
ARTS AND CULTURE

Report of Findings and Analysis

PRESENTED TO



TUCSON REGIONAL
COMMUNITY VOICE
realizing the possibilities

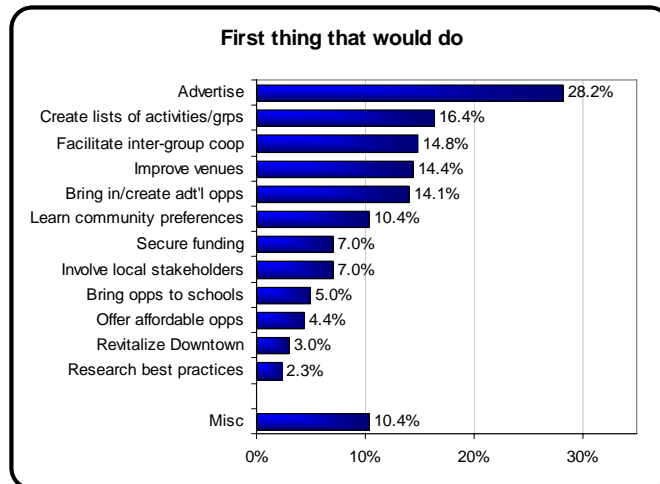
September 2008

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Marketing Intelligence
Marketing Research & Strategy Consultants

I. SURVEY FINDINGS

The following survey findings are based on 317 responses to a web-based survey conducted by Marketing Intelligence, a Tucson, Arizona based marketing research and strategy consulting firm. The survey participants signed up to take a series of surveys involving the Tucson Region and thus should not necessarily be considered a random sample of area citizens. However, the respondents can be characterized as a sample of area citizens who are likely to be concerned about issues affecting the local community.

Promoting Arts & Culture



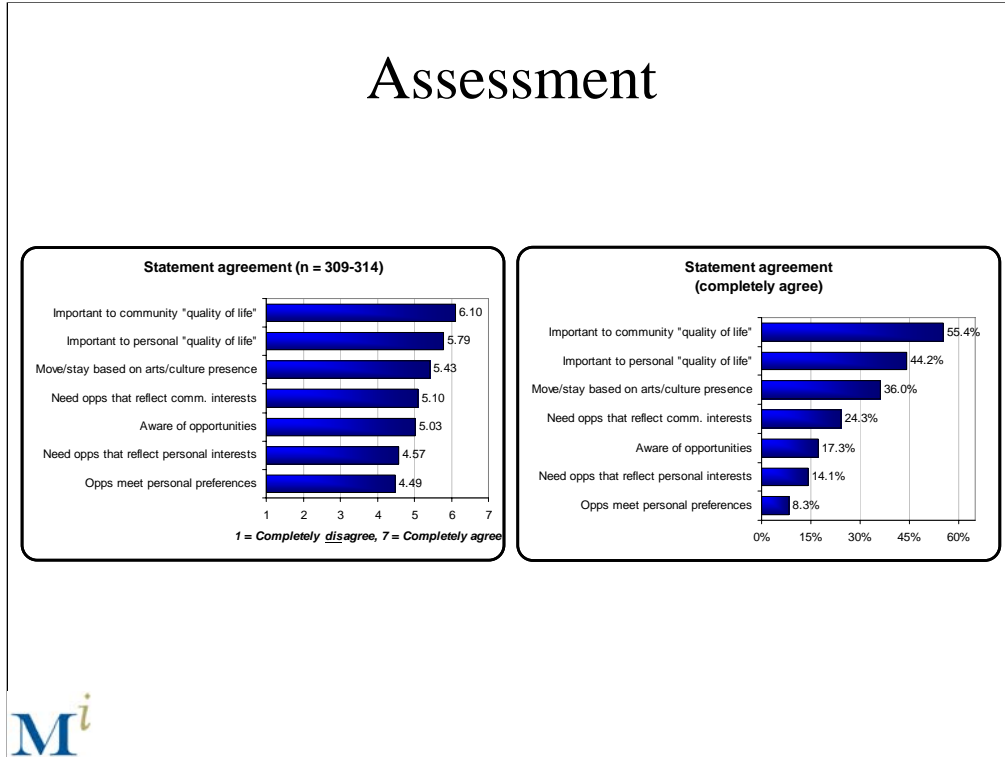
Respondents were asked, in an open-ended format, what would be the first thing they would do if they were in charge of promoting arts and culture opportunities in the Greater Tucson area. The most often mentioned approaches center on making it easier for local residents to learn about offerings, specifically via advertising (28.2%) and by creating a comprehensive list of all of the arts and culture opportunities/groups (16.4%). Building support was also suggested, with tactics that include: facilitating cooperation among local groups (14.8%); ascertaining the community's interests/needs and determining what is missing (10.4%); involving stakeholders in the efforts (7.0%); and securing funding (7.0%).

In addition, respondents recommend creating further arts and culture related opportunities in the community (e.g. expanded offerings, various types of events), also mentioning the importance of reaching children at school, and making participation more affordable.

Enhanced venues were identified as a promotional mechanism as well, with suggestions including building, expanding and/or consolidating sites; improving accessibility (i.e. better locations); and revitalizing Downtown. Other approaches involved researching and applying best practices, based both on local and other cities' past experiences.

All verbatim answers to this question are listed beginning on page 26.

Assessment



There is a significant level of agreement that arts and culture are important aspects of creating a high “quality of life” within a community (mean of 6.10 and more than half saying that they “completely agree”), with a notable score given to the importance of arts and culture for personal “quality of life” as well (5.79, 44.2%). The presence of arts and culture offerings is thought to be somewhat important as well when individuals consider where they want to live, with an average rating of 5.43 and more than one-third saying they “completely agree”.

Although arts and culture are considered important for “quality of life” and are being taken into consideration in decisions on where to settle, a comparatively lower proportion feels informed about current available opportunities (5.03, 17.3%). Enhanced education and/or outreach might be useful for increasing awareness of local arts and culture and thereby further bolstering perceptions related to quality of life in the region.

Respondents are somewhat likely to feel that there should be more opportunities that better reflect the interests of the community as a whole, however they are less likely to believe that these should (4.57, 14.1%) and currently do (4.49, 8.3%) meet personal preferences. In this regard, the needs of the community seem to outweigh individual affinities.

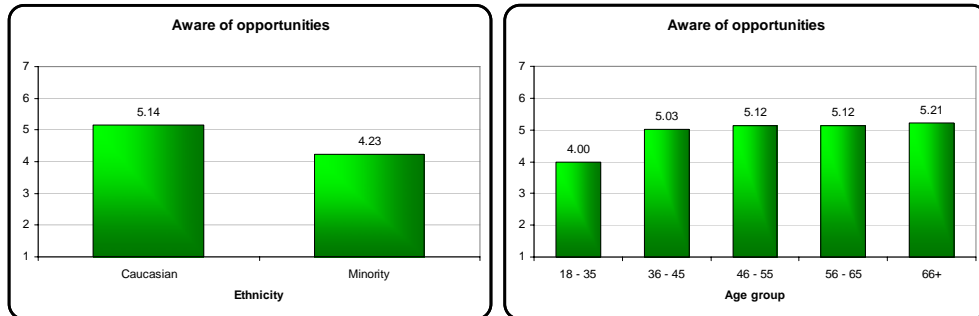
Assessment



Those who have lived in the Tucson region the longest (21 or more years) are significantly less likely than their shorter-term counterparts to feel that arts and culture are important for creating a high “quality of life” within a community.

Females have a greater likelihood than Males of agreeing that arts and culture are important aspects in their personal “quality of life”.

Assessment

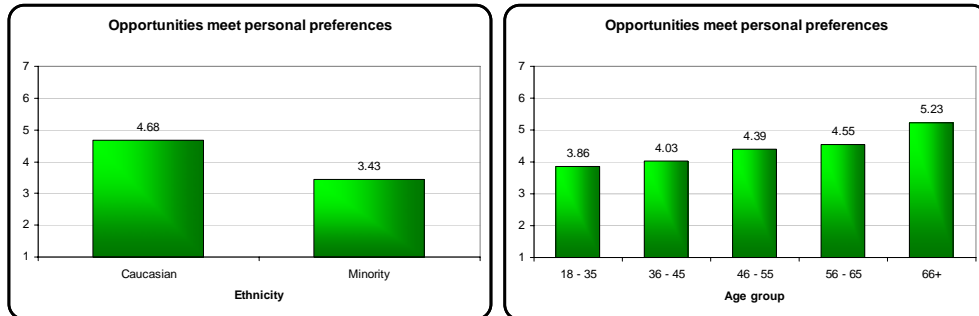


Minorities are less likely than Caucasians to agree that they know of the available arts and culture offerings in the area, with nearly a one point difference in the mean scores (4.23 versus 5.14).

In addition, those in younger age groups have a decreased likelihood of feeling that they are aware of opportunities, with the 18-35 year-old segment having a significantly lower average rating which is just equal to the neutral point of 4.00.

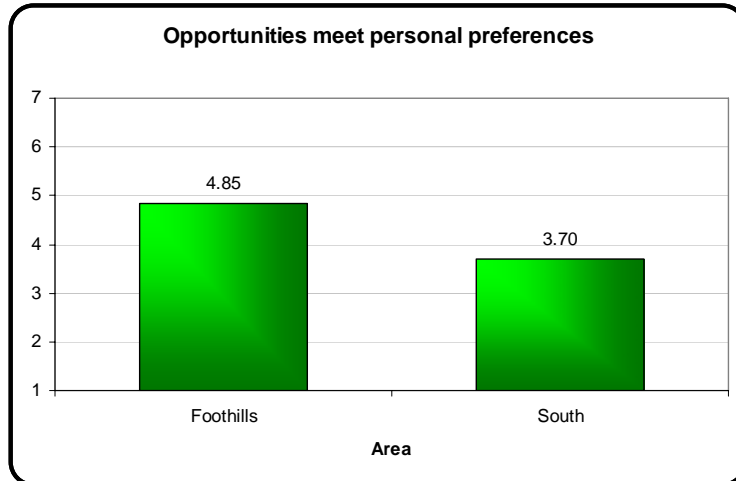
These findings indicate that outreach to non-White and younger demographics may be useful in expanding knowledge about current offerings.

Assessment



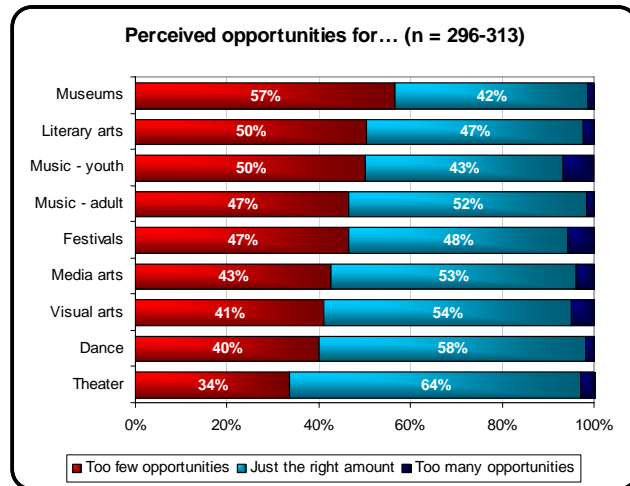
Caucasians (more so than Minorities) and older respondents tend to agree that the types of arts and cultural opportunities in the Tucson area meet their personal preferences.

Assessment



Those in the Foothills are also significantly more likely than those in the South to agree that current opportunities reflect their personal interests.

Assessment

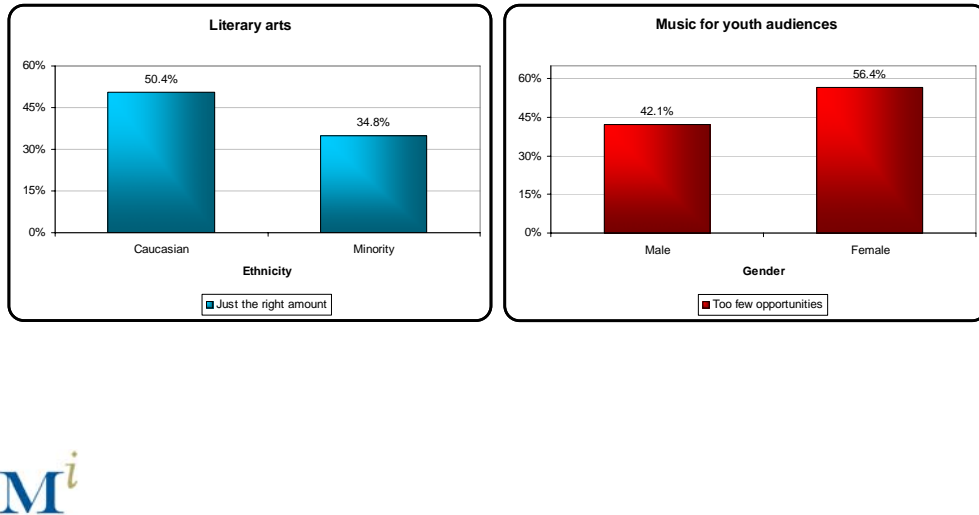


Nearly three-fifths believe that there are too few opportunities for museums, with half feeling similarly about literary arts and music for youth audiences. A similarly high proportion (47% each) thinks offerings related to adult music and festivals are insufficient as well.

Somewhat lower percentages deem opportunities in media arts (43%), visual arts (41%), dance (40%), and theater (34%) to be inadequate, with more than half in each of these categories feeling that there are “just the right amount”.

However, very few respondents believe that there are “too many opportunities” for any of the various arts and cultural genres tested, indicating that supplemental offerings will likely be favorable.

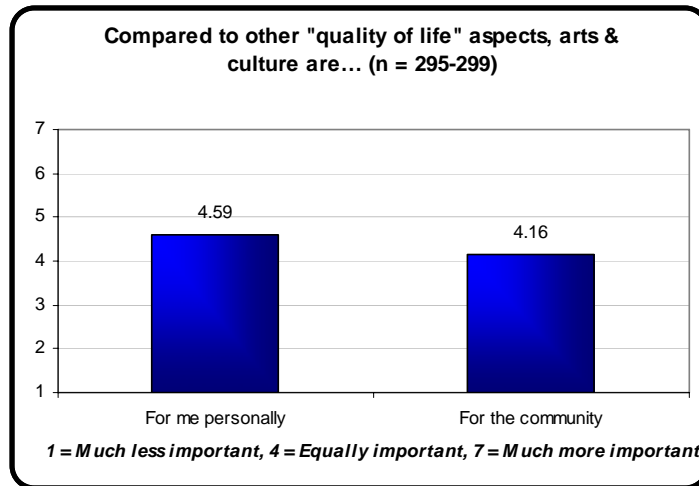
Assessment



Caucasians are more likely than Minorities to feel that there are just the right amount of literary arts opportunities in the Tucson area, with greater than a 15% difference between the two segments.

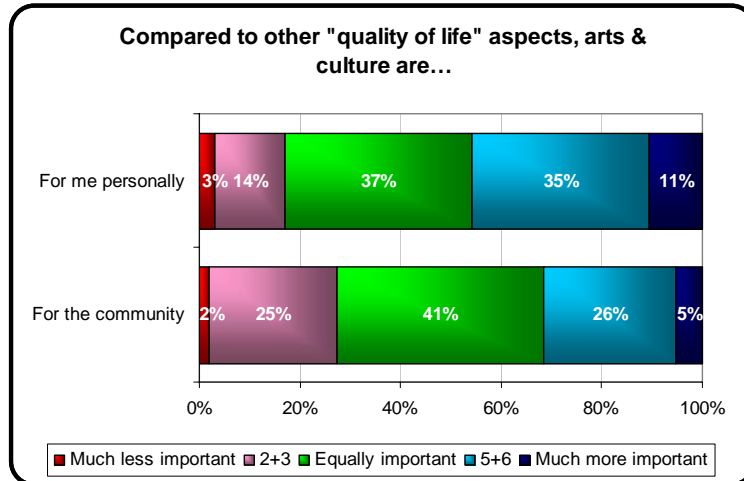
Females have an increased likelihood over Males (56.4% versus 42.1%) of believing there are too few music offerings for youth audiences.

Importance



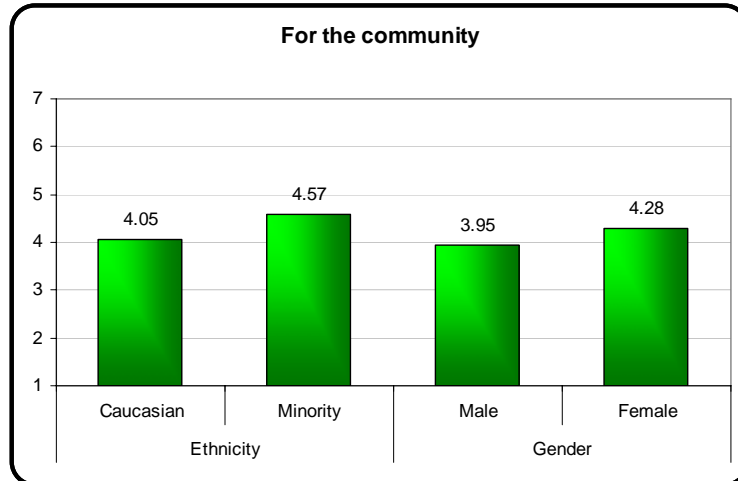
Arts and culture are thought to be only slightly more important than other “quality of life” aspects, receiving scores just above the neutral point of 4.00. Respondents do however seem to place somewhat greater emphasis on arts and culture when considering themselves personally (4.59) as opposed to when thinking about the community as a whole (4.16).

Importance



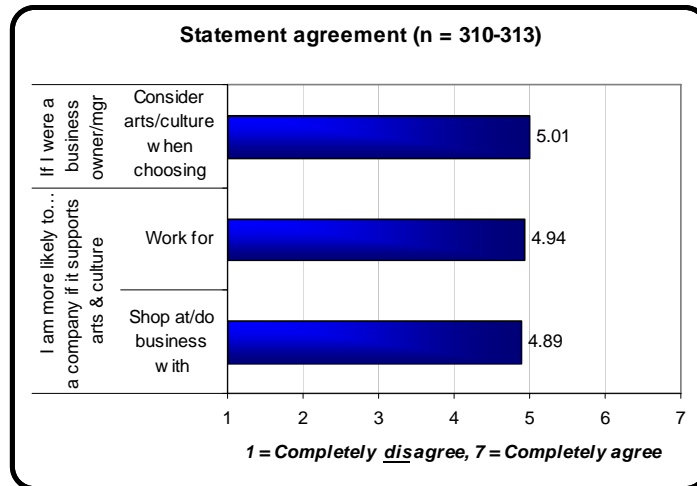
While similar proportions gave a score of “4 – equally important” to arts and culture (personally – 37%, community – 41%), a notably higher percentage rated such aspects as more important for the individual (46%) than the community (31%).

Importance



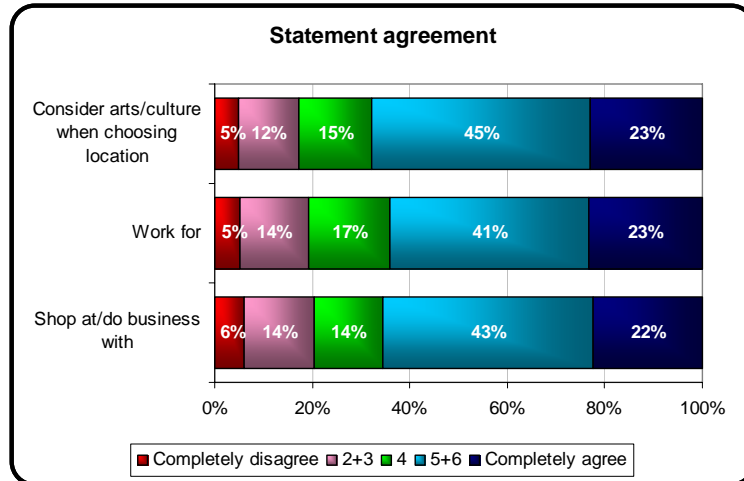
Minorities (in comparison with Caucasians) and Females (as opposed to Males) have a greater likelihood of believing that arts and culture are more important than other “quality of life” aspects for the community, giving ratings that are one-half and one-third of a point higher, respectively.

Business Community



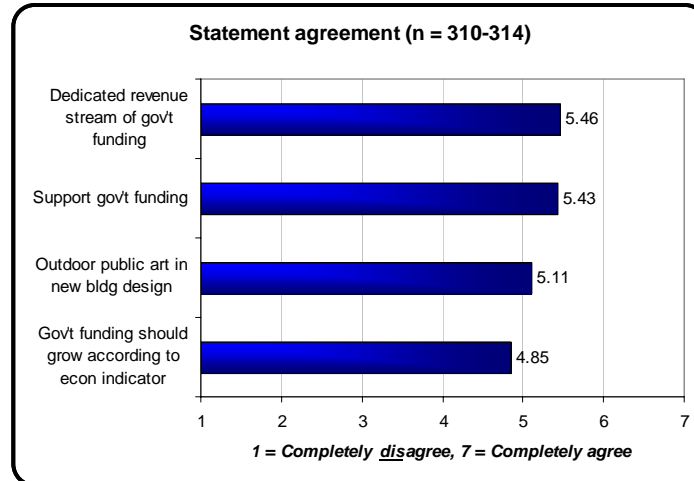
Respondents agree somewhat more that they would consider arts and culture related factors when determining where to locate a business (5.01) versus when making decisions about who to work for (4.94) or where to shop (4.89).

Business Community



Greater than two-thirds give an agreement score above the neutral point of “4” for considering arts and culture when choosing where to locate a company, while just under that proportion felt similarly about selecting an establishment to work for (64%) and do business with (65%). Conversely, a slightly higher percentage disagreed that arts and culture would affect their shopping (20%) versus employment (19%) and business location (17%) decisions.

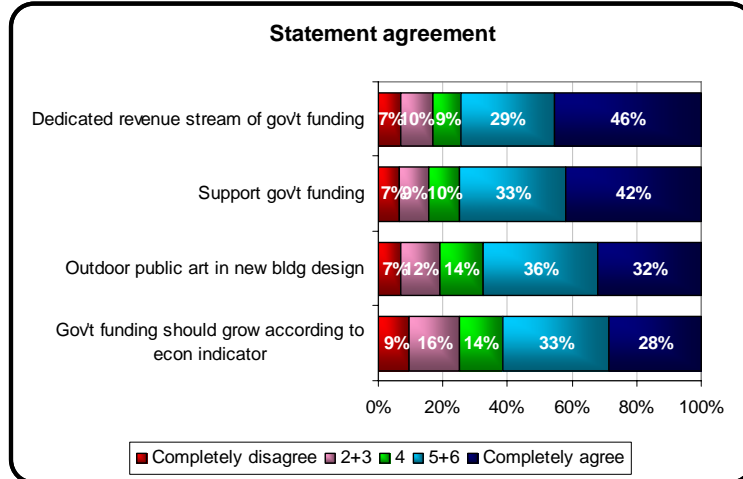
Funding



Respondents support government funding of arts and culture, agreeing to a relatively high degree that (i) a dedicated revenue stream should be devoted to arts and culture (5.46) and (ii) they are in favor of government financing for such endeavors (5.43).

There seems to be somewhat lower interest however in including outdoor public art in the design of all new buildings (5.11), with notably lesser agreement that government funding should grow in accordance with economic indicators (4.85).

Funding



Nearly half “completely agree” that there should be a dedicated revenue stream of government funding devoted to arts and culture, with more than two-fifths feeling similarly about their support of government funding in general. However, top ratings were less prevalent when considering incorporating outdoor public art in new building designs and growing government financing according to economic indices, with less than one-third saying they “completely agree” on each of these funding mechanisms.

Funding

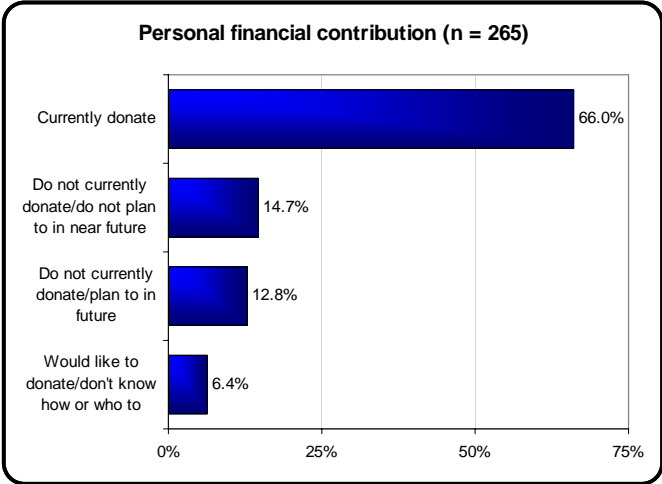
Segmentation analysis:

- Ethnicity
 - Caucasians are more likely than Minorities to agree that they “support government funding”
- Gender
 - Females have an increased likelihood vis-à-vis Males of agreeing with each of the funding means



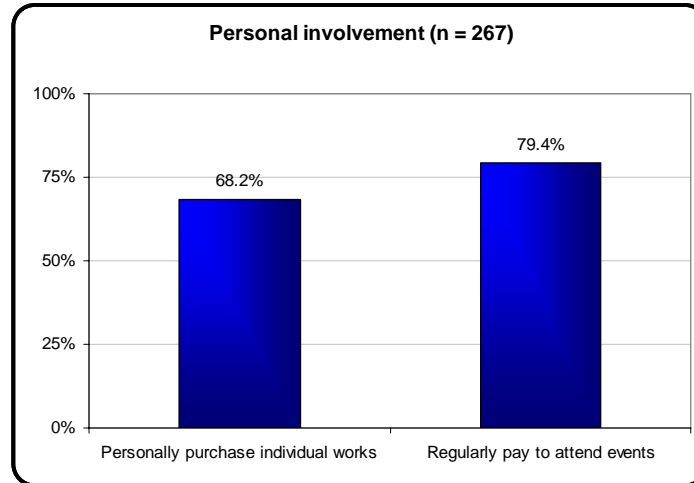
As described above, segmentation analysis reveals that significant differences exist (for ethnicity and gender) with regards to agreement on certain funding related approaches.

Funding



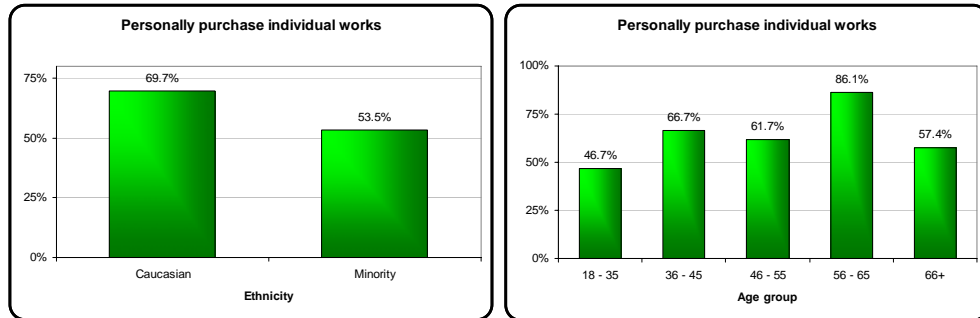
Two-thirds currently donate to arts and culture organizations, and nearly one-fifth indicate that they are interested in contributing (12.8% plan to in the future and 6.4% would like to but need guidance). The remaining 15% however do not now and are not planning to make personal financial contributions.

Funding



More than two-thirds purchase individual works of art and nearly four-fifths regularly pay to attend artistic and cultural shows, performances, and festivals, indicating that while a high proportion of respondents engage in both, events generate a somewhat higher level of involvement.

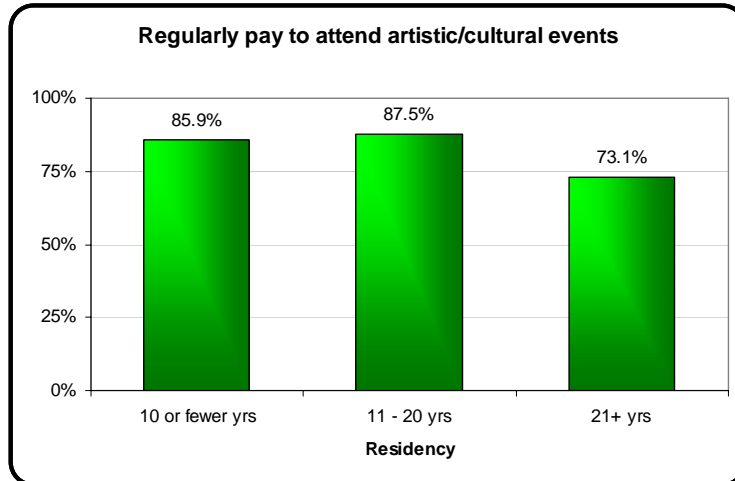
Funding



Caucasians are more likely than Minorities to personally purchase individual works of art.

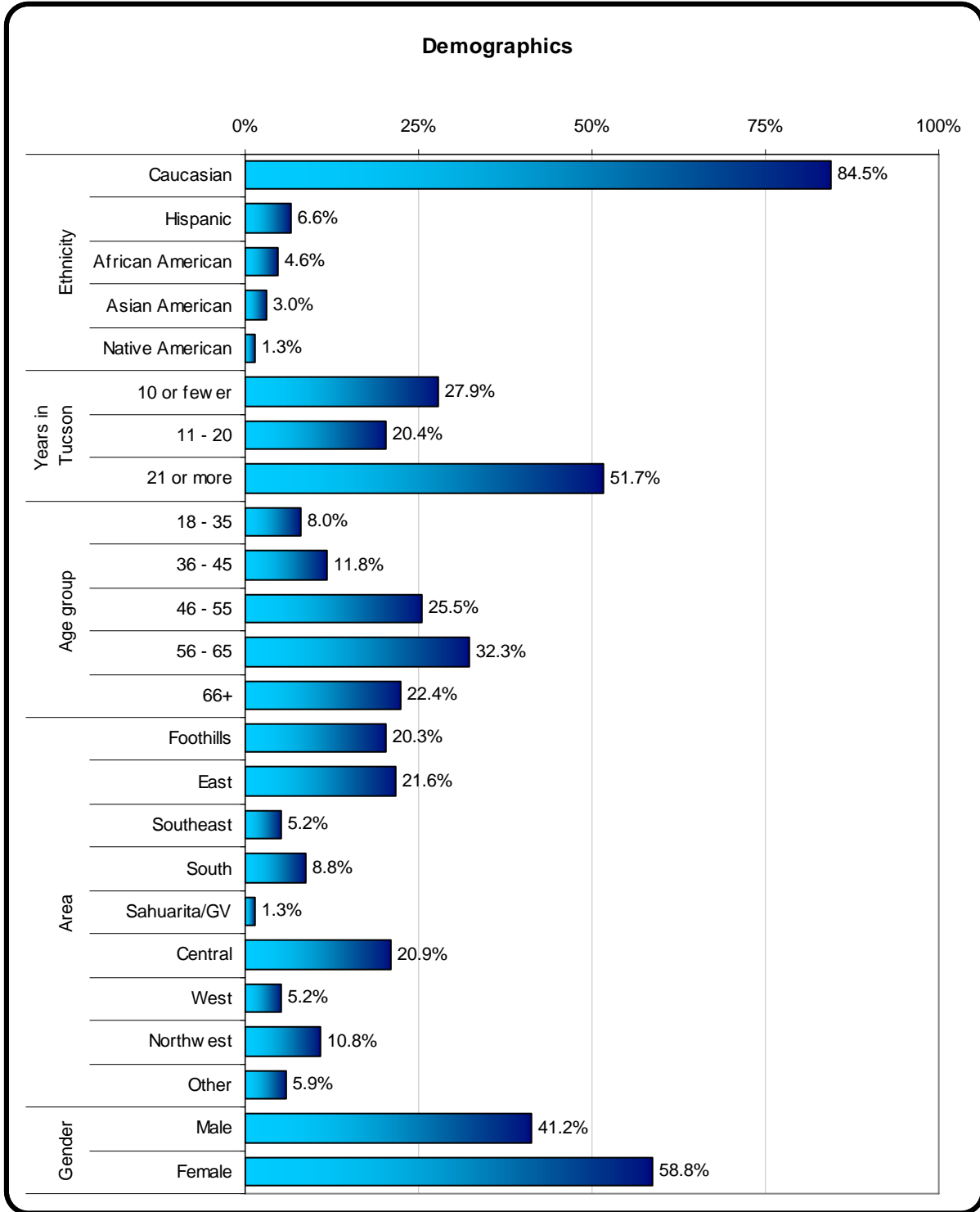
When comparing the various age groups, those in the 56 – 65 category are most likely to purchase individual works while those in the 18 – 35 segment are least likely to do so.

Funding



Longer-term residents (21 or more years) are significantly less likely than those who have lived in the area less time to regularly pay to attend artistic and cultural events.

II. SURVEY RESPONDENTS



III. SURVEY INSTRUMENT

1. Welcome

Thank you for participating in the Community Voice Survey Series.

This is the fifth in the series of surveys and relates to arts and culture.

We look forward to reading your responses and hope to hear from you on future surveys as well. We will be sending out e-mail alerts every time a new survey is posted.

2.

1. Imagine that you are in charge of promoting arts and culture opportunities in the Greater Tucson area. What is the first thing you would do?

3. Assessment of Arts & Culture within the Greater Tucson area

In answering the following questions, "Arts and Culture" means the entire variety of artistic and cultural activities which could be offered to our community, including painting, sculpture, other visual arts, music, dance, theater, festivals and more.

2. Please indicate on a scale from 1 to 7, how much you agree with the following statements (1 = completely disagree, 7 = completely agree).

	1 - Completely disagree	2	3	4	5	6	7 - Completely agree
I feel there should be more arts and cultural opportunities to better reflect my personal interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the types of arts and cultural opportunities in the Greater Tucson area meet my personal preferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to move to or remain in a community that has a strong arts and culture presence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am aware of the arts and cultural opportunities available to me in the Greater Tucson area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel there should be more arts and cultural opportunities to better reflect the interests of the community as a whole	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that arts and culture are important aspects of creating a high "quality of life" within a community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that arts and culture are important aspects of my personal "quality of life"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. When thinking of arts and cultural opportunities in the Greater Tucson area, please indicate whether you feel there are too few, too many, or just the right amount of opportunities for each of the following:

	Too few opportunities	Just the right amount	Too many opportunities
Museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music for adult audiences (such as classical, folk, country, or jazz)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media Arts (film, radio, new media)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music for youth audiences (such as pop or hip-hop concerts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual Arts (paintings, galleries, sculpture, photography, installations, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Literary Arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Importance of Arts & Culture within the Greater Tucson area

4. When thinking of arts and culture compared to other "quality of life" aspects, would you say that they are more or less important than other aspects for you personally and the community as a whole (1 = much less important, 4 = equally important, 7 = much more important).

	1 - Much less important	2	3	4 - Equally important	5	6	7 - Much more important
For me personally, arts and culture are...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For the community as a whole, arts and culture are...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Arts & Culture and the Business Community

5. Please indicate on a scale from 1 to 7, how much you agree with the following statements (1 = completely disagree, 7 = completely agree).

	1 - Completely disagree	2	3	4	5	6	7 - Completely agree
I am more likely to shop at or do business with a company that is committed to supporting arts and culture in our community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to want to work for a company/employer that is committed to supporting arts and culture in our community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were a business owner or manager, I would consider how strong a community's arts and culture presence is when deciding where to locate my company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Funding Arts & Culture

6. Please indicate on a scale from 1 to 7, how much you agree with the following statements (1 = completely disagree, 7 = completely agree).

	1 - Completely disagree	2	3	4	5	6	7 - Completely agree
I feel that government funding for arts and cultural organizations should grow at the same rate as the cost of living or some other economic indicator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to see outdoor public art included in the design of all new buildings in our area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I support government funding of arts and cultural organizations in the Greater Tucson area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that there should be a dedicated revenue stream of government funding devoted to arts and culture in our community, similar to what we have for promoting tourism, baseball stadiums and other sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Which of the following best describes your personal financial contribution to arts and cultural organizations?

- I currently donate to arts and cultural organizations
- I would like to donate to public arts and culture related projects, but I don't know how to do so or which ones to give to
- I do not currently donate to arts and cultural organizations but plan to in the future
- I do not currently and do not plan to donate to arts and cultural organizations in the near future

8. Please check all that apply for you personally:

- I regularly pay to attend artistic and cultural shows, performances and festivals
- I personally purchase individual works of art

7. Thank You

Thank you for participating in our survey. We hope to hear from you on future surveys.

You can either close this window or click "Done" to be taken to the Tucson Regional Town Hall website.

IV. OPEN-ENDED RESPONSES

The open-ended responses are verbatim comments shown exactly as they were typed in by the respondents and may therefore include grammatical errors or other incorrect syntax.

Q1. Imagine that you are in charge of promoting arts and culture opportunities in the Greater Tucson area. What is the first thing you would do?

- #1 - Build a great website that is kept up-to-date daily and establish a listserv or emailing list for updates and to get input. Help art organizations to build their own websites.
- Advertise
- advertise and have reviewers from local paper actually go to events in town.
- Advertise events in markets where winter visitors come from, i.e. Chicago, etc.
- Advertise in the Daily Star
- Advertise on billboards/tv
- Advertise to the general public. Make it known.
- Advertise to the local community to get them excited about the cultural activities.
- Advertise!
- Advertising events to let the community know what is happening.
- Art walk Evening/Open House multiple times to promote arts/cultural sites
- Articles in all print media
- Arts and Culture already has too much money being spent on promotion, suggest making more opportunities for the poor and middle class to attend events at reduced cost.
- Assess the interest and needs of the community and the extent to which individuals are willing to pay for arts and culture
- Assess what we have, how well it is promoted and to whom. I would take that information and plan a new promotion campaign that integrates what works with new ideas.
- Assist the Warehouse Arts Management Organization (WAMO) in revitalization of the downtown warehouse Arts Dististrict.
- Assuming that I already know the strengths and weaknesses of the various civic and volunteer groups who support the Arts, I would attempt to form a coalition of the various entities to unite them in a common effort to promote their individual and collective strengths, including the development of an action plan to achieve success.
- Awareness of what is available for wand within the community
- Be sure all media have my contact information, and begin with a month's sample schedule. Also compose a contact list of civic organizations that might like to be on an email announcement list.
- bring affordable and diverse arts to the city
- Bring artists from other parts of the country here to perform at affordable venues
- Bring better concerts and plays to the city
- Bring together people and communicate through non-profits, find people a passion and not motivated by money.
- Bring together representatives from all stakeholders - the MTCVB, TPAC, elected officials, TREO, etc. - and say we need to have a coordinated effort to promote arts and

culture in the Greater Tucson area. this means we maximize our resources by creating ONE campaign that includes a comprehensive database-driven website (see ExperienceLA.com), social media (blogs, YouTube, etc.), print and broadcast advertising. the campaign needs to appeal to different segments of the community and be innovative and inspiring. let's do it!

- Bring together the arts community and dream together about what we'd like the Tucson arts to be in the next 10 years.
- Build a better Civic Center
- Build a decent performing arts venue.
- build a museum
- Build a new arena to lure in more cultural events (i.e. big name C&W and Rock 'n Roll concerts)
- Build a nice big museum downtown for the Tucson Art Museum--before the other museums are built.
- Build an open-air amphitheater in midtown similar to Mesa Amphitheater in Mesa, Arizona.
- Build stadium, concert halls, theatres in more parts of town. The East Side needs more.
- Call the newspapers
- Call the U of A for their Matinee series
- Center the art and cultural opportunities downtown.
- children's museum larger
- Collaborate with existing arts groups and organizations to mount an intensive marketing campaign both locally and nationally to increase awareness of the arts in the Tucson area.
- come up with an event in the evening for adults that was not expensive and was not Downtown - maybe at La Encantada
- Commission major public works of art by national and international artist. Great cities have great art.
- Compile a comprehensive listing of all businesses, organizations and institutions that are involved with the arts and culture throughout metro.
- compile a comprehensive summary of all the existing arts and culture organizations
- compile a master calendar list in a simple format to distribute
- Compile list of arts & cultural organizations with contact information.
- Conduct a survey of and create a database for artists and artist organizations in the metro area, then establish a regular collaborative organization/meeting of the groups.
- Conduct an assessment of the history of arts/cultural development in Tucson to ascertain successes and failures to include surveys of other cities and their programs to determine which approach is best for Tucson
- Conduct an assessment of Tucson arts & culture, including community desires and other city best practices.
- Conduct an inventory of what we have and compare with arts/culture communities we aspire to be.
- Consolidate and improve the museums and cultural venues downtown.
- consolidate silos, build unified vision
- Consolidate the marketing efforts of all arts and culture opportunities under one unified brand that communicates the Tucson area's unique offerings locally, regionally and nationally. Build the brand.
- Contact all the various arts groups and clubs for input. Establish a monthly calendar of events.

- Contact all tour companies; convince them to include Tucson in their agenda, then promote all our arts with tours such as Public art, theatre with a show which includes our heritage and region. etc.
- Contact existing venues or any large space to see what they would be interested in hosting and how often. Seek out the many experienced entertainment partners in the community.
- Contact the local newspapers about running articles about the events. Have the local radio stations do promotions. Contact public and private schools to see if representatives from the local arts programs may come in to do assemblies. Try to do promotions that would not cost too much. Perhaps have raffles or radio call-ins to win free tickets to the different events.
- Contact the school systems to engage children and their parents. Arts appreciation should start at a young age. This could possibly be accomplished by short performances of the symphony, etc. at lunch breaks, etc. at NO cost.
- Convene the experts and interested parties and listen to them.
- create a city-wide culture portal, with an events calendar for easy access and information
- Create a comprehensive Arts and Culture online events calendar. (Expensive but essential.)
- Create a cooperative among artists that would include available studio and gallery space and regular public art tours.
- Create a cooperative for allowing aspiring thespians, vocalists, recording artists and filmmakers to utilize studio and performing space
- Create a large, high profile, cultural event that attracts artists and groups from around the country to participate.
- Create a marketing campaign for Tucson touting the importance and value of the arts in our community, tied to funding to help this campaign be based in reality (e.g. Tucson as Arts Mecca).
- Create a Performing Arts Festival on the model of the Spoleto and Piccolo Spoleto festivals (in Charleston SC), in the Fall, and a Springtime juried Creative Arts Festival in the Spring, both to be held downtown.
- create a top notch children's museum, re-open the cursillo, bring in more music groups support more venues for young, local bands
- create an environment that was multi age friendly, vs targeted to a specific group.
- create an inventory of opportunities. This could serve as a pr piece for existing and highlight needs for future
- Create groups of programs that will be of special interest to each community demographic; at present, it's hard to find something to do in the "hodgepodge" of offerings.
- Create INTERACTIVE musical plays for children from 2 to 17
- Create ONE site for all the events to be seen publically. Start collaborating (instead of fighting against) with all the arts and finding common interests and promotional options to benefit everyone
- Cry, because the Greater Tucson Area does not have enough appreciation for the arts. Okay, seriously... I think maybe I would focus on enhanced methods of creating awareness in the community for unique exhibits or performances coming into town. I'm not sure what those "enhanced methods" would be; a "think outside the box" approach for getting people excited or motivated to attend such events is needed. It's too easy to tune-out standard media advertising. Also (and I think Tucson does a pretty good job of

this already), I would pour energy into finding ways to keep the arts financially accessible to all. Wow--that was a really tough question to hit me with right at the beginning!

- Define the audience for and economic impact of arts and culture opportunities.
- Determine what art and culture that people are willing to spend their own money on developing.
- Develop a central listing of all arts and cultural events and then promote it to the community to find out where events are taking place, how to procure tickets and other pertinent information. Most arts groups don't even know what other have going on. Use Pima Arts Council for this.
- Develop a community venue, preferably outdoors to showcase arts and cultural performances and attract people downtown
- develop a list of already existing
- develop a master plan of what is needed
- Develop an adequate funding source secure over time
- Develop an Arts Calendar/Arts Council of all organizations in the area.
- Develop opportunities for residencies/collaborations with UA and Pima to bring art to the community building synergies with community groups such as Raices Taller and Pima Arts Council
- Develop relationship with all media outlets.
- Develop retail and studio space for artists in painting, ceramics, photo, theatre et al, develop a vibrant art area in downtown Tucson and assure that folks felt safe in this area.
- Disseminate information concerning opportunities to everyone in the community, not just the same old groups who usually get this information.
- Do a combined website/calendar of arts organizations of all sizes that people could easily access.
- do a survey of all artists' studios in Tucson
- Do an inventory of what Tucson currently has to offer - Find out how I can help them improve what they do . Make sure the New Civic Center is fun and entertainment friendly
- Do some polling see what people want, then work with that to set it up accordingly.
- don't know
- Downtown needs to be a thriving center. squares, multi modal transport, walking, dining shopping venues
- Educate the public about art and culture. Preserve the treasures and prohibit the replicas.
- email everyone about the program.
- embrace it all - from the institutionalized to the emerging/grass roots/edge-y - and promote the whole package of diverse offerings as a whole
- Encourage plays other than such tried and true old chestnuts like Neil Simon.
- Encourage the development of less expensive venues so performances/exhibits could be affordable for more people.
- Encourage UA Presents to hire the art design team behind the Tucson Opera's adverts
- Enhancing matching funding programs offered through business and governmentalpartnerships as well as grant writing resources to both small art groups and incorporated fine arts organizations.
- Ensure that we have the infrastructure -- affordable space, educated populace, enough good paying jobs that will allow residents to patronize the arts -- necessary to make arts and culture viable; build/ strengthen these basics first.
- Ensure the continued viability of UA Presents

- Establish a central location for multiple Art Org's to have access, with various events scheduled weekly.
- Establish a Greater Tucson Community Arts organization whose main mission is to promote public awareness of arts and cultural opportunities available community wide.
- Establish and support a CLEARLY DEFINED arts district, and promote Tucson's unique artistic community outside of Tucson and Arizona.
- extend the season into the summer, if only on a limited basis
- Figure out a way to make Tucsonians better aware of the availabilities in the local arts & culture scene.
- Find a location with easy parking access away from the downtown area, congestion free and family friendly. A place that looks welcoming in a theme suitable for the Tucson area and that is landscaped in a "Green" theme.
- Find a way to jump start Rio Nuevo. A vital central area is key to arts prominence. Look at Santa Fe.
- Find a way to unify the arts and culture opportunities via the internet or other mechanisms , to pursue greater citizen involvement and ultimately to expand the opportunities
- Find funding to support the arts
- Find others who are interested in this subject and have a meeting to discuss this.
- Find out all that is here -- including asking people of different backgrounds what they enjoyed in the way of art and culture.
- find out what has worked, what has not in the past as well as what is presently being done and is it effective. What are the successes from other communities around the country similar in size to Tucson.
- Find out what is available & what's desired
- find out what people are interested in
- find out what people want
- Find the proper locations in Tucson to put all the Arts and Culture open to the public.
- Hire myself and get a person who has the heart ,desire and experience to promote on a larger scale.
- Fix the terrible orchestral acoustics in Symphony Hall.
- Follow the lead of the Dinnerware Gallery. Help artists get funding, give lots of events, educate Tucson about the arts.
- Force T-PAC to do their job!
- Form a committee that can make decisions. Once there is consensus on the committee, there should not be continuous redoing it and never making a decision to act upon. Where are the consensus builders? The decisions may not be perfect, but doing nothing isn't promoting anything.
- Form an umbrella marketing organization.
- Gain support from Pima Co BOS and Tucson City Council and Arts Alliance
- Gather information from the community about the arts and cultural events they are interested in having available to them.
- Gather leaders of organizations, museums, institutions who promote art and culture. Let them survey what types of events and activities their groups would help promote.
- Gather reps. from known/Active Arts group etc. and determine their capabilities/products. Name a steering Committee of "Doers" ,,,announce to Community and hold open house for idea sharing.

- Gather together representative members of the arts community and invite citizens who often attend events to get together and discuss what if any changes they would like to see.
- Get all of the educational institutions represented and find out what is currently being done and what they would like to see happen in their institutions. Do the same with the professional organizations. Find what currently being done, in addition to what desires, wishes and dreams these groups envision. That should provide a lot of information to sift through, find trends, etc. From there several patterns should emerge that can be discussed and prioritized.
- Get all the art galleries and museums and music venues together in a meeting and survey what we have available here in Tucson now, then you know what you have available to promote.
- Get all the groups together and find out what they do that works best/well and how long they have been doing it
- Get as many PSA's as possible including Oro Valley, Marana, Vail, Saharita areas.
- Get HELP! Other than that I would look at the news media.
- get input from all the existing art and culture providers
- Get major downtown events on every organization's calendar. Downtown Tucson Partnership, TPAC, MTCVB, Newspapers, Arts Groups, etc.
- Get more coordination between the schools and the downtown area and the other parts of the county.
- Get moving on Rio Nuevo - strategic Build a master calendar of events - tactical
- Get rid of the disasters called warehouses and build a real art and culture center for artists and performing groups
- Get the artists out in the community to visit with school children and at community centers. They all need more exposure for whatever kind of art and culture they are promoting.
- Get the CEO's of the major employers together and ask them why they are based in Tucson and then ask what more could be done in the arts and cultural areas to attract strong employees to their companies and then work on them to spearhead their own ideas.
- Get the local angels to fund a top notch executive team to put this promotion together.
- get the public's attention. put art on / in the streets.
- Get the top people in each of those areas and ask them how the best way would be to promote them.
- Go for a large national grant that I could leverage for matching local funds
- Greater Tucson Area Community Asset Mapping, Consultation and Surveys Locating Resources
- Have a central location with easy access, parking, and good communications.
- Have a comprehensive community plan
- have a comprehensive database of all arts and culture opportunities
- Have a major art show and sale in the fall, showcasing Arizona Indian and Mexican arts and crafts as well as local artists.
- Have a more central arts area where people could do a variety of things - also enjoy getting together after the event. There is nothing like that here.
- Have an art show with entries submitted by anyone and everyone who wishes showcasing the variety of art forms here in Tucson.

- Have an informal dinner with a small group of practicing Tucson artists to see what they think needs to be done. Then work with the existing arts councils/groups to make it happen. It is critical that real working artists be involved in this process.
- Have artist visit schools and speak about what they do.
- have lots of festivals and fairs downtown.
- **HAVE LOTS OF OUTDOOR PAINTING OPPORTUNITIES FOR CHILDREN AND FAMILIES AT PARKS.**
- Have more art festivals, opportunities for more art public murals done by students, etc.
- Have something to involve high school art, music, and humanities teachers and then offer them tickets for their students occassionally when you know the audience will be low. Make sure articles got into every senior living place's newsletter from Green Valley to Saddlebrook.
- Highlight the Tucson attractions.
- Hire a director
- Hire a grants writer to help find some additional funding
- Hire a great fundraiser.
- Hold a series of Town Hall meetings in different areas of the region with different public and private sector groups to determine the full spectrum of arts cultural priorities in the Greater Tucson region.
- I have no idea. But I think I would start by telling Mayor Walkup that he needs to provide the leadership on the political side for this important quality of life issue for all the community.
- I would assemble a board made up of the most influential men and women that I could attract to my enterprise. Having spent over 25 years as a board development consultant and consider the quality of the governing board central to the success of any nonprofit organization.
- I would beef up the arts & leisure section of the Daily Star. This is the fastest and broadest way of reaching people.
- I would concolidate many of the organizations that have duplicate and overlapping programs and service. Each organization is trying to raise money from mostly the same group of people. As a result, there's not e nough to do good things that will attact people. And each organization has it's own overhead to support.
- I would contact every avialable media outlet and try to get each one to support my goal
- I would create a not for profit entity that supports and coordinates fund raising, advertising and programming efforts at the exiting community presenting and arts organizations (Centennial Hall, TSO, Tucson Museum of Art, Arizona Theater Company, etc...)
- I would do everything possible to persuade the City of Tucson and Pima County to increase funding to support the arts in our community, which cannot survive, much less prosper, on earned revenue alone.
- I would expand programs that bring school children of all ages to cultural events.
- I would gather together leaders from the arts, native american communities, hispanic representatives, theater and commerical sector. The purpose would be to brain storm about ways in which we could bring all of these entities together and create full expressions of art and culture throughout the community.
- I would like to see a place for young people to explore arts and culture in a more hands-on way.

- I would make sure that all stakeholders are participants, not just the youth and minorities (perception is reality).
- I would make this THE PRIMARY FOCUS of Rio Nuevo. I would look to develop a string of nightclubs/restaurants, performing centers that could all be within walking distance of one another that provided a diverse entertainment experience.
- I would promote these opportunities throughout the community. I would set up a campaign that would attract a variety of people from different cultures.
- I would publish a monthly arts and culture magazine with every event and every venue in there.
- I would research data to find out the various cultures in the area. Then I would get a listing of the people to send out random surveys to.
- Identify all existing organized organizations and programs. Create a resource database for this info and evaluate community strengths and weaknesses
- Identify all the arts and culture organizations in the Greater Tucson area, develop an in-depth survey to determine our assets (what we have to offer) and our liabilities (what we have missing), hold a series of workshops among various groups, e.g., art, theatre, museum, identifying needs, goals, and begin developing a community action plan.
- Identify my supporters and affiliates.
- Identify the strongest themes and preferences among members of the arts and culture community.
- Improve facilities for performances
- Improve public transportation
- Improve the civic center
- Improve the stature of the art museum by seeking significant lending of artwork by other museums and seek the donations this would involve from the wealthier residents of Tucson. (Second would be to provide transportation from downtown to the casinos when well known performers appear there.)
- Improve the Tucson Symphony Orchestra
- Increase government funding and work with the convention & visitors bureau to develop a marketing campaign. I was thrilled to discover that Tucson has over 40 live theater companies, but I have never seen that information promoted.
- Increase outreach in rural areas
- Increase the budget for the arts and culture groups. Then form a committee of historically committed artists like Matt Cotten and Gavin Troy.
- Increase the number, sizes and locations of venues available and make sure there is plenty of parking and public transportation to every one of them.
- increase the public's/community's exposure to a wide variety of arts/culture exhibits, performances, etc. by increasing people's awareness, their appreciation of arts increases. if they appreciate something, they're more likely to invest in/ support it.
- Initiate a campaign which educates and promotes what resources and opportunities currently exist. We really do have a strong arts and cultural community.
- Integrate more arts & cultural events in public schools
- Introduce it into the schools. Create more performance space in the community.
- inventory assets and assess community needs/expectation
- inventory them
- Invest in improving/upgrading existing venues
- Invite an artist or celebrity to visit and present some of his/her work.

- Invite arts and culture representatives from all areas of Tucson for community wide discussion, planning, prioritising, etc.
- It's being done
- Line up like minded people who want to support the arts and put together a support Foundation to support arts and culture
- Link up with the tourism bureau and have them promote the heck out of the cultural opportunities. Have a 30 something review the message.
- List by categories and source the opportunities: State of AZ; University of AZ; County/City; non-profit; and, for profit.
- Locate a suitable site, probably on State Trust land in a beautiful setting, probably in Oro Valley, and build a regional (not world) class performing arts academy for dance, music and theatre -- inviting to visiting companies, and instructors, with weekly performances --initiate fund raising to endow the facility and the faculty.
- Look at how public art exists in cities known for public art. To create and value a culture of public art is to develop a rich community.
- Look at the ways the public is informed of the opportunities and evaluate how well the information is disseminated.
- Make a database of artists and performers. Identify various audiences.
- Make a great website and advertise the heck out of it so people always know where to look, in one place, for everything about culture and the arts. People get bored - there are too many places to look up and find out what is going on...at least this is what I have experienced in the past. If something is different today, I don't know about it. the Tucson Weekly is my best source - readily available and I know where to find it. DoTucson.com (?) not too bad, but not as good as what other cities and states have in place.
- Make concerts, symphonies and operas more affordable to a wider range of people.
- make it family friendly
- Make places available to accommodate particular types of art. Places to show visual arts, places for performance, places for teaching and familiarizing both for adults and children.
- Make sure art and music are available in all public schools.
- Make sure there are sufficient and affordable accommodations available for artists to live in Tucson
- Make the "Barrio Mexicano" a place visitors would want to visit.
- make the community aware, billboards, public service announcements
- market events in print and video
- Marketing to Tucson, surrounding areas and outside of Arizona where many winter visitors are from
- Massive media campaign
- Meet with representatives of each of the existing arts and entertainment venues
- Meet with stakeholders in the arts community to determine strengths and needs and organize a support group of community leaders who would help support the arts.
- Make sure all know about many opportunities and activities that occur in Tucson
- more advertising of local events.
- More elementary school exposure to the arts (visual arts, music, dance and especially drama). More artists-in-residence programs and outreach to school age kids to participate in the artistic process.
- More museums and more classes for kids in the arts.
- more street art and way more support for theater

- Not a thing.
- Not sure
- Not work to destroy what exists now, and increase support for this vital aspect of community and quality of life.
- Offer more matinee performances.
- Offer more scholarships and tickets to events for middle school and high school students in the community
- Offer music and art to every child in every school in every class - lots of it. Make tickets available to concerts, for very little money, to kids.
- Organize a way to have the public volunteer and donate, rather than spend ANY government money on the project.
- Organize to point of review past events of the same nature, identifying key players/partners, identifying possible financial resources, and identifying suitable venues.
- Other than shooting for greater community participation in the existing arts and culture offerings in this community, I probably wouldn't change much.
- Partner with entities to showcase live music, dance and studio art at community functions throughout Tucson and surrounding communities.
- Perform a continuous media campaign using radio, television, the internet, and billboards. By continually letting people know what opportunities are available and when, you will prevent the common situation of people reading about them past tense in the newspaper.
- Persuade the "Daily Star" to do a better job of promoting traditional arts and culture and reducing their emphasis on pop art and pop culture
- pinpoint my audience or target group
- plan and recruit major public art displays to travel through Tucson for one entire year
- Post street banners throughout the city as everyone here travels across town regularly.
- press release
- promote a gallery mall/area similar to Santa Fe, NM
- Promote and celebrate the religious heritage of Tucson through the arts
- Promote historic preservation activities that could encompass both of these areas.
- Promote 'Native American' powwow type of gathering that would show crafts-persons making baskets, weaving blankets, dancing exhibitions, storytelling, kachina making and producing precious metal-stone jewelry.
- Promote the wealth of art that we have, which is underappreciated.
- Protect the warehouse district and offer more incentives for cafes, boutiques and galleries to locate downtown.
- Provide outreach to smaller communities and work with existing local groups to facilitate better organization.
- Provide parking and shuttle services to events and to visit galleries during non-event times.
- Provide some decent funding for artists and their living/working spaces
- public transportation downtown/and/or to the venues
- Pull together a community of leaders from the various arts and business leaders to develop a plan
- Pull together leaders from the Arts organizations and a PR company.
- Put a movie theater downtown and have restaurants downtown coordinate with arts venues so that they are open on nights when concerts are there.
- Put arts program in all elementary and secondary schools.

- Put out timely advertising in various ways.
- Put sample exhibits & related books in the malls. Make the promoted events as close to free as possible. Tell people how to get there - include maps with the handout literature.
- Put the convention center to use. Smaller names and more acts. It sits empty too often.
- Question why arts and culture should be promoted.
- Resign. Tucson is not San Francisco or Berkley. We need to save baseball, not attract more fruits and nuts.
- Restore/improve arts instruction in schools
- revitalize downtown
- Revitalize downtown
- Revitalize downtown - update buildings, offer more mainstream art galleries and events
- Secure stable funding
- Seek private funding
- set up a functional, supportive budget with secure funding
- Set up a website devoted strictly to Arts and Culture-and a local channel with previews and info that operates 24 hours. Advertise both in every media until the Channel and Website are as recognizable as "911" is for "Emergency /Help".
- Start staging major music concerts downtown for free to the public and have arts and crafts tents, shows, food, etc at the event. It would get people DT. of course, it would have to be for FREE, paid for by thw city.
- Stimulate the creation of more venues throughout the community where artists can display their work.
- Support arts in the public schools like the O MA project and the Educational Enrichment Foundation mini grants to the arts in TUSD
- Support music education in elementary, middle and high schools. It may also sound strange, but the music programs need to support modern popular forms of music, such as rock, urban and dance music. Allow the school facilities - gyms, classrooms, etc. for rehearsals on the weekends. They can play as loud and as long as they want without bothering anyone. Many may not know this, but U2's first rehearsals as a cover band were in the classrooms of their high school.
- Survey the community to explore what they would like to see.
- survey citizens for perceived needs
- Survey existing arts and culture providers to see what they offer and also ask residents what their arts/culture interests are.
- Survey teh availabilities now.
- Survey the population and see what opportunities you have
- survey what we have; what makes sense (here, elsewhere, specifics...)
- Take inventory of all the arts and culture opportunities that there are.
- Talk to a broad range of people in the arts - artists, gallery owners, musicians, board members of organizations, etc. etc. Get a sense of the scene - what's out there, and what the players believe is needed.
- Talk to a cross section of the community to find out what people like about current offerings, and what is missing.
- Target communities that are under represented in the arts to determine problems causing lack of participation.
- Tear down the crappy warehouses and build lofts.
- Tear down the monstrosity in front of the downtown library
- The city of Tucson & Pima County need to realize the economic impact of arts and cultural activities that bring revenues to our city. Half cent tax?

- The most important basis of the arts and culture is an economic environment that is favorable to business. Low taxes and minimal regulation of business are the essence of an economic environment that is favorable to business. An economic environment that is favorable to business leads to rising levels of wealth. As people become wealthier, they become more interested in the arts and culture, and they have a better ability to subsidize the arts and culture. Therefore, the most important basis of the arts and culture is an economic environment that is favorable to business.
- This will sound nutty to you..I would stop paying rent for artists and start forcing them to pay their own way. Schools, families, minority organizations already "promote" the arts by exposing children to them. Beyond that, advertising various art and cultural events will do just fine. Don't force it on anyone...let everyone make up their own minds. Don't spend any more taxpayer funds...let the private sector do that.
- Throw a big party
- Try and figure out how anyone could make a living from those opportunities in this community.
- Try to secure private sector funding
- Two things. Create a complete as possible list of art or cultural organizations and ask them what they need, promotionally. And find a way to provide whatever is needed.
- Update the inventory of present resources and activities.
- use the various community news magazines to make the community more aware of the vast and varied arts and cultural opportunities that are available in Tucson/Pima County. I reference those because most people I know use those for activities and events that might like to attend.
- Utilize all forms of media and communication to connect with the community. For example, John Jay and Rich, the Tucson weekly, the Downtown Tucson, information areas at Pima, U of A, etc.
- Utilize the FOX theatre as a central location for arts and cultural performance. Advertise, Advertise, Advertise.
- We have plenty of Arts and Culture opportunities, we need to focus on creating a thriving community center (downtown) so they can continue to grow around a vibrant geographical core in a symbiotic manner.
- What action would bring the most benefits economically to our City. There are a lot of interesting but so what artsy things that do not bring visitors [for instance] to our City or do not bring the people living longer distances outside of the location of the arts and cultural opportunities.
- Work first on visible structures. The construction of ugly buildings in Tucson is not conducive to an atmosphere that promotes art and culture. Look toward buildings such as the old courthouse for inspiration.
- Work my butt off to assure that OMA gets expanded thru the TUSD Override election in November!
- Work on building links between arts downtown and arts that can spread from the UA.
- Work to build a symphony hall.
- work with the arts and culture community and find out what we have to offer.