

STRENGTHENING ARTS, CULTURE, AND AUDIENCES

GWINNETT RESIDENT SURVEY RESULTS
FEBRUARY 2008



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Assess the state of the county

Identify resource
strengths and
successes

1



Understand what
residents want

2



Make specific,
plausible
commitments
to enhance arts
and culture

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MEETING OBJECTIVES

- Review results of resident poll
 - Conducted February 2008, n=600, $\pm 3.2\%$
 - Topics:
 - Attendance patterns & preferences
 - What matters in arts and culture, and why
 - Attractors, barriers
 - Strengths and gaps in Gwinnett
- Evaluate potential strategic directions



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STRATEGICALLY ENHANCING ARTS AND CULTURE

- Keep patrons at the forefront
- Build on your strengths, not your weaknesses
- Articulate a clear, singular purpose



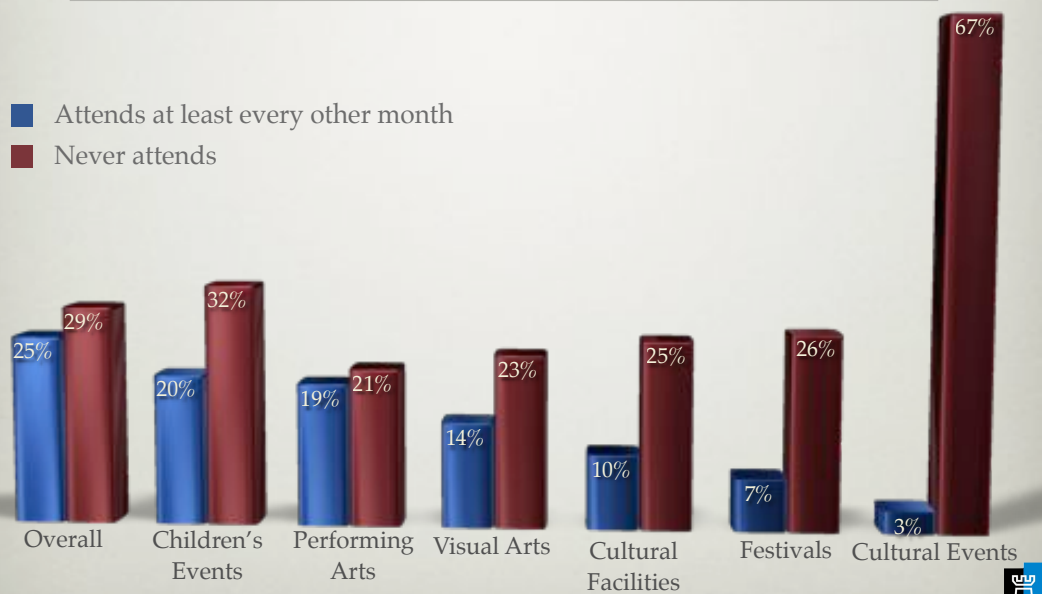
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ATTENDANCE

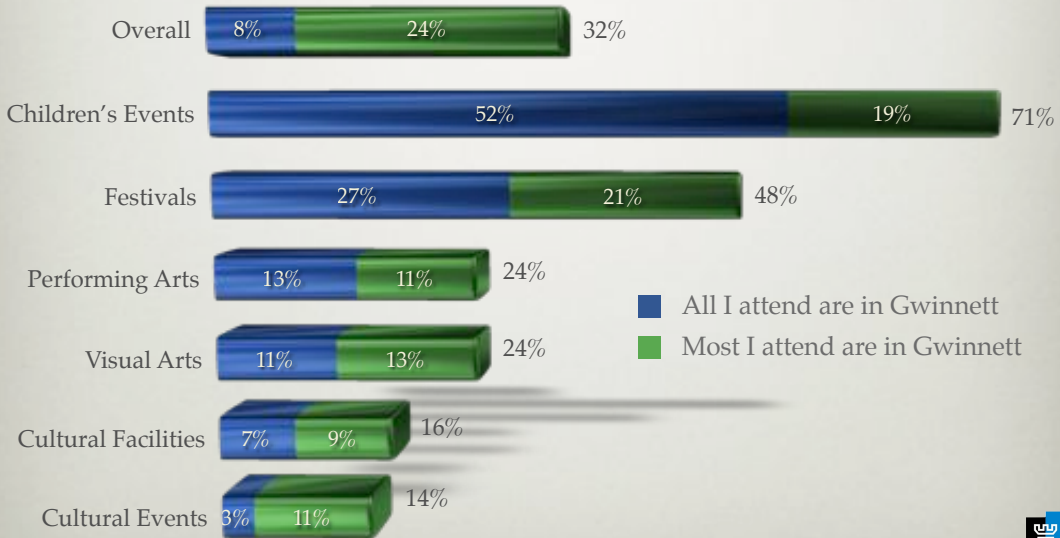


ARTS & CULTURE ATTENDANCE

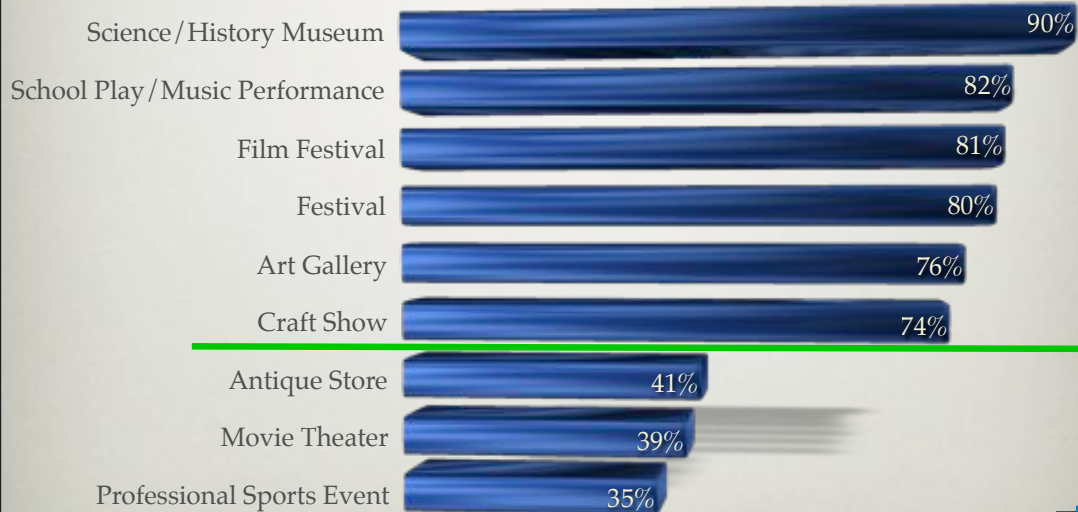
- Attends at least every other month
- Never attends



WHAT RESIDENTS ATTEND INSIDE THE COUNTY



WHAT GWINNETT RESIDENTS MEAN BY "ARTS & CULTURE"



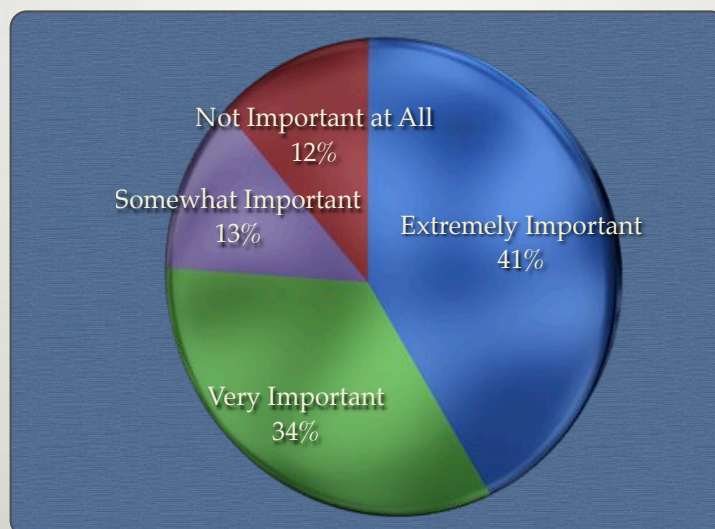
WHY ARTS & CULTURE MATTER TO RESIDENTS



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THE ROLE OF ARTS & CULTURE IN RESIDENTS' LIVES

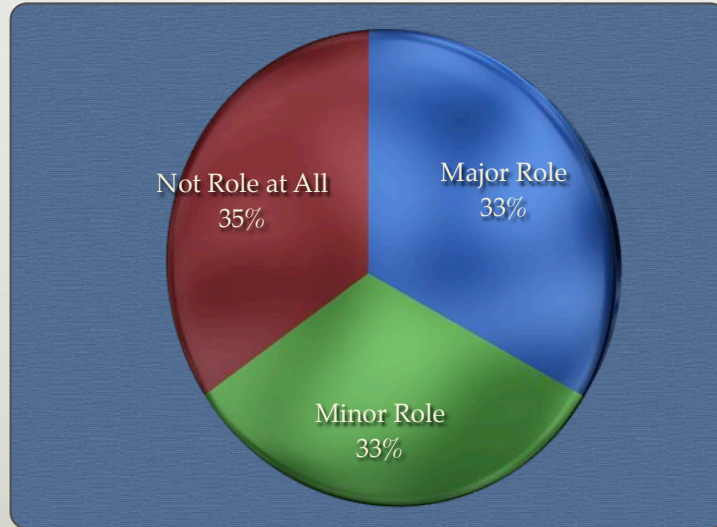
How important are arts and culture to you personally?



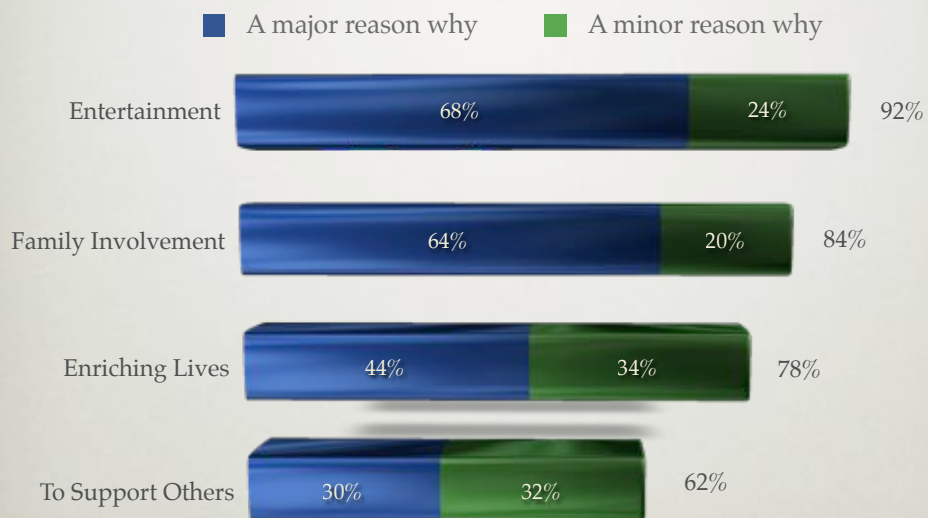
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THE ROLE OF ARTS & CULTURE IN RESIDENTS' LIVES

What role does engaging in art play in your own life?



WHY ARTS & CULTURE ARE IMPORTANT TO RESIDENTS



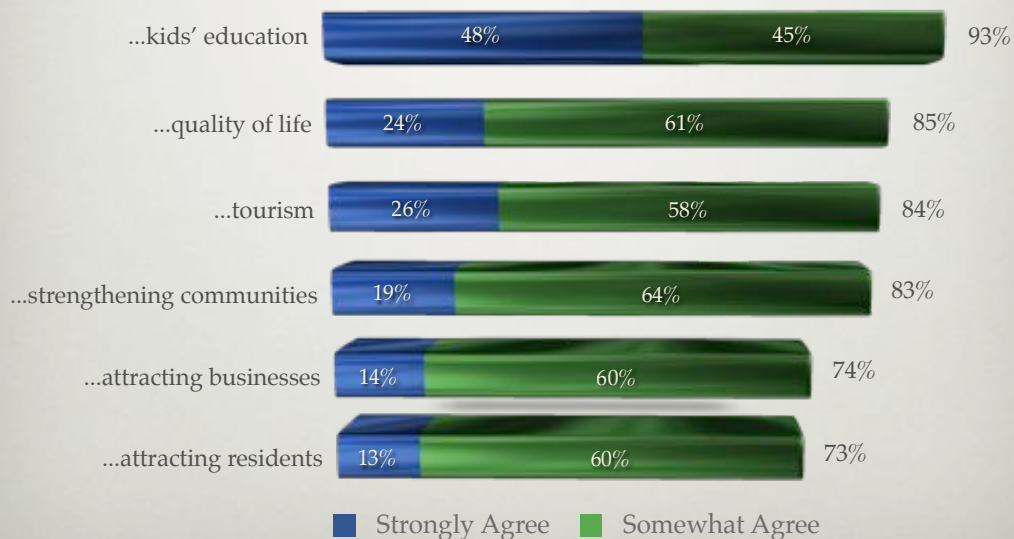
WHY ARTS & CULTURE MATTER TO GWINNETT



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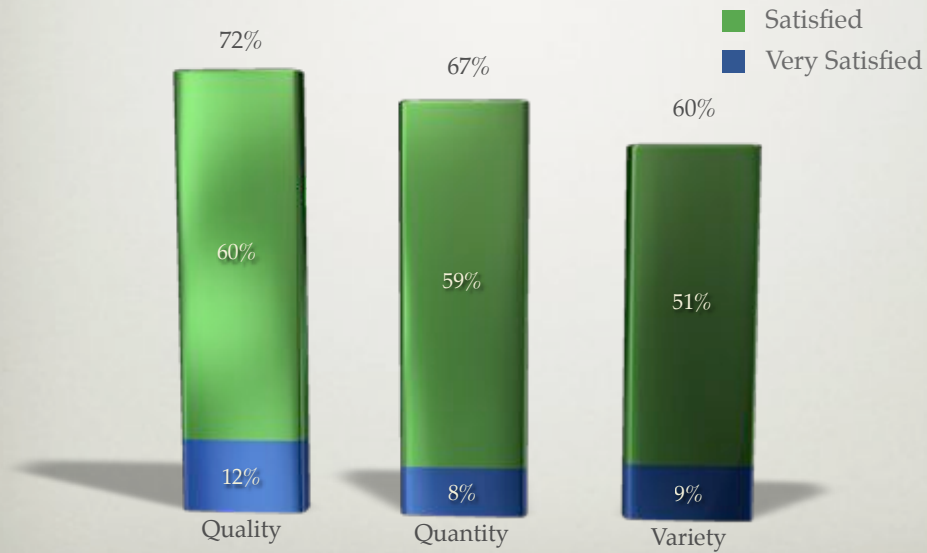
THE VALUE OF ARTS & CULTURE TO THE COUNTY

Arts & culture are important for...



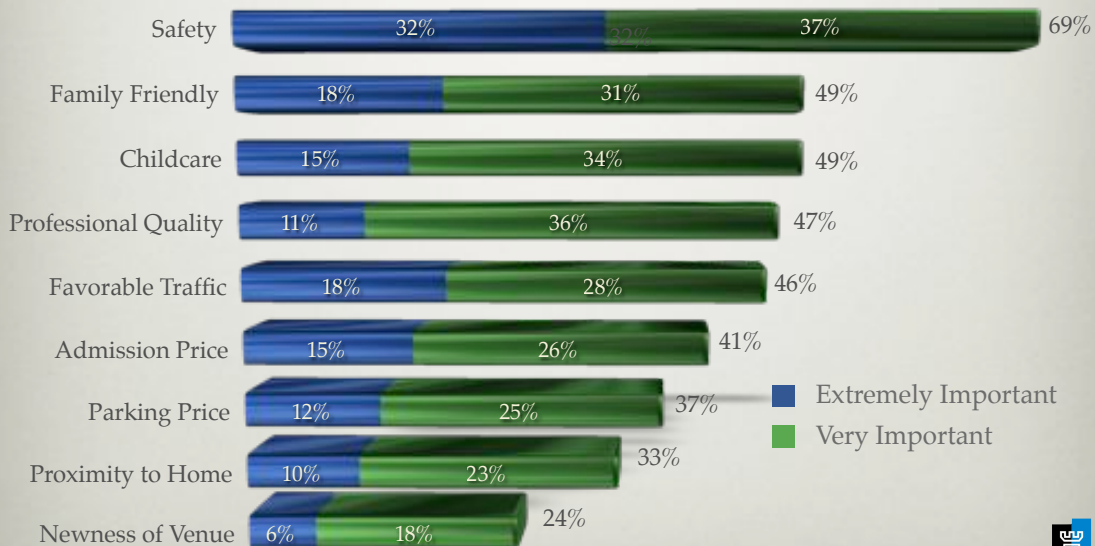
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SATISFACTION WITH GWINNETT'S ARTS & CULTURE



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WHAT IT TAKES TO INCREASE ATTENDANCE



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POTENTIAL STRATEGIC DIRECTIONS



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CLEARLY ARTICULATE PURPOSE

“To encourage and connect arts and culture opportunities in Gwinnett that open our communities and enrich the lives of our families”



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FOUR STARTING POINTS

- The matter of public funding
- Opening arts and culture into communities
- A role for kids
- Leveraging corporate giving



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THE MATTER OF PUBLIC FUNDING

- While public funding for arts and culture nonprofits is woefully inadequate around the state, we recommend against seeking a county-level fund.
 - Regional funding is more sensible, viable for Gwinnett
 - Some regional funding efforts already underway
- Gwinnett cities are gradually building up their own contributions
 - Festivals
 - Percent for Art ordinance



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OPENING ARTS & CULTURE INTO COMMUNITIES

- Enhance arts and culture by bringing them where the audiences are and want to be: *outside*
 - Capitalize on the rich multitude of festivals in county:
 - Increase attendee “cross-pollination”
 - Increase exposure of arts and culture organizations
 - How? Assign staff responsibility at GCVB, Chamber, or other to **assist in city festival coordination**:
 - Can improve and *expand* advertising for local festivals
 - Can find exposure opportunities for arts, cultural orgs



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A ROLE FOR KIDS

- Re-think the situation: we don't get kids into arts; they get us into audiences
- Capitalize on tradition of “kids in art” to create intersections of professional arts and kids' arts
 - Develop curriculum for bringing Gwinnett arts students to perform/exhibit in professional arts stages/facilities
 - Develop programs for bringing professional artists into Gwinnett Public Schools



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LEVERAGING CORPORATE GIVING

- Goal 1: Consolidate corporate giving; reduce “asks”
- Goal 2: Focus corporate giving so that it directly affects local development/economy/quality-of-life
- How? Create a unified corporate fund that supports and promotes a “Focus on Family” Arts Series
 - Arts organizations compete for funding for high-quality, professional performances in the series
 - Criteria: outreach creativity, enriching for families
 - Series touches all geographies in the county; expands audience bases of recipient organizations



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