

ARTSFUND



CULTURAL PARTNERS NETWORK

2017 Annual Survey

Findings compiled from 82 arts and cultural organizations in the Central Puget Sound Region

INTRODUCTION

In June 2017 ArtsFund conducted a survey of its 112 Cultural Partners. We did this in an attempt to answer several important questions: What is the overall range and scope of the groups that ArtsFund serves? What are their greatest needs and challenges? What types of partnerships have they forged in the community? The answers to those questions are compiled in this report.

One of ArtsFund's key aims in conducting this survey was to create a resource for the arts and cultural community that communicates the state of our sector, and helps us all better understand the broader landscape in which we coexist. Another goal was to collect information that enables ArtsFund to advocate on behalf of sector about the work our network is doing in the community, including partnerships with schools, community centers, the elderly, and homeless populations. A third goal was to ensure that ArtsFund's programs and services align with the needs of the organizations that benefit from them.

We thank everyone who took the time to complete this survey, and to our entire network for your continued investment in and engagement with ArtsFund.

Scope

109 organizations were surveyed via email between June 1 and June 15, 2017. One person per organization was contacted, with the option to designate another staff person at their organization as the survey respondent if they desired. The survey contained fifteen questions, including questions on organizational composition, needs and challenges, community partnerships, and finance. This survey will be conducted and updated annually.

Participation

75% of organizations contacted completed the survey. The data presented in the pages to follow is compiled from 82 complete responses.

Notes

All data depicted in this report is based on survey responses and information shared in annual grant applications and has not been independently verified. Due to rounding of percentages to the nearest integer, some charts and graphs do not total 100%.

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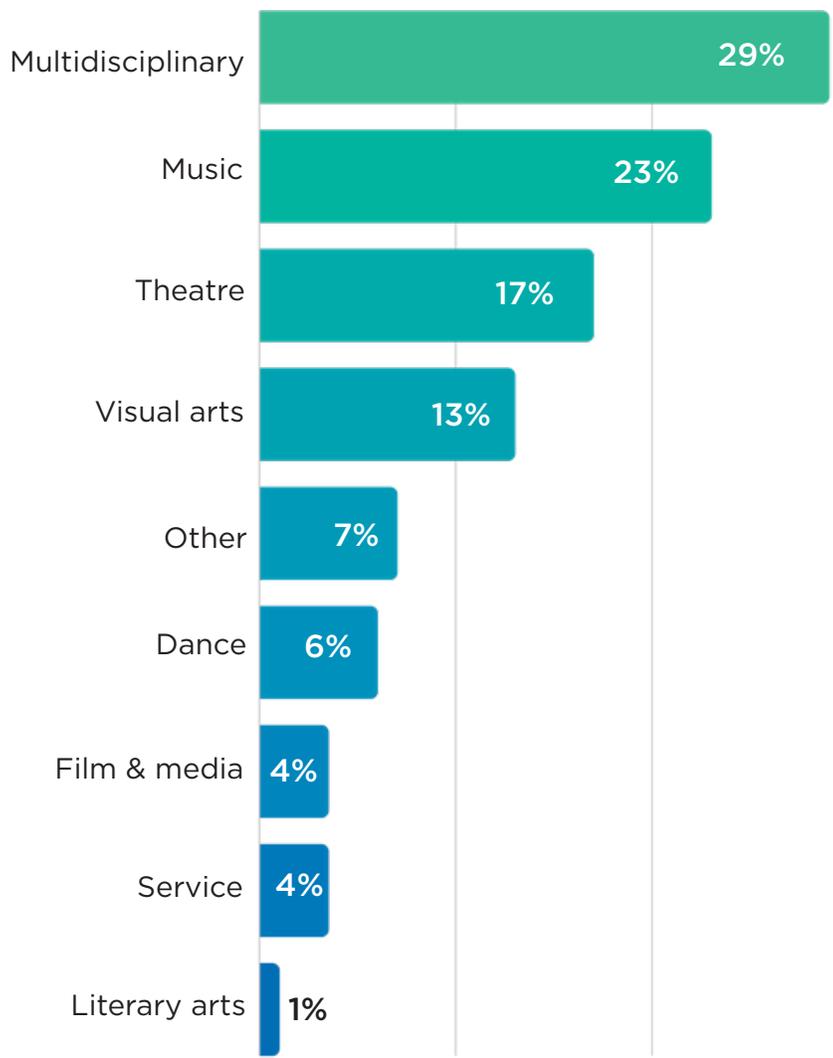
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NETWORK COMPOSITION

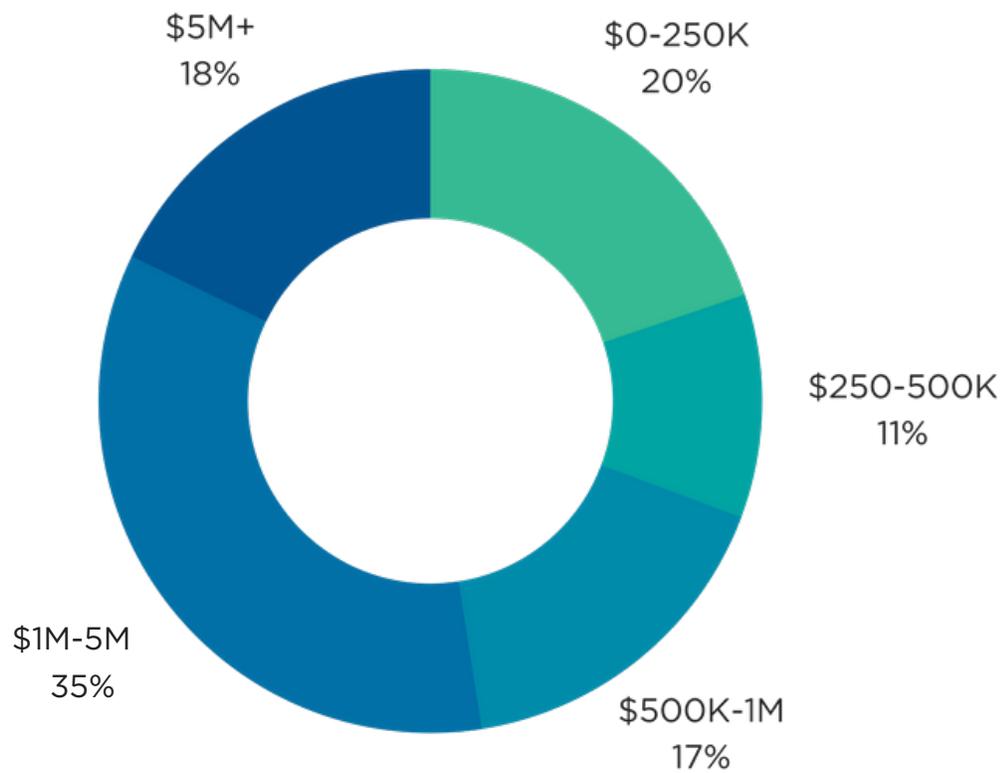
Groups by Discipline

“Other” includes pop culture, opera arts, performing arts, and heritage groups.



NETWORK COMPOSITION

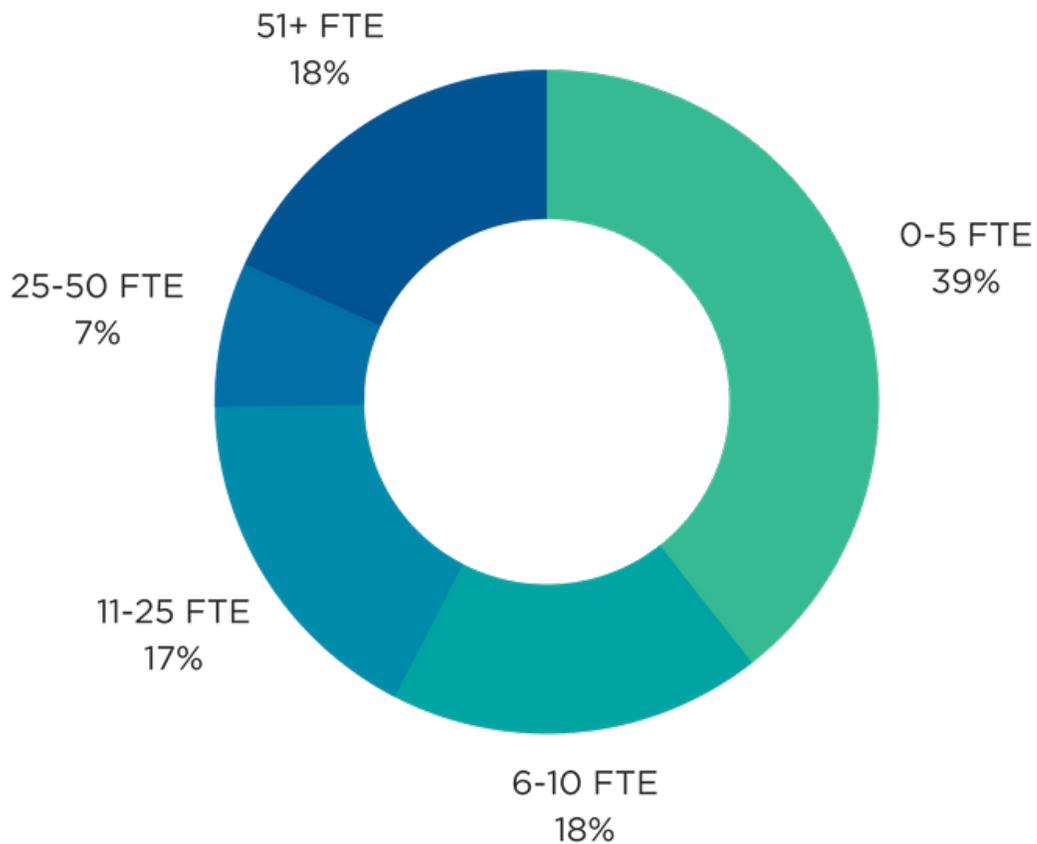
Annual Expense Budget



NETWORK COMPOSITION

Staff Size

Number of full time equivalent employees.
39% of respondents reported 5 or fewer FTE.
74% of respondents reported 25 or fewer FTE.



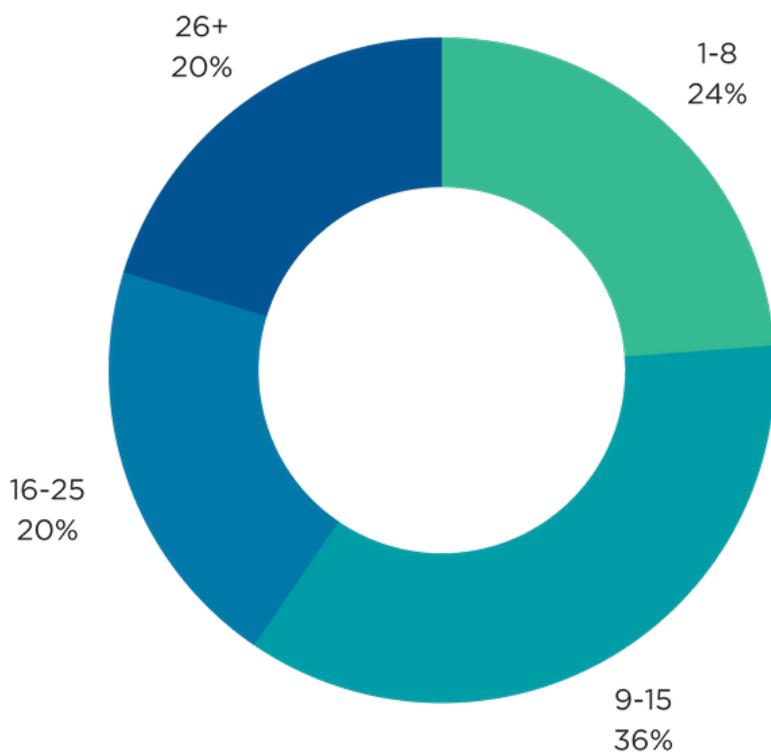
NETWORK COMPOSITION

Board Size

Average board size of respondents: 17

Most common board size of respondents: 12

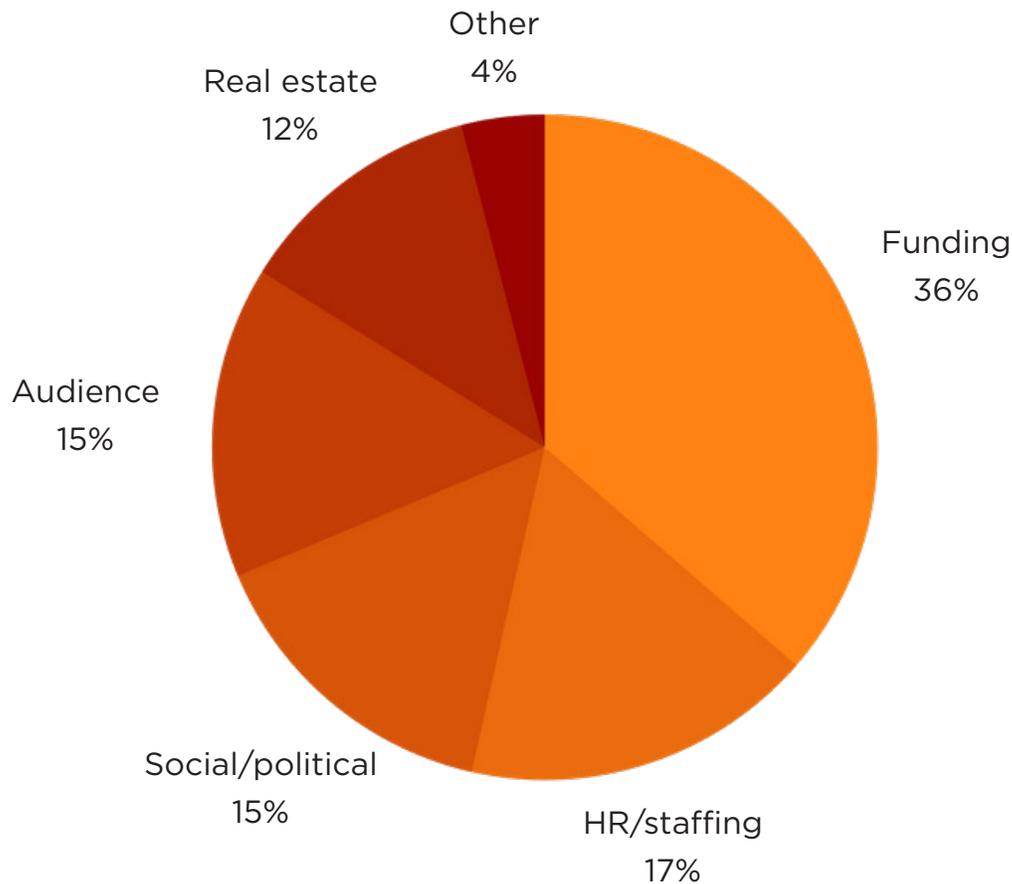
The variable most closely correlating with board size is annual expense budget.



CHALLENGES

“What are the greatest challenges facing your organization today and in the coming year?”

Of 162 distinct challenges identified in response to an open-ended question, five common themes emerged: challenges related to **funding**, **social or political issues**, **audience growth or management**, challenges with **staffing or human resources**, and challenges related to **real estate or space**. “Other” includes transportation, technology, artist housing, and licensing costs.



CHALLENGES

This was an open-ended question. Examples have been taken directly from survey responses.

Funding

Need for operating support; capital campaigns; unpredictable funding; shifts in funding priorities of funders.

- “Maintaining our current level of operating support during our capital campaign.”
- “Ensuring reliable ongoing support from funders, sponsors, and donors.”
- “Fundraising and sustainability in a time of overall decline.”
- “Decreasing support for arts and culture as donors shift towards social services.”

HR/Staffing

Hiring and growing staff; meeting cost of living for employees; leadership transitions.

- “Maintaining quality staff. It is difficult to afford good people who are the key to smooth operations.”
- “Seattle cost of living/minimum wage levels create challenges to offer salaries that can attract and retain experienced staff.”
- “Volunteer staff burnout.”
- “Getting new staff up to speed.”

Social or Political Issues

Becoming equitable, diverse, and inclusive; current political environment.

- “An attack on the youth we serve by current policies.”
- “Threats to NEA funding.”
- “Continuing forward momentum at the staff and board level regarding our commitment to equity and inclusion practices.”
- “Expanding inclusivity and diversity organization wide.”

Audience

Attracting new audiences; shifting audience tastes; lack of visibility; managing growth.

- “Developing a larger, younger, more diverse audience.”
- “Staying relevant to the communities that we serve.”
- “Responding to the changing needs of our audiences and membership in a way that maintains our artistic integrity.”
- “The need to grow capacity to meet demand.”

Real Estate

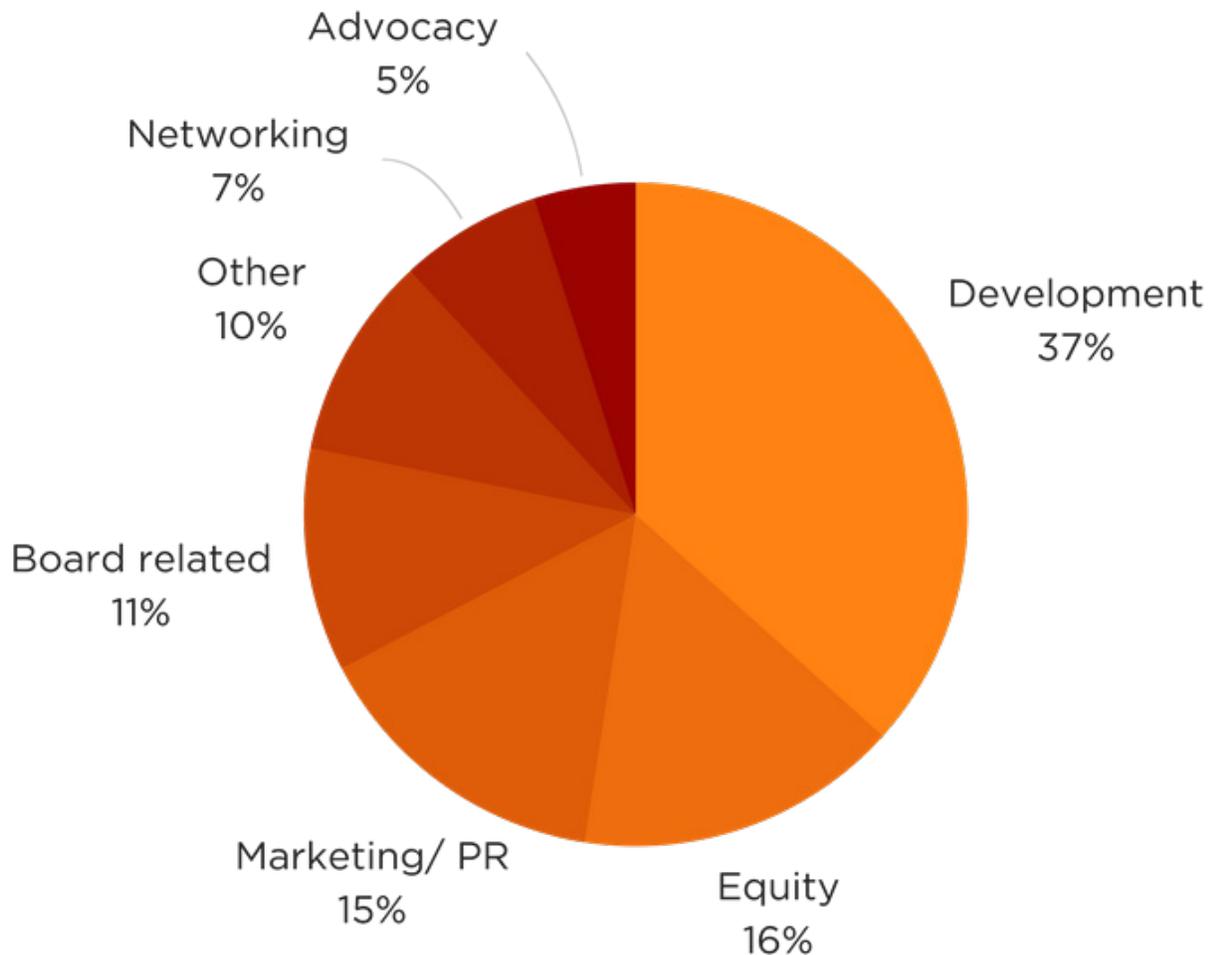
Need for bigger or better space; moving to a new space; need for renovation.

- “Finding an accessible office space.”
- “Successful activation of our physical space.”
- “Increased need for bigger and more specialized space.”
- “Put simply, we need more SPACE.”

IDENTIFIED NEEDS

“What trainings, services, and/or convenings would be useful to your organization?”

Of 101 distinct needs identified in response to an open-ended question, responses most frequently related to **development, equity work, marketing, board development, opportunities for networking, or advocacy training.** “Other” includes finance, strategic planning, program evaluation, and real estate.



IDENTIFIED NEEDS

This was an open-ended question. Examples have been taken directly from survey responses.

Development

Need for board fundraising training; knowledge on acquiring corporate sponsorships; information on fundraising for smaller organizations.

“Corporate Sponsorships--how do you find the right match and make the right proposal?”

“Board training in fundraising.”

“How to build a more robust revenue stream as a non profit?”

Equity

Racial equity trainings for boards and staffs; trainings on how to become more diverse; improving equity and inclusion practices across the sector.

“Diversity trainings for staff and volunteers, geared towards teaching a diverse student population.”

“Staff trainings around equity and social justice.”

“Creating a diverse company.”

Marketing/PR

How to reach audiences; promotion and technical marketing skills.

“Speakers from other cities experimenting with different programming, marketing, and audience engagement models.”

“Reaching an audience with limited resources.”

“Marketing to new Seattleites.”

Board related

Board leadership trainings; events to help recruit new board members.

“New board member prospect convenings.”

“Leadership coaching, board strengthening.”

“Board development.”

Networking

Board leadership trainings; events to help recruit new board members.

“Opportunities to connect/mix with top-level admin staff across disciplines with similar budgets.”

“Opportunities for networking.”

Advocacy

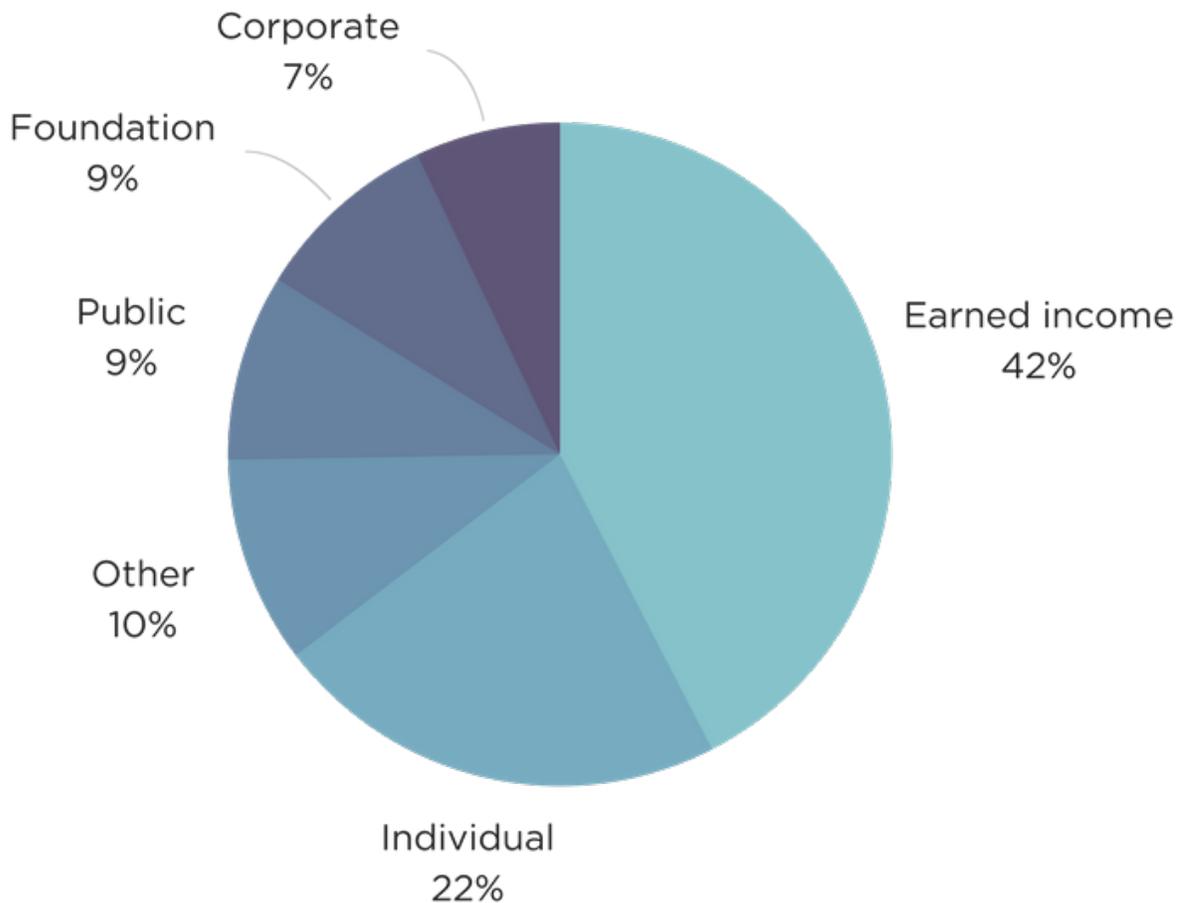
Arts advocacy; how to demonstrate the impact of arts and cultural work.

“More arts advocacy locally and statewide.”

“Addressing how we can best highlight the relevance of arts organizations in the current political climate.”

INCOME SOURCES

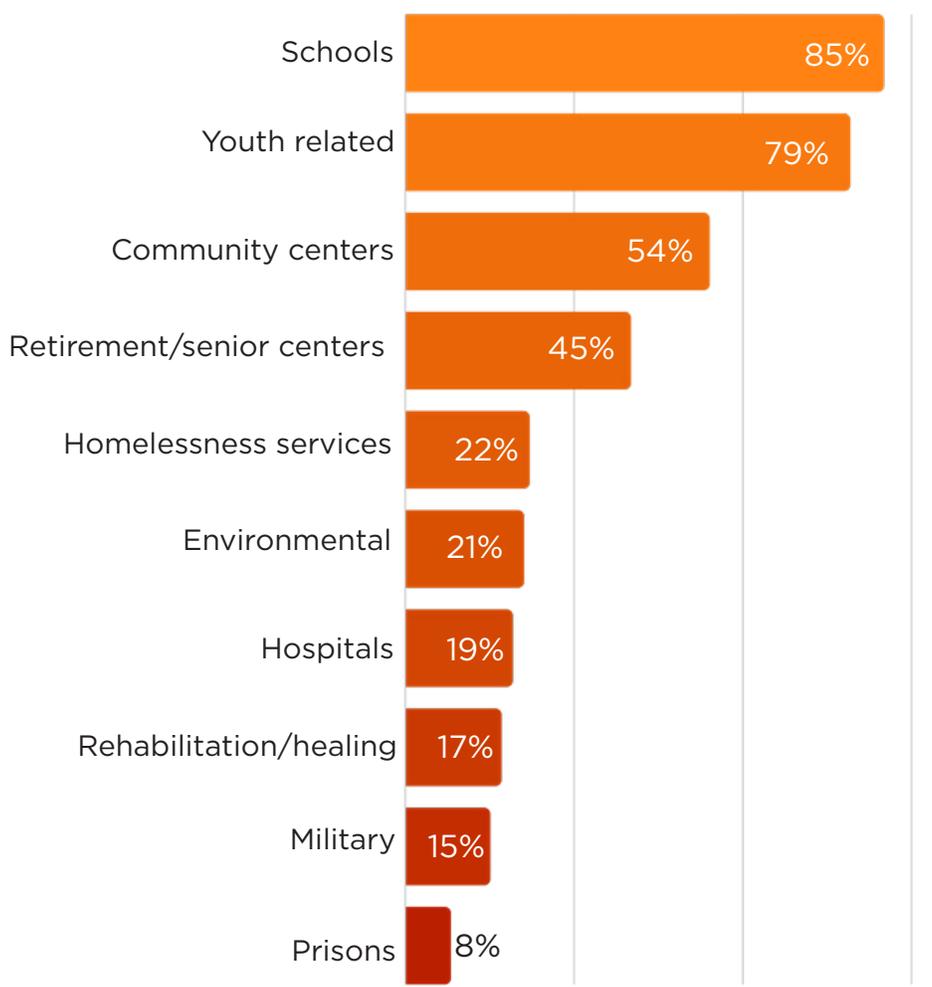
When analyzing responses by budget size, earned income percentages tended to increase with annual budget size, while foundation and public support comprised less of the largest groups total income. Across groups of all sizes, corporate support generally comprised the smallest percentage of total income. Individual giving fluctuated across group sizes without a strong pattern.



COMMUNITY PARTNERSHIPS

This survey listed ten types of community partnerships and asked respondents to check all types that their organization engages in. Groups were allowed to select more than one and write in additional categories.

95% selected at least one type of community partnership. 45% of respondents wrote in additional categories of partnership. These included NGOs, universities, libraries, parks, chambers of commerce, shopping centers, tribes, government agencies, LGBTQ+ organizations, and civil rights organizations.



CULTURAL PARTNERS

ArtsFund's Cultural Partners are a network of ArtsFund-affiliated arts and cultural organizations in the Central Puget Sound region. Through trainings, events, and communications, the network deepens ties between organizations, provides capacity building resources, and generates exposure to new audiences and donors.

For more information visit www.artsfund.org/CulturalPartners.

2017 CULTURAL PARTNERS:

5th Avenue Theatre*	Khambatta Dance Company*	Seattle Pro Musica*
ACT Theatre*	Kirkland Arts Center*	Seattle Public Theater
American Asian Performing Arts Theatre*	Kirkland Performance Center*	Seattle Repertory Jazz Orchestra*
artEAST*	KSER*	Seattle Repertory Theatre*
Artist Trust*	Lakewood Playhouse	Seattle Shakespeare Company*
Arts Corps*	Meany Center for the Performing Arts*	Seattle Symphony*
ArtsWest*	Museum of Glass*	Seattle Theatre Group
Asia Pacific Cultural Center*	Museum of Pop Culture (MoPOP)*	Seattle Youth Symphony Orchestra*
Auburn Symphony Orchestra	Music Center of the Northwest*	Shoreline/Lake Forest Park Arts Council
Azeotrope*	Music Works Northwest*	SIFF*
Bellevue Arts Museum*	Nordic Heritage Museum*	Snohomish County Music Project*
Book-It Repertory Theatre	Northwest Film Forum*	Spectrum Dance Theater*
Broadway Center for Performing Arts*	Northwest Folklife*	Symphony Tacoma*
Burke Museum*	Northwest Puppet Center*	Tacoma Art Museum*
Central District Forum for Arts & Ideas*	Northwest Sinfonietta	Tacoma Little Theatre
Chamber Music Madness*	Northwest African American Museum	Tacoma Musical Playhouse*
Chinese Music and Arts Association*	On the Boards*	Tacoma Opera
Classical KING FM 98.1*	Pacific MusicWorks	Tacoma Youth Symphony Association
Coyote Central*	Pacific Northwest Ballet*	Taproot Theatre*
Deaf Spotlight*	Path with Art*	Tasveer*
Densho*	Photographic Center Northwest	Ted Brown Music Outreach*
Diverse Harmony	Pratidhwani*	TeenTix*
Early Music Seattle*	Pratt Fine Arts	The Vera Project
Earshot Jazz*	Puget Sound Revels	The Dance School*
Edmonds Center for the Arts*	Red Eagle Soaring*	The Esoterics
Edmonds Driftwood Players	Richard Hugo House*	Theater Schmeater
Federal Way Symphony	Schack Art Center*	Three Dollar Bill Cinema
Festal*	Seattle Art Museum*	Town Hall Association
Freehold Theatre*	Seattle Arts & Lectures*	Unexpected Productions*
Friends of KEXP*	Seattle Asian American Film Festival	Vashon Center for the Arts*
Frye Art Museum*	Seattle Chamber Music Society*	Velocity Dance Center*
Gage Academy of Art*	Seattle Children's Theatre*	Village Theatre*
Grand Cinema*	Seattle Choral Company*	Washington Ensemble Theatre (WET)*
Henry Art Gallery*	Seattle JazzED*	Washington State Historical Society
Hilltop Artists	Seattle Latino Film Festival	Whim W'Him
Intiman Theatre	Seattle Men's Chorus/Seattle Women's Chorus*	Wing Luke Museum Museum of the Asian Pacific American Experience*
Jack Straw Productions*	Seattle Music Partners*	Youth in Focus*
Japan Arts Connection Lab*	Seattle Opera*	
Jet City Improv*		

* Indicates survey respondents

ABOUT ARTSFUND

ArtsFund is a Seattle-based nonprofit that strengthens the Puget Sound region by supporting the arts. Thanks to the annual support of thousands of individuals and hundreds of businesses, ArtsFund has provided grants, capacity-building programs, and services to strengthen the region's cultural organizations for nearly 50 years. In addition, ArtsFund champions the critical role arts play in a healthy community, and is a respected voice and central advocate for the arts.

ARTSFUND'S VALUES

We Ignite Passion for the Arts.

We believe arts and culture inspire, empower, and transform individuals and communities.

We Promote Equitable and Inclusive Communities.

We believe the arts should be accessible to all and reflect, represent, and engage the entire community.

We Innovate through Collaboration and Leadership.

We believe our impact and relevance, and that of the arts sector, are deepened through continuous learning, creative leadership, and strategic partnerships.

FIND US

www.artsfund.org

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