



Organization: Arts Alive! (Keene, NH)

Workshop: Economic Impact Survey

Presenters: Alec Doyle, Executive Director, The Colonial Theatre and Board of Trustees, Arts Alive!
Lenny Matczynski, Chair, Arts Alive! and Director of Apple Hill Center for Chamber Music

To Do List

A. The Idea

1. Discuss and identify the need for area survey
2. Locate other regions that have successfully completed a survey and consult with them on their process
3. Contact American's for the Arts (AFTA) to consult and lead the process

B. The Survey process

1. Appoint a project committee, a committee chair, and generate a meeting schedule to work with AFTA
2. Project committee & AFTA meet to decide:
 - the roles and responsibilities of project committee & AFTA,
 - how to involve as many area arts orgs as possible,
 - the length of the entire process from beginning to end (1 year),
 - what kind of public event(s) to announce the survey results & where,
 - the budget with funding sources,
 - the development plan for individual, corporate, and foundation solicitation,
 - 2 separate surveys: one for participating orgs & one for its audiences, with specific directions and contact/ mailing information
 - how many surveys for each organization
 - how/when to print & deliver the surveys

C. Getting the Message Out (project committee and chair are crucial in this phase)

1. Conduct a plenary session for participating arts and culture groups
2. Decide on the talking points: describe the process and educate membership on the importance of survey participation.
3. Provide step-by-step directions given to membership,
4. Determine a schedule for follow-up calls/meetings to participating groups

D. Roll out event

1. Roles/responsibilities of project committee
2. Decide on the dates/locations of the roll-out
3. Determine who to invite (arts orgs, media, business community, civic leaders, politicians)
4. Decide who will be the host, the local speakers, and the main speaker
5. Decide on speaker accommodations/food/dinners
6. Decide on pre/post events
7. Finalize the roll-out budget
8. Design invitations
9. Get the word out: interviews, articles, websites, meetings, blogs
10. Design the actual event
11. Print the economic impact survey results and summary fact sheet for attendees

E. Follow-up

1. Print materials (Economic Impact Survey Book etc) are made available to everyone
2. Solicit Interviews /articles with media
3. Post results on website
4. Schedule a plenary session for participating organizations in order to explain the results and how to effectively use the results
5. Explain unintended results of the survey (arts collaborations, space survey, calendar initiative, cultural tourism)