

# ACTIVITIES AND ECONOMIES OF THE BERKELEY ARTS: SURVEY OF ARTS ORGANIZATIONS AND ARTISTS

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The City of Berkeley and the Office of Economic Development have embarked upon a cultural development planning process to strengthen local involvement and participation in the cultural life of your community.

The purpose of the survey is to identify the economic impact of the arts in Berkeley. Your participation is crucial in order to obtain accurate estimates. When you have completed the survey by October 31, 2002, please return it to us through mail to ArtsMarket, 112 N. Black Ave. Bozeman, MT 59715 or fax the survey to (406) 582-7456 or you can e-mail your responses to sbecker@artsmarket.com.

Your responses are very important and will be kept **100% confidential**. Any information you provide will be reported in aggregate with the responses of other organizations. If you do not know the exact answer to a question, please give your best estimate. If you have any questions about the survey, please call Sean Becker at 406-582-7466. Thank you for your time and participation in this important study.

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**1.** In column I, please check ONE primary category that best describes your organization. In column II, please check all categories that may also describe your organization.

		PRIMARY CATEGORY	OTHER CATEGORIES
		Check only one	Check all those that apply
A.	Arts education organization	<input type="checkbox"/>	<input type="checkbox"/>
B.	Performing arts producer	<input type="checkbox"/>	<input type="checkbox"/>
C.	Performing arts presenter	<input type="checkbox"/>	<input type="checkbox"/>
D.	Visual and media arts	<input type="checkbox"/>	<input type="checkbox"/>
E.	Literary arts	<input type="checkbox"/>	<input type="checkbox"/>
F.	Festival, fair or special event	<input type="checkbox"/>	<input type="checkbox"/>
G.	Arts service organization	<input type="checkbox"/>	<input type="checkbox"/>
H.	Gallery/commercial establishment	<input type="checkbox"/>	<input type="checkbox"/>
I.	Performing organization	<input type="checkbox"/>	<input type="checkbox"/>
J.	Other: _____	<input type="checkbox"/>	<input type="checkbox"/>

**2.** Are you ... A.  Non-Profit <sup>(1)</sup>  For-Profit <sup>(2)</sup>  
 B.  Organization <sup>(1)</sup>  Individual Artist <sup>(2)</sup> **If you are an individual artist, please e-mail sbecker@artsmarket.com or call (406)582-7466 for a brief interview. This survey is to be completed by representatives of Berkeley arts and cultural organizations.**

**3.** Please circle the areas in which you present or produce (PLEASE SELECT ALL THAT APPLY):

A.	Dance	H.	Photography
B.	Music	I.	Media arts
C.	Opera / musical theatre	J.	Literature
D.	Theatre	K.	Interdisciplinary arts
E.	Visual arts / public art	L.	Folk arts
F.	Design arts	M.	Other: _____
G.	Crafts		

**4.** What percent of your programming, events and activities are arts and cultural related? \_\_\_\_\_%

**5. Please check the box indicating the extent to which these programs and services might be helpful.**

<i>Extent to which these programs and services would be helpful to your organization:</i>		N/A	<b>Not Helpful</b>							<b>Very Helpful</b>		
			①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
A.	Business partnerships and collaborations	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
B.	City-wide public relations on local arts and culture	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
C.	City-initiated education on local arts and culture	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
D.	Expanded web site and organizational links	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
E.	City-acquired grants programs	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
F.	Collaborative fundraising programs	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
G.	Cultural tourism promotion	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
H.	Grant proposal writing assistance	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
I.	Information sharing and networking	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
J.	Partnership programs with schools for arts in education	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
K.	Management workshops for staff	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
L.	Media relationship building	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
M.	Participation in shared administrative services (e.g. box office)	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
N.	Participation in shared office space	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
O.	Participation in shared rehearsal and performance space	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
P.	Planned giving assistance	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Q.	Professional development/technical assistance for boards of directors	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
R.	Technology assistance/computerization	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
S.	Volunteer recruitment and training	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

**6. Please rate the following cultural plan priorities for your organization or for you as an artist:**

<i>Level of importance of the following to your organization:</i>		N/A	<b>Least Important</b>							<b>Most Important</b>		
			①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
A.	Building a strong arts and cultural image for the City of Berkeley	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
B.	Building LOCAL participation in arts and cultural activities within Berkeley's city limits	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
C.	Using arts and culture to strengthen K-12 education	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
D.	Developing cultural facilities to meet the community's arts and cultural needs	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
E.	Providing technical support to your organization	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
F.	Increasing contributed income for arts and culture	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
G.	Increasing earned income for arts and culture	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
H.	Increasing the quality of local arts and cultural programming	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
I.	Increasing the variety of cultural offerings	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
J.	Raising awareness about arts and cultural activities	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
K.	Strengthening cultural organization capacity to provide quality programming	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
L.	Using arts and culture to develop neighborhoods	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
M.	Using arts and culture to help at-risk youth	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
N.	Using the arts as a tool for city-wide economic development	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

**7.** Please rate the level of importance to your organization of strengthening or developing collaborations and partnerships with the following types of entities in The City of Berkeley.

<i>Partnerships and Collaborations</i>		N/A	<u>Least Important</u>					<u>Most Important</u>				
A.	Schools K-12	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
B.	Parks and recreation programs	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
C.	The library	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
D.	Health, human and social services	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
E.	Higher education	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
F.	Pre-schools and/or day cares	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
G.	Newer ethnic communities	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
H.	Seniors and retirees	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
I.	Other arts and cultural organizations	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
J.	Other: _____	①	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

**8.** Please enter the following information as completely as possible regarding the number of events and people served through your organization. Please use "other" categories as necessary and describe.

	Estimated # of Admissions/Audience	Percent of Audience from Outside of Berkeley
A.	Education Programs, Workshops, Lectures	
B.	Festivals, Street Fairs, Celebrations	
C.	Performances or Exhibitions	
D.	General Admissions/Visitors	
E.	Exhibits, Openings, Galas	
F.	Touring Events	
G.	Newsletters	
H.	On-line Interactions/Members	
I.	Other: _____	
J.	Other: _____	

**9.** Please enter the following information as completely as possible regarding the number of K-12 educational programs your organization provides.

	Total # of K-12 Students Served	# of School Teachers Involved	# of Artists Involved
A.	Residencies		
B.	In-school performances/exhibits		
C.	Performances/exhibits at your facility		
D.	After-school programs at your facility		
E.	After-school programs at community spaces		
F.	Teacher professional development		
G.	Other: _____		

## Employment by Your Organization (Last Fiscal Year)

### 10. Please describe your staff.

	Residing in Berkeley	Residing outside Berkeley
A. How many permanent (9 months or more) <i>full-time</i> employees did your organization have for the last year or season?		
B. How many permanent (9 months or more) <i>part-time</i> employees did your organization have for the last year or season?		
C. How many <i>other</i> (less than 9 months) <i>paid</i> employees (temporary, seasonal) did your organization have for the last year or season?		
D. How many volunteers worked for your organization in the last year or season?		
E. What was the total number of volunteer hours worked at your organization for the last year or season (if unknown, please estimate)?		
F. How many artists from Berkeley were employed by your organization in the last year?		

## Revenues From Your Organization (Last Fiscal Year)

Below please indicate the sources and amounts of revenue for the past year or season. If you are uncertain about some of the information, including the percentage from within the City of Berkeley, please provide your best estimate.

### 11. Revenue

	Revenue	Percent from Berkeley
A. Earned income (admissions, concessions, fees, sales, parking...)	\$	%
B. Private support (donations, foundation support, investments...)	\$	%
C. Government support -- Federal	\$	
D. Government support -- State of California	\$	
E. Government support -- County of Alameda	\$	
F. Government support -- City of Berkeley	\$	
<b>G. TOTAL INCOME</b>	\$	%

## Expenses for Your Organization (Last Fiscal Year)

### 12. Expenses

	Expenses	Percent spent in Berkeley
A. Employee wages and salaries (including benefits and taxes)	\$	%
B. Building/facilities renovation or remodeling	\$	%
C. Berkeley taxes / fees (excluding employee withholding)	\$	
D. State taxes / fees (excluding employee withholding)	\$	
E. Local taxes / fees (excluding employee withholding)	\$	
F. Operating cost (excluding wages and salaries)	\$	%
G. Other: _____	\$	%
<b>H. TOTAL OPERATING EXPENSES</b>	\$	%
<b>I. TOTAL PROGRAMMING, PRODUCTION AND EDUCATION EXPENSES</b>	\$	%
<b>J. TOTAL PAYMENTS MADE TO ARTISTS</b>	\$	%
<b>K. TOTAL EXPENSES</b>	\$	%

