



Building Austin's Creative Capacity:
Creative Sector Needs Assessment

Summary Presentation

City of Austin
Cultural Arts Division
Economic Development Department
Janet Seibert, Civic Arts Program Consultant
Vicky Valdez, Small Business/Cultural Arts Manager
Sylvia Holt-Rabb, Assistant Director City of Austin

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Christine Harris

808A Oak St., San Francisco, CA 94117
tel 415.796.3060 wolfbrown.com

Research Objectives

Objectives of the Creative Sector Needs Assessment:

- identify support structure needs of Austin’s nonprofit arts/culture organizations and individual creatives*
- identify gaps between the support structure services needed and those offered*
- provide report on findings and identify recommendations to guide CAD’s support and capacity building services*

Scope of Inquiry

- Survey of Individual Creatives
 - *produce artistic, cultural or creative content*
- Survey of Arts and Cultural Organizations
 - *nonprofit arts, culture and heritage organizations operating in nonprofit and public sectors*





Research Methodology



Research Components

- Steering Committee - survey beta tested
December 2014
- Survey online -
January 14 - March 14, 2015
- Community meeting - May 2015
- Focus groups - September 2015
Hispanic/Latino
Asian American
African American

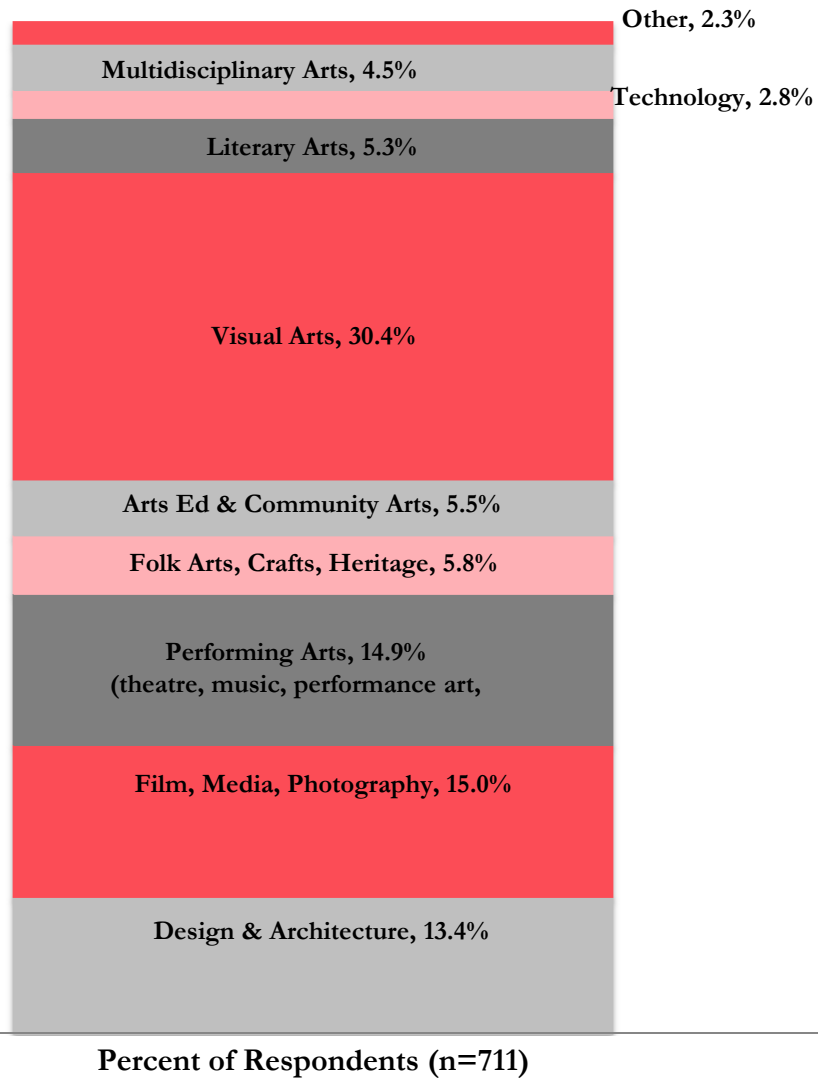


Individual Creatives

- 978 respondents started
- 528 respondents completed
- Additional 190 provided useable data
- Total of 718 respondents



Disciplines



Ethnicity of Survey Respondents

	Percent of respondents	Austin-Round Rock MSA*
African American or Black	2.7%	7.5%
Asian	3.3%	5.2%
Native American or Alaska Native	2.3%	0.8%
Native Hawaiian or Other Pacific Islander	0.4%	0.1%
White	78.1%	71.7%
Hispanic	8.9%	32.5%
Non-Hispanic	79.2%	67.5%



Non-Profit Arts and Cultural Organizations

- 103 respondents started
- 67 respondents completed
- Additional 19 provided useable data
- Total of 86 respondents



Type of Organization

Advertising and Public Relations	2
Art Gallery	7
Arts Education, K-12	4
Arts Facility/Venue	4
Dance Company	6
Design Services	3
Fine Arts School	2
Motion Picture, Video and Sound Recording	3
Museums	3
Musical Group	4
Professional and Management Development Services/Training	4
Theatre Company	14
Other Education and Instruction	1
Other Performing Arts Organization	7
All other	22



Budget Size of Organization

- 36% operate on less than \$50,000 per year
- 25% fall between \$50,000 and \$200,000
- 22% are between \$200,000 and \$1 million
- 17% have budgets over \$1 million, including six organizations with budgets over \$5 million



Focus Group Composition

- Four focus groups
 - 50+ participants in total
 - Community session - May 2015
 - Hispanic/Latino, Asian American, and African American sessions
 - September 2015
- 80% longtime residents + 20% new residents
- Evenly split –
 - individual creatives and nonprofit organizations
- Good mix of artistic disciplines



Key Findings



Assessment of Existing Resources

- *Appreciate variety of support services available – but experience barriers to access*
- *Not enough accessible information about resources and services*
- *Insufficient marketing, publicity and branding*
- *Can't find time*
- *Cost can be prohibitive*



Service and Resource Preferences

- *Strong desire - networking and mentoring*
- *More attracted to informal and self-directed learning opportunities*
- *Interest in centralized information and professional development resources*
 - *online and/or physical*

Service and Resource Preferences, cont.

- *Individuals - continuing to hone creative skills more important than expanding business skills*
- *Ongoing financial support - key needed resource*
- *Topics of most interest to nonprofit organizations – generating earned and contributed revenue*



Assessment of Living and Working in Austin

- *Exciting creative ‘vibe’ and strong creative community in Austin*
- *Cost of living and working in Austin – serious concern*
- *Individual creatives – want to see more motivation to buy local Austin art*

Assessment of Living and Working in Austin, cont.

- Both rate Austin about 3.5 out of 5:
“a great place for creatives to live and work”
- Both rate Austin about 3.3 out of 5:
“I feel nurtured and supported by the community of creatives”
- Organizations rate Austin less than 3 out of 5:
“the arts and culture sector in Austin is well supported”

Diverse Communities Focus Groups

- General agreement with larger survey findings
- Differences:
 - *Want cultural centers - more suitable to all their needs*
 - *Small/one person organizations - little time or money to access services*
 - *Financial resources - very difficult to access*
 - *Audience development - very challenging*
 - *Rated Austin much lower - a supportive environment for creatives and organizations*
 - *Need - more basic business support services early in career*





Conclusions and Recommendations



Conclusions

- Strong desire - resources that will help them help themselves
- Can't access needed resources and services - cost or time
- Finding resource and service opportunities - challenging
- Desire - more networking and mentoring
- Strong interest - centralized resource



Recommendation Summary

1. Establish ongoing creative sector dialogue
2. Develop program delivery strategies
3. Develop centralized online resource
4. Address access to space
5. Develop a physical space for the creative sector



THANK YOU!



For more information, contact:

Sylnovia Holt Rabb

sylnovia.holt-rabb@austintexas.gov

