crisis Strategy in Box 10?



Goals

What are the "big picture" goals of the venture during the crisis?

- Examples**
 Survival
 Opportunity
 Lowering Costs
 Increasing Sales
 New Product Introduction

To make a run at selling art full time.



Existing Infrastructure

What kind of business infrastructure exists presently or is required? How is it impacted?

- Examples**
 Studio Space
 Brick & Mortar
 Equipment
 Partnerships
 Relationships
 Employees
- Nothing much. Just my easel, a bunch of canvases, brushes, paint. For the craft fairs, a 10x10 tent, tables, racks. Craft fair network.**

I own everything, so nothing is at risk. No employees or partnerships.



Initial Response

What has been the business' Initial Response? Is it meeting the venture's goals during the crisis?

- Example**
 Reducing Prices
 Special Offers
 Additional Value Offerings
 Communication Changes

Other than filling this out and wanting to do this full time, not much.



Art Product / Value Proposition

Precisely identify the A(a)rt Venture, Product or Service. Is this a For- or Non-Profit Venture?
 What aesthetic, educational or other value does the A(a)rt product or service provide to A(a)rt consumers?

Original landscape paintings & prints. For-profit business.

The value provided to the customer is more about a fleeting, unconscious memory when they see the work. I want the buyer to feel reminded of something they just can't describe. It's a way to connect to an ethereal, past experience Iain between a then & a now.



Key Partners / Suppliers

Who are the Key Partners or Suppliers and what resources do you acquire from them?

- Examples**
 Managers
 Venues
 Booking Agents
 Personal Network
 Production Teams
 Designers
 Raw Materials
- Connection to the craft fair circuit.**



Competitor Response

What has been your Competitor's' Initial Response? Does it appear effective?

- Example**
 Reducing Prices
 Special Offers
 Additional Value Offerings

Other artists at the craft shows are trying to sell more online but I haven't heard how that's going.



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| Crisis Response Goal | |
| Action | |
| Crisis Response Goal | |
| Action | |
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