

SUMMARY OF RESULTS

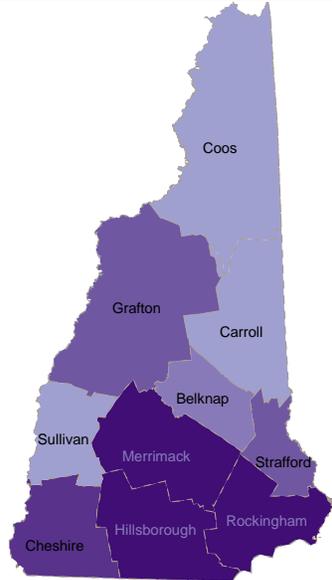
New Hampshire State Council on the Arts
July 2010

- ✓ Identify needs and concerns of arts providers in the state
- ✓ Gather feedback about NHSCA programs and services
- ✓ Inform the update of NHSCA's strategic plan
- ✓ One of several vehicles for public input and assessment

- ✓ Customized questionnaires for artists and organizations
- ✓ Conducted on-line June 11 through July 6, 2010
- ✓ Mixture of quantitative and qualitative information

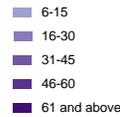
Artists	294
Individuals from organizations	138
Total	432

Who responded?



Every NH county was represented:

County	Artists	Organziations
Belknap	13	6
Carroll	5	6
Cheshire	29	23
Coos	5	3
Grafton	20	15
Hillsborough	72	26
Merrimack	43	18
Rockingham	63	20
Strafford	32	12
Sullivan	5	3
N/R	7	6
Total	294	138



Who responded? Arts Organizations

Organization Size	Number of Orgs	% of Total
Less than \$50,000	35	25.5%
\$50,000 - \$100,000	22	16.1%
\$100,001 - \$500,000	38	27.7%
\$500,001 - \$1 million	17	12.4%
More than \$1 million	25	18.2%

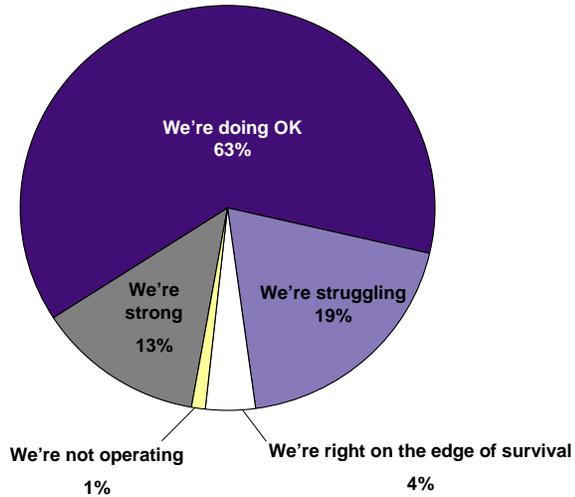
Who responded? Arts Organizations

Type of Organization	No. of Organizations	% of Total Organizations
Performing group	21	15.2%
Museum, gallery or exhibit space	18	13.0%
Presenting organization or performance facility	16	11.6%
School or educational organization	15	10.9%
Arts service organization, networking group or guild	14	10.1%
Multi-purpose arts center	8	5.8%
Arts Council	6	4.3%
Festival or fair	6	4.3%
Community service or civic organization/facility	4	2.9%
Health or human services organization/facility	3	2.2%
Humanities or history organization/facility	2	1.4%
County or municipal department	2	1.4%
Foundation or charity	1	0.7%
Media or broadcast group	0	0.0%
Other	22	15.9%

Who responded? Artists

Artist Discipline	No. of Artists	% of Artists
Multidisciplinary	91	31.1%
Visual Arts	86	29.4%
Literature	44	15.0%
Photography	16	5.5%
Crafts	15	5.1%
Folk/Traditional	12	4.1%
Music	10	3.4%
Theatre non musical	4	1.4%
Interdisciplinary	3	1.0%
Media digital arts	2	0.7%
Classical oil portraiture	1	0.3%
Comics	1	0.3%
Dance	1	0.3%
Design art	1	0.3%
Documentary film making	1	0.3%
Mosaics	1	0.3%
Non-fiction writing	1	0.3%
Opera Musical Theatre	1	0.3%
Scriptwriting, playwriting, video producing	1	0.3%
Sculpture	1	0.3%

What does the survey tell us about the budget condition of organizations?



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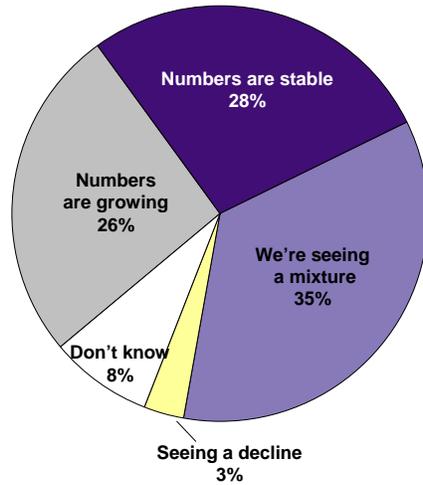
Who's struggling?

Annual Operating Budget	We're strong		We're OK		We're struggling		We're right on the edge of survival		We're not operating	
	Count	% of Strong Orgs	Count	% of OK Orgs	Count	% Struggling	Count	% On Edge	Count	% Not Op
Less than \$50,000	3	17%	21	25%	8	31%	2	33%	1	100%
\$50,000 - \$100,000	1	6%	11	13%	8	31%	2	33%		0%
\$100,001 - \$500,000	7	39%	23	27%	7	27%	1	17%		0%
\$500,001 - \$1 million	2	11%	13	15%	1	4%		0%		0%
More than \$1 million	5	28%	17	20%	2	8%	1	17%		0%
Total	18	100%	85	100%	26	100%	6	100%	1	100%

How are small and mid-sized organizations faring?

Annual Operating Budget	We're strong		We're OK		We're struggling		We're right on the edge of survival		We're not operating	
	Count	% of Org Size	Count	% of Org Size	Count	% of Org Size	Count	% of Org Size	Count	% of Org Size
(XS) Less than \$50,000	3	9%	21	60%	8	23%	2	6%	1	3%
(S) \$50,000 - \$100,000	1	5%	11	50%	8	36%	2	9%		0%
(M) \$100,001 - \$500,000	7	18%	23	61%	7	18%	1	3%		0%
(L) \$500,001 - \$1 million	2	13%	13	81%	1	6%		0%		0%
(XL) More than \$1 million	5	20%	17	68%	2	8%	1	4%		0%

What does the survey tell us about audience trends among organizations?



What does the survey tell us about the working status of artists?

Working Status	No. of Artists
I am self employed	187
I am an artist employed by someone else	69
I work in a different (non-arts) field and do art on my personal time	80
I am not currently employed	25

Note: Participants were allowed to choose more than one option therefore percentages are not calculated



What does the survey tell us about the arts-related income of artists?

Annual Income from Art	No. of Artists	% of Total
Less than \$10,000	148	50.7%
\$10,000 - \$30,000	83	28.4%
\$30,001 - \$50,000	30	10.3%
\$50,001 - \$70,000	11	3.8%
More than \$70,000	9	3.1%
Unknown	11	3.8%

Note that many artists work part time on their art and hold other jobs that generate income. Arts-related income cannot be interpreted as total personal income.

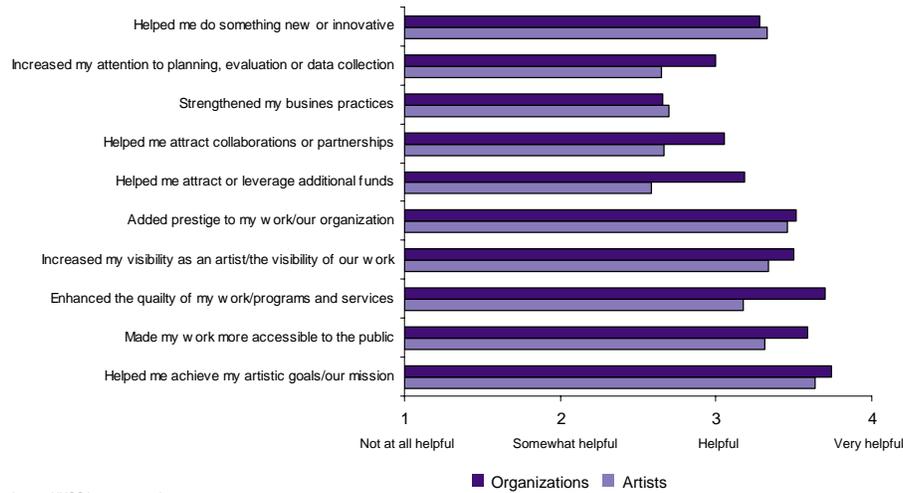


What does the survey tell us about the benefits of NHSCA grants?

- ✓ 59% of organization respondents are NHSCA grantees
- ✓ 31% of artist respondents are NHSCA grantees



What does the survey tell us about the benefits of NHSCA grants?



Among NHSCA grantees only.



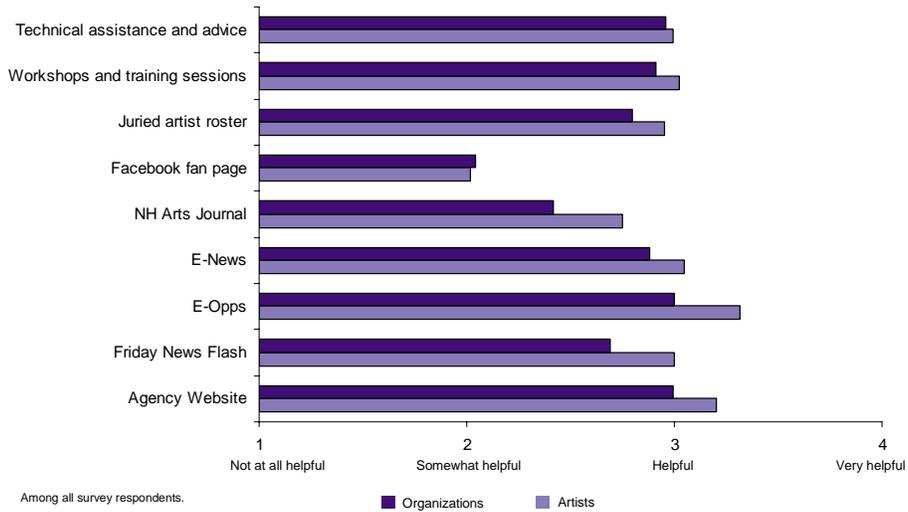
What does the survey tell us about the benefits of NHSCA grants?

Grants	Artists	Organizations	Overall Average
Artist Entrepreneurial Grants	3.24	2.98	3.16
Artist Fellowship	3.66	3.13	3.50
Artist in Health Care Grants	3.26	2.54	3.04
Artist in School Residency Grants	3.49	3.10	3.37
Percent for Art	3.41		3.41
Project Grants	3.43	3.59	3.48
Traditional Artist Apprenticeships	3.33	2.95	3.22
Traditional Artist Project Grants	3.31	2.78	3.15
Operating Grants		3.71	3.71
Organizational Support Project Grants		3.38	3.38
Cultural Conservation Grants		2.62	2.62
Cultural Facilities Grants		2.89	2.89
Arts in Education Leadership Grants		2.98	2.98

4 - Very Important 1 - Not at all important



What does the survey tell us about the value of NHSCA services?



What are the top concerns of New Hampshire organizations?

Top 10 Concerns

Challenges	Importance
Securing funding	3.75
Increasing community involvement	3.56
Achieving public visibility for our work	3.55
Managing our budget	3.42
Developing partnerships or collaborations	3.40
Developing our board	3.30
Managing our operations	3.30
Strengthening our artistic programming	3.29
Strengthening our educational programming	3.28
Adapting to changing audiences	3.16
Conducting planning or evaluation	2.99
Managing or recruiting volunteers	2.99
Improving our use of technology	2.95
Addressing staffing issues	2.74
Acquiring technology	2.71
Repairing/renovating our facility	2.49
Acquiring space	2.18

1 = not important 4 = very important

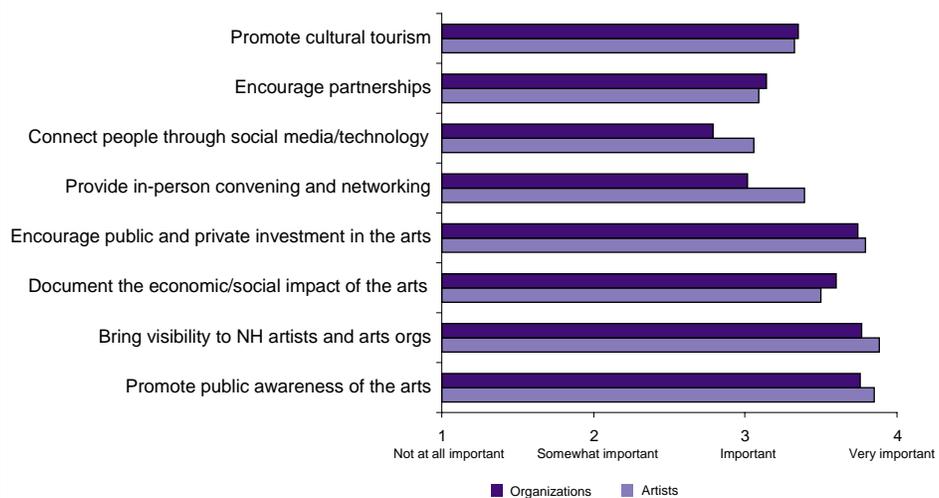
What are the **top concerns** of New Hampshire **artists**?

Top 10 Concerns

Challenges	Importance
Marketing my work	3.35
Increasing my earnings from sales, commissions or engagements	3.26
Gaining artistic recognition	3.22
Gaining community recognition	3.02
Networking with other artists	2.96
Health insurance	2.82
Securing grants or funding sponsors	2.80
Access to performance exhibition or sales space	2.77
Securing equipment, materials or supplies	2.70
Professional development or education	2.67
Using technology	2.63
Copyright issues	2.50
Finding employment	2.43
Acquiring technology	2.42
Access to studio or rehearsal space	2.34
Business planning	2.31
Getting other legal services	2.23
Affordable housing	2.10
Securing loans	1.36

1 = not important 4 = very important

What **leadership roles** should NHSCA play?



Qualitative Questions

- ✓ What other challenges are you facing?
- ✓ What do you value the most about NHSCA?
- ✓ What could NHSCA change or improve?
- ✓ Other suggestions or advice?

Are being used to inform:

- Strategic plan update
- Implementation of strategic plan
- Design of workshops and technical assistance services
- Future grant guidelines
- Communications strategies & content

Special Analyses Also Conducted

- ✓ Supplemental analysis of “North Country” respondents and responses
- ✓ Grants and service ratings by size and type of organization
- ✓ Cross-tabulations of audience trends by organization size and financial status
- ✓ Responses by length of NH residency or incorporation age