Maine Organizational Survey

1. Organization name:

2. Physical address of organization:
   Street Address: 
   Address 2: 
   City: 
   State: 
   ZIP Code: 

3. Mailing address of organization (if different from physical):
   Street Address: 
   Address 2: 
   City: 
   State: 
   ZIP Code: 

4. County:
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5. Person completing this survey:

Name: 
Title: 
Phone number: 
Email address: 

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6. Organization type:
   - Nonprofit 501(c)(3)
   - Commercial/for-profit entity
   - Government (non-tribal)
   - Government (tribal)
   - Other
   Other (please specify)

7. When is your organization/primary location open?
   - Year-round
   - Seasonally
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Institution Type

8. Does the mission of this organization include arts, culture, history and/or heritage?
   - Yes
   - No

9. Please select the ONE institution type that best defines your organization:

<table>
<thead>
<tr>
<th>Arts camp</th>
<th>Health care facility</th>
<th>Performing group – community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts center</td>
<td>Historical society</td>
<td>Performing group – youth</td>
</tr>
<tr>
<td>Arts council or arts agency</td>
<td>Humanities council</td>
<td>Religious organization</td>
</tr>
<tr>
<td>Arts service organization</td>
<td>Independent press</td>
<td>School District</td>
</tr>
<tr>
<td>Child care provider</td>
<td>Library</td>
<td>School - Elementary</td>
</tr>
<tr>
<td>Cinema</td>
<td>Literary magazine</td>
<td>School - Secondary</td>
</tr>
<tr>
<td>Community services organization</td>
<td>Media (print, radio, or TV)</td>
<td>School – University or College</td>
</tr>
<tr>
<td>Corporation</td>
<td>Museum - arts</td>
<td>School - Technical/Vocational</td>
</tr>
<tr>
<td>Correctional institution</td>
<td>Museum – other, non-arts</td>
<td>School of the Arts</td>
</tr>
<tr>
<td>Cultural series organization</td>
<td>Parent/teacher organization</td>
<td>Senior center</td>
</tr>
<tr>
<td>Fair or festival</td>
<td>Parks and Recreation</td>
<td>Social service organization</td>
</tr>
<tr>
<td>Foundation</td>
<td>Performance facility</td>
<td>Union, professional association</td>
</tr>
<tr>
<td>Gallery – exhibition space</td>
<td>Performing group - not college/university</td>
<td></td>
</tr>
<tr>
<td>Governmental</td>
<td>Performing group – college/university</td>
<td></td>
</tr>
</tbody>
</table>

Other (please specify)
Maine Organizational Survey

PROGRAMMING

10. Please check the scope of your organization’s programming (most relevant):

<table>
<thead>
<tr>
<th>Arts Education</th>
<th>Humanities</th>
<th>Non-Arts/Non-Humanities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crafts</td>
<td>Interdisciplinary</td>
<td>Opera/Musical Theater</td>
</tr>
<tr>
<td>Dance</td>
<td>Literary Arts</td>
<td>Performing Arts</td>
</tr>
<tr>
<td>Design</td>
<td>Media Arts</td>
<td>Photography</td>
</tr>
<tr>
<td>Folklife/Traditional Arts</td>
<td>Multidisciplinary</td>
<td>Theater</td>
</tr>
<tr>
<td>History/Heritage</td>
<td>Music</td>
<td>Visual Arts</td>
</tr>
</tbody>
</table>

Other (please specify)

11. Where does your programming take place?

<table>
<thead>
<tr>
<th>Percentage within Maine</th>
<th>Percentage outside of Maine</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Maine Organizational Survey

EMPLOYEES AND VOLUNTEERS

12. Number of employees/volunteers (current fiscal year):

Paid full-time (FTE) employees: 

Paid part-time and/or contracted employees: 

Volunteers (excluding board members): 

Board members: 

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ATTENDANCE

14. Please enter the following attendance information as best you can for your most recently completed fiscal year. DO NOT include K-12 students served through relationships with schools in this section; there's a separate section for that. Thanks!

Do not use commas or symbols (e.g. for 5,000 enter 5000)

Total paid attendance:

Total free attendance:

Total attendance (free and paid) adults:

Total attendance (free and paid) youth:

15. For your most recently completed fiscal year, what percentage of your attendance was local versus tourist? Please estimate to the best of your knowledge:

Do not use symbols (e.g. for 50% put 50)

Percentage Local

Percentage Tourist
16. What has been your organization’s service to K-12 schools, students and teachers in the most recently completed fiscal year? (Check all that apply.)

- Artist residencies
- In-school performances/programs (not residencies)
- Performances/programs for K-12 at YOUR facility
- After-school programs
- Professional development for artists and/or teachers

Other (please describe)

17. Approximately how many schools and how many K-12 students were served by your organization in the most recently completed fiscal year?

Do not use commas (e.g. for 1,200 put 1200)

Number of schools: 
Number of students: 
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SUPPORT

18. Please enter the total number of contributors for your most recently completed fiscal year:

Individuals (excluding board members)

Corporations/businesses

Foundations

Government (e.g. local municipality, Maine Arts Commission)

Civic organizations (e.g. Rotary, Junior League, Jaycees)
BASIC FINANCIALS

19. Please provide the following financial details for your most recently completed fiscal year:

Fiscal year you are reporting (enter like this, FY12-13):

Current operating budget (enter like this, 300,000):

Total accumulated deficit (enter like this, 35,000):

Total cash reserves or endowment (enter like this 50,000):

20. What is the general financial trend for your organization for the two prior fiscal years?

   Earnings exceeded expenses
   
   Broke even
   
   Expenses exceeded earnings
### PRIORITIES FOR MAINE

**21. I think arts and cultural activities in Maine SHOULD:**

<table>
<thead>
<tr>
<th>(1) - Low Priority</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>(5) - High Priority</th>
<th>N/A</th>
</tr>
</thead>
</table>

- Contribute to a positive sense of local community and local pride
- Contribute to a positive image and reputation for Maine
- Be affordable for all residents
- Be available in more places throughout Maine
- Contribute to the economic vitality of Maine
- Reflect Maine’s diverse people and cultures
- Preserve, share, and celebrate local history and heritage
- Be well-promoted to Maine’s residents
- Be well-promoted to Maine’s tourists/visitors
- Be used to attract strong talent to Maine and its workforce
- Be supported in part by taxpayer dollars
22. What resources do you use for information, technical assistance, or funding?

A lot | Some | Not Much | Never
---|---|---|---
Maine Arts Commission
New England Foundation for the Arts
Maine International Conference on the Arts (MICA state conference)
Maine Association of Nonprofits

23. Please rate the services of the following state/regional resources as they relate specifically to your organization:

Excellent | Good | Adequate | Fair | Poor
---|---|---|---|---
Maine Arts Commission
New England Foundation for the Arts
Maine International Conference on the Arts (MICA state conference)
Maine Association of Nonprofits
Maine Organizational Survey

CONNECTIONS AND COLLABORATION

24. To what extent does your organization work with the following in your local area:

<table>
<thead>
<tr>
<th>Business community/Chamber of Commerce</th>
<th>A lot</th>
<th>Some</th>
<th>Not Much</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government officials</td>
<td></td>
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</tr>
<tr>
<td>Tourism industry (e.g. hotels, local tourism association, restaurants, tours)</td>
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<td></td>
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</tr>
<tr>
<td>Other arts, culture, history/heritage organizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artists</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
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USER BASE

25. The following types of people make up approximately what percentage of your user base?

- <25%
- ~25%-49%
- ~50%-74%
- ~75%-99%
- 100%

School aged children/youth (K-12)
Young adult audiences (age 30 or younger)
Middle aged audiences (age 31-64)
Older adult audiences/seniors (age 65 and older)
Children/youth with disabilities
Adults with disabilities

26. The following types of people, which THREE are of most importance to your organization?

- School aged children/youth (K-12)
- Young adult audiences (age 30 or younger)
- Middle aged audiences (age 31-64)
- Older adult audiences/seniors (age 65 and older)
- Children/youth with disabilities
- Adults with disabilities
Maine Organizational Survey

STRATEGIC PRIORITIES FOR YOUR ORGANIZATION

27. How important is it for your organization to work more closely with community partners and other local stakeholders to achieve the following?

<table>
<thead>
<tr>
<th>(1) - Not Important</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>(5) - Very Important</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the overall quality of arts and cultural offerings</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Increase effectiveness of collaborative marketing, messaging, and promotion to residents</td>
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<td></td>
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<tr>
<td>Increase the relevance and social value of cultural resources</td>
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<td></td>
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<tr>
<td>Increase our organization's visibility to tourists</td>
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</tr>
<tr>
<td>Develop local hubs for a broad variety of creative activities</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Create strategies to strengthen the finances of arts, cultural, history, and heritage nonprofits</td>
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</tr>
<tr>
<td>Strengthen working relationships within the cultural sector (among and between organizations and individual artists)</td>
<td></td>
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<tr>
<td>Fuel and support creativity and innovation in more aspects of community through stronger relationships between the arts/culture and other sectors</td>
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</tr>
<tr>
<td>Connect arts, cultural, history and heritage organizations with community-based organizations seeking services for their constituencies (e.g. children, seniors, new immigrants, special needs populations, etc.)</td>
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</tbody>
</table>
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STRATEGIC PRIORITIES

28. From the list you just rated, which THREE of the most important to your organization?
   
   - Improve the overall quality of arts and cultural offerings
   - Increase effectiveness of collaborative marketing, messaging, and promotion to residents
   - Increase the relevance and social value of cultural resources
   - Increase our organization’s visibility to tourists
   - Develop local hubs for a broad variety of creative activities
   - Create strategies to strengthen the finances of arts, cultural, history, and heritage nonprofits
   - Strengthen working relationships within the cultural sector (among and between organizations and individual artists)
   - Fuel and support creativity and innovation in more aspects of community through stronger relationships between the arts/culture and other sectors
   - Connect arts, cultural, history and heritage organizations with community-based organizations seeking services for their constituencies (e.g. children, seniors, new immigrants, special needs populations, etc.)
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POTENTIAL SERVICES

PLEASE STAY WITH US! YOU ARE VERY CLOSE TO BEING DONE.

THANK YOU!!

29. To guide the development of relevant, helpful services for all organizations providing arts, culture, history and heritage programming, please indicate the extent to which you would value each proposed service on a scale of 1-5, with 1 being the least valuable and 5 being the most valuable. If the offering is not applicable to you, please select N/A.

<table>
<thead>
<tr>
<th>Service</th>
<th>(1) - Least</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>(5) - Most</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project development information (e.g. online directory of statewide resources such as a skills bank with marketing, development, PR, grant writers, social media contractors, etc.)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Capacity building programs to strengthen my organization (e.g. workshops on topics such as fundraising, governance, earned income strategies, audience development, marketing, etc.)</td>
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<td></td>
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</tr>
<tr>
<td>Professional development: a place to research opportunities and stipends or scholarships to help pay for them.</td>
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<tr>
<td>Training and/or credentialing of staff to enable the provision of arts services in community-based settings.</td>
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<tr>
<td>Fund development support such as social media giving platforms or online giving campaigns.</td>
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<td></td>
</tr>
<tr>
<td>Intern and volunteer development: a place to identify talent and volunteer resources.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Access to group purchasing opportunities and vendor discounts on goods, services, equipment, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking opportunities with potential (new) audiences for our programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) - Least</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5) - Most</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>------------</td>
<td>-----</td>
<td></td>
</tr>
<tr>
<td>Assistance, advice, counsel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
30. From the list you just rated, which THREE of most important to your organization?

- Project development information (e.g. online directory of statewide resources such as a skills bank with marketing, development, PR, grant writers, social media contractors, etc.)
- Capacity building programs to strengthen my organization (e.g. workshops on topics such as fundraising, governance, earned income strategies, audience development, marketing, etc.)
- Professional development: a place to research opportunities and stipends or scholarships to help pay for them.
- Training and/or credentialing of staff to enable the provision of arts services in community-based settings.
- Fund development support such as social media giving platforms, online giving campaigns.
- Intern and volunteer development: a place to identify talent and volunteer resources.
- Access to group purchasing opportunities and vendor discounts on goods, services, equipment, etc.
- Networking opportunities with potential (new) audiences for our programs

31. Please tell us other types of services that would be valuable to your organization.
ONLINE PRESENCE

32. Please check your organization's online presence. (Check all that apply).

- We have a website
- We utilize web analytics
- We have an active Facebook page
- We utilize social media such as Twitter and Instagram
- We are found on the Maine Arts Commission website
- We are listed in CreativeGround (NEFA)
- We are listed on other cooperative/association websites

Please tell us the names of associations in which you can be found or other websites and directories that include your organization.
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33. If there are other comments you would like to share, please feel free to write them here.

34. THANK YOU! If you would like to enter the drawing for gift cards up to $50, please provide some method of contacting you below, such as an email address or your name and telephone number.

When you exit this survey you will be taken to the Maine Arts Commission (MAC) website where you can register to receive the MAC Newsletter. We encourage you to do so!

If I win the drawing, contact me here: