



Agency Baseline Survey

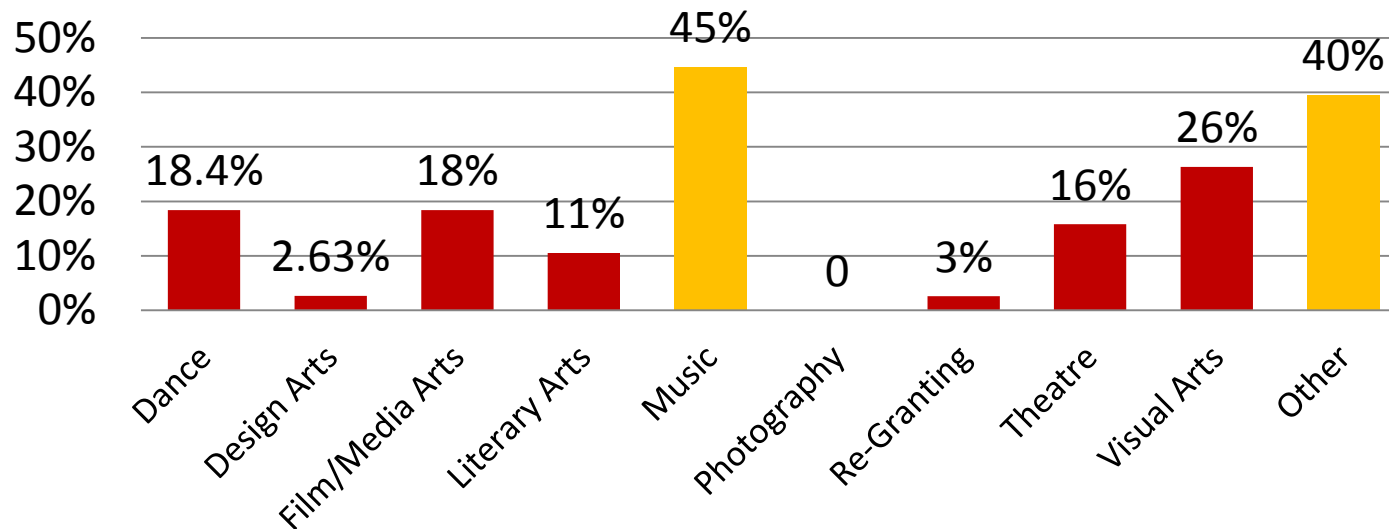
Conducted 9/11 – 9/27/17

Methodology

Arts and Cultural Agencies receiving funding through the City of San Antonio's Department of Arts and Culture were given a baseline survey. This online survey was conducted via SurveyMonkey containing 7 questions. It was fielded on September 11 through September 27, 2017. There were 37 responses.

Q1. Please identify your arts organization from the list below. If you are a multidisciplinary organization, select no more than 3 areas of primary focus.

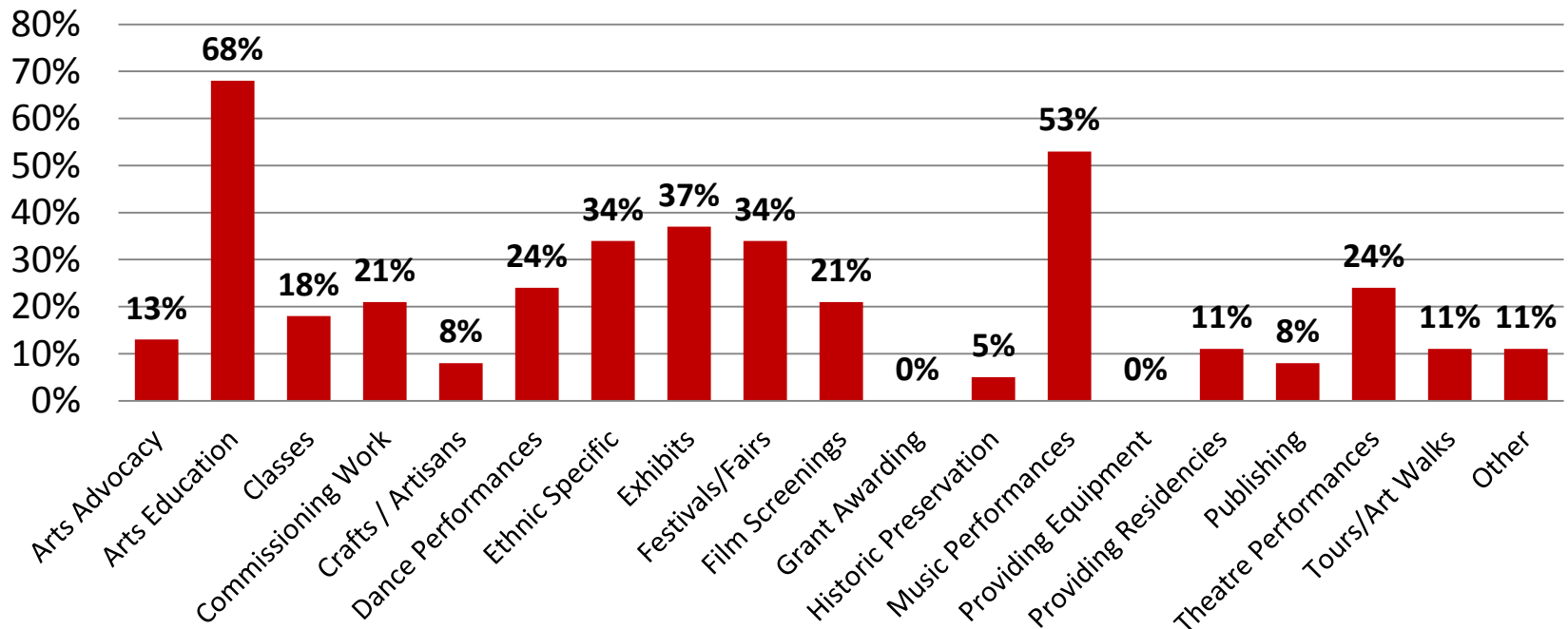
Categories of Arts & Culture Agencies



- **“Music” and “Other” categories have the most share, followed by “Visual Arts.**
- **In the “Other” category (15 responses) ranged widely from “*education and cultural*” to “*performance type*”**
- **No organizations identified themselves as “Photography.”**

**Q2. Identify your organizations primary focus from the list below.
Select no more than 5.**

Categories of Arts & Culture Agencies



- **“Arts Education,” “Music Performance,” “Other,” and “Exhibits” were leading areas of focus.**
- **In the “Other” category (4 responses) skewing toward performance arts.**
- **No organizations focus on “Awarding Grants” or “Providing Equipment.”**

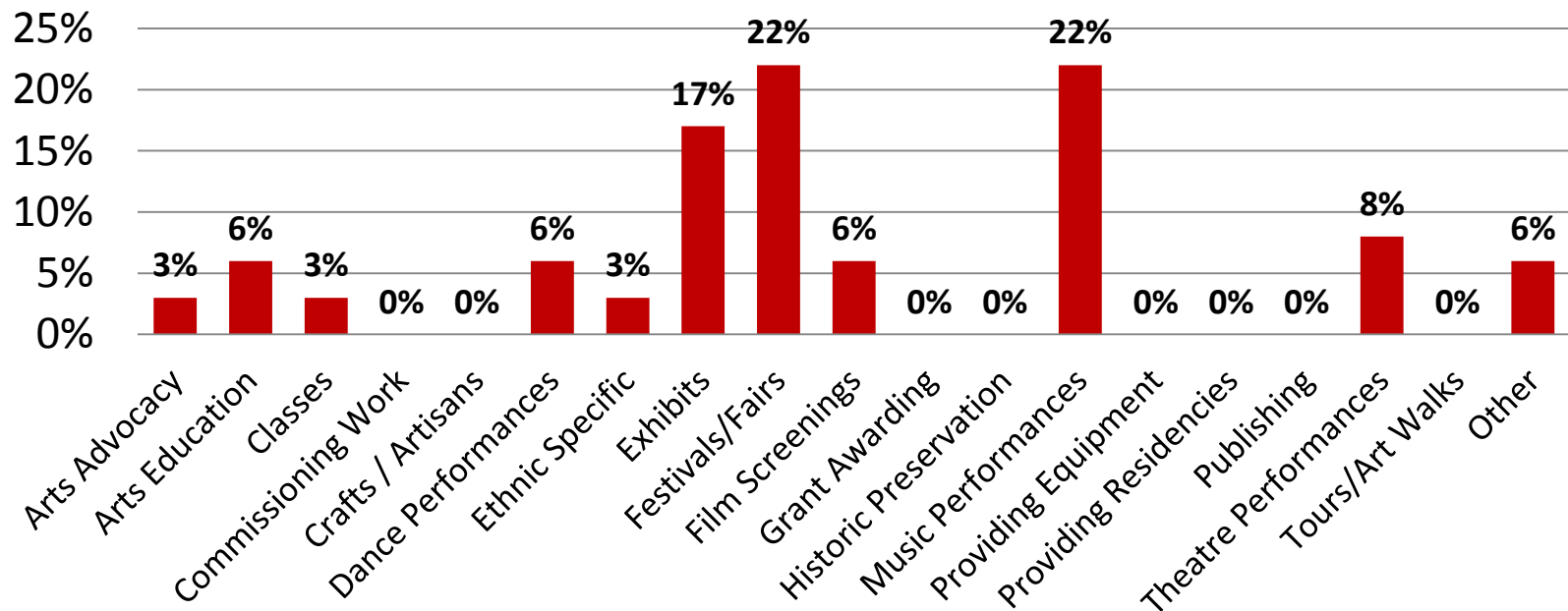
Q3. If you selected Ethnic Specific Programming in Question 2, please indicate the ethnic group .

Of 14 responses, 7 included multiple ethnicities, and 24 skipped this question.

Number of Responses	Ethnicity
7	“Latino” or “Latinx”
4	“Indigenous,” “Native” or “Native American”
3	“Chicano” or “Chicanx”
2	“Hispanic”
2	“Black”
2	“Mexican” or “Mexican-American”
1	“Indian,” “Arab,” “Asian,” “Central and South American,” “African,” “Caribbean”
1	“N/A”

Q4. Of the programming selected in question 2, which one generates the largest audience?

Categories of Arts & Culture Agencies



- **“Music Performances,” “Festivals/Fairs,” and “Exhibits” were said to generate largest audiences.**
- **8 out of 19 Categories were had zero mentions in generating largest audiences, including “Crafts/Artisans,” “Historic Preservation,” “Publishing,” “Tours/Art Walks”.**
- **The “Other” category had 2 responses: “Scottish, Samba, Contra Dancing,” and “Equal”**

Q5. What is your organizations greatest challenge to being a more sustainable organization?

Of 34 responses, 5 mentioned various themes, and 3 skipped this question.

Number of Responses	Response Themes
25	“Stable Funding/ Insufficient Money/ Fundraising/Financial Support/Grants”
4	“Lack of Funding for Human Resources” or “Lack of Human Resources”
3	“Establishing Business Partnerships”
2	“Reducing Costs for Attainable Access To Families”
2	“Growing Audiences”
2	“Allocation of Resources – Time & Energy”
1	“Public Works Improvements”
1	“Educational Programs”
1	“Parking”

Q6. What could the City do to assist with this challenge?

Of 34 responses, various themes , and 3 skipped this question.

Number of Responses	Response Themes
14	“Funding / Administration of Grants”
9	“Education / Training / Professional Development” for both Agencies and Department of Arts and Culture Team Members
5	“Inclusion/Cultural Equity/Inequities/Fairness”
5	“Assist in Marketing, Advertising, or PR”
3	“Cross-Sector Partnerships”
3	“Expand Advocacy Education / Corporate Recognition”
2	“Having More Access to Arts and Culture Department and Solutions”
1	“Unsure at this time”

Q7. What do you think is the biggest threat to arts in San Antonio?

Of 34 responses, various themes , and 3 skipped this question.

Number of Responses	Response Themes
13	“Lack of Arts Advocacy Attitude”
10	“Lack of Funding”
6	“Lack of Arts Education”
5	“Lack of Corporate Support”
4	“Cultural Inequities”
3	“Lack of Audience Development”
2	“Not supporting or protecting local artists and heritage”