

1. *We've learned from survey research that many of our audience members are going out to eat at local restaurants. How many of you have been out to a restaurant in the past few weeks? [pause; take a show of hands] Was that indoor or outdoor dining? [continue]*

- Most everyone had gone to a restaurant, one person indoors

*Some of the people who are already going out to restaurants also say that they'd not be comfortable going out to theaters or concert halls, if they were open. Why do you suppose that some people are comfortable going out to restaurants, but not theaters?*

- Comfortable eating outside without a mask, comfortable inside with a mask
- Agreement over people being masked inside and no food or drinks.
- Distancing is important
- Concerns of whether people take this seriously
- Concerns over logistics backstage, outdoor performances may be better
- Indoor shows are possible with protocols

*Probe: What, if anything, gives you confidence that the restaurants you choose to visit are safe from a health safety standpoint?*

- Contact tracing/reservations
- Spaced out seating (lots of agreement)
- Wall guards between tables
- Being adamant about patrons putting masks when waiters come to table

*Probe: At any point during a recent visit to a restaurant, did you see anything that concerned you from a health safety standpoint, or that you'd wished you'd known about in advance? [This will help to identify "red flags" on an unaided basis]*

- Nothing of note

2. *Can you think of an organization or business that's done a good job of communicating with you about health safety?*

- Massage therapist and salon owners: good at communicating beforehand
- Hotel: website had a page or two of COVID measures which they followed through on
- Union crew work for a theater company and they required testing/proof of negative test
- TV show extra: 150 people on set were required to get tested twice through the film company, strict mask protocol when not on camera

3. *When you think about attending a show at The Joyce, do you trust us to take all the necessary steps to ensure the health and safety of audience members, or will you wait to make a decision based on the information we provide you?*

- Trust the Joyce because they are good about getting the audience to behave with respect to the performers, thoughtful organization
- Generally everyone in the group trusts The Joyce
- Many have faith in our system of ushers monitoring the audience, easier to monitor in a smaller theater

*Do you equally trust all arts and cultural organizations, or just us? Why?*

- Don't trust all arts orgs, ushers not as judicious at other venues
- Most people put The Joyce high up on the pyramid of trustworthy orgs
- Customer focus and capacity were listed as reasons why
- There was also a belief that dance audience are more respectful

*Generally, do you want to absorb a lot of information about what the experience will be like attending our programs, or just a little?*

- There was a general interest in seeing our protocols

4. *What questions about health and safety would you need us to answer in advance? Please try to phrase your answers in the form of a question.*

- What is the ventilation like there?
- What will happen with concessions?
- How much spacing will be between each party?
- What are we doing to ensure dancers are kept safe? Will they wear masks?
- What will happen to the front seats?
- Will we require proof of a vaccine to enter the audience?
- Will you provide a survey to audience (like travel history)?
- Would you regulate how the audiences enter/exit the space?
- Would there be an intermission?
- What capacity would we open at?
- What trends has the Joyce seen in terms of actions we can already take?
- Can we update our ventilation?
- Would we keep the doors open to help with air circulation?
- Will the Joyce have disposable masks available and hand sanitizing stations?

Slide 1: Advance Policy Notification Slide

5. *Do you have any questions or comments about any of these policies that might be communicated in advance?*

- 2 gives most no confidence
- 3 is mixed, some help but most agree is highly inaccurate
- 5 is a little confusing for one, but another likes it because it seems like we would still be financially inclusive of all audience members
- Business point of view, with 1 you could pull back and offer full exchange for future dates

6. *Would knowing about any of these policies in advance influence your decision to attend the Joyce?*

- Most participants wanted more clarity of what 4 and 5 meant
- Agreed that 1 was a good policy to have in place

Slide 2: Venue Protocol

7. *Do you have any questions or comments on these venue protocols*

- Lots of agreement to not have concessions
- Air ventilation could be mentioned as it's very important to the group
- Need to be more specific regarding who the "health experts" in number 1; what are the protocols and operational structures
- Timing of people entering and exiting would be good to know
- Specifics of safe public gathering may change a lot in the next 6 months, this doc should be a living document as some of it is out of date

8. *Which one of these venue protocols would be most influential in your decision to attend?*

- 5: box office and ticketing being outdoors)
- 2: gloves are not important, but masks and hand sanitizer are)

Slide 3: Seating, Physical Distance, and Ventilation

9. *Do you have questions or comments about any of these health safety protocols?*

- 1: How many are in a cloister or pod?
- 7 is bothersome for many in the group: are we allowing groups and no social distancing

10. Which one or two protocols would be most influential in your decision to attend?

- Overall the group liked 2,3, 4 (with more detail), 5, and 8
- Many participants agreed that we should close bathrooms during the show

11. *Reflecting on this conversation, is there anything you wish we had asked you about that we didn't?*

- The safety of the dancers - might be an audience service too
- Maybe a little more about pricing, will there be a covid fee?
- What happens if the positivity rates change between ticket buying time and show time? Will we close if rates go up?
- Are you financially able to move forward if only 40% capacity is allowed?
- Why have we been quiet about asking for donations?

12. *Finally, what one piece of advice would you give us about communicating with audience members about coming back to our venue?*

- Be thoughtful as you are in creating the slides we shared, be a little more concise, give the information that will make people feel comfortable
- Really be specific in addition to being concise
- Maybe do a dance video as a way to explain things (make it entertaining!)
- Staff has to be very knowledgeable