Welcome

Thank you for agreeing to take this survey to better understand your current use of space to create and share your art. The goal of this survey is to take stock of current use and potential resources and facility needs of Salt Lake County’s and Millcreek’s arts organizations and individual artists, as well as gather feedback on potential visions for regional and local facilities planning.

Your feedback will help us create a plan that is reflective of real need and aims to support a thriving arts and cultural sector in our communities.

The survey takes approximately 15 minutes to complete. All your responses are confidential, meaning that no information you share here will be associated with you personally in any reporting.

Participation in the survey is completely voluntary. Questions marked with an asterisk (*) require an answer, but you are free to stop at any time.

Let’s Begin!
Affiliation and Discipline

First, we’d like to get to know a little more about you and the work you do.
*1) Are you responding as a representative of a local organization or as an individual artist? (select one)
   - Representative of an organization [proceed to question 2]
   - Individual Artist [skip to question 6]

Organization and Discipline

2) Please provide the following:
   Name/Title:
   Organization:

*3) Which of the following category best describes your organization? (select all that apply)
   - Art museum
   - Arts council
   - Arts education organization
   - Children’s museum
   - Fair, festival or special event
   - Film
   - Gallery
   - History and/or natural science museum
   - Performing arts presenter
   - Studio/Makerspace
   - Other - Please specify:

*4) What is the primary discipline in which you/your organization works? (select one)
   - Crafts
   - Dance
   - Film
   - Literary arts
   - Multi-disciplinary
   - Music
   - Opera
   - Theatre
   - Visual arts
   - Other - Please specify:
5) What other discipline(s) do you/your organization work in? (select all that apply)
   o Crafts
   o Dance
   o Film
   o Literary arts
   o Multi-disciplinary
   o Music
   o Opera
   o Theatre
   o Visual arts
   o Other - Please specify:
   o Not Applicable

Programming, Attendance and Staffing

Next, a few questions about your programming and audiences.

6) Please provide the following information about number of performances/exhibits/events over the course of a year (note for individual artists - please approximate the number of people experiencing your art):
   A. Total number of shows/exhibits/events/screenings:
   B. Number of presentations per show or event (for performing organizations and artists only):
   C. Length of run/exhibits (e.g., each exhibit runs for approximately 5 weeks; each production run is for approximately 3 weeks):
   D. Schedule of operations; e.g., M-F, T-Sat (for exhibiting organizations and artists only):
   E. Timing and duration of season (e.g., September through May, year-round, etc.):

7) What was the total attendance to your performances/exhibits/events/screenings in the past year? If you do not have exact number, please estimate to the best of your ability:

8) During a typical month (i.e., excluding outliers), how many people came to see your performances/exhibits/events/screenings on a monthly basis in the past year? Please estimate if you do not know exact figures:

   (Organizations proceed to question 9, Individual Artists skip to question 10)

9) Approximately how many FTE staff does your organization employ? (please include part-time staff in your calculation)
Current Facility Use

Next, we’d like to know more about where you currently make and present your work.

*10) Which of the following spaces do you currently use to create work? (select all that apply)
- County-owned and/or operated performing arts space:
- My own space that I rent or own, not including residence (approximate location):
- Commercial rental (approximate location):
- Other nonprofit space (name):
- My house or a friend’s house/space
- Church or other faith-based space
- School (please provide name):
- Library
- Park
- Other - Please Specify:
- Not Applicable

11) Which of the following spaces do you currently use to rehearse? (select all that apply)
- County-owned and/or operated performing arts space:
- My own space that I rent or own, not including residence (approximate location):
- Commercial rental (approximate location):
- Other nonprofit space (name):
- My house or a friend’s house/space
- Church or other faith-based space
- School (please provide name):
- Local cafe or restaurant
- Library
- Park
- Other - Please Specify:
- Not Applicable
12) Please provide the following details about the spaces you use to *rehearse*.

<table>
<thead>
<tr>
<th>Name of Space</th>
<th>Approx. Sq. Ft. (Dimensions)</th>
<th># Seats</th>
<th>Capacity (# people in space)</th>
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<td>None/Not Applicable</td>
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**Present/Exhibit Space Multi-Select**

*13) Which of the following spaces do you currently use to *present/exhibit work*? (select all that apply)*

- County-owned and/or operated performing arts space:
- My own space that I rent or own, not including residence (approximate location):
- Commercial rental (approximate location):
- Other nonprofit space (name):
- My house or a friend’s house/space
- Church or other faith-based space
- School (please provide name):
- Local cafe or restaurant
- Library
- Park
- Other - Please Specify:
- Not applicable
14) Please provide the following details about the spaces you use to present/exhibit/make work.

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<tr>
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**Cost of space and Likes and Dislikes**

*15) Approximately how much do you pay for use of others’ spaces to create, rehearse, and/or present your work on a monthly basis? Please estimate for each cost if you do not know exact figures, and please use whole numbers. If you do not pay for use of any space, please enter "0" for all text boxes.

Avg. monthly cost for create/making facilities (studio space):
Avg. monthly cost for rehearsal facilities:
Avg. monthly cost for presenting/showing/exhibiting facilities:

*16) What do you like about the facilities/spaces that you currently use for creating, rehearsing/practicing, and/or presenting or exhibiting your work?

*17) What is frustrating, or you wish were better about the facilities/spaces that you currently use for creating, rehearsing/practicing, and/or presenting/exhibiting your work?
(Organizations proceed to question 18, Individual Artists skip to question 21)

Resources

Next, we would like to understand a little more about the funding landscape in Salt Lake County/Millcreek for your organization. Please note that responses are confidential, and we will be only reporting by discipline or in aggregate.

18) Approximately what percentage of your funding is from each of the following sources? Please provide estimates based on the past fiscal year. Note that we expect the total to equal 100%, recognizing it is a rough estimate.

- Earned Revenues (e.g. ticket sales, subscriptions, memberships, rental income):
- Individual contributions (e.g. gifts from individuals including fundraising events):
- Corporate Sponsorship/Grants/In-kind:
- Private foundation grants:
- Government/public agencies (including ZAP and County funding):
- Special Events (gross income)
- Other:

19) If you entered something for "other" in the question above, please describe here.

20) In regard to your leadership donors, what is the level of interest in continuing to make substantial contributions to your organization and work? (select one)

- Shrinking or decreasing
- Staying the same as it is now
- Growing or increasing
- Unsure

(skip to question 22)

*21) What percentage of your income is earned directly from your artistic practice (e.g., performing, showing, presenting, etc.)? Please estimate for the past fiscal year and provide your response in % form.
Other Resources Ranking

*22) There are many ways to provide support, beyond financial support. Please rank the following types of support in terms of desirability for you or your individual artist or your organization? (1=most desirable, 2=second most desirable, and so on until least desirable)

- Greater collaboration among municipalities around arts and culture initiatives and supportive programs (including financial and in-kind support)
- Regional events that bring people together across the County
- Opportunities to connect to and build relationships with for-profit businesses, churches, schools
- Centralized supported ticket distributions
- Creation and maintenance of centralized County-wide audience/visitor database accessibility to participating members
- Capacity building and technical assistance program for artists and organizations interested in creating new arts/makers spaces
- Workforce pipeline and professional development program for arts and culture workers
- Established County-wide metrics of success, and ongoing evaluation and reporting on progress

Desired Facility Needs and Future Direction

*23) Are you currently satisfied with the number and diversity of cultural facilities for your or your organization’s use in your city/region? (select one)

- No
- Yes

*24) Please explain your answer to the previous question.
*25) Thinking about future attendance trends, do you think your audience/visitors is...? *(select one)*  
  - Shrinking or decreasing  
  - Staying the same as it is now  
  - Growing or increasing  
  - Unsure

*26) Thinking about future sector trends, do you think city's/region's arts and cultural sector is...? *(select one)*  
  - Shrinking or decreasing (fewer creators, producers, presenters, nonprofits)  
  - Staying the same as it is now  
  - Growing or increasing (more creators, producers, presenters, nonprofits)  
  - Unsure

*27) Thinking about future facility needs in general, are your facility needs...? *(select one)*  
  - Shrinking or decreasing (e.g., we won’t need as much space or development as we do now)  
  - Staying the same as it is now (e.g., our needs will stay the same)  
  - Growing or increasing (e.g., we will definitely need more space and/or development of our space)  
  - Unsure

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**Select Important Facility Characteristics**

*28) Please rank the following characteristics in their order of importance to you when considering future facility needs. (1=most important, 2=second most important, etc.)  
  - Flexibility to use facility as needed whenever needed  
  - Large enough to accommodate the work and audience size/number of visitors  
  - Adequate support and/or administrative space (i.e., more than just performance/exhibition/screening space)  
  - Adequate rehearsal or studio space  
  - Location – close to me/my organization  
  - Location – close to my audience/community  
  - Location – close to public transit  
  - Cost  
  - Technical capacity/specs  
  - Other:
Location of Making/Performing

*29) Do you make and/or present your work primarily in or outside of Millcreek? *(select one)*  
  o In Millcreek *(skip to question 34)*  
  o Outside of Millcreek *(proceed to question 30)*

*30) Where do you primarily make and present your work? *(select all that apply)*  
  o Downtown Salt Lake City  
  o County-wide  
  o Another Municipality - Please Specify:  
  o Other - Please Specify:

*31) Have you or would you be interested in making and presenting your work in Millcreek? *(select one)*  
  o No  
  o Yes

Overall Strength's and Challenges - SLC

*32) In your opinion, what are Salt Lake County's greatest *strengths* in regard to cultural facilities now?

*33) In your opinion, what are Salt Lake County's greatest *challenges* in regard to cultural facilities now?

*(skip to question 36)*

Overall Strengths and Challenges - Millcreek

*34) In your opinion, what are Millcreek's greatest *strengths* in regard to cultural facilities now?

*35) In your opinion, what are Millcreek's greatest *challenges* in regard to cultural facilities now?

*(skip to question 37)*
Priorities - SLC

*36) Salt Lake County is currently working on a vision for its cultural facilities master plan for the future. Please rank the following ideas/strategies in order of priority, from your point of view? (1=highest priority, 2=second priority, and so on)

- Renovating and updating existing facilities
- Supporting and/or creating greater variety of performing arts spaces (e.g., different sized theatres)
- Supporting and/or creating greater variety of visual arts and crafts spaces
- Working on policy at the local and state level to establish greater funding for cultural facilities
- Developing stronger relationships to the local churches and/or schools to share event space
- Working with other County/City departments, such as transportation, to increase access and ease of use of existing facilities

(skip to question 38)

Priorities - Millcreek

*37) Millcreek is currently working on a vision for its cultural facilities master plan for the future. Please rank the following ideas/strategies in order of priority, from your point of view? (1=highest priority, 2=second priority, and so on)

- Renovating and updating existing facilities
- Supporting and/or creating greater variety of performing arts spaces (e.g., different sized theatres)
- Supporting and/or creating greater variety of visual arts and crafts spaces
- Working on policy at the local and state level to establish greater funding for cultural facilities
- Developing stronger relationships to the local churches and/or schools to share event space
- Working with other County/City departments, such as transportation, to increase access and ease of use of existing facilities

Consultant ask

*38) If you were in the position of consultant to for your city or region, what strategies or options would you recommend that they incorporate into the cultural facilities master plan?
Demographics (Individual Artists Only)

The following questions are for analysis purposes only. All questions are voluntary. All responses are confidential.

39) In what year were you born? (select one from the drop down list)

40) What is your gender identity? (select all that apply)

41) What are the races/ethnicities you most identify with? (select all that apply)

42) What proportion of your living comes from making/presenting art? (select one)

43) What is your home Zip Code?

Thank you! Please hit submit to complete your survey.

Thank You!

Thank you for taking our survey. Your response is very important to us.