

Americans for the Arts Arts & Economic Prosperity 6 Training Toolkit



What is the AEP6?

Monmouth Arts is partnering with the Americans for the Arts to conduct the Arts & Economic Prosperity 6 (AEP6) survey in Monmouth County.

The AEP6 is the sixth national study of the economic impact of the nonprofit arts and culture industry. Building on its 25-year legacy, the highly regarded series will once again document the economic power that the arts and culture wield in 387 participating communities representing all 50 states and the District of Columbia.



Key Concepts

- **Nonprofit arts and culture organizations are businesses.** They employ people, purchase goods and services from the community, and attract tourists to their regions.
- **The arts drive commerce to local businesses.** The arts leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging.
- **Arts travelers are ideal tourists.** They stay longer and spend more to seek out authentic culture experiences.
- **Small investments. Big returns.** In 2017, the combined \$5 billion in direct arts funding by local, state, and federal governments yielded \$27.5 billion in government revenue.
- **Arts unify communities.** 72% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity.”
- **Arts improve individual well-being:** 81% of the population says the arts are a “positive experience in a troubled world.”

Change the Conversation

The nonprofit arts industry generates billions of dollars in economic activity and supports millions of jobs every year. In short, the arts mean business. *Help us change the conversation by conducting the survey at one of your arts and culture events!*



How Arts & Culture Organizations Can Help

Help us collect 800 audience surveys between now and April 2023. The goal is to collect surveys from attendees to a diverse, inclusive, and representative sample of the arts and cultural activities that take place in Monmouth County – events, exhibits, venues, and other facilities. The survey collects critical information about event-related audience spending on categories such as food and beverages, gifts and souvenirs, local transportation, and lodging.

The resulting information will be a powerful tool for advocating for critical arts policy and funding.

How does it work?

- The survey is anonymous and takes only 2-3 minutes to complete.
- It can be done on a device (with the QR code or URL) or on paper.
- It has to be completed and collected while attendees are on-site at your event (not emailed or turned in at a later time).
- The survey collects information about audience spending on categories such as food/beverages, gifts, transportation, and lodging. Not all categories will apply to your event, and that's fine.
- The general goal is to get 25-50 completed surveys from each event, but any number that is collected will go toward our target of 800.
- All the materials (links to surveys, QR codes, information sheets) will be provided to you. Materials are available in English and Spanish (other languages as needed) and large-font format.

The Materials



AN IMPORTANT SURVEY OF ARTS & CULTURAL AUDIENCES in Monmouth County

Please take a couple of minutes to answer the following questions about your attendance at this performance, event, exhibit, venue, or facility. This survey is being conducted by Monmouth Arts to measure the economic and social impact of arts and culture on Monmouth County. It will only take 2-3 minutes to participate. **Your answers are completely anonymous.** Thank you!

TO PARTICIPATE IN THE SURVEY:

1. Open the camera on your smart phone. Older devices and operating systems may require a separate application—QR Code readers are available in the Apple App Store or Google Play.
2. Focus your phone on the image below.
3. Watch your phone screen for a web link to appear.
4. Tap on the web link to open the survey.
5. Follow the instructions to complete the survey.
6. Click the yellow > (arrow) button in the bottom righthand corner to finish.



Dear Attendee/Visitor/Audience Member.

Please take a couple of minutes to answer the following questions about your attendance at this performance, event, exhibit, venue, or facility. This survey is part of a study to measure the economic and social impact of arts and culture on Monmouth County. **Your answers are anonymous.** Please complete both sides of the page, then return the survey. Thank you!

1. Including yourself and your immediate travel party, how many people are here with you? Include only your immediate travel party. For example, do not include an entire school group or tour group.
Adults (18 or older): _____ Children (younger than 18): _____
2. List the total amounts of money that you and the members of your immediate travel party will spend in Monmouth County specifically as a result of your attendance at this performance, event, exhibit, venue, or facility. Remember to include money spent before, during, and after this activity. If exact figures are not available, simply provide your best estimates.
 - a) Admission, tickets, or membership for your travel party's attendance to this activity\$ _____
 - b) Food or drinks purchased while attending this activity.....\$ _____
 - c) Food or drinks purchased before or after this activity (e.g., at a local restaurant/bar).....\$ _____
 - d) Groceries or supplies purchased specifically as a result of attending this activity.....\$ _____
 - e) Retail shopping (including souvenirs, gifts, books, recordings, art).....\$ _____
 - f) Clothing or accessories purchased specifically to attend this activity.....\$ _____
 - g) Local transportation such as parking, fuel, tolls, taxi/rideshare, bus (exclude airfare).....\$ _____
 - h) Child-care specifically to attend this activity.....\$ _____
 - i) Paid lodging such as hotel, inn, Airbnb, private vacation rental (include one night only).....\$ _____
 - j) Miscellaneous/not listed above (briefly describe):.....\$ _____
3. What is the ZIP Code or Postal Code of your primary home address? If you are currently staying in a second residence or vacation property that you own, provide the ZIP code for that second residence.
ZIP Code or Postal Code: _____
4. Which of the following best describes your primary reason for being in Monmouth County today? (Check only one)
 - I am a full-time resident (e.g., I live here, or I go to school here)
 - I am a part-time resident (e.g., I have a second residence here)
 - I am here specifically to attend this performance, event, exhibit, venue, or facility
 - I work here or I traveled here for a work-related reason, but I live somewhere else
 - I am here on a vacation, holiday, or personal trip (not specifically related to this activity)
 - Not listed above (briefly describe): _____
5. If today's arts or cultural activity was not available in Monmouth County, would you have traveled to a different community to attend a similar activity? (Check only one)
 - No, I would have skipped the arts or cultural activity altogether
 - No, I would have replaced it with a different activity in Monmouth County
 - Yes, I would have traveled to a different community to attend a similar arts or cultural activity

6. Is today your first time attending this specific activity or visiting this specific venue? (Check only one)
 - Yes
 - No
7. How many nights away from your primary residence will you spend in Monmouth County specifically as a result of your attendance at this activity or venue. If you are a full-time or part-time resident, and you will not spend any nights away from your home, respond with "0".
Nights: _____
8. Indicate your level of agreement with each of the four statements below regarding your attendance at this arts or cultural performance, event, exhibit, venue, or facility. (Check one for each statement)
 - a) "This venue or facility is an important pillar for me within my community."
 - Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
 - b) "I would feel a great sense of loss if this activity or venue were no longer available."
 - Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
 - c) "This activity or venue is inspiring a sense of pride in this neighborhood or community."
 - Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
 - d) "My attendance is my way of ensuring that this activity or venue is preserved for future generations."
 - Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree

The following questions are for research purposes only. This survey is completely anonymous.

9. Which of the following ranges includes your annual household income? (Check only one)
 - Less than \$30,000
 - \$60,000 to \$99,999
 - \$150,000 to \$199,999
 - \$30,000 to \$59,999
 - \$100,000 to \$149,999
 - \$200,000 or More
10. Which of the following ranges includes your age? (Check only one)
 - Younger than 18
 - 26-41
 - 58-76
 - 18-25
 - 42-57
 - 77 or Older
11. What is the highest level of education that you have completed? (Check only one)
 - Less than high school
 - Technical or associates degree
 - Master's degree
 - High school graduate
 - Bachelor's degree
 - Doctoral degree
12. Do you identify as a person with a disability? (Check only one)
 - Yes
 - No
13. Which of the following best describe you? (Check all that apply)
 - American Indian or Alaska Native or Indigenous or First Nations
 - Arab or Middle Eastern or Northern African
 - Asian or Asian American
 - Black or African American
 - Hispanic or Latino/Latina/Latinx or Spanish origin
 - Native Hawaiian or Pacific Islander
 - White or Caucasian or European American
 - I prefer to self-identify: _____

How Arts & Culture Organizations Can Help

METHOD ONE: Surveys via Audience-Intercept Interviewing

1. Download and print 50-60 copies of the one-page (double-sided) paper surveys for Monmouth County (large print and Spanish are also available). Have some QR codes available for those who will complete the survey on their smartphone.
2. Gather up pens/pencils and maybe some clipboards to make it easier for attendees to complete surveys.
3. Assemble your team of volunteers or staff (try to 2-4 helpers) who will approach folks at your event.
4. Surveys can be shared with attendees while they are waiting for an event to start or during an intermission; at a museum, gallery exhibit, or other event they can be done at any time.
5. To avoid sampling bias, approach a random selection of attendees (every 4th person, every 10th person – whatever makes sense for your event). The goal is to collect up to 50 surveys per event.
6. Keep in mind that the survey should be completed by only one person per travel party.
7. Collect completed paper surveys and turn in to Monmouth Arts once you've completed the event.
8. Surveys that are completed online will automatically be collected by Americans for the Arts.

How Arts & Culture Organizations Can Help

METHOD TWO: Surveys via Pre-Event Random Distribution for a seated venue such as a theater (less strenuous but supports a lower rate of response)

1. Download and print one-page (double-sided) paper surveys for Monmouth County (large print and Spanish are also available). Print some QR code flyers and/or display the QR code in a prominent locations (you can also project the QR code on a screen).
2. Gather up pens/pencils to make it easier for attendees to complete surveys.
3. Assemble your team of volunteers or staff (try to 2-4 helpers) who will be available for questions and to collect the surveys when they are completed or as the attendees exit the performance.
4. To avoid sampling bias, place the survey on every tenth seat (or whatever makes sense for your event). The goal is to collect up to 50 surveys per event. You can do the same with the QR flyers.
5. Keep in mind that the survey should be completed by only one person per travel party.
6. Make an announcement to the audience prior to the performance.
7. Have volunteers collect completed paper surveys and then turn the batch in to Monmouth Arts once you've completed the event.
8. Surveys that are completed online will automatically be collected by Americans for the Arts.

FAQs

1. What if the person asked to fill out the survey declines, but someone else in the travel party says they'll do it? That's great – let them do it!
1. What if an attendee wants to take it home to finish? Nope, not allowed.
2. What if the person already took the survey at another event? That's fine – just keep in mind the rule that only one survey can be collected per travel party, per activity. The same person may complete the survey in September at a theater and then again at an exhibit in February.
3. What if the survey isn't 100% complete? That's fine – Americans for the Arts will review and use the data provided.
4. What if someone is offended or put off by the survey? Warmly acknowledge their feedback, thank them for sharing, and reflect that participation is not mandatory. Then move on to the next person.

How Arts & Culture Organizations Can Help

What to do when you're done?

1. Let us know how it went by sending Connie Isbell an email at connie@monmoutharts.org.
2. Arrange for a time to drop off any completed paper surveys to the Monmouth Arts office at 105 Monmouth Street. Or we can arrange for a pickup.
3. Feel great about being a part of this important national effort!

Ready, Set, Go!

We appreciate your willingness to be a part of this major effort to tell the powerful narrative of the impact of the arts in Monmouth County!

Head to <https://www.monmoutharts.org/aep6> to download survey forms and QR codes. We can also lend out a kit of supplies for groups with pencils, clipboards, and signage.

Please let us know at which event(s) you'd be able to conduct the survey:

Event Name:

Date:

Location:

Expected number of attendees:

QUESTIONS?

Connie Isbell

Membership & Community

Engagement Director

connie@monmoutharts.org

Thank you for participating!

