



ARTS essentials

Old City Hall Arts Center
1313 Market Street
Redding, CA 96001

2008 Artist Survey for the Northern Counties of California

This survey was created by the Shasta County Arts Council for artists (visual artists, musicians, writers, dancers and performers) that reside in the North State of California, which includes: Shasta, Trinity, Humboldt, Siskiyou, Lassen, Del Norte, Plumas and Modoc Counties.

The intention of this survey is **solely** to gather information to better serve the artists of the North State and to specifically address the needs of individual regions as guided by the artists' feedback. Your answers to this survey will enable the Shasta County Arts Council and other agencies to understand the challenges and opportunities that impact artists of all disciplines working and living in our community. **The personal information you are providing will not be sold or used for any other purpose outside of this intention.**

The deadline to reply to the survey is September 30, 2008.

Please fill out and email completed survey to rachel@shastaartscouncil.org. If you print out the survey, please mail or fax to:

SCAC, Arts Council Administrative Offices: Attention: Rachel Patteson,
1313 Market Street, Redding, CA 96001; fax, 530-225-4455.

Personal Information

Name: _____

Phone: _____

Address: _____

City: _____ Zip: _____

County: _____

Email: _____

Website: _____

Gender: Female ____ Male ____

DOB: _____ Birth Place: _____

Languages Spoken: _____

Ethnicity: ____ Latino(a) ____ African-American ____ Asian-American

___Caucasian ___Native American ___Pacific Islander ___Other_____

Level of Education Attained: _____

Artistic Information

Please select the art form or discipline(s) that best applies to you.

___ **Performing Artist:** music, dance, theatre, traditional performances.

___ **Visual Artist:** 2 Dimensional, 3 Dimensional, photography, film or electronic media, fine craft, traditional arts.

___ **Literary Artist:** fiction, poetry, creative non-fiction.

Medium (Media) you work with:

How many years have you been a practicing artist? _____

How would you classify yourself as an artist?

___Amateur Artist ___Emerging Artist

___Mid-level Artist ___Established Artist

Business

Do you maintain a sales tax license? ___ Yes ___ No

Do you have a business plan? ___ Yes ___ No

Do you have slides, disks, video, portfolio or other documentation of your work? ___ Yes ___ No **If so, what format:** _____

Do you publicly exhibit, perform or publish your art?

___ Yes ___ No

If so, in what type of venues? (Check as many as is appropriate)

___ Street Fairs

___ Cafes or Restaurants

___ Community Centers

___ Galleries

___ Museums

___ Public Art Sites

___ Books

___ Theaters

___ Performance Halls

___ Other- Please list: _____

___ Open Air Sites

___ Zines

___ Internet

___ Schools or Universities

___ Businesses or Corporations

___ Open Studio Tours

___ Radio or Television

___ Libraries

___ Magazines

Are these venues located in the North State?

___ Yes ___ No ___ Some

Do you have sufficient inventory to exhibit your work in a gallery setting or to sell at festivals, sell copies at reading or performances?

____ Yes ____ No

Do you operate a gallery or maintain a studio or workshop where you produce your work?

____ Yes ____ No

Please include location, description and if you keep regular hours.

Affiliations & Benefits

Are you a member of a(n) arts, performance or literary group?

____ Yes ____ No

If so, what is the name of the group(s)?

Do you currently have Healthcare? ____ Yes ____ No

If so, is it through the above organization? ____ Yes ____ No

If not, please describe the type of insurance you are covered under:

Marketing

Explain how you market or promote your work? Indicate if your promotional materials are professionally produced and current.

Are your marketing strategies working? ____ Yes ____ No

Do you own a computer? ____ Yes ____ No

Do you have internet access? ____ Yes ____ No

Do you use the internet as a marketing tool? Yes No

If so, do you feel this tool is beneficial to your business?

Yes No

If not, would you be interested in training to make your internet marketing more effective?

Yes No

Livelihood

How would you describe your current level of artistic activity?

Not Active Somewhat Active Active

Do you expect to make a living from your art? Yes No

What percentage of your household income is derived from arts related activity?

Less than 10% 11-15% 26-50%

51-75% 76-100% All income

What is your annual household income?

Less than \$10,000

\$10,000 - \$25,000

\$25,000 - \$45,000

\$45,000 - \$70,000

\$70,000 - \$100,000

\$100,000 - \$140,000

\$140,000 - \$200,000

More than \$200,000

If you have income other than the arts, what type of business is it from?

Number of people in your household?

Do you save or invest for your retirement? Yes No

Community

Do you feel that your community...

...is supportive of the arts? Yes No

...would be interested in arts education opportunities? Yes No

...provides sufficient venues for exhibition? Yes No

...has appropriate organizations to support your work? Yes No

...has a strong artists' network? Yes No

If no, would you be interested in participating in one? ____Yes ____No

May we inform you of regional opportunities? ____Yes ____No

Opportunities

Have you attended arts related business training or small business training? ____ Yes ____No

If yes, please explain. _____

**Please rank the following issues from 1 to 5 in terms of the importance to your career as an artist:
1 = highest importance, 2 = next highest, etc.**

____ Health Care

____ Space (Studio, performance, exhibit, rehearsal)

____ Financial support for dedicated creative time

____ Exhibition, performance or Publishing Opportunities

____ Business Management Skills

**Please rank the following areas of technical assistance services from 1 to 9 in terms of their
importance to your career as an artist:
1 = highest importance, 2 = next highest, etc.**

____ Business services (accounting, legal, marketing etc.)

____ Career Development activities (Classes, workshops, etc.)

____ Equipment and/or Supplies Financial Services (credit union, insurance, loan programs)

____ Information services (newsletter, employment, exhibit, competitions, auditions, etc)

____ Project development assistance

____ Grant-writing assistance

____ Promotional assistance (marketing, artist directory/registry etc.)

____ Technology Access (internet, email, website slide registry)

____ Other needs: Specify: _____

Comments

Please write any comments that will help to create an understanding of your experience as an artist:

Release Agreement

I understand that this survey is developed to be used as a cultural resource list and agree to release my name and contact information to festival and event organizers, galleries, museums, art centers, art program managers, libraries, educational institutions, print publications, internet websites and links, or any other entity deemed appropriate by the Shasta County Arts Council. I understand the survey questions will be compiled to determine statistics and trends that indicate the depth of cultural activity and promote a prosperous artistic community in the Northern California. I further understand that allowing my name to be on a cultural resource list does not constitute a relationship with the Shasta County Arts Council or any other entity.

___ Yes ___ No

Support for this survey has been provided by:

