



Working Together Evanston

Research Overview for the Evanston Community
23 March 2006

evanston!communityfoundation
illinois arts alliance/foundation

Working Together Evanston Project Team



Illinois Arts Alliance (IAA)

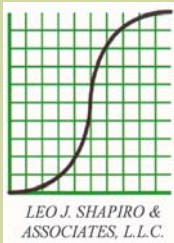
Lisa May Simpson



Momentum Strategy Group LLC

www.MomentumStrategyGroup.com

Cynthia Vahlkamp



Leo J. Shapiro & Associates LLC

www.LJS.com

Owen Shapiro
Elbert Singleton
Steve Zahradnik
John Alfonzo
Aaron Deacon
Devon Fason



**Conventions, Sports Leisure
International**

John Kaatz
Kristoffar Nelson

Agenda

- Purpose
- Methodology
- Who We Talked To
- Summary Findings
- Detailed Findings Arts Organizations
- Detailed Findings Individual Artists
- Concluding Remarks
- Questions & Discussion

Goals of Working Together Evanston

- **Research** the identity, needs, perspectives, concerns, priorities of arts organizations and individual artists in Evanston
- **Quantify** the economic impact especially of arts organizations
- Use that information as a **springboard to actions** that will enhance the **economic and artistic vibrancy** of Evanston for all its citizens

Key Research Questions


- Who are Evanston's arts organizations and artists?
- What are their perspectives on the key factors necessary for a vibrant arts community
 1. Validation
 2. Demand and Markets
 3. Material support
 4. Communities & Networks
 5. Training and Professional Development
 6. Information
- What kind contributions do they make to Evanston?
- What distinguishes the highest economic contributors?
- What strategies can increase and accelerate the economic contribution of the next tiers of arts groups and artists?
- "Arts is the Heart of Evanston" – a status report
- What is the economic impact of this sample?

Methodology

- Public invitation for arts organizations and individual artists to participate
 - Email lists, press release, postings around town, word-of-mouth
- Screened for fit with study criteria
- In-depth quantitative study
- Two surveys based on prior Working Together work but expanded and tailored to Evanston
 - More in-depth and enabling comparisons with other studies
 - Building on Urban Institute research on requirements for a culturally vibrant community
- Surveys executed online with ability to complete in multiple sessions
- Confidentiality guaranteed
- Analyzed using descriptive and explanatory techniques

Who Did We "Talk" To?

- 33 arts organizations of which 85% were non-profits
 - from a sample of 89 fulfilling our criteria
 - Arts-focused
 - Within Evanston city limits
- 70 individual artists
 - From a mailing of 451
 - Tight screening criteria to match other arts research:
 - adults 18+
 - have expert artistic skills
 - have received artistic education or training (formal or informal)
 - attempt to derive income from those skills
 - actively engaged in creating art and presenting it to the public



Why Should We Listen to these Arts Organizations?

Why Should We Listen?



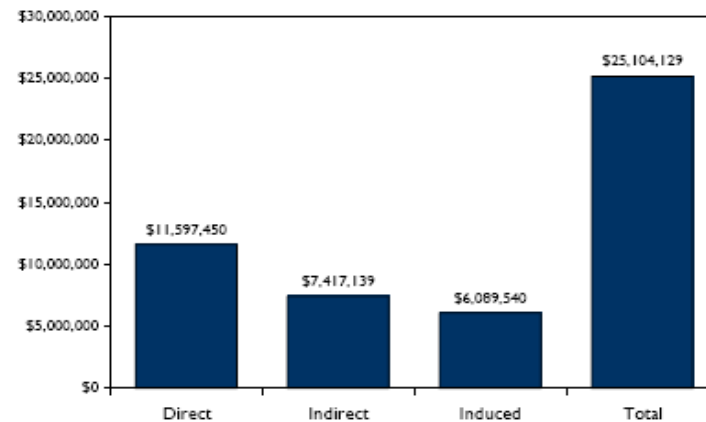
- The 25 non-profits in our sample contribute **\$25.1 million in total economic impact to Evanston**
 - Excludes the five for-profit organizations
 - Based on established methodology for projecting economic impact from direct spending data
 - If projected to the 89 non-profits in the study's qualified distribution list, the economic impact could be as high as \$89.3 million

Economic Impact of Non Profits in Sample

\$25.1 M in total economic impact comprised of:

- \$11.6 M in direct expenditures
- \$7.4 M in indirect impact from the re-spending of direct expenditures within Evanston
- \$6.1 M of induced impact through positive changes in employment, personal earnings, and taxes generated by population levels associated with the direct expenditures

Summary of Total Output –
Evanston Not-for-Profit Arts Organizations



Why Should We Be Interested in What
the **Artists** Have to Say?

Why Should We Listen to Artists?

- Evanston is home to significantly more artists than the national average
 - Evanston attracts up to 10X more artists than the national average of 1.8%
- The artists in this sample have
 - high civic involvement,
 - high voter participation,
 - majority economic contribution to their households,
 - high economic contribution to local businesses, and
 - high support of the “arts business” as audience members

Why Should We Listen to Artists?

- 94% of the artists in this survey are **registered to vote** with 45% reporting voting in all the general and primary elections
- 54% **volunteer** for community service, civic organization or serve on local boards
- **74% have a graduate or professional degree**, over 2X the Evanston average
- They **contribute to the economy** of Evanston through personal income from their arts (83%), supporting Evanston businesses (up to 83% depending on category of goods/services)
- They are the **primary wage earners** in their households, contributing from 57% to 100% of their household's income

Who Are the Artists in this Survey?

	City of Evanston	Total U.S.
Employed in “Arts, entertainment, recreation, accommodation and food services”	6,851	2,522,000
% Civilian Work Force	17.9%	1.8 %
Source: U.S. Bureau of Census, 2001		

Who Are the Artists in this Survey?

		SURVEY SAMPLE (N = 70)	INDEX TO EVANSTON TOTAL GENERAL POPULATION
MARITAL STATUS			
	Married	80.0%	170
	Divorced	7.1%	86
	Never Married	5.7%	14
	Living as Married	4.3%	
	Widowed	2.9%	54
EDUCATIONAL ATTAINMENT			
	High School Graduate	1.4%	13
	Some college, no degree	5.7%	38
	Bachelor's degree	18.6%	64
	Graduate or Professional Degree	74.3%	224

Who Are the Individual Artists in this Survey?

- Evanston Individual Artists are active in their community
- Nearly all are registered to vote
 - 45.5% of these individuals vote in **all** the general and primary elections
- Over half volunteer for community service, civic organizations or serve on any local boards or committees
 - participation only increases with an individual's age

	Total Sample	Caucasian	Non-Caucasian
Registered To Vote	94%	97%	75%

	Total Sample	20 -39	40-59	60+
Volunteer for Community, Civic Service, Boards, Committees	54%	43%	51%	67%



Want to hear more?



Arts Organizations

Detailed Findings

Who Are the Arts Organizations in this Survey?

TYPE OF ORGANIZATION	Sample	Percent
Performing group	8	24%
School of the arts	4	12%
Arts service org	3	9%
Gallery	3	9%
Arts center	2	6%
Arts council or agency	2	6%
Community service org	2	6%
Cultural series org	2	6%
Charitable foundation	1	3%
Cinema	1	3%
College or university	1	3%
Fair or festival	1	3%
Government	1	3%
Literary magazine	1	3%
Museum	1	3%
TOTAL	33	

	Sample	Percent
Non Profit 501C3	25	76%
Other Non Profit	1	3%
City Government	2	6%
For Profit	5	15%
Total	33	100%

FULL TIME MGMT STAFF	Sample	Percent
1	7	21%
2	3	9%
3	2	6%
4	3	9%
5	3	9%
NONE	15	45%

Who Are the Arts Organizations in this Survey?

TOTAL OPERATING BUDGET	SAMPLE	PERCENT
< \$100,000	10	30%
\$100,000 – 199,000	7	21%
\$200,000 – 299,000	1	3%
\$300,000 – 399,000	2	6%
\$400,000 – 499,000	1	3%
\$500,000 – 599,000	2	6%
\$600,000 – 999,000	2	6%
\$1,000,000+	5	15%
Zero	2	6%
Don't know/No answer	1	3%
Mean	\$1,089,179	
Median	\$150,013	

- Half of the organizations have annual operating budgets < \$200,000
- 5 of the 33 organizations have operating budgets in > \$1million
- Mean operating budget of \$1.1 million
- Many differences in survey responses are driven by size of operating budget

Arts a Growing Industry with More Potential Demand

- The total audience served in Evanston is increasing as are the number of events offered
 - Growing just over 8% past two years
 - Only 36% of the organizations feel they are tapping more than 50% of their potential audience
 - The audience served in 2005 is 4 times the total Evanston population and 5.7 times the Evanston Population Aged 21+

	AUDIENCE SERVED AND GROWTH VS. YEAR AGO	MEAN NUMBER OF EVENTS OFFERD
2005	303,000 (+8.6%)	56.2 (+43.7%)
2004	279,000 (+7.7%)	39.1 (11.7%)
2003	259,000	35.0

What Percent of your Target Potential Audience do you Feel you are Tapping?	
< 25%	18%
26 – 50%	45%
51 – 75%	36%
75%	--

What are their sources and levels of Revenue?

- In 2005, these organizations were successful in meeting nearly half (**46%**) of their **income through earned income** comprised of ticket/program sales and income from other contract services and workshops
- Fundraising – whether grants, gifts or events – contributed another 36%

	2005 Revenue	%
Earned income from ticket/program sales	\$3,973,497	36%
Individual Contributions/Gifts	\$1,685,970	15%
Dues and other income	\$1,678,578	15%
Corporate/Foundation Grants and Awards	\$1,292,379	12%
Earned income contract services/workshops	\$1,150,545	10%
Fundraising events	\$714,186	6%
Investment income	\$239,811	2%
Government Grants/Awards	\$221,496	2%
Other special events	\$114,312	1%
Total	\$11,070,774	100%

An Analytic Tool that Proved Revealing

Three Equal Sized Groups Clustered by Operating Budget	
Smallest 11 Organizations ("Small")	\$ 0 to \$24,500
Middle 11 Organizations ("Medium")	\$24,500 to \$199,999
Largest 11 Organizations ("Large")	\$200,000+

Most Pressing Problems Differ by Operating Budget

- The most pressing problems vary by size of operating budget and, secondary, by years of operation
- As operating budgets grow, marketing/audience development gives way to fundraising as the primary concern.
- The smallest and largest organizations have the widest range of issues to face; mid sized organizations are focus on four key areas

Most Pressing Problems Faced			
TOTAL	SMALL	MEDIUM	LARGE
Fundraising (54%)	Marketing/Audience Development (36%)	Fundraising (82%)	Fundraising (54%)
Marketing/Audience Dev. (42%)	Expense Growth (36%)	Marketing/Audience Development (64%)	Facilities Maintenance, Improvement, Change (45%)
Board Development (36%)	Programming (36%)	Board Development (54%)	Board Development (36%)
Strategic Planning (30%)	Volunteer Development (36%)	Strategic Planning (36%)	Marketing/Audience Development (27%)
Expense Growth (27%)	Strategic Planning (27%)		Strategic Planning (27%)
	Membership Development (27%)		Expense Growth (27%)

What Factors Are Very Important to Keep Your Organization in Evanston?

These top the list and are the most actionable factors to the organizations with the biggest economic impact:

- **Support of Community Leaders**
- **Support system for the arts**
- **Good places to exhibit/perform**
- **Professional network**
- **Affordable work space**
- **Reputation of Arts in Evanston**
- **Public Transportation**

MEDIUM		LARGE	
Support of Community Leaders	82%	Proximity to Chicago	54%
Cost/Hassel of Relocation	82	Professional network	45
Support System for Arts	64	Cost/Hassel of relocation	45
Good places Exhibit/Perform	64	Support of Community Leaders	45
Affordable Work Space	54	Impact of Evanston to Reputation	36
Reputation of Arts in Evanston	54	Proximity to Staff homes	36
Community Spirit	54	Public Transportation	36
Ethnic Diversity	54		
Professional Network	45		
Public Transportation	45		
Proximity to Chicago	45		
Media Coverage	45		
Arts & Oth Cultural Events	45		
Variety/Quality Restaurants	45		
Available Parking	45		

Lots of Issues but Short List of Most Important (asked 3 ways)

- To improve the health of the arts in Evanston
 - Support system for the arts (18%)
 - Good places to exhibit perform (12%)
 - Support of community leaders (12%)
- To improve their organization in particular
 - Support system for the arts (18%)
 - Good places to exhibit perform (12%)
 - Business opportunities (18% of Medium Sized)
 - Media coverage (18% of Medium Sized)
- To improve the health and vitality of Evanston in general
 - Arts and other cultural activities (15%)
 - Business opportunities (12%)

Arts & Business Collaboration: Needed & Wanted

- 75% think arts groups and business leaders either don't meet regularly or don't know if they do; only 24% say they do
- 85% support collaboration between arts and business
- 33% think it is critical; 81% think it is critical + important
- Only 3% strongly agree their community is stronger than it was a year ago because of arts and business partnerships
- But 27% are "very optimistic" and another 52% are "somewhat optimistic" that these groups can work together for mutual benefit
- What's needed to make this happen?
 - Leadership (24%)
 - Time/Availability (15%)
 - Opportunity for communication (15%)



Checking the pulse on being citizens of Evanston

Arts Organizations as Citizens of Evanston

Percent Strongly Agreeing

	TOTAL	SMALL	MEDIUM	LARGE	BEFORE 1980	1980 – 1999	2000 - 2005
Our organization has a strong stake in this community	52	27	73	54	57	58	29
Our organization and staff enjoy working in Evanston	51	54	54	45	64	50	29
Working in Evanston enhances our group's economic well being	27	27	36	18	29	33	14
Working in Evanston enhances our group's artistic well being	15	18	18	9	21	17	--
Business people view artists and arts groups as important to the economy of this community	6	9	-	9	14	-	-
Evanston's reputation as a great place to live matches the reality	3	9	--	--	7	--	--

Are the Arts the Heart of Evanston?

(% Strongly Agreeing + % Agree – “top 2 box”)

AREAS OF RELATIVELY STRONG AGREEMENT	TOTAL	SMALL	MEDIUM	LARGE
Evanston attracts residents that are more interested in arts participation than average adult	76%	73%	82%	73%
Evanston has a vibrant arts community that enjoys much public support	67	73	73	54
Evanston arts organizations are struggling for economic survival more than businesses in Evanston	54	54	45	64

Are the Arts the Heart of Evanston?

% Strongly Agreeing + % Agree

AREAS OF MODERATE AGREEMENT	TOTAL	SMALL	MEDIUM	LARGE
Evanston arts organizations are struggling for economic survival more this year than last year	45	46	54	45
Evanston has been losing arts revenue to the city of Chicago	39	18	54	45
Behavior of Evanston Government Leaders Supports "Arts the Heart of Evanston"	36	36	45	27

Are the Arts the Heart of Evanston?

% Strongly Agreeing + % Agree

AREAS OF WEAK AGREEMENT	TOTAL	SMALL	MEDIUM	LARGE
The behavior of the typical Evanston voter supports the slogan "Arts the Heart of Evanston"	18	--	36	18
The arts in Evanston are in jeopardy	18	27	9	18
Evanston government officials understand well the requirements of having a vital and vibrant arts community	18	9	27	18
Evanston arts donations are as strong as ever	12	9	27	18
Evanston arts organizations are struggling for economic survival more than arts organizations in other communities	6	--	--	18

Summary Findings So Far

- The arts help drive the economic engine of Evanston directly and indirectly
- The arts help attract and retain high quality, engaged citizens
- Arts as measured by audience size is a “growth industry” in Evanston
 - Audience size totaled 303,000 in 2005
 - Recent growth rate of 8% past three years
 - 63% of arts organizations feeling they are reaching only half their potential audience

Summary Findings So Far

- Arts organizations don't fully understand the magnitude or mechanism for their economic contribution or where this ranks relative to other investment alternatives in the city
 - Individual artists unclear as well
- Organizational needs and priorities differ by size of operating budget, so strategies must be tailored by organizational size and stage of development. Target your strategies!

Summary Findings So Far

- “Improved support system for the arts,” “more and better places to exhibit/perform,” “the support of community leaders” are needed and wanted
- Arts organizations believe that collaboration among arts, business and government is critical but gaps/barriers include
 - Lack of leadership
 - Informed/tailored agenda
 - Timing that dovetails with the seasonality of the arts business.



Individual Artists

Detailed Findings

Who Are the Evanston Artists in this Survey?

Demographic Profile

		SURVEY SAMPLE (N = 70)	INDEX TO EVANSTON TOTAL GENERAL POPULATION
AGE			
	20 – 39	10%	21
	40 – 59	64%	194
	60+	26%	137
GENDER			
	Male	54.3%	115
	Female	45.7%	86
ETHNICITY			
	Caucasian	88.6%	136
	African-American	2.9%	13
	Asian-American	1.4%	23
	Native American	1.4%	700
	Other	5.7%	190

Who Are the Evanston Artists in this Survey?

Demographic Profile

	SURVEY SAMPLE (N = 70)	INDEX TO EVANSTON TOTAL GENERAL POPULATION
MARITAL STATUS		
Married	80.0%	170
Divorced	7.1%	86
Never Married	5.7%	14
Living as Married	4.3%	
Widowed	2.9%	54
EDUCATIONAL ATTAINMENT		
High School Graduate	1.4%	13
Some college, no degree	5.7%	38
Bachelor's degree	18.6%	64
Graduate or Professional Degree	74.3%	224

Who Are the Evanston Artists in this Survey?

Career Stage, Discipline, Level of Activity

Primary Discipline	
Music	32.9%
Visual Arts	32.9%
Literature	10.0%
Photography	7.1%
Crafts	5.7%
Multi-Disciplinary	5.7%
Design Arts	2.9%
Interdisciplinary	2.9%

Self Reported Career Stage	
Emerging	24.3%
Mid Career	44.3%
Master or Senior	31.4%

Hours/Week on Artistic Pursuit	
8 or less	14.3%
9 – 20 hours	28.6%
21 – 40 hours	37.1%
41+ hours	20.0%

Who Are the Evanston Individual Artists in this Survey?

As Arts Audience Members

- Evanston Individual Artists as a group attended 37.9 events on average in the past 12 months
- Evanston venues captured about one-fifth (22%) of their total past year arts attendance
- Chicago receives the majority of their arts attendance, capturing nearly 50% of their attendance occasions
- Evanston individual artists attended 4 primary types of arts events
- Their arts attendance extends to cities outside Chicago including international locations

	Average # Events Past Year	Share of Arts Attendance
Chicago	18.0	47%
Evanston	8.2	22%
Other U.S.	4.9	13%
International	3.9	10%
Other Chicago Suburbs	2.9	8%
Total	37.9 events	100%

The Big Four (Share within each Location)	EVANSTON	CHICAGO	TOTAL
Art Gallery or Museum	28%	43%	40%
Classical Music	22%	18%	20%
Play, Musical, Live Theatre	18%	17%	15%
Pop or Jazz	15%	10%	10%

4 Primary Ways the Data were Analyzed

1. By Primary Source of Income
 - Artist – through their creative output itself
 - Arts-related employment
 - Non-Arts Related employment
2. By Age
 - 20 – 39
 - 40 – 59
 - 60+
3. By Ethnicity
4. By Economic Contribution to Evanston

Economic Contribution to Evanston of Individual Artists

3 GROUPS OF EQUAL SIZE DEFINED BY LOWER, MEDIUM, HIGH ECONOMIC CONTRIBUTION

Economic Contribution (EC) =

- + Workspace Expenses
- + Values of Improvements Past 5 years
- + 50% x Projected Improvements
- + Value of Services/Products Used/Bought in Evanston
- + Personal Support of Evanston Arts Events (valued at \$20 per event attended)

Primary Sources and Level of Income

- **83%** of the sample received personal income from their **own creative activity**.
 - “Artist as Primary Source of Income” earned the highest median level of income from this source (\$19K). It is their single largest source of personal income (36%) and makes up 21% of their household income
- **Arts grants and awards** make up the smallest contribution to personal income. Only 10% received a grant last year and the median value was only \$1,000.
- All groups contribute a significant proportion of their total **household income**, ranging from **57% to 100%**
- The median personal income of this group was reported at \$65,000
 - This is \$9,000 more (+16%) than the Evanston median based on Census data.

Primary Sources and Median Income Levels

	% Saying Is a Source of Personal Income	% "Source of Personal Income" and Median Income from Source (\$ in thousands)					
		Artist	Arts Related	Non Arts Related	Low	Medium	High
Creative Activity Itself	83%	100%	81%	62%	87%	78%	83%
	\$8.5	\$19.0	\$10.0	\$5.0	\$6.7	\$17.0	\$7.8
Arts Related Work	54%	46%	87%	27%	52%	48%	62%
	\$20.5	\$5.5	\$47.5	\$2.0	\$25.0	\$8.0	\$20.0
Arts Grants and Awards	10%	9%	15%	4%	13%	9%	8%
	\$1.0	\$0.2	\$2.5	\$1.0	\$1.0	\$1.6	\$1.1
Non-Arts Related Work	39%	18%	31%	68%	39%	39%	38%
	\$25.0	\$18.5	\$15.0	\$58.0	\$58.0	\$20.0	\$25.0
Other Personal Earnings	19%	4%	23%	27%	4%	30%	21%
	\$10.0	\$10.0	\$9.0	\$8.5	\$2.0	\$10.0	\$8.0
PERSONAL INCOME % of MEDIAN HOUSEHOLD INCOME	67%	59%	88%	58%	100%	61%	57%

Note: Median personal income in Evanston of year round full time workers is \$56,335

What about Living and Working in Evanston Facilitates/Hinders “My Work as an Artist”?

■ Space and safety – but mostly space

	LOW EC	MEDIUM EC	HIGH EC
FACILITATES MY WORK AS AN ARTIST	Quality of Local Space Availability of Local Performance Space Specification of Local Space		Safety of Neighborhood around Work Space
ADEQUATE/ DOESN'T MATTER/ FRUSTRATING BUT NOT BARRIER	Safety of Neighborhood around Work Space	Safety of Neighborhood around Work Space	
BARRIER TO MY WORK AS AN ARTIST			Cost of Local Performance Space Specs of Local Space Avail of Performance Space Quality of Space

Building Blocks of Vital Arts Infrastructure: Demand

% Saying These Factors Very Important to Continue to Live/Work in Evanston	Primary Source of Personal Income			Race		Economic Contribution to Evanston		
	Artist	Arts related	Non Arts Related	Cauc.	Non- Cauc.	Low	Medium	High
Reputation of the Arts in Evanston	36	12	36	26	38	22	30	29
Good Place to Sell Work	32	19	14	23	12	22	22	21
Good Place to Exhibit/Perform	27	19	18	21	25	22	17	25
Media Coverage	27	12	27	24	0	22	22	21
Impact of Evanston on my Reputation	18	4	14	11	12	9	13	12
Business Opportunities	18	8	18	16	--	17	17	8

What is Single Most Critical to be Addressed to Attract More Audience Members to Evanston Arts Events

		TOTAL	ARTIST	ARTS RELATED	NON ARTS RELATED
	Parking	# 1	2	2	1
	Availability Of Venues	# 2	1	7	1
	Higher Quality Programming	# 3	6	1	--
	Overall Economic Well Being Of Evanston Citizens	# 4	2	4	8
	More Media Awareness Of Cultural Programming	# 5	4	5	3
	Schools	# 6	--	2	3
	Perceived Crime	# 7	9	5	3
	Overall Economic Status/Situation In Evanston	# 8	5	7	7
	More Distinctive Or Unique Cultural Programming	# 9	6	7	7
	Crime (Real)	# 10	6	--	6

Building Blocks of Vital Arts Infrastructure: Material Support

% Saying These Factors <u>Very Important</u> to Continue to Live/Work in Evanston	Primary Source of Personal Income			Race		Economic Contribution to Evanston		
	Artist	Arts related	Non Arts Related	Cauc.	Non-Cauc.	Low	Medium	High
Public Transportation	54	42	54	52	38	56	44	50
Available Parking	36	19	41	29	50	22	39	33
Variety of Local Businesses	36	4	27	24	--	26	17	21
Affordable Work Space	32	15	41	29	25	30	35	21
City Services	32	15	46	29	38	35	22	33
Local Retail Shops	32	--	18	18	--	17	13	17
Easy Access to Equipment & Supplies	27	4	32	23	--	4	26	29
Available Work Space	27	15	36	27	12	30	30	17
Arts Related Employment	18	35	36	31	25	35	26	29
Non Arts Related Employment	9	4	32	16	--	22	9	12

Building Blocks of Vital Arts Infrastructure: Training & Professional Development

% Saying These Factors <u>Very Important</u> to Continue to Live/Work in Evanston	Primary Source of Personal Income			Race		Economic Contribution to Evanston		
	Artist	Arts related	Non Arts Related	Cauc.	Non-Cauc.	Low	Medium	High
Arts & Other Cultural Activities	50	19	50	40	25	39	35	42
Presence of Northwestern University	41	27	23	32	12	39	26	25
Support System for My Art	14	12	36	19	25	22	13	25

Building Blocks of Vital Arts Infrastructure: Communities & Networks

% Saying These Factors Very Important to Continue to Live/Work in Evanston	Primary Source of Personal Income			Race		Economic Contribution to Evanston		
	Artist	Arts related	Non Arts Related	Cauc.	Non- Cauc.	Low	Medium	High
Proximity to Chicago	77	69	64	69	75	61	83	67
Ethnic Diversity	64	35	36	44	50	30	56	46
Community Spirit	64	31	36	44	38	30	56	42
Proximity to My Home	59	62	68	63	62	61	61	67
Personal Ties	50	58	64	58	50	35	65	71
Support from Community Leaders	41	27	27	31	38	26	35	33
Community Organizations	18	15	23	19	12	22	13	21

Building Blocks of Vital Arts Infrastructure: Well-Being Factors

% Saying These Factors <u>Very Important</u> to Continue to Live/Work in Evanston	Primary Source of Personal Income			Race		Economic Contribution to Evanston		
	Artist	Arts related	Non Arts Related	Cauc.	Non- Cauc.	Low	Medium	High
Safety of the City	68	54	68	63	62	65	61	62
Cleanliness of the City	59	23	41	42	25	39	48	33
Architectural Aesthetics of the City	50	35	50	45	38	48	39	46
Quality of Parks and Recreation	46	23	41	36	38	26	39	42
Environmental Quality	41	27	50	40	25	39	35	42
Variety/Quality of Restaurants	27	12	54	32	12	30	22	38

Concluding Remarks

- Level of respondent participation demonstrates the degree in interest, enthusiasm, development, and sophistication of Evanston artists and arts organizations.
- Research helps reframe a discussion of “the arts” from quality of cultural life to one of economic vitality for those directly and positively affected by the arts in real terms:
 - artists and their households
 - arts organizations
 - local businesses
 - city government
- The Research also helps reframe the question from “whether to support the arts” to more targeted questions that maximize the effort and its impact
 - **How** best -- based on current roadblocks and needs?
 - **Which** organizations? **Which** artists?
 - With **What Desired Outcome?**
 - **Who best** to champion and **how best** to organize?

Concluding Remarks

- Arts Organizations and Individual Artists identified needs in all of six building blocks of a vital arts community. Working Together Evanston an important first step on “Information.”
 1. **validation**
 2. **demand and markets**
 3. **material support**
 4. **communities & networks**
 5. **training and professional development**
 6. **information**
- Within each area above, focus on those needs the research identified as
 - **Most important**
 - **With the biggest gaps vs. The current situation**
 - **Where collaboration is necessary for win-win outcomes.**

Concluding Remarks

- Evanston will benefit economically and culturally by addressing the infrastructure and “support system” requirements of its medium and large arts organizations;
 - Separate efforts will increase the odds of tailored solutions and high collaboration
- A vibrant arts industry must have successful individual artists who can support themselves and their families through their creative effort. Win-win efforts can be found in the following areas:
 - Parking
 - Quality, Quantity, Affordability and Specifications of Space
 - Media Awareness and Public Validation/Celebration
 - Capacity building

Concluding Remarks

- Finally, the survey generated hundreds of pages of detailed data for “action groups” to reference as they drill down and develop recommendations.



Thank You.

It's been a pleasure.



Questions & Discussion