

The Mayor's Blue Ribbon Committee on Arts & Nonprofits

Survey Results - April 2021

Prepared for: Mayor & City of Portsmouth Officials

Surveys Conducted


- Three distinct surveys were distributed to:
 - a. Leaders of nonprofit arts/cultural organizations,
 - b. Patrons/community members
 - c. Artists/art professionals
- Members of the BRC assisted in the distribution of these surveys through personal email solicitations and organization email systems/newsletters.





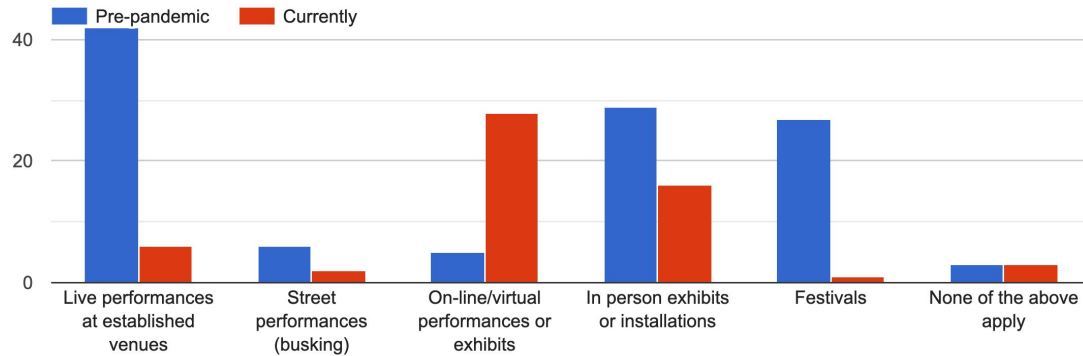
Results from Artists/Art Professionals

Key Findings (60 responses)

1. Spanning across multiple questions to artists/art professionals, the biggest need in our industry today (post pandemic) is supporting their return to live/in person performances/events. Three most important areas:
 - a. Reopening ALL performing/events venues across the Seacoast area.
 - b. Sponsorship dollars to make events financially viable for organizations/performers.
 - c. Affordable housing in the Seacoast area.
 2. Loss of available venues/artistic work opportunities AND Loss of income from artistic work had the greatest impact on artists/art professionals.
 3. Change in living situation or domestic responsibilities (e.g. school closures) did NOT impact the large majority (65%) of artists/art professionals.
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Other Key Findings

1. How did you participate in the artistic community of the Seacoast region?



- 50% of responses musicians/vocalists
- 43% visual artists
- Pre-pandemic, large majority of artists/art professionals felt supported by local institutions.

Summary of Key Recommendations (in priority order)


1. Financial support for artists (e.g. free parking, grants, advertising assistance, affordable creative space).
2. Marketing campaigns (tourism, support the arts, consumer confidence, events).
3. Support fairs/festivals and art events in general.
4. Reopen venues as soon as possible.






Results from Nonprofit Arts/Cultural Organizations

Key Findings (14 organizations responding)

1. Overall, organizations felt very supported by the City and did not identify any major concerns for City to address.
 2. Many collaborations organically happened between organizations throughout the last 12 months. Large majority wish to see this continue.
 3. Centralized events calendar and marketing campaigns could greatly assist organizations and help rebuild consumer confidence.
 4. City was largely consistent in their oversight of COVID safety operating guidelines.
 5. Assistance from the City (safety guidelines) for resuming large outdoor events is needed.
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Other Key Findings

- Lack of consumer confidence was the most significant challenge across the large majority of organizations.
 - Travel restrictions were the 2nd most noted challenge.
 - 85% of organizations would like to see joint programming continue.
 - 78% would like to see a centralized marketing campaign for arts/culture.
 - 71% would like to see a centralized event calendar for arts/culture.
 - 64% would like to collaborate on diversity, education and training.
 - 85% are NOT seeking approvals for street closures.
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Results from Patrons/Community Members

Key Findings (481 responses)

1. 90% plan to attend outdoor performances/events.
 2. Secondly, 53% plan to attend museums/galleries and fairs/festivals.
 3. 20% plan to do these activities with “anyone”, the balance (72%) will do so only with family or their “bubble-buddies”.
 4. 61% would like to see 75% of the population vaccinated before they return to “normal” activities.
 5. Continued adherence to mask wearing/social distancing was noted as the biggest concern.
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Other Key Findings

- Demographics of Survey Responses: 86% were 46+ years old, 192 (41%) Portsmouth residents, 172 (37%) Greater Seacoast (Dover, Rye, etc)
 - 360 (75%) indicated their financial situation is NOT a concern for attending arts/cultural events.
 - Patrons will be paying attention to vaccination and infection rates when making decisions to return to arts/cultural events.
 - CDC and local/national news are primary sources of information.
 - 93% get event information from organization's websites/emails.
 - 86% would like a centralized online events calendar.
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Summary of Written Comments

- 140 written comments (30% of responses).
- Various comments to arts/cultural organizations - take a peek for those.
- Mixed responses in regards to fully reopening vs. reopening slowly.
- Survey committee will categorize responses and report back next week.



Next Steps

1. Distribute detailed version of each survey to BRC by Wednesday (4/7/21).
 - a. Send follow up questions to Tina/Beth/Jason/Nihco.
2. Summarize written comments from patrons/community. Share at next BRC meeting.
3. Further analysis on artist/arts professionals written comments to be shared next week to further inform recommendations.

