



Arts&Economic Prosperity[®]5

A Project of **Americans for the Arts**

ARTS AND ECONOMIC PROSPERITY 5

The City of Reno Arts & Culture Commission is participating in Arts and Economic Prosperity 5 (AEP5), a national economic impact study of the nonprofit arts and culture industry, managed by Americans for the Arts (AFTA). This massive survey happens every few years and produces vital data that is used to increase public funding for the arts.

AUDIENCE SURVEYS

- Audience surveys capture critical event-related spending information from attendees at arts and cultural events
- Collecting surveys offers a great opportunity to get to know your audience better and gather amazing numbers about the economic impact that you have in your community
- Our target is to collect 800 audience surveys in 2016

AUDIENCE SURVEYING

1. **Plan your attack.** Consider your calendar of events for 2016 and strategically plan to collect the surveys at events where you would benefit most from the data. Events may be ticketed or free, small or large — any place where people gather to enjoy culture. There are a few ways you can do it:

- a. At a performance, either in the lobby during intermission or after the show; or
- b. At an exhibition or festival, at any time

Give yourself a goal! The same 'event' or venue should distribute surveys only once each quarter and should collect at least 10 but no more than 50 surveys each time.

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2. **Gather your Audience Survey materials.** *We can help you get your supplies!*
 - a. **Audience Surveys.** We can send you a link to the online survey, digital pdfs or hardcopy printouts of the survey in English, Spanish and large font versions.
 - b. **Clipboards and pens.** Each interviewer should have several copies of the survey, two or three clipboards and several black ink pens (or computer(s) / tablet computer(s)).
 - c. **Nametags.** Interviewers should wear nametags.
 - d. **Incentives!** Candy bars, stickers and other small swag items can be remarkably persuasive incentives for people to complete a survey.
 - e. **Audience Expenditure Survey Batch Cover Sheet.** To be attached to the bundles of surveys you return to the Nevada Arts Council.
3. **Select your Audience team.** Enlist volunteers, board members or staff to help. Consider recruiting volunteers from local colleges and high schools.
4. **Prepare your team for the job.** We recommend using 2-3 interviewers to distribute surveys per event. Each interviewer should be briefed with the following information.
“Surveys...
 - a. *...Will demonstrate the economic impact the arts have in the Reno community. They are also part of massive national survey that will produce vital data that is used to increase public funding for the arts.*
 - b. Take approximately three minutes to complete
 - c. Are available in English, Spanish and large font versions
 - d. Are completely anonymous
 - e. Should be completed:
 - i. In the presence of an interviewer (they cannot be taken home)
 - ii. By only one person per travel party
 - iii. By adults 18 years and older
5. **Collect those surveys!**
6. **Return hardcopy surveys to the City of Reno.** For each batch of surveys from an event, attach an Audience Expenditure Survey Batch Cover Sheet and then return the surveys to:

City of Reno Arts & Culture Office
Physical: 1 East 1st Street, Reno, NV 89501
Mail: P.O. Box 1900, Reno, NV 89505

Hint: keep a copy for yourselves and learn vital information about your audience!

City of Reno
Alexis Hill:
hilla@reno.gov / 775.326.6697
Alan Roney:
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