

MRKT 640  
Marketing Analysis Report

Washington County Arts  
Councils  
Arts & Entertainment  
District  
Artists Study



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MRKT 640  
Marketing Strategies  
Dr. Ashley-Cotleur

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Everyone has been touched by art during their lifetime. Whether it's through music, visual arts, performing arts or writing everyone has experienced some sense of joy in one or many of these art forms. To make a career out of pursuing your passion for art used to be difficult if not impossible to many. However, in today's world successful artists can live all over and are not limited to major metropolitan areas. Smaller communities are seeking arts and entertainment activities which create career opportunities for artists in more areas than ever before.

### **Key Findings**

The Greater Washington County area is currently looking into the viability of a vibrant arts community. A Washington County Arts and Entertainment Task Force was established with the goal of how to create a more recognizable and community friendly arts district. In order to obtain this information, surveys were administered to local artists identified through the Art's Council, City of Hagerstown, Maryland Symphony Orchestra Association, Maryland Theatre, Washington County Public Schools and students of the Barbara Ingram School for the Arts. The results of the surveys will be described and compared to a 2003-2005 study of artists done by the National Endowment for the Arts (NEA).

There were two different surveys administered. One 10 question survey, given to juniors and seniors at Barbara Ingram School for the Arts, asked respondents about plans to continue their education, whether they would pursue a career in their talent and if they felt they could have a fulfilling career in Washington County. There were 83 juniors and seniors that participated in the Student survey. The other, a 51 question survey, was performed electronically through

Survey Monkey for current artists in the Washington County area. Questions varied from demographic information, describing their artistic talent, their needs and wants in regards to availability of selling or performing their art in Washington County, space needs, their perception of the “art scene” in Washington County, what struggles they may be encountering and what they think a vibrant arts community would offer along with questions pertaining to the business side of their art career. Both surveys are available in full detail in the appendix.

Several points to consider while viewing this report are noted:

- There are approximately 1170 artists in the local workforce based on 2010 Washington County census results.
- Community sponsored Cultural and Arts Events are well received and attended by local artists.
- There are 5 counties that immediately surround Washington County that have successful Arts Districts that provide financial support for local artists as well as community events that bring in customers for the artists.
- Of the 127 adult artists surveyed, the majority represented were Fine Artists and Musicians.

Surveys were administered to two groups within the Washington County, MD area.

### Group 1: Local Artists

Surveys were emailed to approximately 250 area artists who live in and around Washington County. Artists were identified from lists provided by the Washington County Arts and Entertainment Task Force. Fifty one questions, including both open-ended and close-ended questions, were included. The survey was administered between 11 October and 18 October, 2011.

The survey questions were formulated through:

- Discussions with Mary Anne Burke, title, Washington County Arts Council, to determine the issues to be addressed
- Review of surveys conducted by the National Endowment for the Arts (NEA) and local arts councils to determine arts community concerns and questionnaire wording

The survey was compiled using an online survey tool, Survey Monkey. The tool allowed for filters to be applied to certain questions and individual responses to be pulled for further analysis.

There were 127 surveys started and 89 completed.

### Group 2: Students at the Barbara Ingram School for the Arts

A 10 question survey was distributed to juniors and seniors at the BISA on 16 October 2011. Questions included both open-ended and closed-ended responses. Survey questions were discussed with Mary Anne Burke prior to development of the survey instrument. Responses were compiled by hand by the researchers. Eighty-three juniors and seniors completed the

surveys. The 83 respondents fell into the following categories: 23 students in Theater, 12 in Visual Arts, 15 in Dance, 21 in Instrumental music and 12 in Vocal music.

## **Defining an Artist**

An artist comes in many forms. By definition, an artist is “able by virtue of imagination and talent or skill to create works of aesthetic value, especially in the fine arts.”<sup>1</sup> In the United States there are nearly two million people that have an artist occupation as their primary job. This does not take into account the many that may do some type of art as a secondary job or hobby, which is estimated to be an additional 300,000 people<sup>2</sup>. Based on the U.S. labor force, artists represent 1.4 percent of the overall workforce. These numbers have been increasing and have kept pace with the growth of the overall labor force over the past 15 years. From 1990 to 2000, artists grew by approximately 200,000. Designers showed the largest increase of 130,000 during this period, while Fine Artists decreased by almost 30 percent or 47,000 individuals. Growth changes occurred among performing artists, musicians, writers and authors as well but in smaller increases.

Geographically, half the artists live in 30 metropolitan areas among the United States, the other half live in a diverse array of towns and cities. California and New York have over a half million of the two million in total. Other states with a high number of artists include Massachusetts, Vermont, Colorado, Hawaii, Connecticut, Oregon and Washington. Washington DC-MD-VA-WV metropolitan region ranked in the top 10 areas by number of artists.

The NEA categorized artists into 11 different occupations. They are described in the below excerpt taken from the NEA study.<sup>3</sup>

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<sup>1</sup> (2009). *The american heritage dictionary of the english language*. (4 ed.). New York: Houghton Mifflin Company.

<sup>2</sup> (2008). *National Endowment for the Arts*. Washington D.C.: Library of Congress Cataloging-in-Publication Data.

<sup>3</sup> Ibid.

## The 11 Artist Occupations as described in the National Endowment for the Arts Survey

**Actors**—stage, television, radio, video, or motion picture.

**Announcers**—radio, television, public address systems, events.

**Architects**—private residences, commercial buildings, landscapes.

**Fine artists, art directors, and animators**—art directors; craft artists; fine artists include: painters, sculptors, and illustrators; multi-media artists; animators. This category is called “artists and related workers” in the census coding scheme. In this report, it is often abbreviated as “fine artists” or “painters”.

**Dancers and choreographers**—in this report, it is often abbreviated as “dancers”.

**Designers**—commercial and industrial designers, fashion designers, floral designers, graphic designers, interior designers, merchandise displays and window trimmers, set and exhibit designers.

**Entertainers and performers**—comedians, Puppeteers, rodeo riders, stunt performers, Ventriloquists, jugglers, and others. The category includes all entertainers, performers, sports and related workers not specifically categorized. The many individual job titles within this category are overwhelmingly entertainers and performers rather than athletes. (The vast majority of athletes fall under a separate “athletes” category.) In the report, this artist group is often abbreviated as “entertainers”.

**Musicians and singers**—music directors, conductors, composers, musicians, and singers. In this report, it is often abbreviated as “musicians”.

**Photographers**—includes scientific photographers, aerial photographers, and photojournalists.

**Producers and directors**—stage, television, radio, video, or motion picture. In this report, it is often abbreviated as “producers”.

**Writers and authors**—scripts, stories, novels, poems, plays, biographies, advertisements, speeches, and other material. Does not include technical writers, editors, or journalists. In this report, this artist group is often abbreviated as “writers”.

Number of artists	1990 Census	2000 Census	2003-2005 ACS
Total artists	1,727,507	1,927,400	1,999,474
Actors	35,916	38,605	39,717
Announcers	68,590	54,855	55,817
Architects	167,151	192,860	198,498
Fine artists, art directors, and animators	278,516	231,690	216,996
Dancers and choreographers	21,771	26,915	25,651
Designers	619,328	749,335	779,359
Entertainers and performers	16,929	37,590	41,128
Musicians	148,162	170,015	169,647
Photographers	117,084	124,045	147,389
Producers and directors	120,609	139,335	139,996
Writers and authors	133,471	162,155	185,276

Table 1 – National Endowment for the Arts Artists in the Workforce Study, 1999 – 2005.

Nationally, the number of artists in each category is depicted in Table 1.

### Artist Demographics

In trying to estimate the number of potential artists in the Washington County area, a calculation was done based on national figures. It is estimated that there may be approximately 1170 artists in the local workforce based on 2010 Washington County census results. This means of the respondents who participated in

the survey only about 11 percent of these artists are represented.

The national artist categories were used in the Washington County Artist Study for comparability purposes. There were 126 respondents that answered the artist category question. The largest categories were Fine arts and Musicians/Singers at 42.1 and 44.4 percent respectively. The next category drops down to just 4.8 percent being

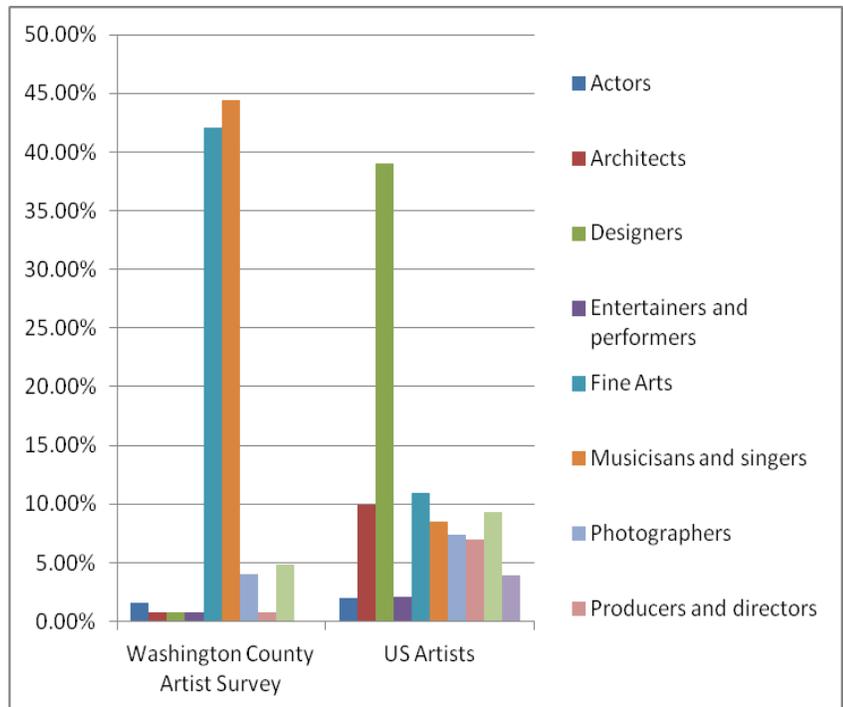
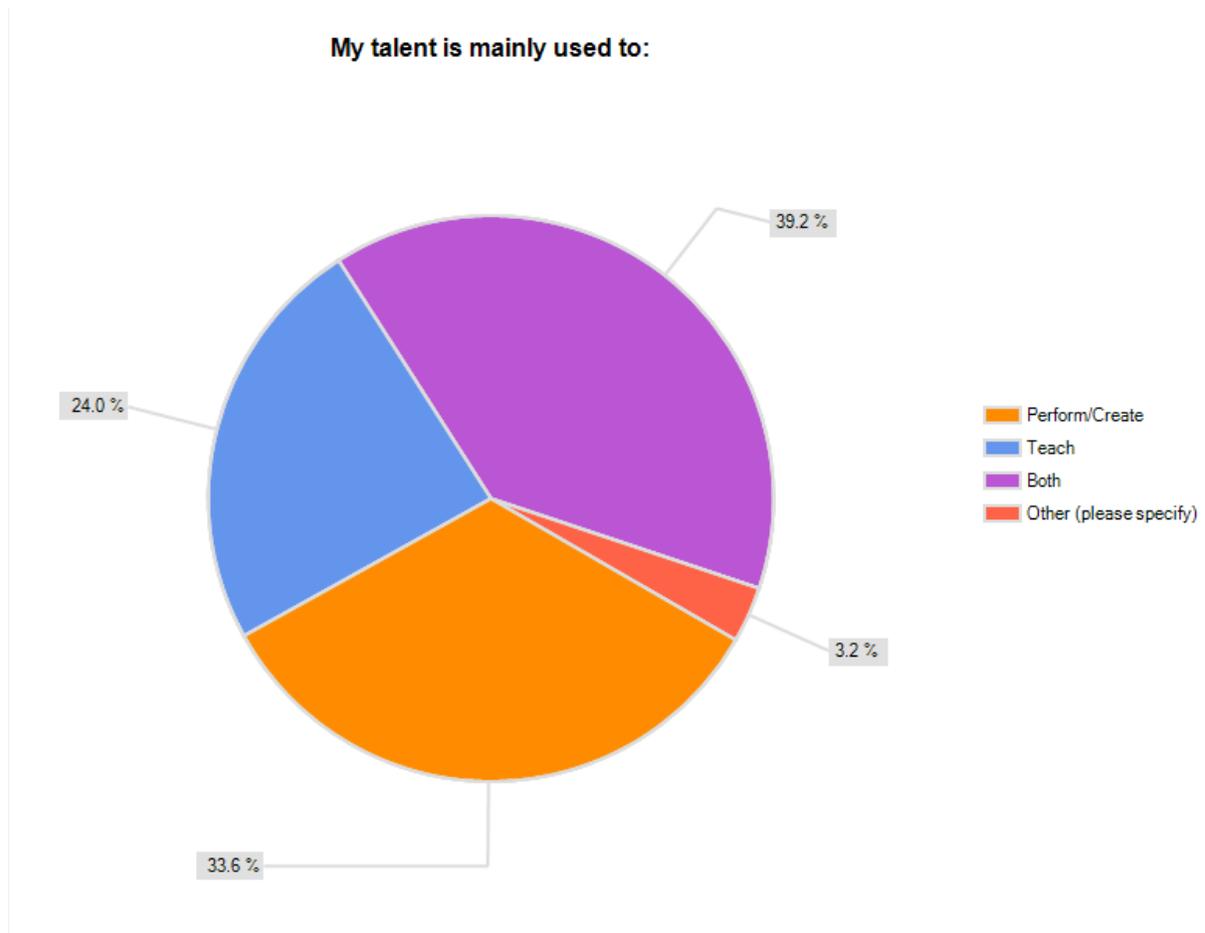


Figure 1

writers and authors. The Washington County survey varied dramatically from the NEA study which showed Designers being the largest group at 39.0 percent and Fine Arts being second at 10.9 percent. Comparable results between the NEA and Washington County Study are depicted in Figure 1.



**Figure 2**

In the Washington County study, of the artists surveyed the categories went one step further and asked how many solely created/performed art, how many taught or did both. The results were split almost evenly between the three options with 39.2 percent or 49 respondents stating they

both perform and teach, 33.6 percent or 42 respondents said they just perform or create art while the remaining 24 percent or 30 respondents just teach. (Figure 2)

### Time Devoted/Years of Experience

The national study was based on census results and only accounted for Artists that worked in an artist occupation on a full time basis. The Washington County survey took into account part-time based artists as well. Of the local artists surveyed 60.7 percent or 68 artists said they spend 20 hours or less creating their art while 22.3 percent or 25 artists performed their art on a full-time basis and the remaining 19 respondents fell in between 20 and 32 hours. (Figure 3) The artists in the Washington County area are seasoned in their art form. More than half of respondents, 56.8 percent or

71 respondents, have 10 or more years of experience but it's also encouraging to see that there are some up and comers in the area with 22.4 percent or 28 respondents having 1-5 years and 25.2 percent or 19 artists with 6-9 years of experience. (Figure 4)

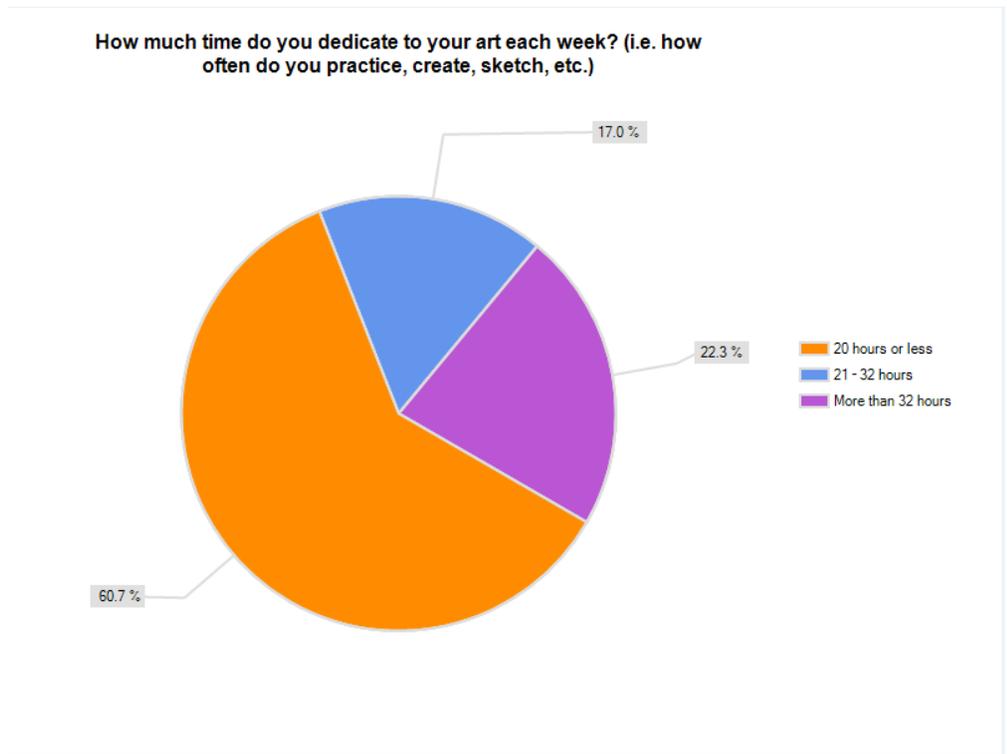


Figure 3

How long have you been an artist producing art in Washington County?

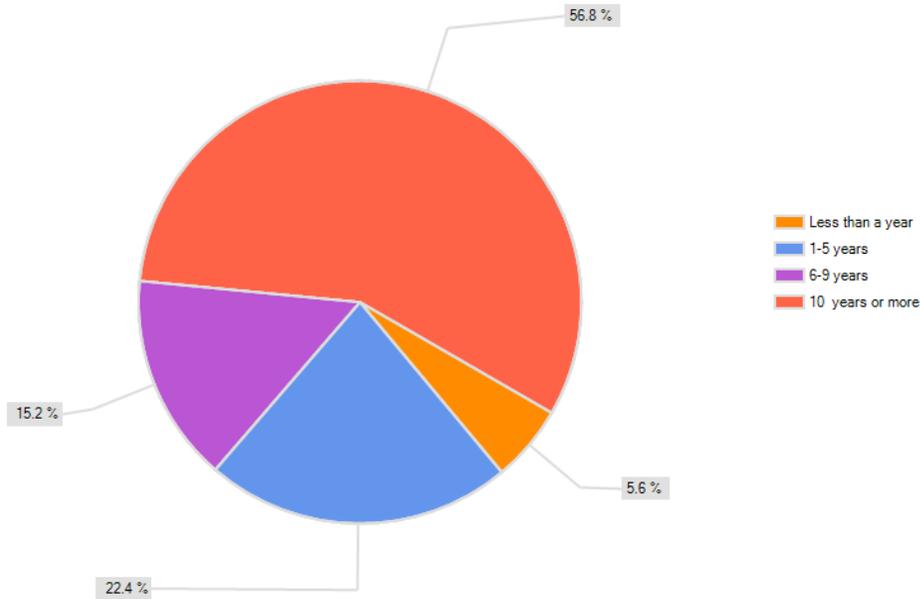
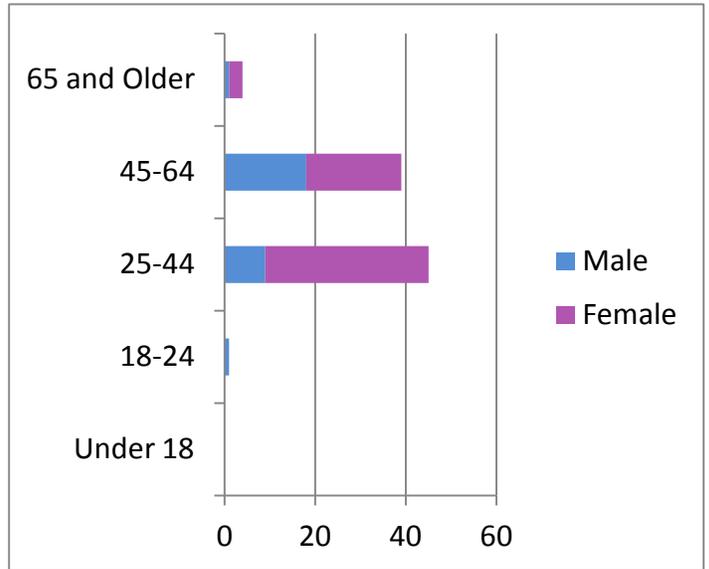


Figure 4

### Demographics

Some demographics asked in the Washington County survey were age, gender, ethnicity and educational background. In comparing these to the NEA study we found similar results. The average age in the NEA study was 39, in the Washington County survey, the 25-44 age groups was the highest with 45 artists or 50.6

Figure 5



percent of our respondents with 45-64 next at 39 artists or 43.8 percent. (Figure 5) Gender turns the tables when compared to the NEA study. While the NEA study shows more men as artists

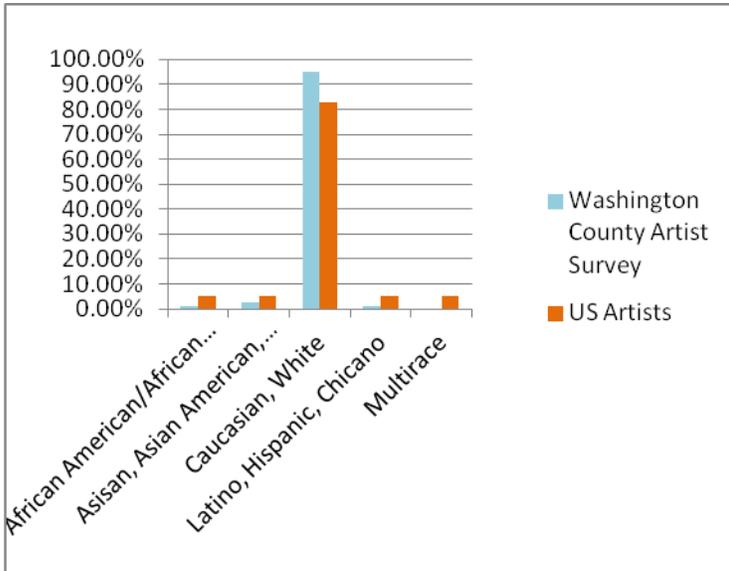


Figure 6

than women at 53 to 47 percent, Washington County women take the lead with a ratio of 61 artists or 67.8 percent to only 29 artists or 32.2 percent being men.

Ethnicity also fell similar to the NEA study with the majority surveyed being white, non-Hispanic. As shown in Figure 6, Washington County only had 4 respondents that were Asian, Latino and African American.

### Educational Background

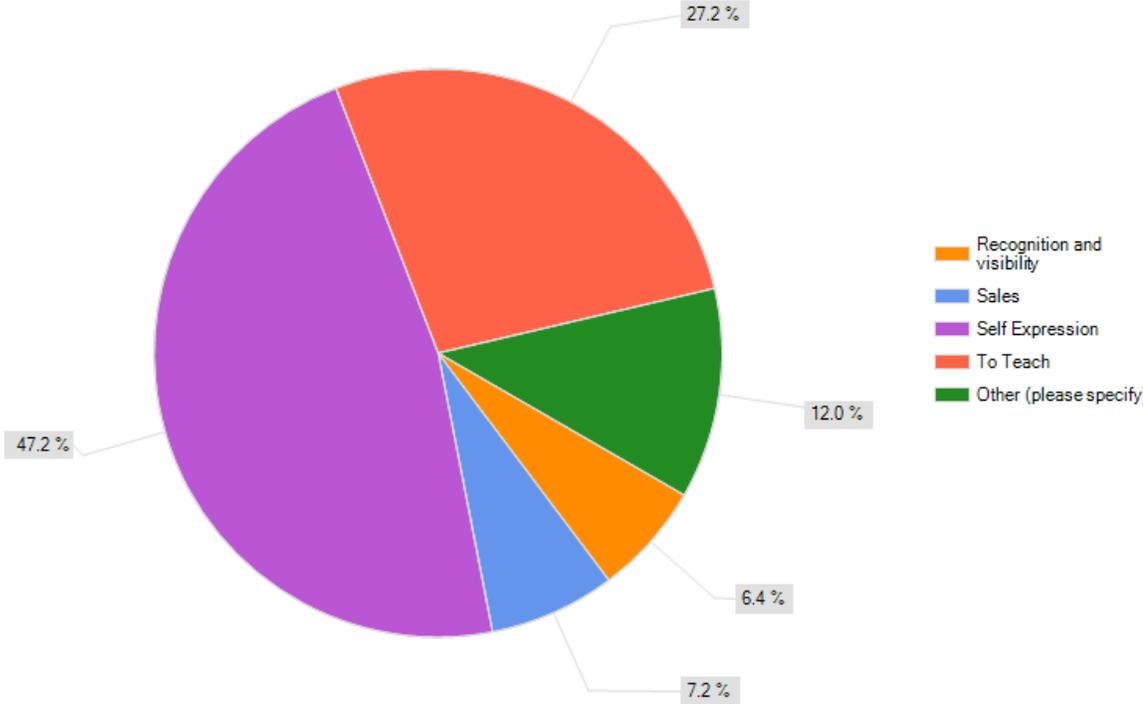
The NEA study found that artists had higher education levels than the labor force as a whole. The results of the Washington County survey supported this finding, with results showing that the majority of the responding artists have a Bachelor’s degree or higher at 74.7 percent while only 18.3 percent of the total Washington County workforce have an advanced education degree.

### Motivation

Understanding what motivates local artists is important in determining what opportunities to offer in an Arts and Entertainment District like Washington County. With having many seasoned artists in the area, it was interesting to see that the majority of local artists do it for self-expression (Figure 8). This motivation supports the high number of part-time artists and depicts that to many it’s just a hobby. The second largest motivator for artists was to be able to teach. Very few answered for reasons of sales and visibility. This motivational assessment

demonstrates that currently the majority of artists are not in it for the money. If the arts and entertainment district is to grow, the emphasis should be to bring in more full-time artists into the county.

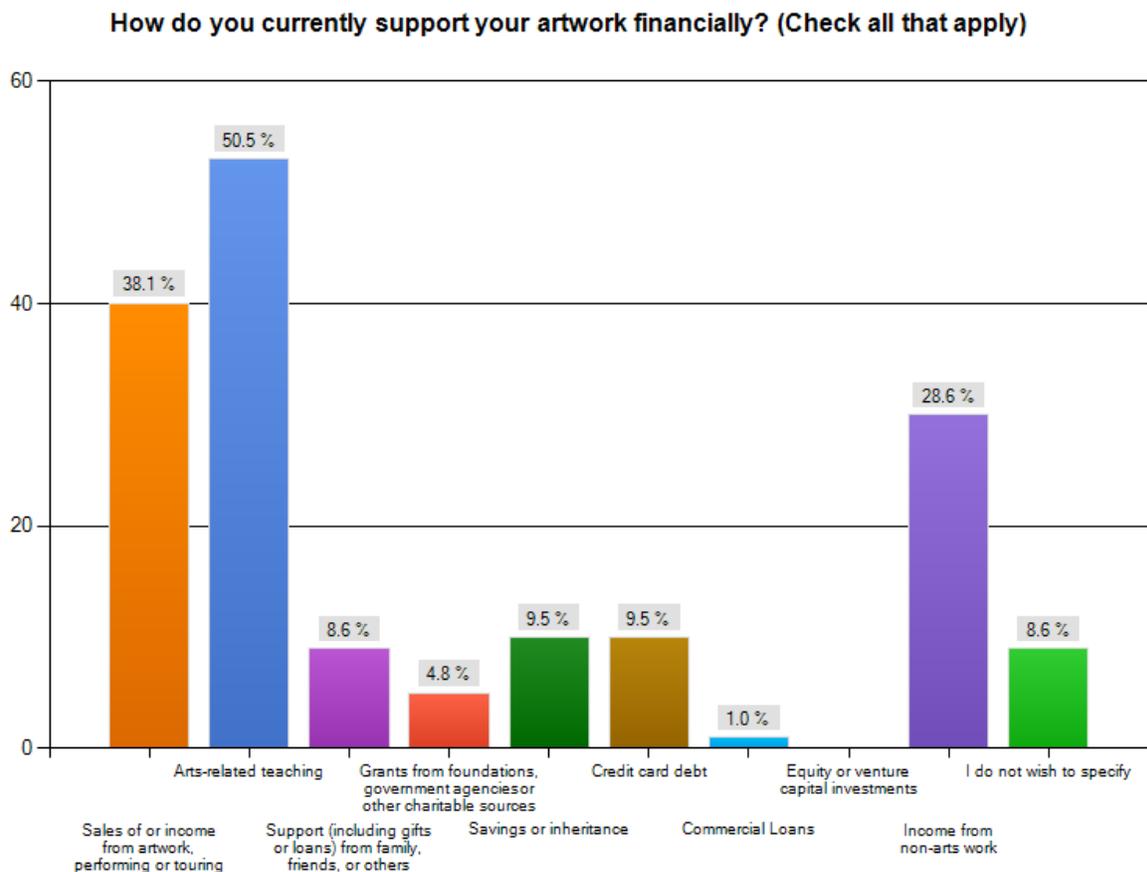
**What is your primary motivation as an artist:**



**Figure 7**

## Business/Hobby

In order to know if there were successful artists in the area it was important to know how many performed or created their art under a designated business. It turned out that it was split almost 50/50 in the responses with 50.9 percent saying “No”. Only 30.6 percent or 34 respondents said their art is their primary source of income, the majority 36.9 percent or 41 said their art is just a hobby and they work another job for income, while the remaining 32.4 percent or 34 artists said their art provides supplemental income. Since the majority of the respondents were part-time it wasn’t surprising to see that the majority of the sales levels were less than \$10,000 with regard to their art at 49 respondents or 44.1 percent. 31 respondents or 27.9 percent said they received zero income for their art. This statistic points towards the assumption that many artists surveyed



**Figure 8**

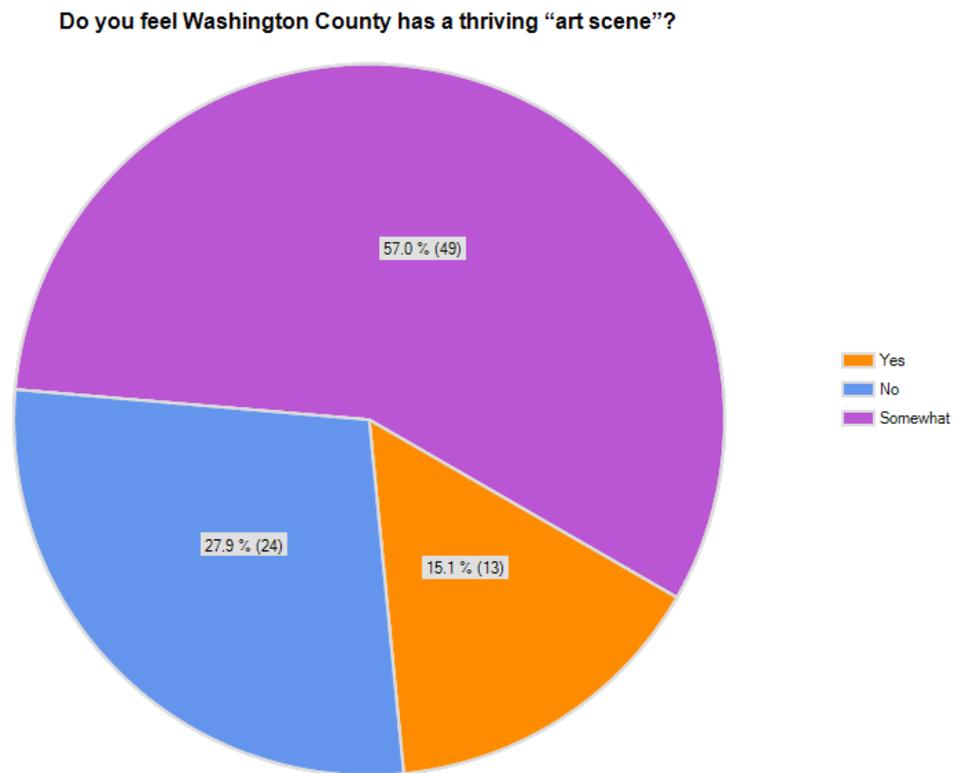
do their art for fun or as a hobby. The remainder of the respondents fell evenly between the \$24,000-49,000 and the \$50,000-99,999 each having 13 artists or 11.7 percent respondents.

It was also important to know how artists supported their art financially. Many of the artists, 50.5 percent or 53 respondents, support their art through teaching. 38.1 percent or 40 respondents stated their art is funded through sales or performances. 28.6 percent or 30 respondents support their art financially through income from other non-art works. Some had multiple sources for income.

### Washington County Art Scene

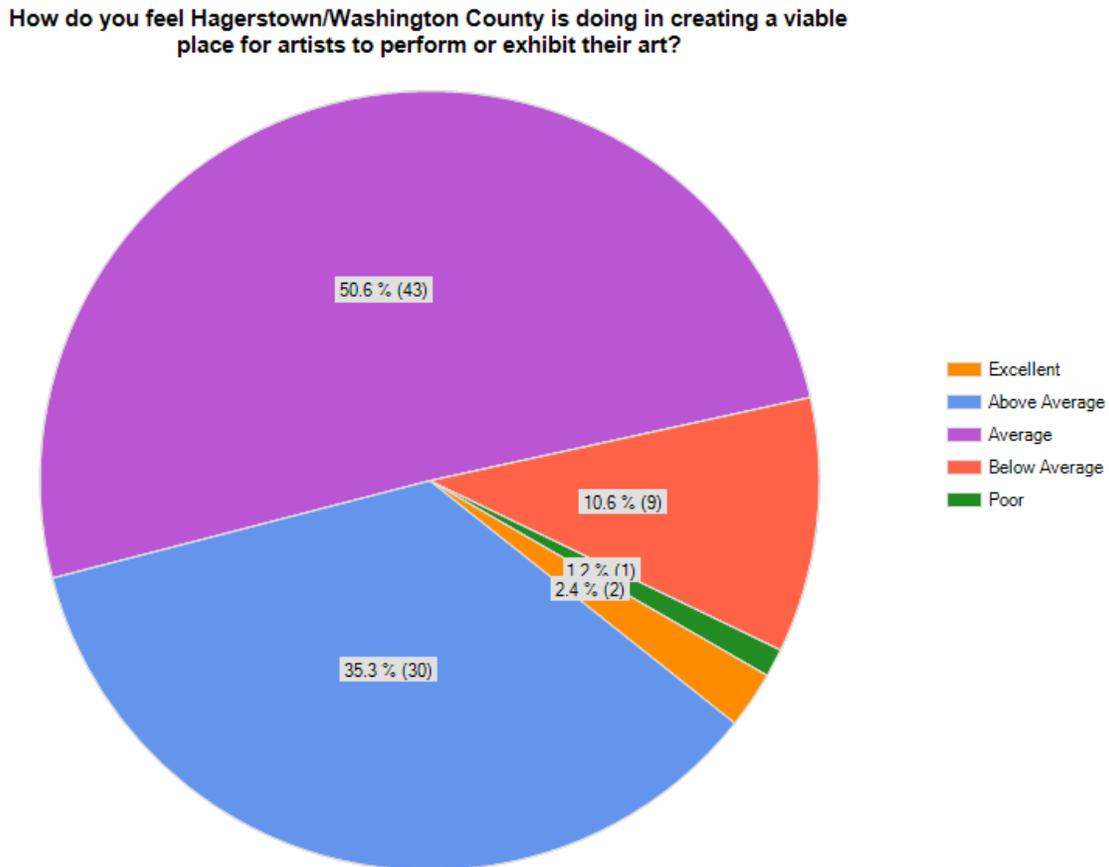
If artists were chefs, then art scenes would be their restaurants. Art scenes are the venues by which people enjoy art, just as restaurants are the venues by which people enjoy food. So how do artists view

Washington County's art scene? As indicated in Figure 11, the majority of artists feel as though Hagerstown has an art scene that is in-between thriving and existing.



**Figure 9**

In fact, a lot of artists in the survey responded that Hagerstown has begun the steps to create a thriving art scene. Most artists feel that Washington County is doing an average to above average job creating a thriving arts scene (Figure 10).



**Figure 10**

So, how can the art scene be improved to become “thriving?” What vision do the artists have for Washington County’s art scene? The answers to these two questions overlap as responses on the survey laid out the artists’ vision and explained how to make it happen. The artists envision a place where the community can come out and see performance and visual art at night and on the weekends. They see a place where restaurants or other venues will cater to an

arts crowd or have galleries showcasing artwork. There was a consensus in the artists' responses on how to make this vision a reality.

First, many artists singled out the lack of marketing and promotion of events. They would make sure to advertise events at the mall, outlets, restaurants and coffee shops, any place where a lot of people frequent. Next they would try to work with current owners of businesses downtown to help produce more art events. Along those lines they would like to see more restaurants and coffee shops downtown in the Arts and Entertainment district. In the artists eyes, these businesses help attract more people and interest. To help bring more people downtown they recommend extended hours for the downtown area at night and on the weekends. Next, the artists would like to see more venues for performance art. They feel as though the prices for current places are a barrier for performance art. If there were more venues the prices would go down and performance art would be more accessible.

Finally, the artists would like to recommend more galleries to showcase art. Many artists feel as though they don't have a lot of places to showcase their art or for people to see it. They would like to see art spaces that would allow for artists to not only work to create the art but to showcase it as well. Overall, with these improvements they see the art scene in Washington County going from above average to "thriving."

### **Artist Living and Working Space**

The ability to have an affordable space to produce art is crucial. A work space is needed to make/perform work, show it to customers, as a meeting place, and also provide a place to store work. Despite many public policy groups voicing the importance of these places for a healthy

and vibrant community, actually finding these places (such as studios/art houses that are affordable both for work and living) is not easy and a point of concern for artists.

Non-traditional employment coupled with various income patterns makes the necessity of finding a living/work space a challenge despite the artists having a higher level of skill sets and education.<sup>4</sup> Furthermore, while numerous information resources currently exist, there is a need among artists, developers, and others to gain more efficient access to information on available space, artist space development projects, and best practices. Artist space development (ASD) has been given increasing focus among many communities in the U.S., as more stakeholders realize that ASD will not only promote the work of artists, but allow for the potential to create physical, social and economic impacts within the community as well.<sup>5</sup>

- **Physical Impacts:** ASD projects contribute to the reduction of deteriorated and vacant property visibility and contribute to the building of community facilities, place making and the ability to preserve historical buildings.<sup>6</sup>
- **Social Impacts:** Artist spaces increase access to local residents mostly via diversity, bringing in artists from all demographics, and more specially the low income communities. This helps create awareness among the youth community about art and also plays a role in demystifying artists as “elitist” workers or professionals.<sup>7</sup>
- **Economic Impacts:** ASD projects facilitate the formation of zones of creativity, increasing real estate values around the surrounding community along with other increases in economic development and tourism (which bring jobs to the community).

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<sup>4</sup> Retrieved from [http://www.urban.org/UploadedPDF/1001175\\_asd\\_financing.pdf](http://www.urban.org/UploadedPDF/1001175_asd_financing.pdf)

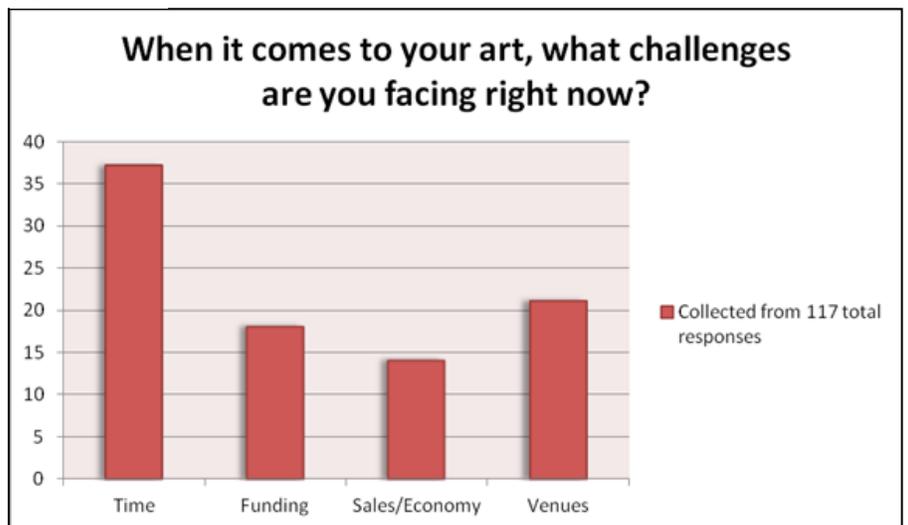
<sup>5</sup> Retrieved from [http://www.urban.org/UploadedPDF/1001175\\_asd\\_financing.pdf](http://www.urban.org/UploadedPDF/1001175_asd_financing.pdf)

<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

The Washington County Artist Survey asked questions regarding ASD and the need for such spaces. Results showed that 92 percent of those artists surveyed are not looking for a place to rent, although 38 percent said their existing space doesn't meet all their requirements. Also 83 percent were opposed to any kind of sharing of work space with another artist. Many of the respondents felt that downtown Hagerstown businesses close shop too early at night and don't provide enough of a vibrant art scene to attract artists to come and stay there. Many mentioned that places like coffee shops would add to or boost the art scene in downtown Hagerstown.

**Figure 11**



**The Challenges of an Artist**

When asked about challenges they

presently face, 37 out of the 117 respondents, or 32%, described their largest challenge as finding time to create or perform within their current schedules (Figure 11). Many of their responses relating to time were also centered on the ability, or lack thereof, for finding time to create their own art work while still providing in depth and expert level tutelage to others. Viewing the responses regarding how the artist used their talent a correlation can be drawn as 49 percent of respondents reported that their talent and art is used mainly to both teach and create/perform. The Washington County Arts Survey also showed that 41.1 percent of respondents stated they would benefit from additional training in new technologies relevant to their artwork while 36.6 percent

would benefit from further training in their current art form. When asked what has prevented them from engaging in this additional training; 41.5 percent stated they did not have sufficient time to devote to training, 23.6 percent stated there is no available training opportunities being offered at times that are

compatible with their current work or family commitments, and 22.6 percent stated the distance they must travel to find appropriate training opportunities is too far. Time is one of the largest factors that limit local artist's ability to both perform

and/or hone their skills through additional training.

### What are the barriers that make it difficult for you to get the training you need?

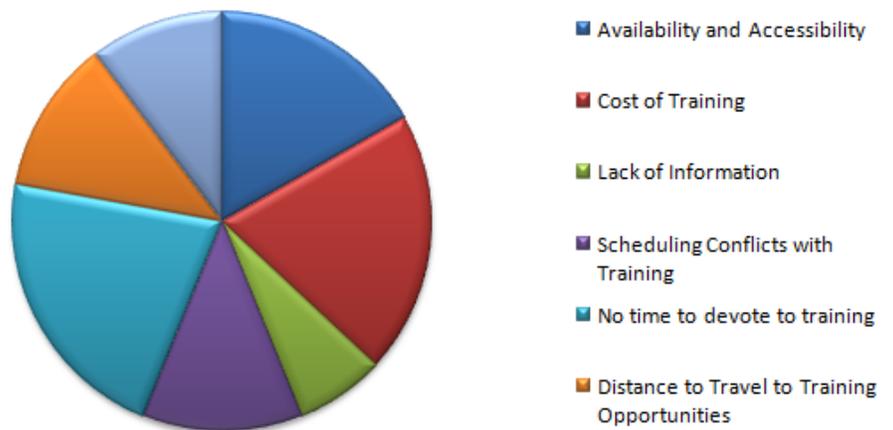
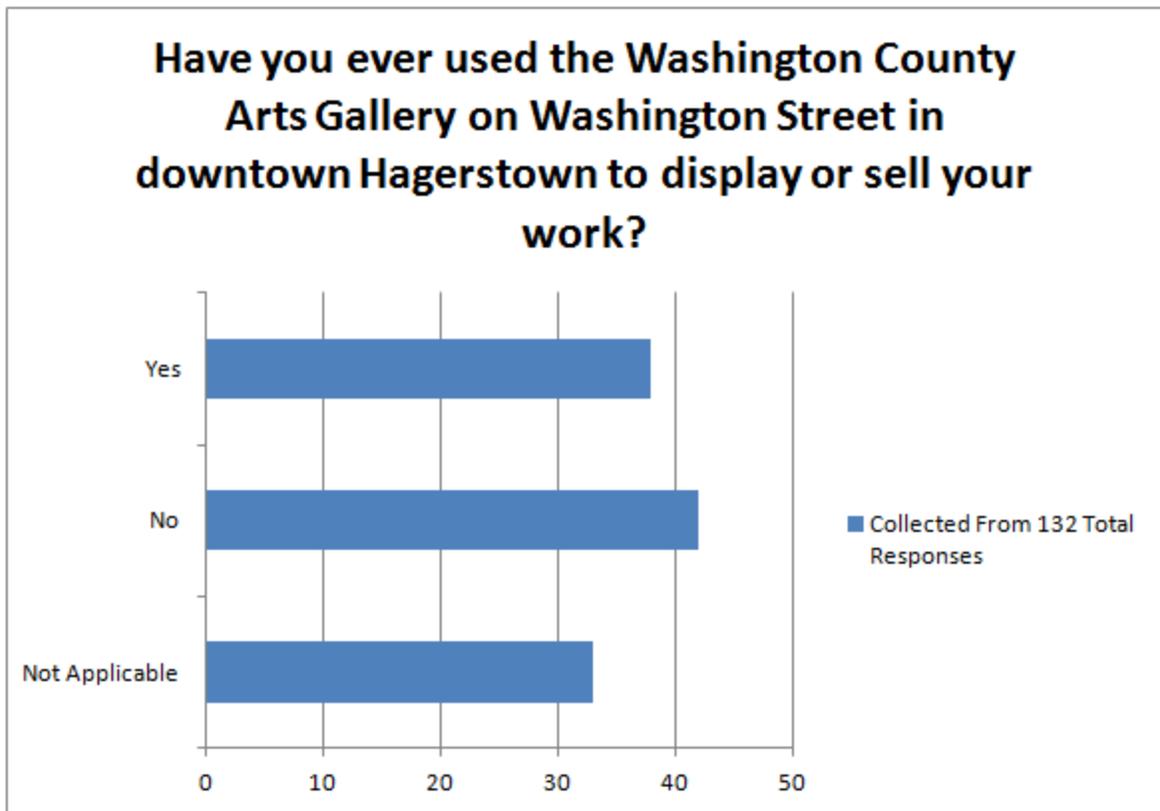


Figure 12

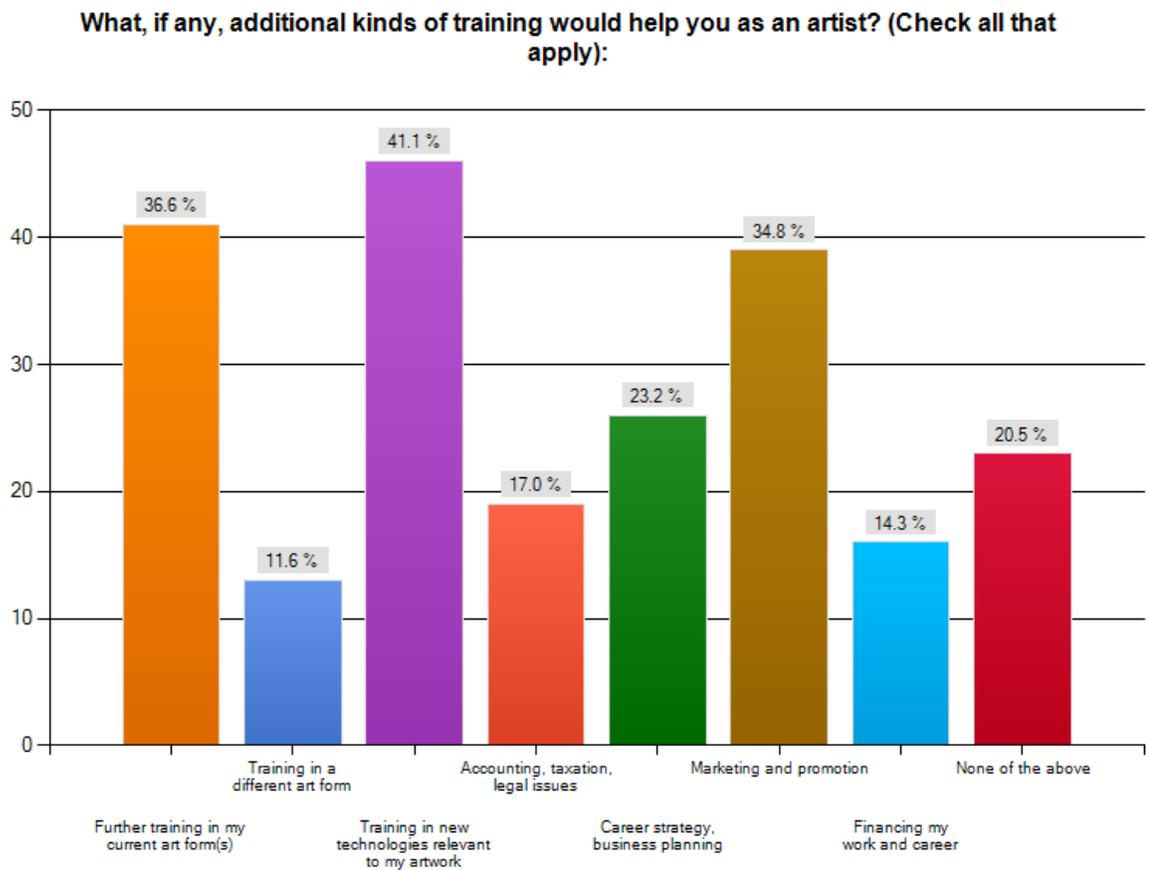
The second largest recorded challenge perceived lack of available and viable venues to both perform and exhibit their art work, talents, and creations. 17.95 percent of respondents, 21 out of 117, felt that there is a severe shortage of appropriate venues. Also addressed within these responses were concerns for the lack of available studio space, production areas, and their inability to participate in competitive events that will garner local, regional, and national exposure for participating artists. 65 out of the 113 respondents that answered the question stated that they had not used the Washington County Arts Council to display or sell their artwork or felt it was applicable to them (Figure 13).



**Figure 13**

The third largest concern for the surveyed artists is available funding. 15.38 percent of respondents have cited either the lack of funding or the decrease of available funding as their largest concern. Data reviewed previously showed that 50.5 percent of respondents stated that they currently support their art financially through arts-related teaching, 38.1 percent through the actual sale of their artwork, and 28.6 percent through non-arts related work (Figure 9). Only 4.8 percent of respondents stated they have received grants from foundations, government agencies, or other charitable sources. However, 37.3 percent of respondents stated that additional funding through grants would best help them advance artistically. The inability for artists to secure grants to pay for things such as materials, supplies, etc. severely hamper their ability to produce and eventually sell art within the local area.

Also recorded were the respondents concerns with how the economy is affecting their sales and their inability to effectively market their work and connect within the community to other artists and art enthusiasts. Of the artists surveyed 11.97 percent of respondents voiced concerns with their ability to sell their artwork. 46.4 percent of respondents stated that help with selling their artistic work would be of the most valuable to them as an artist. 34.8 percent of artists state that marketing and promotion are areas in which they would benefit as an artist with additional training. All together, 84 out of 112 respondents or 75 percent stated that they would benefit greatly from training in business or marketing related topics such as accounting, taxation, legal issues, business planning, and career strategy (Figure 14).



**Figure 14**

## Artist Participation

According to our responses the majority of artists, 52.4 percent, participate in community sponsored art events such as the Blues Fest and Art Walk. Artists also participate in exhibition openings and

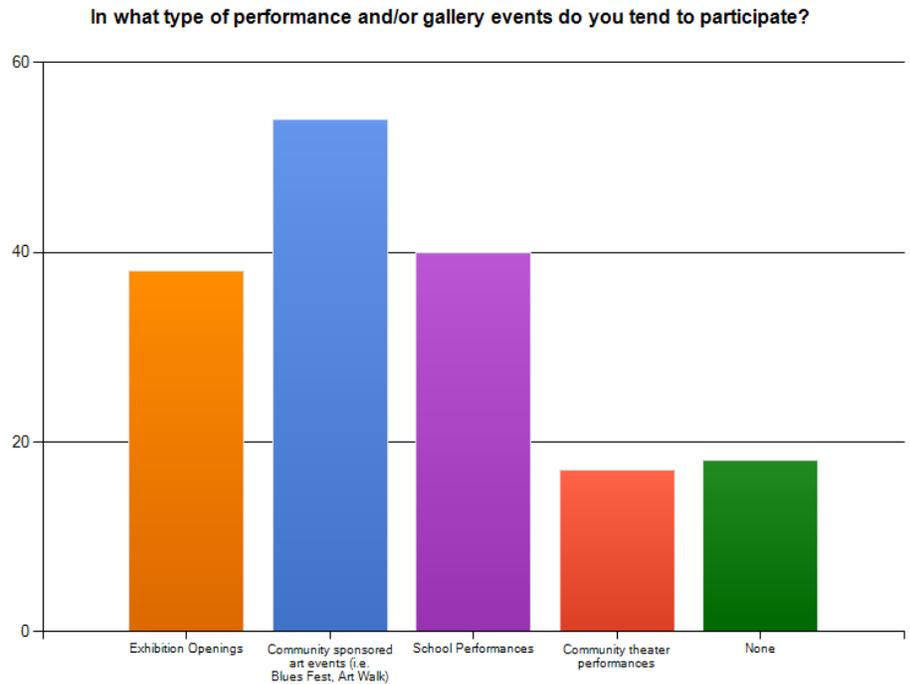


Figure 15

school performances at a similar rate with 36.9 percent and 38.8 percent respectively (Figure 15). The events with the least amount of participation were community theatre performances with only 16.5. It should be noted that only two artists surveyed identified themselves as Actors. Of the two performing arts artists, 100 percent participate in community theatre events. 17.5 percent of respondents reported participating in no events at all.

There have been a very mixed and wide assortment of must have items for many of the artists who participated in this survey. Interestingly enough, many of the things they listed as must haves before agreeing to participate in a performance and/or gallery event are not tangible items at all. Many of the respondents stated that there needs to be a greater variety of venues to perform in, giving different audiences a chance to see their productions/creations. One respondent criticized the lack of local media coverage given to events being held locally stating, *“There is not enough coverage of the media on certain events and certain musicians that are doing things and not getting noticed.”* The respondent also stated that gaining exposure has been

easier in outside markets than locally, *“I’ve had more luck with WV [West Virginia] media publishing articles than my own hometown.”*

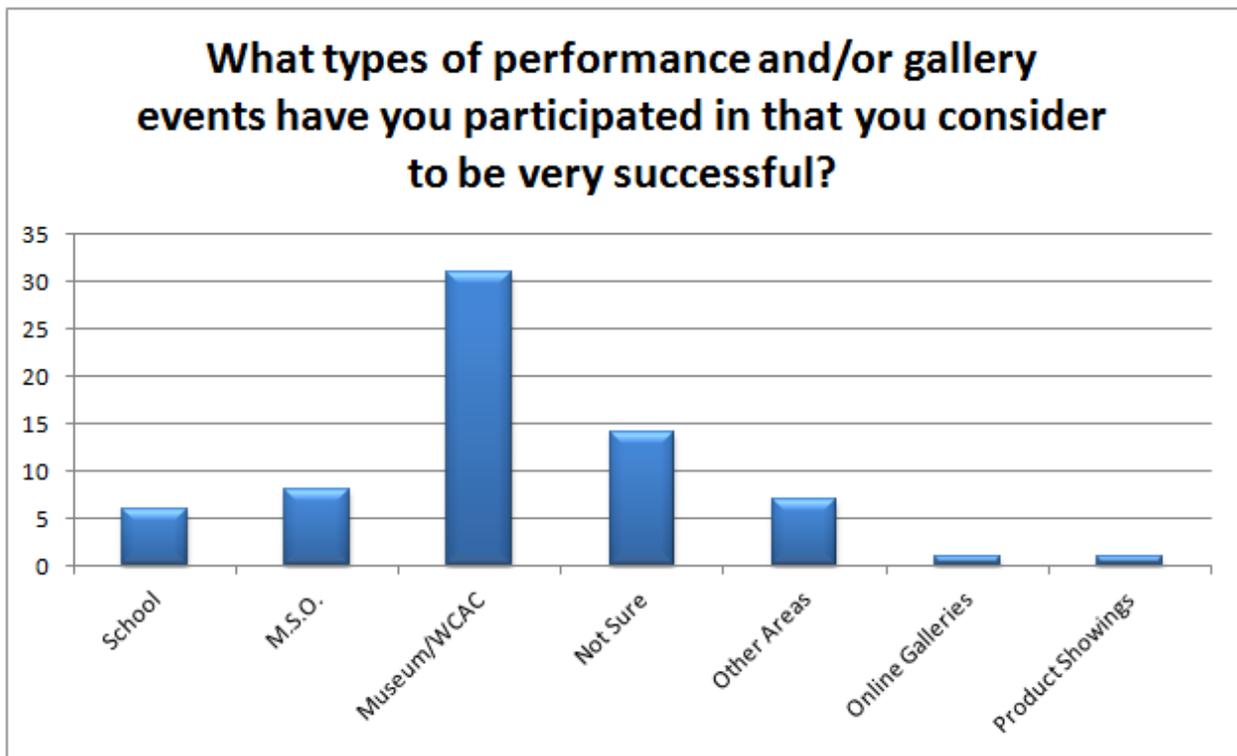
Participants also expressed concerns over the perceived lack of interest and connection between themselves as artists and the available audience/local populous. One respondent stated, *“Live art/music events require investment, not only from the performers, but from the audience as well. Many are unable or uninterested in investing in live art.”* Another artist responded that *“Less people want to spend the time to go see live music. It is important to get people out to see and hear music.”* This theme of being underappreciated by the community continues throughout many response such as *“Lack of appreciation by community, students, and adults,”* their inability to *“connect with [their] customers,”* the prevalent *“disconnection from reality and lack of self drive,”* and more pointedly, stating that the *“General community is unaware or unsupportive of local artist.”* Finding innovative and stimulating ways to connect with their community and customer base is on the forefront of the artists’ minds.

Also, stated by the respondents as a necessity for deciding on a venue, performance, or gallery participation is compensation for their work. One respondent stated that there has been a *“drastic decline of venues that are willing to pay the musicians who perform there.”* Similarly, another respondent stated that there has been difficulty *“getting venues to understand the value of live entertainment vs. canned music and to understand that we are professionals and need to be compensated accordingly.”* Judging by these responses, artists are also looking for venues that generally understand that live art exhibits and performances offer more than static entertainment options, add another dimension to the atmosphere of the venue, and are willing to compensate the performers accordingly.

The majority of respondents indicated that community based events such as the Blues Fest have been very successful. Many responded that because the events are open to the public and are heavily marketed by both the art community and local media that the turnouts are usually excellent. Many of the respondents have also indicated that the ability to interact with their audience, engage in meaningful conversations with patrons and other artists is also a very big reason why these events are successful. 44.29 percent of respondents felt that community events hosted by local entities such as the Maryland Theatre, Washington County Arts Council, and the Washington County Museum of Fine Arts were successful events.

11.43 percent of respondents view the concerts and performances put on by the Maryland Symphony Orchestra (MSO) to be very successful. An example of an MSO production that was cited is the July 4<sup>th</sup> performance at Antietam National Battlefield, stating the *“concert is very successful because of the high attendance and exposure for the orchestra.”* Another reason cited for the perceived success of the MSO productions is attributed to the staff of the Maryland Theatre which was rated as “excellent” by a respondent. Respondents also described the MSO productions as “professional” and also because participants were able to *“[give] performances, [be] compensated for [their] performance, and receive great public response.”*

The third largest grouping of responses consisted of events and performances that occur outside of Washington County and the local downtown Hagerstown area. 10 percent of respondents cited increased audience/artist interaction, greater exposure or marketing, and increased sales volume for the success of these events. Examples of these events are Mountain Maryland Art Sale and Tour hosted by the Alleghany Arts Council, Artomatic held in Frederick, and the Capitol Jazz Fest held at the Merriweather Post Pavilion.



**Figure 16**

Another large group of responses were geared towards school or school related productions for students in the local downtown area. With 8.57 percent of respondents stating that these events were successful and provided a variety of different reasons for why they felt the events were lucrative. One respondent stated that *“School sponsored music concerts and musicals [are successful] because they shape the future of our young people and society as a whole.”* Others felt that the sense of community support that is fostered by these events is a major contributor to their success. Another respondent said that, *“Showcase of Bands [is successful because] traditionally it is a spectacle for people to see [the entire] county perform in one setting.”* While another participant responded, *“Student showcase events are usually successful since they draw in friends, family, and neighbors of students in the showcase. They draw in crowds, and the result is an artistically aware community.”* The community is an integral part and the biggest and most important relationship to the artist.

## Promotional Efforts

According to a survey conducted by the Leveraging Investments in Creativity (LINC) group, most of the methods artists use to promote their art is inexpensive and most of them use word of mouth (67 percent), personal websites (55 percent), online social networking sites (43 percent) and email lists (42 percent) for informal work, and PR companies (2 percent), agents (10 percent), reviews (18 percent) and venues (18 percent) for more formal work. More than three out of four artists use the internet for services and seven out of ten use the internet to research other artists' work. Additionally, artists also use the internet to improve their skills and find job opportunities. The bulk of artists using the internet are younger than 40 years of age.

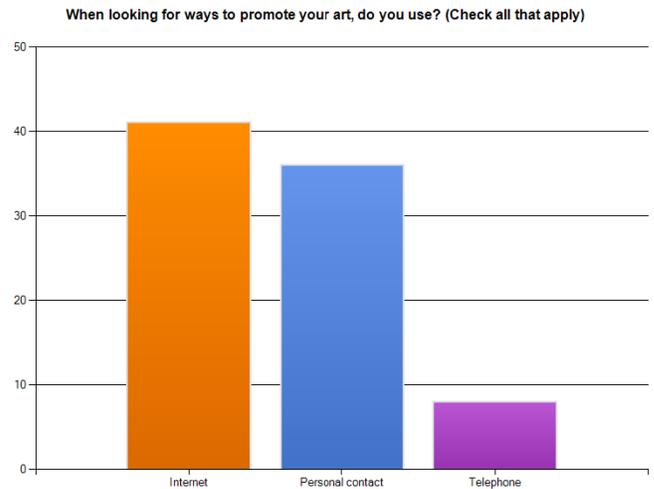


Figure 17

The Washington County Artists Study found that when looking for ways to promote their art, artists tended to use the internet and personal contact the most (Figure 17) which falls in accordance with the LINC survey.

## Marketing in the Art Industry

Artists tend to carry out business via informal, unstructured, reactive mechanisms.<sup>8</sup> A small proportion, generally the entrepreneurially-inclined; develop a proactive and skilled approach where innovation and identification of opportunities give them a competitive edge.<sup>9</sup>

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<sup>8</sup> Ibid.

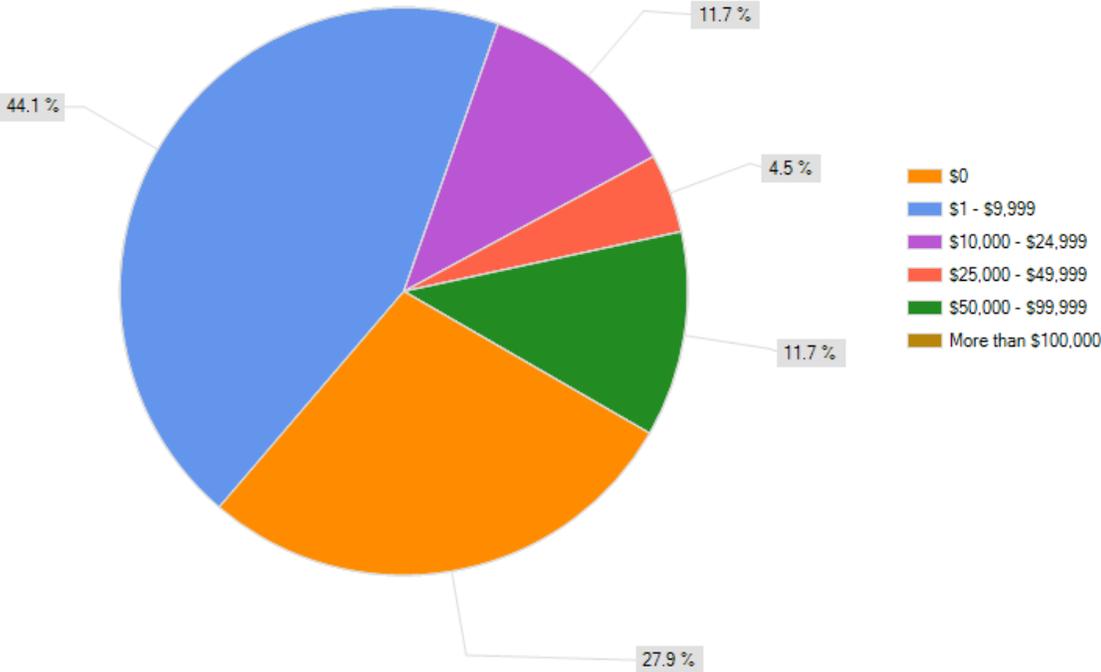
<sup>9</sup> Ibid.

This report compares the National Arts Scene depicted by the National Arts Endowment to the Washington County Arts Scene and surrounding areas. The comparison provided insight into what proved to be successful arts marketing and confirmed what marketing strategies were successful in small communities compared to the national metropolitan areas.

### Arts Revenue in Washington County

The Washington County Artist Survey showed that of the local artists surveyed, 72 percent made less than \$10,000 from their art in the last year (Figure 18).

**What was your total gross sales volume for last year from your art?**



**Figure 18**

In a National Endowment for the Arts (NEA) survey conducted of all artists across the nation,

*The median income from all sources in 1999 was \$30,000 for artists, higher than the \$25,300 median for the total labor force, and lower than the \$36,000 for all professionals. Dancers had the lowest median income—\$15,000—with actors, musicians, announcers, photographers, fine artists, and entertainers all at \$25,000 or less. Architects had the highest median income at \$48,000, followed by producers (\$40,000), writers (\$32,000), and designers (\$30,000).<sup>10</sup>*

Washington County income figures are significantly below what the NEA figures show. This is to be expected because the NEA figures include architects and designers which significantly raised the numbers of the NEA findings. When respondents who indicated that their primary source of income was generated from making art the Washington County survey fell more in line with the National findings. While the Washington County survey only had one response from an architect, the majority of full time artists, at 36.4 percent, who make their income via their art, showed that their income in the past year was more than \$50,000. (Figure 19)

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<sup>10</sup> Bradshaw, T. (2008). *Artists in the workforce: 1990 - 2005*. Washington D.C.: Office of Research and Analysis.

What was your total gross sales volume for last year from your art?

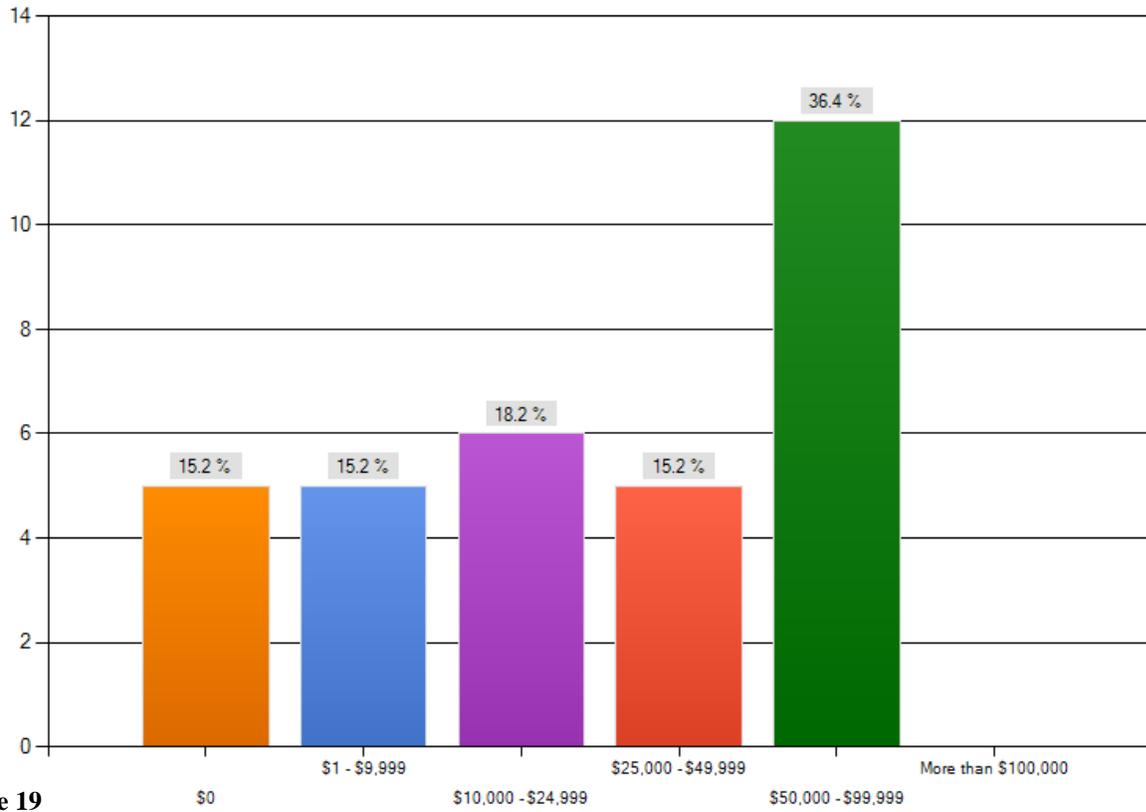
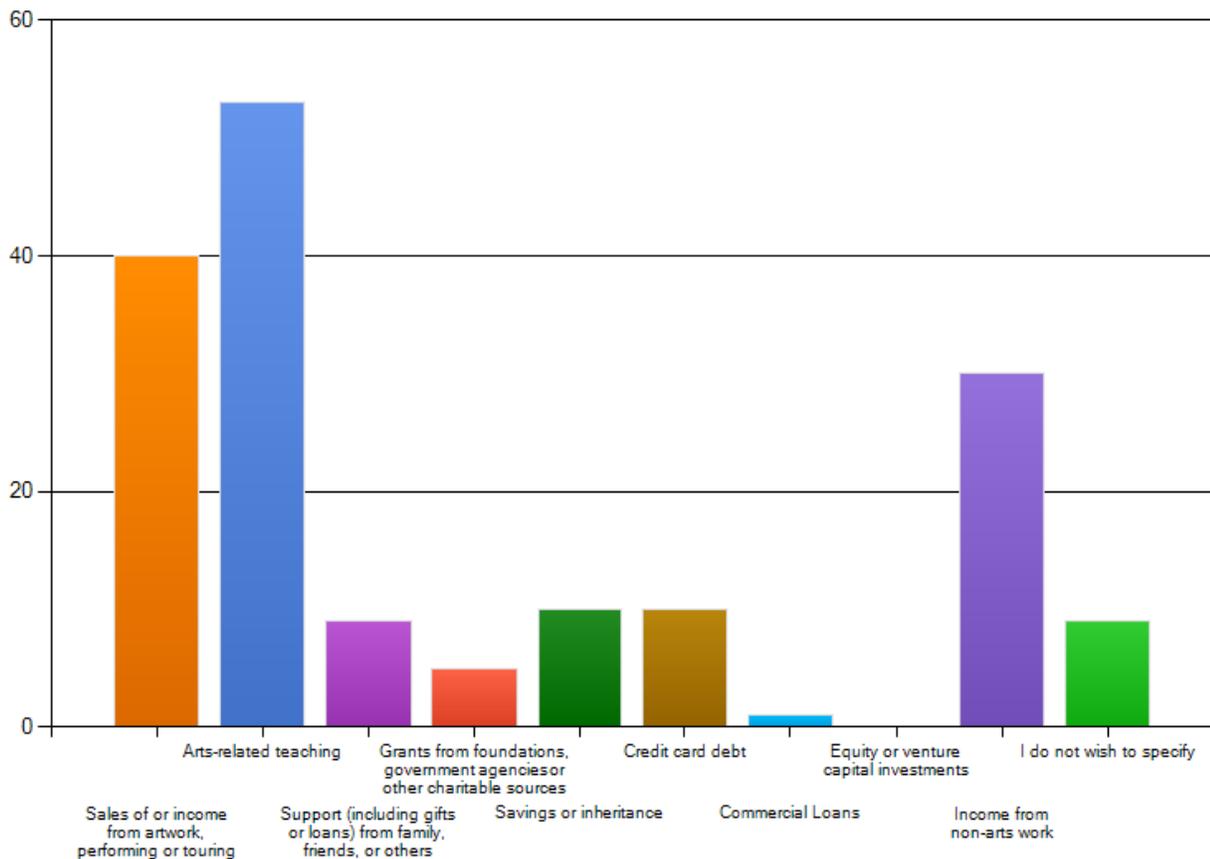


Figure 19

### How do you currently support your artwork financially? (Check all that apply)

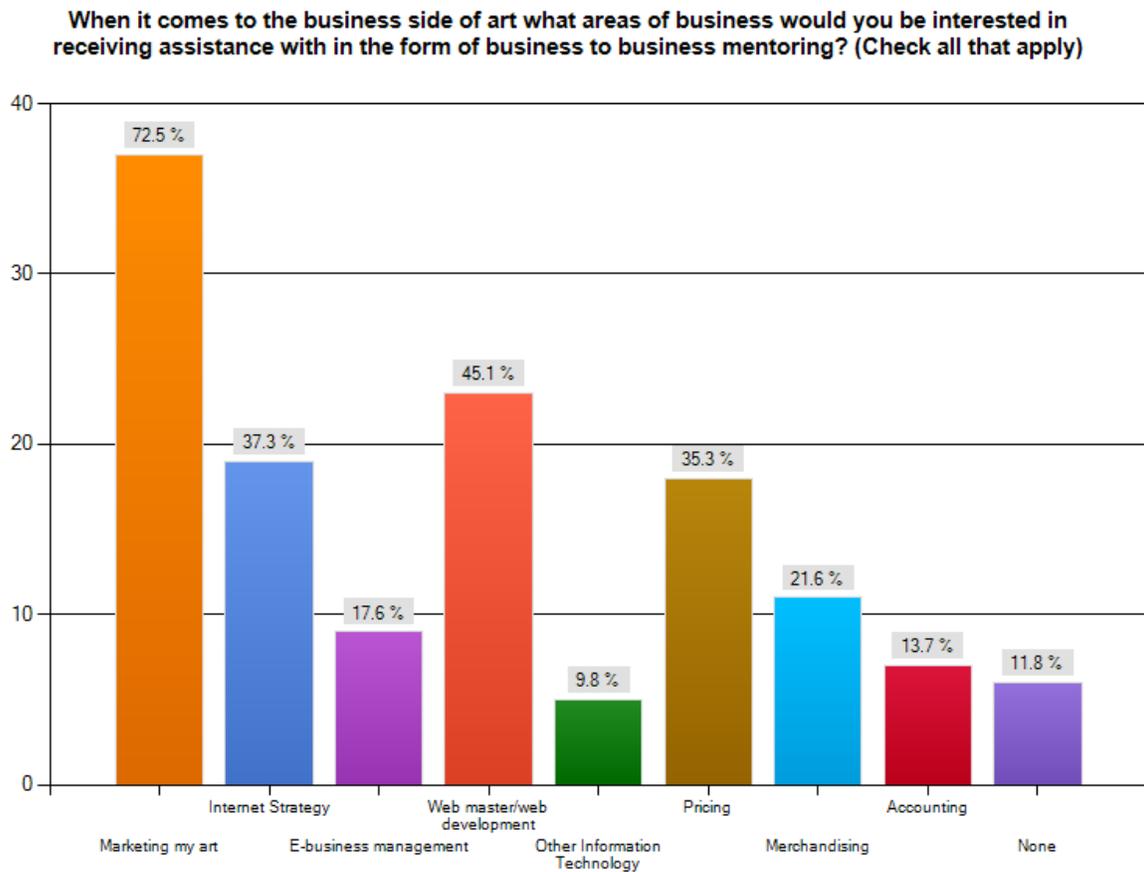


**Figure 20**

All of the artists surveyed in the NEA study considered were defined as full-time artists, only 22.3 percent of local artists surveyed considered themselves full-time. Whereas the bulk of nationwide full time artists are able to support themselves through their art, our survey found that local artists support themselves primarily through arts-related teaching and income from non-arts work. In the middle were sales or income from artwork, performing, or touring. 46.4 percent of the artists surveyed named sale of artistic work, performance or exhibition bookings, commissions, etc. as their biggest financial challenge. To better understand that financial challenge, we asked local artists to show by percentage their customer base location. The results show the bulk of customer base location is in the local Hagerstown/Washington County region followed very closely by the Tri-state area. Several 46.7 percent of Washington County artists surveyed said that they sell their

artwork or book performances online. Of the 46.7 percent of artists who do sell online, the average estimate for percentage of sales generated online was 48 percent.

The artists still face challenges when trying to market their artwork or performances to their customers. 72.5 percent of artists indicated that they needed assistance with marketing their art, 45.1 percent indicated they needed help with web



**Figure 21**

development, and 37.3 percent need help with creating an internet strategy (Figure 21).

When it comes to the business side of art, artists are very interested in receiving business to business mentoring. Specifically in the areas of marketing, web development, internet strategy, and pricing. Considering that 65.4 percent (34 artists) of those surveyed use the internet as a means for advertising their art it was clear that help in the area of

internet strategy was at the top of artist’s lists for business to business mentoring. The internet wasn’t the only other high contender for local arts advertising. Breaking out the 34 artists who use the internet as a means for advertising their art, an overwhelming 83.7 percent sought out the internet as their primary means of art promotion. The artists desire business to business mentoring and in the middle of an economic recession the support for such mentoring is stronger than ever.

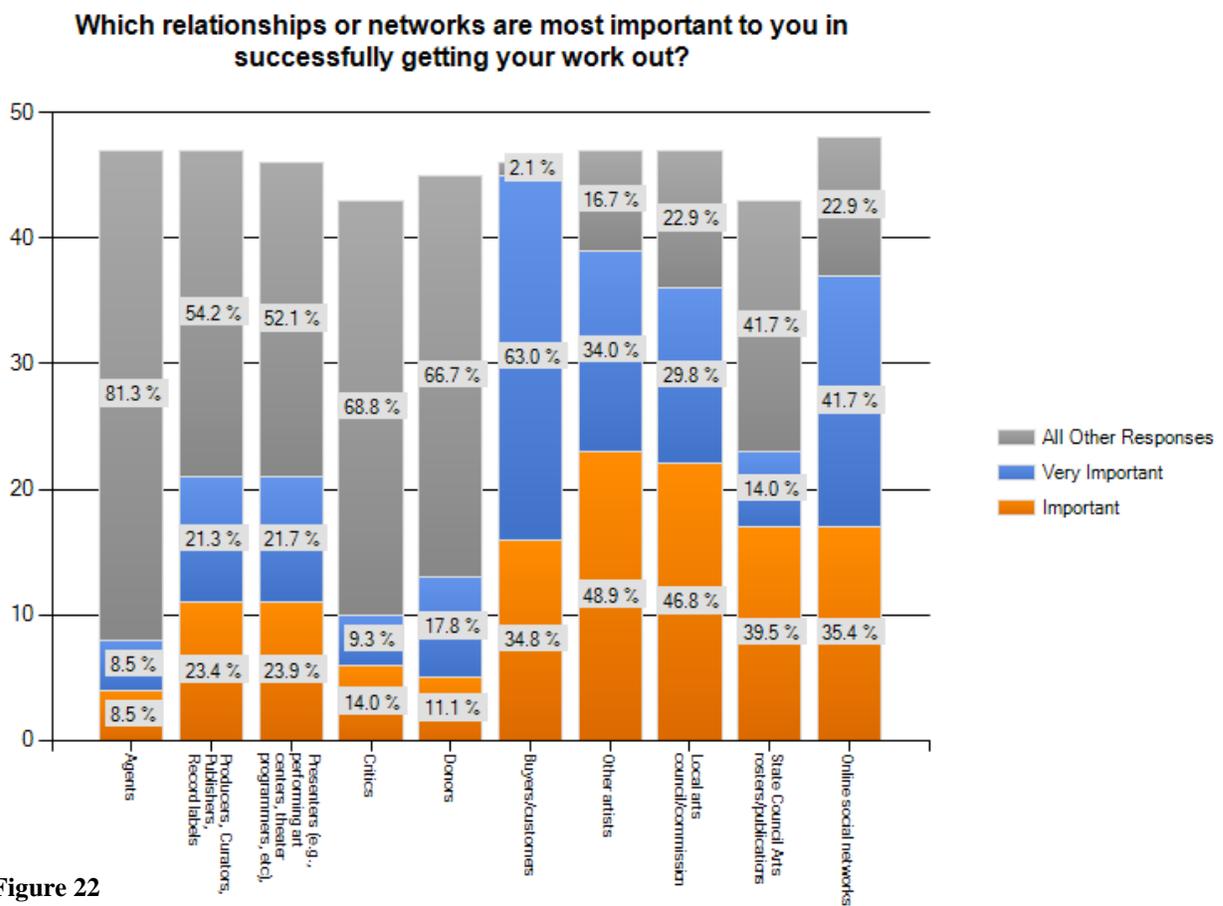


Figure 22

The student survey was designed to get an idea of whether future artists saw opportunities in Washington County to pursue their artistic talent as a career. Unfortunately, many of them did not. Of the 83 respondents, 49 said they plan to pursue their talent as a career but only 9 stated that they felt they could pursue their desired career path within Washington County. The most popular career choice for these students was teaching music in local schools or other venues. Of the students who answered “No” many of their reasons were that there were not enough job opportunities to have a career in their desired field. Many of the theater students’ dream jobs were performing on Broadway. All of the students in the dance category stated there were no opportunities or Dance Companies in the Washington county area. A majority of the students indicated they would go on to higher education although not necessarily in the arts. Of the students who said they would not pursue their talent as a career, 32 of 34 said they would most likely continue their talent as a hobby. A little more than half of the students stated they did activities related to their talent outside of school. Some of them being performances at Weddings, Church programs, plays at Washington County playhouse and Potomac playmakers, members of bands, orchestras and ensembles and street art. When asked if they were aware of assistance through the school or local organizations only a surprising 18 said yes. All of the types they were aware of were through the school, being mostly financial aid and searching for schools to further their education. Lastly, the students were asked what they would like to see in Washington County to improve the “art scene”. Many of them wanted more Theatres in the county so more artists and programs could be brought into the area. They also stated they wanted more opportunities to showcase their talent whether it is doing music, theater, visual arts, poetry or writing.

### **Immediate Surrounding Counties**

In researching the surrounding Washington County area, there are strong Arts and Entertainment districts to the East and West bordering Washington County. , Not sure where that was indicated Frederick and Cumberland's Arts and Entertainment districts have been recognized through the State of Maryland with Outstanding Achievement awards.

Cumberland's Arts and Entertainment district was started in 2002 and has expanded to almost twice its original size by October, 2007. During this time, the City of Cumberland and the Allegany Arts Council formerly joined forces to develop a plan for community revitalization. They instituted creative marketing strategies, created an artist relocation program offered tax credits and generous redevelopment grants for artists to relocate and renovate historic buildings in the downtown Cumberland area. Focusing on their rich history, Cumberland has redirected its emphasis from a once strong industry town to a growing arts and cultural scene. This has increased tourism and brought people in to see places like the Canal Place Heritage Area, the Western Maryland Scenic Railroad and the Greater Allegheny Passage. With the artists having a variety of retail and specialty stores spread throughout along with several Galleries like the Saville Gallery, the Arts at Canal Place Cooperative Gallery and the Gilchrist Gallery of the Arts, performance venues like the Cumberland Theatre, the New Embassy Theatre and Windsor Hall as well as a few museums namely, The Allegany Museum, the Queen City Transportation Museum and the Gordon-Roberts House.

In addition to the support of the City and the arts council, Cumberland's Arts and Entertainment District has many Community partners that help by financially sponsor opportunities to bring in artists and art lovers to the area, with a large list of Business sponsors.

Another way they are bringing in funding is through a Membership card, where they have local businesses offer discounts to those who are members for future purchases of their products or services.

In order draw in artists they offer many grant programs and an “Artist Relocation Program” that appears to be very successful. The Artist relocation program offer tax credits on City property taxes for qualifying artists for renovations or construction improvements to properties within the Arts and Entertainment district. The tax credit runs for 10 years. Those that conduct art business within the district are also eligible for business income tax credits by being exempt from the admissions and amusement Tax and may also qualify an Income subtraction modification program that would reduce their State and local income tax. There are also many loan and grant programs available locally as well as through the State of Maryland. Frederick County has many similar features to their Arts and Entertainment District as Cumberland’s. One advantage they have is that they are closer to the Washington DC/Baltimore metropolitan areas. Also with the City of Frederick being a more populated City they have many Theatres, Art Galleries, Dance Companies, Musical organizations and museums. They too have a membership program which helps with funding along with local businesses while offering discounts to cardholders from local businesses. Another great Arts and Entertainment District is the Berkeley Arts Council of Berkeley County, West Virginia.

## **The Berkeley Arts Council**

Berkeley County, West Virginia is home to 104,169 people; it is also expected to grow at 15 percent between 2010 and 2015 which would increase the population to an estimated 119,824<sup>11</sup>. The median household income for the county's residents is \$53,612 with expected growth at 11.9 percent through 2015<sup>12</sup>. Statistically, 29.6 percent of its residents are between the ages of 35 and 54 and the average level of education completed is a high school diploma only with 39.5 percent<sup>13</sup>. Only 1.2 percent of the resident workforce is employed within the Arts, Design, Entertainment, Sports, and Media fields<sup>14</sup>. Interestingly enough, 55 percent of the residential workforce for the county is employed outside of Berkeley County with 10.5 percent working within Washington County, MD<sup>15</sup>. The major cities and towns located within Berkeley County are Martinsburg, Hedgesville, Inwood, and Falling Waters.

Berkeley County was an established council for arts and artistic performance designated as the Berkeley Arts Council. This arts council is still fairly young; it was founded in August of 2009. Their mission is to “provide unified communication, promotion, support and advocacy for the arts community in Berkeley County, West Virginia.<sup>16</sup>” They believe that “a robust arts community can be a strong catalyst for economic development and growth” and that a “successful arts community provides a rich cultural life for all members of the community and supports a ‘creative economy’ by attracting twenty-first century businesses and the educated work force that comes with them.<sup>17</sup>” Their vision of a successful arts community can be defined as one that “provides an environment that supports all kinds of businesses including artists and

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<sup>11</sup> *Welcome to berkeley county.* (2011). Retrieved from [www.berkeleyartswv.org](http://www.berkeleyartswv.org).

<sup>12</sup> Ibid.

<sup>13</sup> Ibid.

<sup>14</sup> Ibid.

<sup>15</sup> Ibid.

<sup>16</sup> Ibid.

<sup>17</sup> Ibid.

related businesses, attracts tourism and revenue, and provides income and jobs for artists and artisans.<sup>18</sup>”

To accomplish this mission, the Berkeley Arts Council employs a variety of different techniques including a high quality website. The website contains a plethora of information which is released through various means including a blog, links, artist directory, events list, and an art bulletin.

The blog located on the BAC’s website is sporadically updated. It is intended to provide very quick access to important information including event coverage. Found within this blog are highlights taken from the Art Bulletin, photos taken from recent events, as well as updates to event schedules, activities, etc.

The links portion of the BAC site provides the end user with the ability to hyperlink to arts related content. Included in these links is access to “Arts in the Panhandle Region,” “Other Art Organizations,” “Artists” and “Other Links of Interest.” It each subsection provides links to information about different organizations within the state, the county, as well as out of state. Also included are informative links to artists located within the county, which provide their name, contact information, and artistic style/form. Interestingly enough, there are made available, options for users to upload their own links to the website which is very convenient and a great way for users to gain exposure for their organization.

The artist directory located within the BAC website provides a direct link to a sampling of artists who use the BAC. At this time there are over 30 artists listed within the directory with a link for others to apply for acceptance within the directory. What makes this directory unique is that the listings within it are written from the first person perspective of the artists themselves. They are able to detail things such as their name, discipline, address, contact information,

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<sup>18</sup> Ibid.

teaching status, website information, teaching information, and space for additional information. Another great aspect to this section is the ability for users to contact the artists directly, which creates an open line of communication between themselves and the consumer.

Even though the Berkeley Arts Council is still fairly new and trying to establish itself as a viable option for artists who are trying to gain exposure in the community, they have done an excellent job so far. Their ability to market the artists themselves through the use of the artist directory and upcoming events through their calendar/arts bulletin are excellent ways to inform the population and fellow artists. Also something that the BAC is excelling at is their integration of social media and interaction for consumers and artists alike. They have established themselves on Facebook, the Arts Bulletin is mailed to over 800 addresses, and the ability for users of the BAC website to upload their own events/information is critical in connecting the artist community with the populous of Berkeley County. Berkeley County lies just East of Washington County and North lies Franklin County, another bordering county that lies in Pennsylvania.

## **Franklin County Arts Overview**

Franklin County is home to 144,994 residents, with the majority living in the Greencastle, Chambersburg, Waynesboro, and Hamilton townships. As a whole, it has experienced over 12 percent of population growth since 2000 which is over 3 times the overall population growth of the entire state during the same time period. The residents of Franklin County are almost evenly split between urban and rural residences with 52.8 percent and 47.2 percent respectively. The majority of residents (54.8 percent) are between the ages of 18 and 59, slightly lower than the state average of 57.1 percent. 82.8 percent of residents age 25 and older have attained a high school level education or higher with 17.5 percent attaining a Bachelor's degree or higher and 6.9 percent attaining a Graduate or Professional degree. The median household income for Franklin County residents is \$50,557. The personal income for residents employed in the arts, entertainment, and recreation industry is \$16,912,000 in the year 2008. There are 2,464 annual job openings within the same industry and 266 annual job openings due to industrial growth.

Research conducted into the status of a unified Franklin County Arts Council or similarly related organization has yielded an interesting result. As of this time, there is no central Franklin County Art Council or equivalent service within the county. Instead, individual townships or boroughs are responsible for creating their own community or local arts organization. The only county organized arts information available is found on the county government website. Even then, there are only two county art councils identified, one for Chambersburg and one for Greencastle. For the purposes of this study, both of these art councils will be examined.

Both the Greencastle Area Arts Council and Council for the Arts (Chambersburg) have very similar structures. The GAAC has a very minimalistic website. Included on it are just three links for "Contact Us," "Membership," and "History." Contained in the "contact us" link are two

simple things, an email address and mailing address. The “Membership” section provides a little more detail. Listed within it are the various membership fees that the GAAC charges to its members. Table 4 shows the breakdown of membership fees:

**MEMBERSHIP FEE CHART<sup>19</sup>**

**Table 2**

<b>STUDENT</b>	<b>\$5.00</b>
<b>INDIVIDUAL</b>	<b>\$10.00</b>
<b>FAMILY</b>	<b>\$20.00</b>
<b>SMALL BUSINESS/ORGANIZATION</b>	<b>\$40.00</b>
<b>CORPORATE</b>	<b>\$75.00</b>
<b>INDIVIDUAL LIFETIME</b>	<b>\$250.00</b>

Also stated on this page is a little about the GAAC and what the membership fees help to fund. According to the website, the GAAC was founded in 1983 as a non-profit organization and membership fees along with fundraising and community donations are used to fund all of the events hosted by the organization.

The Council for the Arts which services the Chambersburg area is slightly more advanced than that of the GAAC. However, it is still considered subpar when compared to those of other areas. The CFTA’s website includes links to information such as art organizations, training/education availability, events, and other artistic locations such as libraries, galleries, and museums. Also listed on this website is a direct list of sponsors who support the CFTA with logos and hyperlinks. The CFTA is also active on the social media sites such as Twitter and

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<sup>19</sup> Taken from <http://www.greencastlearts.org/membership.htm>.

Facebook and has a website based newsletter that contains information of events and messages directly from the council's director.

While the Council for the Arts provides a step in the correct direction, it still lacks basic features of a successful council organization. For instance, there is a noticeable omission of an artist directory. Without such tools, there can be no direct link between artists and consumers and increasing connectivity between the community and art movement is one of the main goals of any art council. Washington County needs to have a strong Arts and Entertainment District in order to compete with the surrounding Counties by offering similar benefits to businesses and artists. And that doesn't take into account our surrounding States and other major metropolitan areas that are just a few miles away.

### **DC and State Wide Arts Scene**

*American Style Magazine* named several Maryland cities to their Top 25 small cities for art. Frederick, Annapolis, and Cumberland have been selected by the readers of as three of those small cities for art and Baltimore has been included in the Top 25 of large cities for art. Other area honorees include Washington DC (Top 25 of large cities for art) and Alexandria, VA (Top 25 midsize cities for art). DC is ranked 9<sup>th</sup> out of 25 as the best city for designers and artists. The rankings are determined by comparing the growth rates, average salaries and cost of living of each city. DC's art scene is better known because of the presence of the Smithsonian museums, other museums, National Theatre, Ford Theatre, District of Columbia Arts Center (DCAC), etc.. The district has a lot of places to view art but not a lot of people creating art.

What makes Alexandria a top destination for art? For one, the Alexandria Commission for the Arts has been around for 25 years and continues to plan for the future Art Scene in

Alexandria. For example, the commission just received the final report of the study of the arts from a consultant firm. The purpose for the report was to find ways to make Alexandria more exciting and dynamic well into the future. Alexandria already has a lot to offer its locals and its visitors. The city is home to the Del Ray Artisans. The Del Ray Artisans are a non-profit organization that was founded in 1992 with the purpose of supporting artists and their art in the community. The name comes from the Del Ray neighborhood in Alexandria. Today the group “supports new and emerging artists and artisans, to develop and foster community based arts activities, events and organizations, to develop and promote the arts as a resource for community outreach and to make more available and accessible to the general public the full range of creative expression and artistic endeavors in the visual, performing and applied arts<sup>20</sup>,” according to their mission statement. The group is strongly associated with the “Arts on the Avenue” event that attracts over 20,000 people to Alexandria every October. The gallery at their location on Mount Vernon Avenue in Alexandria often gives emerging artists their first look by the public.

Another reason that Alexandria is highly regarded is the Torpedo Factory. The Torpedo Factory was an actual Torpedo plant where Torpedo’s were produced until after the end of WW II. The city of Alexandria bought the building in 1969 from the federal government. Work began in 1974 to make it a place for artists, culminating in a complete renovation in 1982-83. Currently the Torpedo Factory is home to over 160 visual artists, 82 artist studios, six galleries and two workshops and the Alexandria Archaeology Museum. The Torpedo factory is also home to The Art League School, which provides art classes for children or adults. The Torpedo Factory is part of the Potomac River Waterfront and attracts more than 500,000 visitors a year.

The impact the arts has on the city of Alexandria is staggering. A study of 165 cities concluded that Alexandria receives an estimated \$80 million from nonprofit art organizations. Of

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<sup>20</sup> *About del ray artisans*. (2011). Retrieved from <http://www.thedelrayartisans.org/about/index.html>

the \$80 million, \$13 million comes from the organizations and \$66 million from the event related spending by their audiences. Successful arts districts can be found even closer to Washington County than Alexandria and Washington DC.

Washington County is home to one of the state appointed Arts and Entertainment districts. The state of Maryland started the Arts and Entertainment program in 2001. Since that time, 18 cities have earned Arts and Entertainment districts. Station North won the 2011 Arts and Entertainment Outstanding Achievement Award. The annual award is presented for excellence in one or more areas of marketing, public art, economic development, special events/festivals, Arts and Entertainment outreach and education. The award was awarded to Station North for their success in marketing and promoting events as well as their role in economic and community revitalization. More specifically, Station North prints a weekly newsletter, maintains a recurring segment on a Baltimore radio station, is home to City Arts which is an energy efficient affordable apartments, and part host to Artscape which is America's largest free arts festival among many other achievements.

Frederick was the prior award winner in 2010 for excellence in all of the previously mentioned award areas. Frederick had occupancy rates of 92 percent for its store fronts, 97 percent for residential and 92 percent mixed use for its Arts and Entertainment district. In addition, Frederick held information sessions for business and community awareness for Arts and Entertainment incentives, promoted downtown Frederick gift cards, and hosted a Fashion week. These are just some of the examples of the many achievements of the Frederick Arts Council.

## National Arts Scene

Using the National Arts Endowment's Artists in the Workforce report as comparative data the results showed that San Francisco has the highest percentage of artists compared to any other metropolitan area in America, accounting for nearly 3.7 percent of the workforce. As noted earlier among artists, designers make up the largest category nationally accounting for 36 percent of artists in the U.S (Tables 2, 3).

Rank of MSA by artists as a percent of the labor force	Metropolitan Area	Total civilian labor force	Total artists	Total artists as percent of labor force
	Total in United States	137,668,735	1,927,400	1.40
	Total in Metropolitan Areas	109,004,137	1,685,403	1.55
	Percent in Metropolitan Areas	79.2	87.4	
1	San Francisco, CA PMSA	955,020	35,470	3.71
2	Santa Fe, NM MSA	78,013	2,625	3.36
3	Los Angeles-Long Beach, CA PMSA	4,307,710	140,620	3.26
4	New York, NY PMSA	4,268,149	132,990	3.12
5	Stamford-Norwalk, CT PMSA	181,171	5,455	3.01
6	Boulder-Longmont, CO PMSA	169,889	4,485	2.64
7	Santa Cruz-Watsonville, CA PMSA	137,684	3,265	2.37
8	Danbury, CT PMSA	117,533	2,674	2.28
9	Santa Barbara-Santa Maria-Lompoc, CA MSA	193,717	4,359	2.25
10	Seattle-Bellevue-Everett, WA PMSA	1,319,309	28,535	2.16
10	Nashville, TN MSA	661,550	14,295	2.16

Table 3 - NEA Report, Artists in the Workforce. 1999 - 2005

	2003-2005		2000		1990	
	Number	percent	Number	percent	Number	percent
<b>United States</b>						
Total artists	1,999,474	100.0	1,927,400	100.0	1,727,507	100.0
Actors	39,717	2.0	38,605	2.0	35,916	2.1
Announcers	55,817	2.8	54,855	2.8	68,590	4.0
Architects	198,498	9.9	192,860	10.0	167,151	9.7
Fine artists, art directors, and animators	216,996	10.9	231,690	12.0	278,516	16.1
Dancers and choreographers	25,651	1.3	26,915	1.4	21,771	1.3
Designers	779,359	39.0	749,335	38.9	619,328	35.9
Entertainers and performers	41,128	2.1	37,590	2.0	16,929	1.0
Musicians and singers	169,647	8.5	170,015	8.8	148,162	8.6
Photographers	147,389	7.4	124,045	6.4	117,084	6.8
Producers and directors	139,996	7.0	139,335	7.2	120,609	7.0
Writers and authors	185,276	9.3	162,155	8.4	133,471	7.7
<b>South Atlantic</b>						
Total artists	339,792	100.0	319,610	100.0	280,098	100.0
Actors	2,789	0.8	3,375	1.1	4,663	1.7
Announcers	11,720	3.4	11,200	3.5	12,189	4.4
Architects	36,009	10.6	33,590	10.5	28,736	10.3
Fine artists, art directors, and animators	32,734	9.6	35,315	11.0	46,094	16.5
Dancers and choreographers	4,511	1.3	4,910	1.5	3,872	1.4
Designers	135,221	39.8	122,290	38.3	99,836	35.6
Entertainers and performers	10,004	2.9	8,565	2.7	2,940	1.0
Musicians and singers	30,375	8.9	29,915	9.4	23,670	8.5
Photographers	22,860	6.7	21,565	6.7	18,087	6.5
Producers and directors	19,900	5.9	23,290	7.3	18,187	6.5
Writers and authors	33,668	9.9	25,595	8.0	21,824	7.8

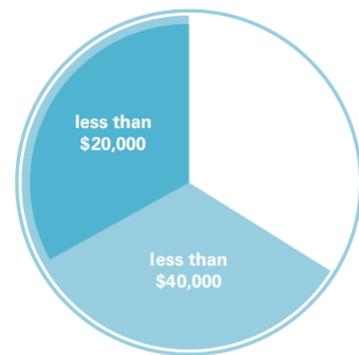
Table 4 - NEA Report, Artists in the Workforce 1990- 2005

Bigger cities such as Austin and Santa Fe provide many benefits to artists. They help make their cities more art conscious by providing special grants and zoning to artists, and providing initiatives for artists to come and present/display their art. The cities as a whole also designate older parts of the downtown areas to revitalization, add place makers as a theme to attract artists and generate awareness of the arts for the general public. More studies show that creating such environments not only cultivates a more vibrant art scene, but also spurs economic development through tourism and art sales.

One such example of a city that has attracted artists from across the country is Paducah, KY. Paducah’s artist relocation program provides artists space in the lower part of town, which includes historic homes and buildings. The local bank helps by providing loans to restore the buildings, thereby creating a healthy residential neighborhood. This program has already drawn over 45 artists from all over the country to help restore and revitalize the downtown area.<sup>21</sup> There are economic realities to face when looking at pursuing an Arts and Entertainment District.

### **Economic Impacts/Realities**

As does everyone, artists too struggle during a time of recession. Most of the research shows that artists tend to be more severely hit due to their overall economic status. In the 2009, Leveraging Investments in Creativity (LINC) conducted a nationwide survey on how artists are coping with recession. Two-thirds of them have at least one other job other than producing their art, and they make less than



66% of surveyed artists reported 2008 earnings below \$40,000; 33% reported 2008 earnings below \$20,000.

**Figure 23**

<sup>21</sup> Reference <http://paducaharts.com/>

\$40,000 a year with more than 40 percent of them having no health insurance or benefits (Figure 23).<sup>22</sup>

Although these numbers seem staggering, artists are still optimistic about the future and their special role to help society; 75 percent of them believe these are inspiring times to be an artist. On the “upside,” these job losses have allowed artists to devote much more of themselves to their art and with even more passion. Nearly 4 out of 10 artists said that positive outcomes of the recession include being able to experiment with new ideas, collaborate more openly with other artists and society and being able to voice an eagerness to provide their services to help people cope with difficult times. Washington County Artists follow the same pattern and the study indicates as did the LINC survey that two-thirds of Washington County Artists support themselves by having at least one other job other than producing their art or booking performances.

Arts sales and any revenue generation from the arts have dramatically taken a hit with the recession. Arts and similar “luxury” goods are often the first cuts taken when budgets are rethought and resized. Bigger cities had to cut their budgets which resulted in closing numerous museums and theaters; one such example is the Baltimore Opera Company in 2008.<sup>23</sup> This report also pointed out that attendance to theaters, movies and museums have decreased because of the economy. From 2008 to 2009 artists reported a drop in their sales of 50 percent. Most artists feel that the recession has lessened the availability of grants/funds/scholarships, along with residency and teaching opportunities. Figure 24 depicts some of the things artists on a National scale commented that they would like to see provided.

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<sup>22</sup> Retrieved from [http://www.lincnet.net/sites/all/files/10\\_1006\\_LINC\\_percent20recession\\_report\\_sp.pdf](http://www.lincnet.net/sites/all/files/10_1006_LINC_percent20recession_report_sp.pdf)

<sup>23</sup> Miringoff, M & Opdycke, S (2010). The Arts in time of recession. *International Journal of the Arts in Society*, 4 (5), 141-168.

	Very Helpful	Somewhat Helpful
Grants/Fellowships/Scholarships .....	71%	14%
Opportunities to showcase work.....	62%	22%
Networking opportunities .....	52%	32%
Supplies/equipment .....	51%	25%
Public relations/Marketing assistance.....	49%	27%
Health services.....	48%	17%
Business counseling .....	35%	30%
Artistic training/Skill development .....	34%	31%
Legal assistance (copyright, taxation, contracts, etc.).....	33%	29%
Technology training.....	31%	29%
Workspace assistance .....	31%	23%
Opportunities to barter .....	30%	32%
Administrative support/Shared services.....	29%	29%

**Figure 24 - National Survey conducted by LINC. 2009.**

There are ways to save money in times of economic down turns. Artist by nature are creative and have found creative ways to save money but they also need assistance from the communities they choose to serve.

### **Going into the Future**

After a thorough search of neighboring counties, cities, regions, and our national art scene and spending time analyzing the arts market as a whole, the task turns to moving forward with the production of successful Arts and Entertainment District for Washington County. The survey prompted the following strategies for an improved Arts and Entertainment District keeping the artist in mind as the primary concern.

### **Artist Mentorship**

The need for artist mentorship is twofold. An artist would have a mentor relationship with another artist -- preferably a more novice artist with an experienced or professional artist. This relationship would meet the need for establishing a network for artists that local artists felt was lacking. The other mentor relationship would be a business to artist mentorship. The artist would have a mentor in a business professional that they could rely on for marketing strategies, accounting, finance, or general help for their business needs. The Washington County Arts Council could coordinate such relationships through SCORE, the local Chamber of Commerce or the Washington County Economic Development Commission.

### **Web Development**

Artists stressed a desire to receive web development training or to have easier access to web domains in order to sell their products and services and to share their artwork with the populace in general. A strategy that we propose is to work with Washington County's number one web site developer, High Rock Studios. High Rock Studios has offered to entertain discussions of

creating possible artist web packages that artists could either share or rotate usage of domains on a quarterly or other time frame basis. A future meeting has been arranged and at this time High Rock Studios is excited to be on board.

### **Artist Guild**

An artist guild would be a network of artists who meet bi-monthly as a group. The meetings could either be driven by topic or just be a purely social engagement. Meetings would be held at restaurants or pubs located in the downtown area. This brings business into the restaurants as well as provides the artists a group of peers with which to collaborate and network with.

### **Monthly Media Highlights**

Work with local media outlets to highlight one artist a month. There would be a profile in the newspaper, a quick spotlight on TV, and an online feature. This highlight could be run in conjunction with a Meet the Artist series where the featured artist does a presentation of their work at a local venue. Also, a Rising Star could be highlighted from BISFA and that student could also do a presentation alongside the adult artist.

### **Washington County Artist Pledge**

Creating a pledge from Washington County is an inexpensive way to create a positive relationship with local artists. The pledge would be drafted and signed by Washington County and any participating artist. This pledge shows a willingness and an investment in the artist from the county. It's meant to be a serious commitment between the County and the artist. It would

not be a contract where sales were guaranteed to an artist but would be instead a commitment that the county makes to the artist to support them in the best capacity available.

### **Online or Printed Artist Publication**

Creating a publication where artists can display their work is another venue that the artists are so desperate for. This publication could be a yearly print pub or a monthly rotating online publication.

### **Promotion Materials**

One of the artists biggest complaints about using the Washington County Arts Council's Gallery was that while the initial exhibit opening is well attended that's where it stops. Sales don't seem to be generated. The recommendation put forth then is that each special exhibit gets its own media blitz and promotional push for the entirety that the artwork is exhibited. These promotional pushes can be individualized per exhibit and worked on with the artist. The artist will have a stake in the promotional materials because they will be an active participant in pushing them to the public.

An Arts and Entertainment District is a wonderful addition to any community great or small but it requires an investment. The investment isn't just a monetary investment rather an all encompassing investment. The passion has to also exist in the community and in the community's leaders. There has to be something bigger than a simple want. An artistic identity must be present for any Arts and Entertainment District to maintain itself.

Viewing the survey results it was clear to see that while artists enjoy living in the community and creating for the community they do not see Hagerstown or Washington County as an Arts and Entertainment community. Art, be it visual or performance, is a powerful tool for change. A community that promotes expression and cultivates the creativity that lies inside their boundaries has no limits. Artists will support an atmosphere cultural blossoming but the atmosphere has to be in existence first. Art is used as a catalyst for releasing and challenging personal and societal stresses whilst encouraging cultural changes and awareness. This study found support for such a culture.

Given the opportunity and with the proper care and fostering, an Arts and Entertainment District in Washington County will succeed.

**Appendix A – Student Survey**

On behalf of the Washington County Arts, Entertainment and Education task force, we, Frostburg State University MBA students are conducting a study from the artist’s perspective to better understand their needs and wants available in Washington County. We thought it would also be important to ask future artists as well. Please take a few minutes to complete the following survey. It will provide valuable insight to help promote Washington County’s arts and entertainment district.

1. What art form at Barbara Ingram School for the Arts are you currently focusing on?

**23** Theater  
**0** Literary Art  
**12** Visual Art  
**15** Dance  
**21** Instrumental Music  
**12** Vocal Music

2. Do you plan to pursue your artistic talent as a career?

**49** Yes      **31**No    **3** **Undecided**

If yes, please describe what type of career you plan to pursue

<b>Music Theatre on Broadway, Disney</b>	<b>Photographer</b>	<b>Graphic Artist</b>
<b>Professional Actress/actor</b>	<b>Interactive Designer</b>	<b>Painter/Artist</b>
<b>Teacher</b>	<b>Illustrator</b>	<b>Choreography</b>
<b>Arts Management in Theater</b>	<b>Art therapy/education</b>	<b>Dancing professionally</b>

If No, will you continue your talent as a hobby?

**32** Yes      **1**No

3. If you answered yes to question 2, Do you feel that you could pursue a career of your talent in Washington County?

**9** Yes      **38** No (**1 did not answer**)

If No, Please Explain Why

<b>Not enough Theatres in Wash.Co</b>	<b>Not enough opportunity</b>
<b>Want to travel to see other places</b>	<b>No jobs in what I want to do</b>
<b>More opportunity in NYC</b>	<b>Want to live in a bigger city</b>
<b>No Colleges in County that offer BFA</b>	<b>No Dance Companies in Wash.Co.</b>

4. Do you currently do any activities outside of school functions regarding your talent? (examples, creating and selling art, performing at venues like Potomac Playmakers, Washington County Playhouse, etc)

**45** Yes      **38** No

If Yes, please describe

Wash.Co. Playhouse concerts	Enter contests/sell prints	Volunteer for
Workshops/Master classes in NYC church	work at Youngblood Photography	Run sound @
Theatre Co in Frederick gigs/Freelancing	murals for bldgs @ Military bases	Solo
Potomac Playmakers lessons	Street art in Baltimore/DC areas	Teach guitar
Perform at weddings/Church Ensemble	Dance Co. in Frederick	Sonore Flute
Created Director's club member	Prep Orchestra @ Shepherd Univ.	Hub Opera

5. What are your plans upon graduation?

10 Attend an art school specific to my talent (**8 students marked either option 1 or 2**)

25 Attend college pursuing a degree in my talent

31 Attend college pursuing a degree in a different area

1 No continuing education planned; plan to pursue my talent on my own

4 Undecided at this point

4 Other, please specify

Major in a different field and minor in talent

6. What is your dream career?

Lawyer/Pilot

TV Anchor

Sports PT/Sports Reporter

Paramedic

Dr/Scientist

Anything to do w/math

Fashion Design

Theoretical Physicist

Engineer

Professional musician

Pre-K Teacher

Hair/Make-up Artist

Fiction Writer

Owning a Theater

Vocal Teacher

Broadway

Celebrity

Broadway

Own Franchises

Music education

Pediatrician

Sound engineer

Work @/for Disney

Rapping and Acting

Art Therapist

Photographer

Video game artist

RN

Choreographer

Film Critic

Opera Director

Professional Composer

Opera Singer

7. Are you aware of any assistance that BISFA or any Washington County organization offers to help you pursue your talent as a career? (examples, financial assistance to attend schooling, grants to help start a business in your art, assistance in applying to special schools to pursue your talent)

18 Yes

62 No 3 did not answer

If yes, please specify what type of assistance and if you taking advantage of these opportunities?

Financial Assistance  
aps

College Auditions

Prescreening CDs for school

Free lessons

art of cooking

Master classes

**College Fairs**

**Scholarships**

**Looking for schools**

What types of arts and entertainment would you like to see offered in Washington County that you currently don't believe are available here?

**Major shows @ MD Theatre classes**

**Film/TV**

**Advanced Dance**

**Professional productions of musicals at the MD Theatre**

**Comic art**

**More Art events in general**

**Poetry nights**

**Fashion**

**More writing contests**

**Hip Hop program**

**a functioning gallery**

**Auditions**

**Modeling Agencies**

**More dance opportunities**

**Modern Rock shows**

**Bigger variety of concerts**

**painting/sculpture showings**

8. What is your gender?

**25** Male

**58** Female

Lastly, If you have anything that you would like to provide that wasn't covered in these questions that would help to improve Washington County's "art scene" please describe it here.

**Bring in professional artists to offer workshops and after school programs**

**More media coverage of art events to make the public aware of them**

**It is dead**

**To have other musical groups to inspire young musicians**

**Support BISFA; interest is there, just needs to be nurtured**

**More dance teachers**

**Add more to arts in general**

**More places to display art**

**Playing music downtown in the streets**

**To be more informed**

**Just don't cut funding; the arts are very important for kids that have talents**

**To try to change people's minds about the arts in Wash.Co.**

**Better press for BISFA**

**Theatres and museums. Currently have to travel at least an hour to find a nearby audition.**

Thank you for your time and valuable information!

## **Appendix B – Washington County Artists Survey**