

Sustainable Moorestown Arts Committee: Moorestown Creative Community Census and Needs Assessment

Data current as of Monday, February 22, 2016

59

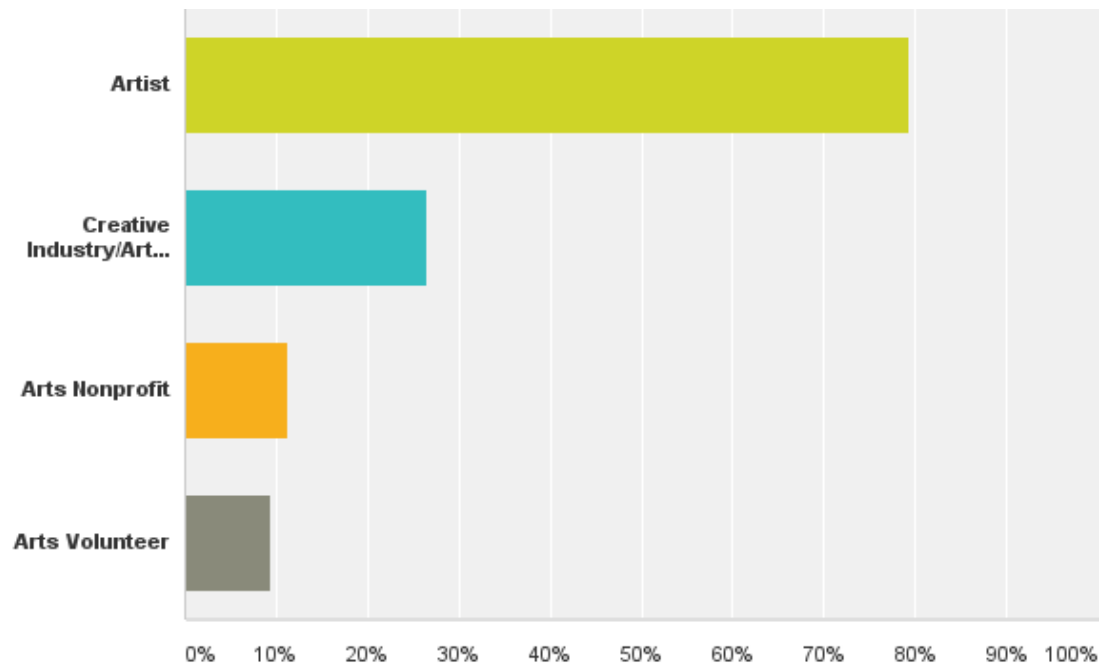
Total Responses

Date Created: Monday, July 27, 2015

Complete Responses: 49

Q4: Check all that apply. (Please list your business name or any additional information in the comments)

Answered: 53 Skipped: 6



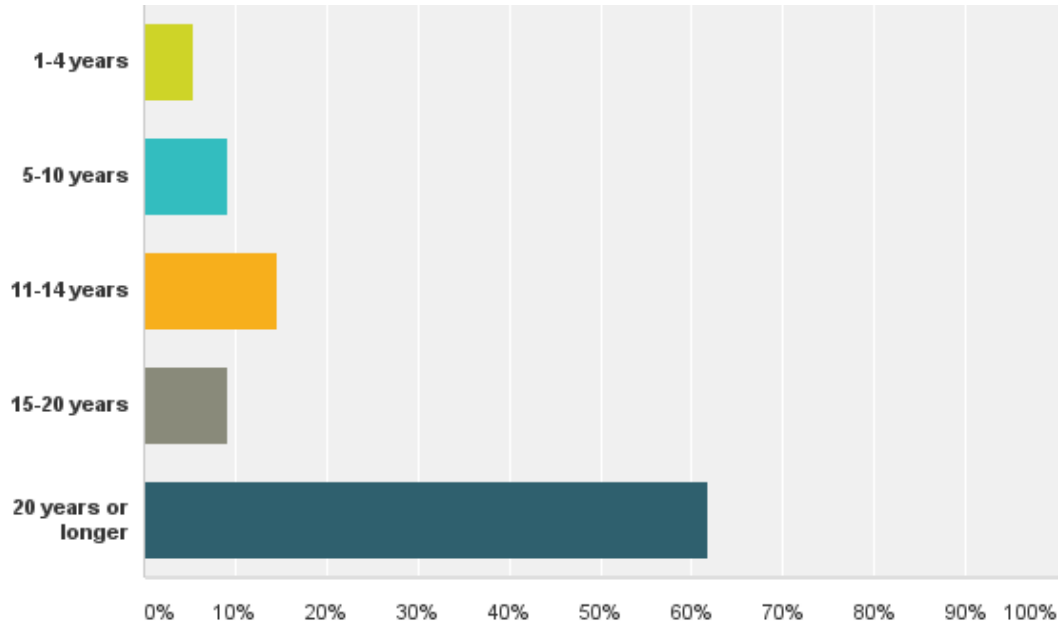
Q4: Check all that apply. (Please list your business name or any additional information in the comments)

Answered: 53 Skipped: 6

Answer Choices	Responses	
Artist	79.25%	42
Creative Industry/Arts Related Business	26.42%	14
Arts Nonprofit	11.32%	6
Arts Volunteer	9.43%	5
Total Respondents: 53		

Q5: How long have you been practicing art/in a creative business?

Answered: 55 Skipped: 4



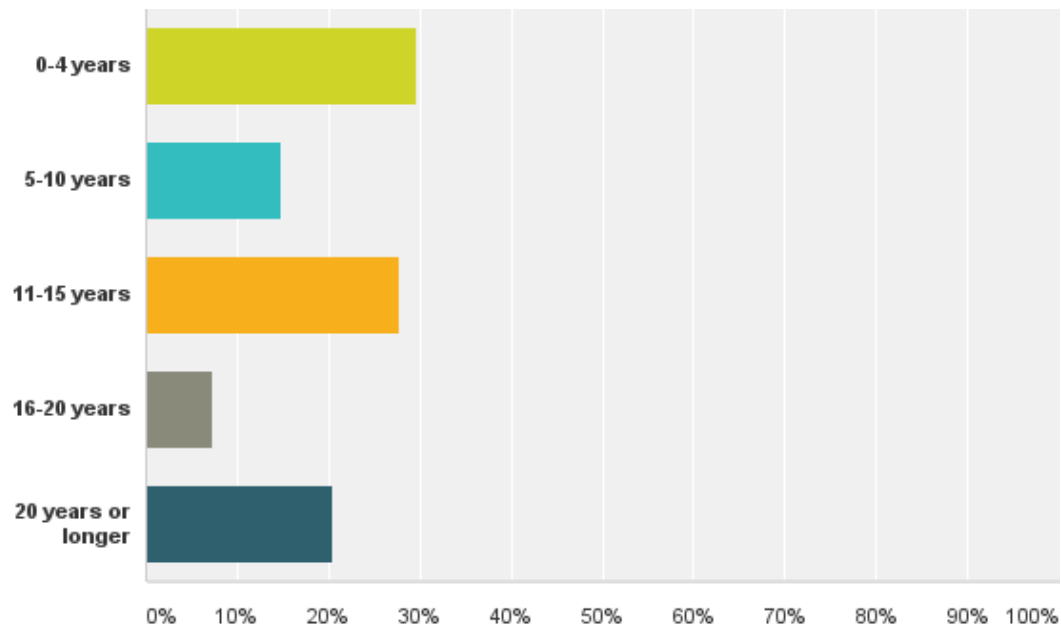
Q5: How long have you been practicing art/in a creative business?

Answered: 55 Skipped: 4

Answer Choices	Responses
1-4 years	5.45% 3
5-10 years	9.09% 5
11-14 years	14.55% 8
15-20 years	9.09% 5
20 years or longer	61.82% 34
Total	55

Q6: How long have you been practicing art/in a creative business in Moorestown Township?

Answered: 54 Skipped: 5



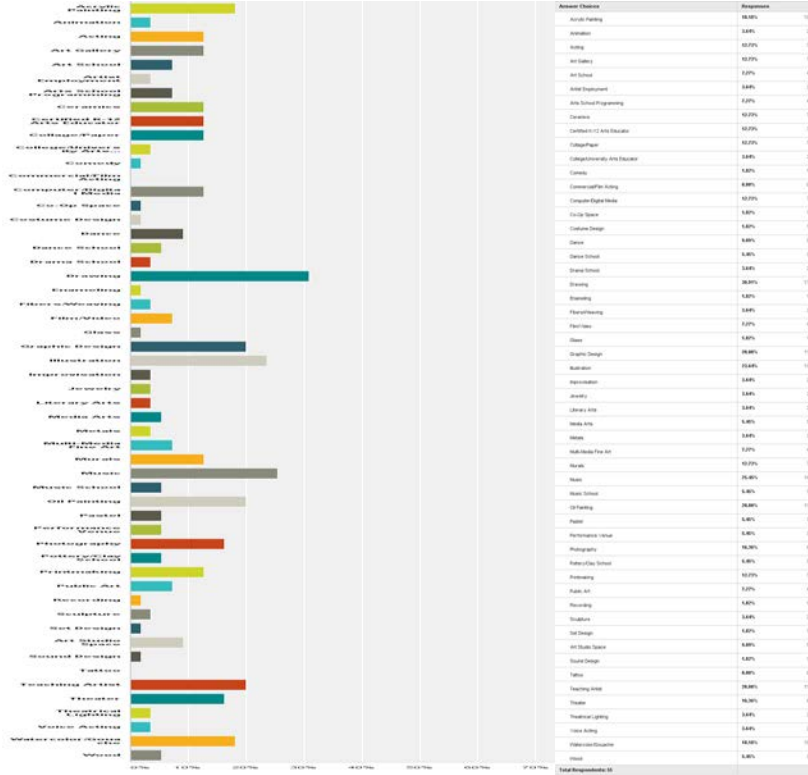
Q6: How long have you been practicing art/in a creative business in Moorestown Township?

Answered: 54 Skipped: 5

Answer Choices	Responses	
0-4 years	29.63%	16
5-10 years	14.81%	8
11-15 years	27.78%	15
16-20 years	7.41%	4
20 years or longer	20.37%	11
Total		54

Q7: Your artistic medium/creative service (check as many as apply)

Answered: 55 Skipped: 4



The most popular creative services/art mediums were:

Drawing 30%;

Graphic Design 20%;

Illustration 23%;

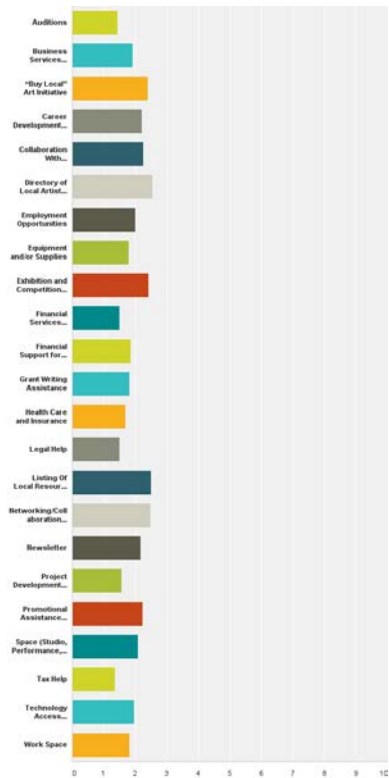
Music 25%;

Oil Painting 20%; and

Teaching Artist 20%.

Q8: Using a scale of 1-3, Please identify which of these areas are of importance to you with 1 being not important and 3 being very important.

Answered: 52 Skipped: 7



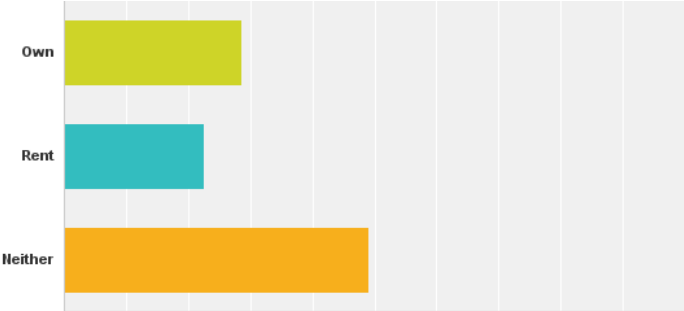
	1	2	3	Total	Weighted Average
Auditions	72.34%	16.64%	17.82%	47	1.45
Business Services (Accounting, Marketing, etc.)	39.58%	29.17%	31.25%	48	1.92
"Buy Local" Art Initiative	14.29%	36.61%	55.16%	49	2.41
Career Development Activities (Classes, Workshops, etc.)	22.92%	33.33%	43.75%	48	2.21
Collaboration With Moorestown's Other Associations And Groups (MBA, Rotary, Sustainable Moorestown, etc.)	19.61%	35.29%	45.16%	51	2.25
Directory of Local Artists, Creative Businesses	7.84%	29.41%	62.75%	51	2.55
Employment Opportunities	32.61%	34.78%	32.61%	46	2.00
Equipment and/or Supplies	44.19%	32.56%	23.26%	43	1.79
Exhibition and Competition Opportunities	19.15%	19.15%	61.76%	47	2.43
Financial Services (Credit Union, Insurance, Loan Programs, etc.)	65.42%	18.68%	16.26%	43	1.51
Financial Support for Dedicated Creative Time	41.30%	32.61%	26.09%	46	1.85
Grant Writing Assistance	58.00%	18.18%	23.82%	44	1.82
Health Care and Insurance	55.81%	18.68%	25.58%	43	1.70
Legal Help	62.22%	24.44%	13.33%	45	1.91
Listing Of Local Resources for Artists	8.33%	33.33%	58.33%	48	2.50
Networking/Collaboration Opportunities	12.77%	25.52%	61.76%	47	2.49
Newsletter	26.46%	48.91%	38.64%	44	2.18
Project Development Assistance	54.55%	34.09%	11.36%	44	1.57
Promotional Assistance (Marketing, Artist Directory/Pagetry, etc.)	28.00%	35.56%	44.44%	45	2.24
Space (Studio, Performance, Exhibit, Rehearsal)	32.61%	26.89%	41.30%	46	2.09
Tax Help	73.81%	16.67%	9.52%	42	1.36
Technology Access (Internet, Email, Website, etc.)	48.80%	24.44%	35.56%	45	1.96
Work Space	46.87%	24.44%	28.89%	45	1.92

The most common responses when identifying needs were:

- Directory of Local Artists and Creative Businesses
- Buy Local Art Initiative
- Listing of Local Resources for Artists
- Collaboration with Moorestown's other associations and groups
- Exhibition/Competition Opportunities
- Networking Opportunities

Q9: Do you own or rent an arts/creative industry workspace?

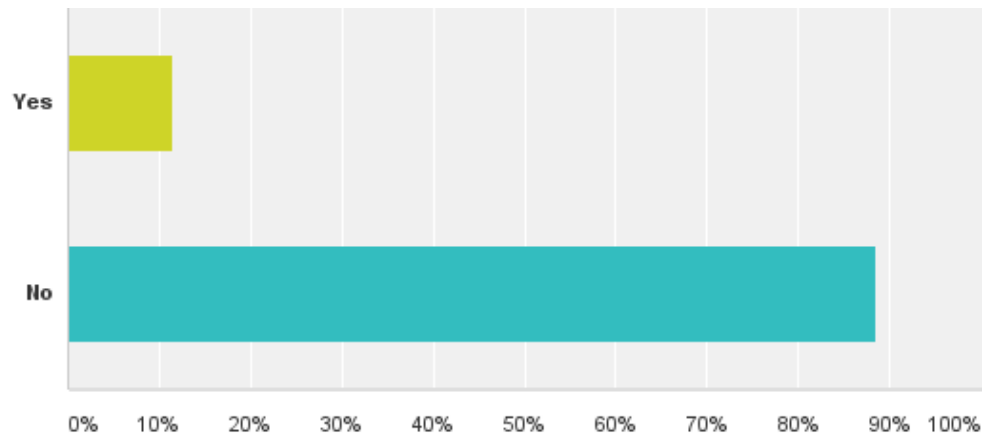
Answered: 49 Skipped: 10



Answer Choices	Responses	
Own	28.57%	14
Rent	22.45%	11
Neither	48.98%	24
Total		49

Q10: IF you own or rent an arts/creative industry workspace, do you have additional space to rent to others?

Answered: 35 Skipped: 24



Answer Choices	Responses
Yes	11.43% 4
No	88.57% 31
Total	35

Q11: What do you think could be done to better promote the arts in Moorestown Township?

- How about some local artists shows? Perkins does a good job of local train but little to show the towns work other than the results of the classes.
 - Maybe a publication listing all the artists in town and their field so that if someone wants to buy art or need artistic help they know where to go. Maybe it could also include samples of work.
 - Creating an inspiring outdoor space to enjoy art, music and performance would be a great opportunity to promote the arts in Moorestown. The now demolished old library site could provide the community with just that. This area would make a wonderful and inspiring open space with ample seating and shady areas for lounging and picnicking. An amphitheater built into the space could be a great and cost-effective way to promote musical/theatrical/local art events in a centrally located area. Redesigning/reconfiguring the nearby parking area behind Main Street businesses (across from the library) would not only enhance that particular area's appearance and functionality but would result in enough additional parking spaces to eliminate the need to utilize any of the new open space for parking. We'd also like to see an indoor destination downtown on Main Street in which local residents, artists and business owners could gather to exchange ideas, collaborate and appreciate art and music in a casual setting. Ideally, some sort of gallery space with a cafe/bakery. It could host workshops for artists, students or business professionals and offer special events (perhaps including evening byob events) with live music or performances to promote regional musicians/bands.
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Q11: Continued--What do you think could be done to better promote the arts in Moorestown Township?

- A website and events modeled on those being done in other art communities: the Lambertville/New Hope area is a good example: New Hope Arts and Artsbridge's programming have good examples to follow.
 - Publicity. Local artist promotion. Listings in town calendar. Exhibits in spaces other than Perkins. Add visual arts exhibit to theatrical performances - use hallway walls. Encourage businesses (not just retail) to provide space for artwork exhibits, noon musical or other performances for employees and possibly public. Work with residential, office, industrial interior designers to 'buy local' for artwork.
 - The center of the visual arts is established (Perkins) and should continue. More funding can make it better and more vibrant. I know the library has exhibits. Perhaps businesses in the area can have exhibitions that will promote art and bring new people to their businesses. Also a good example of collaboration is the Deptford New Jersey municipal building which hosts a permanent gallery.
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Q12: What would you like to see come out of this new committee?

- A better exposure of artists in the town. I know there are many more artists in Morristown and the surrounding area than I am aware of, I just don't know how to see and meet them.
 - Recognition to the artists included in the group.
 - additional programs and activities
 - Plan of action, goals and strategies.
 - A better market for art in the area. A better understanding that art and design are not free services.
 - Collaboration between groups, better communication
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Q12: Continued--What would you like to see come out of this new committee?

- It would be nice to see an all-inclusive online hub for Moorestown businesses, creatives and organizations as well as for downtown Moorestown itself. Perhaps new website serving as a go-to source for all local happenings would be nice. We'd also like to see a committee or individual work to proactively identify and recruit retailers to enhance the downtown experience.
 - Forming a collective of local artists working together toward a common goal.
 - Press coverage on local artists in the local media, exhibition opportunities and workshop/seminars/meetings that are geared toward the professional, discussing business issues as well as creative aspects.
 - increased visibility for all arts. Currently theater is doing a decent job. The rest? Limited to Perkins.
 - I'd like to see Moorestown become a community known for its arts.
 - Collaborations and sponsorships of other artists/performers/organizations
 - Awareness of local talent
 - mutual cooperation, and support of the various arts organizations. we are all brothers and sisters in the arts
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Q13:How does Moorestown's community inspire or support your creative endeavors/business?

We love Moorestown and that is why we moved our lives and business from Old City Philadelphia to this area. We're a husband and wife team (that met in art school) and hope that we can contribute to and help promote Moorestown's creative community. That said, we're just getting started with promoting our business in the area, so I guess we will find out soon. By having Perkins Art Center. This is where I learned how to be a potter. Taking advantage of the shows but we need more.

Other than Perkins Center for the Arts, I feel that there isn't much in Moorestown to support my creative endeavors or the endeavors of other artists.

It's a wonderful town to live in, but I've found as a arts professional I need to go outside for my business needs and for my audience. While that is working fine for me, I've always thought there was great potential here and in South Jersey in general for inspiration and for an audience for the visual arts in general. As for inspiration, I've done many paintings using the surrounding area as subject matter, and sold them to collectors worldwide.

All of the art events is great for local papers to write about or let people know about. The paper I write for and take pictures for would definitely try to let people know about them either through press releases or articles.

It provides an art center that allows me to teach and others to learn.

Q13: Continued--How does Moorestown's community inspire or support your creative endeavors/business?

It is very supportive of its own, and supportive of the arts in general.

Perkins Center for the Arts: exhibition opportunities, classes Windows on Main Street, Moor Arts exhibition opportunities.

Moorestown seems to be a supportive Community, although I have not had much experience with the different organizations as of yet

With the exception of Perkins Center For The Arts I don't feel it does at the present time.

There are many residents who are very supportive of the arts, but their awareness of the many artists and arts initiatives in town should be broadened.

Perkin's center activities and classes as well as Autumn in Moorestown have been wonderful outlets for creative opportunities to produce and then show or sell works.

Many people own my paintings in Moorestown through word of mouth and dinners and Perkins shows.

I have been involved with the Moorestown DeCafe since 2000. This program provides live music to the local community and others.

The Perkins arts center is wonderful although sometimes they have to cancel classes because of lack of students. The Moorestown Library uses that dark corner behind the book shelves to display art. What a shame they have a permanent sled display in the well lit area which would have been an ideal gallery.
