



**A vision for cultural development in the cities
of Lewiston and Auburn, Maine**

2016 – 2021

Cultural Plan LA

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2016 - 2021

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Forward

It is with great pride, joy, and awe that we present the five year cultural plan for Lewiston Auburn, Maine. Outlined here are the key strategies, backed by a wealth of new data, honed over months of review from a steering committee of over 30 local leaders, that set the path toward economic and community-wide revitalization through strategic leverage of LA's arts and cultural assets.

Like any meaningful, heartfelt endeavor, the cultural planning process was a powerful excersize in community building in and of itself. At our final steering committee meeting this summer, one of our local leaders remarked to the cross-sector crowd, "the people in this room right now never got together and talked about how to better LA and now, here

"The people in this room right now never got together and talked about how to better LA and now, here we are."

we are," all thanks to the cultural planning process. Because of this work, we not only have a plan that reflects key perspectives from a wide swath of relevant local sectors and perspectives, we've sown the seeds of partnership that will be needed to implement the plan's multifaceted array of strategies over the next five years.

We at L/A Arts, the lead coordinating entity behind Cultural Plan LA, have found the process deeply informative and inspiring. Working across sectors has expanded our perspective on creating positive

change in LA. It has given us a chance to form new partnerships that will serve the Twin Cities for years to come. And it has helped us hone our ongoing vision as the region's local arts agency.

We are indebted to the members of LA's diverse public who voiced their opinions in over 600 surveys, including almost 30 business representatives and over 90 local artists and artisans. We thank the dozens of community members who participated in our community conversations, the students who shared their unique and valuable perspectives with us. Special thanks go of course to the local leaders who committed their time and energy over the 12-month plan development period to ensure the plan best reflects the array of needs and existing assets in Lewiston Auburn. We extend gratitude to the cities of Lewiston and Auburn, as well as the Maine Arts Commission, all of whom provided significant funding support toward the development of this plan.

The National Endowment for the Arts deserves thanks here as well for their support of downtown development initiatives and collaborations that have arisen out of the plan. The NEA's Our Town funding will help jumpstart our implementation work.

To say that we here in Lewiston Auburn are ready to make change for the better is the understatement. We've been speaking it for years and have begun to see pockets of meaningful progress in recent past. But now it's time for us to come together in focused, strategic ways, backed by public opinion, to build on our current strengths and reach toward a dream of our community that is both multifaceted and united. It is time to leverage our diverse, artisanal heritage to weave a new future for Lewiston Auburn.



TYSON PEASE

Program Manager, LA Arts



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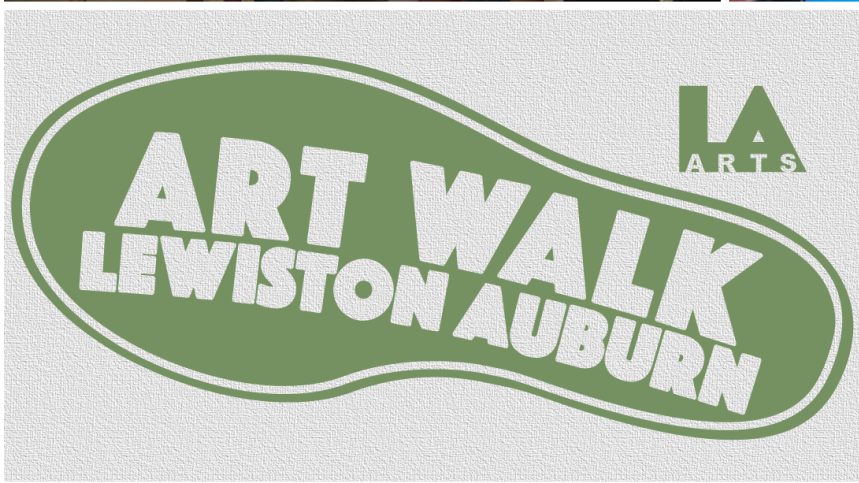


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Thank you to L/A Arts, Sun Journal, and Imaginary Moments Photography



Acknowledgments & Appreciation

We would like to acknowledge and thank Joshua Vink, former executive director of L//A Arts, under whose guidance Cultural Plan LA was first developed. Cultural Plan LA was created in collaboration with a Steering Committee and a Guidance Committee composed of representatives of the Lewiston Auburn municipalities and creative organizations and with broad community participation from the greater LA area. The concepts and solutions in the plan were shaped by residents and stakeholders. L/A Arts is grateful to the community members whose participation, insight, and experience helped to create a plan that truly reflects the LA community. In appreciation of their assistance, advice, and support we would like to recognize the municipal entities, organizations, and businesses represented by the Committees:

Androscoggin Historical Society

Androscoggin Valley Council of Governments

Auburn City Council

Auburn City Planning

Auburn Public Library

Auburn Public Schools

Bates College Harward Center for Community Partnerships

Bates College Museum of Art

Bates College Olin Arts Center

City of Auburn Economic Development

City of Lewiston Economic & Community Development

Community Little Theatre

Downtown Handmade & Vintage

Emerge Film Festival

Gendron Franco Center

Grow L+A

Kimball Street Studios

LA Metro Chamber

L'Hommedieu Law Office, P.A.

Lewiston-Auburn Economic Growth Council

Lewiston City Council

Lewiston Public Library

Lewiston Public Schools

Linnell, Choate & Webber, LLP

Maine Folque Co-Op

Maine Music Society

Maine's Lakes & Mountains Tourism Council

Maine State Senate

Museum L-A

Outright L-A

Pilotage

The Public Theatre

Round Point Movies

Sofia Fima

Studio A Architecture

Sun Journal

Tree Street Youth

Union of Maine Visual Artists, LA Chapter

Wicked Illustrations Studio and Gallery

Executive Summary

Together, Lewiston and Auburn (LA) join leading communities around the world in recognizing cultural planning as a pivotal tool for sustainable community revitalization. Cultural Plan LA outlines priorities and recommendations for action which, coupled with cross-sector partnerships, will catalyze LA's potential as a creative metropolis. Implementation will uphold and fortify existing resources and strategically position the cities to be a magnet for creativity and entrepreneurship.

Cultural Plan LA delivers a clear, realistic, and authentic vision for the cultural and creative vitality of LA. The plan identifies opportunities, partnerships, and collaborations between sectors that will further the objectives of wider community agendas. Through a comprehensive set of objectives, strategies, and action steps designed to bring community ideals to fruition, Cultural Plan LA serves as a roadmap for cultural development in LA.

CONTEXT

Bordering the Androscoggin River, the Twin Cities boast downtown scenic waterfalls, and are surrounded by working farms, lakes, streams, bogs, forests, and trails. Situated next to the interstate and accessible by well-maintained road networks and an airport and railroad, LA is well positioned for attracting businesses and tourism.

For about a century, starting in the mid 1800s, LA was a manufacturing hub, employing thousands of new immigrants to produce textiles and shoes on the banks of the mighty Androscoggin River. This concentration of manufacturing artistry and corresponding economic success created a distinctive brick-built cityscape of vast mill buildings and gracious streets and homes. Civic minded business leaders invested municipal buildings, libraries, schools, monuments and churches. Generations of families of all economic strata developed a unique sense of place, rooted in the work ethic and aesthetic of the region's artisans. Yet, this rich sense of place was also tied to the economic realities of its producers. The decline in manufacturing in the mid-20th Century cast a bleak narrative on LA's identity, impacting much of its community life.

At perhaps the lowest point in LA's economic history, the Lewiston Public Library founded L/A Arts as the LPL Plus program. Within a few years, the Auburn Public Library joined to form LPL Plus APL. In these early years, volunteers and library staff presented an impressive series of arts and humanities programs including concerts, foreign films, art lectures and public policy discussions. Gradually the organization developed programs to bring artists into the schools in the two cities.

In the wake of L/A Arts' success, the community greatly expanded its arts and culture resources and is now host to a wide range of organizations offering high-quality arts and cultural events. These include two theater companies, orchestras, international film and dance festivals, the Bates Art Museum, etc. A cohort of artists, performers and artisans were drawn to LA. Beginning in the early 2000s the area also became home to growing numbers of refugees and immigrants from countries such as Somalia, Sudan, Rwanda and Democratic Republic of Congo, and recently Iraq and Syria, drawn by what they saw as a safe, manageably sized community with good schools.

Today, with a combined population of nearly 60,000, Lewiston Auburn is Maine's second-largest urban area and one of the most diverse communities of its size in New England. Located in a State, where the median age is among the highest in the nation, and the percent of children age five and under is among the lowest, LA is home to a surprising number of young people. The rate of youth in LA under age ten surpasses that of the State by about eighteen percent. Furthermore, the rate of individuals age fifteen to twenty-four not only exceeds that of Maine, but the United States as well. LA's sizable population of young adults is due in part to its rich network of secondary education institutions; one of many facets of LA's growing creative economy. Recent years have brought a new wave of artisan-based manufacturing to LA helping to cultivate a prosperous creative sector that been fueled by the support and commitment of LA community leaders and organizations.

MAKING THE PLAN

In 2015 L/A Arts was awarded the Maine Arts Commission (MAC) Creative Communities = Economic Development Phase I Grant to develop a cultural plan. In addition, the project was sponsored by The City of Lewiston, The City of Auburn, L/A Arts, and Arts & Culture Lewiston Auburn (ACLA).

Guided by a steering committee and multiple forms of public input, this document reflects the preferences and priorities of the community. In April and May 2016 initial drafts were reviewed, discussed, and fine-tuned by the Steering Committee. In June 2016 the completed plan was accepted by L/A Arts.

Cultural Plan LA builds on the notion that the value of the arts extend beyond the aesthetic to encompass all aspects of community development and revitalization. Strategic investment in the arts can help cultivate local resilience, by spurring innovation and economic development while it a more desirable, attractive place to live or start a business. Arts and culture provide the historic twin cities with revelations of their current personality and ambition. The arts bring individuals and groups together, thereby, deepening cultural understanding through shared experiences. Arts and culture animate places that people are excited to call home, places that attract creativity and innovation and lead cultural growth.

THE GOAL

Generate creative strategies that support innovative economic development and increase the value, reach, and relevance of Lewiston Auburn arts and cultural assets.

enhancing the LA communities quality of life, making



Who Will Lead the Plan?

L/A Arts will serve as a guide and facilitator for Cultural Plan LA implementation in cooperation with ACLA and the municipalities. More partners from the non-profit, public, and private sectors will be engaged to assist with and support next steps. L/A Arts is being awarded \$50,000 from the NEA Our Town grant to initiate a project titled: Lewiston Auburn - A Place for Makers: Past, Present, and Future. Transformation through Artisan-Based Manufacturing. This project will initiate Cultural Plan LA implementation with funding slated for makerspaces, popup stores, artisan maker professional development, branding and marketing

centered on LA's rich history of makers. L/A Arts will continue to seek new funding sources to support plan implementation.

Plan Implementation

As lead organization, L/A Arts will strive to connect cultural development to regional development goals. With dedicated partners such as ACLA, Androscoggin Valley Council of Governments (AVCOG), Bates College, Lewiston Auburn Economic Growth Council (LAEGC), Maine College of Art (MECA), and the municipalities, L/A Arts will facilitate the cultural sector's role in broader agendas essential to regional progress and quality of life. As overseer of Cultural Plan LA they will measure and report progress annually.

L/A Arts Role

L/A Arts is a non-profit organization founded in 1973 with the vision of enriching the lives of people in the community by sponsoring partnerships, programming and experiences of the arts in all forms. In the 1990's, recognizing the role L/A Arts played in advancing cultural development, the municipalities of Lewiston and Auburn designated L/A Arts as the Local Art Agency serving the LA area (*Legacy Lewiston 2015*).

**Inspire and engage a
vibrant community
through arts and culture.**

The mission of LA Arts

Over time, L/A Arts has evolved from a local arts agency providing arts and cultural programming and established itself as a key player in community development across the LA area through promotion and advocacy for LA's arts and cultural assets.

L/A Arts facilitates collaboration across various sectors of the community through engagement with community leaders, the local business community, and other arts and cultural organizations in order to raise awareness and

expand opportunities for participation in the arts. L/A Arts works to integrate creative assets into the fabric of the community, thereby, cementing the role of arts and culture as integral components of a thriving community and a resilient economy.

Why Cultural Plan? Why Now?

Arts & Culture Lewiston Auburn (ACLA)

In 2013, in an effort to stimulate collaborative economic and cultural development, L/A Arts initiated a coalition of local arts and cultural institutions around a common goal, thereby, establishing Arts and Culture Lewiston Auburn (ACLA). ACLA operates as an independent committee whose mission is to “strengthen and support the arts and culture in the Lewiston Auburn area and to further economic and cultural development in the region” (ACLA).

In the competitive world of grant funding, community partnerships are often times not only encouraged, but required as a means of demonstrating broad support and collaboration around a project. With this in mind, now is an ideal time for ACLA to kindle their momentum with Cultural Plan LA.

ACLA is made up of representatives from the following entities:

Androscoggin Historical Society	Franco-American Collection at USM LAC
Artwalk Lewiston Auburn	Franco Center
Atrium Art Gallery at USM LAC	L/A Arts
Auburn Community Concert Band	Lewiston Public Library
Auburn Public Library	Maine Music Society
Bates Arts Collaborative	Midcoast Symphony Orchestra
Bates Dance Festival	Museum L-A
Bates Museum of Art	The Public Theatre
Community Little Theatre	Youth Orchestra of Lewiston-Auburn
Emerge Film Festival	

The Growth of Cultural Planning

Advances in technology over the past decade enabled development of new and low-cost methods for tracking and measuring the economic impact arts and culture have on local economies. Today, arts and culture, often referred to as the creative economy, are broadly recognized as viable tools for economic development. Communities now have access to a growing body of data to support planning initiatives aimed at cultivating the creative economy.

Both Lewiston and Auburn recently completed Comprehensive Plans recognizing arts and culture as necessary components to social well-being, community building, and continued revitalization and creative economic growth.

To remain competitive in an innovative global market, cities need to provide an adequate environment that attracts creative capital. Characteristics of competitive environments include arts and cultural resources, entertainment options, aesthetic streetscapes and walkways, community interaction, educational assets, and recreational amenities. Cultural planning can help communities address opportunities for development that span and enhance important public agendas:

Community Building: Cultural events, places, and public artwork give the community a sense of place, pride in history, new ways to meet, new ways to understand each other. They also dissolve stigmas, social isolation and other social barriers.

Downtown Revitalization: Cultural districts and creative clusters support building reuse. Culture breeds creative thinking,

problem solving, and new businesses. Public art, venues, events, and street performers attract tourism and commerce.

Economic Development: Culture appeals to travelers, creates tourism and exposes the city to potential new residents. Culture attracts creative people, businesses, and employers. Current innovative economic development strategies include: arts oriented incubators, branding, cluster-based development, creating cultural districts, cultural planning, cultural public venues, events, live/work projects, neighborhood revitalization, promotion of assets, public art, and urban design and reuse.

Lifelong Learning: Culture creates opportunities for people of all ages and socioeconomic backgrounds to experience and learn creative thinking and new ideas.

Public Health: Culture enhances therapies through artistic experience, self-expression, promotes self-discovery, and new ways of seeing the world.

Public Safety: Culture creates pride in place. Positive outdoor venues and public meeting places help residents feel ownership and a sense of place. Culture alters the lives of at-risk populations through education and positive community interaction. Culture reduces social isolation and integrates community life.

Now is an important time to gather the creative potential that LA holds and focus it to create an identity that reflects LA's history, present, and future. This collaborative effort will increase awareness of the importance of the arts in economic development and their role in increasing quality of life and social well-being.

Methodology

The cultural planning process is a valuable exercise for any community. By bringing together sometimes seemingly disparate sectors of a community, cultural planning helps to establish collaboration and leadership around common goals of revitalization and community building. As with similar planning activities, cultural planning is a powerful process in and of itself that can promote unity and reciprocity across community sectors.

Cultural Plan LA's priorities and strategies were generated through a series of equally important steps that were carried out over a period of ten months. Each step built upon information provided by the community at the preceding step.

Step 1: Initial Research

This included examining existing plans to ensure Cultural Plan LA builds on and links to the current LA goals, visions, and agendas. Comprehensive planning documents from AVCOG, City of Auburn, New Auburn, City of Lewiston (Legacy Lewiston), Lewiston Riverfront Island, Auburn's and Lewiston's school departments and libraries, LAEGC, and Bates College were reviewed. Additional online research was done on over a dozen prominent local arts and cultural organizations and stakeholders, including all member organizations of ACLA, Androscoggin Land Trust, Great Falls Balloon Festival, Great Falls Brewfest, LA Metro Chamber, New England School of Metalworking, UMVA Lewiston Auburn, and Young Professionals of the Lewiston Auburn Area.

This research revealed a common thread that supports the development of culture to further goals of attracting innovation and creating a high quality of place.

Step 2: Data Collection

QUALITATIVE VIA COMMUNITY CONVERSATIONS

L/A Arts hosted a launch steering committee meeting and four Community Conversations with key stakeholders, including artists and cultural organizations, business leaders and municipal representatives, youth participants at Tree Street afterschool program, and students at Edward Little High School. Conversations focused on identifying community aspirations and perspectives on LA's cultural strengths and realities to be addressed.

Identified strengths include LA's diverse population, manufacturing history, infrastructure, housing affordability, and wide variety of assets including outdoor recreation, educational institutions, and arts and cultural organizations. Realities include information gaps between existing local communities, lack of understanding between various populations, a culture of self-deprecation, public spaces that could be more inviting, and weak branding and communication strategies for the cities and arts and cultural assets.

Aspirations voiced most often and passionately during conversations included stronger placemaking, public art, cross-sector collaborations, arts in education across age groups and socioeconomic statuses, Twin City rebranding, and events throughout the year that promote a sense of community and new understanding between populations.

Step 3: Data Collection

QUANTITATIVE VIA SURVEYS

L/A Arts and Reinholt Consulting designed and issued three surveys to test the values and priorities that emerged from the qualitative data. The surveys drew feedback from three distinct populations: the LA Public Opinion Survey focused on the value, reach, and relevance of arts and culture in LA; the Artist & Maker Survey and the Creative Businesses & Cultural Organization Survey were designed to assess needs, challenges, and perspectives of LA's creative professionals, businesses, and organizations.

The steering committee used its local network to distribute and promote the surveys in online and in paper forms. L/A Arts led an extensive marketing campaign for the surveys using local press, social media, flyers, QR codes, survey link business cards, eblasts through the steering committee networks, and phone calls to creative businesses and organizations. Hard copy surveys were available at local city halls, public libraries, schools and afterschool institutions, and prominent local businesses. The steering committee worked to ensure the surveys were accessible to a broad representation of the community, including hard-to-reach populations such as the elderly, people with disabilities, and new Mainers.

600+ responses were gathered in the 90-day period: 472 public opinion surveys, 91 artisan and maker surveys, and 28 cultural organization and creative business surveys. In addition, at the end of each community conversation, participants filled out a questionnaire to further explore their perceptions of LA cultural resources.

Step 4: Identifying Priorities

The consultant team recommended priorities based on careful analysis of qualitative and quantitative data. L/A Arts and Guidance and Steering Committees vetted the recommended priorities. All participants of previous meetings were invited to attend public forums to review the data findings and recommended priorities. Inclusion of community feedback into the plan framework helped ensure the priorities reflect LA's needs and aspirations.

Step 5: Refining the Draft Plan

Four additional meetings with Guidance and Steering Committees focused on refining the cultural plan's draft priorities, key stakeholders, implementation timeline, and final formatting.

While the plan is now in final form, it is a living document; as L/A Arts moves into implementation, they will use the plan's benchmarks and timelines to reflect on their work periodically and adjust course as needed to ensure the priorities are best fulfilled for the LA community.

LA Arts, Heritage, & Cultural Vision

Cultural Plan LA's Implementation Will Contribute to the Following:

1. Increased awareness of LA creative resources and recognition of the economic and quality of life enhancements provided by arts and cultural resources.
2. As one of Maine's largest communities, LA is poised to position itself as a hub for cultural and creative activity by supporting existing assets and defining new and exciting opportunities for cultural engagement.
3. As the community continues to face pressures of shifting economies, LA can respond by encouraging workforce ingenuity and by strengthening and building on its network of makers, artisans, and creative professionals.
4. LA's population is currently composed of high rates of elderly and, distinctively for Maine, young people and families. Increased arts and cultural learning experiences initiate ripple effects including higher student SAT scores, social well-being, and enhanced quality of life.
5. LA municipal leaders recognize the benefits brought by a thriving creative economy and use arts and cultural assets as tools for community revitalization, development, and as a means of establishing local economic resilience. Municipal planning and development decisions are informed by cultural and creative values producing a metropolis that has engaging and inviting spaces throughout the community.
6. LA's population is rich in ethnic diversity, positioning LA to establish itself as a leader in cultural awareness and inclusivity by promoting and providing opportunities that celebrate LA's unique cultures.
7. Culture is woven into the social, environmental, and economic life.

Guiding Principles

LA'S ARTS, CULTURAL, AND HERITAGE DEVELOPMENT IS GROUNDED IN THESE SHARED BELIEFS:

Arts, culture, and heritage are essential elements in the vitality of the region.

Arts, cultural, and heritage offerings should reflect and be relevant to, LA residents of all ages, backgrounds, and socioeconomic levels.

Collaboration and communication across cultural, business, and municipal sectors are essential.

Arts and cultural learning experiences should be accessible and affordable to all.

LA Public Opinion Survey Data

The LA Public Opinion Survey was conducted with the aim of establishing a detailed analysis of the preferences, values, and behaviors of the general public in and around LA as they relate to LA's arts and cultural offerings. The survey was designed to provide insight on the public's perception of arts and culture in the LA area and to better understand the challenges and opportunities faced by the LA community.

Survey methodology incorporated strategies for promotion and distribution to assure a representative sample of respondents (see Methodology for details) that reflects the general population in terms of demographics. Results are based on a total of 476 responses achieving a margin of error of 5% overall. At least 70% of survey questions had to be completed for a survey to be counted. Questions about respondent's income, employment, ethnicity, and address contained the most missing data and therefore have a slightly higher margin of error.

Demographics

Location: LA residents make up the majority of respondents with 47% from Lewiston, 32% from Auburn, and 21% from other Maine towns reaching as far north as Rumford, and as far south as Biddeford.

Age: Individuals age 24 and below account for the smallest portion of respondents with only 6% falling into this age group. 28% of respondents were age 25 – 44; 40% were age 45 – 64 making this the largest age demographic; and the remaining 26% were age 65 and above.

The age breakdown of respondents is comparable to that of the LA population. Data from the American Community Survey shows that those age 45 – 64 make up the largest portion of the LA population age 15 and over, with those age 25 – 44 making up the next largest group and those age 15 – 24 account for the smallest portion of the general population. This breakdown is consistent with those responding to the Public Opinion Survey. It should be noted that the percent of respondents under age 25 is far smaller than that of the LA population.

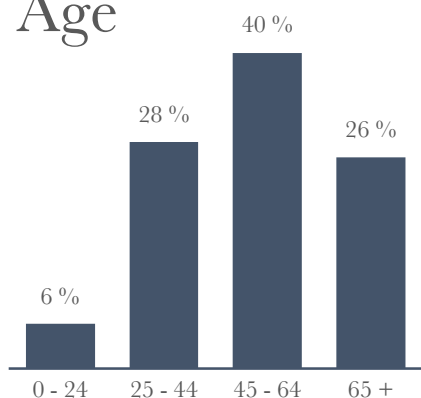
Lewiston respondents tended to be younger (44% of Lewiston respondents were under 45 years of age as compared to 34% of total respondents) and were more likely to have children under the age of 18 living at home than those responding from other towns. At the same time, only 27% of Auburn residents were under age 45 with those age 45-64 accounting for 53% of Auburn respondents, and those age 65 and above making up the remaining 20%.

Income & Employment: Income data should be regarded with a slightly higher margin of error as only 72% (343) of respondents provided information about their annual income. Of those responding, 21% earned an annual income of \$29,999 or less; 35% earned \$30,000 - \$59,000; 24% earned \$60,000 - \$89,000; and 17% earned \$90,000 or more. The remaining 3% indicated that they were full-time students.

Results indicate that 68% of respondents were employed. Of those employed, 14% (9% of all respondents) were self-employed and 12% (8% of all respondents) were employed part-time rather than full-time. Retirees account for a quarter of all respondents and students make up another 4%. 2% of respondents were unemployed.

Ethnicity: 93% of respondents identified as White/Caucasian; 3% as Black/African American; and 2% as mixed race/multiple. The remaining 3% of respondents identified as either Hispanic or Latino origin, Native American/Alaskan Native, or Franco-American, each accounting for about 1% of respondents.

Age



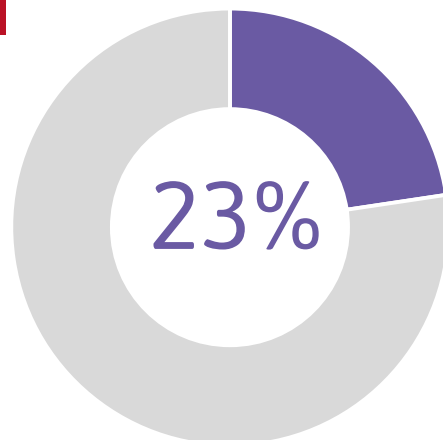
476 Total Respondents

Gender

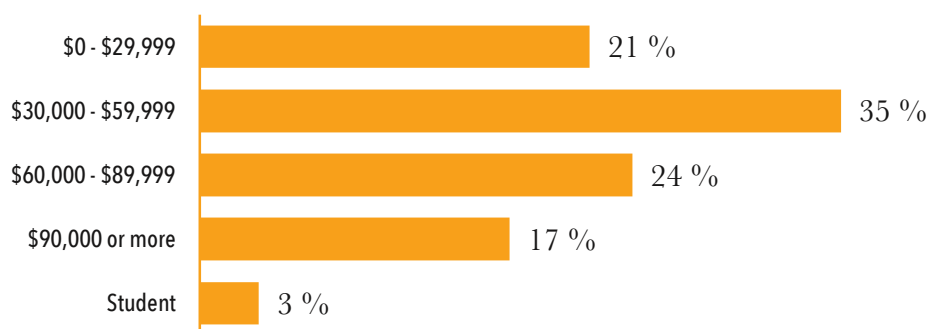
Male 48%

Female 49%

Respondents with school age children living at home



Annual Income



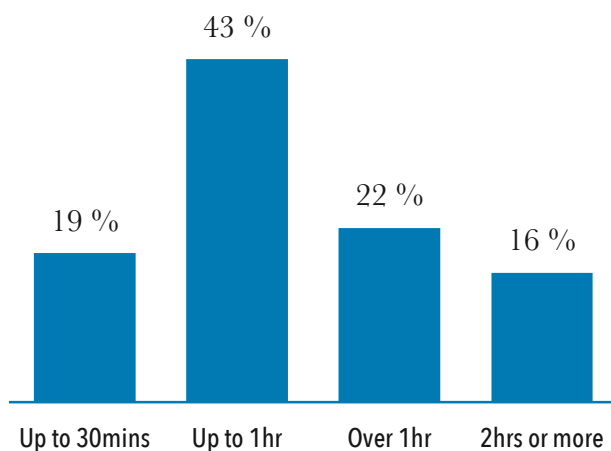
Where are respondents from?

Outside LA 21%

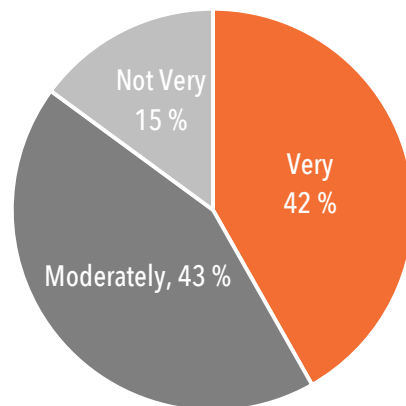
Lewiston 47%

Auburn 32%

How far will you travel for arts & cultural offerings?

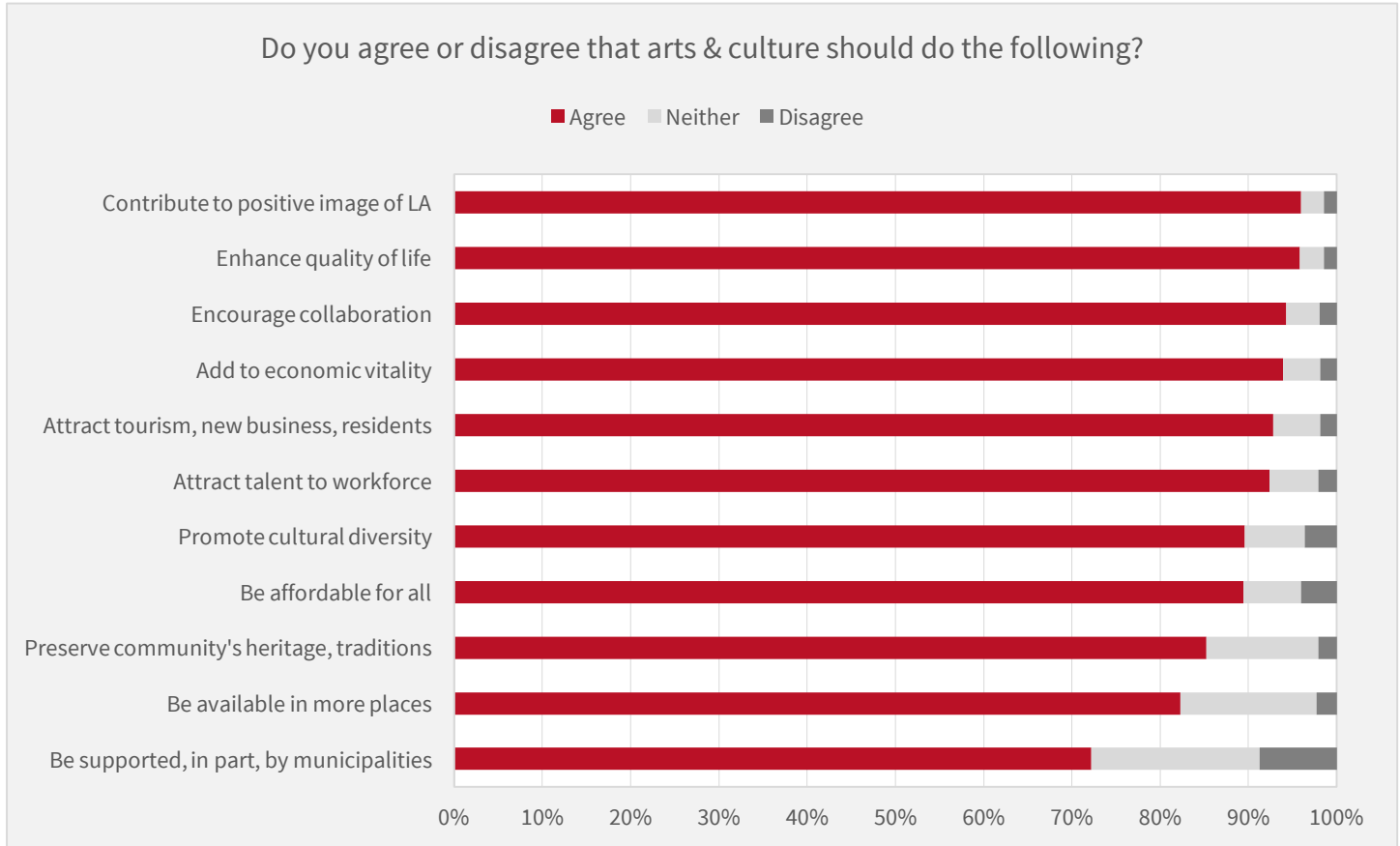


How aware are you of information about arts & cultural offerings?



VALUES & PRIORITIES

The Role of Arts and Culture in the LA Area



Respondents were asked a series of questions designed to shed light on the public's priorities and aspirations and the role arts and culture might play in furthering community goals. When asked about what role arts and culture should play in the LA community, "contribute to quality of life" and "contribute to the positive image of our community" earned the greatest support from respondents with 73% of respondents indicating that they "strongly agree" and another 23% indicating that they "agree" that these should be products of arts and culture in LA. Respondents also showed overwhelming support for the following items with fewer than 10% of respondents expressing disagreement or neutrality:

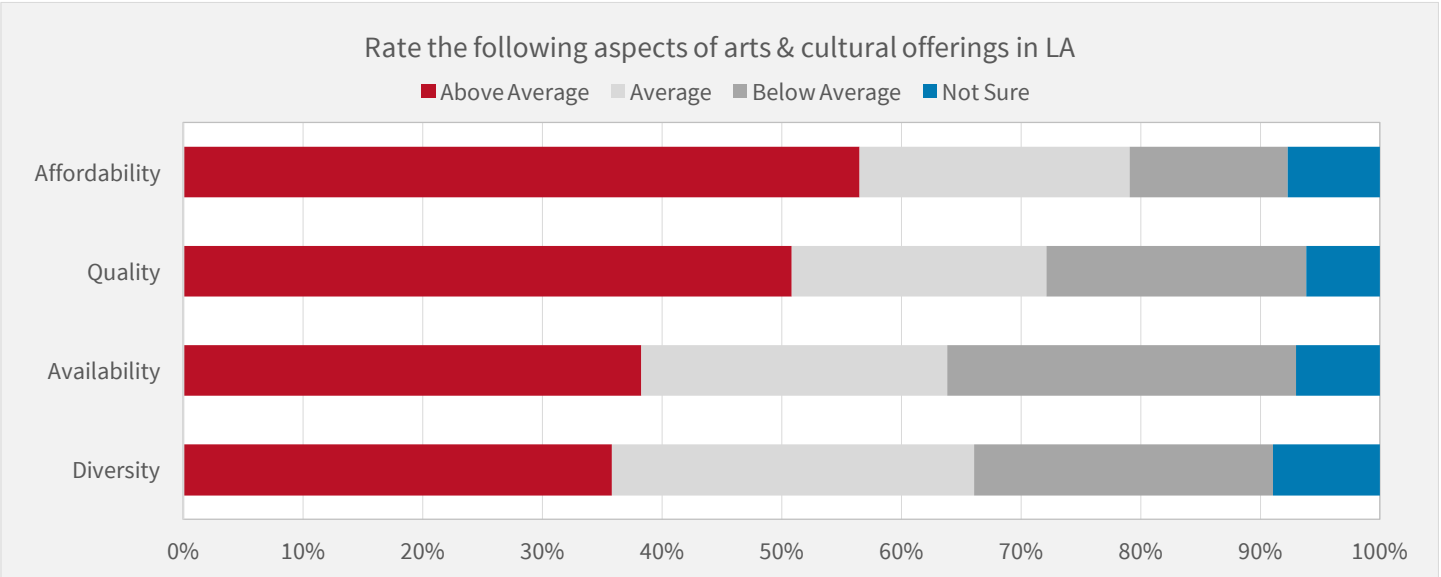
Encourage & increase collaboration – 62% strongly agree, 32% agree

Add to economic vitality – 60% strongly agree, 34% agree

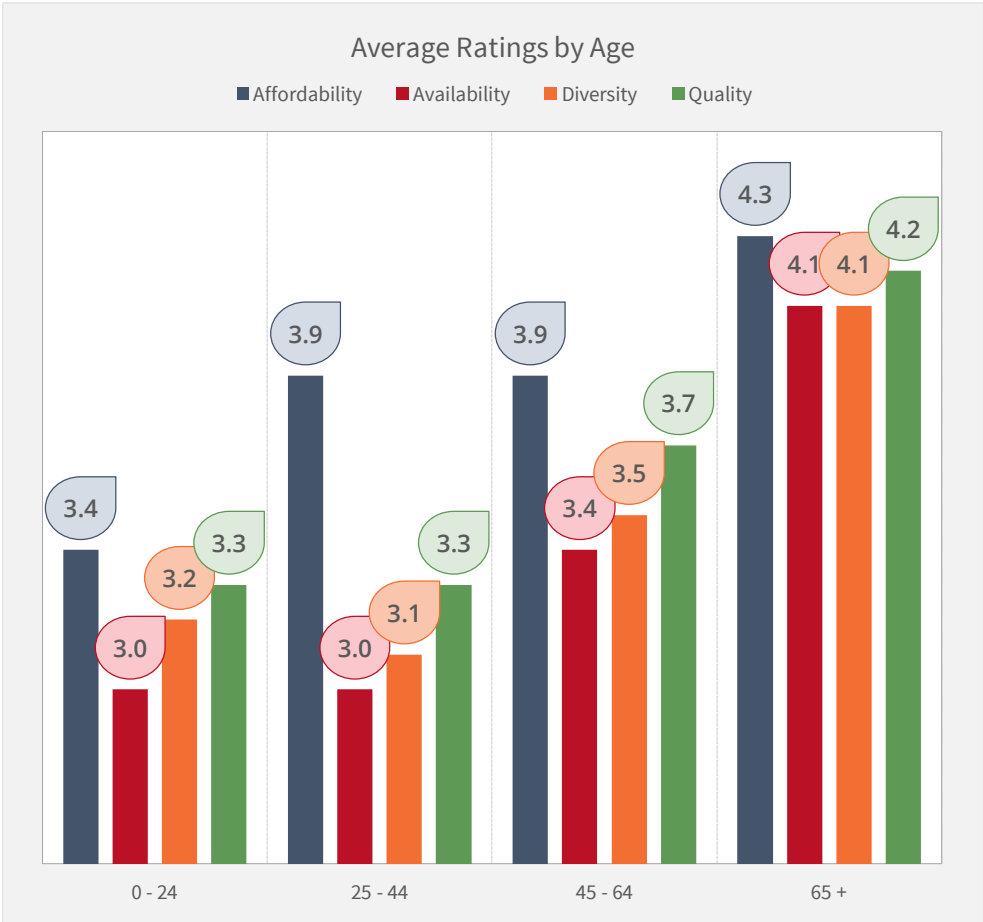
Attract talent to the workforce & community – 60% strongly agree, 33% agree

Promote opportunities to visitors & tourists – 59% strongly agree, 34% agree

Perspectives on Lewiston Auburn Arts and Cultural Offerings



Respondents were asked to offer perspective on how LA arts and cultural offerings stack up against similar communities in regards to “quality, diversity, availability, and affordability”. Data shows that “quality” and “affordability” were rated more favorably overall than “diversity” and “availability”. Furthermore, while “quality” and “affordability” earned 55% and 61% above average ratings respectively, approximately 41% of respondents found the “availability” of offerings to be above average and only 39% indicated offerings are above average in their “diversity”.



AVERAGE RATINGS BY AGE OF RESPONDENT

There is a clear correlation between respondents’ age and average rating. This holds true across all four aspects of arts and cultural offerings, with respondents age 44 and under expressing far lower opinions of Lewiston Auburn arts and cultural offerings than those age 65 and older. Ratings varied greatest for “availability” and “diversity”.

It is worth noting that older respondents showed far higher rates of participation in arts and cultural offerings than younger respondents and might therefore have more experience to base such ratings on.

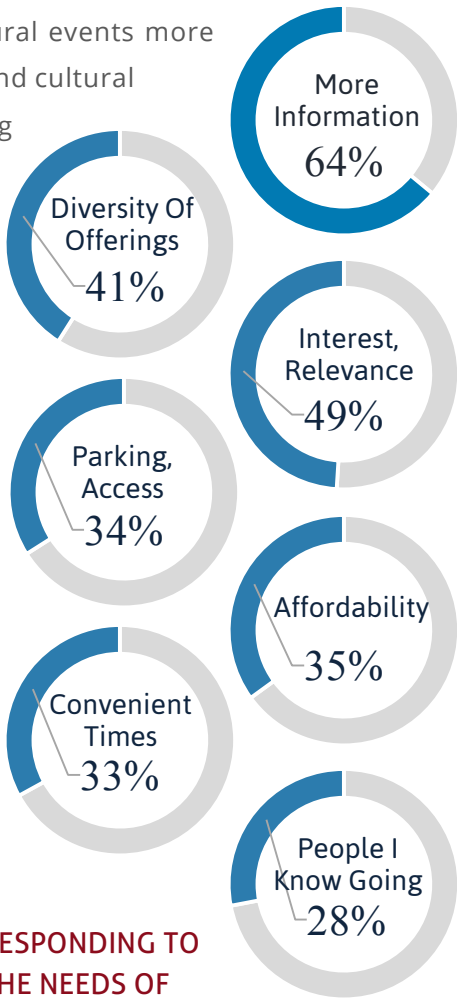
Barriers to Participation

Respondents were asked what would allow them to attend arts and cultural events more often. The most common barrier to participation in Lewiston Auburn arts and cultural offerings was a lack of information. 64% of respondents indicate that having “more information” about events would help them attend events more often.

While only 5% of respondents identified the availability of “child care” as something that would allow them to attend events more often, unlike others barriers listed, child care is only relevant to those respondents with school-age children living at home accounting for 23% of total respondents. Of those respondents with school-age children at home, 20% indicate that they would be more likely to attend events if affordable “child care” was available.

20%
of respondents with school-age children at home identified child care as a barrier.

25% of Lewiston respondents with school-age children at home say they would attend events more often if affordable child care was available compared to 15% Auburn respondents and only 7% of those with school-age children living outside of LA.



RESPONDING TO THE NEEDS OF VARYING AGE DEMOGRAPHICS

The Lewiston Auburn population is interesting in that it has high rates of elderly, as well as high rates of youth. Like the rest of Maine, the LA community faces the growing challenge of an aging population with the rate of people age 65 and over exceeding the national average by nearly seventeen percent in Auburn (15.2% of population), and nineteen percent in Lewiston (15.5% of population). Interestingly, Lewiston is also home to large number of families with young children. Children under age 5 representing over 7% of Lewiston’s population, exceeding the national average by eleven percent and the State average by a whopping thirty-eight percent. Though this age demographic is less significant in Auburn, with children under five accounting for about 6% of



the total population, it still exceeds the State average by seventeen percent. Additionally, the rate of people under the age of eighteen is about seven percent higher than the state average in both Lewiston and Auburn. Exploring correlations across specific barriers and respondents age and applying that knowledge in program development and marketing can help increase access for all ages.

Respondents age 24 and below showed greater sensitivity to all barriers except for “interesting & relevant events”. Results indicate that those in this age group and below are more likely to attend an event if they know people who are attending. 65% of respondents in this age group identified “more people I know going” as a barrier putting the prevalence on par with “more information”.

Respondents age 25 – 44 were hindered more by a lack of “interesting & relevant events” more than any other age demographic.

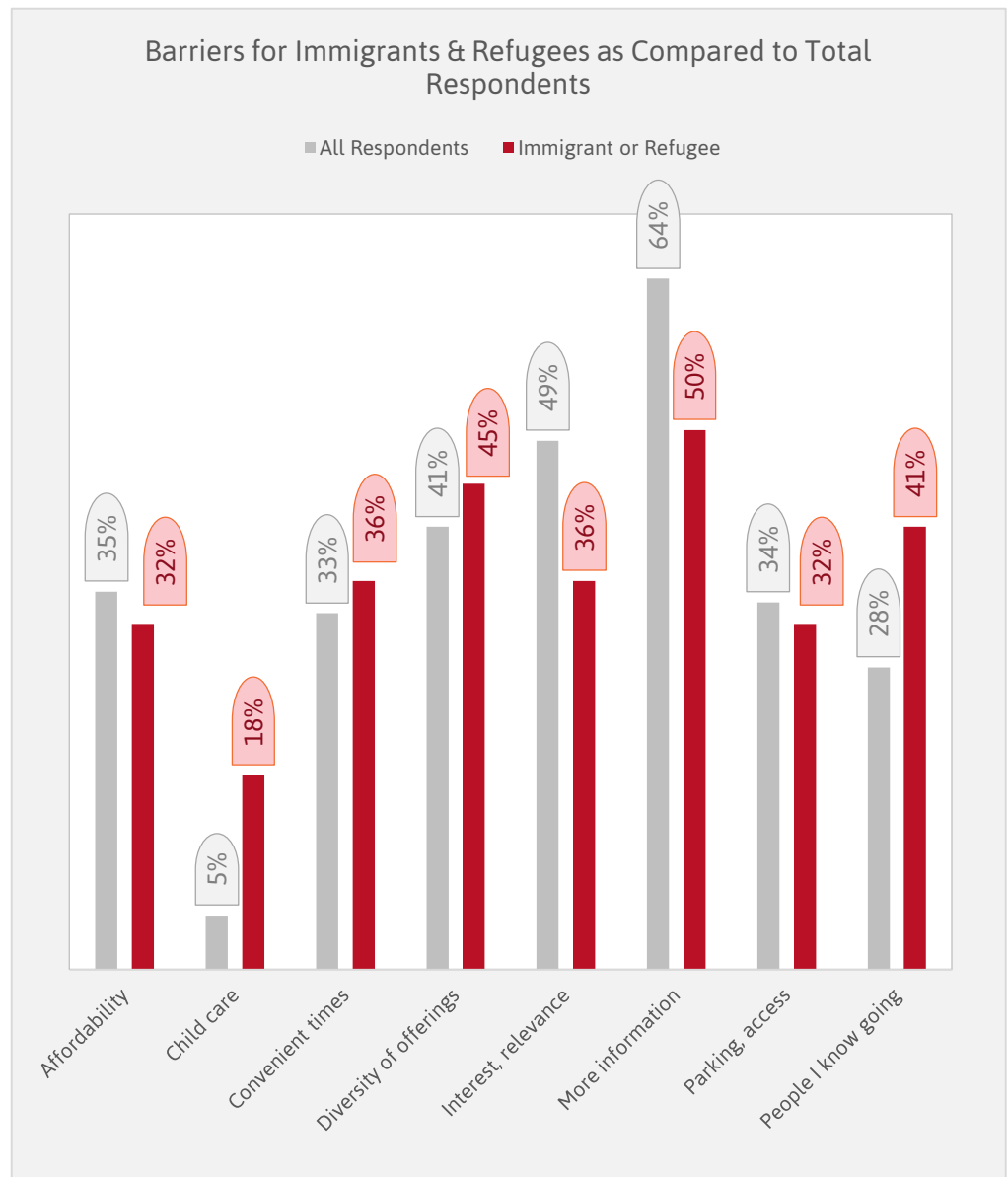
Retirees, who account for a quarter of all respondents, were impacted by “parking and accessibility” far more than respondents as a whole with 50% of retirees indicating that they would attend events more often if there was better “parking and accessibility”.

Barriers for LA’s Immigrants and Refugees

LA is home to one of Maine’s largest populations of immigrants and refugees. Reducing barriers for those who have immigrated to the LA area from another country is an essential part of bridging cultures.

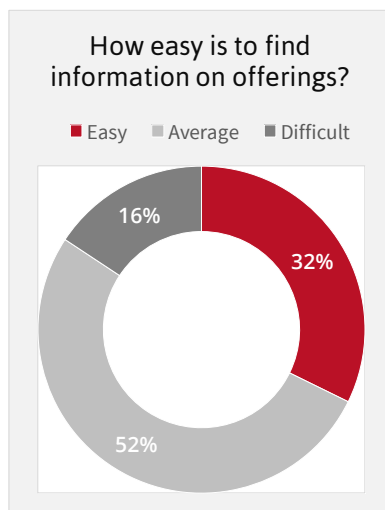
Data shows that the availability of affordable “child care” is more likely to impact those who came to LA as an immigrant or refugee than respondents overall with 18% of immigrants and refugees indicating that “child care” poses a barrier compared to 5% for respondents overall. Furthermore, in looking at only those respondents with school-age children at home, this number rises to 30%.

Like younger respondents, immigrants and refugees are also more likely to attend an event if somebody they know is attending.



Public Awareness of Arts and Cultural Offerings

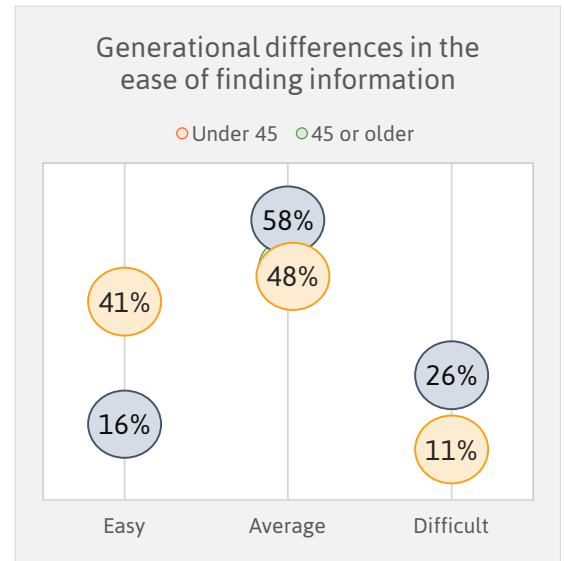
Respondents were asked how aware they are of information on arts and cultural events. Approximately 42% of respondents say they are “very aware” of arts and cultural offerings with another 43% saying they are “moderately aware”.



When asked how easy is it to find information on arts and cultural offerings in the LA area, about three out of every ten respondents (32%) indicated that it is “easy” to find information and 16% find it “difficult”. About half (52%) of all respondents feel that the ease of finding information on LA arts and cultural offerings is “average”.

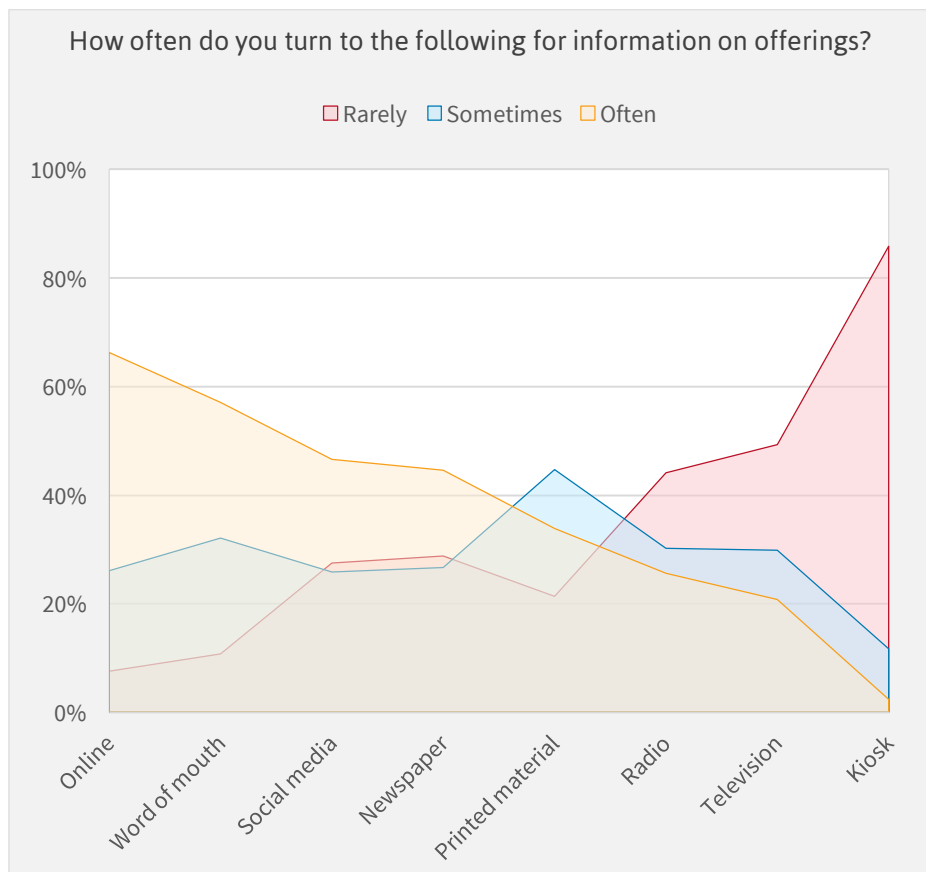
GENERATIONAL DIFFERENCES

Questions regarding awareness and finding information on arts and cultural offerings reveal significant differences across generations. Respondents under the age of 45 were far more likely to report difficulty in finding information on arts and cultural offerings than their older counterparts.



GETTING THE WORD OUT

With a lack of information presenting the most prevalent barrier to respondent’s participation in arts and cultural offerings in the LA area, it is important to understand where people turn to for information. The chart below sheds light where respondents go for information on arts and cultural offerings.



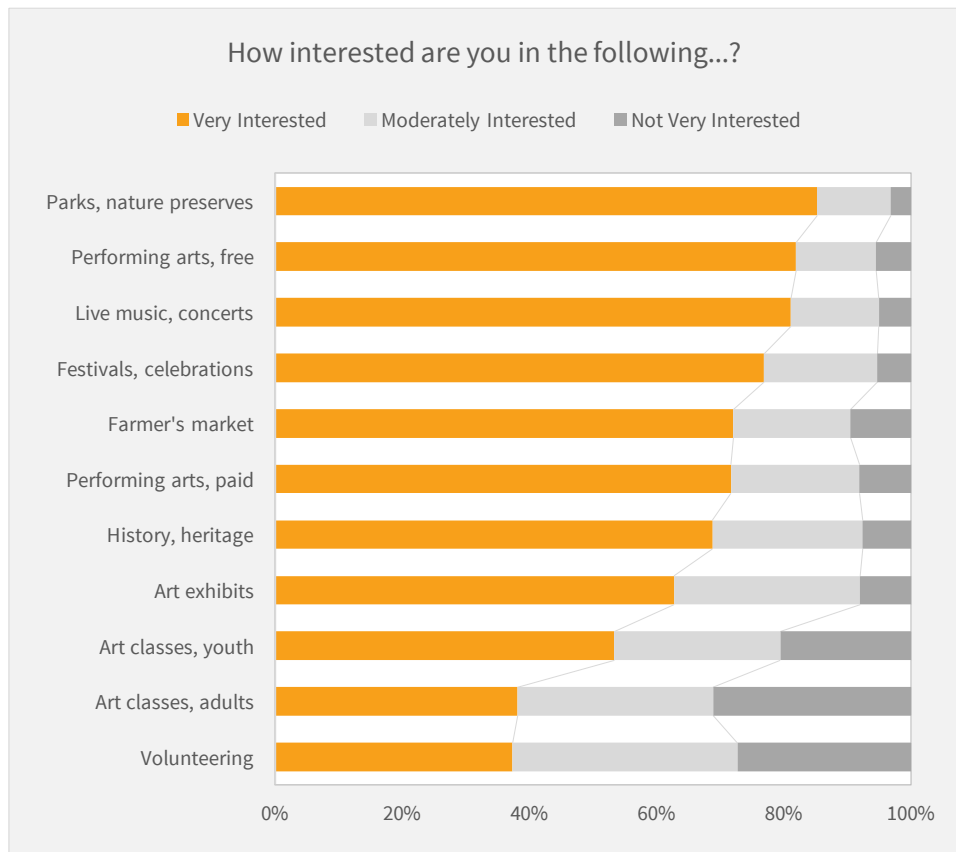
“Online” was identified as the most common source of information on arts and cultural offerings with 66% of respondents relying on “online” resources (not including social media) for information often, nearly half of those (47%) turn to “online” resources “almost always”.

“Newspaper” came out as the most commonly turned to form of printed media with 44% of respondents looking to “newspaper” “often”, half of which (22% of all respondents) “almost always” turn to “newspaper” for information on arts and cultural offerings.

Respondents age effects where they turn to for information, with those age 65 and above relying far more on newspapers for information on arts and cultural offerings than other information outlets.

Interests and Participation

Results demonstrate a high level of both interest and participation in “parks & nature preserves” with 85% of respondents indicating that they are “very interested” in this type of activity, more than any other activity included in the survey. Other



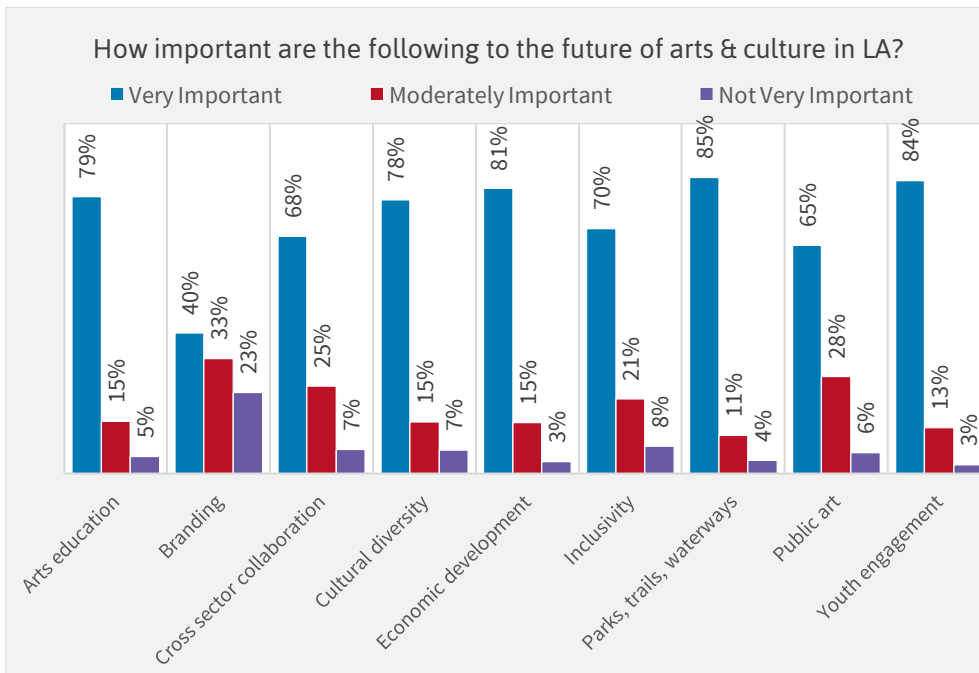
popular activities include “free performing arts events”, “live music & concerts”, “farmer’s markets”, and “festivals & celebrations”, all of which at least 75% of respondents indicated a high level of interest (respondents were “very interested” or “extremely interested”).

Respondents age 25 - 44 were more likely to be drawn to “art classes” including those for adults and youth, with average interest and participation both exceeding the overall average by at least 10%. In fact, young adults (those under the age of 45) were 150% more likely to have participated in “art classes for adults” than those age 45 and over. While those in this age demographic show greater overall interest in activities included in the survey.

Results indicate that those 65 and above are far more likely to

participate in arts and cultural activities than their younger counterparts. Older respondents show higher rates of participation in “live music & concerts” than any other activity included in the survey with “performing arts events (paid)” coming in a near second (“parks & nature preserves had the highest participation among all other respondents”).

Looking to the Future



In order to gauge the relevance of priorities identified through the launch meeting and community conversations with the general public, respondents were asked how important each priority is to the future of the LA community.

“Branding” scored significantly lower than other items with 55% of respondents identifying “branding” as being “not very” or “moderately” importantly. In addition, “branding” was the only item left blank by a number of respondents. All other priorities were identified as either “very important” or “extremely important” by at least 60% of respondents.

“Parks, trails, & waterways”, “youth engagement”, and “economic development” were the highest ranking priorities and were “very important” or “extremely important” to at least 80% of respondents.

Over three quarters of respondents indicate that “arts education” and “economic development” are “very important” or “extremely important”.

Support for Arts & Cultural Initiatives

Survey results demonstrate strong support for many initiatives proposed to respondents. “community arts center” was the most widely supported initiated with 84% of respondents indicating that they would be in favor of this initiative. Other popular initiatives were “co-making space”, with 82% of respondents in favor, and “multicultural festival”, with 78%.

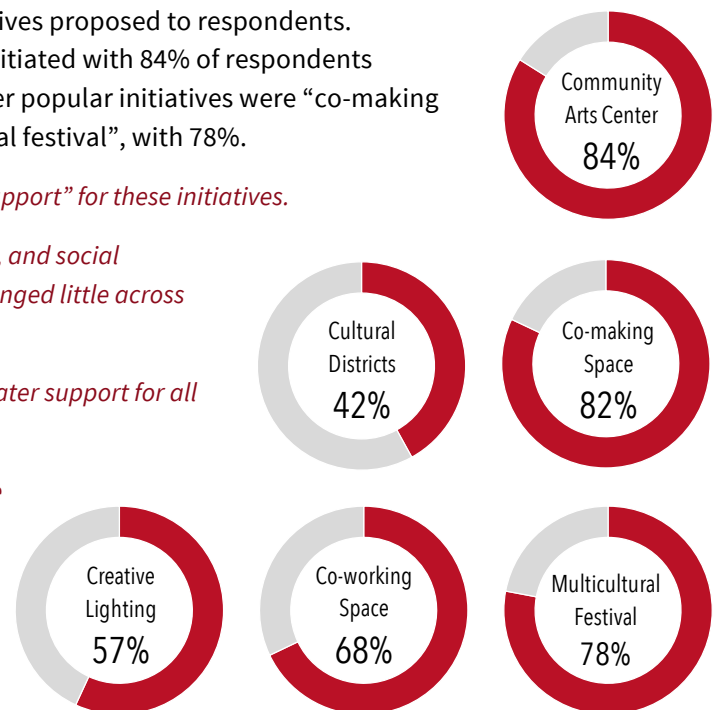
69% of respondents said they would be in favor of “municipal support” for these initiatives.

Support for initiatives varied little across economic, geographic, and social demographics. Despite correlations mentioned below, data changed little across demographic groups.

Those living outside the LA municipalities tended to express greater support for all initiatives but “creative lighting projects”.

Respondents under the age of 45 were approximately 20% more likely to show support for “creative lighting projects” (those under age 25 were nearly twice as likely) than those age 45 and above.

Respondents age 25 – 44 show greater overall support for initiatives than other age demographics.



LA Artist & Maker Survey

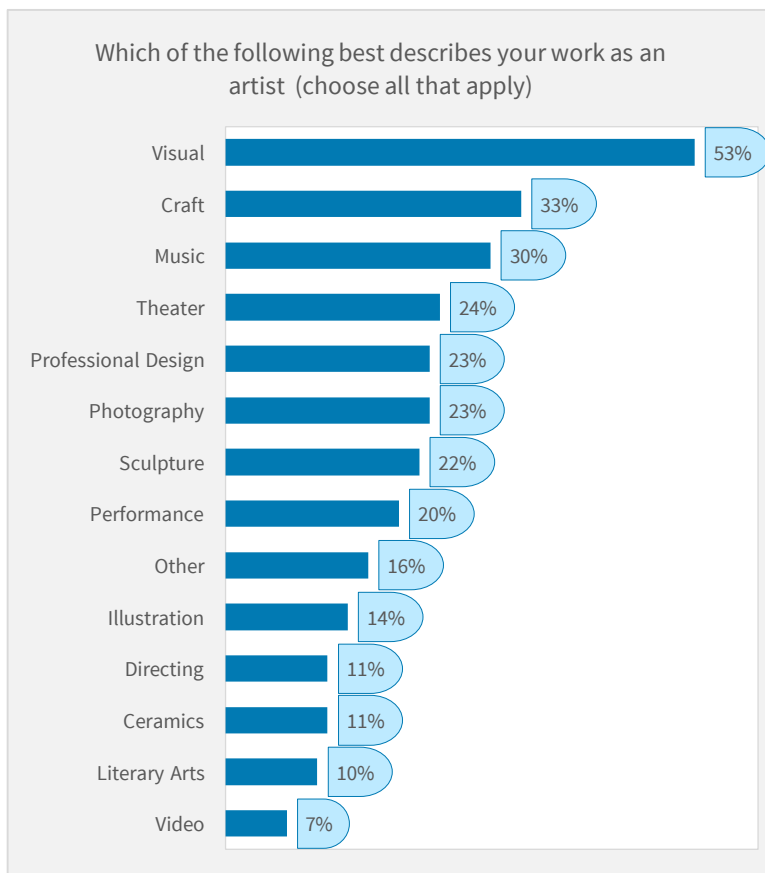
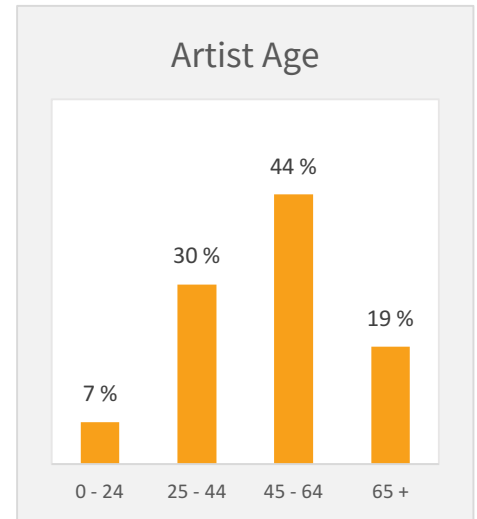
The LA Artist and Maker survey was designed to capture feedback from LA's artists and creative professionals. Questions aimed to better understand the challenges faced by LA artists and to learn what might help LA artists and makers thrive in their local community. Artists and makers from LA and the surrounding towns responded to the survey. While results from the Artist and Maker Survey offer insight into the priorities and needs of LA area artists, further inventory and assessment of LA's artists and makers would enable additional support for LA's creative professionals.

Demographics

Responding artists offer a demographic profile comparable to that of the general population of the LA area in regards to age. The age breakdown of those responding to the Artist and Maker Survey is nearly identical to data provided by the Public Opinion Survey, with a slight increase in respondents age 44 – 64 and a decrease in respondents age 65 and above.

The educational attainment of responding artists was significantly higher than that of the LA community with over half of all respondents having earned a bachelor's degree or higher compared to 15.7% in Lewiston and 24.9% in Auburn (American Community Survey, 2014).

Responding artists were less ethnically diverse than the community in which they reside with fewer than 7% indicating an ethnicity other than White/Caucasian, over half of which identified as Native American/Alaska Native (American Community Survey, 2014).



Artistic Disciplines

LA artists represent a broad range of arts based disciplines. Many respondents practice in a multi-disciplinary manner, with about three quarters of responding artists practicing two or more disciplines. Of the 76% who identified at least two fields of art, about 80% indicated work across three or more disciplines, and 40% referenced five artistic disciplines or more.

At least half of all responding artists work in some form of “visual arts”, making it the most common arts discipline identified. This is not surprising considering the broad scope of what “visual arts” might include. “Craft” and “music” were also commonly selected fields of artistry. It should be noted that the three disciplines with the highest concentrations of activity: “visual arts”, “craft”, and “music”, were all listed in the survey as at least 3 or more related fields. This is also true for other disciplines including “professional design”.

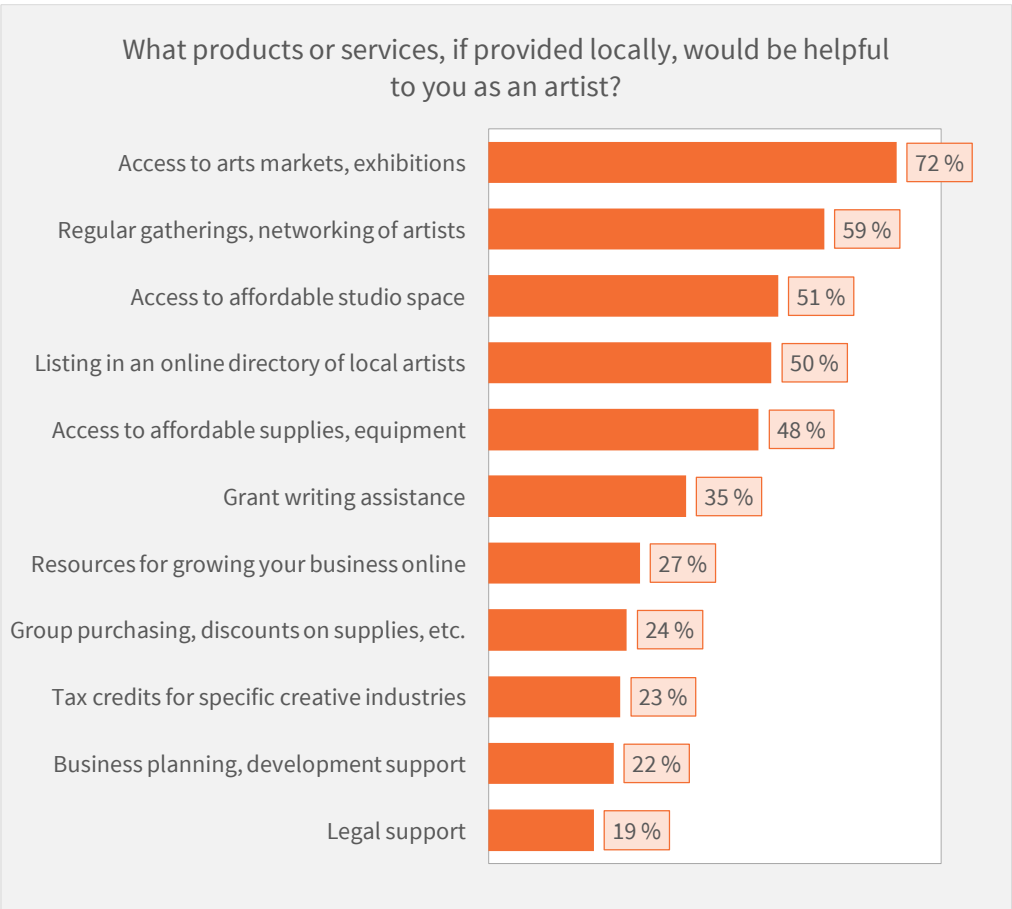
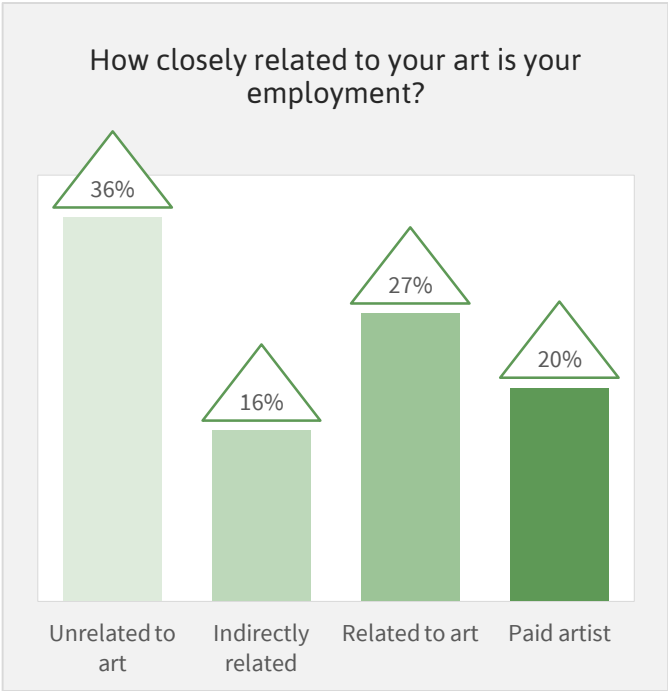
How Do LA Artists Earn a Living?

Approximately 14% of responding artists earn 100% of their income through their art and about 75% of responding artists indicate that they supplement their income through other employment. Approximately, 36% of responding artists supplement their income through employment that is “unrelated to their art” compared to 27% whose supplemental employment is “related to their art” and another 16% for whom it is “indirectly related”.

What Do Artists Need?

Data from the LA Artist and Maker Survey demonstrates artists are looking for more ways to sell their art. Seven out of ten responding artists said that “access to arts markets, exhibitions” would be helpful to their work as an artist.

Data shows that artists rely heavily on local sales and sales within the state of Maine to support their arts-based business. 80% of responding artists sell art in the local community of which and about 20% rely solely on local sales. In addition, about 30% of those who sell art in Maine rely solely on statewide sales to support their work as an artist.



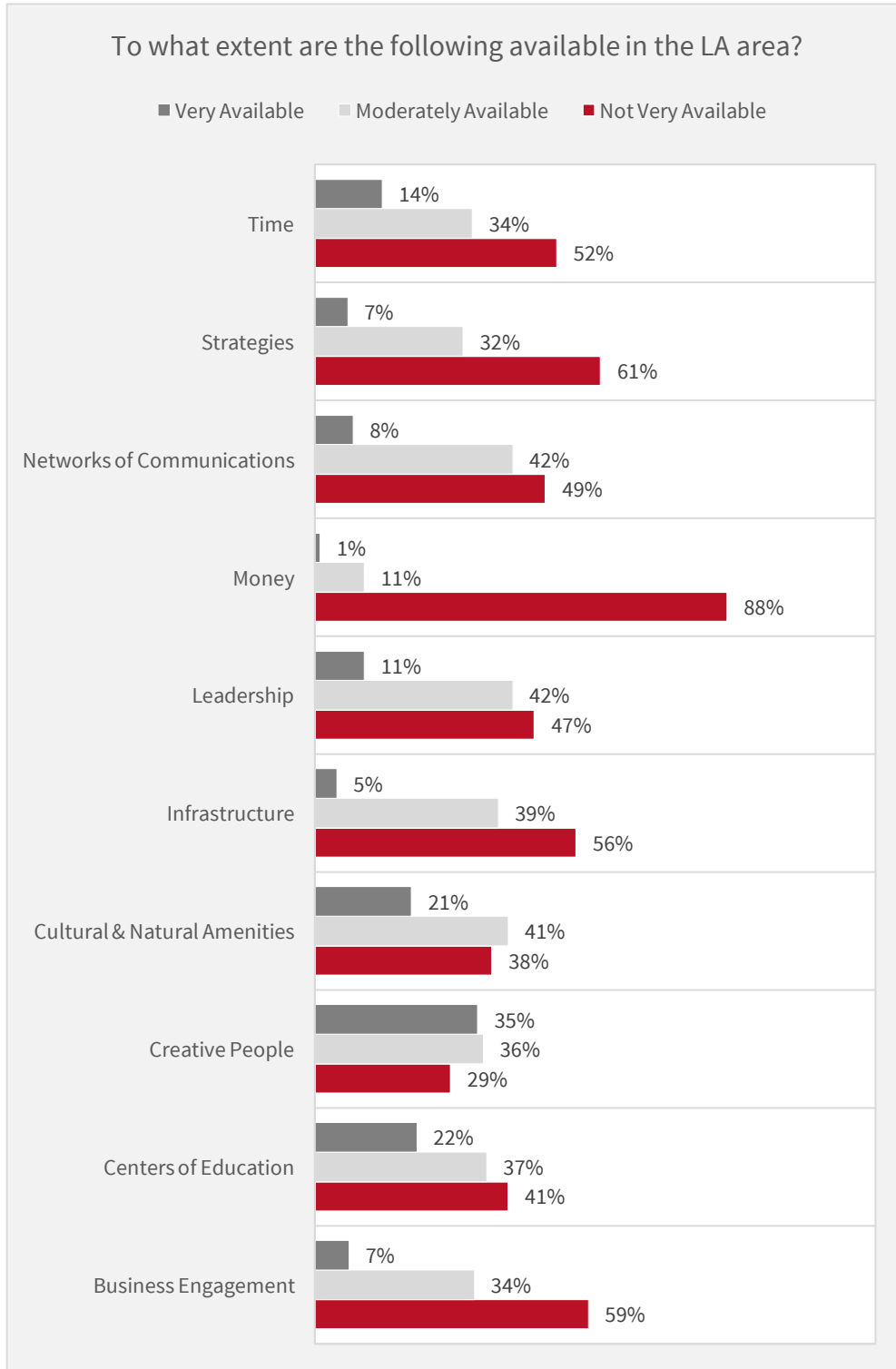
Half of all responding artists feel they would benefit from a “listing in an online directory of local artists”. It should be noted that an online directory could also offer access to new markets for sales considering fewer than 30% of responding artists currently make use of online tools to sell their art.

51% or all responding artists say they are in need of “access to affordable studio space”. When asked how significant a need space presents to their arts-based business, about half of all responding artists indicated that space presented a “pressing need”.

Building Blocks of a Thriving Creative Community

In 2005, at the request of New England Foundation for the Arts and the Maine Arts Commission, a research team from the Center for Business & Economic Research at Maine's Muskie School of Public Service published *The Creative Economy in Maine*. The report provides a detailed analysis of Maine's creative economy and identifies ten key building blocks that are essential to a thriving creative economy.

WHAT DO ARTISTS THINK ABOUT THE BUILDING BLOCKS IN LA?



In an effort to gauge the availability of these building blocks in the LA community, the LA Artist and Maker Survey asked artists to what extent those building blocks are available in LA. The results offer valuable insight into LA's strengths as a creative community and sheds light on areas for growth.

"Money", from philanthropists, grant opportunities, and other funding sources was identified as the least available resource, with 88% of responding artists expressing "money" was "not very available" in the LA community.

All ten building blocks were more likely to be identified as either "moderately" or "not very" available than "very available".

"Creative people" was the resource most likely to be perceived as "very available", with 36% of responding artists saying "creative people" are "very available" in LA.

"Strategies", "business engagement", and "infrastructure" all had very low rates of availability with fewer than 10% of respondents indicating these things are "very available" in the LA community.

LA Cultural Priorities



Amplify quality of life with accessible lifelong learning in arts and culture.

LA's population is composed of high rates of young people and families, as well as high rates of elderly. Arts and cultural learning experiences have ripple effects including higher student SAT scores, social well-being, and enhanced quality of life.

Foster community cohesion & cultural understanding.

With a population rich in ethnic diversity, LA has an opportunity to establish itself as a leader in cultural awareness and inclusivity by promoting and providing opportunities that celebrate LA's unique cultures.

Bolster LA's creative capital and entrepreneurial activity.

As the community continues to face pressures of shifting economies LA can encourage workforce ingenuity by strengthening and building on its thriving network of artists and creative professionals.

Utilize arts & culture to enhance LA's image to attract residents, tourism, & new investment.

As one of Maine's largest communities, LA is poised to position itself as a hub for cultural and creative activity by supporting existing assets and defining new and exciting opportunities for cultural engagement.

Further the position of arts & culture in local government.

Cities around the world recognize the benefits brought by a thriving creative economy and are using arts and culture as tools for community revitalization and as a means of establishing local economic resilience.

Amplify quality of life with accessible lifelong learning in arts and culture.

Strengthen and expand arts and cultural learning experiences in public, private, and non-profit settings.

Easy to Achieve

MAINTAIN A VENUE FOR STUDENT ARTWORK AT THE LA ARTWALK.

Engage youth in the planning and operation.

Key Players

L/A Arts

1 Year, 2017

DEVELOP A ROLLING INVENTORY OF ARTS AND CULTURAL EDUCATION PROGRAMS IN LA SCHOOLS AND COMMUNITY SETTINGS FOR ALL AGES.

Utilize results to identify gaps in arts education and increase support for underserved locations; make available online.

Key Players

Bates College, L/A Arts, Arts and Cultural Education Facilities

8 out of every 10 respondents feel that "arts education" is "very important" to the future of arts and culture in LA

IDENTIFY NEW FUNDING SOURCES FOR PRE-K-12 ARTS AND CULTURAL EDUCATION PROGRAMS.

Look for grants to support STEAM professional development for local teachers; provide LA schools with information on the Maine Arts Commission's Ticket to Ride Program to pay for student transportation to arts and cultural venues.

Key Players

L/A Arts, AVCOG, Public Schools

ORGANIZE AN INFORMATION CAMPAIGN TO RAISE AWARENESS OF THE BENEFITS OF ARTS AND CULTURAL EDUCATION, BASED ON NATIONAL AND LOCAL DATA TO GARNER FINANCIAL SUPPORT.

Key Players

L/A Arts

88%

of respondents feel it's "very important" for "children to have arts & cultural activities in school"

2 Years, 2018

ADVOCATE FOR THE PUBLIC SCHOOL SYSTEM TO FORMALLY ADOPT CROSS-CURRICULAR ARTS INTEGRATION TEACHING AND LEARNING SYSTEMS, SUCH AS STEM-TO-STEAM EDUCATION.

Key Players

L/A Arts, Public Schools

DESIGN AND PROMOTE OPPORTUNITIES FOR VOLUNTEERISM BASED ON DEMOGRAPHICS INDICATING A HIGH LEVEL OF INTEREST.

Key Players

ACLA

3 Years, 2019

EXPAND AND DEEPEN PROFESSIONAL DEVELOPMENT OFFERINGS FOR EDUCATORS.

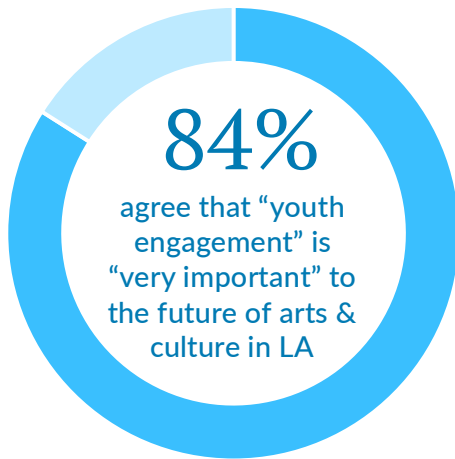
Stay up to date on changes in arts education best practices.

Key Players

L/A Arts, Bates College, Public Schools

RECOGNIZE AND CELEBRATE YOUTH ART.

During youth art month encourage arts and cultural organizations and businesses to display artwork created or performed by youth; work with local property owners to display student artwork in empty storefronts; consider a youth art competition with the winner's art work going on display in a prominent location; partner with local media to raise the profile of youth artists and the value of arts education programming in the community.



Key Players

L/A Arts, Public Schools

4 Years, 2020

CREATE A CULTURAL PASSPORT PROGRAM TO INCREASE ACCESSIBILITY.

Key Players

ACLA

EXPAND ARTS AND CULTURAL EDUCATIONAL OPPORTUNITIES IN COMMUNITY SETTINGS.

Make events and classes available at community centers, youth centers, senior centers, and hospitals; explore the feasibility of a culture bus.

Key Players

L/A Arts, Maine Senior College Network

5 Years, 2021

RESPOND TO LA'S AGING DEMOGRAPHIC BY DEVELOPING A CREATIVE AGING PROGRAM.

Utilize the Maine Arts Commission Creative Aging Grant, online resources, and teaching roster; Increase outreach to seniors by creating and maintaining an inventory of senior housing, services, and program contacts.

Key Players

L/A Arts, ACLA

Foster community cohesion and cultural understanding.

Create opportunities that build cultural bridges.

Easy to Achieve

CREATE AND MAINTAIN A DIRECTORY OF LA COMMUNITY SERVICE ORGANIZATIONS AND PROGRAM CONTACTS TO ENHANCE COMMUNICATION AND OUTREACH.

L/A Arts, Local Service Organizations

HIGHLIGHT LA'S CULTURAL DIVERSITY AS AN ASSET IN COMMUNITY BRANDING AND PROMOTION.

Expand access and visibility by making material available in multiple languages.

LAEGC, LA Metro Chamber, ACLA

PROVIDE ONLINE MATERIAL IN MULTILINGUAL OPTIONS.

1 Year, 2017

MAKE MATERIAL PROMOTING ARTS AND CULTURAL OFFERINGS AVAILABLE IN MULTIPLE LANGUAGES.

Distribute to new residents via realtors and community services.

Key Players

ACLA, Realtors

PROVIDE COMMUNITY SPACES THAT BRING PEOPLE TOGETHER TO CONNECT AND CREATE.

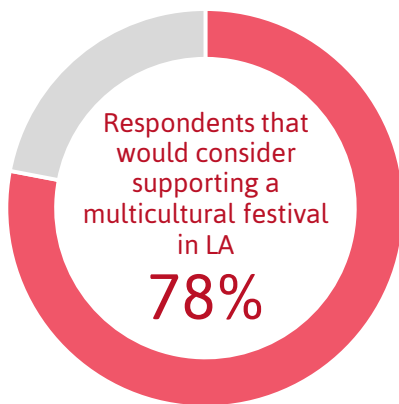
Promote makerspace initiatives to a wide range of demographics.

Key Players

ACLA

19.3% of Lewiston's population & 11.3% of Auburn's population speak a language other than English at home, compared to 6.7% of the population of Maine

3 Years, 2019



DESIGN YOUTH-CENTERED PUBLIC ART PROJECTS THAT CONNECT CULTURAL TRADITIONS OF OLD AND NEW IMMIGRANTS.

Key Players

L/A Arts, Public Schools

ORGANIZE A SIGNATURE MULTICULTURAL FESTIVAL TO CELEBRATE THE DIVERSITY OF LA'S POPULATION.

Incorporate youth in the programming and planning; host at LA's Simard-Payne Park and Bonney Park utilizing the walking bridge as a connecting feature.

Key Players

L/A Arts, World Refugee Day, Multi-cultural Resources, Outright LA, Municipalities

Ongoing

STRIVE FOR GEOGRAPHIC, ETHNIC, AND AGE DIVERSITY IN AUDIENCES, STAFF, AND ON BOARDS OF ARTS AND CULTURAL ORGANIZATIONS.

Encourage cultural anchors in LA to research and employ audience development tools.

Key Players

ACLA

3/4

3 out of 4 respondents indicated that CULTURAL DIVERSITY is very important to the future of LA

Bolster LA's creative capital and entrepreneurial activity.

Support the development of LA's creative professionals to promote a resilient local economy.

1 Year, 2017



8 out of 10 respondents would consider supporting the development of "co-making space" in LA

DEVELOP MAKERSPACES FOR NEW AND EMERGING ARTISTS.

Key Players

LAEGC, Bates College, L/A Arts, CLT

2 Years, 2018

ESTABLISH TOOLS FOR ARTISTS AND INNOVATORS THAT CONNECT THEM TO OPPORTUNITIES FOR BUSINESS AND PROFESSIONAL DEVELOPMENT.

Develop an online directory of LA's artists and creative professionals, include links to their websites and online stores; create helpful online business resources for creative professionals; provide a link to a LA artist social networking page where artisans may share information; consider developing an interest-free micro financing program for creative enterprises; Initiate regularly accuring Pecha Kucha events making use of <http://www.pechakucha.org/> for visibility and promotion.

1/2

Space needs were identified as a "pressing issue" by 49% of responding artists

Key Players

LAEGC, L/A Arts, LA Metro Chamber, UMVA-LA

EXPLORE THE FEASIBILITY OF CREATING ARTIST LIVE/WORK SPACES IN LA.

Weigh the options of working with local developers and national developer, Artspace.

Key Players

L/A Arts

Online tools, & social network sites were identified as the most common source of information on arts & cultural offerings

Ongoing

FACILITATE COMMUNICATION BETWEEN PROPERTY OWNERS AND CREATIVE ENTERPRISES TO ESTABLISH OPPORTUNITIES FOR CULTURAL SPACES AND POP-UP SHOPS IN VACANT PROPERTIES.

Create and maintain an inventory of vacant properties and contacts.

Key Players

LAEGC, L/A Arts, Realtors

OFFER PROFESSIONAL DEVELOPMENT WORKSHOPS BASED ON INDUSTRY NEED.

Hold seminars and create programming around entrepreneurship; participate and engage other organizations with LAEGC in the Maine Accelerates Growth program to foster creative and innovative entrepreneurship; build connections and seek partnerships with the Maine College of Art; encourage networking and collaboration among LA's creative professionals by hosting recurring events for artists and creative enterprises; continue market research at meetings.

Key Players

LAEGC, L/A Arts, AVCOG, MECA, UMVA-LA

Utilize arts and culture to enhance LA's image to attract residents, tourism, and new investment.

Cultivate a creative identity and meaningful sense of place.

Easy to Achieve

CREATE AN INVENTORY OF ARTS, HERITAGE AND CULTURAL ORGANIZATIONS, LANDMARKS, HISTORIC SITES, TRAILS AND RECREATIONAL ASSETS IN LA TO INFORM RELEVANT INITIATIVES.

Key Players

L/A Arts, Bates College

85%

of respondents indicated that "parks, trails, & waterways" are "very important" to the future of arts & culture in LA

ENCOURAGE ART ACTIVITIES DOWNTOWN.

Develop an inventory of Maine buskers and create opportunities for their involvement in LA Artwalk or outdoor cultural events; establish opportunities for businesses to sponsor a local artist to design their storefront, facade, or street furniture.

Key Players

L/A Arts, Business Community, LA Metro Chamber

PARTICIPATE IN COMMUNITY BRANDING ACTIVITIES.

Ensure LA's creative community has a voice in community branding efforts; weigh the benefits of rebranding ACLA to a memorable acronym such as COOLA.

Key Players

LAEGC, ACLA

1 Year, 2017

DESIGN AND MAINTAIN PRINTED PROMOTIONAL MATERIAL FOR LA ARTS AND CULTURAL ORGANIZATIONS AND ASSETS.

Distribute it through Maine Tourism Association rest areas, Chambers of Commerce, local institutions, and other regional outlets.

Key Players

ACLA

ADVOCATE FOR CANAL SYSTEM TO BE AN ARTS AND CULTURAL CENTER.

Base advocacy on recommendations from the 2010 Island Riverfront Master Plan; ensure the cultural sector has a voice in planning and development of the canal system.

Key Players

Arts & Cultural Advisory Committee of ACLA,

DEVELOP A CONSISTENT WRITTEN NARRATIVE ON CULTURE AND ARTS IN LA FOR USE IN ATTRACTING BUSINESS DEVELOPMENT.

Key Players

Arts & Cultural Advisory Committee of ACLA, Municipalities, LA Metro Chamber, LAEGC

2 Years, 2018

ENGAGE THE COMMUNITIES TO CREATE A JOINT PUBLIC ART PLAN.

Collaborate with municipalities to establish guidelines, funding strategies, potential sites, and an inventory of existing public art.

Key Players

L/A Arts, Arts and Cultural Advisory Committee of ACLA, UMVA-LA, Municipalities

9 out of 10 agree that PUBLIC ART should help to create MEANINGFUL PLACES in the community



5 Years, 2021

DEVELOP A COLLABORATIVE LA REVITALIZATION EFFORT.

Invite interested parties to review Cultural Plan LA; consider suggestions made by the community: riverfront sculpture trail; outdoor movie nights in both cities; creative lighting projects; trees, food forests, and community garden initiatives in public spaces.

Key Players

L/A Arts, Arts and Cultural Advisory Committee of ACLA, Androscoggin Land Trust, LA Metro Chamber, Business Community, Grow L+A, Garden Clubs, YPLAA, Arts and Cultural Education Facilities, Municipalities

Boost the image of LA cultural assets.

1 Year, 2017

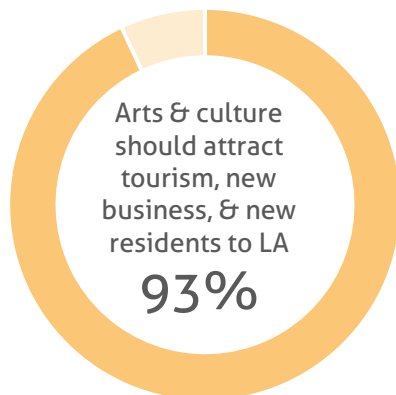
CONTINUE TO BUILD TRUST AMONG ACLA MEMBERS AND FIND OPPORTUNITIES FOR MARKETING AND PROGRAM COLLABORATION.

Expand the ACLA network to include all arts and cultural resources in LA.

Key Players

ACLA

2 Years, 2018



ESTABLISH LA METRO AS A CULTURAL TOURISM REGION.

Consider creating an annual Arts and Culture Open House event featuring cultural sites open to the public for free viewings and tours; promote LA events to a national market by posting to the Maine Office of Tourism's online calendar; make use of Maine Public Broadcasting Network online event calendar.

Key Players

LAEGC, L/A Arts, Arts and Cultural Advisory Committee of ACLA, LA Metro Chamber, ACLA

GROW THE ACLA WEBSITE TO INCLUDE ENGAGING FEATURES CONNECTING USERS TO LA'S CREATIVE ASSETS.

Consider using or emulating Artsopolis software; make available as a mobile app;

Include a comprehensive cultural asset map; coordinate a monthly e-blast of events.

Key Players

AVCOG, ACLA

IMPROVE VISIBILITY OF LA'S CULTURAL, NATURAL AND HISTORIC ASSETS BY ESTABLISHING A COMPREHENSIVE NETWORK OF DIRECTIONAL SIGNS.

Work with Maine DOT right-of-way control technician to make use of the state cultural and historic sign program; use local sign regulations for directional signs identifying cultural non-profit facilities.

Key Players

L/A Arts, Maine DOT, Municipalities

96%

of respondents agree that arts & culture should "contribute to a positive image" of the LA community

Further the position of arts & culture in local government.

Incorporate arts and culture into planning and development of city infrastructure.

Easy to Achieve

DELIVER CULTURAL PLAN LA TO MUNICIPALITIES AND REQUEST A VOTE OF APPROVAL BY THE CITY COUNCILS.

L/A Arts, Arts and Cultural Advisory Committee of ACLA, Municipalities, ACLA

development strategies and policies; encourage the creation of an arts and culture subcommittee of the Youth Advisory Council as a way to identify and cultivate youth leaders who could advise on and help implement youth-centered projects.

Key Players

Arts and Cultural Advisory Committee of ACLA, Municipalities, Youth Advisory Council

RAISE PUBLIC AWARENESS OF THE VALUE AND IMPACT THAT ARTS AND CULTURE HAVE ON QUALITY OF LIFE.

Collect statements from audiences about why they attend cultural events; widely publicize resident testimonials on why arts and culture matter.

Key Players

ACLA

REQUEST THAT BOTH CITIES CONSIDER PASSING A RESOLUTION RECOGNIZING THE VALUE AND IMPORTANCE OF PLACEMAKING AND PUBLIC ART.

Key Players

Arts and Cultural Advisory Committee of ACLA, Municipalities

94%

of respondents agree that arts & culture should enhance LA's economic vitality

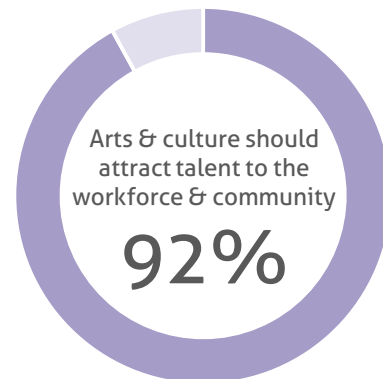
Key Players

L/A Arts, Arts and Cultural Advisory Committee of ACLA, Planning Boards, Municipalities

1 Year, 2017

ESTABLISH A JOINT MUNICIPAL ARTS AND CULTURE ADVISORY COMMITTEE IN LA TO ENSURE ARTS AND CULTURE ARE CONSIDERED AND UTILIZED IN BROAD COMMUNITY AGENDAS AND DEVELOPMENT.

Stay current on successful models and examples of innovative economic



2 Years, 2018

PROVIDE MODELS AND SAMPLES OF INNOVATIVE MUNICIPAL STRATEGIES FOR MUNICIPAL CONSIDERATION.

Examples include: public art planning, tax increment financing districts, funding for culture as part of infrastructure projects, real estate development incentives towards cultural contributions, percent for the arts program, and incentives for commercial buildings to include public art.

4 Years, 2020

IMPLEMENT TOOLS FOR MEASURING THE ECONOMIC IMPACT OF LA'S CREATIVE ECONOMY AND PRESENT FINDINGS TO MUNICIPALITIES.

Look into participating in Americans for the Arts: Arts and Economic Prosperity Studies.

Key Players

ACLA

ASSESS THE POTENTIAL FOR ESTABLISHING ARTS AND CULTURAL DISTRICTS THAT ENCOURAGE CREATIVE BUSINESS INVESTMENT IN THE DOWNTOWNS.

Explore models that have been successful in other cities; Consider artist's relocation incentive programs.

Key Players

Arts and Cultural Advisory Committee of ACLA, Municipalities, LAEGC

Ongoing

REGULARLY REPORT ON IMPORTANT CULTURAL PROJECTS AND CULTURAL PLAN PROGRESS TO MUNICIPALITIES.

Present data findings that support initiatives to city council.

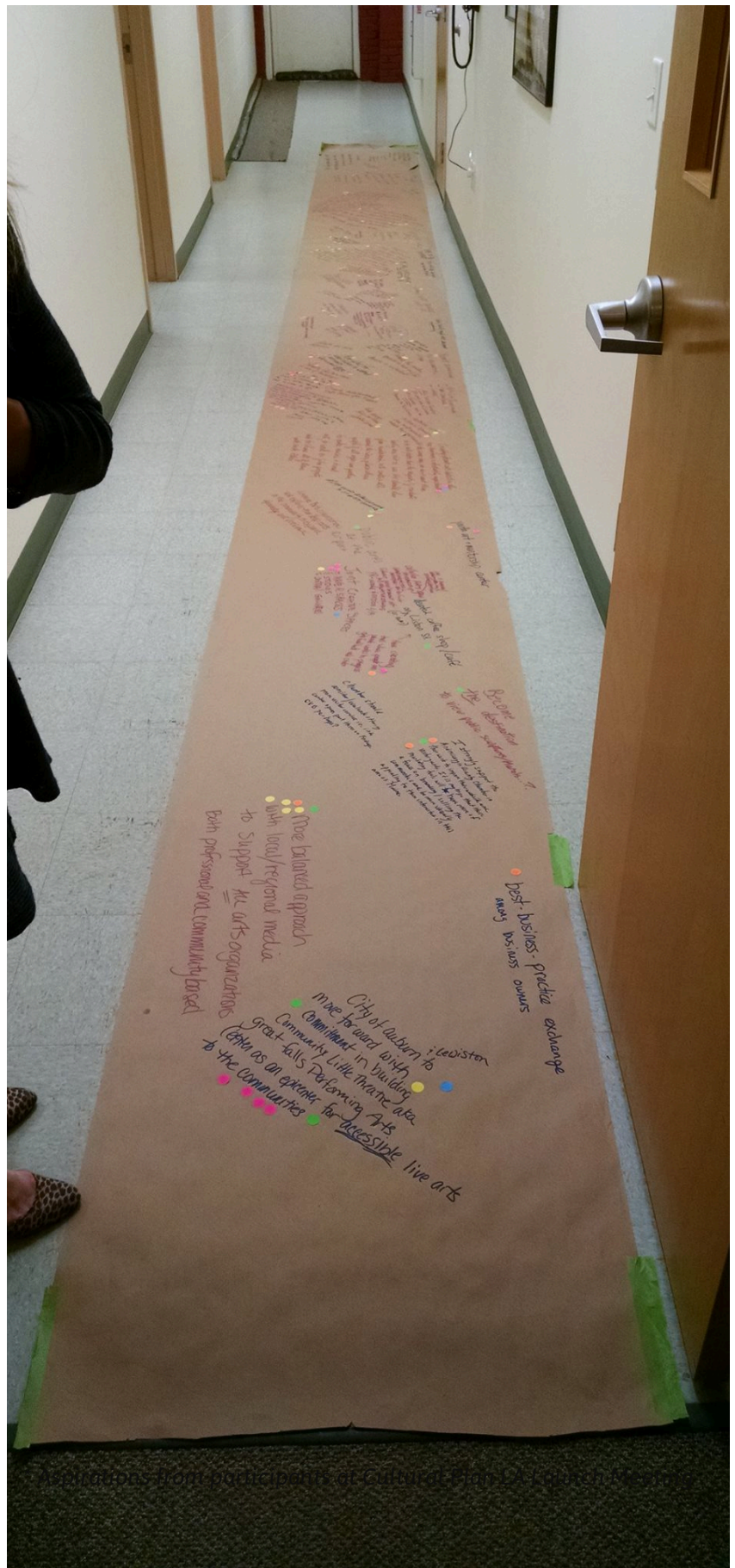
Key Players

L/A Arts, Arts and Cultural Advisory Committee of ACLA

7 out of 10 respondents agree that arts & culture should be supported, in part, by municipal \$\$\$



Appendices



Aspirations from participants at Cultural Plan LA launch meeting

NEXT STEPS

1. Steering Committee approved Cultural Plan LA on June 23, 2016.
2. L/A Arts is steward of Cultural Plan LA and will oversee and coordinate implementation.
3. L/A Arts and ACLA will present this document to the municipalities of Lewiston and Auburn to be voted on for approval as an official city plan.
4. L/A Arts will identify organizations, businesses, and agencies that should be included in exploring implementation of relevant parts of this document.
5. L/A Arts will organize working groups for the assorted projects. Items listed in the short term should be given first priority.
6. L/A Arts will issue an annual published report documenting progress and recognizing instrumental partners.
7. ACLA will reach out to other local planning initiatives and request that the cultural community has a voice in their processes.

BACKGROUND RESEACH

2010 Auburn Comprehensive Plan Cultural Recreation Vision: Provide a rich diversity of cultural amenities with a focus in multi-use community space and the promotion of arts and festivals.

2015 Androscoggin Valley Council of Governments Comprehensive Economic Development Strategy. Economic Drivers: Entrepreneurship and Innovation. The creative economy, entrepreneurship and innovation drive our quality of place.

Lewiston Auburn Economic Growth Council Vision: A community that embraces, attracts, and fosters a well-trained, educated, and engaged citizenry, with skills of all types to meet our current and future economic demands. A community that fosters entrepreneurship, innovation, and the continued formation of Maine's most desirable place to live, learn and work.

Legacy Lewiston Comprehensive Plan 2015 Vision: Building on the City's rich heritage, the vision for Lewiston is to generate new vitality and innovation within its urban core and neighborhoods.

2010 Riverfront Island Master Plan Vision: a common vision has emerged for Riverfront Island as an urban, recreation-oriented destination that serves as a cultural center and destination for the Lewiston-Auburn community and for the broader region.

EXAMPLES OF MUNICIPAL ARTS & CULTURE ADVISORY COMMITTEES & BOARDS

Marquette, Michigan

Arts and Culture Advisory Committee

<http://www.mqtcty.org/committee-arts.html>

Niles, Illinois

Public Arts and Culture Advisory Board

<https://www.vniles.com/846/Public-Arts-and-Culture-Advisory-Council>

City of Corvallis, Oregon

Arts and Culture Advisory Board

<http://www.corvallisoregon.gov/index.aspx?page=292>

Myrtle Beach

Cultural Arts Advisory Committee

<http://www.cityofmyrtlebeach.com/culturalarts.html>

Bangor, Maine

Cultural Development Commission

<http://www.bangormaine.gov/content/1538/1415/1425/default.aspx>

Surprise, Arizona

Arts and Cultural Advisory Commission

<https://www.surpriseaz.gov/1761/Arts-Cultural-Advisory-Commission>

Durham, North Carolina

Cultural Advisory Board

<https://durhamnc.gov/452/Cultural-Advisory-Board>

Robbinsville Township, New Jersey

Recreation and Cultural Advisory Committee

http://www.robbinville-twp.org/government/boards_committees_and_commissions/recreation_and_cultural_arts_advisory_committee.php

Lawrence, Kansas

Cultural Arts Commission

<https://lawrenceks.org/boards/lawrence-cultural-arts-commission>

MUNICIPAL TOOLS FOR SUPPORTING AND GROWING THE CREATIVE ECONOMY

PROMOTION OF ASSETS	Promoting cultural amenities for the purpose of attracting economic investment and skilled workers
DEVELOPMENT	Promoting community development through artistic, cultural, or creative policies
REVITALIZATION	Promoting community and neighborhood revitalization through artistic measures and strategies that emphasize creativity
ECONOMIC/JOB CLUSTERS	Creating economic or job clusters based on creative businesses, including linking those businesses with non-cultural businesses
EDUCATION	Providing training, professional development, or other activities for arts, cultural, or creative entrepreneurs
ARTS-ORIENTED INCUBATORS	Creating arts-specific business incubators or dedicated low-cost space and services to support artistic, cultural, or creative professionals
BRANDING	Developing visual elements that communicate a community's character; using logo development and graphic design for advertising, marketing, and promoting a community
DISTRICTS	Creating arts, cultural, entertainment, historic, or heritage districts
LIVE-WORK PROJECTS	Providing economic or regulatory support for combined residential and commercial space for artists
ARTS-SPECIFIC & PUBLIC VENUES	Providing public or private economic or regulatory support for marketplaces, bazaars, arcades, community centers, public places, parks, and educational facilities of various types
EVENTS	Using celebrations or festivals to highlight a community's cultural amenities
URBAN DESIGN & REUSE	Implementing the reuse of existing sites or buildings for arts and culture purposes
PUBLIC ART	Supporting temporary and permanent public-art projects

MODEL MUNICIPAL POLICIES THAT SUPPORT GROWING A CREATIVE ECONOMY

The following examples feature three American municipalities successfully revitalizing their economies and built infrastructure by promoting and attracting arts and culture.

Oil City, Pennsylvania

Oil City is re-inventing itself from its past as America's birthplace of the oil industry. Today it is aggressively attracting new artisans and makers to reuse the city's built infrastructure. The municipality and local banks have worked to create fixed rate loans on live-work space, waived mortgage insurance, opportunities for façade grants and loans, tax abatements for commercial properties and tax breaks for certain properties in the Historic District. Downtown studio spaces are marketed at ultra-low-rates with the added incentive of the first three months rent free.

<http://www.artsoilcity.com>

Pawtucket, Rhode Island

A former mill town revitalized its identity and infrastructure by attracting and retaining hundreds of artisans and makers. The city keeps a database of available properties that are ideal for artists. Their model program includes services such as, municipal representatives who work to facilitate new creative enterprises and help artisans through the process of permitting, renovating, and purchasing properties. The municipality also offers an annual fund of \$25,000 to fund cultural groups, market, and host arts events. Pawtucket is also one of nine communities in Rhode Island with state sales tax exemptions for working artists in arts and entertainment districts. Pawtucket also offers \$10,000 in grants to cultural organizations or artisans who provide an arts related event or a piece of work that benefits residents and the municipality.

<http://www.pawtucketri.com/arts>

Paducah, Kentucky

The Paducah Artist Relocation Program started in 2000 and has since become a national model for innovative economic development. The initial goal of the project was to revitalize a run-down historic district through the arts. The city created an arts district in historic Lower Town and offered properties at low cost to creative enterprises (some vacant lots as low as a dollar). The Lower Town Arts District has flourished with the help from a partnership with a local bank enabling over thirty million dollars to be invested by artists/residents since 2000. In 2013 the Paducah School of Art and Design relocated to be within the district and fully renovated a historic building, built an adjacent new facility, and has a capital campaign to renovate an additional property into more classrooms and studios. The city only has two remaining properties in the Lower Town Arts District left on the market. The artist/residents work closely with the municipality to plan future strategies for the district.

<http://www.paducahmainstreet.org/lowertown-arts-district.htm>

LEWISTON AUBURN CULTURAL PLAN LAUNCH MEETING S.O.A.R. ANALYSIS

LA Metro Chamber October 5, 2015

Strengths

- L/A Arts programs
- All cultural assets and programs
- Geographic location
- Diversity, youth, families
- Health centers
- Waterways
- Population density
- Friendly smart people
- Existing infrastructure
- Entrepreneurial spirit
- High growth rate
- Yankee ingenuity
- Fun loving
- Festivals
- Low crime rate
- Good schools
- Affordable
- Theatres and performance venues
- Education institutions
- Three breweries downtown
- Passionate people, pride in place
- Gateway to western mountains
- Strong religious institutions and resources
- Good accessibility, good roads
- Collaborative and generous business community
- Connectivity between generations
- Fiber optic broadband
- Regional economic hub
- Ethnic shops
- Industrial history
- New England work ethic
- Heritage trails
- Riverwalk
- Good Chamber of Commerce
- Strong non-profit sector

Opportunities

- Mill development and re-use
- Passenger rail
- Waterways, enhance riverfront parks and walk
- Historic buildings
- Bates Mill #5
- Create a Winter Kids type of program for LA cultural programs
- Collaboration between assets
- Higher education institutions looking for pop up classes in LA
- Tools for ongoing assessment of progress
- Cost of living low = good for artisans and entrepreneurs
- Cities compact downtowns = cultural districts
- Youth diversity = future leaders, change agents

- Good accessibility to organizations, helpers, and positive people
- Dedicated teachers in schools who CARE
- Increase awareness of outdoor recreation and cultural assets
- Package cultural assets and events with lodging and eateries
- Engage the chamber with tourism agenda
- USM offers hospitality training
- High School Tech offers hospitality training
- Festivals
- Utilizing business network reach to help attract new entrepreneurs and businesses
- Museums facilitate placemaking
- Find ways to articulate and raise awareness of the arts as an economic development tool
- 550 Lisbon Street Studios
- Franco Center not selling out events. Plans to give remaining seats to students for free! Helps ripple effect, brings parents

Aspirations

- A regular event that people can come to enjoy the creative energy of artists and a place where artists can have an interesting audience to reach: film fests, Artwalks, co-op list for artists and creative types to contact each other for collaboration
- Creative enterprise harnessing current creative types empowering them with business skills to make a living, develop brand, open stores, capture and rekindle innovative history of LA
- Close Lisbon St. From Ash St. to Main St
- More live music and storytelling
- Placemaking: marketing the “social collateral” of LA, Riverwalk expansion (like San Antonio), roving theater groups, canal bonfires (like Water Fire in Rhode Island), historical tours, improve image of LA through careful branding messaging, tourism (what attracts in LA?), mills developed into malls; similar to Napa Valley
- Free outdoor classic film nights
- Not a vacant lot
- Bright lights to highlight all buildings and storefronts
- Vibrant active street life
- Amenities within the downtown district to promote live work opportunities
- Better streetscapes, more trees, public seating, lights
- Promote after hours vibrancy
- Public parks, plazas as hubs for activity
- Movie screenings on blank walls
- Yoga in parks
- More pedestrian friendly zones
- Love and respect the bicycle
- Listen to what artists needs and wants
- Collaboration, co-working spaces be inclusive
- Public fairs more cultural expressiveness
- Spaces for artists to make and sell their work
- Sculpture on every corner
- Kiosks serving wine and snacks
- Give people a place to be and enjoy the scene
- Art competitions, public
- Sidewalk cafes
- Reuse existing infrastructure and celebrate its history
- Positively advocate for LA
- Pop up vendors craft markets
- Retail specializing on locally made
- More music, movies and outside events using river
- Open up canals for personal use
- Open spaces, community spaces, example: coffee houses with poetry nights and book readings
- Get more youth engaged with the arts
- Pedestrian friendly and accessible
- Celebrate more of the rich history in LA

- Light bridges and building in LA
- Canal spaces as public spaces
- Shops, recreation, restaurants, events
- Dare to be different
- Truly walkable downtowns (super pedestrian friendly or pedestrian only)
- Canal bar, restaurant zone
- Phase 1 new Museum L-A
- Get heritage trail going, lots of work done
- Infrastructure for large events
- Light pedestrian bridge that connects the two cities
- More coordination between cities giving more coordination to arts and culture
- Infrastructure to help young entrepreneurs
- Use our history to inspire youth creativity and innovation
- Inclusivity of all communities of LA. Making a more cohesive arts community by engaging young and old, racial diversity, gender diversity, to incorporate a whole community
- More LGBT visibility and cultural presence
- Art classes, art and craft schools here with diverse offerings
- L/A Arts in all LA schools,
- Collaboration between the arts and our schools
- Arts integrated into existing non arts based businesses
- Celebrations of student artists in our community
- Promote our rich difference
- Public, socially engaged artist development programming
- Continued efforts to bring artists in; including performing artists to the LA area
- Improved downtown signage (like Portland and Waterville)
- Low cost living space for traveling artists located central to downtown
- Common street banners unifying LA
- Artist housing (co-op?) mixed in throughout downtowns
- Central place (bricks and mortar) and website for art sales, simple to use
- Unified LA arts and culture brand, known state wide
- Public, socially engaged artist development programming
- More dollars for children to go to art events, more art in schools
- Promote reuse of buildings
- Promote downtown for residential living
- More arts in education collaboration, use High School art classes, work to display, use High School to help educate, train younger kids, use us to help them
- Promote the positive opportunities we have in LA, messaging is important
- When I think of how LA should look like, I imagine a community that has all voices represented and inclusiveness for ALL
- When public space improvements come up in each city-parks or street improvements there should be a component of review to include opportunities for public art, lighting, sculpture, planters, etcetera
- More representation from marginalized community
- Collaboration, partnership between communities to promote diversity and inclusiveness
- Both governments, the chamber, LAEGC, all dedicate themselves to using arts and culture as a primary tool to promote the twin cities
- Make Kennedy Park a more used and celebrated space
- Increase art in public spaces, even small accents add to the street scape
- Create entertainment space safe for teens
- Assign an arts representative to sit on city councils
- Creating vibrant arts districts in the downtowns is absolutely important at the same time we don't want them to be art ghettos that the majority of residents hardly ever visit or use. We should also plan a neighborhood arts centers all around the cities, place where people of all ages can gather to make music and visual art, to work on film projects, and to share all of these with each other
- Leverage arts organizations and explore their deep roots in the community to expand knowledge and presence
- Public art at the airport
- Youth art and mentor center
- Collective arts membership (annual subscription to organizations)
- Governmental backing and policies

- Schools involvement at all creative spaces
- PR inside and outside LA
- Joint creative spaces, maker spaces, studios, central galleries
- Devoted coffee shop, café on Lisbon St or near
- Have creating days where people can present works in progress and get feedback and create
- Chamber should consider and evaluate more visitor services i.e. center open past three on Fridays CVB perhaps
- Become the destination to view public sculptures, murals, and art
- I strongly support the Androscoggin County Chamber of Commerce in their work to improve their website and visitor guide. It is my hope that these marketing tools will have more of a focus on branding/selling the communities and be more visually appealing to those interested in this area of Maine
- Best Business practice exchange among business owners
- More balance approach with local, regional media to support all arts organizations, both professional and community based
- City of Auburn and Lewiston to move forward with commitment to building Community Little Theater aka Great Falls Performing arts center as an epicenter for accessible live arts to the community
- Ways to reinvigorate and connect k-12 arts programs to a larger arts and cultural scene
- Wellness connected to creativity
- Social entrepreneurship, creativity, youth, social innovation
- Art making co-op space for making, showcasing, selling, like the Torpedo Factory in Alexandria, VA
- More Provocation! Local art need to push boundaries of conventional craft and aesthetics, less replication more creativity (example: ban on paintings of lighthouses)
- Local art needs to be more vicious and critical and expressive
- Local artists need to be advancing personal, social, political, an cultural change (not safe art)
- Public art should be spilling into the streets (example Hewitt's Lewiston Rattle)
- Intersections downtown should be covered in street murals, like on the pavement
- Food Forests, edible main street, roof top gardens
- Celebrate and educate about the history of arts, culture, immigration, and work in LA
- Downtown historic walking tours (or bike) regularly offered
- Live art that stimulates cross cultural understanding and relationship building
- Pop up parks, heat lamps in the winter
- Youth Driven

Realities

- Self-deprecation
- Stigma
- Lack of community pride
- Lack of live work continuity (work in L/A live in Falmouth)
- Re-educate elected officials to envision community they want first. Right now they are afraid of raising taxes first
- Two communities need to agree on vision, future, brand
- Community needs to advocate for culture
- Internal economic development ~ external economic development
- Division among native LA population and immigrants
- Fighting in schools, clear divide not based on facts but on targeted generalizations
- Immigrants need to belong, fast growing population
- Need to address marginalized sub groups
- Need for a celebration of diversity
- Tight money, funding
- Belief of strong competition for funding, grants among non-profit sector
- Not good at empowering new leaders
- Good place to raise a family but young people leave as soon as they grow up
- Have to make your own business here
- General population does not see arts as valuable economic development tool

LEWISTON AUBURN COMMUNITY CONVERSATIONS

Lewiston Public Library October 22, 2015 & Auburn Public Library November 5, 2015

What is wonderful about Lewiston Auburn?

- More young people living downtown
- Hartwort Center
- Bates Students staying
- Ethnic heritage both recent and past
- Rich History
- Beautiful architecture
- A lot of heart
- Bike-able/walk-able downtown
- Natural beauty, Grand Falls
- Sense of authenticity
- Engagement is accessible to residents
- High quality arts and cultural offerings
- Theater, dance, Bates programming
- Been around for a long time, history
- Good place to raise kids
- Great industrial architecture
- Good theater
- Accessible
- Becoming more diverse
- Great river
- Available space
- Affordable space
- Good mix of country and city
- Great Chamber of Commerce
- Only dual ice rink in Maine
- A lot of younger people that are engaged
- Several colleges
- A lot more people getting active in groups, engaging and participating
- Two major hospitals
- Aging population
- People are starting to feel more empowered rather than depending on local government
- Fastest growing student population in the state, specifically in Lewiston
- Strong desire to keep things local
- Wonderful that Auburn has more farmland than Portland has land
- Developing good food scene, good restaurants
- Excellent travel position
- A lot of collaboration for current projects, a lot of collaboration from businesses and non-profits
- A lot of languages spoken
- Great area to bring/develop things like the Balloon Festival
- Two very good libraries
- Budding museum

What needs to improve?

- People sense of place, pride in place, worth
- Level of support for creative arts should equal the level of support for athletics
- The physical infrastructure of the cities: building re-use, opening up canals
- Needs to be more pedestrian friendly
- Pet ordinances need to be enforced
- Pride in place – we need cleaner streets
- More murals and mosaics
- Address ownership of community
- More people who work here should live here, especially if they are working for the municipalities.
- Should be a residency requirement for public officials
- We need more people to want the downtown to be vibrant and pedestrian friendly
- Awareness, when you drive through LA you don't realize how much is going on downtown
- Better accessible data base of all vacant and city owned parcels and buildings
- Image
- Widespread parochialism
- Better attitude about community – confidence, pride in place, realizing what we have. Newcomers find it beautiful – people living here for a while don't appreciate it as much
- Self-image – from within & without – external & internal
- Improve Riverfront
- Public transportation
- Walkable but it could be more walking friendly
- Bike and pedestrian friendliness
- Better lighting to encourage being out at night
- Better housing stock, more beautified buildings in the cities
- More affordable housing
- Use neglected assets in the cities – building reuse
- Need to find way to lower taxes
- Need to find way to attract small businesses – a lot of them to grow downtowns instead of worrying about malls, less sprawl
- More accessibility to the arts – whether it's financial or informational and knowing when things are going on
- Improve position in Maine's food system – there's a lot of work happening in southern Maine around building local food economy – Auburn has a lot of farmland and this area could be real asset in producing more food – so much farmland the state could be providing
- Need more workers first
- Great professionals, infrastructure and hard-working administrators but needs to be more options in regards to

higher education – more resources put towards education in both districts

- More art on the Auburn side of the bridge – more visible
- Attention to detail – all detail
- More artists involved at every state & level of decision-making

- Spirit of collaboration between cities and organizations – reduce redundancy
- More opportunities to bridge cultural divides
- What needs does LA Arts see in the community – what is missing in the community – how to bring community needs to the forefront. What does L/A Arts need?

List the events, programs, and offerings in the Lewiston Auburn community

- Visual Arts programming – Museum of Art
- Great Falls Community Festival
- Museum L/A
- Public Theatre
- CLT
- Bates Dance festival
- Bates Arts Disciplines
- Corner – Storytelling program
- Libraries arts programs
- Artwalk
- Ice Festival L/A
- Film Festival
- Music at Guthries
- Arts in Education – L/A Arts program
- Great Falls Balloon Festival
- Dempsey Challenge
- Franco Center
- Museum L/A new museum space
- Great Falls Beer Festival
- USM Atrium Gallery
- Franco Sing-Alongs
- Warehouse 550 Gallery
- Races – road bikes
- 4th of July Festival
- World premiere theater performance at Bates
- Maine Music Society – battle of blends
- Great Falls Balloon Festival
- Franco Festival – fundraiser for Park
- Community Band that plays during the summer
- Bates Dance Festival
- Emerge Film Festival
- Learn to fish events
- Learn to paddle events
- Auburn Summer Camp – Foxwood creations
- Triple Crown events – road races
- Dempsey Challenge
- Lake Auburn half marathon
- Open-mic storytelling
- Liberty Festival
- Community Little Theater
- Used to have paddling in canals in Lewiston
- Thread theater – improve
- The Public Theater
- Events at libraries
- LA Museum events
- Avant guard paint center - local paint nights at different restaurants
- Art Walk
- Auburn Winter Festival
- Ice Festival L/A
- Lion Tournament – countries longest running hockey tournament
- Great Falls Beer Festival
- Festival of Trees
- Pumpkin Festival
- Maine's best bass fishing
- Christmas parades
- Lake Auburn fishing
- Veterans Day event – Armory – Veterans Park
- River Walk
- Farmer's markets
- Golf courses, skiing facility
- Ice Skating

What is your perception about these events? Why do you attend and what do you enjoy the most about them?

- High quality
- Great community participants
- Need more local participation in Bates Dance Festival
- Bates Dance Festival brings in nationwide talent
- Most high-profile festivals/programs are Dempsey Challenge, Great Falls Balloon Festival, Bates Dance Festival, & The Public Theater
- Need more marketing to attract more people to all these great events
- How do we attract people from Portland to LA events?
- Socialize
- Mostly the same people attending – see friends
- Need to do a better job bringing people in – enhance visibility
- Being outdoors
- Competition – sports
- New ideas – new ways of perceiving things for arts events
- Affordable – many free events
- Entertainment value
- Change others perceptions about the community
- Free or reasonably priced
- Support organizations financially
- Reflect values heritage, culture – who we are – expressions of selves, community, and celebration

- Family
- Sometimes people think events are exclusive – threshold people need to be helped across to get them to events
- Listen to folks from away, hear their thoughts, perceptions
- Attract folks from outside the community
- Laugh and cry – feel
- Get kids out and be part of community
- Something to do
- Good food
- Do something different
- Learn something – experience something different – non-school setting

Imagine it is five years from now. Imagine there are arts and cultural offerings for everyone who wants them: What kinds of activities do you see?

- Mill turned into Haunted Mansion, Halloween event
- More local live music at bars
- More local live music in streets during summer
- More k-12 arts programming in schools
- More public art – locally based
- Public art heritage oriented & reflecting contemporary LA
- Support for existing assets
- Make current arts and cultural resources more visible
- More diversity integration into arts and cultural events
- Multi-generational activities celebrating diverse cultures
- LA Multi-Cultural festival
- Attract Portlanders and other neighboring communities
- New to the area artists – raise the profile of new people trying to make a name for themselves – event or showcase for new artists
- A lot of projects that just started – would love to see them completed
- Art Movie House Theater reopens
- Co Working spaces – especially for artists
More visibility of existing events – more visible to those that don't currently participate
- History – visualize history – bring Auburn history to schools – may get kids involved
- Art and cultural offerings more organic rather than specific efforts – more spontaneous, grassroots events/occurrences
- More events around the holidays, fall – more regular holiday events
- People that work in the arts and nonprofits work very hard – like fulltime job and often done for free – add something to – support and appreciation for those that run arts and cultural organizations and nonprofits
- Sharing of resources
- Not a dearth of wonderful events in the community – how do we leverage resources around collaboration – build trust and meaningful collaboration to support individual efforts – how to make them that much more successful – supporting each other
- More than the same old faces – more penetration – not the same group of people attending the events – reach more of the population – 50% more people hear about these events and know they exist – many people have lived here all their lives and have never gone to local events
- Break down cultural barriers to make events more accessible
- Events that celebrate Lewiston Auburn diversity
- More soccer fields – for youth
- High School, aspirations work, how do we help young people that may be aspiring artists, how to build a career in the arts
- True appreciation for growth as opposed to results – giving people the space to experiment & critique honestly if something works – embracing something radical, being honest about it, who it works for – mindset – more understanding of the effort and time that goes into art
- Events that connect artists and non-artists
- Maine writers and publishing event coming up

Where are these activities offered?

- Two Forest Schools, bring underserved populations into the arts
- Bring arts into neighborhoods and diversify
- Lure LA population into core of city where there is a cultural atmosphere
- Lure Bates students downtown, spend time off campus
- Increase accessibility of Bates cultural offerings
- Amphitheater on the Waterfront
- Utilize facilities with wooden floors for dancing
- Opportunity to permeate most corners of community – take advantage of the opportunity – have art everywhere – linked by neighborhoods – centers of activity and distinct areas of the community – live, work, participate in the community – visualize what LA looks like when complete, could be known for this.
- Festival Plaza in Auburn
- Kennedy Park
- What are the best events for each venue – locating events in the most appropriate place for that specific event
- More green-space – current shortage – not enough places for youth to practice sports
- New Auburn field turf facility
- Better transportation
- Beautiful old Edward little school that is now a theater with grass all the way to main street that isn't utilized in the way it could be – performances, parking and visibility is excellent – little loud traffic – away from noise – possibly change academy street for events
- Opportunity to use nursing and care home facilities for intergenerational activities – bring people to facilities

- Outlet beach

- Airport – lots of open space, space for artwork on walls, open air event – tough place to bring people to

When are they offered? What time of day, of week, of year?

- Need more varying times, not just after work
- More on weekends
- Daylight hours for families
- Make it more accessible for seniors by having day time offerings
- Open air events – any of the outdoor parks – summer months, even people are leaving, there are lots of visitors, tourism
- Be thinking about people we want to attract – Artwalk is great but ends very early, hold events later – create crowd – who are we trying to attract and how to make events appealing and also pay attention to residents
- Attract right people there can be more small businesses in downtown
- Court and Lisbon Street – merging along parks and great falls buildings and mills redevelopment pushes toward river – how to capture history and do some artisan or creative work spaces and recapture idea of textiles and work spaces along those corridors – place-making for art and other events – corridor of vibrancy – recapturing great history of the community

In looking at the “needs to improve” items discussed earlier, what role can arts & culture play a role in improving these?

- Sense of Pride/Place: The more people are connected to the offerings the more they can view or see. Connecting people to Museum L/A, community artists. Encourage more public art and street art
- Level of support for the arts should equal the level of support for athletics: Affordability is key, increased marketing, advertise events as Friday night date option, educate public on the value of cultural activities
- Physical Infrastructure: Arts incubators, rent caps for artists, policy for economic development relating to arts and culture, need to prevent gentrification threat, Cities should buy foreclosures and turn in to art, continue public investment in Riverfront and Island Master Plan.
- If you build it they will come
- Signs that can be read while driving – improved signage – way finding
- Public art
- Thinking artistically, helping community understand placement, design; details are important, more creative design, how can arts permeate lives and community
- Once a week highlight incremental change that brings arts and culture into physical design – small things people do could be highlighted to expand awareness
- Tidy Town contest, towns compete for prize for nicest looking town/village – grant for town to do something nice – promote creative design – neighborhoods?
- Keeping artists involved in decision making – planning for signage good example of how artists can help with creative design
- Encourage folks to stop and look at surroundings
- How can change happen faster – it takes so long for changes to happen at the municipal level
- Foster appreciation and sense of pride
- Walkability – court street, Lisbon street, canals, bridges, main street – all within walking distance – get artists and culture to these walks and these pedestrian ways – make pedestrian ways more engaging and visually appealing – raise awareness of these places – art could help – sculpture tour – lots that could be done for little money
- Connect river trails, parks, walking bridge, and waterfronts into a complete walk with art along the trail to connect the cities and attract tourism
- Better use of landmarks – more memorable places and outdoor places
- Consistency along trails and paths
- How to allow artists to get more work up and visual
- Outdoors display
- Where are the artists in the community and who are the artists? We need an artist directory
- Places that are no longer affordable for creative people – this community is affordable, take opportunity of that
- What is creative enterprise
- Tied to technology – need to stay current, relevant – tethering
- Make hidden opportunities more visible
- High speed internet for businesses – most miles of fiber optic in Maine
- Built environment and architecture – utilizing what we have, also well designed, new construction
- Quality new design and promoting that
- Providence – amazing part of public art

LEWISTON AUBURN YOUTH COMMUNITY CONVERSATIONS

Edward Little High School Auburn & Tree Street Youth Center Lewiston, February 1, 2016

What is wonderful about Lewiston Auburn?

- The people, diversity
- Everybody knows everybody
- Restaurants
- Edward Little School
- Friendly teachers
- Not too big and not too small, can walk to lots of things
- In Lewiston there's a lot of cultural stuff - fashion shows (safe haven) Franco Center events
- Waterfall near Lisbon Street
- Simard Payne Park
- Sense of community, everybody knows each other
- Tree Street: everybody comes here and learns, does things, questions get answered
- Open community, feel comfortable talking to people, asking questions
- School sports
- A lot of opportunity in school
- Lewiston Regional Tech Center, certified Jobs for Maine Graduates, gain skills to look for job, improve resume, business management, early childhood development, students from surrounding towns use as well
- Boys & Girls Club

What needs to improve?

- Sometimes not enough peer help (students from college) at the Auburn Public Library, free tutoring needs to be more accessible in Auburn like it is in Lewiston
- Need a Target & Chipotle
- Too many auto parks
- Need new restaurants
- Access to sports facilities, arenas, thought it would be free but cost \$20 to play soccer
- School sports dress code doesn't accommodate different religions by not allowing skirts
- More sports in Auburn, in Lewiston there are always kids playing sports.
- Lots of sports programs for boys but not a lot for girls; should be more affordable
- Sometimes students stay at high school too late in day. Tried imposing a curfew to try to prevent but it is still challenging
- Kennedy Park not safe
- System that was chosen to implement for people who don't use English as they're first language could be improved. People who speak English as a second language often fall behind in school but wouldn't if it were not for the language barrier
- Some students are really good in certain subjects but are kept behind because they can't speak for themselves because of language barrier
- Large gap in programming; students speaking other language don't get same educational opportunities, need to empower students who speak ESL
- Not enough mixing of students for whom English is a second language and students who speak English; students will learn faster from peers, not enough opportunity for those students
- Kids aren't challenged, people aren't pushed to express their creativity
- Lewiston encourages team work and sometimes people lose their independence, teachers are easy on students, low expectations, praise work despite quality
- Not preparing students to achieve
- Students aren't encouraged to be creative, not encouraged to learn and do research
- Teachers ask very little of students
- Teachers underestimate what youth will be presented with beyond school, not preparing youth for real life
- Kids aren't encouraged to love school, not inspired, being strict won't help, kids need to be inspired
- Need more opportunities for kids to meet people that will motivate them

Do you make art in your free time?

- Music
- Drawing, painting
- Makeup, cosmetic tutorials
- Fashion design
- Poetry
- Photography
- Pottery
- CLT - Community Little Theater
- Play music
- Work with kids at Longley Elementary
- Music, draw
- Art class at Tree Street – Thursday, taught by local artist, about 15 kids participate
- Tree Street has kids drawing time and art class during summer

What kinds of arts and creative activities would you like to have access to?

- Dance Classes
- Art shows
- Gallery on Lisbon street near library, The Studio
- Would be nice if there were more plays
- Exhibit in Portland on biology, science focused exhibits
- So much available in Portland but not as much community connection, lots of galleries, not as many connections
- There is a leadership class/group in Lewiston school we should have similar in Auburn
- Should be fashion design class
- More opportunities for students to be inspired by what people are doing
- Fashion
- Should be art for LRTC
- Dance
- Poetry - make class available to everybody
- More field trips - out of state - lots of kids haven't been out of state
- simple ideas spur creativity
- Environmental Club - could do more - kids aren't very encouraged to recycle and care for the environment - lack of education - more education available to youth about the environment
- A shared creative space, there is a need to open a place where people can go learn new things, arts, that they enjoy - a place where people are inspired and can improve skills, learn more from mentors

What kinds of entertainment, arts and creative activities do you participate in?

- Local student has annual fashion shows locally, two a year
- Tree Street has teen nights every weekend
- Franco Center, lots going on in the summer, weddings, music, fashion shows, shows for a cause
- Bolster & Clover
- Drama Club legally blonde, auditorium near Lewiston Middle School
- Soccer
- Track, participate and watch
- USM Art Museum
- Franco Center
- Photography
- Sewing
- Youth campaign crew, focus on local issues in nutrition, trying to improve nutrition in students
- The Root Cellar, help for kids struggling with English has regular events in the afternoon and evening

Do you aspire to have a career in the arts? What challenges to you see?

- Pay, money
- Conflicts with being wealthy
- Pressure from family
- More challenging for girls
- Studio space
- Materials, accessing materials
- Marketing, shows, venues
- Getting people to see your art, not a huge problem in this area Because there's a need for more events art work wouldn't be drowned out by other stuff
- Musician, where to perform, in front of who, finding opportunities to perform
- If interested in becoming a professional musician, you would have to move
- Not many people are into music, music room at Tree Street but never many kids there, few students make use of the piano
- Confidence, have to have the confidence to share your art
- Visibility, getting the word out
- Need support and perseverance

LEWISTON AUBURN PUBLIC OPINION SURVEY

To what extent do you agree or disagree that entertainment, creative, and cultural activities in LA should...

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

- A. Contribute to the quality of life
- B. Be affordable to all residents to participate
- C. Be available in more places
- E. Add to our community's economic vitality
- F. Preserve our community's history, heritage & traditions
- G. Promote opportunities to visitors/tourists
- H. Reflect our diverse people & cultures
- I. Attract strong talent to our community & its workforce
- J. Be supported in part by municipal dollars or tax incentives
- K. Contribute to the positive image of our community

From the list above (A-K), which ONE is the top priority in your opinion?

Considering the future of arts & culture in LA, how important are the following?

Not at All Important Slightly Important Moderately Important Very Important Extremely Important

- Public Art
- Cross Sector Collaboration (collaboration or partnerships across various sectors)
- Parks, Trails, Waterways
- Arts Education
- Branding
- Inclusivity (including underserved populations)
- Youth Engagement
- Economic Development
- Diversity

Would you be in favor of the following initiatives in LA?

No Maybe Yes No Opinion

- Co-working space (shared offices for small businesses)
- Co-making space (shared art studio space for artists and artist collectives)
- Community arts center or school with studios, classrooms, & gallery
- Creating cultural districts
- Creative lighting projects that connect the two cities
- Multi-cultural festival
- Municipal support for any of the above

How aware are you about the entertainment, creative, and cultural opportunities in LA?

Not at All Aware Slightly Aware Moderately Aware Very Aware Extremely Aware

How easy it to find out about entertainment, creative, and cultural opportunities in LA?

Very Difficult Difficult Average Easy Very Easy

How often do you look for information on entertainment, creative, and cultural activities in LA using the following resources?

Almost Never Rarely Sometimes Often Almost Always

- | | |
|------------------------------|---------------|
| Kiosk | Radio |
| Newspaper | Social Media |
| Online | Television |
| Posters/Flyers | Word of Mouth |
| Printed Promotional Material | |

How far will you travel from your Maine home for entertainment, creative, or cultural opportunities?

up to 30 minutes
up to an hour
over an hour
two hours or more

How important is it for children to have entertainment, creative, and cultural activities available?

Not at All Important Slightly Important Moderately Important Very Important Extremely Important

In School
After School
Weekends
Summer

How interested are you in these entertainment, creative, and cultural resources in LA?

Not at All Interested Slightly Interested Moderately Interested Very Interested Extremely Interested

Arts classes for adults
Art classes for youth
Art exhibits
Farmers Market
Festivals/Community Celebrations
Heritage sites/Historic Museums
Live music, concerts
Parks/nature preserves
Performing arts events (free)
Performing arts events (paid)
Volunteering at an arts or cultural event

How often have participated in the following activities in LA in the last 12 months?

None 1 - 3 times 3 - 6 times 6 - 9 times 10 + times

Art class for adults
Art class for youth
Art exhibit (galleries/museums)
Festival/Community Celebration
Heritage sites/Historic Museums
Farmers market
Live music/concerts
Park or nature preserve
Performance art event (free)
Performance art event (paid)
Volunteered at an arts or cultural event

In comparison to other cities similar in size how do you rate the following aspects of entertainment, creative, and cultural activities that take place in LA? For “quality” please consider the activity itself as well as the setting in which the experience takes place.

Poor Fair Average Good Excellent Not Sure

Quality of Offerings
Affordability of Offerings
Availability of Offerings
Diversity of Offerings

What are the biggest barriers that keep you from participating in the entertainment, creative, or leisure activities that you enjoy?

What would cause you to attend arts and cultural events more often? (choose all that apply)

*Better parking or access
More affordable*

More diverse offerings
More convenient times
More information about the events
More interesting or relevant events
More people I knew were going
Providing child care
Other

To what extent do you agree or disagree that public art should...

Strongly Disagree *Disagree* *Neither Agree nor Disagree* *Agree* *Strongly Agree*

Enhance the pride of neighborhoods and towns throughout the community.
Make the community attractive for tourism and new residents and businesses.
Create memorable, meaningful "people" places throughout the community — e.g. urban
plazas, community gathering places, memorials, etc.
Create visual markers such as landmarks and gateways that people remember as they
travel around the community.
Foster an understanding of the community's cultural diversity.
Promote the community's history and heritage.

In a few words, what is the one thing you think Lewiston-Auburn is most known for today?

What do you hope LA will be known for 5-10 years down the road?

What role might arts and culture play in getting there?

DEMOGRAPHICS

Please enter the street you live on and the nearest cross street, the city, and zip code. Thank You.

Street & Nearest Cross Street

Town

ZIP / Postal Code

Do you have children under the age of 18 years old under your care?

Yes *No*

What is your age?

0 - 19
20 - 24
25 - 34
35 - 44
45 - 54
55 - 64
65 +

What is your gender?

Female Male Other

What is your annual income?

Under \$15,000
\$15,000 - \$29,999
\$30,000 - \$44,999
\$45,000 - \$59,999
\$60,000 - \$74,999
\$75,000 - \$89,999
\$75,000 - \$89,999
\$90,000 or more

Employment Status

Employed Full-Time

Employed Part-Time
Self Employed
Not Employed but looking for work
Not Employed, not looking for work
Retired
Student
Homemaker

What is your race/ethnicity?

White/Caucasian
Hispanic or Latino Origin
Black/African American
Asian/Pacific Islander
Native American/Alaska Native
Mixed Race/Multiple Races

Did you come to the United States as...

A Refugee
An Immigrant
Neither
Other

If so, from what country?

Are there any entertainment, creative, and cultural activities that you miss from your country of origin? If yes, please describe...

Would you like to receive occasional updates on the status of this project?

Frequency would not exceed one email per month, aside from occasional meeting notices which might include an additional mailing.

Yes No Maybe, please contact me with more information

Name (optional)

Email (optional)

Public Opinion Data

To what extent do you agree or disagree that entertainment, creative, and cultural activities in LA should...	Strongly Disagree (#)	Disagree (#)	Neither (#)	Agree (#)	Strongly Agree (#)	Strongly Disagree (%)	Disagree (%)	Neither (%)	Agree (%)	Strongly Agree (%)	Total	Missing
Quality of Life	7	0	13	107	348	1%	0%	3%	23%	73%	475	1
Affordable	8	11	31	142	282	2%	2%	7%	30%	59%	474	2
Available in more places	9	2	73	169	221	2%	0%	15%	36%	47%	474	2
Economic vitality	7	2	20	160	286	1%	0%	4%	34%	60%	475	1
History, heritage	7	3	60	151	253	1%	1%	13%	32%	53%	474	2
Tourism, business, residence	6	3	25	160	280	1%	1%	5%	34%	59%	474	2
Cultural diversity	12	5	32	150	270	3%	1%	7%	32%	58%	469	7
Attract talent	8	2	26	155	283	2%	0%	5%	33%	60%	474	2
Municipal dollars	18	23	90	159	181	4%	5%	19%	34%	38%	471	5
Positive image	7	0	12	108	346	1%	0%	3%	23%	73%	473	3
Encourage collaboration	7	2	18	150	296	1%	0%	4%	32%	63%	473	3

To what extent do you agree or disagree that public art in LA should...	Strongly Disagree (#)	Disagree (#)	Neither (#)	Agree (#)	Strongly Agree (#)	Strongly Disagree (%)	Disagree (%)	Neither (%)	Agree (%)	Strongly Agree (%)	Total	Missing
Neighborhood pride	7	3	38	242	185	1%	1%	8%	51%	39%	475	1
Tourism, business, residence	4	4	31	216	220	1%	1%	7%	45%	46%	475	1
Meaningful places	5	5	35	233	195	1%	1%	7%	49%	41%	473	3
Visual markers	6	9	69	224	165	1%	2%	15%	47%	35%	473	3
Cultural diversity	11	9	62	215	176	2%	2%	13%	45%	37%	473	3
History, heritage	5	5	45	220	200	1%	1%	9%	46%	42%	475	1

Considering the future of arts & culture in LA, how important are the following?	Not at all Important (#)	Slightly Important (#)	Moderately Important (#)	Very Important (#)	Extremely Important (#)	Not at all Important (%)	Slightly Important (%)	Moderately Important (%)	Very Important (%)	Extremely Important (%)	Total	Missing
Public art	5	23	131	174	135	1%	5%	28%	37%	29%	468	8
Cross sector collaboration	7	26	118	204	117	1%	6%	25%	43%	25%	472	4
Parks, trails, waterways	5	13	52	164	237	1%	3%	11%	35%	50%	471	5
Arts education	6	17	71	167	208	1%	4%	15%	36%	44%	469	7
Branding	39	71	156	116	74	9%	16%	34%	25%	16%	456	20
Inclusivity	16	21	101	168	164	3%	4%	21%	36%	35%	470	6
Youth engagement	2	10	62	171	226	0%	2%	13%	36%	48%	471	5
Economic development	3	13	69	184	202	1%	3%	15%	39%	43%	471	5
Cultural diversity	17	15	70	169	202	4%	3%	15%	36%	43%	473	3

Would you be in favor of the following initiatives in LA?	No (#)	Maybe (#)	Yes (3)	No Opinion (#)	No (%)	Maybe (%)	Yes (%)	No Opinion (%)	Total	Missing
Co-working space	9	100	321	43	2%	23%	75%	10%	430	3
Co-making space	5	57	389	22	1%	13%	86%	5%	451	3
Community arts center	5	58	396	13	1%	13%	86%	3%	459	4
Cultural districts	52	170	199	52	12%	40%	47%	12%	421	3
Creative lighting	33	143	269	27	7%	32%	60%	6%	445	4
Multicultural festival	14	79	369	10	3%	17%	80%	2%	462	4
Municipal support	25	109	325	14	5%	24%	71%	3%	459	3

How often do you turn to the following for information on arts and cultural offerings in the LA area?	Almost Never (#)	Rarely (#)	Sometimes (#)	Often (#)	Almost Always (#)	Almost Never (%)	Rarely (%)	Sometimes (%)	Often (%)	Almost Always (%)	Total	Missing
Kiosk	294	101	54	9	2	64%	22%	12%	2%	0%	460	16
Newspaper	72	64	126	105	106	15%	14%	27%	22%	22%	473	3
Online	17	19	123	164	149	4%	4%	26%	35%	32%	472	4
Posters, flyers	35	57	211	139	30	7%	12%	45%	29%	6%	472	4
Printed promotional material	41	69	211	126	24	9%	15%	45%	27%	5%	471	5
Radio	102	107	143	106	15	22%	23%	30%	22%	3%	473	3
Social media	83	47	122	123	97	18%	10%	26%	26%	21%	472	4
Television	147	86	141	67	31	31%	18%	30%	14%	7%	472	4
Word of mouth	16	35	151	203	66	3%	7%	32%	43%	14%	471	5

How easy is it to find information on arts and cultural offerings in the LA area?	Very Difficult (#)	Difficult (#)	Average (#)	Easy (#)	Very Easy (#)	Very Difficult (%)	Difficult (%)	Average (%)	Easy (%)	Very Easy (%)	Total	Missing
How Easy	13	61	245	126	26	3%	13%	52%	27%	6%	471	5

How aware are you of information on arts and cultural offerings in the LA area?	Not at all Aware (#)	Slightly Aware (#)	Moderately Aware (#)	Very Aware (#)	Extremely Aware (#)	Not at all Aware (%)	Slightly Aware (%)	Moderately Aware (%)	Very Aware (%)	Extremely Aware (%)	Total	Missing
How Aware	12	58	203	157	39	3%	12%	43%	33%	8%	469	7

How interested are you in the following arts and cultural activities?	Not at all Interested (#)	Slightly Interested (#)	Moderately Interested (#)	Very Interested (#)	Extremely Interested (#)	Not at all Interested (%)	Slightly Interested (%)	Moderately Interested (%)	Very Interested (%)	Extremely Interested (%)	Total	Missing
Art classes, adults	71	76	145	107	73	15%	16%	31%	23%	15%	472	4
Art classes, youth	55	41	122	142	107	12%	9%	26%	30%	23%	467	9
Art exhibits	13	25	138	149	147	3%	5%	29%	32%	31%	472	4
Farmer's market	13	32	87	150	190	3%	7%	18%	32%	40%	472	4
Festivals, celebrations	11	14	84	187	175	2%	3%	18%	40%	37%	471	5
History, heritage	12	24	111	187	137	3%	5%	24%	40%	29%	471	5
Live music, concerts	9	15	65	151	231	2%	3%	14%	32%	49%	471	5
Parks, nature preserves	2	13	54	140	258	0%	3%	12%	30%	55%	467	9
Performing arts, free	7	19	59	149	235	1%	4%	13%	32%	50%	469	7
Performing arts, paid	16	22	94	176	158	3%	5%	20%	38%	34%	466	10
Volunteering	59	69	166	97	78	13%	15%	35%	21%	17%	469	7

How many times did you participate in the following activities over the past 12 months?	None	1 - 3 times (#)	3 - 6 times (3)	6 - 9 times (3)	10 + times (#)	None (%)	1 - 3 times (%)	3 - 6 times (%)	6 - 9 times (%)	10 + times (%)	Total	Missing
Art class for adults	366	63	11	6	8	81%	14%	2%	1%	2%	454	22
Art class for youth	400	28	3	6	17	88%	6%	1%	1%	4%	454	22
Art exhibits	129	202	68	35	19	28%	45%	15%	8%	4%	453	23
Farmer's market	146	133	93	42	41	32%	29%	20%	9%	9%	455	21
Festivals, celebrations	97	225	89	31	15	21%	49%	19%	7%	3%	457	19
History, heritage	180	189	50	19	16	40%	42%	11%	4%	4%	454	22
Live music, concerts	116	163	95	40	37	26%	36%	21%	9%	8%	451	25
Parks, nature preserves	76	137	111	62	65	17%	30%	25%	14%	14%	451	25
Performing arts, free	143	169	95	24	24	31%	37%	21%	5%	5%	455	21
Performing arts, paid	158	141	83	37	34	35%	31%	18%	8%	8%	453	23
Volunteering	291	88	40	11	26	64%	19%	9%	2%	6%	456	20

How would you rate the following aspects of LA arts and cultural offerings?	Poor (#)	Fair (#)	Average (#)	Good (#)	Excellent (#)	Poor (%)	Fair (%)	Average (%)	Good (%)	Excellent (%)	Total	Missing
Quality	31	71	100	157	82	7%	16%	23%	36%	19%	441	6
Affordability	20	42	106	171	94	5%	10%	24%	39%	22%	433	7
Availability	46	91	120	124	56	11%	21%	27%	28%	13%	437	6
Diversity	42	75	142	136	32	10%	18%	33%	32%	7%	427	7

How important is it for children to have access to arts and cultural activities in the following settings?	Not at all Important (#)	Slightly Important (#)	Moderately Important (#)	Very Important (#)	Extremely Important (#)	Not at all Important (%)	Slightly Important (%)	Moderately Important (%)	Very Important (%)	Extremely Important (%)	Total	Missing
In school	4	5	48	156	253	1%	1%	10%	33%	54%	466	10
After school	3	7	70	182	204	1%	2%	15%	39%	44%	466	10
Weekends	4	14	76	165	208	1%	3%	16%	35%	45%	467	9
Summer	5	7	48	165	243	1%	1%	10%	35%	52%	468	8

What would make it easier to attend events more often?	No	Yes
Affordability	65%	35%
Child care	95%	5%
Convenient times	67%	33%
Diversity of offerings	59%	41%
Interest, relevance	51%	49%
More information	36%	64%
Parking, access	66%	34%
People I know going	72%	28%

LEWISTON AUBURN ARTIST & MAKER SURVEY

What is your zip code?

What is your Maine residential status?

I am a full-time resident of Maine

I am a part-time resident of Maine

Other

About how many years have you been a Maine resident?

Do you intend to continue living in Maine for the foreseeable future?

Yes

No

Other

Please check all that apply to your work as an artist...

Music

Theater

Dance

Video

Painting

Ceramics

Architecture

Interior Design

Decorative Arts

Graphic Design

Wood

Metal

Jewelry

Drawing

Printmaking

Fiber

Photography

Illustration

Sculpture

Literary Arts

Fashion Design

Choreographer

Directing

Storytelling

Other

Which of the following best describes your work as an artist if multiple options apply, please choose the most applicable)?

Self-taught artist

Professionally trained artist

Art or music teacher

Art student

Other

What products or services, if provided locally, would be helpful to you as an artist?

Business planning or development support

Resources for growing your business online

Access to affordable studio space

Tax credits for specific creative industries

Access to more affordable supplies or equipment

Grant writing assistance

Guidance or workshops around marketing & promotion

Listing in an online directory of local artists in every discipline

Regular gatherings of artists to promote networking among the local creative community

Opportunities to network & collaborate with those involved in the local creative economy

Group purchase opportunities (discounts on supplies, equipment, local vendors)

Legal support (copyright infringement, going into business, etc.)

Arts markets, exhibitions, showcases & other opportunities for collaborative marketing & promotion

Other

Do you generally earn 100% of your annual income through your art?

Yes

No

Other

Do you supplement your income with other employment?

Yes
No
Other

How closely is your employment related to your artistic work?

Inseparable, I am paid as an artist
Closely, I use my art in my job
Not much, my art informs my job but it is not directly related
Not at all, my job has nothing to do with my art
Other

Where do you sell your art, perform, or contract artistic work (choose all that apply)?

In my local community
In other communities in Maine
Outside Maine in the US
Internationally
Online in Maine
Online Outside of Maine
Other

Which of the following are true regarding your web presence as an artist (check all that apply)?

I promote my art through my own website
I promote my art through a web based cooperative/association
I use social media (Facebook, Twitter, Google+) to promote my art
Other

Please list any web-based associations, organizations, or directories in which your work is displayed or promoted:

Where do you turn for support or assistance with your work as an artist (choose all that apply)?

Other artists
Public officials
Art organizations & associations
Business development professionals (accounting, legal, website, etc.)
Other

Where do you currently create art (check all that apply)?

Home or home studio
Other studio
Classroom
Shared studio space
Storefront
Educational institution or classroom
A business location
At an organization headquarters
Other

To what extent are facility/space needs an issue for your work as an artist?

Critical
Pressing issue
Not much of an issue
Not an issue at all
Other

Which of the following types of facility/space would you like to have available in the LA area that are not available to you now (check all that apply)?

Shared studio space
Private studio space
Classroom meeting space
Recording/audio studio space
Shared office space with equipment
Performance venue
Live/work combination space
Rehearsal space
Exhibition/gallery space
Other

THE CREATIVE ECONOMY IN LEWISTON AUBURN

Please respond to the following question based on your experience as an artisan in the Lewiston Auburn area.

It has been observed that the prosperity of a community's creative economy is largely dependent on the existence of 10 key elements recognized as 'building blocks' of a vibrant creative economy. How available are the following elements in the LA community?

Not at All Available Slightly Available Moderately Available Very Available Extremely Available

Creative People (producers of the creative economy, entrepreneurs, scientists, academics, & employees of creative industries)
Centers of Education (schools contribute to the creative economy by providing workforce training or the foundation for it)
Cultural & Natural Amenities (include the local art & music scene, historic assets, cultural institutions, cultural events, etc.)
Business Engagement (support of the creative economy by business community is essential)
Infrastructure (the basic service framework that makes it possible to support the creative economy's suppliers & consumer)
Networks of Communications (opportunities for communication among important sectors on a face-to-face basis are critical)
Strategies (these are purposeful plans or schemes developed by a community to stimulate creative economy growth)
Leadership (the initial seed for developing creative assets comes from the vision & commitment of a single person or group)
Money (the higher the level of financial resources the faster the pace in developing a creative economy strategy)
Time (even with strong financial investment, persistence over time is a necessary component)

To what extent do you agree or disagree that entertainment, creative, and cultural activities in LA should...

Strongly Disagree Disagree Neither Disagree or Agree Agree Strongly Agree

A. Contribute to the quality of life
B. Be affordable for all residents to participate
C. Be available in more places
D. Add to our community's economic vitality
E. Preserve our community's history, heritage and traditions
F. Promote opportunities to visitors and tourists
G. Reflect our diverse people and cultures
H. Attract strong talent to our community and its workforce
I. Attract strong talent to our community and its workforce
J. Be supported in part by municipal dollars or tax incentives
K. Encourage and increase collaboration between locals in making our community a better place

From the list above (A-K), which ONE is the top priority in your opinion?

DEMOGRAPHICS

What is your gender?

Male
Female
Prefer not to answer

What is your age?

under 18
18-24
25-34
34-44
45-54
55-64
65+

Your highest education level:

Less than high school
High School diploma or GED
Technical school
Associate's Degree
Bachelor's Degree
Master's Degree
Doctoral/Professional Degree

What is your ethnicity?

White/Caucasian
Hispanic or Latino Origin
Black/African American
Asian/Pacific Islander
Native American/Alaska Native
Mixed Race/Multiple Races
Other

How did you come to live in the United States?

I was born in the United States and have lived here most/all of my life
I was born in the United States but lived elsewhere for a significant amount of time
I immigrated to the United States
I came to the United States as a refugee

Any additional comments regarding your work as an artist or arts and cultural activity in your community?

Artist & Maker Data

To what extent do you agree or disagree that entertainment, creative, and cultural activities in LA should...	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Disagree	Neither	Agree
Contribute to quality of life	1%	0%	0%	18%	80%	1%	0%	99%
Add to economic vitality	1%	0%	3%	24%	72%	1%	3%	96%
Be available in more places	1%	0%	7%	23%	70%	1%	7%	92%
Encourage, increase collaboration	1%	0%	5%	24%	70%	1%	5%	93%
Be affordable for all	1%	2%	5%	27%	64%	3%	5%	91%
Promote to visitors, tourists	1%	0%	10%	28%	61%	1%	10%	89%
Attract talent to community, workforce	1%	1%	8%	29%	61%	2%	8%	90%
Reflect diverse people, cultures	2%	2%	9%	27%	60%	4%	9%	87%
Preserve history, heritage, traditions	1%	2%	11%	29%	57%	3%	11%	86%
Municipal dollars or tax incentives	3%	3%	14%	28%	51%	7%	14%	79%

It has been observed that the prosperity of a community's creative economy is largely dependent on the existence of 10 key elements recognized as 'building blocks' of a vibrant creative economy. How available are the following elements in the LA community?	Not at All Available	Slightly Available	Moderately Available	Very Available	Extremely Available	Not Very Available	Moderately Available	Very Available
Creative People	4%	23%	39%	28%	6%	28%	39%	33%
Time	8%	43%	34%	11%	3%	51%	34%	14%
Centers of Education	7%	32%	40%	19%	2%	39%	40%	21%
Cultural and Natural Amenities	2%	34%	41%	20%	2%	37%	41%	22%
Leadership	12%	33%	41%	11%	2%	46%	41%	13%
Strategies	13%	47%	33%	6%	1%	60%	33%	7%
Business Engagement	7%	50%	37%	7%	0%	57%	37%	7%
Infrastructure	9%	43%	39%	9%	0%	52%	39%	9%
Networks of Communications	4%	43%	42%	10%	0%	48%	42%	10%
Money	18%	69%	12%	1%	0%	87%	12%	1%

What products or services, if provided locally, would be helpful to you as an artist?

Options	%	Responses
Business planning or development support	23%	21
Resources for growing business online	26%	24
Access to affordable studio space	52%	48
Tax credits for specific creative industries	25%	23
Access to more affordable supplies or equipment	48%	45
Grant writing assistance	35%	33
Guidance or workshops around marketing , promotion	30%	28
Online artist directory, LA artists	48%	45
Regular artists gatherings, networking	59%	55
Opportunities to network, collaborate with creative community	48%	45
Group purchase opportunities	23%	21
Legal support	22%	20
Opportunities for collaborative marketing, promotion	73%	68
Other	3%	3

Total Respondents	93
Missing	4

Please check all that apply to your work as an artist..

Options	%	Responses
Music	30%	29
Theater	23%	22
Dance	10%	10
Video	7%	7
Painting	42%	40
Ceramics	13%	12
Architecture	3%	3
Interior Design	5%	5
Decorative Arts	17%	16
Graphic Design	18%	17
Wood	9%	9
Metal	6%	6
Jewelry	6%	6
Drawing	38%	36
Printmaking	14%	13
Fiber	10%	10
Photography	22%	21
Illustration	16%	15
Sculpture	21%	20
Literary Arts	11%	11
Fashion Design	7%	7
Choreographer	4%	4
Directing	11%	11
Storytelling	13%	12
Other	17%	16

Total Responses	96
Missing	1

Where do you sell your art, perform, or contract artistic work (choose all that apply)?

Option	%	Responses
In my local community	75%	70
In other communities in Maine	54%	50
Outside Maine in the US	35%	33
Internationally	14%	13
Online in Maine	26%	24
Online Outside of Maine	29%	27
Other	5%	5

Total Responses	93
Missing	4

Which of the following are true regarding your web presence as an artist (check all that apply)?

Option	%	Responses
My own website	50%	41
Web based cooperative/association	11%	9
Social media	76%	62
Other	16%	13

Total Responses	82
Missing	15

Where do you turn for support or assistance with your work as an artist?

Option	%	Responses
Other artists	89%	78
Public officials	2%	2
Art organizations , associations	44%	39
Business development professionals	9%	8
Other	9%	8

Total Responses	88
Missing	9

Where do you currently create art?

Options	%	Responses
Home or home studio	84%	79
Other studio	20%	19
Classroom	7%	7
Shared studio space	10%	9
Storefront	1%	1
Educational institution or classroom	12%	11
A business location	9%	8
At an organization headquarters	6%	6
Other	10%	9

Total Responses	94
Missing	3

Which of the following types of facility/space would you like to have available in the LA area that are not available to you now?

Options	%	Responses
Shared studio space	38%	33
Private studio space	34%	30
Classroom meeting space	16%	14
Recording/audio studio space	7%	6
Shared office space with equipment	10%	9
Performance venue	30%	26
Live/work combination space	18%	16
Rehearsal space	23%	20
Exhibition/gallery space	55%	48
Other	7%	6

Total Responses	88
Missing	9

To what extent are facility/space needs an issue for your work as an artist?

Options	Count	Percent
Critical	22	23%
Not an issue at all	17	18%
Not much of an issue	31	33%
Pressing issue	24	26%
Missing	3	3%

Grand Total 94

DEMOGRAPHICS

What is your Maine residential status?	Count	Percent
Full-time	93	97%
Part-time	1	1%
Visiting	2	2%
Missing	1	1%
Grand Total	96	

Gender	Count	Percent
Female	46	49%
Male	46	49%
Prefer not to answer	1	1%
Missing	4	4%
Grand Total	93	

Do you intend to continue living in Maine for the foreseeable future?	Count	Percent
Not Applicable (visiting)	2	2%
Not sure	5	5%
Yes	90	93%
Grand Total	97	

Age	Count	Percent
18-24	6	6%
25-34	14	15%
34-44	19	20%
45-54	15	16%
55-64	24	25%
65+	17	18%
Missing	2	2%
Grand Total	95	

What's your highest level education?	Count	Percent
Associate's Degree	7	8%
Bachelor's Degree	36	39%
Doctoral/Professional Degree	9	10%
High School diploma or GED	13	14%
Master's Degree	26	28%
Technical school	2	2%
Missing	4	4%
Grand Total	93	

Which of the following best describes your work as an artist	Count	Percent
Art student	2	2%
Art/music teacher	10	11%
Professionally trained artist	38	40%
Self-taught artist	43	46%
Other	1	1%
Missing	3	3%
Grand Total	94	

Do you generally earn 100% of your annual income through your art?	Count	Percent
No	81	84%
Yes	14	15%
Other	1	1%
Missing	1	1%
Grand Total	96	

Do you supplement your income with other employment?	Count	Percent
No	20	23%
Yes	62	70%
Other	6	7%
Missing	9	10%
Grand Total	88	

How closely is your employment related to your artistic work?	Count	Percent
Indirectly related to art	14	15%
Paid artist	17	18%
Related to art	23	25%
Unrelated to art	32	35%
Other	6	7%
Missing	5	5%
Grand Total	92	

LEWISTON AUBURN CREATIVE BUSINESS & CULTURAL ORGANIZATION SURVEY

Please provide us with the following information about your arts or cultural business or organization:

Business or Organization Name

Address

Street Address City State ZIP Code

Phone

Email

Website

In the rare event that we would need to reach you regarding this survey, what is your preferred method of contact?

Email

Telephone

Neither, I'd prefer no contact

Other

Approximately how many years has your business or organization been active?

Please indicate which of the following sectors best describes your business or organization:

Private, for-profit

Non-profit

Public

Don't know

Other

Please provide the following financial details based on the current operating budget of your business or organization.

Responses are strictly confidential and will be used in aggregate only.

Total operating budget:

Total accumulated deficit:

Total cash reserves or endowment:

How has the total operating budget of your business or organization changed over the past year?

Decreased Significantly

Decreased a Little

Stayed the Same

Increased a Little

Increased Significantly

Don't Know

Please indicate which of the following categories best describe the primary and secondary activities of your business or organization (if only one activity applies, choose only one).

Museum, historical site, or other similar institution

Gallery, studio or other establishment with the purpose of promoting, displaying & distributing art

Events, festival & fairs

Arts, cultural, or creative venue

Creative design services (such as graphic design, web design, & similar services)

Educational programming (such as classes, workshops, lectures, etc.)

Library

Social services (including public health)

Media, publishing, & printing

Promotion, marketing, & communications

Arts & cultural advocacy & support

The following types of people make up approximately what percentage of your user base?

Less than 20% 20-40% 41-60% 61-80% More than 80% Don't Know

Children & youth
Young adult audiences (age 30 or younger)
Middle age audiences (age 31-64)
Older adult audiences/seniors (age 65 & older)
New immigrants
Children & youth with disabilities
Adults with disabilities
Veterans

How important is it for your organization to work with the following sectors in the LA area?

Not at All Important Slightly Important Moderately Important Very Important Extremely Important

Local business community
Government officials
Tourism industry (e.g. hotels, local tourism association, restaurants, tours)
Other arts, culture, history/heritage organizations
Artist community

How often does your organization or business work with community partners, such as the sectors listed above, to achieve the following objectives?

Never Rarely Occasionally Often Regularly

Improve the overall quality of arts & cultural offerings
Collaborative marketing & promotion of arts & cultural offerings to residents
Increase relevance & social value of arts & cultural resources
Increase visibility to tourists
Provide more variety & diversity of arts & cultural offerings or programming
Fundraise for arts, cultural, historic, & heritage groups
Improve access & relevance of arts & cultural programming for underserved populations
Encourage innovation through collaboration across sectors
Improve access & relevance of arts & cultural programming for underserved populations

If provided locally, would you consider accessing the following services to improve the quality or profitability of your business or organization?

Yes No Don't Know

Capacity building programs & workshops on topics such as fundraising, audience development, marketing
Fundraising support such as social media giving platforms & online giving campaigns
Intern & volunteer development: a place to identify talent and volunteer resources
Access to group purchasing opportunities & vendor discounts on goods, services, equipment, etc.
Professional development assistance, advice, counsel, etc.
Hospitality & customer service training for staff
Networking & outreach opportunities with potential new markets
Back office administration support
Access to group marketing & advertising

Does your organization or business have a strategic plan or a business plan?

Yes
No
Don't Know
Other

Which of the following are true about your organization or business online presence (please check all that apply)?

- We have a website
- We use web analytics
- We have an active Facebook page
- We use other social media (not including Facebook) such as Twitter or Google+
- We can be found on the local Chamber of Commerce website
- We can be found on the Maine Office of Tourism website
- We are found on the Maine Tourism Association website
- We are listed on other cooperative/association websites
- Other, please explain...

THE CREATIVE ECONOMY IN LEWISTON AUBURN

Please respond to the following questions based on your experience as the owner or representative or a creative business or cultural organization in the Lewiston Auburn area.

To what extent do you agree or disagree that entertainment, creative, and cultural activities in LA should...

Strongly Disagree Disagree Neither Agree or Disagree Agree Strongly Agree

- A. Contribute to the quality of life
- B. Be affordable to all residents to participate
- C. Be available in more places
- D. Add to our community's economic vitality
- E. Preserve our community's history, heritage & traditions
- F. Promote opportunities to visitors/tourists
- G. Reflect our diverse people & cultures
- H. Attract strong talent to our community & its workforce
- I. Be supported in part by municipal dollars or tax incentive
- J. Contribute to the positive image of our community
- K. Encourage & increase collaboration between locals in making our community a better place

From the list above (A-K), which ONE is most important in regards to your business or organization?

Please respond to the following question based on your experience as an artisan in the Lewiston Auburn area.

It has been observed that the prosperity of a community's creative economy is largely dependent on the existence of 10 key elements recognized as 'building blocks' of a vibrant creative economy. How available are the following elements in the LA community?

Not at All Available Slightly Available Moderately Available Very Available Extremely Available

- Creative People (producers of the creative economy, entrepreneurs, scientists, academics, & employees of creative industries)
- Centers of Education (schools contribute to the creative economy by providing workforce training or the foundation for it)
- Cultural & Natural Amenities (include the local art & music scene, historic assets, cultural institutions, cultural events, etc.)
- Business Engagement (support of the creative economy by business community is essential)
- Infrastructure (the basic service framework that makes it possible to support the creative economy's suppliers & consumer)
- Networks of Communications (opportunities for communication among important sectors on a face-to-face basis are critical)
- Strategies (these are purposeful plans or schemes developed by a community to stimulate creative economy growth)
- Leadership (the initial seed for developing creative assets comes from the vision & commitment of a single person or group)
- Money (the higher the level of financial resources the faster the pace in developing a creative economy strategy)
- Time (even with strong financial investment, persistence over time is a necessary component)

Do you have any additional comments?

Creative Business & Cultural Organization Data

PRIMARY & SECONDARY ACTIVITY OF CREATIVE BUSINESS OR CULTURAL ORGANIZATION

Activities	Primary Activity	Secondary Activity	Primary Activity (%)	Secondary Activity (%)
Museum, historical site, or other similar institution	4	1	15%	4%
Gallery, studio or establishment with the purpose of promoting, distributing art	7	4	26%	15%
Events, festival & fairs	4	6	15%	22%
Arts, cultural, or creative venue	9	10	33%	37%
Creative design services, such as graphic & web design	7	2	26%	7%
Educational programming, such as classes, workshops, lectures, etc.	9	6	33%	22%
Library	4	0	15%	0%
Social services including public health	1	1	4%	4%
Media, publishing, & printing	0	3	0%	11%
Promotion, marketing, & communications	4	2	15%	7%
Arts & cultural advocacy & support	4	5	15%	19%

Total Responses

27

WHAT PERCENT OF THE FOLLOWING MAKE UP YOUR USER BASE?

Users	Less than 20%	20-40%	41-60%	61-80%	More than 80%	Blank	Total Responses
Children & youth	59%	27%	9%	0%	0%	27%	22
Young adult audiences (30 or younger)	52%	22%	17%	4%	0%	22%	23
Middle age audiences (31 - 64)	15%	54%	8%	12%	8%	8%	26
Older adult audiences/seniors (65 or above)	33%	29%	21%	8%	4%	17%	24
New immigrants	65%	5%	0%	0%	0%	40%	20
Children & youth with disabilities	68%	0%	0%	0%	0%	47%	19
Adults with disabilities	70%	0%	0%	0%	0%	40%	20
Veterans	50%	0%	0%	0%	0%	40%	20

WEB PRESENCE

	No	Yes
We have a website	14%	86%
We use web analytics	46%	54%
We have an active Facebook page	4%	96%
We use other social media, not including Facebook	39%	61%
Listed on the local Chamber of Commerce website	32%	68%
Listed on the Maine Office of Tourism website	86%	14%
Listed on the Maine Tourism Association website	89%	11%
Listed on other cooperative/association websites	39%	61%
Other	96%	4%

Total Respondents 28

WOULD YOU CONSIDER ACCESSING THE FOLLOWING SERVICES?

Services	No	Yes	Don't Know
Capacity building programs & workshops	32%	54%	14%
Fundraising support	46%	36%	18%
Intern & volunteer development, a place to identify talent	39%	50%	11%
Access to group purchasing opportunities & vendor discounts	43%	36%	21%
Professional development assistance, advice, counsel, etc.	21%	46%	32%
Hospitality & customer service training for staff	64%	21%	14%
Networking opportunities with potential new markets	11%	75%	14%
Back office administration support	68%	25%	7%
Access to group marketing & advertising	21%	64%	14%

Total Responses 28

HOW OFTEN DO YOU WORK WITH DIFFERENT SECTORS/COMMUNITY PARTNERS TO ACHIEVE THE FOLLOWING?

	Never	Rarely	Occasionally	Regularly	Often	Rarely	Occasionally	Regularly
Increase relevance & social value of arts & cultural resources	7%	18%	25%	21%	29%	25%	25%	50%
Collaborative marketing & promotion of arts & cultural offerings to residents	4%	21%	29%	25%	21%	25%	29%	46%
Increase visibility to tourists	21%	14%	18%	14%	32%	36%	18%	46%
Provide more variety & diversity of arts & cultural offerings or programming	14%	25%	14%	21%	25%	39%	14%	46%
Improve the overall quality of arts & cultural offerings	7%	11%	39%	29%	14%	18%	39%	43%
Encourage innovation through collaboration across sectors	14%	29%	25%	7%	25%	43%	25%	32%
Improve access, relevance of arts & cultural programming for underserved populations	21%	14%	32%	4%	25%	36%	32%	29%
Fundraise for arts, cultural, historic, & heritage groups	25%	32%	29%	0%	14%	57%	29%	14%

Total Respondents

28

HOW IMPORTANT IS WORKING WITH FOLLOWING SECTORS?

Sectors	Not at All Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Not Very Important	Moderately Important	Very Important
Local business community	4%	11%	14%	36%	36%	14%	14%	71%
Other arts, culture, history/heritage organizations	4%	18%	14%	39%	25%	21%	14%	64%
Artist community	7%	18%	29%	21%	25%	25%	29%	46%
Government officials	18%	14%	29%	21%	18%	32%	29%	39%
Tourism industry	4%	29%	32%	11%	25%	32%	32%	36%

Total Responses

28