



## The Impact of Surveys

*Joan Goshgarian*

*Executive Director, NHBCA*

In 1999 the NHBCA commissioned its own Performing Arts Attendance Survey to support the nonprofit arts sector to become more effective in its audience development efforts by learning more about the interest, preferences and behaviors of people who attend very few performing arts events in major population areas of our state.

The NHBCA helped to organize the rollout of the Creative Economy survey that was conducted by the New England Council and the New England Foundation for the Arts in 2000. It was more than a traditional survey; it was a concept that used the economic cluster model - a group of related industries generating economic growth - to measure the impact of the arts and culture sector and to compare it to other industry sectors. The survey included for profit and nonprofit cultural entities and artists and termed this cluster as the creative economy.

In 2009 I chaired the NH Center for Nonprofits' Essential: A Portrait of the Nonprofit Sector in New Hampshire in which the arts and culture stories and statistics were duly represented.

Already involved with the Creative Concord initiative housed at the Greater Concord Chamber of Commerce, I served on the subcommittee to investigate the feasibility of developing a creative industry incubator and helped to secure the funding to conduct a survey toward this end from several NHBCA members.

Serving on a task force organized by the NH Department of Cultural Resources, I worked to secure the funding and then assisted in the final results design for New Hampshire's recent participation in the Americans for the Arts national survey Arts and Economic Prosperity IV. Portsmouth and the Monadnock region had commissioned their own surveys in the past by AFTA but this was the first time the state as whole has been measured. Because the state committed to the survey several other cities and regions were offered a reduced rate and able to participate for the first time: the Arts Alliance of Northern NH as well as Newmarket, Rochester and Concord. You can link to these survey results in this newsletter.

Citing a Ralph Waldo Emerson 1857 essay, "A creative economy is the fuel of magnificence", the National Endowment for the Arts is partnering with the Bureau of Economic Analysis to identify and calculate the arts and culture sector's contributions to the Gross Domestic Product (GDP), a measure representing the final dollar value of all goods and services produced in the United States. Read more about it [here](#). Joy, click on page is at bottom of this document. While the NHBCA is not engaged in the funding or designing of this survey, we will publicize the results since New Hampshire's arts and cultural life will have a large impact here and nationally. We know that from our other surveys we've been involved with over the years. Past and future studies will continue to inform our work.

A handwritten signature in black ink that reads "Joan".

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