Good evening,

* Tonight, as you came in, you received a card with a QR code. It’s an economic impact survey being conducted nationwide by the Americans for the Arts. And it is really, really important.
* This survey will help measure the direct impact and ripple effect the arts have on our national economy, and specifically here in Dallas.
  + This could mean how your ticket purchases help support artists and organizations like (YOUR GROUP).
  + Or the money you spent in a restaurant or on a babysitter for this show.
* This information helps show how the arts are important to our economy and why it makes sense for our city and state to help fund the arts.
* And this year it is really important because we’re trying to see how the Dallas arts community is rebounding from the economic devastation caused by COVID.
* IF BIPOC: Also, for the first time, this survey is capturing the economic impact of BIPOC arts organizations like (YOUR ORG) and the audiences we serve. We know this is a powerful factor in our cultural economy, and this is a way to capture that. You can take the survey in English or Spanish.
* So please, take a moment before the show, during intermission, or right when you get home. Again, scan the QR code, it only takes a few minutes.
* Thanks!