

Maine Organizational Survey

1. Organization name:

2. Physical address of organization:

Street Address:

Address 2:

City:

State:

ZIP Code:

3. Mailing address of organization (if different from physical):

Street Address:

Address 2:

City:

State:

ZIP Code:

4. County:

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5. Person completing this survey:

Name:	<input type="text"/>
Title:	<input type="text"/>
Phone number:	<input type="text"/>
Email address:	<input type="text"/>

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6. Organization type:

Nonprofit 501(c)(3)

Commerical/for-profit entity

Government (non-tribal)

Government (tribal)

Other

Other (please specify)

7. When is your organization/primary location open?

Year-round

Seasonally

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Institution Type

8. Does the mission of this organization include arts, culture, history and/or heritage?

Yes

No

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

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

Other (please specify)

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PROGRAMMING

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

Arts Education

Humanities

Non-Arts/Non-Humanities

Crafts

Interdisciplinary

Opera/Musical Theater

Dance

Literary Arts

Performing Arts

Design

Media Arts

Photography

Folklife/Traditional Arts

Multidisciplinary

Theater

History/Heritage

Music

Visual Arts

Other (please specify)

11. Where does your programming take place?

Percentage within Maine

Percentage outside of Maine

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EMPLOYEES AND VOLUNTEERS

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

Paid full-time (FTE)

employees:

Paid part-time and/or

contracted

employees:

Volunteers (excluding

board members):

Board members:

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ATTENDANCE

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

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

Total paid attendance:

Total free attendance:

Total attendance (free
and paid) adults:

Total attendance (free
and paid) youth:

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

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

Percentage Local

Percentage Tourist

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SCHOOL AND AFTER-SCHOOL PROGRAMS

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

Artist residencies

In-school performances/programs (not residencies)

Performances/programs for K-12 at YOUR facility

After-school programs

Professional development for artists and/or teachers

Other (please describe)

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

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

Number of schools:

Number of students:

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SUPPORT

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

Individuals (excluding
board members)

Corporations/businesses

Foundations

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

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

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BASIC FINANCIALS

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

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

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

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

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

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

Earnings exceeded expenses

Broke even

Expenses exceeded earnings

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PRIORITIES FOR MAINE

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

	(1) - Low Priority	(2)	(3)	(4)	(5) - High Priority	N/A
Contribute to a positive sense of local community and local pride						
Contribute to a positive image and reputation for Maine						
Be affordable for all residents						
Be available in more places throughout Maine						
Contribute to the economic vitality of Maine						
Reflect Maine's diverse people and cultures						
Preserve, share, and celebrate local history and heritage						
Be well-promoted to Maine's residents						
Be well-promoted to Maine's tourists/visitors						
Be used to attract strong talent to Maine and its workforce						
Be supported in part by taxpayer dollars						

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RESOURCES

22. What resources do you use for information, technical assistance, or funding?

A lot

Some

Not Much

Never

Maine Arts Commission

New England Foundation for the
ArtsMaine International Conference on
the Arts (MICA state conference)

Maine Association of Nonprofits

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

Excellent

Good

Adequate

Fair

Poor

Maine Arts Commission

New England Foundation for the Arts

Maine International Conference on the Arts
(MICA state conference)

Maine Association of Nonprofits

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CONNECTIONS AND COLLABORATION

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

	A lot	Some	Not Much	Never
Business community/Chamber of Commerce				
Government officials				
Tourism industry (e.g. hotels, local tourism association, restaurants, tours)				
Other arts, culture, history/heritage organizations				
Artists				

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USER BASE

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

	<25%	~25%-49%	~50%-74%	~75%-99%	100%
School aged children/youth (K-12)					
Young adult audiences (age 30 or younger)					
Middle aged audiences (age 31-64)					
Older adult audiences/seniors (age 65 and older)					
Children/youth with disabilities					
Adults with disabilities					

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

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

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STRATEGIC PRIORITIES FOR YOUR ORGANIZATION

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

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

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STRATEGIC PRIORITIES

28. From the list you just rated, which THREE of the most important to your organization?

Improve the overall quality of arts and cultural offerings

Increase effectiveness of collaborative marketing, messaging, and promotion to residents

Increase the relevance and social value of cultural resources

Increase our organization's visibility to tourists

Develop local hubs for a broad variety of creative activities

Create strategies to strengthen the finances of arts, cultural, history, and heritage nonprofits

Strengthen working relationships within the cultural sector (among and between organizations and individual artists)

Fuel and support creativity and innovation in more aspects of community through stronger relationships between the arts/culture and other sectors

Connect arts, cultural, history and heritage organizations with community-based organizations seeking services for their constituencies (e.g. children, seniors, new immigrants, special needs populations, etc.)

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POTENTIAL SERVICES

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

THANK YOU!!

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

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

(1) - Least (2) (3) (4) (5) - Most N/A

Assistance, advice, counsel

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POTENTIAL SERVICES

30. From the list you just rated, which **THREE** of most important to your organization?

Project development information (e.g. online directory of statewide resources such as a skills bank with marketing, development, PR, grant writers, social media contractors, etc.)

Capacity building programs to strengthen my organization (e.g. workshops on topics such as fundraising, governance, earned income strategies, audience development, marketing, etc.)

Professional development: a place to research opportunities and stipends or scholarships to help pay for them.

Training and/or credentialing of staff to enable the provision of arts services in community-based settings.

Fund development support such as social media giving platforms, online giving campaigns.

Intern and volunteer development: a place to identify talent and volunteer resources.

Access to group purchasing opportunities and vendor discounts on goods, services, equipment, etc.

Networking opportunities with potential (new) audiences for our programs

Assistance

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

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ONLINE PRESENCE

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

We have a website

We utilize web analytics

We have an active Facebook page

We utilize social media such as Twitter and Instagram

We are found on the Maine Arts Commission website

We are listed in CreativeGround (NEFA)

We are listed on other cooperative/association websites

Please tell us the names of associations in which you can be found or other websites and directories that include your organization.

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33. If there are other comments you would like to share, please feel free to write them here.

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

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

If I win the drawing, contact me here:

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Done