

# Arts Impact Survey

City of Kenosha  
Commission on the Arts  
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In August 2015, an online survey was conducted by the City of Kenosha Commission on the Arts, Kenosha County University of Wisconsin-Extension, and Expose Kenosha, with support from the Kenosha Community Foundation, to assess the state of the arts in Kenosha County.

A total of 142 local artists participated, sharing their perceptions of the area's strengths, challenges, and opportunities for continued growth.



## **2020 Arts Impact Survey Goals**

1. Five-year follow up data: This 2020 survey was designed to include the same questions from the 2015 survey, providing important longitudinal data about the creative economy in Kenosha.
  
2. COVID-19 impact data: The 2020 survey also includes new questions that relate to the unique impact of the global COVID-19 pandemic. These additional questions help us understand the human and economic impact of COVID 19 on the arts in Kenosha.



The Commission's 2020 Arts Impact survey seeks to document the state of the arts specifically in Kenosha.

Responses to the survey will help the Commission learn how to better serve arts communities as they recover from the COVID-19 pandemic, furthering the Commission's goal of developing collaborative relationships between Kenosha arts communities, businesses, and government.



Over 450 artists and organizations were contacted via email and phone calls.

We received 52 responses.

# **Here's what we found:**

# EXECUTIVE SUMMARY

- Kenosha arts organizations utilize the arts to raise community morale, despite decreasing revenues during a global pandemic.
- Kenosha arts organizations are resilient and increased creative output while moving to online and hybrid programming because of the COVID pandemic.
- Kenosha arts organizations contribute to the local economy by purchasing supplies and creating jobs. Kenosha arts organizations benefit from community and developing collaborative relationships with artists, musicians, businesses, and other organizations.
- Kenosha arts organizations indicate that key issues for the future include supporting community venues and arts spaces, more diversity within arts organizations and offerings, and more programming to network with other arts organizations and local businesses.

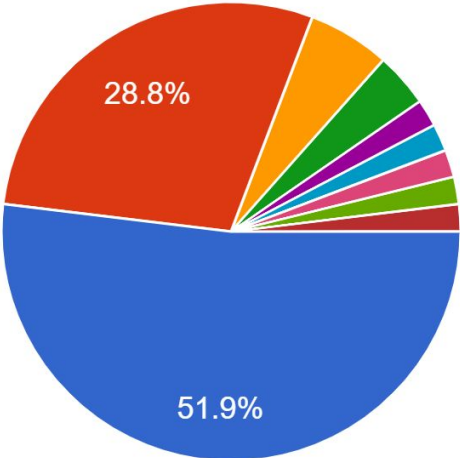


# About the Organizations



# Which of these describe your organization best:

52 responses



- Sole proprietor
- Nonprofit
- Governmental
- For-profit
- Volunteer
- Fine Artist
- I teach classes at Lemon Street.
- Hybrid work, and independent contracting
- Independent Artist





# How do you classify the enterprise in which you work?

**The top 3 responses are:**

64% of respondents classify as their organizations as Visual Arts

40% are Educators

30% are Exhibit Spaces



# What is your employment status with respect to the production of art?

## The top 3 responses are:

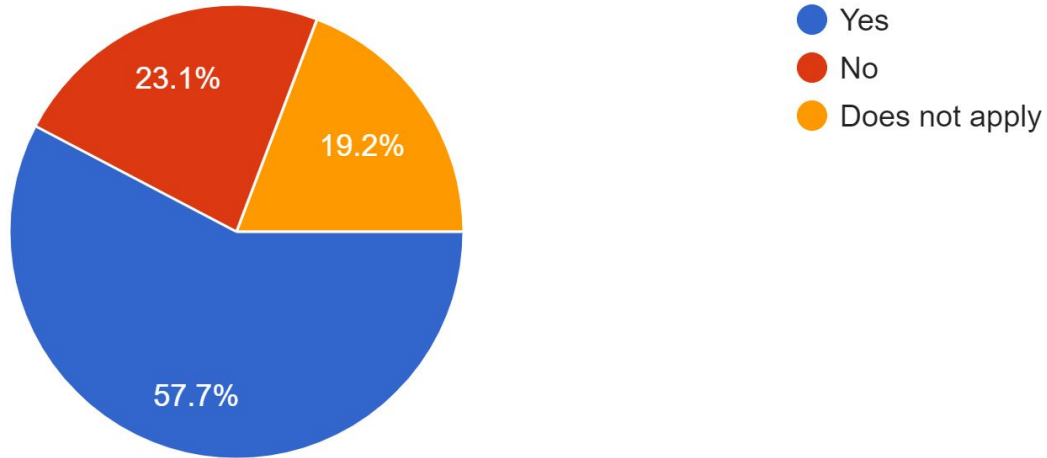
30.6% Full-time art producer, self-employed

20.4% Part-time art producer, self-employed

16.3% Full-time art producer, not self-employed

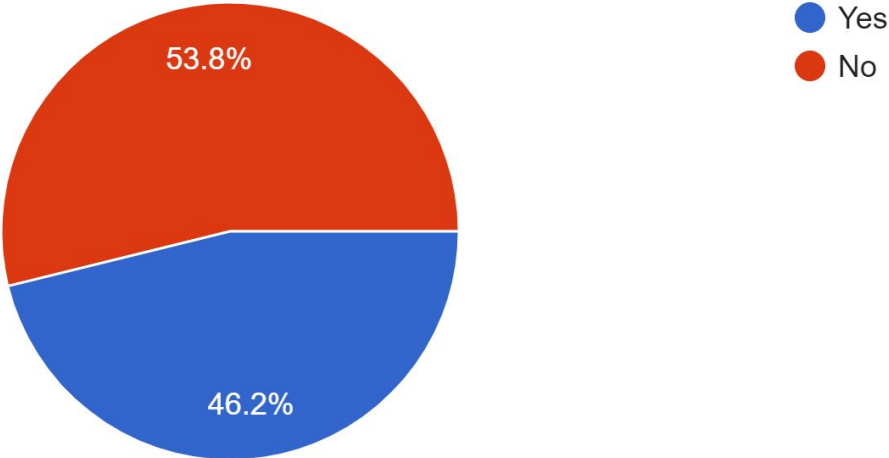
Have you been able to use your art to raise morale in the community?

52 responses



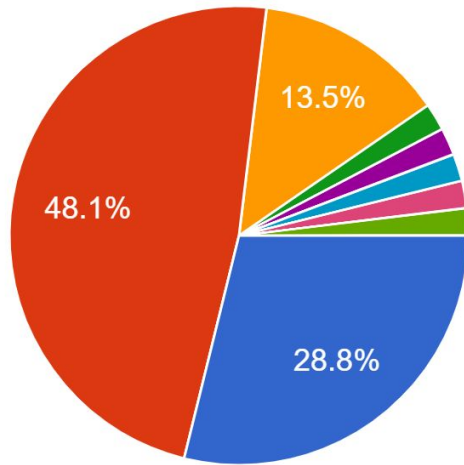
Do you or your organization hold in-person events?

52 responses



## Do you or your organization hold online events?

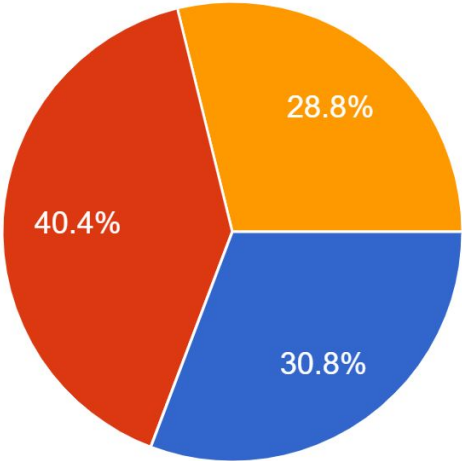
52 responses



- Yes
- No
- If yes, is this new?
- I sell on Etsey and Saatchi art. Sales are very poor,
- We sponsor other arts groups to hold on-line events.
- Not normal type online events more lik...
- I have online classes - not events
- Helping another organization to do liv...

# Have you been able to continue with events online?

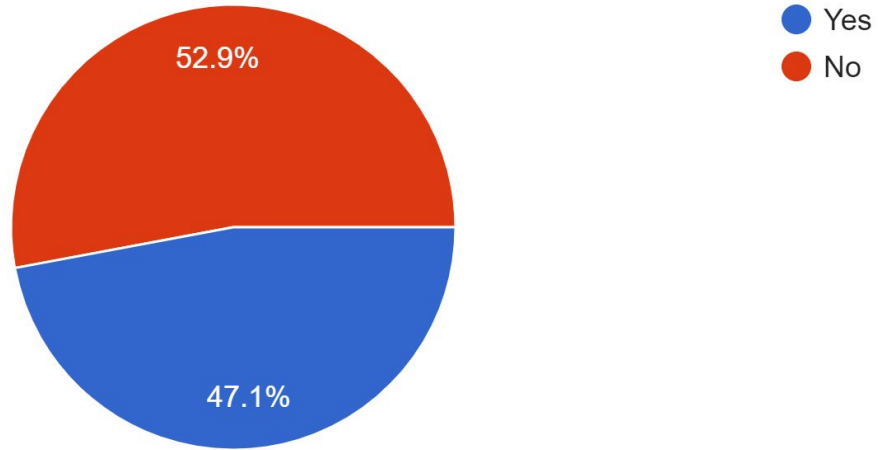
52 responses



- Yes
- No
- I am planning to do this in the future

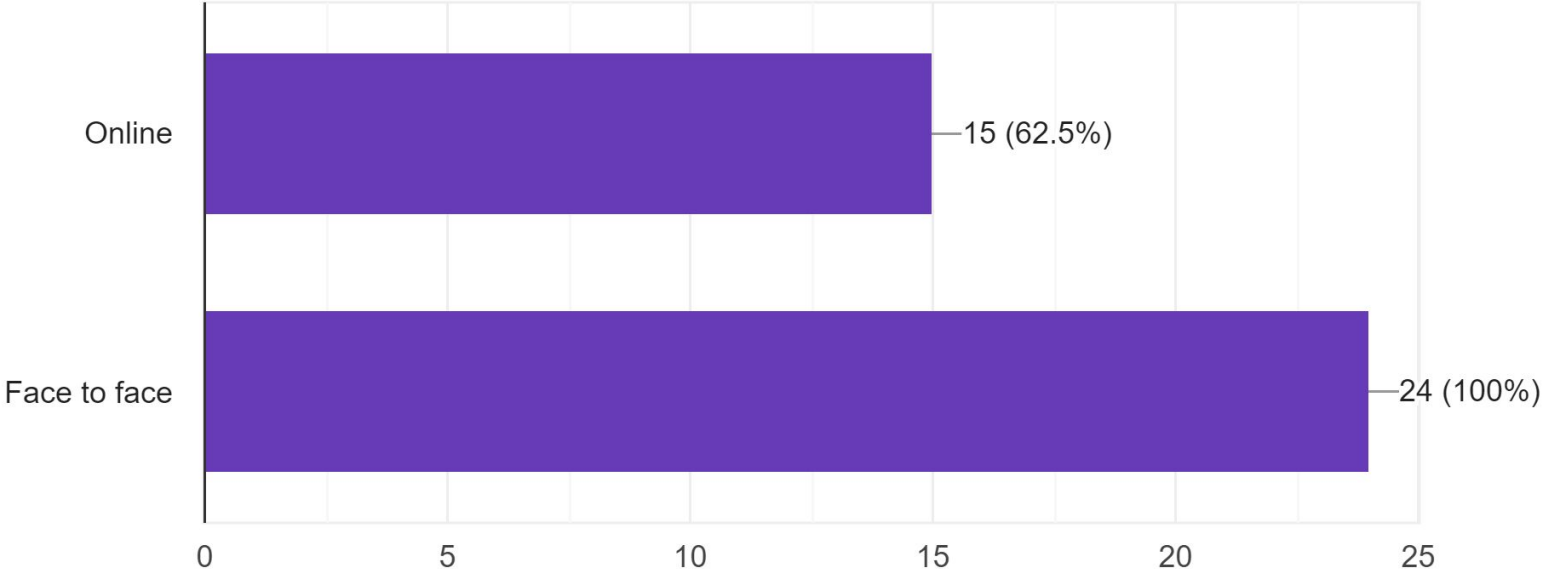
## Do you teach?

51 responses



# If you teach, do you do so

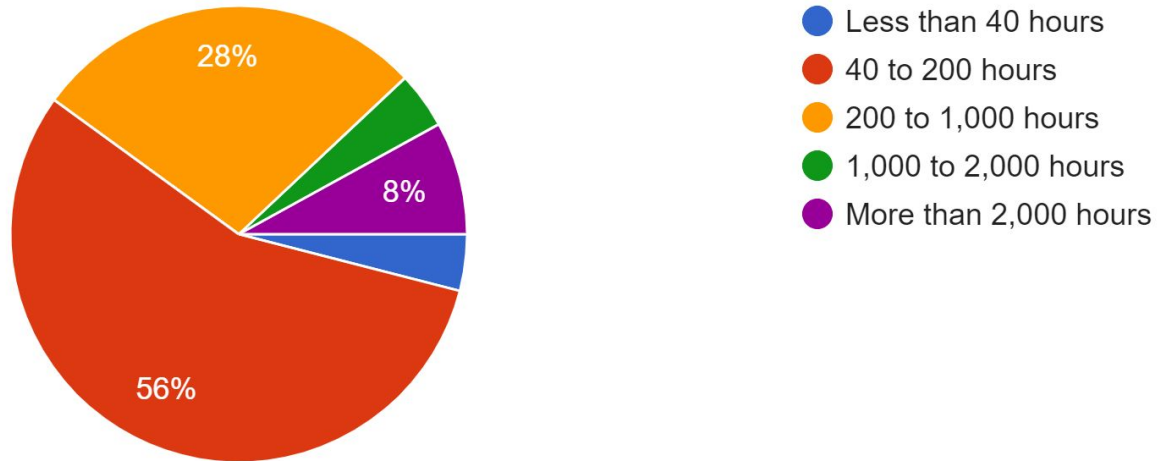
24 responses





If you teach, how many hours do you devote to teaching per year?

25 responses



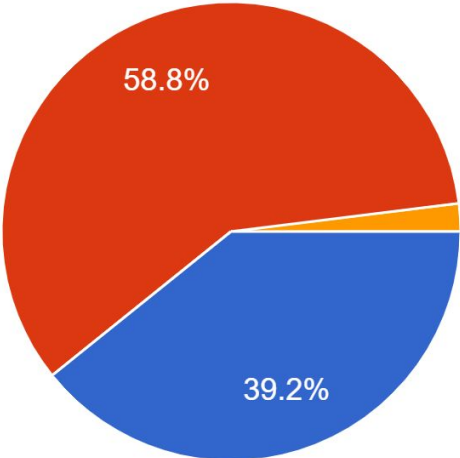


# Demographics



# What is your gender?

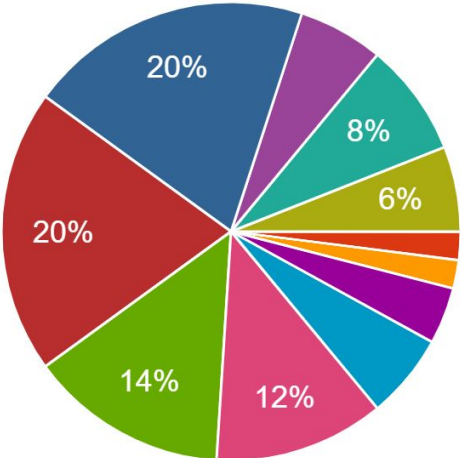
51 responses



- Male
- Female
- Neither/both

# What is your age?

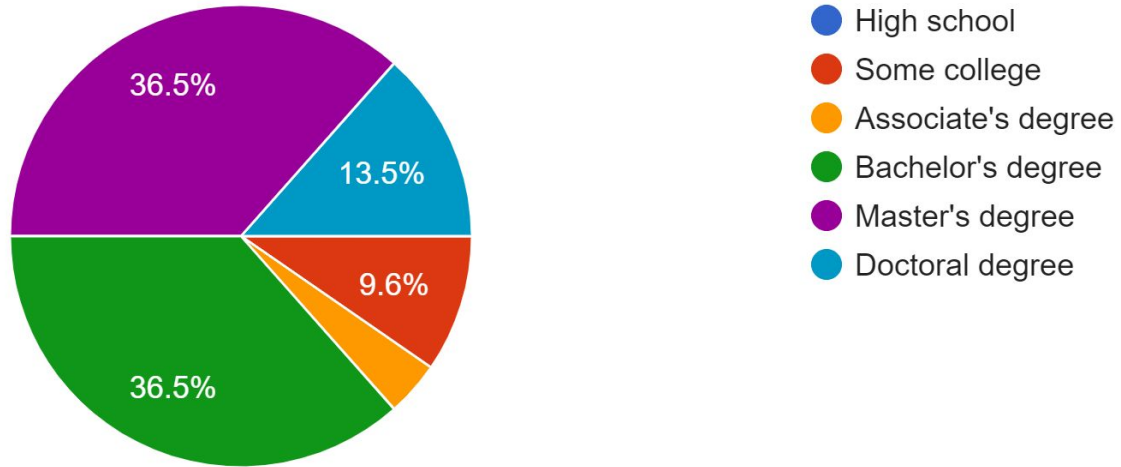
50 responses



- 19 and under
  - 20 to 24
  - 25 to 29
  - 30 to 34
  - 35 to 39
  - 40 to 44
  - 45 to 49
  - 50 to 54
- ▲ 1/2 ▼

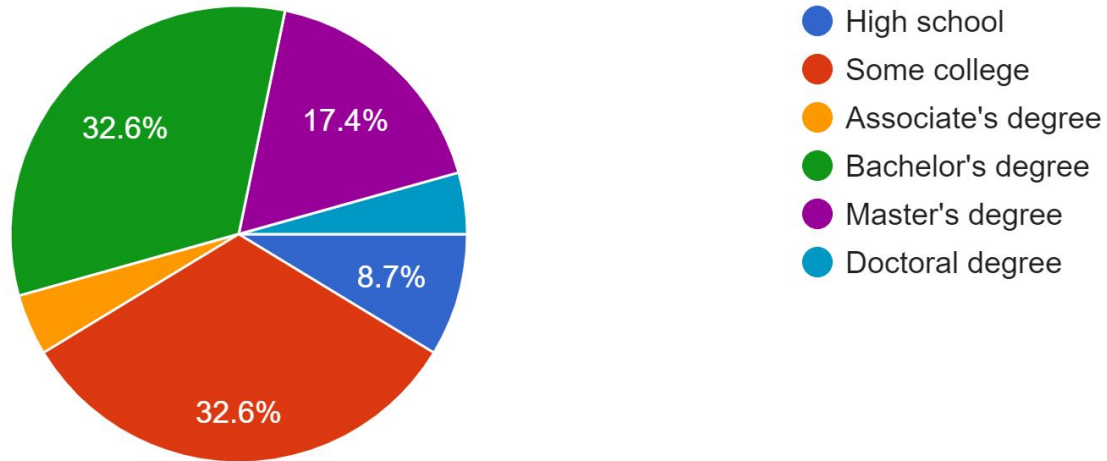
# What is the highest degree or level of education you have completed?

52 responses



# What is the highest degree or level of art education you have completed?

46 responses



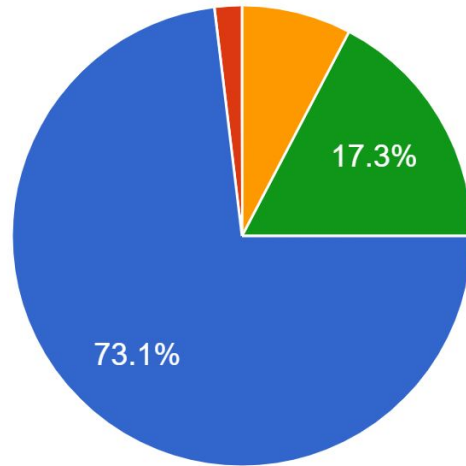


# Arts organizations and Covid-19



## Has your revenue from in-person contact been impacted by the COVID-19 outbreak?

52 responses

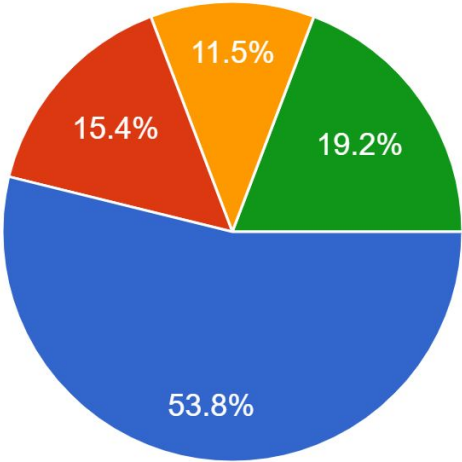


- Yes, revenue has decreased
- No, but I expect it will decrease
- No, and I don't expect it will
- I do not have revenue from in-person contact



# Has your other revenue been impacted by the COVID-19 outbreak?

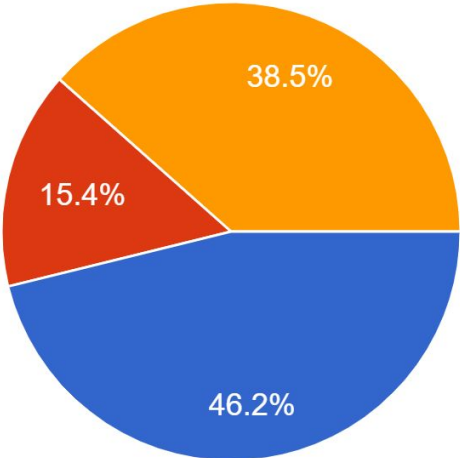
52 responses



- Yes, it has decreased
- No, but I expect it will decrease
- No, and I don't expect it will
- Does not apply

# Has your business incurred additional expenditures as a result of the COVID-19 outbreak?

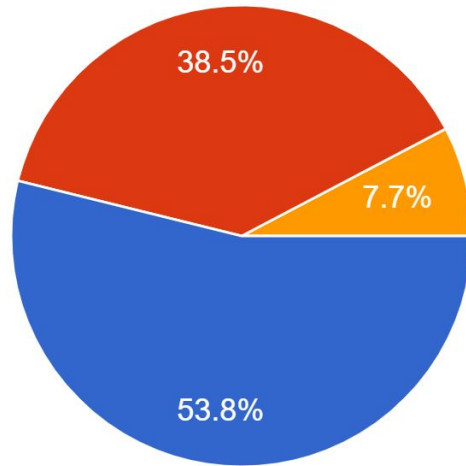
52 responses



- Yes, expenses have increased
- No, but I expect expenses will increase
- No, and I don't expect an increase

## How confident are you that your organization will survive the COVID-19 outbreak?

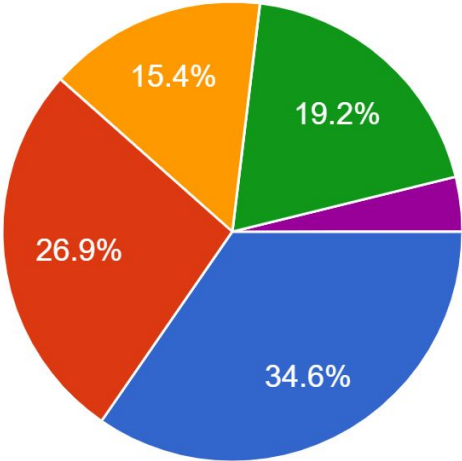
52 responses



- Very confident
- Somewhat confident
- Not confident
- We will not survive the impact of the outbreak

# How has the COVID-19 outbreak changed the amount of time you devote to the arts?

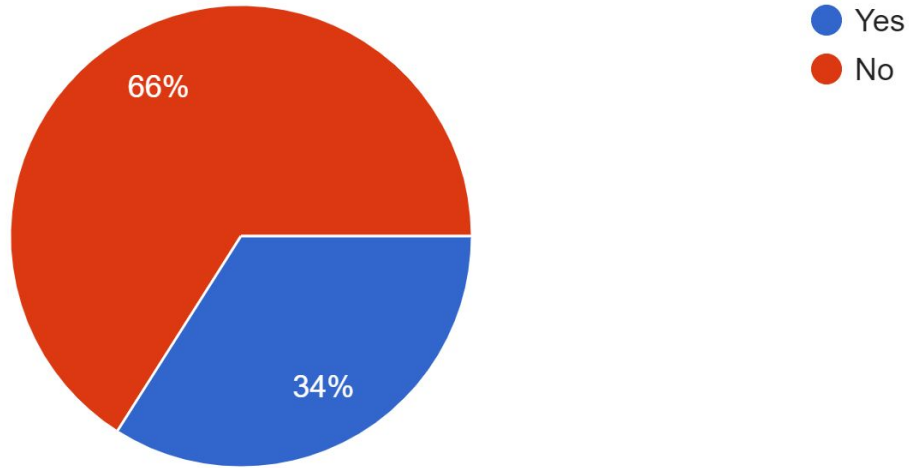
52 responses



- I spend a lot more time on my artistic endeavors
- I spend some additional time on my artistic endeavors
- I spend the same amount of time
- I had to reduce the amount of time I devote to the arts
- I stopped spending time on the arts

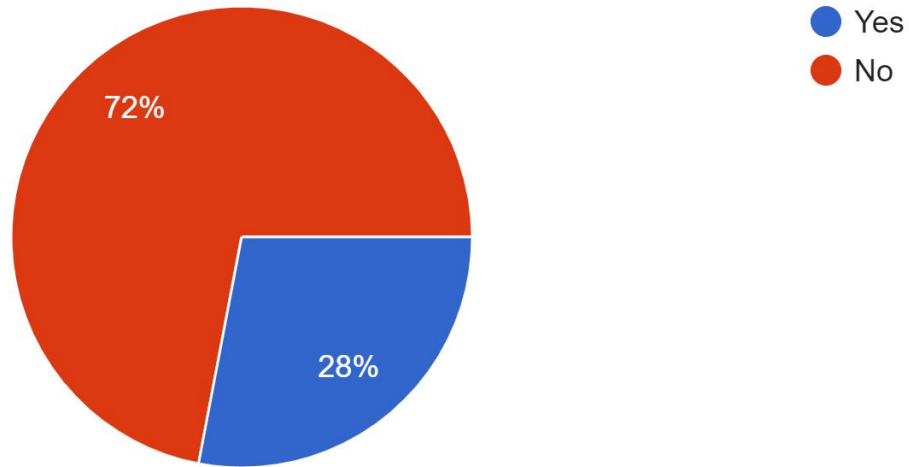
# Have you applied for any COVID-19 financial assistance from the government?

50 responses



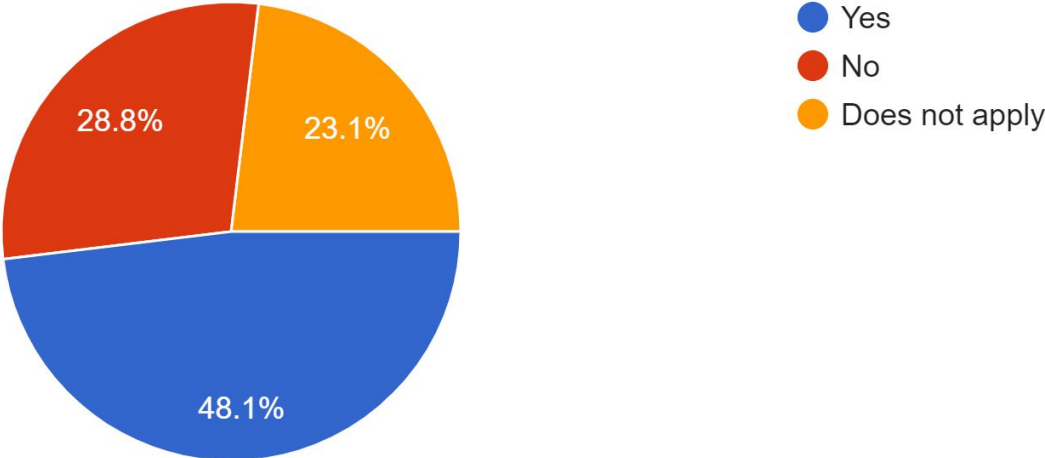
# Have you received any COVID-19 financial assistance from the government?

50 responses



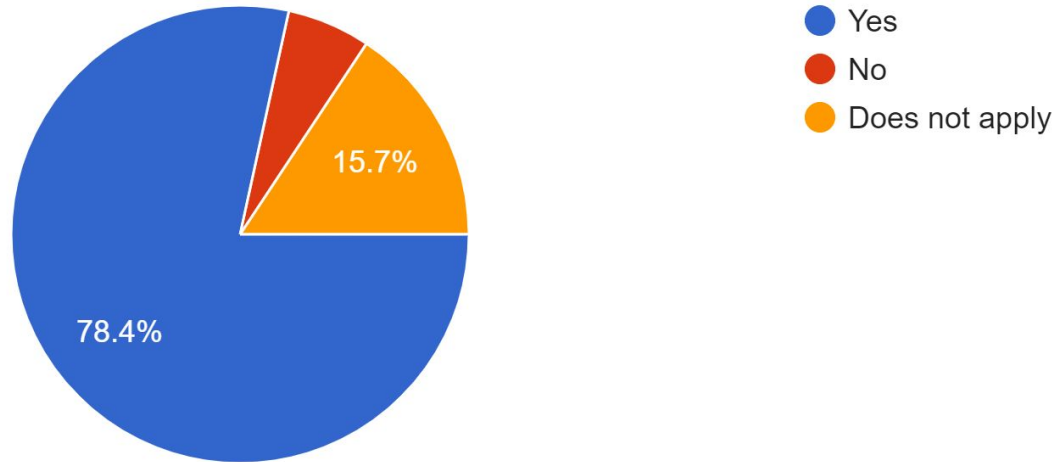
# Have you been able to use your art to address challenges presented by COVID-19?

52 responses



Have you or your organization had to cancel events due to the COVID-19 outbreak?

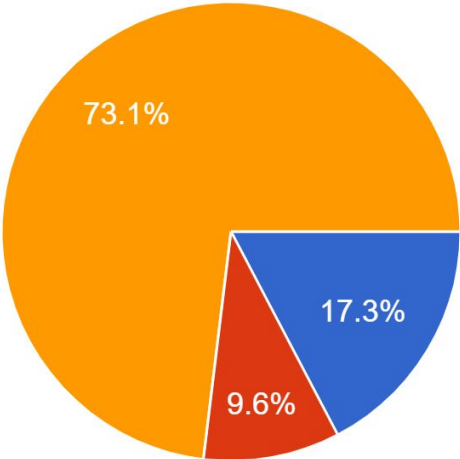
51 responses





If COVID-19 precautions were to end in a month would you:

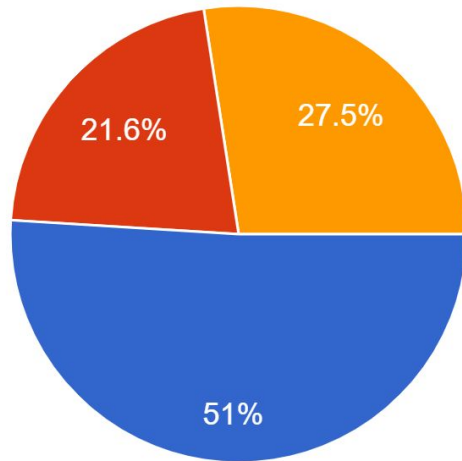
52 responses



- Go back to pre-COVID-19 plans
- Pivot and continue on a new track
- Combination of both

## How has COVID-19 impacted your creativity?

51 responses



- Increased creativity
- Decreased creativity
- Neither



# **The Covid-19 outbreak has caused you to:**

## **Top 3 Responses are:**

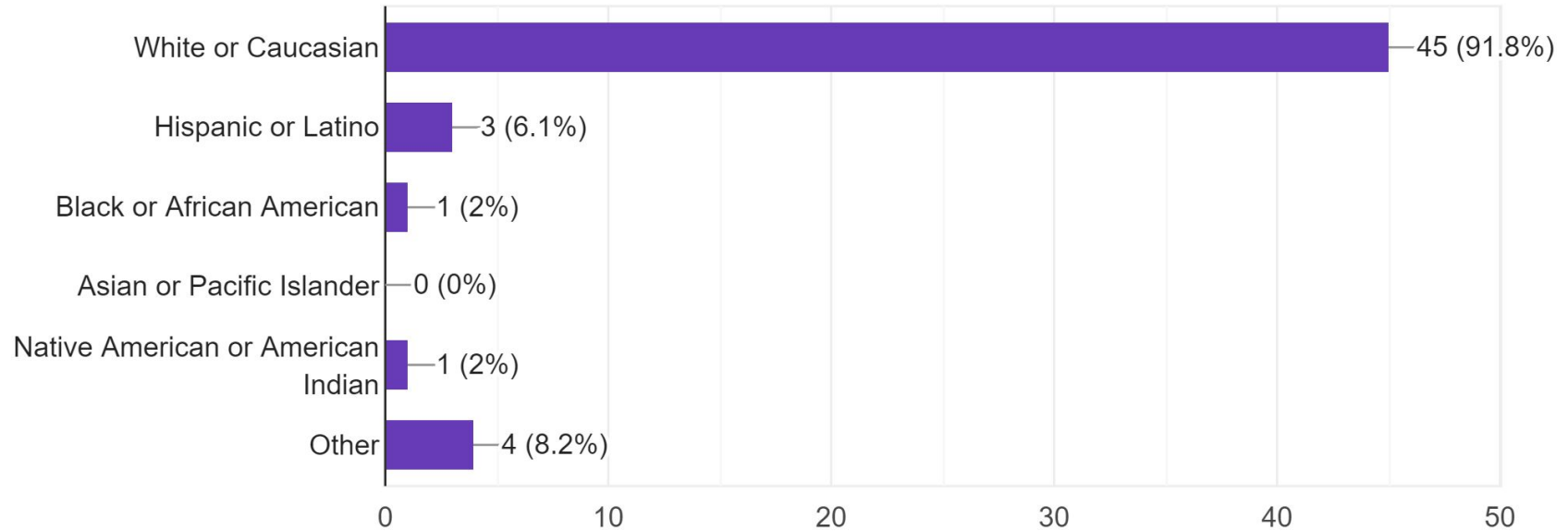
Increase online presence

Use financial reserves

Create content to raise community spirit

Minorities have been disproportionately affected by the COVID-19 outbreak. To understand that issue, would you share with us your ethnicity or cultural tradition? (you can pick more than one)

49 responses



**91.8% of respondents identified as White  
or Caucasion.**

A goal for the Commission is to increase outreach for the  
survey into communities of color.

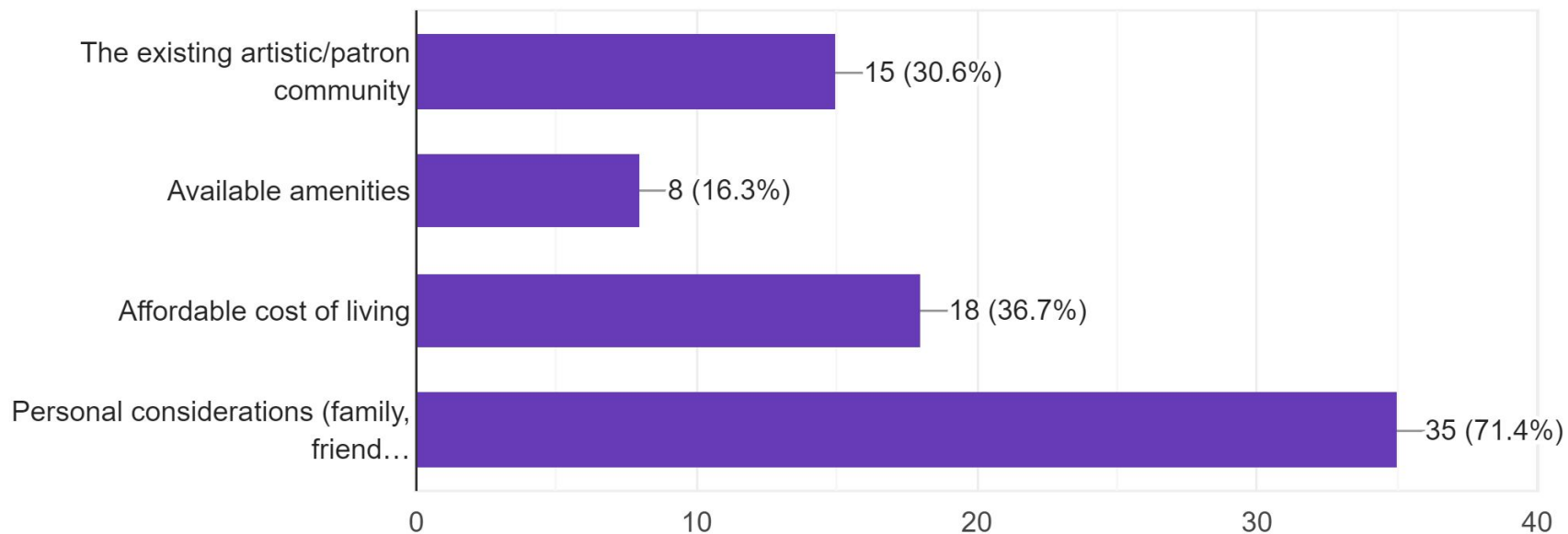


# **Kenosha and the Community**



## Why did you locate your home or business in Kenosha? Check all that apply.

49 responses



71% of respondents are located in Kenosha because of family and friends, so Kenosha arts organizations are connected to their communities and the commission should consider ways to utilize that network in supporting the arts.





# What facilities or venues do you use for exhibition, sale, or creation of your work?

## Top 3 responses are:

65.2 % said Studios and activity spaces

52.2% said Online

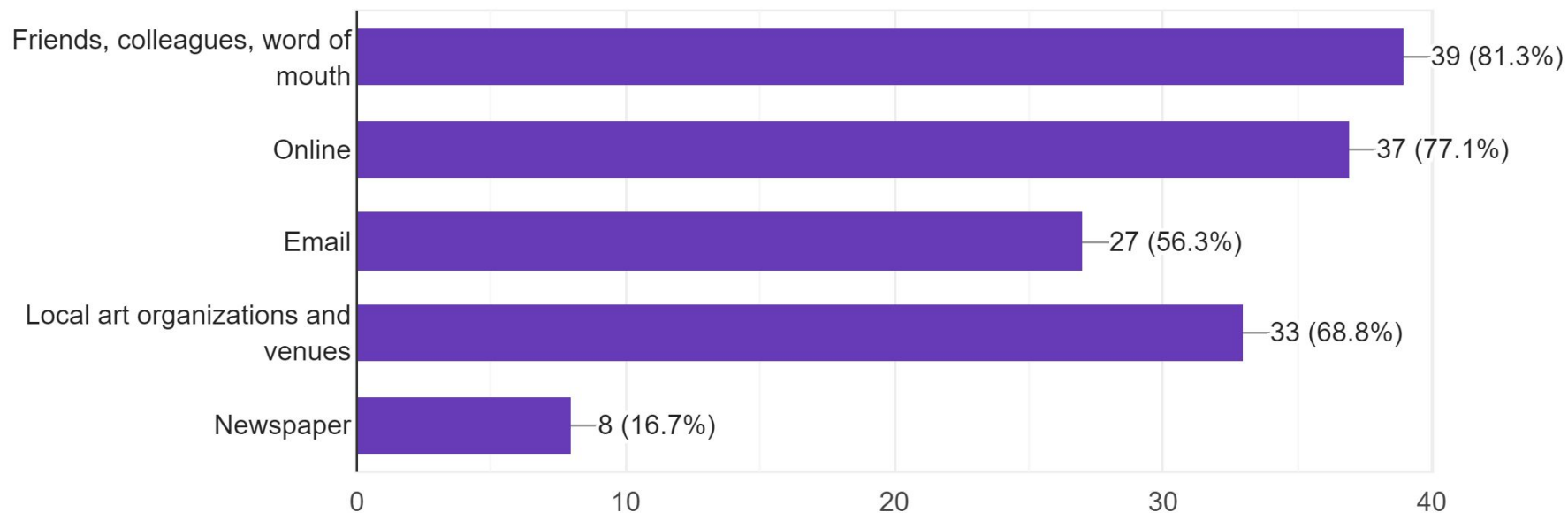
41.3% said College or University

## **Most respondents reported using museums and colleges/universities.**

The commission can look for ways to support other venues in the community to host a variety of arts activities and to make connections between arts organizations and those venues.

## How do you learn about existing jobs or projects?

48 responses

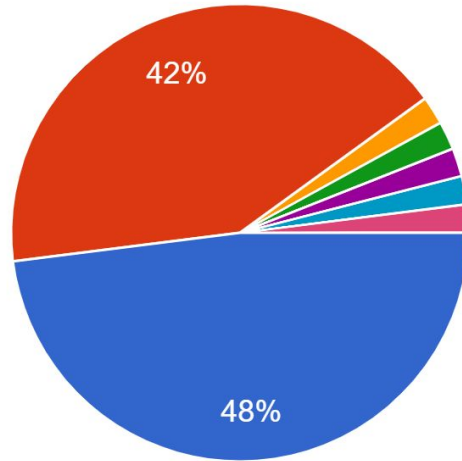


**An overwhelming majority of respondents report word of mouth, connections, emails, and local arts organizations to be their primary sources to find existing jobs and projects.**

This shows that the commission should continue to develop avenues for networking.

In your opinion, how significant are local gatekeepers (editors, curators, gallery owners, business owners) to advancing artists' career and increasing the value of the arts?

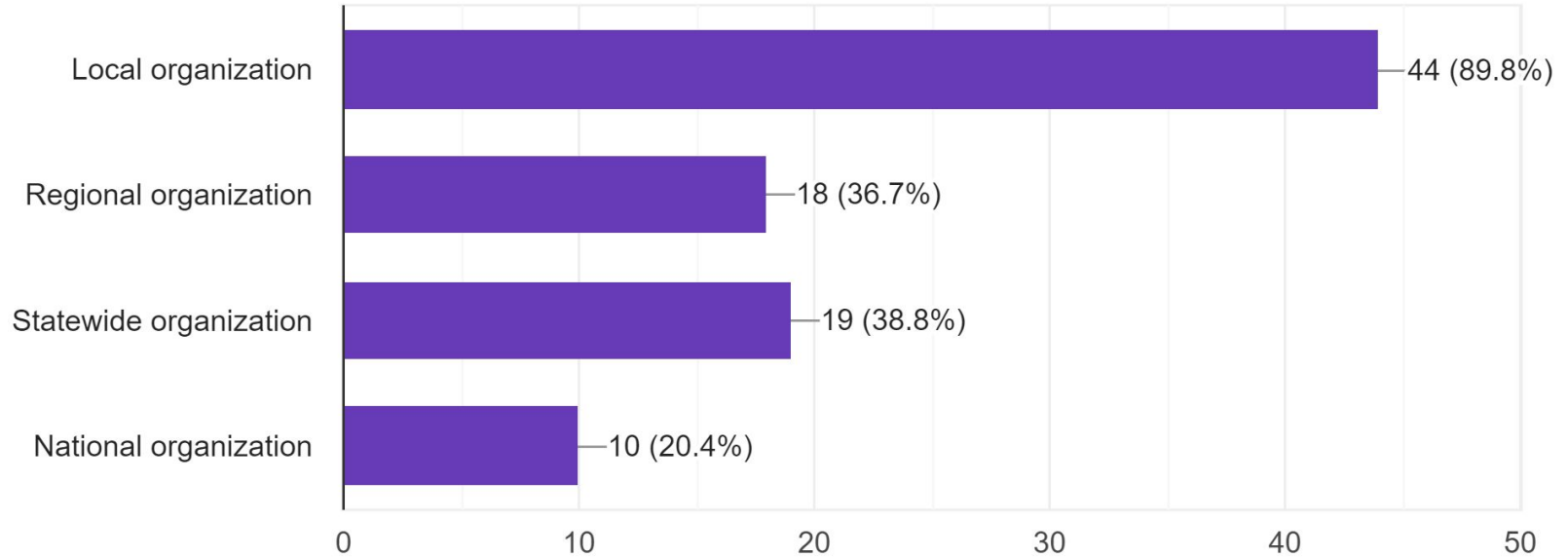
50 responses



- Very significant
- Somewhat significant
- Not significant
- its up to me but its great to collaborate
- Quit gallerys and art fairs\_poor sales. Online only, Etsey works best.
- I am not getting much support in terms of referrals to my business.
- I think they used to be vital, now not as much.

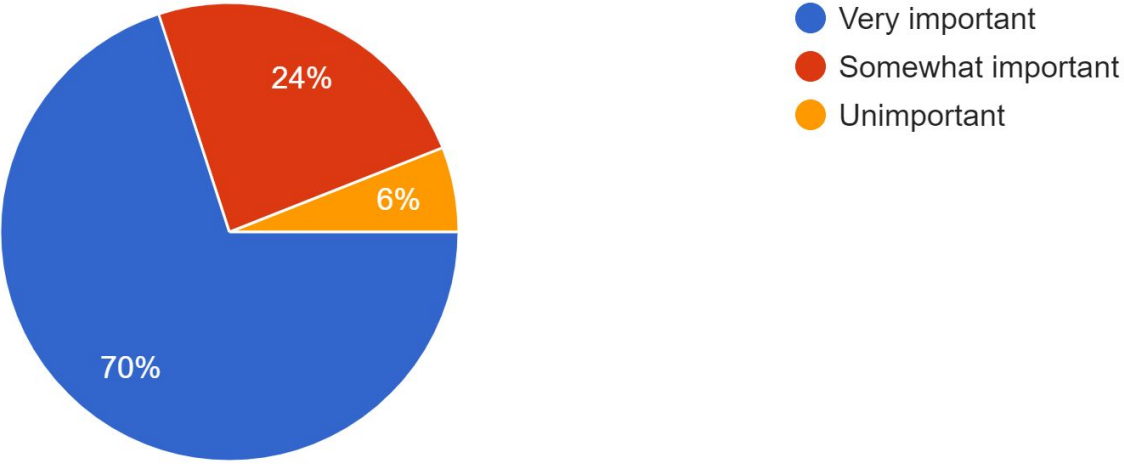
## In what organizations are you involved?

49 responses



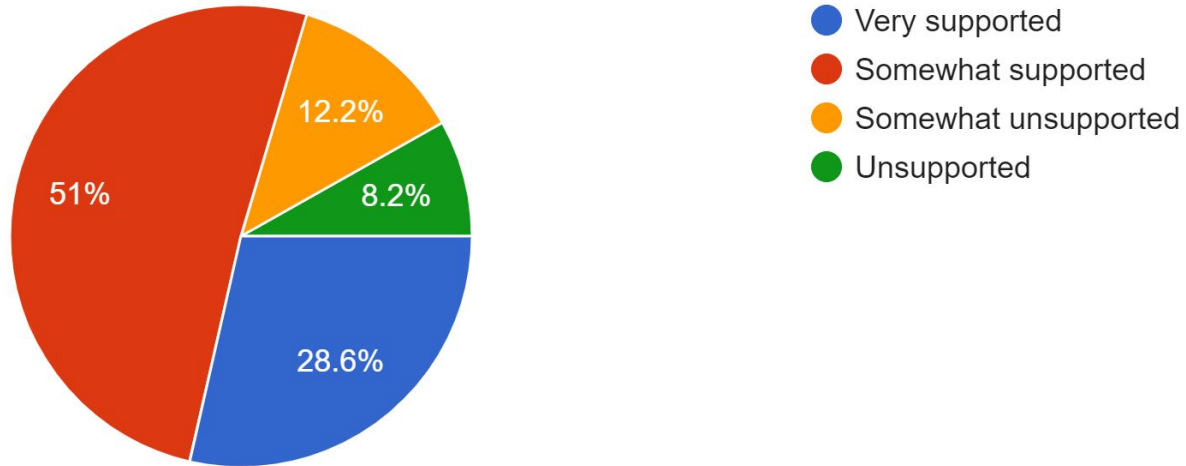
How important to your art production is having a community of like-minded, supportive producers in Kenosha?

50 responses



# How strongly do you feel supported by the community of producers in Kenosha

49 responses





**Kenosha arts organizations feel like they are a community and over 70% of respondents report feeling very or somewhat supported by their community.**

**70% say that feeling of community is very important.**

A goal for the commission is to find ways to support all arts organizations including networking, engagement, etc.



# Economics





# **What amount of direct sales revenue do you receive through the production of your art annually?**

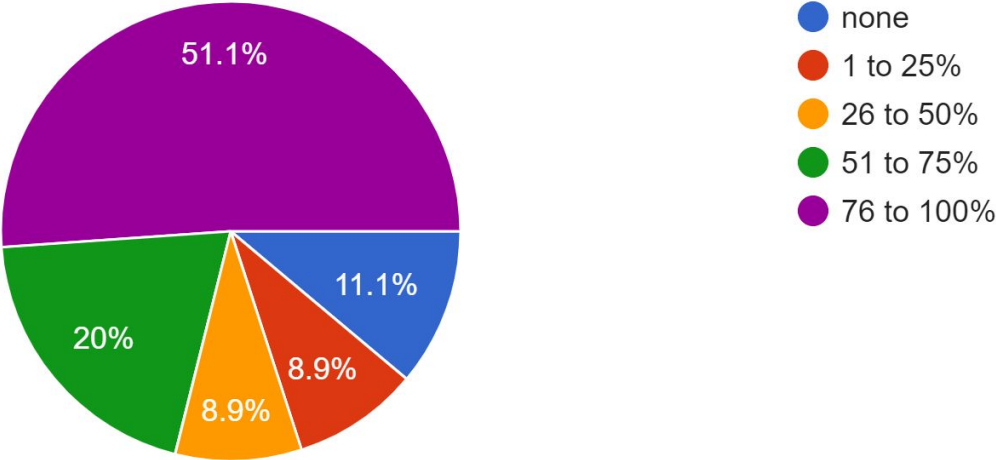
16.7% report more than \$100,000 in annual revenue.

While 59.5% report between \$1,000 to \$10,000

56% of respondents work in direct sales contributing to the creative economy.

What percentage of your income is produced locally? (As opposed to a larger market outside the region)

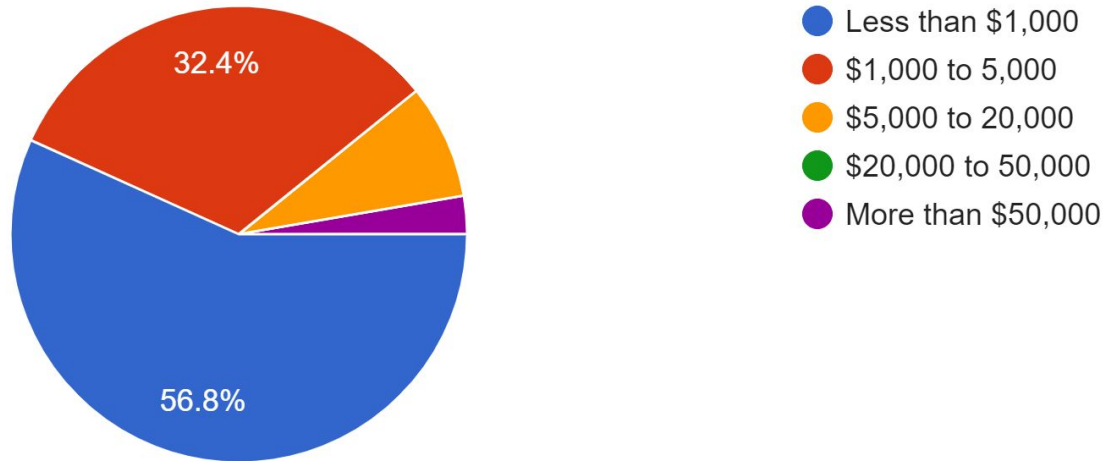
45 responses



**51% of respondents generate revenue locally in Kenosha, contributing to the creative economy.**

If you buy supplies locally, how much do you spend on them per year?

37 responses





# **If you are engaged in art export, how do you sale your products?**

**Top 3 responses are:**

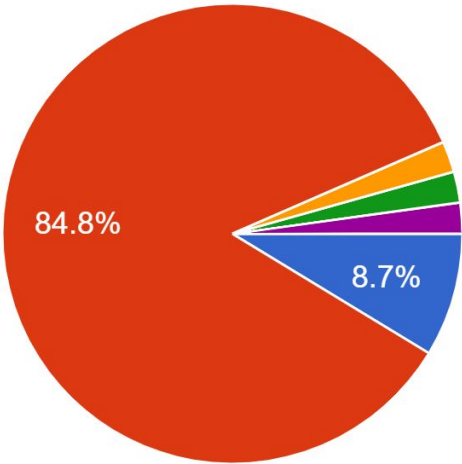
**Direct Sales**

**Internet Sales**

**Friends & Family**

# Do you currently employ others through your art production?

46 responses



- Yes
- No
- Occasionally as I need a skill set I don't have
- No but I would have if I could have found a space in the downtown area
- I sometimes have other teachers co-teach a class.



**Most of the respondents are independent artists, with 85% of respondents not employing others.**



# Opportunities for Economic Returns





# What are the most important opportunities that you see for increasing economic returns of the artists in Kenosha?

**The top responses are:**

Integrate the arts in community development

Engage artists in city planning

Provide artistic spaces

Bundle art and design with entertainment offerings



# What is the most important strategy for Kenosha to better support its artists?

**The top 3 responses were**

Exhibition and performance space

Programs and events

Diversity and collaboration

# Thank You.

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Commission on the Arts  
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