*Support the Arts & Culture in Our Community*

# WELCOME TO THE
# ARTS & ECONOMIC PROSPERITY 6 SURVEY!

**To be completed by a chief executive** (e.g., executive director, CEO, founder, board president). Pre-survey testing indicates that this version of the survey will take **less than 5 minutes** to complete using your best estimates.

The Arts & Economic Prosperity 6 (AEP6) survey is part of a study to measure the impact of the arts and culture in your community. Organizations like yours make the community more desirable by creating pride in where you live and work, unifying neighborhoods, and infusing lives with joy. They also attract audiences, spur business development, support local jobs, and are a cornerstone of tourism. **Complete this survey to demonstrate your organization's measurable impact**.

This highly regarded research study is being conducted by independent project researchers at Americans for the Arts, which has been conducting these studies for more than 25 years. This research has been used for decades to leverage increases in local, state, and federal arts funding. Questions about the methodology and national implementation can be directed to research@artsusa.org.

**AN INSTANT INCENTIVE TO PARTICIPATE!**
- Respondents will receive direct access to a new customizable advocacy tool called the **Arts & Social Impact Explorer**. You will be able to:
    1. Choose topics that are most important to your organization and community.
    2. Select research data and example projects that will resonate with your audience.
    3. You can even upload information about one of your organization's projects.
    4. Integrate your organization's name and logo.
    5. When you are finished, the Explorer will generate a custom Fact Sheet that can be downloaded as a PDF, printed, emailed, or simply shared as a URL link.

**ADDITIONAL BENEFITS:**
- After the results of the AEP6 study are released in October 2023, you will receive access to a detailed report that is customized for your community. Using the report, you will be able to calculate your organization's unique economic impact on the community, providing valuable information that can be used for promotion, advocacy, and fundraising.
- The report will include easy-to-digest information about the economic impact and the social impact of the arts and culture—providing an entire menu of talking points to support your organization's sustainability and growth.
- The study will generate national, state, and local visibility which can enhance and compliment marketing efforts for your organization and community.

**WILL MY ORGANIZATION'S INFORMATION BE SHARED OR ACCESSIBLE TO OTHERS?**
No. Never. *All of the information collected will remain strictly confidential*. **Your organization's survey answers will never be shared with any other person or organization**.

# SECTION 1: BACKGROUND INFORMATION

**Question 1**:
To begin, please provide the **name of your organization**. It has been identified as eligible to participate in the survey by your local or statewide research partner.

Organization Name: _____

**Question 2**:
What is its **current operating status**?

- o   It is currently **active/operating** (even if at less than full capacity)

- o   It has **paused all activities** (or is otherwise temporarily inactive or on hiatus)

- o   It has **permanently closed or disbanded** (or otherwise no longer exists)

**Question 2a**:
Identify the **month and year that it closed permanently/disbanded**. If you don't know the exact date, your best estimate is fine.

Month:        _____

Year:          _____

**Question 2b**:
How did the **COVID-19 pandemic** factor in the decision to close/disband?

- o   It was the primary reason

- o   It was a factor, but not the primary reason

- o   It was not a factor at all

- o   Other (brief description requested): _____

**Question 3**:
In what **city** is it located (or headquartered, or where does most of its programming occur)?

City: _____

**Question 4**:
In what **county** is it located (or headquartered, or where does most of its programming occur)?

County (not country): _____

**Question 5**:
In what **state** is it located (or headquartered, or where does most of its programming occur)?

State: _____

**Question 6**:
Which of the following categories includes the estimated amount of its **current annual operating budget** (expenditures)?

- o $0—no expenditures

- o $1 to $99,999 in operating expenditures

- o $100,000 to $499,999 in operating expenditures

- o $500,000 or more in operating expenditures

 

**Question 6a**:
What was the end date of its **fiscal year that ended during 2022**? In other words, if your organization's fiscal year is July through June, your 2022 fiscal year ended on <u>June 30</u>, 2022.

Day: _____

Month: _____

Year: 2022

# SECTION 2: MISSION (or PRIMARY PURPOSE)

**Question 7**:
Does your organization have a **mission statement** (or a similar statement of primary purpose)?

- o Yes

- o No

      **Question 7a (OPTIONAL)**:
      Please **copy and paste its mission statement** (or statement of primary purpose) in the space below.

        Mission Statement: _____

                    _____

                    _____

                    _____

**Commitment to Equity and Inclusion**:
Americans for the Arts and its research partners are committed to addressing equity and inclusion as a critical component of the AEP6 study. This commitment includes identifying, centering, and representing organizations that primarily serve BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latine, Asian, Arab, Native American) identifying communities. This survey includes questions that are designed to address this transformation of the methodology. The information collected will remain strictly confidential. It will be impossible for anyone other than the independent researchers to access the information. ***Your organization's survey answers will <u>never</u> be shared with any other person or organization—not even our local and state research partner(s)***.

Americans for the Arts believes that language and identity go hand-in-hand and are vital to how we name and organize any community. We use the terms BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latine, Asian, Arab, Native American) to represent People of Color and Communities of Color. While these terms do not fully encompass or represent the complicated and multi-layered nature of indigeneity or ethnic and racial identities, they are commonly used terms in our work. We invite and encourage you to examine and explore the terms used in your community and that are important and valued by individuals you interact with, support, and engage. Americans for the Arts has a [Language Bank](#) that we use to organize terminology related to our work. In addition, Americans for the Arts endorses and is working to uphold the actions and principles set forth in the [Cultural New Deal](#) to improve conditions for and with the priority communities listed therein

**Question 8**:
Is your organization's mission (or primary purpose/guiding principles) centered in creating, advancing, promoting, and/or preserving artistic and cultural traditions **rooted in a <u>Community of Color</u>**?

- o No, its mission/purpose centers <u>all</u> ethnic and racial identities

- o No, it has one or more programs that focus on this, but this is not the overall mission or primary purpose

- o Yes

**Question 8a:**
Identify the community that is the **primary** **focus** and/or **centered** **in the mission/purpose**.
*Select all that apply.*

- o American Indian or Alaska Native or Indigenous or First Nations

- o Arab or Middle Eastern or Northern African

- o Asian or Asian American

- o Black or African American

- o Hispanic or Latino/Latina/Latine or Spanish origin

- o Native Hawaiian or Pacific Islander

- o My organization prefers this description: _____

**Question 9**:
Is your organization's mission (or primary purpose/guiding principles) centered in creating, advancing, promoting, and/or preserving artistic and cultural practices **rooted in the** **disability community**?

- o No, its mission/purpose does not specifically center disability

- o No, it has one or more programs that specifically focus on the disability community, but this is not the overall mission or primary purpose

- o Yes

# SECTION 3: TAX STATUS

**Question 10**:
Which of the following best characterizes the **tax status** of your organization? If it utilizes the tax status of a parent/umbrella organization, select the correct answer for the parent/umbrella organization. *Select only one answer*.

### PRIVATE

- o **Nonprofit** organization, program, facility, venue, or event (**any** nonprofit designation)

- o **Unincorporated** organization, collective, or group (**no** nonprofit designation)

- o **Private college/university**

- o **Informal** community group

- o **Other private** (brief description requested): _____

### PUBLIC

- o **Government** agency, division, department, program, facility, venue, or event

- o **Public college/university**

- o **Public-private hybrid**

- o **Other government** (brief description requested): _____

### FOR-PROFIT

- o **L3C** (low-profit limited liability company)

- o **LLC** (limited liability company)

- o **Sole proprietorship**

- o **Partnership**

- o **Corporation**

- o **Other for-profit** (brief description requested): _____

**Question 11**:
Are any of the following situations true about your organization? *If more than one situation is true, select the one that is closest to the top of the list.*

- o **Library**: it is a library, or it operates under the umbrella of a library or library system.

- o **Academic institution**: it is a school/college/university, or it operates under the umbrella of a school/college/university.

- o **Private organization that is <u>NOT</u> dedicated to the arts and culture** (or it operates under the umbrella of a <u>non</u>-arts/culture community organization). Examples could include a faith-based organization/church, a community center, a hospital or other medical facility, a chamber of commerce, a Convention & Visitors Bureau, and a Main Street organization.

- o **Government department or agency that is <u>NOT</u> dedicated to the arts and culture** (or it operates under the umbrella of a <u>non</u>-arts/culture government department or agency). Examples could include a Parks & Recreation Department, a Community Development Department, and an Economic Development Agency.

- o **For-profit business that is <u>NOT</u> dedicated to the arts and culture** (or it operates under the umbrella of a <u>non</u>-arts/culture for-profit business).

- o **NO** (i.e., none of the situations listed above is an accurate description of my organization)

# SECTION 3a: SPECIAL INSTRUCTIONS (if applicable)

**If yes to LIBRARY**:
When completing the survey, **consider <u>only</u> the estimated budget and/or attendance information that applies to the arts and culture programming it presents, produces, or hosts for public audiences**. Examples could include:

- Performances
- Festivals
- Music series
- Readings
- Book fairs and/or signings

Exact figures are often not available for these types of programming; simply **<u>provide your best estimate</u>**. If it does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

***Do <u>not</u> provide the total budget and total visitation for the entire library or the entire library system***.

*If you inaccurately identified your organization as a library (or part of a library system), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.*

**If yes to ACADEMIC INSTITUTION**:
When completing the survey, **consider <u>only</u> the estimated budget and/or attendance information that applies to arts and culture facilities and venues it owns or operates, as well as any arts and culture programming that is presented, produced, or hosted for public audiences**. Examples could include:

- Performing arts centers
- Galleries
- Theaters
- Museums
- Performance ensembles
- Musical groups

Exact figures are often not available for these types of programming; simply **<u>provide your best estimate</u>**. If it does not own or operate any arts and culture facilities/venues, and does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

***Do <u>not</u> provide the total budget and total attendance for an entire academic department (such as a School of Fine Arts) or for the entire academic institution***. ***Do <u>not</u> include the budgets and attendance for academic programs or classes***.

*If you inaccurately identified your organization as an academic institution (or part of an academic institution), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.*

**If yes to NON-ARTS PRIVATE ORGANIZATION**:

When completing the survey, **consider only the estimated budget and/or attendance information that applies to arts and culture facilities and venues it owns or operates, as well as any arts and culture programming that is presented, produced, or hosted for public audiences**. Examples could include:

- Performing arts centers
- Galleries
- Theaters
- Museums
- Performance ensembles
- Musical groups

Exact figures are often not available for these types of programming; simply **provide your best estimate**. If it does not own or operate any arts and culture facilities/venues, and does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

***Do not provide the total budget and total visitation for the entire organization**.*

*If you inaccurately identified your organization as a non-arts private organization (or part of a non-arts private organization), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.*

**If yes to NON-ARTS GOVERNMENT AGENCY**:

When completing the survey, **consider only the estimated budget and/or attendance information that applies to arts and culture facilities and venues it owns or operates, as well as any arts and culture programming that is presented, produced, or hosted for public audiences**. Examples could include:

- Performing arts centers
- Galleries
- Theaters
- Museums
- Performance ensembles
- Musical groups

Exact figures are often not available for these types of programming; simply **provide your best estimate**. If it does not own or operate any arts and culture facilities/venues, and does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

***Do not provide the total budget and total visitation for the entire department or agency**.*

o  *If you inaccurately identified your organization as a non-arts government agency (or part of a non-arts government agency), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.*

When completing the survey, **consider <u>only</u> the estimated budget and/or attendance information that applies to arts and culture facilities and venues it owns or operates, as well as any arts and culture programming that is presented, produced, or hosted for public audiences**. Examples could include:

- Performing arts centers
- Galleries
- Theaters
- Museums
- Performance ensembles
- Musical groups

Exact figures are often not available for these types of programming; simply **<u>provide your best estimate</u>**. If it does not own or operate any arts and culture facilities/venues, and does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

***Do <u>not</u> provide the total budget and total visitation for the entire business***.

*If you inaccurately identified your organization as a <u>non</u>-arts for-profit business (or part of a non-arts for-profit business), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.*

# SECTION 4: ARTS & CULTURE DISCIPLINE

**Question 12**:
Which categories below best describe the organization's **primary arts and culture discipline**(s)? *Select no more than three (3) categories*. Please try to select only one primary category.

- o Performing Arts

- o Visual Arts

- o Museum (all kinds including art museum, history museums, science museums, etc.)

- o History and/or Heritage (e.g., historical society, historic preservation, heritage site, commemorative event)

- o Cultural and Ethnic Awareness (i.e., organization that preserves and/or promotes the traditions, values, culture, and artistic expressions of a particular racial or ethnic community)

- o Fair, Festival, or Community Celebration

- o Facility (visual, performing, incubator)

- o Humanities

- o Literature (e.g., libraries, literary arts, poetry)

- o Folk Arts and Traditional Arts

- o Media & Communications (e.g., film, TV, radio, printing/publishing)

- o Living Collection (e.g., zoo, aquarium, or botanical garden)

- o Arts Education

- o Arts and/or Humanities Council or Arts Agency

- o Advocacy

- o Professional Society and/or Association

- o Research and/or Public Policy

- o Single Organization Support (e.g., "Friends of the …")

- o Fundraising and Fund Distribution (including grantmaking)

- o Arts Services (e.g., legal, business)

- o Cultural Exchange

- o Technical Assistance and Management

- o Other not listed above (brief description requested): _____

# SECTION 5: COMMUNITY IMPACT

**Question 13**:
Indicate your **level of agreement** with each of the four statements below regarding your organization. Consider feedback you have received from community members, if possible. *Check one response for each statement*.

**13a**: "**Members of the community consider my organization to be an important pillar within the community**."

- o Strongly Disagree
- o Disagree
- o Neutral
- o Agree
- o Strongly Agree

**13b**: "**Members of the community would feel a great sense of loss if my organization were no longer available**."

- o Strongly Disagree
- o Disagree
- o Neutral
- o Agree
- o Strongly Agree

**13c**: "**Members of the community feel that my organization inspires a sense of pride in this neighborhood or community**."

- o Strongly Disagree
- o Disagree
- o Neutral
- o Agree
- o Strongly Agree

**13d**: "**Members of the community rely on my organization to ensure that the arts and culture we celebrate is preserved for future generations**."

- o Strongly Disagree
- o Disagree
- o Neutral
- o Agree
- o Strongly Agree

**Question 14**:
Since the beginning of the COVID-19 pandemic, has your organization addressed **pay equity** through deliberate changes to its policies or practices that were made for the benefit of paid staff, artists, and/or contractors?

- o   Yes
- o   No
- o   Not applicable

**Question 15**:
During the height of the COVID-19 pandemic, did your organization expand its services beyond arts and culture in order to **address urgent community needs**? Examples could include collecting and donating food, masks, and cleaning materials to community members; donating facility space as a testing and/or vaccination site; and helping organizations and individuals apply for pandemic relief funds and unemployment benefits.

- o   Yes
- o   No
- o   Not applicable

**Question 16**:
Is your organization physically located or headquartered in—or does the majority of its arts and culture programming take place within—a **designated Cultural District** (or Arts District, or Arts & Entertainment District)? Cultural districts are defined as well-recognized, labeled areas of a city in which a high concentration of cultural facilities and programs serve as the main anchor of attraction.

- o   Yes
- o   No
- o   I don't know
- o   Not applicable

**Question 17**:
Is your organization physically located or headquartered in—or does the majority of its arts and culture programming take place within—an **Empowerment Zone or Renewal Community** (or other designated revitalization zone as determined by your local municipality)? Empowerment Zones (EZs) and Renewal Communities (RCs) are economically distressed communities where qualifying businesses are eligible to receive tax incentives and grants.

- o   Yes
- o   No
- o   I don't know
- o   Not applicable

# PAGE 6: ECONOMIC IMPACT *(ABBREVIATED)*

- This is the **LAST PAGE** of the survey!
- An answer is required for each question. ***If you don't know the answer, simply provide your best estimate***.

**Question 18**:
Provide your organization's **total** <u>income/revenue</u> during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate*. ***If it did not receive any income/revenue, enter "0" (zero)***. The answer should include dollars from <u>any</u> source including earned revenue, contributed income, grants and loans, donations from individuals, endowment distributions, interest income, and government support—<u>including</u> COVID-19 relief/recovery/stimulus funds.

Total Income/Revenue: _____

**Question 19**:
Provide the **total dollar value of all in-kind contributions** your organization received during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate*. ***If it did not receive any in-kind contributions, enter "0" (zero)***. In-kind contributions are non-cash donations such as materials (e.g., office supplies from a local retailer), facilities (e.g., performance space from a local venue), and services (e.g., printing services from a local print shop).

Value of In-Kind Contributions: _____

**Question 20**:
Provide your organization's **total** <u>operating</u> **expenditures** during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate*. ***If it did not make any operating expenditures, enter "0" (zero)***. The answer should include all categories of expenditure including payroll/benefits, purchases of goods and services, payments to artists, programming costs, grants awarded, facility and utilities expenses, travel costs, and overhead/administration.

Total Operating Expenditures: _____

**Question 21**:
Provide your organization's **total** <u>capital</u> **expenditures** (i.e., asset acquisition) during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate) that are not reflected in the operating expenditures provided in the previous question. Enter a whole number only. *If an exact figure is not available, simply provide your best estimate*. ***If it did not make any capital expenditures, enter "0" (zero)***. Capital expenditures are payments to buy, build, replace, improve, or expand an asset such as a facility or equipment which will last more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized.

Total Capital Expenditures: _____

**Question 22**:
Provide your organization's **total IN-PERSON attendance** during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate.* ***If the organization did not have in-person attendance, enter "0" (zero)***. In-person attendance means the audience/attendees are ***physically present when and where the event is taking place***. Examples can include performances and events, visitation to facilities/venues and exhibitions (including museum and gallery visitation), and festivals/special events. ***Exclude radio and television broadcast figures from both in-person and virtual attendance on this survey***.

In-Person Attendance: _____

**Question 23**:
Provide your organization's **total VIRTUAL attendance** during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate.* ***If the organization did not have virtual attendance, enter "0" (zero)***. Virtual attendance means the audience/attendees are ***not*** *physically present when and where the event is taking place, but rather experiencing the event via computer or other remote technology*. Examples can include live streamed and recorded video of performances/events, podcasts, online gallery/exhibition views, and other virtual activities. ***Exclude radio and television broadcast figures from both in-person and virtual attendance on this survey***.

Virtual Attendance: _____

**Question 24**:
Do you estimate that **more than 50% of your organization's participants** (including audiences, attendees, students, teachers, members, donors) identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)? We will ask about artists separately in the next question.

- o   Yes
- o   No
- o   Not applicable

**Question 25**:
Do you estimate that **more than 50% of the artists** who are engaged with your organization identify as identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)?

- o   Yes
- o   No
- o   It does not engage directly with artists

**Question 26**:
Provide the **total number of PAID employees/staff/contractors** who are currently employed by the organization. Enter a whole number only. *If an exact figure is not available, simply provide your best estimate*. **If the organization has no paid employees/staff/contractors, enter "0" (zero)**. Consider all types of paid positions including full-time and part-time employees, independent contractors, and season employees who are employed only during busy performance seasons or special events.

Total Paid Employees/Staff/Contractors: _____

**Question 27**:
Does the organization's **chief executive** (e.g., Executive Director, CEO, President) identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)?

o   Yes

o   No

o   It has shared executive leadership (e.g., co-directors, job-sharing CEOs)

o   It does not have a chief executive

**Question 27a**:
Does at least one member of its **shared executive leadership** identify as a BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)?

o   Yes

o   No

**Question 28**:
Provide the **total estimated number of UNPAID volunteers** (including board/commission members) who contributed time and/or expertise to the organization during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate. **If no volunteers contributed time to the organization, enter "0" (zero)**. Include all types of volunteers including <u>professional volunteers</u> (e.g., board/commission members, unpaid executive/program staff), <u>artistic volunteers</u> (e.g., artists, choreographers, designers), <u>service volunteers</u> (e.g., ushers, ticket takers, docents, tour guides, gift shop volunteers), and <u>clerical volunteers</u> (e.g., unpaid administrative support staff).

Total VOLUNTEERS: _____

**Question 29**:
Do you estimate that **more than 50% of the members of your organization's <u>board/commission</u>** (or other governing body) identify as identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)?

o   Yes

o   No

o   It does not have a board/commission

# LAST QUESTION

**Final Question:**
**Provide your preferred <u>email address</u>**. The email address you provide will receive an email containing the following information:

- Confirmation that the survey was submitted successfully.
- A PDF document of your survey answers (for your records).
- A direct link to the *Arts & Social Impact Explorer*, a new customizable advocacy tool. You can use the Explorer to build and share your own custom Fact Sheet. You can even upload information about your organization's programs, along with its logo.

      Email Address: _____

IMPORTANT: You must provide a valid email address in order to receive the confirmation message. We will <u>not</u> share this email address with anyone else, and it will be used only to deliver the AEP6 confirmation message.


# FINAL STEP: RETURN YOUR SURVEY!!

Don't forget to **return your completed survey** to the independent project researchers.

1. **SAVE this completed PDF document containing your survey answers.**
2. **SEND the completed survey as an attachment to [research@artsusa.org](mailto:research@artsusa.org).**

Alternatively, you can print your completed survey, and mail it to the following address:

      Americans for the Arts
      re: AEP6 Study
      Research Department
      1275 K Street NW, Suite 1200
      Washington, DC 20005-4069


Along with our research partners, we are truly grateful for the time and effort you dedicated to the survey. The information you provided will be combined with the information provided by all other participating organizations and used in aggregate only to measure the impact of the arts and culture in your community. The findings will be available in October 2023.

Once again, thank you for contributing to this important research study!

With gratitude,
The Research Team at Americans for the Arts