



2018 Profile of Local Arts Agencies

SURVEY INSTRUMENT

AMERICANS FOR THE ARTS

NOTE: This paper copy of the 2018 LAA Profile survey instrument is intended as reference material only. If you did not receive the unique link to access the online survey that is customized for your local arts agency, please contact research@artsusa.org to request that link.

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THE LAST QUESTION (OPTIONAL): Provide any final thoughts or feedback. What key piece of information was not captured by the questions on this survey? Is there anything else you'd like to share about your local arts agency and its opportunities/challenges? 49

Annual Profile of Local Arts Agencies

Welcome to the customized 2018 Annual Profile. This year's profile includes the annual questionnaire followed by a supplemental module about grantmaking (and other methods of direct financial support) as well as equitable investment.

Definition of a Local Arts Agency (LAA):

The nation's approximately 4,500 local arts agencies promote, support, and develop the arts at the local level, ensuring a vital presence for the arts throughout America's communities. LAAs are diverse in their make-up—they have many different names and embrace a spectrum of artistic disciplines. Each LAA in America is unique to the community it serves, and each evolves within its community—no two LAAs are exactly alike in name, programming, or even mission.

All types of local arts agencies are urged to participate in the Annual Profile survey! Common names for LAAs include:

- Arts Council (or Arts & _____ Council)
- Arts Commission, Cultural Commission, or Heritage Commission
- Department of Cultural Affairs
- Cultural Council or Cultural Alliance
- Arts Center
- Business Council for the Arts
- United Arts Fund
- Or any creative name to suggest the work they do such as ArtsWave, 4Culture, and Allied Arts

Important Notes and Instructions:

- While the survey is enabled for mobile devices, **I recommend that it be completed on a desktop or laptop computer** (rather than on a phone or tablet).
- The online Annual Profile is customized specifically for your local arts agency.
- The unique link you receive may be forwarded to colleagues so that they may help complete the questionnaire. For example, send it to your finance person once you get to the budget page.
- An answer to each question is required before you can proceed to the next page.
- Each time you thoroughly complete a page and move to the next page, all your answers are captured and stored.
- Always enter whole numbers whenever the survey asks for a numerical response. Do not enter decimals.
- When you don't know the exact answer, your best estimate is fine.

Begin by approving/updating the contact information we have on file for your LAA, and then start the survey.

Page 1 of 10: Contact Information

Below is the contact information that we currently have in our database for your local arts agency. To begin, please review this information very carefully, and make any changes or additions.

Name of Local Arts Agency:

Mailing Address:

Street Address (if different than mailing address):

City or Town:

State:

ZIP/Postal Code (for mailing address):

County or Parish (NOT country):

Phone Number (in the "###-###-####" format only):

Home Page of Primary Web Address:

Name of Chief Staff Executive (i.e., the person responsible for the day-to-day management of the LAA):

Title/Position held by Chief Staff Executive (e.g., executive director, president and CEO, cultural affairs manager, board president):

Email Address of Chief Staff Executive:

Americans for the Arts is developing the LAA Dashboard, a visualization tool which will utilize the data collected through this Annual Profile survey (so be sure to complete your survey). When it is released later this year, the Dashboard will allow users to run their own interactive custom reports to see how their LAA stacks-up to similar ones nationally. You'll be able to stratify the findings by public and private, budget size, population of service area, and many other areas of focus so you can make the best comparisons. *May we contact your local arts agency about participating in the pre-launch testing of the Dashboard?*

- Yes
 No

In rare cases, we may need to contact your LAA to clarify the information provided. If so, should we contact the chief staff executive that is listed above, or is there another person we should contact?

- Contact the chief staff executive (listed above)
 Contact a different person

Name of Contact Person (for follow-up questions):

Title/Position held by Contact Person (for follow-up questions):

Email Address of Contact Person (for follow-up questions):

Page 2 of 10: Background Information

This page is intended to tell us more about your local arts agency. What type of community does it serve? Is it a private organization or government agency? Where does it operate within the community's infrastructure? An answer to each question is required.

QUESTION 1:

Which of the following categories best characterizes the **primary geographic area served** by your LAA?

- Neighborhood
- City or town
- Single county
- Multiple counties
- Multiple cities and/or towns (but NOT defined by county borders)
- Other

QUESTION 1a:

Describe the **primary geographic service area** that you identified for your LAA in the previous question. What geographic boundaries are used to define its service area? For example, list the counties or cities that are included in the definition.



QUESTION 2:

Provide the total population of your LAA's primary geographic service area (identified in the question above). The most recently available estimates from the U.S. Census Bureau for all cities, towns, and counties can be found using the following links to the Census website: [CITIES/TOWNS](#) and [COUNTIES](#).

QUESTION 3:

In what calendar year was your LAA founded/established? Enter the full 4-digit calendar year. Ignore name changes, re-branding efforts, and mergers with other organizations. (For example, if your LAA was originally founded in 1980, merged with another organization in 2004, and adopted a new name and mission statement in 2008, then the correct answer to this question is "1980.")

QUESTION 4:

Does your LAA have a Federal Employer Identification Number (EIN)? If your LAA operates under the umbrella of a parent organization or fiscal agent and does not have its own unique EIN, does it use the parent organization's EIN for tax purposes? The EIN is a 9-digit number (in the "##-#####" format) that is assigned to an organization primarily for tax purposes.

- My LAA has its own unique EIN
- My LAA uses the EIN of its parent organization or fiscal agent
- No

QUESTION 4a:

Provide the Federal Employer Identification Number (EIN) that is used by your LAA. The EIN is a 9-digit number that is provided in the "##-#####" format. This public number (i.e. *not* confidential) may be used to identify information about your LAA from secondary data sources such as the National Center for Charitable Statistics, GuideStar, and DataArts.

QUESTION 5:

Which of the following categories best characterizes the legal status of your LAA?

- Government agency, department, division, program, or facility
- Nonprofit organization, program, or facility
- Private organization, program, or facility (without nonprofit status)
- Public-private hybrid or partnership
- For-profit business
- Other

QUESTION 5a:

Is your LAA a part of the local government structure?

- Yes
- No

GOVERNMENT/PUBLIC LAAs ONLY

QUESTION 6:

With which level of government is your LAA affiliated?

- City
- County
- Unified city/county (a city and county that have merged into one jurisdiction)
- Other (brief description required):

QUESTION 7:

Tell us where your LAA is located within the local government structure. Is it an independent agency, or does it operate under the umbrella of a larger agency, department, division, program, or facility?

- MY LAA is an INDEPENDENT agency, department, division, program, or facility within the local government structure
- Operates under the umbrella of Agricultural Extension Office (or similar)
- Operates under the umbrella of City/County Clerk (or similar)
- Operates under the umbrella of City/County Manager (or similar)
- Operates under the umbrella of Community Development (or similar)
- Operates under the umbrella of Economic Development (or similar)
- Operates under the umbrella of Mayor's Office (or similar)
- Operates under the umbrella of Parks & Recreation (or similar)
- Operates under the umbrella of Planning Office (or similar)
- Operates under the umbrella of Tourism Office (or similar)
- Other (brief description required):

QUESTION 7a:

To whom does your LAA's chief staff executive directly report?

- Reports to the Mayor (or similar)
- Reports to the City/County Manager (or similar)
- Reports to the City Council (or similar)
- Reports to the County Board (or similar)
- Reports to the head of the Community Development department/division (or similar)

- Reports to the head of the Economic Development department/division (or similar)
- Reports to the head of the Parks & Recreation department/division (or similar)
- Reports to the head of the Planning Office (or similar)
- Reports to the head of the Tourism Office (or similar)
- Other (brief description required):

QUESTION 8:

Does your LAA's chief staff executive participate as a member of a mayor's (or county executive's) "cabinet" of senior staff advisors?

- Yes
- No
- I don't know
- Not applicable

PRIVATE LAAs ONLY

QUESTION 6:

Has your LAA been formally "designated" by the local government as the official local arts agency for your community?

- Yes
- No
- I don't know

QUESTION 7:

Is your LAA an independent organization, program, or facility, or does it operate under the umbrella of one of the following types of parent organizations?

- My LAA is an INDEPENDENT organization, program, or facility
- Operates under the umbrella of an Arts Center or Performing Arts Center
- Operates under the umbrella of a Chamber of Commerce
- Operates under the umbrella of a College/University
- Operates under the umbrella of a Community Foundation

- Operates under the umbrella of a Convention and Visitors Bureau
- Operates under the umbrella of an Arts-Discipline-Specific Organization (e.g., a visual or performing arts organization)
- Operates under the umbrella of a For-Profit Business
- Other (brief description required):

QUESTION 8:

Has your LAA received not-for-profit, tax exempt status from the Internal Revenue Service (IRS)?

- Yes, my LAA has received 501c3 status
- Yes, my LAA has received another type of not-for-profit status (such as 501c4)
- My LAA has applied for not-for-profit status, but has not received it yet
- Not-for-profit status is not applicable to my LAA
- No
- Other (brief description required):

ALL LAAs CONTINUE HERE

Page 3 of 10: Board, Staff, and Volunteers

This page is intended to collect important yet brief information about your LAA's board and staff. Does it have a board? Does it have paid staff? How many employees and volunteers does it take for it to accomplish the important work it does in the community? An answer to each question is required.

QUESTION 9:

Is your LAA held accountable to, or otherwise overseen by, a board of directors or commission of appointed individuals (or a similar advisory or governing body)?

- Yes
- No

QUESTION 9a:

How many people are currently members of your LAA's board/commission (that you identified above)?

QUESTION 10:

Does your LAA have at least one paid employee?

- Yes, my LAA has at least one paid employee (full-time OR part-time)
- No, my LAA is operated entirely by volunteer staff
- No, my LAA is operated entirely by its board/commission

QUESTION 10a:

Using the categories listed below, how many people were employed by your LAA during the past year? Count the number of individual people (not full-time equivalents). For example, a full-time position and a part-time position each count as "1." Be comprehensive by including salaried positions, hourly positions, independent contractors, and paid interns.

- Full-time paid positions
- Part-time paid positions
- Temporary/seasonal/fixed-term paid positions (including paid interns)

QUESTION 10b:

Using the categories listed below, how many people volunteered for your LAA during the past year? Count the number of individual people (not full-time equivalents). For example, a full-time volunteer and a part-time volunteer each count as "1." Be comprehensive by including executive volunteers, program volunteers, administrative volunteers, special event volunteers, and unpaid interns. (*Exclude board/commission members, since we already asked about them in Question 9a, if applicable.*)

- Full-time volunteers
- Part-time volunteers
- Temporary/seasonal/fixed-term volunteers (including unpaid interns)

QUESTION 11:

Does your LAA provide financial resources and/or paid time off for staff to receive professional development each year outside of the organization. Examples may include conferences, workshops, fellowships, trainings, and online courses/webinars. *Check all that apply.*

- Yes, for senior leadership
- Yes, for middle management
- Yes, for entry-level employees
- No, not for any staff

Page 4 of 10: Diversity, Equity, and Inclusion

The entire arts community is tackling the issues of diversity, equity, and inclusion. The answers provided by this section of the survey will allow the LAA field to evaluate its collective progress in these critical areas of focus. An answer to each question is required.

QUESTION 12:

Does your LAA track trends about the diversity of the following groups in your community? *Check all that apply.*

- Staff members of other arts organizations
- Board members of other arts organizations
- Individual artists
- Arts audiences
- General population of the community
- Other (brief description required):
- No

QUESTION 13:

Has your LAA adopted an overarching guiding statement that addresses its vision on diversity, equity, and inclusion? For example, Americans for the Arts has a [Statement on Cultural Equity](#). *Check all that apply.*

- Yes, my LAA developed and adopted its own unique statement
- Yes, my LAA adopted a statement developed by another organization or agency
- Yes, my LAA adheres to a statement that was adopted by our parent organization or umbrella entity (e.g., city or county government)
- Not yet, but my LAA is currently in the process of adopting a statement
- No

QUESTION 14:

Does your LAA have—or is it required to adhere to—a diversity policy for any of the following groups, constituencies, or programs. (Choose only one response per horizontal row; and answer is required for each row.)

	My LAA has its own written diversity policy	My LAA adheres to a written diversity policy that was established by a parent organization or umbrella entity (e.g., city or county government)	It is a consideration in my LAA's operations, but there is no written diversity policy	No	Not applicable
Board/commission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff/hiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contractors/interns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grantmaking/funding programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities and facility management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other programs and services (non-funding)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QUESTION 15:

Does your LAA administer any of the following programs specifically to educate members of your constituency or community on issues of diversity, equity, and inclusion? *Check all that apply.*

- Optional group workshops (e.g., for the public)
- Required group workshops (e.g., for grantees or staff)
- Published reports, toolkits, and/or guidelines
- Private recognition of success in this area (e.g. certificates)
- Public recognition of success in this area (e.g., leadership awards)
- Training for board, staff, and/or volunteers
- Other (brief description required):
- No

QUESTION 16:

Does your LAA have written guidelines that mandate the consideration of diversity in any of the following areas when it is making decisions about programming and/or services (including grants and other forms of direct financial support, if applicable)? *Check all that apply.*

- Age
- Artistic discipline
- Disability
- Educational attainment
- Gender identity
- Income
- Marital status
- Political affiliation/view
- Race/ethnicity
- Sexual orientation
- Other (brief description required):
- No

Page 5 of 10: Programs, Services, and Partnerships

This page is intended to collect vital information on the many different ways that LAAs operate within their communities. Who does your LAA serve? What services does it provide? What programs does it offer, and to which constituencies? What partnerships has it formed to help achieve the greatest impact? An answer to each question is required.

QUESTION 17:

Which of the following provides the most accurate description of the way your LAA impacts each of the constituency groups listed below.

	<p>My LAA impacts this constituent group directly (it provides programs, services, and/or funding directly to this constituent group)</p>	<p>My LAA impacts this constituent indirectly (it provides support to other groups that then provide programs, services, and/or funding to this constituent group)</p>	<p>My LAA impacts this constituent group tangentially (the work of my LAA affects this constituent group; however, neither my LAAs programs, services, and/or funding—nor the programs, services, and/or funding of the groups it supports—are delivered directly to this</p>	<p>This constituent group is not impacted by the work of my LAA</p>
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			constituent group)	
Arts audiences/consumers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in your community who are neither arts audiences nor arts consumers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional artists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amateur/hobbyist artists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nonprofit arts and cultural organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For-profit arts/creative businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-arts/non-creative organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elected officials/public sector decisionmakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business leaders/private sector decisionmakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QUESTION 18:

The arts have become increasingly integrated into community issues such as health, economics, infrastructure, and equity. Does your LAA provide or underwrite trainings or educational materials on either of the topics in the table below? *Check all that apply.*

	Yes, for my LAA's staff and/or board	Yes, for the organizations and/or individuals that my LAA directly serves/supports	Yes, for the whole arts community	Yes, for the community-at-large	No
My LAA provides or underwrites trainings or education materials about communicating with non-arts sectors (e.g., private businesses, non-arts agencies, and the military)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My LAA provides or underwrites trainings or education materials about communicating the value of the arts to the community (e.g., economic and social impacts, health & well-being, and creativity & innovation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

QUESTION 19:

Does your LAA use any of the following methods to provide direct financial support (including re-granting programs) to individuals or organizations? Check all that apply.

- Grants to organizations/programs/facilities
- Grants to individual artists
- Contracts to organizations/programs/facilities
- Contracts to individual artists
- Loans/microloans to organizations/programs/facilities
- Loans/microloans to individual artists
- Start-up capital to organizations/programs/facilities
- Start-up capital to individual artists
- Commissions/fellowships/scholarships for individual artists
- Other (brief description required):
- No

QUESTION 20:

Does your LAA present its own cultural programming to the public? Examples of community cultural programming can include the performing arts, visual arts, fairs and festivals, media arts, living collections (e.g., zoos and botanical gardens), public radio and public television, public art, and more.

- Yes
- No

QUESTION 21:

Does your LAA provide services directly to any of the following constituency groups? Check all that apply.

- Arts/cultural organizations, programs, and/or facilities (e.g., trainings/workshops, technical assistance, facility space, block booking)
- Non-arts/cultural organizations, programs, and/or facilities (e.g., trainings/workshops, technical assistance, facility space, block booking)
- Individual artists (e.g., artist registry, performance or exhibit space, professional development)

- Business community (e.g., board and/or volunteer placements, rotating art exhibits, art purchase programs)
- General public (e.g., arts directories, calendar of arts events, ticketing service, newsletter)
- No

QUESTION 22:

Is your LAA currently involved with the operation of any cultural facilities? This could be a facility that is owned by your LAA, or a facility that it manages for another organization. Examples of cultural facilities can include gallery/exhibition space, performance venues and space, studios, artist live/work space, arts incubator space, office space, and more.

- Yes
- No

QUESTION 23:

Does your LAA manage or operate a public art program?

- Yes
- No, but we are interested in or considering it
- No

QUESTION 23a:

Does your LAA manage or operate a percent-for-art program?

- Yes
- No

QUESTION 24:

Does your LAA manage a cultural district (sometimes called arts & entertainment districts)?

- Yes
- Not yet, but a cultural district is currently under development
- No

QUESTION 25:

Do your LAA's written mission and/or goals include arts education?

- Yes
- No

QUESTION 26:

Do your LAA's provide arts education programming and/or services to the community?

- Yes
- No

QUESTION 27:

Has your LAA established partnerships/collaborations with other organizations that work in any of the sectors listed below? These can include government agencies, nonprofit organizations, private community organizations, and for-profit businesses. Check all that apply.

- Culture & Heritage (e.g., humanities, history/heritage, diversity/equity/inclusion)
- Diplomacy (e.g., cultural tourism, military, inter-community relationships)
- Economy (e.g., economic or workforce development, jobs)
- Education (e.g., youth development, lifelong learning)
- Environment (e.g., environmental issues, sustainability, science)
- Faith (e.g., religion and spiritual well-being)
- Health & Wellness (e.g., aging, rehabilitative justice, public welfare)
- Infrastructure (e.g., housing, transportation, agriculture, planning)
- Innovation (e.g., technology, entrepreneurship, private sector)
- Social Justice (e.g., civic engagement, immigration)
- No

QUESTION 28:

In how many of the following ways does your LAA support, service, and/or interact with the business community? Check all that apply.

- My LAA is engaged in programming with our local chamber of commerce or other business services entity
- My LAA connects with businesses to help them leverage the arts to address diversity, equity and inclusion
- My LAA produces programming that serves the business community (e.g., employee engagement, business volunteers for the arts, artist in residency)
- My LAA facilitates partnerships between the local nonprofit arts community and the business community
- My LAA facilitates partnerships between individual artists and the business community
- My LAA produces programming aimed at supporting creative workers, creators, and individuals throughout the creative economy (freelancers, online maker-businesses such as Etsy shops)
- Other (brief description required):
- None

QUESTION 29:

Has your community completed (or updated) a **community cultural plan** within the past 5 years? A cultural plan is a planning document that is specific to the arts and culture in your community.

- Yes
- No
- I don't know

QUESTION 30:

Have the arts (or a cultural plan) been integrated into a community-wide planning effort such as a city's master plan or a community foundation's regional needs assessment?

- Yes
- No
- I don't know

QUESTION 31:

Is your LAA currently involved in using the arts to address any of the topics listed below (either through its own programming or through the programming of a grantee)? *Check all that apply.*

- Aging
- Agriculture & Food
- Civic Dialogue
- Community Cohesion
- Community Development
- Diversity, Access, Equity, & Inclusion
- Economic Development
- Environment & Sustainability
- Health & Wellness
- History, Tradition & Heritage
- Housing
- Immigration
- Innovation & Technology
- Lifelong Learning

- Livability
 - Military
 - Planning
 - Political Activation
 - Prisons & Rehabilitation
 - Public Welfare & Safety
 - Religion & Spiritual Well-Being
 - Tourism
 - Transportation & Infrastructure
 - Workforce Development
 - Youth Development & Education
 - None
-

Page 6 of 10: Fiscal Year End

QUESTION 32:

What was the END DATE of your LAA's most recently completed fiscal year? For the purpose of this survey, use its fiscal year that ended most recently and for which your LAA has accurate financial records.

Page 7 of 10: Financial Profile

This page collects critical information about the financial profile of local arts agencies. Where do they get their funding? How do they allocate their expenditures? Are their budgets increasing or decreasing? What is the current financial health of the LAA field? An answer to each question is required. **To reduce the burden of completing the survey, this section is significantly shorter than the financial sections on our previous LAA surveys. We have consolidated the revenue and expenditure categories and removed several years from the budget trend history.** You should be able to respond to all of the questions on this page using the completed financials from your most recently completed fiscal year, as well as annual reports from one or two of the previous years.

QUESTION 33:

FINANCIAL SUPPORT AND REVENUE

Provide the dollar amounts of total revenue and support that your LAA received for each of the itemized categories listed below during its fiscal year that ENDED on [question('value'), id='160'] [question('value'), id='162'], [question('value'), id='163']. Include all monies received by your LAA, including pass-through and re-granting dollars. Enter zero (\$0) where appropriate. Enter whole numbers only. Be sure that the auto-calculated total at the bottom is equal to your LAA's total support and revenue for its most recently completed fiscal year. If exact figures are not available, your best estimates are fine.

<input type="text"/>	Earned revenue
<input type="text"/>	Contributed income (foundations, corporations, individuals, parent organization)
<input type="text"/>	Local government revenue (city/town and county only)
<input type="text"/>	State government revenue
<input type="text"/>	Federal government revenue
<input type="text"/>	In-kind (value of contributions received; <u>include offsetting dollars</u> in the expenditures question below)
<input type="text"/>	Other/miscellaneous (not classified above)

QUESTION 33a:

BRIEF REVENUE TREND

Provide the local government support and the total support and revenue received by your LAA during the fiscal years listed below. Local government revenue is revenue that your

LAA received from city/town and county government sources only—a subset of total support and revenue in the right column. Enter whole numbers only. *If exact figures are not available, your best estimates are fine.*

	Local Government Support	Total Support and Revenue (<u>including</u> local government support)
Fiscal Year ENDING in 2016	<input type="text"/>	<input type="text"/>
Fiscal Year ENDING in 2017	<input type="text"/>	<input type="text"/>
Fiscal Year ENDING in 2018 (projected)	<input type="text"/>	<input type="text"/>

QUESTION 34:

Are revenues generated by any local or state option taxes used directly to support the arts in your community? An option tax is a special-purpose tax (such as a hotel occupancy tax or an additional local sales tax) for which at least some of the dollars are used to support the arts or cultural projects.

- Yes
- No

**QUESTION 35:
EXPENDITURES**

Provide the dollar amounts of total expenditures made by your LAA during its fiscal year that ENDED on [question('value'), id='160'] [question('value'), id='162'], [question('value'), id='163']. Use the itemized categories of expenditure listed below. Amounts should include all monies spent by your LAA including pass-through re-granting dollars. *Please also be sure to include offsetting expenditures for any in-kind contributions that you included in Question 33 above (i.e., revenues).* Enter zero (\$0) where appropriate. Enter whole numbers only. Be sure that the auto-calculated total at the bottom is equal to your LAA's total expenditures for its most recently completed fiscal year. *If exact figures are not available, your best estimates are fine.*

- Payroll/personnel (salaries, wages, employee benefits, and payroll taxes)
- Administrative overhead (e.g., rent, utilities, supplies)
- Grants and contracts (financial support provided to other organizations and/or artists)
- Fundraising (all fundraising-related expenses)
- Cultural programs and services (including public art and facility management)
- Other/miscellaneous (not classified above)

**QUESTION 35a:
BRIEF EXPENDITURE TREND**

Provide the total expenditures made by your LAA during the fiscal years listed below. Enter whole numbers only. *If exact figures are not available, your best estimates are fine.*

	Total Expenditures
Fiscal Year ENDING in 2016	<input type="text"/>
Fiscal Year ENDING in 2017	<input type="text"/>
Fiscal Year ENDING	<input type="text"/>

in 2018 (projected)	
------------------------	--

QUESTION 36:

Which of the following describes the financial situation in which your LAA finished its fiscal year that ended on [question('value'), id='160'] [question('value'), id='162'], [question('value'), id='163']?

- Surplus (revenues were greater than expenditures)
- Deficit (expenditures were greater than revenues)
- Break-even (revenues matched expenditures)

QUESTION 37:

How much cash (including cash reserves) does your LAA have readily available right now?

- None (\$0)
- Less than 1 month of expenses
- 1 month of expenses
- 2-3 months of expenses
- 4-6 months of expenses
- More than 6 months of expenses
- Not applicable because the remaining dollars roll back into the municipal general fund (government LAAs)
- Not applicable (brief description required):

Page 8 of 10: Looking to the Future

This page collects information on where LAA administrators think the field is heading in the near future. You have your ear to the ground in your community, and you are planning for the future of your LAA. In the coming years, will it be easier or harder for your LAA to secure funding? Is your LAA poised to address your community's coming needs? What, exactly, are the community's most pressing needs? An answer to each question is required.

QUESTION 38:

Based on the recognition of its importance by local government, businesses, funders, and/or the public—how successfully do you think your LAA has integrated arts and culture into the daily life of your community, in your opinion?

- Extremely successfully
- Successfully
- With a little success
- Not at all successfully
- We don't view this as our role in the community
- Other (brief description required):

QUESTION 39:

How would you characterize the financial outlook for your LAA two years from now?

- Better than it is now
- About the same as it is now
- Worse than it is now

QUESTION 40:

How would you characterize the financial outlook for your constituents two years from now?

- Better than it is now
- About the same as it is now
- Worse than it is now

QUESTION 41:

During the next two years, do you anticipate that demand for services from your LAA will change?

- Increase significantly
- Increase modestly
- Stay about the same

- Decrease modestly
- Decrease significantly

QUESTION 42:

How strongly do you agree or disagree with each of the following statements about your LAA?

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
My LAA's staff, board/commission, and volunteers have the appropriate level of skills to respond to the needs of our constituents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My LAA has the correct mix of financial resources .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My LAA has an appropriate level of diversity among the staff, board/commission, and volunteers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My LAA offers the programs and services that will achieve the deepest impact in our community .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My LAA's staff and board/commission are able to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

effectively communicate the value and impact of the arts on our community.					
My community's pro-arts decisionmakers (e.g., elected officials, business leaders) are able to effectively communicate the value and impact of the arts on our community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QUESTION 43:

In your opinion, choose the FIVE most important areas of priority for your LAA's entire community during the next 12 months. You may click up to five of the topics below. *The list below is identical to the list of topics that were included in Question 31 (the topics your LAA is using the arts to address), so it will look familiar.*

- Aging
- Agriculture & Food
- Art
- Civic Dialogue
- Community Cohesion
- Community Development
- Diversity, Access, Equity, & Inclusion
- Economic Development
- Environment & Sustainability
- Health & Wellness
- History, Tradition & Heritage
- Housing
- Immigration
- Innovation & Technology

- Lifelong Learning
- Livability
- Military
- Planning
- Political Activation
- Prisons & Rehabilitation
- Public Welfare & Safety
- Religion & Spiritual Well-Being
- Tourism
- Transportation & Infrastructure
- Workforce Development
- Youth Development & Education
- None

Page 9 of 10: Module on Grantmaking/Financial Support and Equitable Investment

Each year, the Annual Profile of Local Arts Agencies will include a supplemental module designed to provide a deeper evaluation of one or more specific topic areas. The supplemental topics for the 2018 survey are Grantmaking (as well as other methods of providing direct financial support) and Equitable Investment. *The module will only display questions that are relevant to your LAA* (based on the answers to questions asked earlier in the survey). As a result, you may notice that some question numbers will be skipped. This is normal. *Simply provide an answer to each question that is displayed.*

On Page 5 of the Annual Profile survey, your LAA reported that it provides direct financial support to organizations and/or artists in your community in the form of grants, non-grant contracts, loans/microloans, start-up capital, and/or commissions/fellowships/scholarships. Using the two tables below, provide information about the number of funding requests your LAA was able to satisfy, and the amount of money that it was able to award.

MODULE QUESTION 1:

First, complete the table below to tell us about the number of funding requests that were received by your LAA during its most recently completed fiscal year that ended on [question('value'), id='160'] [question('value'), id='162'], [question('value'), id='163']. **ENTER WHOLE NUMBERS ONLY.** Make sure that the sum of each row equals the total number of requests that were received by your LAA. This question requires an answer for every cell; be sure to enter "0" (zero) where appropriate before you continue.

	Number of requests that received NO funding (#)	Number of requests that received PARTIAL funding (#)	Number of requests that received FULL funding (#)
Grants to organizations			
Grants to individual artists			

Contracts to organizations			
Contracts to individual artists			
Loans/microloans (all)			
Start-up capital (all)			
Commissions/fellowships/scholarships (all)			

MODULE QUESTION 2:

Now, complete the table below to tell us about the total dollars in direct financial support that were provided by your LAA during its most recently completed fiscal year that ended on [question('value'), id='160'] [question('value'), id='162'], [question('value'), id='163']. **ENTER WHOLE NUMBERS ONLY. This question requires an answer for every cell; be sure to enter "\$0" (zero) where appropriate before you continue.**

	Total dollars REQUESTED (\$)	Total dollars AWARDED (\$)	Minimum size of award (\$)	Maximum size of reward (\$)
Grants to organizations				
Grants to individual artists				
Contracts to organizations				
Contracts to individual artists				

Loans/microloans (all)				
Start-up capital (all)				
Commissions/fellowships/scholarships (all)				

MODULE QUESTION 3:

For each of the four organizational budget ranges listed below, (1) how many total organizations received direct funding from your LAA, and (2) how many total dollars were allocated to each during its most recently completed fiscal year? Include all types of financial support that your LAA provided to organizations, programs, and facilities including grants, contracts, loans/microloans, and start-up capital. If exact figures are not available, your best estimates are fine. ENTER WHOLE NUMBERS ONLY. This question requires an answer for every cell; be sure to enter "0" or "\$0" (zero) where appropriate before you continue.

Number of Organizations that Received Funding (#):

- Organizations with budgets of less than \$100,000
- Organizations with budgets of \$100,000 to \$249,999
- Organizations with budgets of \$250,000 to \$999,999
- Organizations with budgets of \$1,000,000 or more

Total Dollars Funded to these Organizations (\$):

- Organizations with budgets of less than \$100,000
- Organizations with budgets of \$100,000 to \$249,999
- Organizations with budgets of \$250,000 to \$999,999
- Organizations with budgets of \$1,000,000 or more

Select all the categories of direct investment/support that your LAA provides to organizations, programs, and facilities. *Check all that apply.*

- Artistic and cultural programming

- Arts education programming
- Audience development
- Capital projects (including adaptive re-use of non-arts facilities for artistic purposes)
- Community development
- Cultural tourism
- Facility management
- General operating support
- Marketing/advertising/media relations
- Professional development
- Project support
- Support for non-arts organizations that want to use the arts to further their mission
- Technical assistance
- Travel support
- Others (brief description required):
- None

MODULE QUESTION 5:

Select all the categories of direct investment/support that your LAA provides to individual artists. *Check all that apply.*

- Awards/prizes/commendations
- Marketing/promotion/visibility
- Professional development (e.g., conference registrations, training//seminar costs)
- Residencies
- Retreats/renewals
- Special projects/commissions
- Teaching/artists in schools
- Others (brief description required):
- None

MODULE QUESTION 6:

Does your LAA provide financial support to any of the following? *Check all that apply.*

	DIRECTLY	INDIRECTLY	NO
Organizations, programs, and/or facilities that do not have official 501c3 not-for-profit status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediary organizations that provide support or services to individual artists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs that are fully or partly produced by non-arts government agencies or non-arts private entities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MODULE QUESTION 7:

Your LAA has indicated that it provides or supports each of the types of direct financial support listed below. Please complete the table below to tell us about the recipients of those funds. Check all that apply.

	My LAA provides at least one of these funding programs specifically to meet its organizational diversity, equity, and inclusion objectives	Recipients of at least one of these funding programs are more likely to be from under-served communities than my LAA's overall constituency	At least one of these programs/services was started within the past two years (since May 2016)	None
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Grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contracts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loans/microloans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start-up capital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commissions/fellowships/scholarships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MODULE QUESTION 8:

Does your LAA have funding programs that require the recipients of the funds to demonstrate any of the following? Check all that apply.

- A mission that states a focus on serving a specific culture or ethnicity
- Board diversity
- Staff diversity
- Artist diversity
- Audience diversity
- Change in diversity over time
- Other (brief description required):
- None

MODULE QUESTION 9:

Does your LAA have any funding programs that are intended to serve traditionally underserved neighborhoods, communities, or populations?

- Yes
- No

MODULE QUESTION 9a:

Does your LAA undertake any of the following activities when administering its funding programs that are intended to serve traditionally under-represented neighborhoods, communities, or populations? Check all that apply.

- Gather input from the intended community
- Engage the intended community in developing guidelines/criteria
- Engage the intended community in co-building/adjudicating the program
- Give over control of building/adjudicating entirely to the intended community
- Other (brief description required):
- None

MODULE QUESTION 10:

Does your LAA employ policies and/or practices to address personal or systemic bias in the grant review process? *Check all that apply.*

- Written diversity/equity policy
- Informal verbal instructions
- Panels composed with consideration for diverse expertise
- Panels composed with consideration for diverse representation
- Inclusion of panelists from the communities to be impacted by the program
- Panel orientation that includes discussion and direction around equity
- Any review criteria that extends beyond traditional "excellence" and "aesthetics"
- Other (brief description required):
- None

MODULE QUESTION 11:

Which of the following strategies does your LAA employ to communicate funding opportunities specifically to communities, groups, and individuals that are typically underrepresented? *Check all that apply.*

- Build new relationships with the intended communities
- Use multiple and alternative media platforms
- Encourage/facilitate sharing of opportunities through personal networks (e.g., personal social media platforms)
- Provide language translation
- Make specific effort to reach people who otherwise would not be familiar with your LAA and its funding opportunities
- Identify and support new or inexperienced applicants (e.g., info sessions, workshops, coaching, mentoring, draft review)

- Conduct programs to build organizational strength and viability of artists and groups from underrepresented communities
- Other (brief description required):
- None

MODULE QUESTION 12:

Which of the following types of non-financial support does your LAA provide to organizations and/or individual artists? Check all that apply.

- Fiscal sponsorship (or other intermediary role)
- Creation of a marketplace (a space/program/platform where artwork is sold)
- Career education or professional development support
- Brokering (e.g., connecting artists with jobs, funding, or other opportunities)
- Free or discounted office space
- Free or discounted artistic space
- Free or discounted marketing/promotion
- Shared or subsidized backroom staffing
- Other (brief description required):
- None

MODULE QUESTION 13:

In what ways has your LAA subsidized the types of non-financial support identified in the question above? Check all that apply.

	With funds from private foundations or individuals	With funds from public agencies (local, state, or federal)	With in-kind donations of time, space, or expertise	Earned revenue (i.e., we charge those who can afford it, and use the revenue to subsidize it for	Out of general operating funds	Other

				those who cannot)		
Marketplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Career education/professional development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artist brokering/connecting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free or discounted office space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free or discounted artistic space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free or discounted marketing/promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shared or subsidized backroom staffing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MODULE QUESTION 14:

Your LAA has indicated that it provides or supports each of the types of non-financial investments listed below. Please complete the table below to tell us about the recipients of those services. *Check all that apply.*

	My LAA provides this program/service	Recipients of these services are	This program/service was started	None

	e specifically to meet its organizational diversity, equity, and inclusion objectives	more likely to be from under-served communities than our overall constituency	within the past two years (May 2016)	
Fiscal sponsorship (or other intermediary role)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creation of a marketplace (a space/program/platform where artwork is sold)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Career education or professional development support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brokering (e.g., connecting artists with jobs, funding, or other opportunities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free or discounted office space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free or discounted artistic space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free or discounted marketing/promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shared or subsidized backroom staffing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MODULE QUESTION 15:

Which of the following actions has your LAA taken within the past two years (since May of

2016) for the purpose of increasing equitable access to its programs and resources? *Check all that apply.*

- Conducted an equity assessment of our LAA
- Assessed community and stakeholder needs and opportunities
- Gathered/analyzed demographic and other data to understand gaps in cultural assets, activities, and funding
- Taken steps to reduce barriers and increase funding access and opportunities for underrepresented populations or groups
- Reviewed or revised existing grant programs
- Created new grant programs for underrepresented populations or groups
- Created grant alternatives (e.g., contracts, loans)
- Revised or streamlined grant program guidelines and application/review processes
- Adapted meeting formats and locations, program materials, etc.
- Other (brief description required):
- None

MODULE QUESTION 16:

Are any of the programs mentioned in the question above a result of, or influenced by, the publication of Americans for the Arts' [Statement on Cultural Equity](#)?

- Yes
- No
- I don't know

MODULE QUESTION 17:

Do any of your LAA's funding programs require matching investments on arts-related community development projects?

- Yes, from non-arts government agencies
- Yes, from non-arts private businesses
- Yes, from both government agencies and private businesses
- Yes, but we don't specify the source
- No
- I don't know

Other (brief description required):

MODULE QUESTION 18:

Which of the following methods are used by your LAA to collection information to evaluate the impact of its programs and services? *Check all that apply.*

- The organizations/individuals it supports are asked to write a narrative and/or financial report
- It uses data, reporting, and benchmarking from other sources (e.g., DataArts, third-party polling)
- It interviews or surveys representatives of the organizations/individuals it supports
- It interviews or surveys audience members, community members, and/or community and civic leaders
- It tracks attendance and/or ticket sales of programs it presents and/or supports
- Other (brief description required):
- None (my LAA doesn't collect information for the purpose of impact evaluation)

MODULE QUESTION 19:

Does your LAA's adherence to any diversity/equity/inclusion policies directly inform how it allocates its spending/expenditures in any of the categories listed below? *Check all that apply.*

- Payroll/personnel
- Fundraising
- Overhead
- Advocacy/decisionmaker education
- Facilities/facility management
- Funding/grantmaking/financing
- Partnerships and planning
- Programs and events
- Services
- Visibility/marketing/branding
- No
- Not applicable (my LAA is a volunteer-only organization and typically does not make expenditures)

Page 10 of 10: Final Thoughts

We wanted to provide one final opportunity to share feedback.

THE LAST QUESTION (OPTIONAL):

Provide any final thoughts or feedback. What key piece of information about your local arts agency and the work it is doing in your community was not captured by the questions on this survey? Is there anything else you'd like to share about your local arts agency and its opportunities/challenges?



Click the "SUBMIT SURVEY" button below to finish the Annual Profile!

THANK YOU!

You have reached the final page of the Annual Profile survey for your local arts agency. Thank you very much for committing the time necessary to provide this valuable information.

- **Within the next two weeks, my team will mail you a copy of the updated 2018 edition of our "10 Reasons to Support the Arts" poster.**
- **We will share the survey findings with you as they are published this summer and fall.**
- **Finally, remember that our new LAA Dashboard will be available later this year, providing the ability to run your own customized reports and see how your LAA stacks up against its peers. We will share the Dashboard with you as soon as it's released.**

Your browser will be re-directed to our local arts agency research page in a few seconds.

Again, thank you for your participation!

[Randy Cohen](#)

Vice President of Research and Policy

[Americans for the Arts](#)
