



COVID Year 2 Update

FEBRUARY 9, 2022 -- MINNESOTA HOUSE LEGACY HEARING

AMY STOLLER STEARNS, EXECUTIVE DIRECTOR



COVID Year One & Year Two – Anything but Normal



This is who we are....this is
NORMAL!



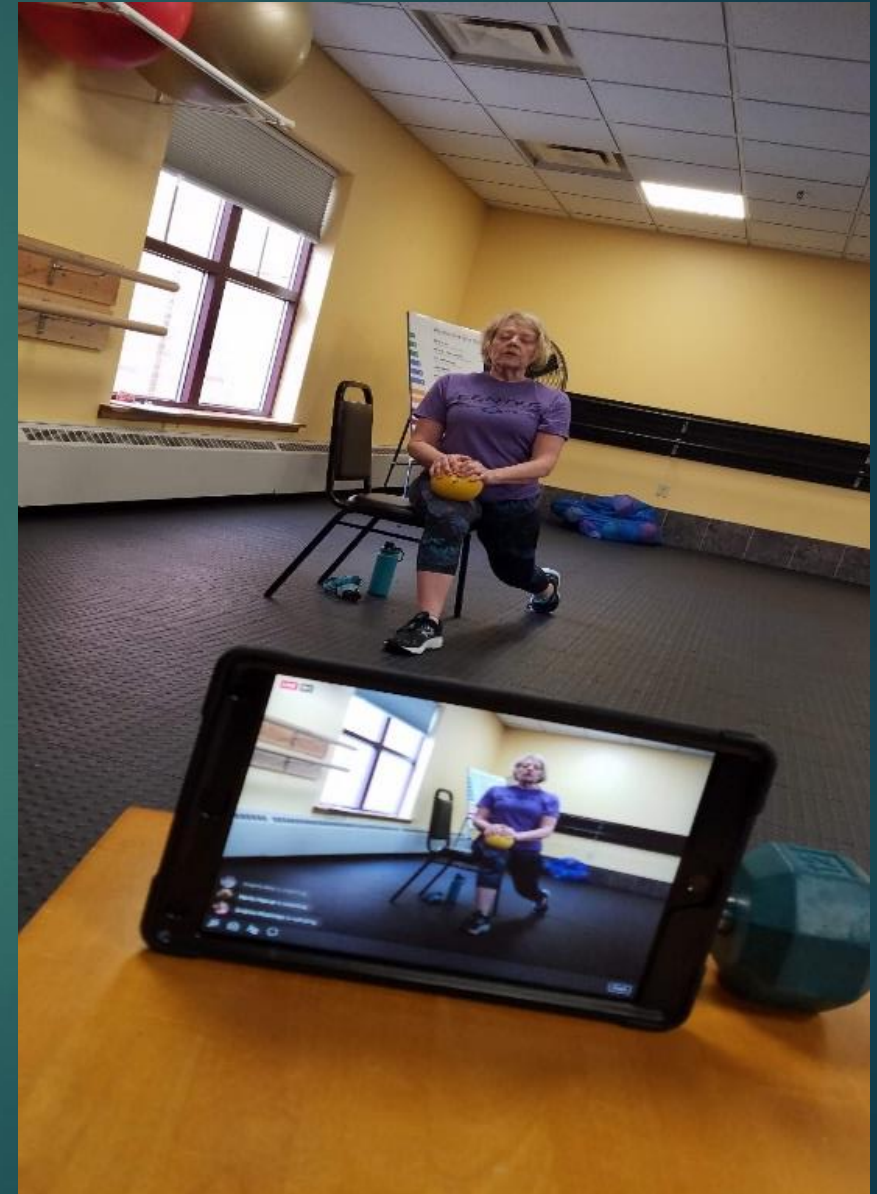
This is NOT normal, but we PIVOTED and CREATED!



So. Much. Virtual.

- Artist Outreach via Zoom
- Remote Performances
- Online Fitness Classes
- Virtual Audiences

Always with the goal of staying connected to our community!



COVID Impact – 2021 & 2022

- ▶ Revenue – Declined \$750,000 (30%)
 - ▶ \$2.65 million to \$1.86 million
 - ▶ Holmes Theatre – 70% reduction
- ▶ Staffing –
 - ▶ February 2020 – 150 employees
 - ▶ Summer 2020 – 15 employees
 - ▶ 2021 – Carefully adding employees
 - ▶ February 2022 – 95 employees
- ▶ Costs –
 - ▶ Air Filtration System
 - ▶ Protective Equipment
 - ▶ Limiting # of Attendees for Performances/Programs/Classes



COVID Impact – 2021 & 2022

- ▶ Impact on Organization was huge.
Impact on Community was **heartbreaking!**
 - ▶ Fewer Performances = Economic Loss to Restaurants/Hotels
 - ▶ Isolation = Social Hub of DL Shuttered for All Ages
 - ▶ Fear = When safe to return



What comes next?



Our Goal is to be much better than just OK!

But we need help!!

- ▶ With support from....
 - ▶ State/Federal Government
 - ▶ Grants
 - ▶ Foundations
 - ▶ Business Sponsorships
 - ▶ Individual Donors

**IT'S GOING
TO BE HARD.
BUT HARD IS NOT
IMPOSSIBLE.**

PictureQuotes.com

We want to return to serving our community and region even better!



HISTORIC HOLMES
THEATRE

DLCCC
DETROIT LAKES COMMUNITY & CULTURAL CENTER

THE CENTER
of DETROIT LAKES
Fitness Aquatics