



Economic Development

Eastside Arts Audience Survey

Jesse Canedo | Community Development
Scott MacDonald | Community Development
October 12, 2020



Information

Tonight's presentation will provide council topline results from a recent survey of Eastside arts audiences.

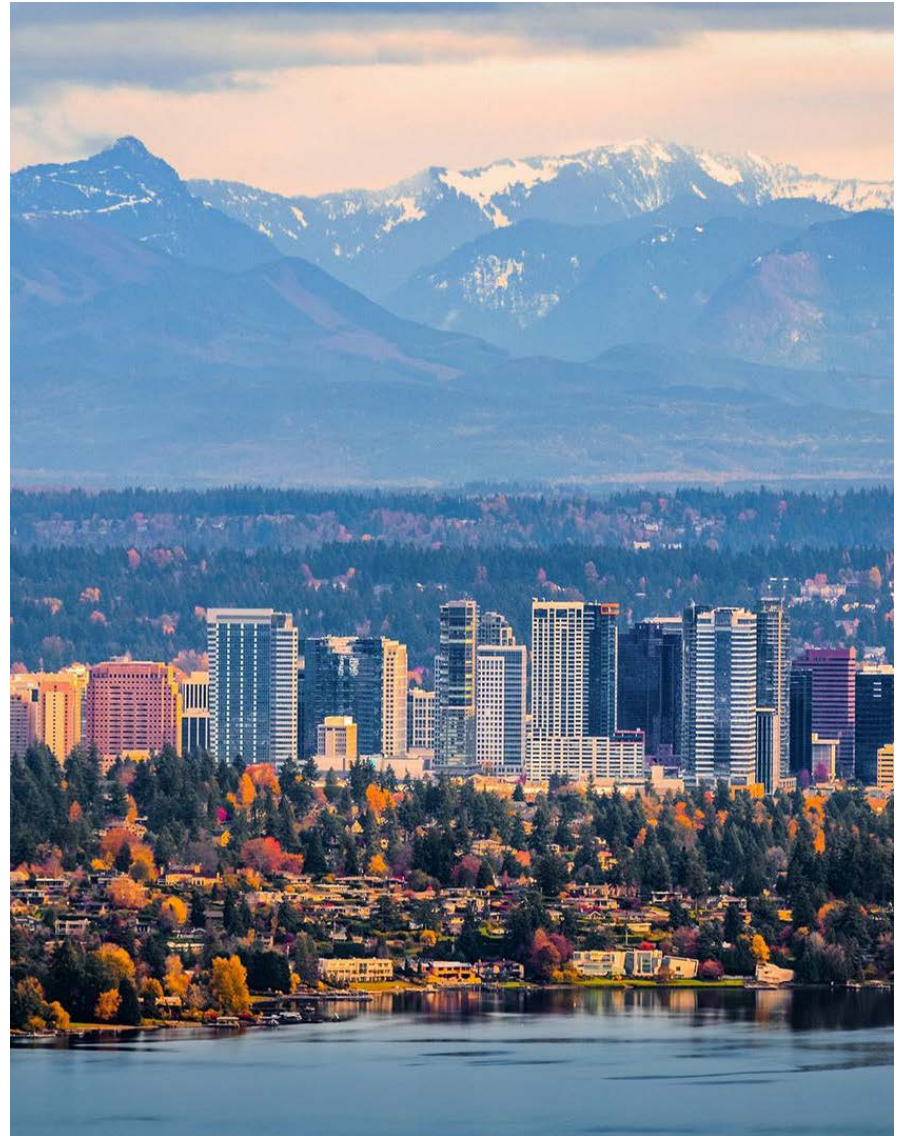
ARTS AUDIENCE PARTICIPATION SURVEY

SUMMARY OF RESULTS



Agenda

1. Background
2. The Survey
3. Diversity is our Strength
4. Major Takeaways
5. Opportunities
6. Next Steps



Background

- Arts have been in-person, large group activities.
- Individual meetings with 25 arts groups working in Bellevue
- Data-driven: opportunity to help by gathering data from their audiences



The Survey

- Developed in partnership with Eastside Arts and Culture Coalition (EACC), Cities of Issaquah, Kirkland, Redmond, and Renton
- Offered in 8 languages
- 1,074 responses

ARTS AUDIENCE PARTICIPATION SURVEY

SUMMARY OF RESULTS

Prepared by City of Bellevue
September 2020



City of Bellevue
Arts & Culture

In partnership with the Eastside Arts & Culture Coalition
and the Cities of Issaquah, Kirkland, Redmond and Renton

Diversity is our Strength

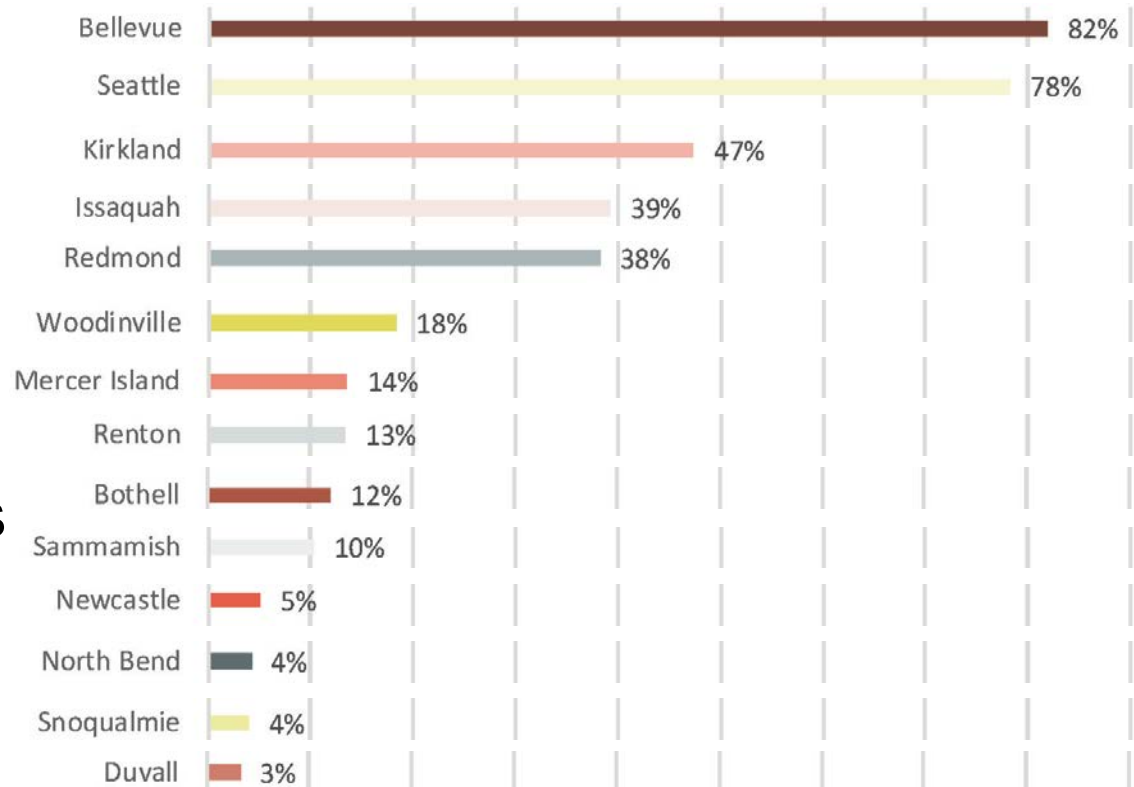
- An effective strategy: survey distributed through organization's audience networks and partner channels
- Asking groups what languages to offer the survey in
- Targeted outreach to diverse arts groups and diverse groups



Major Takeaways

- Arts on the Eastside don't stop at city borders.
- **Bellevue** has the largest market share among Eastside audiences
- 55% attended events weekly or monthly

In which city or cities do you attend arts, cultural or educational experiences?



Major Takeaways

- **Impacts to the arts during the pandemic has affected our community:**
 - Feeling of loss and depression
 - Loss of creativity in themselves and kids
 - The arts has given people hope



Major Takeaways

- **Protracted return to normal:** 57% want a readily available vaccine
- **Virtual events** can be more accessible, but only 37% had paid for one.
- 74% interested in outdoor events with additional precautions

A promotional poster for the Wintergrass Festival. The background is dark blue with a faint image of an acoustic guitar. On the left, there are orange and white decorative swirls. The text is arranged in a vertical column on the left and a larger block on the right. The right side features the "POCKETGRASS" logo in a white, distressed font, followed by the premiere date and time. Below that is the title "The Dumpling Episode" in orange, with a subtitle in white. Further down, it says "streamed on the Wintergrass Festival Youtube channel". At the bottom right, it mentions "new episodes every 2nd Thursday of the month" and provides the website "Info: wintergrass.com". There are two small logos at the bottom right: "arts" and "CULTURE".

featuring

Nefesh Mountain
Orville Johnson
The Downtown
Mountain Boys

archive video of
Sarah Jarosz,
Alex Hargreaves,
& Nat Smith

Aunt Mama stories
Magic!
Harlyn
Lightning workshop

POCKETGRASS

premieres

Thursday, October 8th, 7pm PST

The Dumpling Episode
a variety show packed with
all the things we love
about Wintergrass

streamed on the Wintergrass
Festival Youtube channel

new episodes every
2nd Thursday of the month
Info: wintergrass.com

arts CULTURE

Opportunities

Arts organizations could: expand and fine-tune virtual events, marketing, expand audiences

City could: remove barriers, cross market, develop regional solutions, arts grants

A colorful poster for the Fall Festival. The top half has a purple background with a green banner reading "Oct. 19-23" and a larger green banner reading "FALL FESTIVAL". Below the banners, it says "5 days of virtual fun & discovery!". The bottom half has a green background with the text "Come play with us!" and a list of activities: "Classroom Takeover • Virtual Labs • Fall Playbook • Fall Festival Concert • Silent Auction and MORE!". Below the list, it says "Adults can play too!". The bottom of the poster has a dark blue background with a magnifying glass icon and the text "CLICK HERE for full festival schedule and registration, or visit kidsquestmuseum.org". The KidsQuest logo is in the bottom right corner.

Oct. 19-23

FALL FESTIVAL

5 days of virtual fun & discovery!

Come play with us!

- Classroom Takeover • Virtual Labs • Fall Playbook
- Fall Festival Concert • Silent Auction and MORE!

Adults can play too!

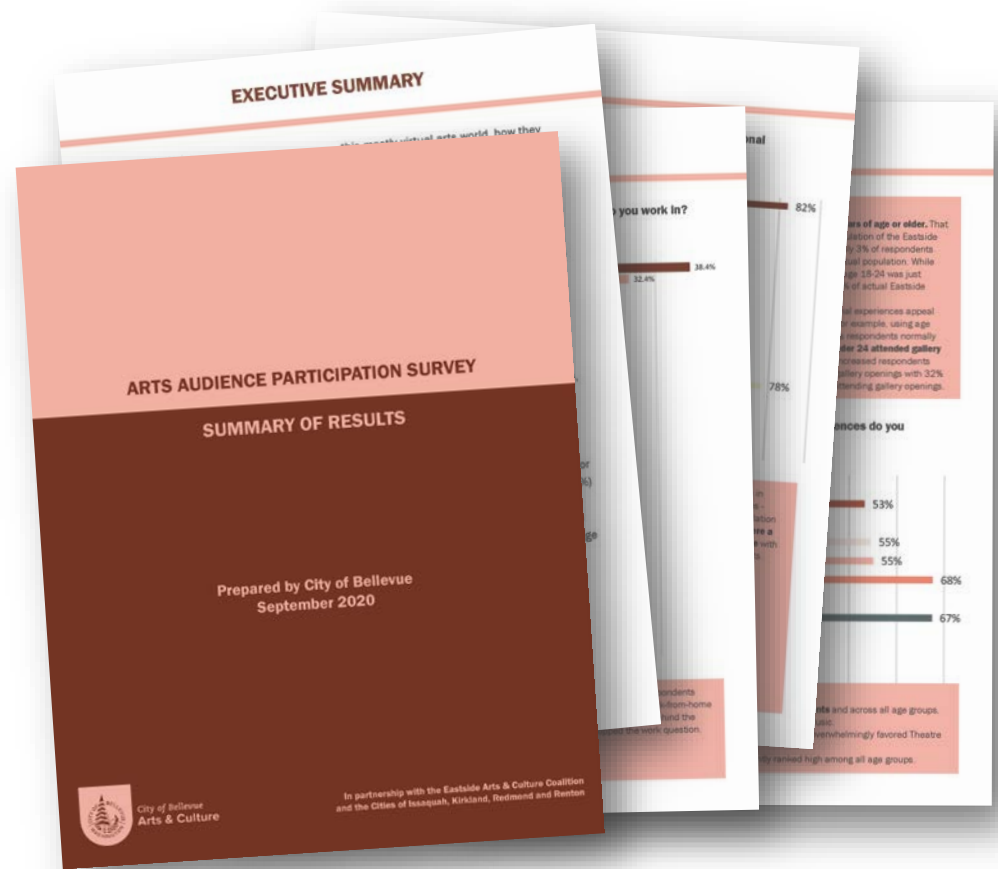
MONDAY OCT. 19 - FRIDAY OCT. 23

 **CLICK HERE** for full festival schedule and registration, or visit kidsquestmuseum.org

KidsQuest
Children's Museum

Next Steps

- Adapt City-led art and cultural programs
- Distribute findings
- Assess future solutions to help artists + groups thrive
- Work with partners on follow-up surveys to assess changing needs





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