

**GACAA Survey Summary
Fall 2009**

1 Please complete the following contact information for you and your arts organization.

108 responses total	Adairsville	1
	Albany	1
	Americus	2
	Athens	6
	Atlanta	24
	Augusta	14
	Avondale Est	1
	Barnesville	2
	Blue Ridge	1
	Brunswick	1
	Buford	1
	Chattahooch	1
	Columbus	2
	Conyers	2
	Dallas	1
	Darien	1
	Dawsonville	1
	Douglasville	1
	Dunwoody	2
	East point	1
	Eatonton	1
	Gainesville	2
	Hamilton	1
	Jasper	1
	Johns Creek	1
	LaGrange	2
	Lawrenceville	1
	Lilburn	1
	Macon	3
	Marietta	6
	McDonough	1
	Morrow	1
	Moultrie	1
	Norcross	1
	Rabun Gap	1
	Rome	1
	Roswell	1
	Sautee Naco	1
	Smyrna	1
	Social Circle	1
	St. Simon's I	1
	Statesboro	1
	Suwanee	1
	Swainsboro	1
	Valdosta	4
	Vidalia	1
	Winder	2
	Woodstock	1

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2 What year was your arts organization founded?

Prior to 1900	1
1900 - 1950	6
1950-1970	12
1970-1980	14
1980-1990	21
1990-2000	22
2000-present	29

3 How would you describe the community you serve?

City/Town	18
County	17
Multi-state	16
Region	48
Statewide	9

4 How many staff does your arts organization employ on a regular basis (full-time or part-time)?

No employees	13
1 employee	15
2 employees	15
3 employees	11
4 employees	11
5 employees	7
6 or more employees	34

5 What is your organization's annual budget?

\$1,000,000 or more	17
\$500,000 - \$999,999	12
\$250,000 - \$499,999	14
\$100,000 - \$249,999	19
Under \$99,000	45

6 Is your organization currently a member of GACAA?

No	76
Yes	28

7 Has your organization ever been a member of GACAA?

Don't Know	36
No	34
Yes	32
	102

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8 What services do you provide to your community? (Check all that apply.)

Art Education	72
Visual Arts	46
Performing Arts	87
Literary Arts	31
Traditional Arts	25
Community Outreach	71
Other:	Artists Residencies
	Public Art Commissions
	Funding for arts organizations
	Cinematic Arts
	Business consulting to arts orgs
	Health Education

9 What type(s) of event space do you use for your programming? (Check all that apply.)

Performing Arts Center	45
Theatre	52
Club	5
Festival	19
Other:	Local Civic Center/Convention Center
	Colleges
	Gallery/Exhibit Space
	Gymnasium
	Park
	Library
	Music Studio
	Cinema
	Church
	Museum
	Concert Hall
	Restaurant
	School/Classrooms
	Country Club
	Hotel
	Retirement Community
	Private Home
	Government Building
	Recreation Center
	Corporate Facility

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10 How many venues do you program/present in?

1	29
2	22
3	11
4	7
5	6
6	2
7	1
8	1
10	2
600	1
Other	>5 20 or more 30+ per year dozens

11 What is/are your venue capacity/capacities? (Please list capacity/capacities for all venues.)

Less than 99 seats	7
100-200 seats	33
201-300 seats	15
301-400 seats	10
401-500 seats	15
501-1000 seats	27
1000-3000 seats	21
3000 ore more seats	7

12 What is the average attendance for your events?

10%	0
20%	5
30%	9
40%	22
60%	27
80%	31
100%	6

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13 What are the sources of your funding/support? (Check all that apply.)

Membership/Subscription	69
Earned Revenue	81
City Government	38
County Government	35
State - GCA	56
Fed - NEA	21
Corporations/Businesses	65
Foundations	52
United Way	2
Other Civic Assoc.	20
Other:	Individual Donors
	Cultural Arts Alliance
	Fundraising Events
	Colleges/Universities
	Southern Arts Federation
	Endowment
	USDA Grant
	Tourism Authority

14 Prioritize your organizational strengths and assets on a scale of 1 to 5 (Least to Most Important)

	1	2	3	4	5
Staff	5.1%	1.0%	9.1%	29.3%	55.6%
Board	4.0%	8.1%	12.1%	46.5%	29.3%
Volunteers	3.0%	6.9%	16.8%	44.6%	28.7%
Facility	5.2%	3.1%	20.8%	44.8%	26.0%
Program Quality	0.0%	0.0%	8.8%	20.6%	70.6%
Program Diversity	1.0%	3.1%	21.6%	39.2%	35.1%
Community Support/Partnerships	3.0%	5.0%	25.0%	35.0%	32.0%
Marketing & PR	4.0%	6.0%	27.0%	36.0%	27.0%
Technical Capacity	7.0%	14.0%	34.0%	34.0%	11.0%

15 Prioritize your organizational needs & priorities on a scale of 1 to 5 (Least to Most Important)

	1	2	3	4	5
Staff Development	9.3%	11.3%	18.6%	36.1%	24.7%
Board Development	7.2%	6.2%	21.6%	38.1%	26.8%
Volunteer Development	6.2%	14.4%	25.8%	41.2%	12.4%
Facility Development	11.7%	19.1%	28.7%	30.9%	9.6%
Program Development	5.1%	6.1%	19.4%	42.9%	26.5%
Strategic Planning Development	3.1%	9.4%	18.8%	33.3%	35.4%
Fundraising Development	4.0%	1.0%	8.1%	25.3%	61.6%
Marketing & PR Development	3.1%	6.2%	13.4%	34.0%	43.3%
Cultural Diversity Development	7.2%	13.4%	24.7%	40.2%	14.4%
Technical Capacity Development	9.5%	18.9%	24.2%	34.7%	12.6%
Other:					
					Publication Development
					Advocacy
					Children's Programs

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16 In the past GACAA has offered regional workshops, statewide conferences, awards programs, advisor networks, and online networking tools. Using some or all of these delivery modes what topics would you like to see offered? (Check all that apply.)

Programming accessibility and special needs pops.	15
Organizational development	43
Board development	63
Leadership transition	29
Diversity building	31
Facility planning and dvpt.	16
Financial Management	37
Grantsmanship	66
Marketing & PR	64
Using the Arts to build tourism and econ dvpt.	46
Staff development	30
Rural arts development	25
Strategic planning	48
Model arts education programming	35
Arts advocacy techniques	36
Building concensus	18
Time Management	13
Human Relations	12
Community Organizing	37
Other:	
Organizational transition from start-up	
Building membership	

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17 How can GACAA best help your organization achieve its potential and fulfill its mission?

- * Keep having free webinars and seminars-
- * I believe Lamar Arts gave up membership on basis that cost was not worth the value received. We are rural area; Atlanta based training not usually applicable. Reduce your membership fee and seminar costs or come to us!
- * We need help with grant writing, fundraising, and establishing a community presence. We serve the metro area. We would like for our chorus to be able to take advantage of performance opportunities which we are presently unable to afford. We scholarship needy singers and there we operate on a shoestring. Our 5 year strategic plan focused on a vision of creating an Art Town. We have come a long way toward that goal. Marketing, exposure, fundraising and community buyin in a bad economy. We are suffering from Maslov's Hierarchy.
- * Arts is at the bottom of the Hierarchy.
- * Funding sources for the arts
- * By continuing to lend its support to all arts organizations.
Up to date marketing to younger generation and continued professional
- * development on advocacy
- * We would like to create Arts oriented jobs that would offer employment to Artists within the community, thus keeping them in the community. We need a paid director, a paid administrative assistant, and paid staff for programs.
- * I don't see that we should do much differently than we have for 17 years.
We need operational support.
- * Board Development and Strategic Planning
- * Provide networking opportunities and resources available to arts organizations.
- * We are desperately trying to make a transition to paid staff, stable budget and strategic/funding/marketing planning and implementation. Small dedicated volunteer group that must re-define itself to becoming a structured, self-supporting organization is proving very difficult.
- * I don't know; we belong to the League of American Orchestras which is all-encompassing, and they provide excellent assistance in all areas. GACAA could assist on a local/rural/statewide level in building partnerships & developing diversity. We are of the mind that it is important to avoid duplication of services - so many agencies (bureaucracies) seem to be available to help us "achieve our potential and fulfill our mission" - we need money, not more how-to's! Perhaps if GACAA focused on one or two topics (such as diversity building and raising the level of education for Georgia's citizens -- that would help all of us and would surely guarantee our future as viable organizations that really do make a difference for our citizens.
- * Maintaining a cohesive and informed field.
- * fund raising and audience development
- * Marketing and Publicity
- * I'd like to see an online bulletin board offered to provide a Q&A format for easy exchange of information.
- * By offering strong conferences, useful regional workshops, developing a cost-effective consulting service, and linking us to other organizations in a statewide network of information sharing.
- * present strong regional workshops and conference
- * WE have a national,international membership. Our community is centered around an interest in fiber arts. Every arts organization struggles with reaching their current

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audience while attracting a new audience. GACAA can help by providing the information as to how to do both.

- * By becoming my best resource for all things related to community arts organizations
- * Networking with its GACAA members many of whom could sponsor chapters to help identify, honor, and nurture young artists through their existing facilities and programs in their own communities and way.
- * Offer helpful workshops and give information about grants
- * Helping with advocacy and networking through workshops/presentations.
- * By offering educational seminars geared toward staff or board members at affordable rates.
- * We joined and illness prevented us from attending the conference. GACCA officers promised help but did not return calls after. We need workshop leaders to mcome here and your consultant bank is still not running. We are not sure we will renew membership.
- * Through marketing efforts and advertising and in finding sponsors for our scholarship programs.
- * Be more inclusive of the performing arts!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
- * with additional grant opportunities we could increase our staff to an appropriate size to match the large amount of programming we offer
- * by continuing to keep us informed by email
- * We are organized, functioning, and performing beautifully (for 10 years) with much to prove it, but can't get money from many sources because we have part-time employees and a small \$52K budget.
- * suggest available grant sources in this difficult economy
- * Put us in touch with potential grants and donors.
- * Offer seminars/workshops tailored to the needs of smaller non-profits

18 What are the greatest challenges facing community arts development in Georgia?

Please rank each challenge on a scale from 1 to 5 (Least to Most Important)

	1	2	3	4	5
Lack of public understanding of arts	0.0%	19.4%	34.7%	24.5%	21.4%
Limited public demand for arts	5.2%	18.8%	35.4%	22.9%	17.7%
Lack of public support for arts	0.0%	7.2%	23.7%	28.9%	40.2%
Limited state funding for arts ed	1.0%	5.2%	26.0%	30.2%	37.5%
Limited state funding for arts	1.0%	2.1%	13.5%	34.4%	49.0%
Lack of available arts professionals	47.9%	29.2%	18.8%	4.2%	0.0%
Lack of effective statewide arts orgs	12.6%	38.9%	25.3%	12.6%	10.5%
Limited state leadership for arts	6.3%	22.1%	23.2%	20.0%	28.4%

Other: Rural arts communities suffer, as the more urban, larger centers obtain most of the funding available. The perception that all good "art" happens in Atlanta. Awards of so much funding are very limited to the Atlanta area and never reach other areas of the state proportionately

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19 How can GACAA best serve arts organizations statewide in surmounting these challenges?

- * Lobby to increase GAP
- * Advocating for the arts to our state officials
- * I am not certain if leadership is the difficulty for us or if it is our lack of knowledge and understanding regarding available resources.
- * Become more familiar with the stories in more rural areas. If you stay in the offices in the city, you aren't really seeing the dynamics going on in the state. Visit the Blue Ridge Mountains Arts Association, if you want a great story.
- * By getting the arts in the front of more people and letting the public know the positive outcome of arts in the community.
- * Through group meetings and workshops.
- * Advocacy
- * Understand that The Arts provide jobs by unleashing people's creativity and entrepreneurship. The State can offer grants as seed money for organizations to grow.
- * GACAA Board is helping to tackle these challenges, but all of them are very busy in their own jobs. In our state we need a viable leader that promotes the arts across the state. Not sure how to locate or secure such a person, but we need that individual that feels informed enough to sell the arts on the state hill.
- * Budget Lobbying of state and county funding bodies; general marketing initiatives that all orgs can participate in; classes and resources for struggling/developing org. staff members.
- * identify viable revenue sources
- * Providing a stable core of professionals in the field who we can consult with when needed.
- * I think GACAA is on the right track with advocacy programs like The Arts Work for GA. We need to work on unity and a cohesive communications network.
See previous response, year-round advocacy efforts would assist the field greatly. advocacy work
- * Unfortunately Georgia has never placed value on the arts- never realized that the arts ARE good for the state economy so it's really difficult for any organization, including GACAA to work in a vacuum. I think it would take a massive infusion of money and change in belief from state officials. Given the state of the current economy, I am not hopeful of this happening anytime soon. Having lived in North Carolina, where support for the arts is outstanding, I would suggest using their model as a beginning.
- * By being our best advocate for state funding and support
- * Continued Advocacy and coordination along with expanding cooperation and communication and facilitating helpful resourcing and network connections among people and arts organizations
- * Help locate Operating Budget grants
- * Networking between similar types of organizations.
- * Providing educational sessions or funding arts education programs
- * Stay in contact, keep promises, get the consultant bank running at reasonable prices, return calls. Only the man running the conference was organized and efficient and helpful. Other than the conference which we missed your organization was not helpful.
- * Meeting with me to discuss the issues.

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- * Be inclusive of all forms of art and pull information and support from each discipline with equal concern. Not every place is a museum... some of the finest examples of art are those that live and breathe!
- * raising public awareness of the contribution the arts make to the schools, communities and local economic development
- * Reaching the corporate and political structures and extolling how important the arts are for a cultured existence.
- * The arts need to be marketed much more -- in your face type marketing that people can't ignore.
Supporting statewide organizations that support the arts, teaching artists,
- * and arts education