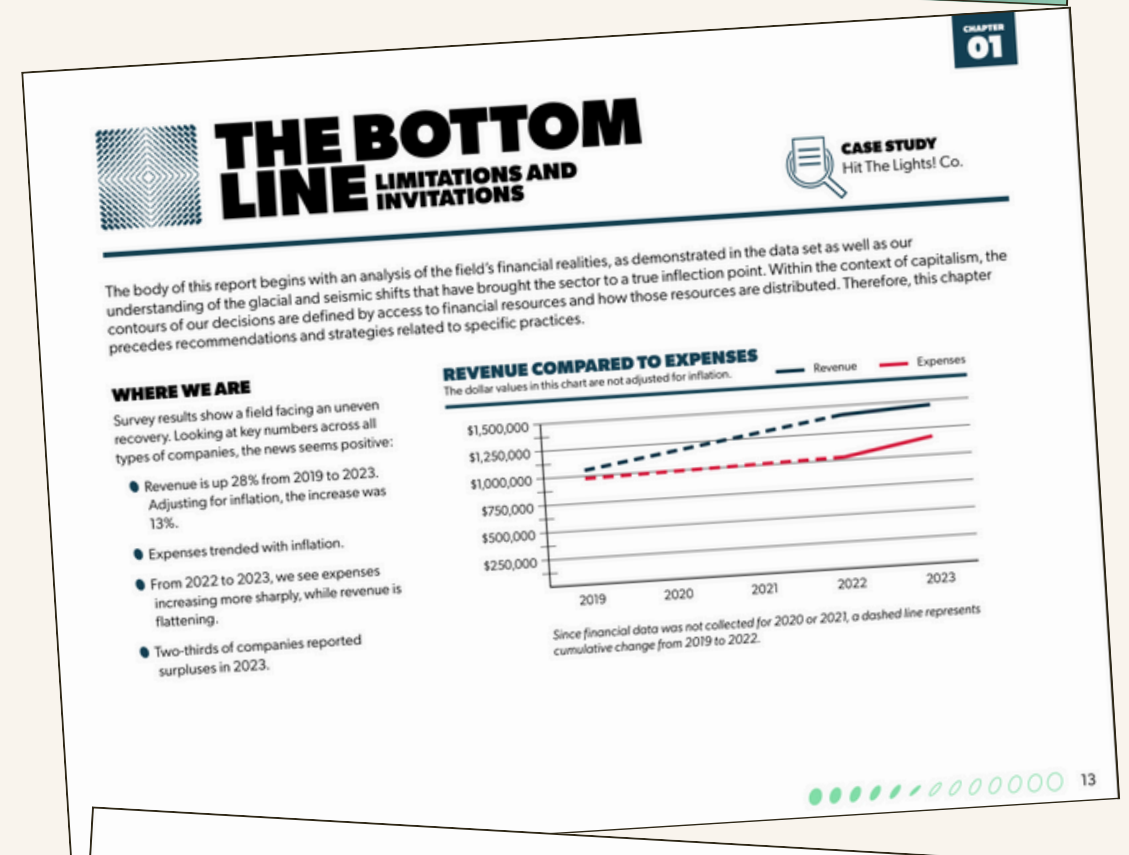


Data + Brave Storytelling

Charting a way forward for NYC theatres

The story of A.R.T./NY's Health + Wealth Report





Welcome. We are here. In 2025. Seeking to understand how the New York theatre industry has evolved and where it might still go. Discovering where we fit into a conversation that's not just about sustaining ourselves and our organizations, but about thriving in the face of strong headwinds.



Excerpt from the intro to *Health + Wealth*



*The story of A.R.T./NY's
Health + Wealth Report*

The challenge

A.R.T./New York knew their community well. But they needed research to back up their advocacy and program decisions.



*The story of A.R.T./NY's
Health + Wealth Report*

The response

A.R.T./NY sought to:

**Bolster institutional knowledge with
evidence through research**

**Survey members, analyze data with
university experts, and publish findings
that funders can't ignore**



*The story of A.R.T./NY's
Health + Wealth Report*

The partnership

2 bold Co-Executive Directors
Their staff of theatre experts

12 workshop participants & early readers

10 case study collaborators

16 interviewees

100+ survey respondents

1 team at SMU DataArts, the National Center for Arts Research

1 very patient designer

2 Skeleton Key Strategies consultants

Lead funding from the Booth Ferris Foundation



*The story of A.R.T./NY's
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Our role



Skeleton Key Strategies led research planning and design, strategic communications, and developmental editing and content strategy. We facilitated workshops, managed vendors and RFPs, and provided end-to-end project management from survey design through publication.



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The results

New meetings with funders.

**A data-driven program in the works,
built on specific member needs.**

**And a report that has become the go-to
resource for NYC theatre advocacy.**



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What worked

1. **The right partners.** Everyone brought deep arts experience—from project manager to designer.
2. **Shared vision.** Commitment to A.R.T./NY's equity lens guided every decision.
3. **A distinct voice.** Research that reads like it was written by and for the theatre community.
4. **Integrity.** Triple-checked data, an air-tight project plan across dozens of contributors, and the freedom to challenge each others' ideas.



The story of A.R.T./NY's
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Curious?

What evidence does your organization need to strengthen its case for support and match programming to your mission?

We'd love to explore these questions with you.

