



Building Austin's Creative Capacity: Creative Sector Needs Assessment

Summary Presentation

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Economic Development Department
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AGENDA

- ❖ Introduction
- ❖ Steering Committee
- ❖ Research Objectives and Scope of Inquiry
- ❖ Research Methodology
- ❖ Key Findings
- ❖ Study Conclusions
- ❖ Recommendations
- ❖ Questions and Answers
- ❖ Community Prioritization of Recommendations
- ❖ Meeting Conclusion



Introduction

- City of Austin recognizing and supporting the economic impact of its creative sector for years
- Lines blurred between creative output of nonprofit arts/cultural organizations, individual creatives, and for profit creative enterprises
- The CreateAustin Cultural Master Plan, the Imagine Austin Plan, and the mission and goals of the Cultural Arts Division highlight need for creative sector resource and service support
- This *Creative Capacity* needs assessment designed to learn how individual creatives and nonprofit arts organizations access and use services



STEERING COMMITTEE

Ellen Bartel - Spank Dance

Jennifer Chenoweth - Generous Art

Laura Esparza - COA PARD Museums and Cultural Programs

Lulu Flores - Austin Arts Commission

Clifford Gillard - Capitol View Arts

Lyman Grant - ACC Arts and Humanities

Brent Hasty - mindPOP

Holly Herrick - Austin Film Society

James Jarrett - IC2

Joy Miller - COA EDD SBP

Kelli Montgomery - AVAA

Francie Ostrower - UT College of Fine Arts/LBJ School of PA

John Riedie - Austin Creative Alliance

Barry Silverberg - ACC Center for Nonprofit Studies

Craig Tounget - Austin Lawyers and Accountants (TALA)

Research Objectives

The objectives of the Creative Sector Needs Assessment are to:

- gather input from Austin’s nonprofit arts/culture organizations and individual creatives to identify their support structure needs;
- identify any gaps between the support structure services needed and those offered by nonprofit service providers in Austin;
- prepare a report of the findings and a set of recommendations to guide CAD’s future support and capacity building services.



Scope of Inquiry

- Survey of Individual Creatives
 - Individuals who produce artistic, cultural or creative content for consumption by others
- Survey of Arts and Cultural Organizations
 - Arts, culture and heritage organizations that operate in nonprofit and public sectors





Research Methodology



Research Components

- Steering Committee beta tested survey in December 2014
- Online survey launched January 14 and closed March 14, 2015
- Community meeting, May 2015
- Focus groups September, 2015 (Hispanic/Latino, Asian American, African American)

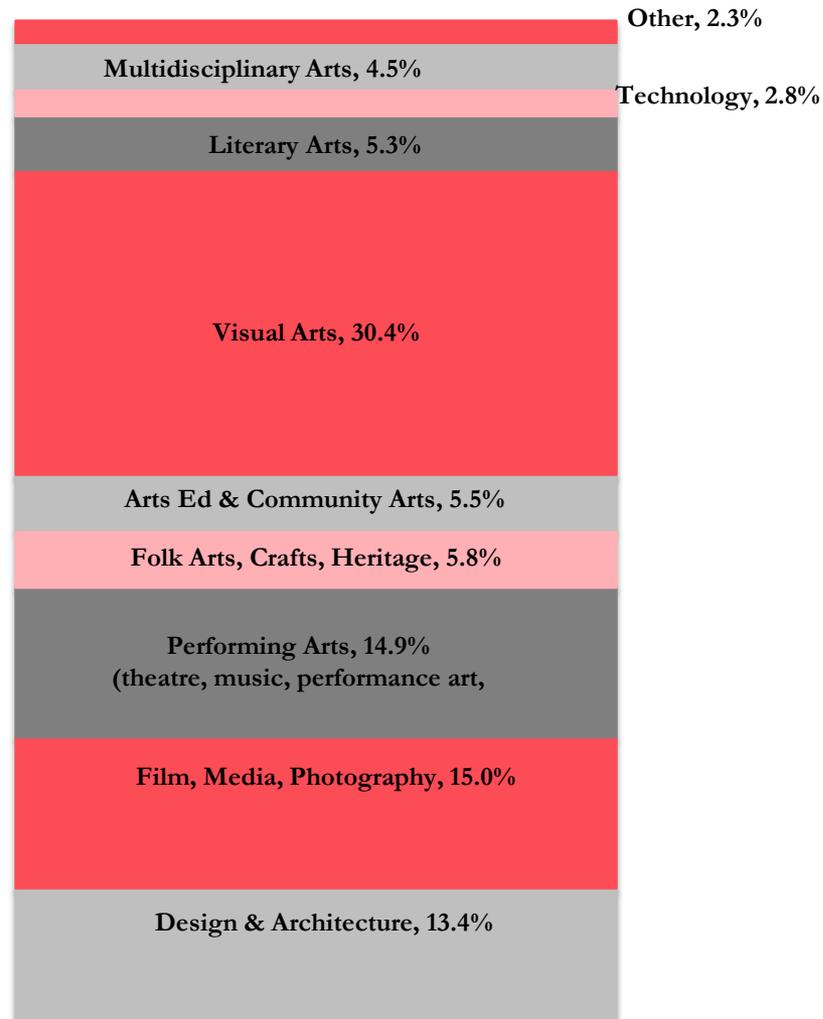


Individual Creatives

- 978 respondents started the survey
- 528 respondents completed in entirety
- Additional 190 provided useable data for at least one section of the survey
- Total of 718 respondents included



Disciplines



Percent of Respondents (n=711)



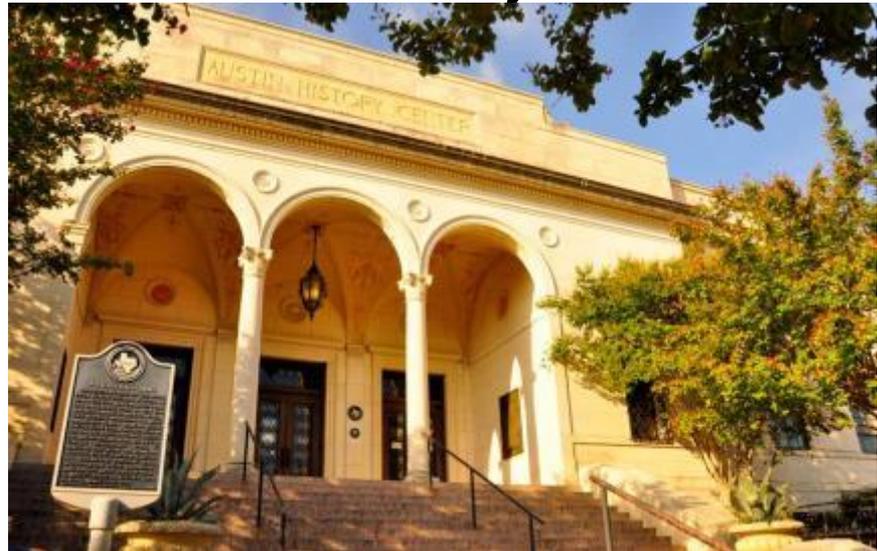
Ethnicity of Survey Respondents

	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 the survey
- 67 respondents completed in entirety
- Additional 19 provided useable data for at least one section of the survey
- 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, African American sessions, September 2015
- Most were longtime residents of Austin but about 20% were new residents
- Composition was about evenly split between individual creatives and nonprofit organizations
- There was a good mix of artistic disciplines in both individual creatives and organizations



Reports Provided to CAD

- Gap Analysis
 - How support services are accessed
 - Barriers in accessing services
 - Suitability of available resources
 - Expected future needs
- Conclusions and Recommendations
 - Summary of key findings from Gap Analysis, conclusions based on the findings, consultant recommendations
- Focus Group Report
 - Summary of additional three focus groups
- Executive Summary
 - Summary report of the entire research project



Key Findings



Assessment of Existing Resources

- Appreciate variety of support services available; experience barriers to access
- Not enough accessible information about resources and services
- Insufficient marketing, publicity and branding
- Many can't find time to take advantage
- Cost can be very prohibitive



Service and Resource Preferences

- Strong desire for 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.

- Continuing to hone creative skills is more important than expanding business management skills
- Ongoing financial support a key needed resource
- Topics of most interest to nonprofit organizations related to earned and contributed revenue

Assessment of Living and Working in Austin

- There is an exciting creative ‘vibe’ and strong creative community in Austin
- Cost of living and working in Austin is a serious concern
- Individual creatives would like to see more motivation to buy local Austin art from the public



Assessment of Living and Working in Austin, cont.

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

Diverse Communities Focus Groups

- General agreement with the survey findings
- Differences articulated:
 - Need their cultural centers to be more suitable to all of their needs
 - Many small/one person organizations have little time or money to access services
 - Financial resources are very difficult to access
 - Audience development is very challenging
 - Rated Austin much lower as a supportive environment for creatives and organizations in their communities
 - Need to have more basic business support services very early in career





Conclusions and Recommendations



Conclusions

- Strong desire for resources that will help them help themselves
- Often can't access needed resources and services because of cost or time
- Finding resource and service opportunities is challenging
- Clear desire for more networking and mentoring
- Strong interest in centralized resource



Recommendations

1. Establish Ongoing Creative Sector Dialogue

- Convene all service providers on a regular basis to review programs, discuss partnerships, limit duplication, and ensure representation of the needs of today's creative sector
 - Uniform taxonomy of available services
 - Publicity campaign to increase awareness
- Engage networks and build alliances across the creative sector
 - Regular creative sector dialogues on specific topics
 - Opportunities to bring all members of sector together
 - Build database of creative community members



Recommendations

2. Develop Program Delivery Strategies

- Expand online services and programming
 - Articles, videos, webinars
- Focus online resources on priority content areas
 - Publicity, donor cultivation, and communication (marketing/advertising)
- Develop mentor program for professional and creative development



Recommendations

3. Develop Centralized Online Resource

- Build a centralized online resource database for services and programs across all providers
 - knowledge “hub” of services
 - on demand resources
 - curated lists of links to resources in program content areas
 - user generated content such as job postings



Recommendations

4. Address Access to Space

- Identify and implement an available software option for a searchable online directory of spaces for creative activities
 - Identification, development and promotion of space would help maximize utilization of existing space resources
- Address zoning codes and other relevant City regulations to be supportive of the Creative Sector as part of the codeNEXT (Land Development Code Revision) process



Recommendations

5. Develop a Physical Space for the Creative Sector

- Build a physical resource center dedicated to nurturing and developing Austin's creative sector
 - incorporating a physical space with meeting spaces, online resources
 - staff, support services, reference materials, café, supplies, etc.



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





QUESTIONS AND ANSWERS



COMMUNITY PRIORITIZATION Of RECOMMENDATIONS



THANK YOU!



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