



## **2010 SDWF Arts and Culture Survey**

The San Diego Womens Foundation Arts and Culture Discovery Team conducted a survey of foundation members in March, 2010. The goal of the survey was to 1) gather responses which would indicate members' beliefs about the benefits of Arts and Culture and 2) discover members' preferences about how granting dollars should be allocated when Arts and Culture grants are awarded in June, 2011.

Survey responses from membership, combined with the results of interviews with Arts and Culture visionaries and local citizens in community meetings will be used to determine a grants focus area.

Seventy-five of 212 (35%) members completed the survey. A total of 48 members (64% of those taking the survey) provided creative ideas and opinions about how to best use a block of real estate for the purposes of arts and culture. The ideas presented by our fellow SDWF members were ultimately as visionary as those compiled from arts/culture professionals and visionaries who were interviewed by the Discovery Team earlier in the year. These creative and imaginative ideas from our members are enclosed in Appendix A.

Following is a summary of the survey results. For reference, questions which appeared in the survey are enclosed in Appendix B.

### **Benefits of the Arts**

When asked what they saw as the greatest benefits of the arts, more than 10 members selected:

- Builds bridges among SD people and communities
- Exposes people to different ways of looking at things
- Enhances understanding of the world around us
- Connects us to past, present and future cultural expression
- Enhances understanding, critical thinking skills, and intellectual growth
- Attracts people, organizations, employment opportunities to our region

Following are the Top 3 rated benefits, including the number of members who selected them.

- Exposes people to different ways of looking at things (44)
- Enhances understanding, critical thinking skills, and intellectual growth (33)
- Connects us to past, present and future cultural expression (24)

## **Population to be Served**

When surveyed about populations they would like to see served by our grants, more than 10 members selected:

- At risk youth
- Youth in general
- Low-income families
- High School and Middle School students
- Diverse immigrant populations
- Women in the Arts
- Emerging Artists
- All SD residents

Following are the Top 3 choices for populations to be served by our grants, including the number of members who selected them.

- Youth in general (40)
- Low-income families (34)
- All San Diego residents (29)

## **Grant Focus**

When surveyed about their preferences for a focus area for our grants, more than 10 members selected the following:

- Arts Education in Schools
- Small under-resourced Organizations
- Community Projects
- Audience Building
- Cross discipline Projects (theatre, film, dance, visual arts, writing, architecture, etc.)
- Better accessibility and transportation to arts venues for a greater number of people
- Support for groups or organizations that have longevity

Following are the Top 3 choices, including the number of members who selected them.

- Arts Education in Schools (43)
- Cross-discipline Projects (theatre, film, dance, visual arts, writing, architecture, etc.) (25)
- Community Projects (22)

## **One Square Block**

Members were asked to assume that a donor had contributed a parcel of land, the size of one square block to be used to further develop San Diego's arts and culture community. The creative and imaginative ideas proposed by our members are grouped below with keywords or phrases that consistently were used.

More than 10 members wrote about ideas/concepts included in the following groupings and reflected in member responses in Appendix A.

- Sculpture garden, art garden, garden, Art Park
- Low income opportunities or programs free of charge, low cost, free
- Studios for artists
- Venues for performance arts including theatre, dance, concerts, performance art
- Display areas for visual arts, cultural exhibits, galleries
- Classes, workshops, school, education
- An Arts Center

Following are the Top 3-4 ideas from members with approximate number of times keyword or phrase was noted:

- Venues for performance arts including theatre, dance, concerts, performance art (23)
- Classes, workshops, school, education (17)
- Studios for artists (14)
- Display areas for visual arts, cultural exhibits, galleries (14)

Other ideas mentioned several times by members were meeting rooms, film showings, accessible to transportation lines, artists-in-residence, libraries, local artists, arts for seniors/elders, writing, storytelling, architecture, centralized location, arts for all ages, arts classes for youth, rehearsal rooms.

## Appendix A

### SDWF Members' Ideas for a Square Block

1. Build a venue for the creation of, display of, performance or, and education about the arts.
2. Build a waterfront Spanish style public library, gallery and performing arts hall with a movie theater and concert venues surrounded by a garden with fountains, tiles and attractive public seating. A critical element would be lots and lots of concealed parking.
3. Build a "black box" theater, dance room and studios for groups to use.
4. Establish an arts center with artists in residence selected to work, conduct classes and develop shows and performances in virtual and performance arts.
5. A center to grow plants to show how to beautify a garden or build a healthy body.
6. Create an open space giving artists opportunity to display work, conduct readings, work on page-to-stage productions, meeting space, study space—create a "commons" environment where individuals and organization can "book" the space for qualifying uses.
7. Depending on the location and the surrounding population, I would build an arts center that caters to the population. I would include a small theater, practice areas, dance studio and arts center along with classrooms.
8. Tanglewood type structure for concerts with grass surrounding it for listening and picnicking and a sculpture garden for art.
9. Build a studio and teach classes, offer work space and gallery space for budding artists
10. I would build a "Children's Museum" atmosphere for all ages with many different visiting artists and musicians to come and teach as well as mentor people of all ages and disciplines. The purpose would be to increase self-esteem of elderly people and children and introduce adults to creativity that can reduce stress, enhance and diversify their lives and improve their connection our environment and people of diverse backgrounds in the world in general.
11. What an exciting concept! This site should be centrally located or easily accessible by public transportation. It should include performance space(s), an art gallery, dance/art studios, rehearsal and conference rooms. Spaces should be available at low-cost rent to working artists and nonprofits.
12. I would create a community arts center, for both performing and visual arts, for local artists.
13. Corporate housing for guest artists and performers for all San Diego arts organization to use free of cost, When not in use for guest artists, this space could be used by local corporations for executive/corporate guest housing.
14. Orchestrate a community engaging planning process (like planning of Jacobs Center).
15. Build a space that sells ½ price tickets, has its walls covered with art from local artists, provides a senior center/art education area and puts on music and small shows.
16. Create a space to showcase completed art (rotating exhibits), provide space for artist studios (view art-in-progress), and facilitate hands-on art experience for children and adults.

17. Build an intimate theatre for performing music with many studio and practice rooms surrounding it; a school for learning and encouraging music.
18. Build a Performing Arts Education Facility.
19. Build a multi-use facility with rehearsal spaces for music, dance and theatre that arts organizations could use free of charge.
20. I would build a lovely part loaded with sculptures that tell a story. Maybe the history of San Diego. It would be filled with the most beautiful plants and pathways. Places to rest and take in the beauty. Very inviting for all ages and races.
21. Interactive, hands on activities open to all to express themselves while learning.
22. Build several studios for different organizations where they could stage plays, rehearse and have a home for a small amount of money.
23. A combination of dance, recording, painting and sculpting, writing, singing and music studios, with the stipulation that they work together for a performance once per year.
24. Puppet shows
25. The block would be centrally located, with “easy” access (and parking) from all parts of SD. There would also be free transportation to/from this site for special programs. All arts organizations would have the opportunity to present programs here in auditoriums of various sizes – size suited to audience expected and program being presented. In addition, artists and arts organization would be able to be “in residence” either on an ongoing basis or for a specified (1 week/month etc) period of time. In addition to promoting use by schools, there would be outreach to various (e.g., ethnic) communities to present and/or attend specific programs. Other use by outside organization-seniors, philanthropic, etc.
26. Community center where people could both engage in arts on a very open-ended basis and see performances.
27. Create an outdoor botanical garden/wildlife library with several water features and with interactive sculptures that all ages could enjoy. An indoor/outdoor theatre space and dance studio would be included as well as an indoor/outdoor facility to teach drawing/painting and ceramics including the ovens necessary for finishing ceramics. A textile studio where weaving and needlepoint/knitting/embroidery/quilting would also be part of this San Diego Integrative Arts Center.
28. Develop an arts center that includes broad range of arts/culture activities to attract all members (age, income, etc.) of the community.
29. Create pavilions where workshops, training, performance rehearsals could take place. Build art studios and a stage that would accommodate a good size audience,
30. I would turn it into a “garden” of art that would attract young and old alike—a “garden” where you could touch and feel and relax and dream. I’d have garden “nooks” where once could sit quietly and read or think. Artwork would be installed throughout the garden space. It would be an art sanctuary—a mystical experience.
31. I would love to see every neighborhood have a block upon which they have their own neighborhood arts center, a place people could walk to. A place where neighbors and families could meet to view art, enjoy concerts, dance performances, have a free film night, invite visiting artists, enjoy coffee in the sculpture garden and storytelling and literature and whatever that neighborhood desires. A place to convene and share personal expressions.

32. I would build an art studio/school open to the public to teach, encourage and develop art for all ages within San Diego.
33. Develop a public market place where different groups could perform and show their artistic work.
34. Provide rotating cultural exhibits.
35. Build a combined indoor-outdoor space, Walls that can be moved around. At or very near a transit station. Studios, gallery space, outdoor performance space. Active involvement of architects and landscapers and artists in the design. Build collectively with contributed labor by artists and community members. Big community parties to announce design, to unveil cooperative design, to break ground for “roof raising” when finished and each year. Maybe on one of the solstices.
36. Build a performing arts school like the one in New York City.
37. Construct 4 connected buildings on the perimeter leaving a very large open courtyard, Build to be used for ground level art studios and related shops. The upper part of the building to be low-cost housing for artists. One building to house 2 auditoriums (one large, one small) plus dressing rooms etc, for theatre and related artistic performances, Courtyard space to be designed for outdoor performance, art exhibits and community events.
38. Build a new Central Library! The Library is the largest provider of free cultural and educational programming in San Diego. The new library will include a gallery, sculpture garden and performing arts venue. This will improve access to the arts for ALL San Diegans. Free of charge.
39. Build a solar powered building and offer low rent studio spaces for artists and include in the building a teaching room which could be used to invite class trips of students from local schools, or for artists to teach professional classes. Make sure decent bathrooms and a social room or area also existed for eating or gathering. This would be fun!
40. I would figure out what city has done the arts and bring in an expert from there!
41. Build theatre, artist space (dance, painting, sculpting, music). Small outside garden/play. Meditation area.
42. Create a space for visual artists studios, performance artists practice space, music studios, art gallery and classrooms for training arts critics, arts managers, lighting and sound technicians, etc, and presenting space for public performance as well as interdisciplinary discussions. This building would also include rental units, designed by artists/architects and retail space that would generate income to keep the whole enterprise afloat.
43. I would use half the land as open space, with a stage, available to all arts and culture groups on a first come basis, The other half could be used as a building with separate floors for various groups engaged in the arts: arts/singing/instrumental/acting classes for all ages including youth, disabled, (all kinds), elderly and ill. Although each floor would have a different focus, there would be interaction of all levels of participants thereby creating a synergy and understanding. Oh-I would also have an in-house grant writer because I would anticipate that such an arts center could be used as a model in other cities and would create lots of buzz! The center would have interns from all the colleges/universities and high schools who could provide an arts curriculum for classes.
44. Develop an indoor and outdoor space to be shared by community art groups and traveling presentations/exhibitions. Turn some of the space into a pocket park with sculpture and/or murals by local or regional artists, Activities would include participatory classes/workshops/events for the community at large and for all ages and include painting, dance, writing, performance of plays and readings, etc.

45. Offer multimedia arts instruction to children and families (targeting people who wouldn't otherwise have access to arts education or activities).
46. I would love to have a safe place for kids to come to after school and on the weekends to express their artistic talents. From painting to dancing to musicianship—I think that a place that encourages and helps develop artistic programs is not only educational for the students but the community as well.

# Appendix B

## Arts and Culture Survey Questions

1. What do you see as the greatest benefits of the arts? Please select your top three choices. If there are benefits not listed here, please add them to the Additional Comments window.

- Builds bridges among SD people and communities
- Fosters collaboration between diverse groups
- Exposes people to different ways of looking at things
- Enhances understanding of the world around us
- Connects us to past, present and future cultural expression
- Provides community identity and empowerment
- Builds local talent
- Reflects diversity of our city/region
- Enhances understanding, critical thinking skills, and intellectual growth
- Reinforces positive attitudes and behaviors
- Provides health benefits, improved quality of life, and relieves stress
- Drives community level social benefits
- Attracts people, organizations, employment opportunities to our region
- Introduces new voices and new art forms
- Provides intergenerational connections
- Generates positive personal transformation

Additional Comments

2. Which of the following populations would you like to see served with our Arts and Culture grants? Please select your top three choices. If there are other populations which you feel should be listed here, please add them to the Additional Comments window.

- At-risk youth
- Youth in general
- Low-income families
- High school and middle school students
- Military families
- Diverse immigrant populations
- Women in the Arts
- Emerging artists
- Mentally or physically handicapped
- Elderly San Diego residents
- All SD residents
- Visitors and tourists to our San Diego region

Additional Comments

3. Which of the following would you favor as a possible focus for our granting dollars? Please select your top three choices.

- Arts Education in Schools
- Small under-resourced Organizations
- Umbrella Organizations
- Community Projects
- Audience Building
- Bilingual Productions
- Multicultural Fairs & Workshops
- Cross Discipline Projects (theatre, film, dance, visual arts, writing, architecture, music, etc.)
- Better accessibility and transportation to arts venues for a greater number of people
- Telling the vibrant story of diverse people of our region
- Mentorships
- Operating Expenses for existing organizations
- Technology; increased online exposure and creativity
- Support for groups or organizations that have longevity
- Emerging artists
- Programs that express a community's identity or history
- Support for organizations which can demonstrate that they have a 5 or 10-year development plan
- Studio spaces for artists
- Tools, instruments, and materials for artists
- Local arts and culture communication/coordination

Additional Comments

4. Finally, here is a fun thing to do if you feel like it.

Assume that a donor has contributed a parcel of land, approximately the size of one square block, to be used to further enhance and develop the arts and culture community in San Diego. Describe what you would do without reference to costs.