

OREM CITY

OREM CARE ARTS SURVEY 2016



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- 1 A majority of Orem residents have an overall favorable view of the CARE tax.
- 2 Orem residents frequently participate in arts and culture activities in the City and elsewhere.
- 3 When it comes to allocating grant monies, residents prioritize high quality productions and popular activities. How fiscally responsible an organization is also matters to residents.
- 4 A majority of City residents are willing to make a tradeoff to fund fewer projects or activities in order to support capital expenses like venue improvement or construction.

FINDINGS TO REMEMBER

SURVEY METHODOLOGY



Sampling frame of *Orem City resident panelists* were invited to participate in the survey via *email*.

11%

In total, 6,817 emails were sent to our panelists, 1,015 panelists started the survey, and *778 complete interviews* were collected. This results in an *overall response rate of 11%*. Given natural panel attrition, this is a healthy response rate, comparable to what we would see in a telephone survey.

+3.5
-3.5

778 interviews among a population of approximately 62k adult residents results in a *margin of error for the survey of plus or minus 3.5 percentage points*.

CARE TAX ENVIRONMENT

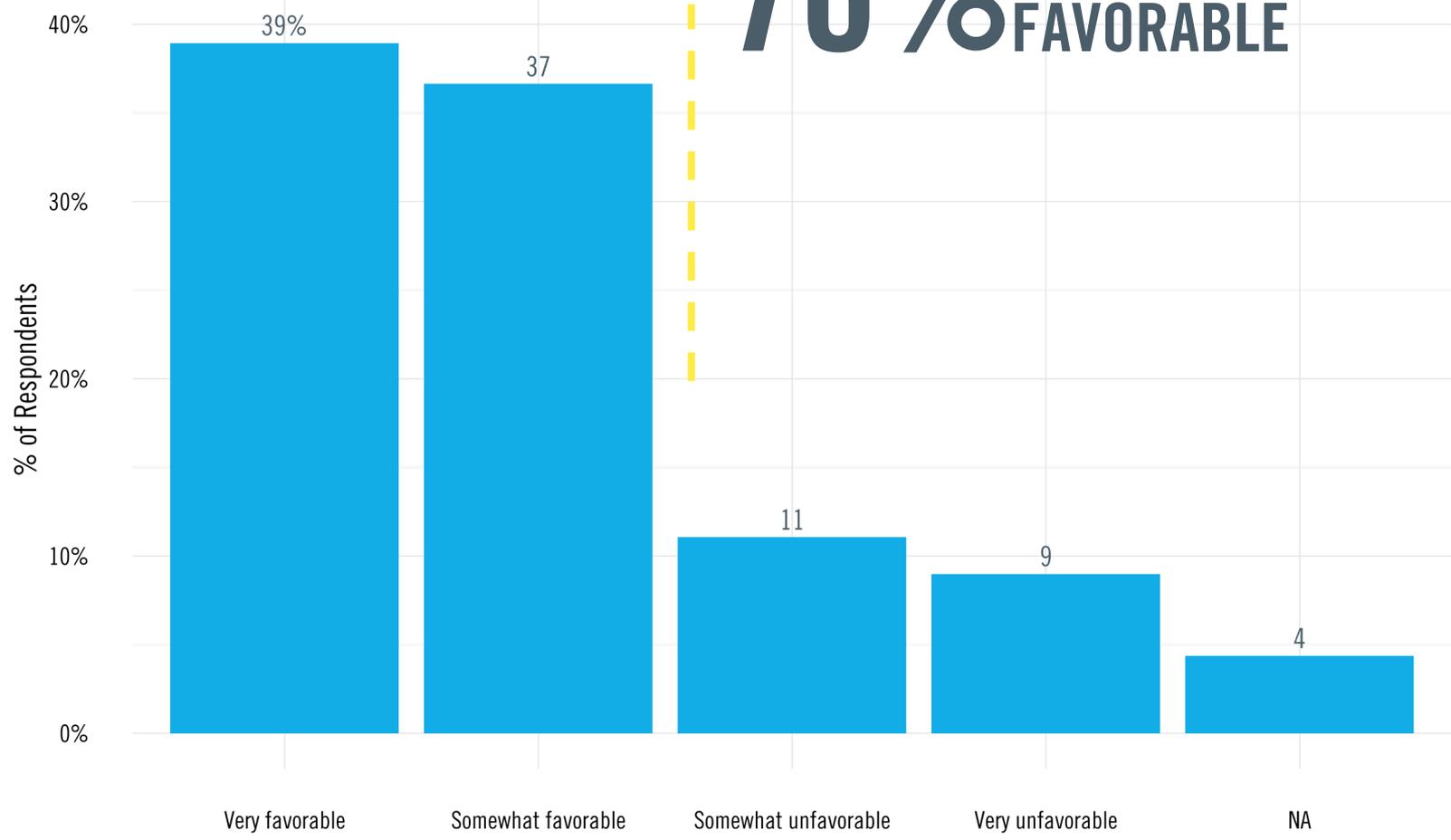
CARE TAX FAVORABILITY

More than three quarters of Orem residents have favorable views of the CARE tax.



How favorable or unfavorable do you feel about the CARE tax in Orem City?

76% TOTAL FAVORABLE

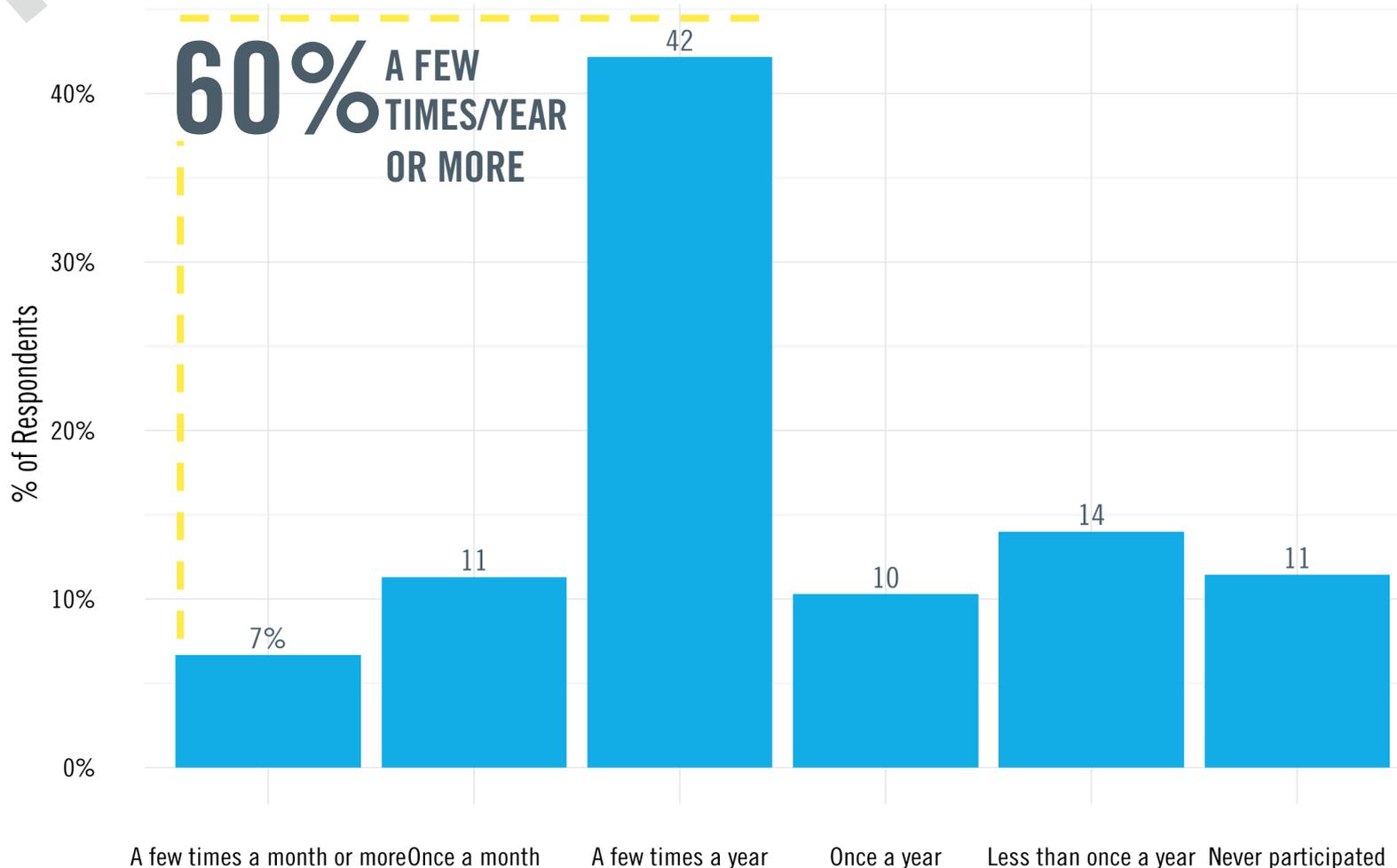


OREM ARTS PARTICIPATION

Majority of Orem residents participate in arts and culture activities at least a few times per year.

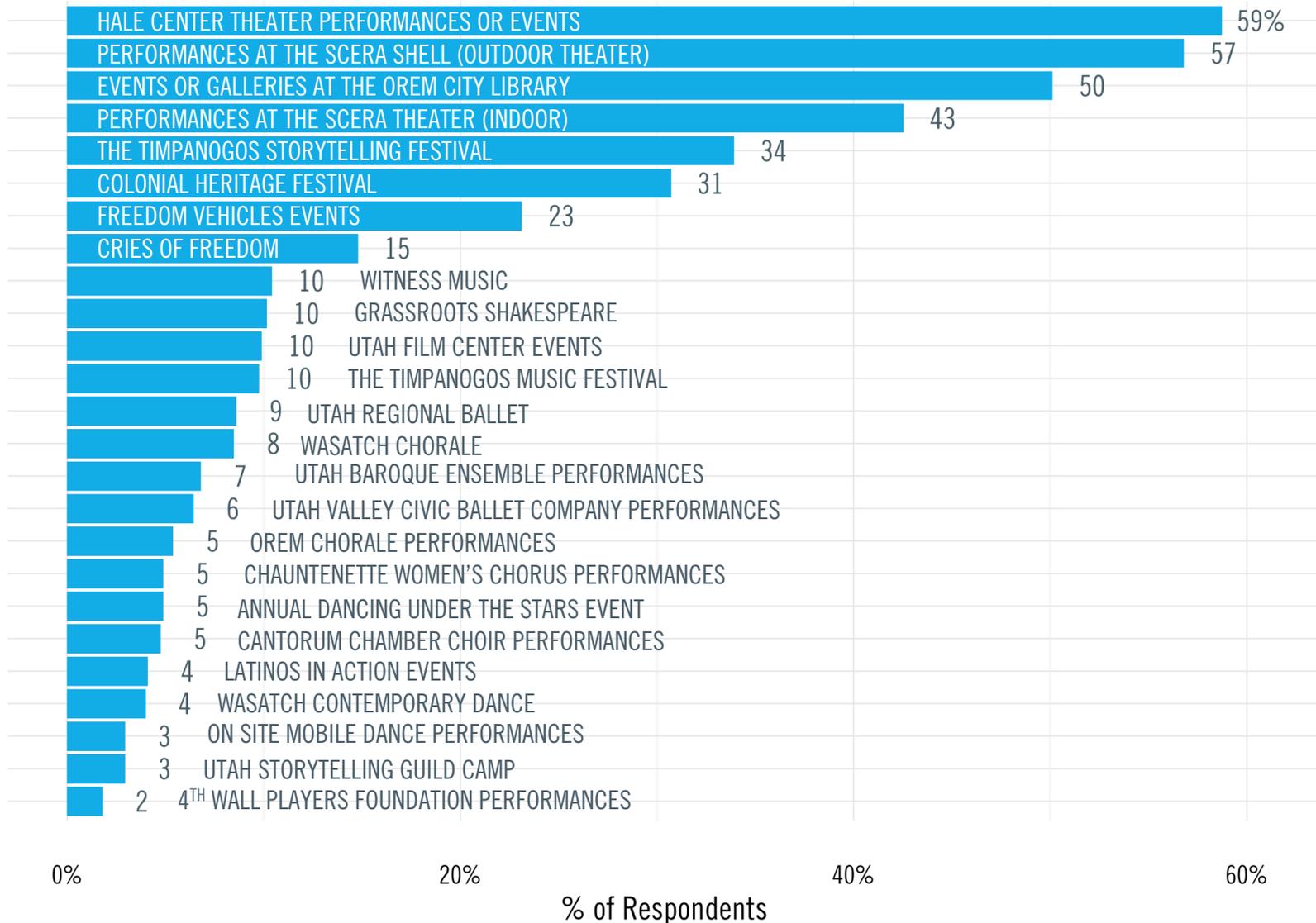


How often do you or your family members attend, view, or participate in arts and culture activities that take place in Orem?



OREM ARTS PARTICIPATION

Orem resident attendance favors the Hale Center Theatre, the SCERA (both indoor and at the Shell), events held at Orem City Library, and the Timpanogos Storytelling Festival.

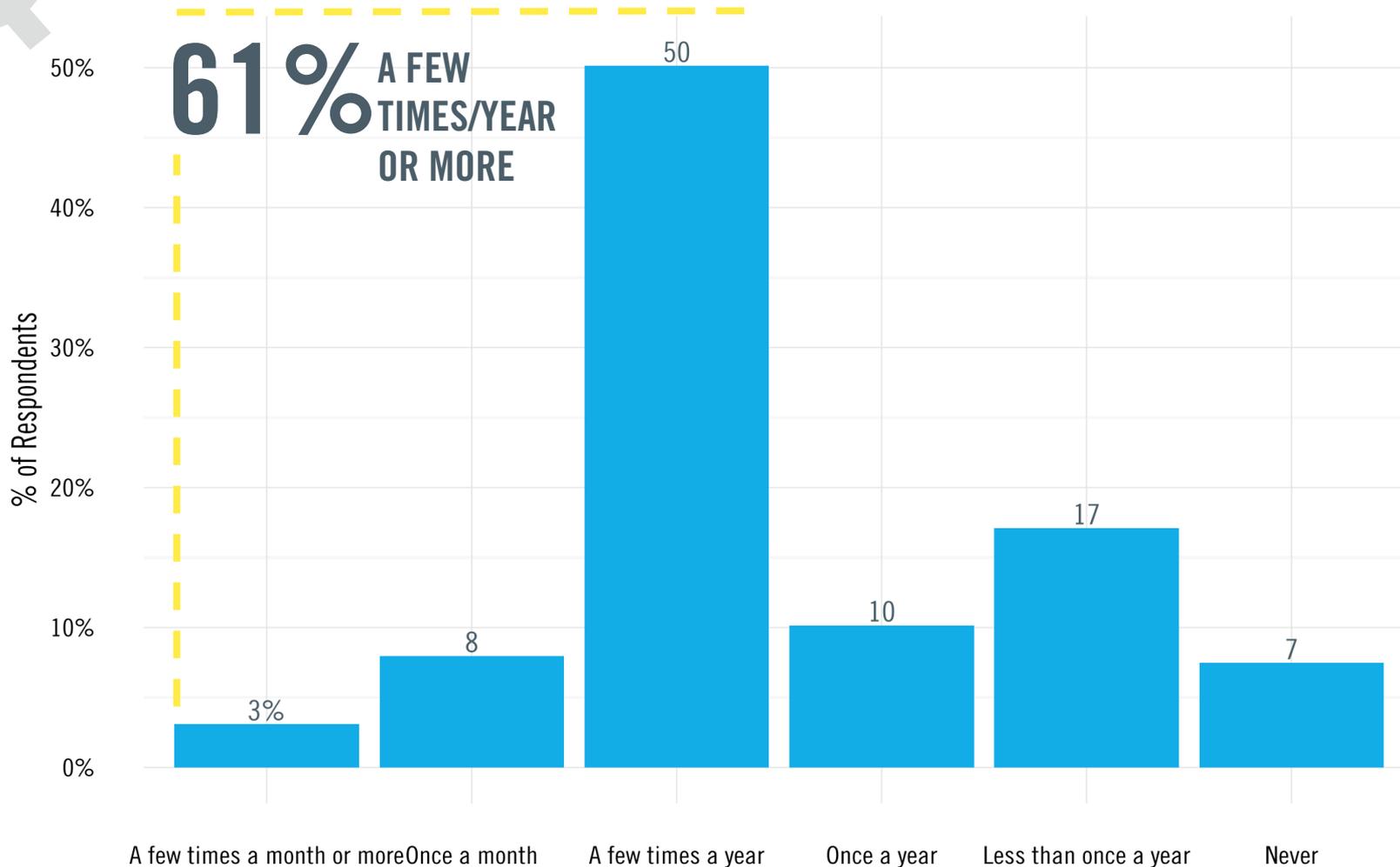


EVENT PARTICIPATION OUTSIDE OREM

Majority of Orem residents also participate in events outside of Orem at least a few times a year.



How often do you attend, view, or participate in arts and culture activities that take place outside of Orem?



REASON TO ATTEND EVENTS

Most Orem residents prioritize their own entertainment, learning, and supporting friends and family members when asked why they participate in arts and culture activities.



Which of the following reasons below best explain why you generally attend, view, or participate in arts and culture activities in Orem?

2 TO BE ENTERTAINED DURING MY LEISURE TIME

3 TO BE UPLIFTED OR LEARN SOMETHING NEW

3 TO SUPPORT A FRIEND OR FAMILY MEMBER WHO IS PARTICIPATING

4 TO BE OUT IN THE COMMUNITY WITH THE FRIENDS AND NEIGHBORS

5 TO HELP MAKE OREM A CULTURAL CENTER

5 TO DEVELOP AND/OR SHARE TALENTS

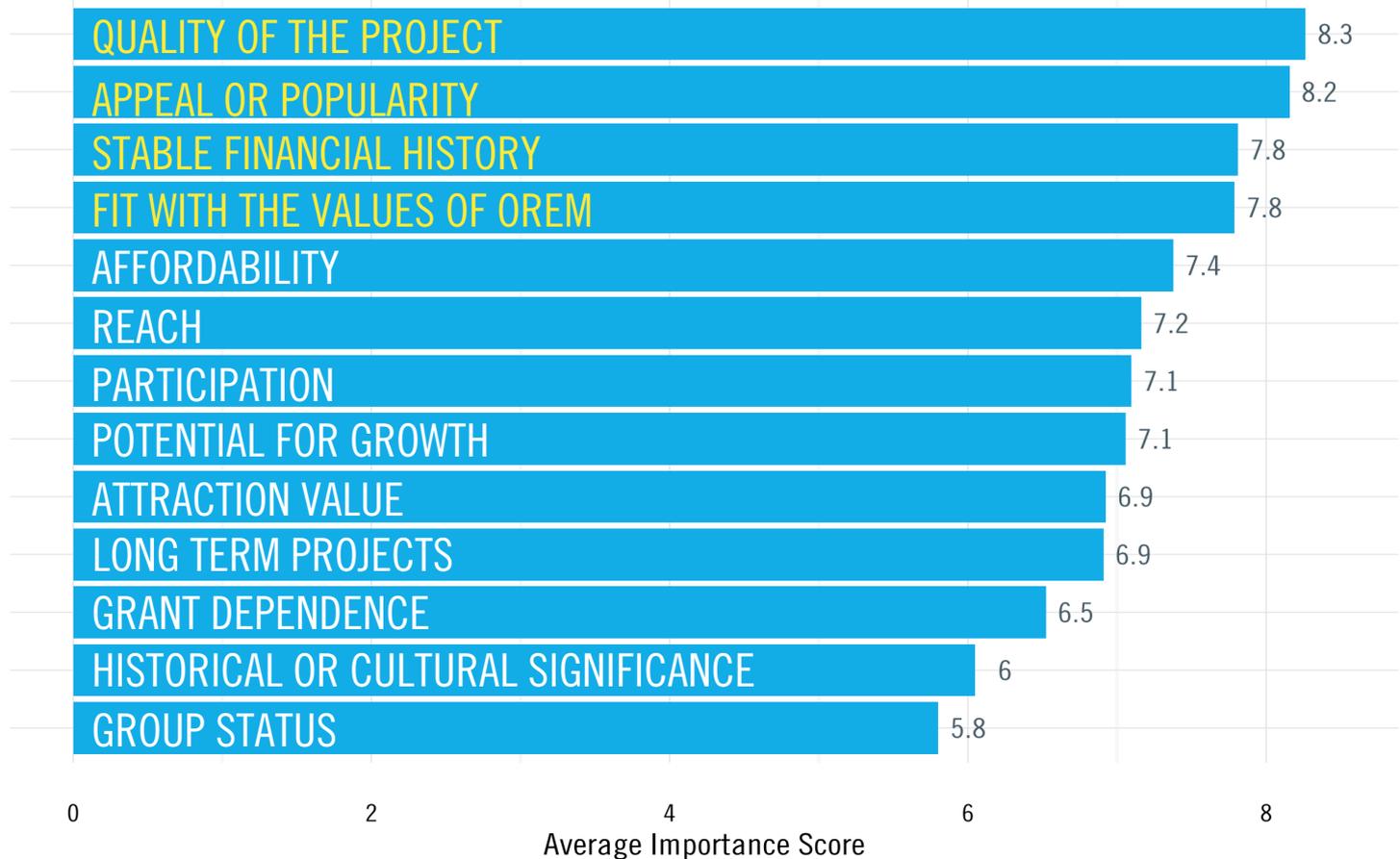
CARE ARTS GRANT CRITERIA & FUNDING PRIORITIES

GRANT CRITERIA INDIVIDUAL IMPORTANCE

Orem residents believe project quality is, on average, the most important standard by which grant applicants should be judged.



The Orem City Council appoints a commission of citizens and lawmakers to interview CARE grant applicants and make recommendations about which groups or projects should receive CARE funding each year. Below is a list of standards that could be used to evaluate applications for a CARE grant. On a scale from 0-10, rate how important each of these criteria is to you, where 0 is not at all important and 10 is extremely important.



GRANT CRITERIA RANK

Relative to the other criteria, project quality still stands out as the most important standard. However, cultural significance is the dark horse that jumps out as relatively important in this list.



Next, given the same list of standards that could be used to evaluate applications for a CARE grant, please rank each standard in order from MOST (1) to LEAST (15) important.

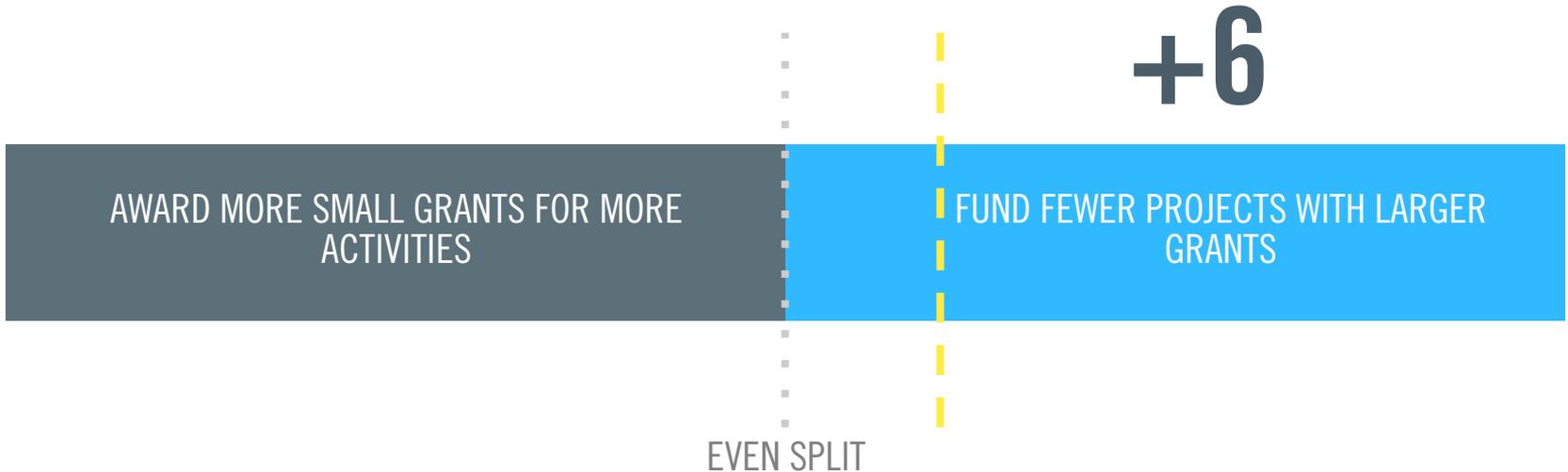
QUALITY OF THE PROJECT	5
HISTORICAL OR CULTURAL SIGNIFICANCE	6
APPEAL OR POPULARITY	6
STABLE FINANCIAL HISTORY	6
FIT WITH THE VALUES OF OREM	6
PARTICIPATION	7
HOW DEPENDENT A GRANT APPLICANT IS ON CARE FUNDING FOR SUPPORT	7
REACH	8
GROUP STATUS	8
DIVERSITY OR ORIGINALITY	9
POTENTIAL FOR GROWTH	9
WHETHER FUNDS ARE GOING TO LONG-TERM PROJECTS	9
AFFORDABILITY	9
ATTRACTION VALUE	10
OTHER	14

MORE GRANTS OR LARGER PRODUCTIONS?

Orem residents favor awarding more money to the larger arts and culture activities.



Thinking about CARE tax funding for arts and culture in Orem, would you rather have the City give out more small grants (\$5,000 or less) to increase the number of arts and culture activities available for residents, or fund fewer projects but with mid-sized or major contributions (greater than \$5,000) to promote large productions, events, and arts and culture activities in Orem?

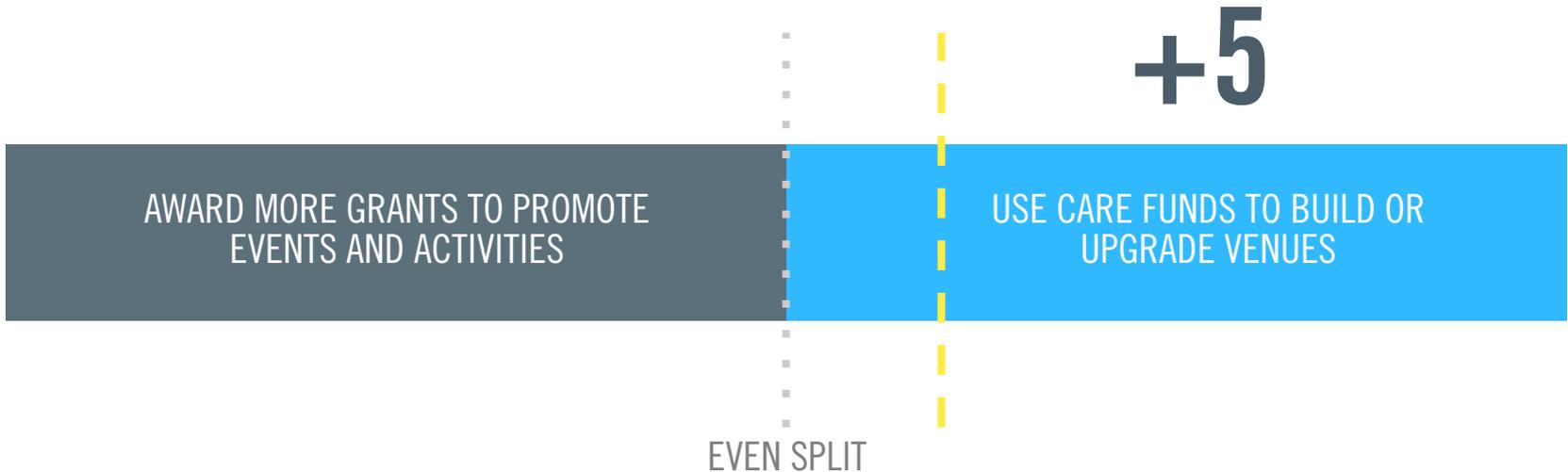


EVENTS VS VENUES

And when asked to choose between CARE funds for activities and events and activities or venues, the split favors awarding more money to build or upgrade arts venues.



Again thinking about CARE tax funding for arts and culture in Orem, would you rather have the City devote more money to promote more performances, events, and activities, or have the City spend more CARE funds to build or upgrade venues where arts performances, events, and activities happen?

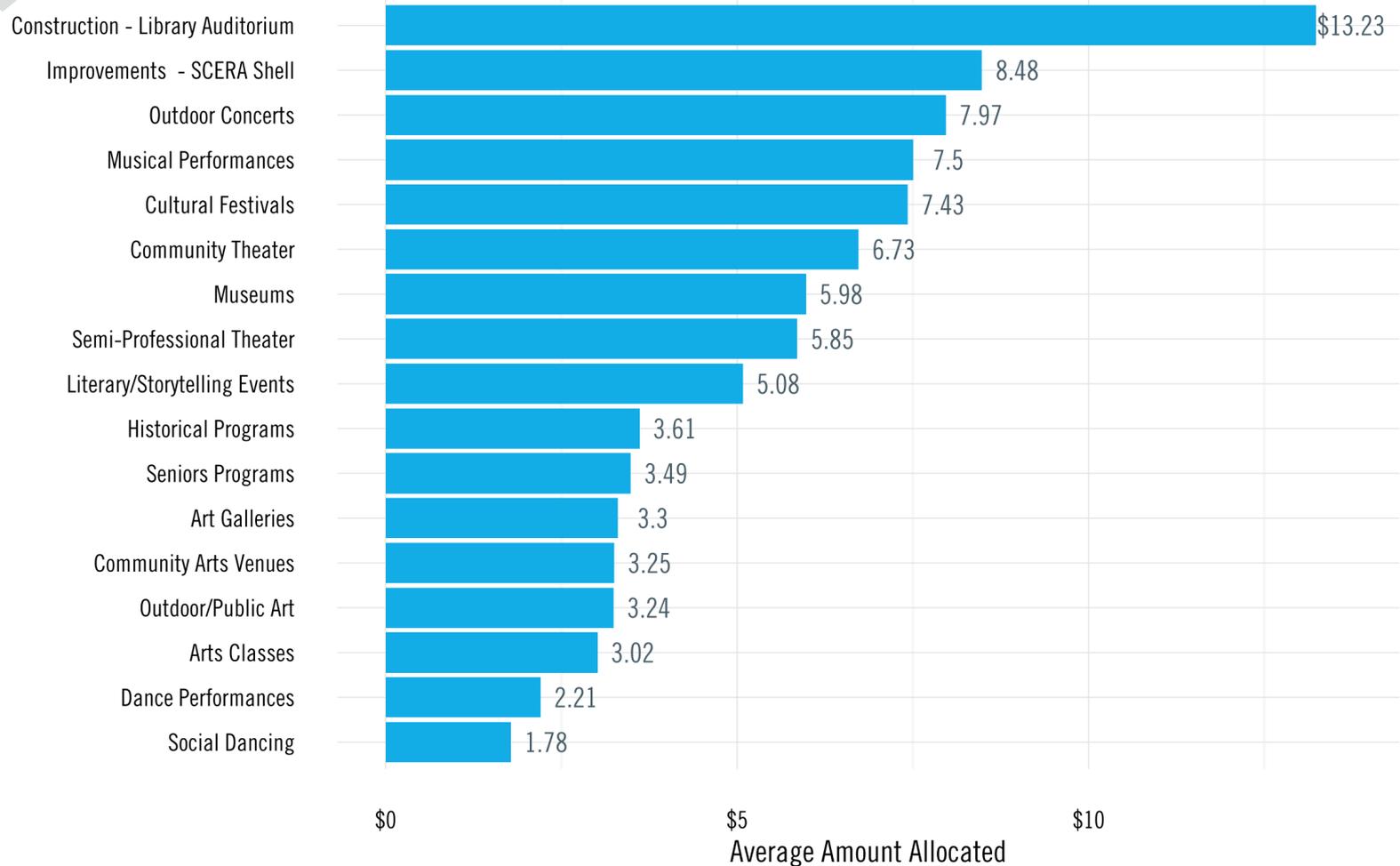


CARE FUNDING ALLOCATION

Residents support the construction of an Orem Library auditorium as well as improvements to the SCERA Shell.



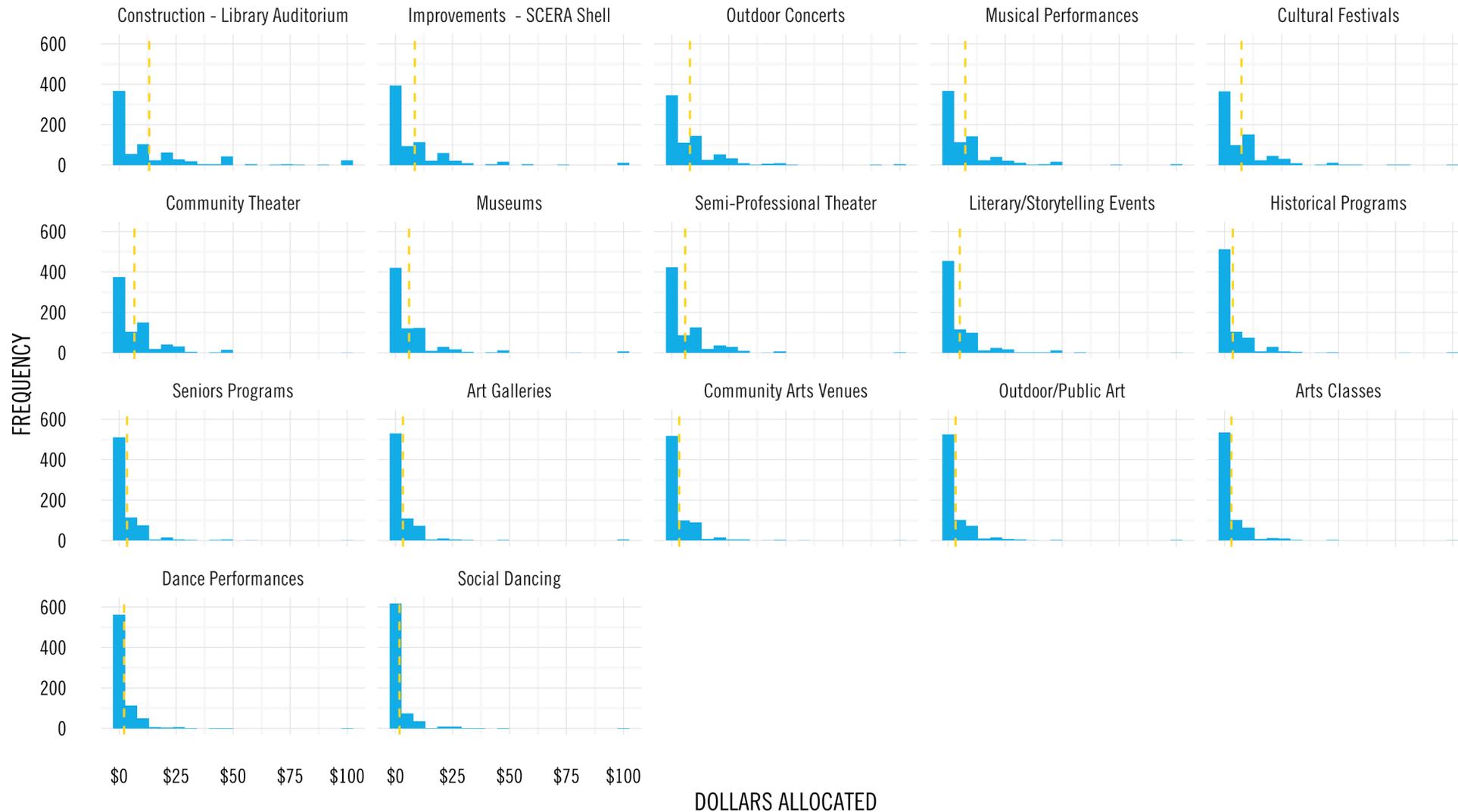
Suppose you had \$100 in CARE tax funds to distribute to different arts and culture activities in Orem. How would you divide your \$100 among the various projects, exhibits, events, and performances that could be funded?



CARE FUNDING ALLOCATION

The distributions below show how residents cluster their funding priorities.

ARTS PROJECTS

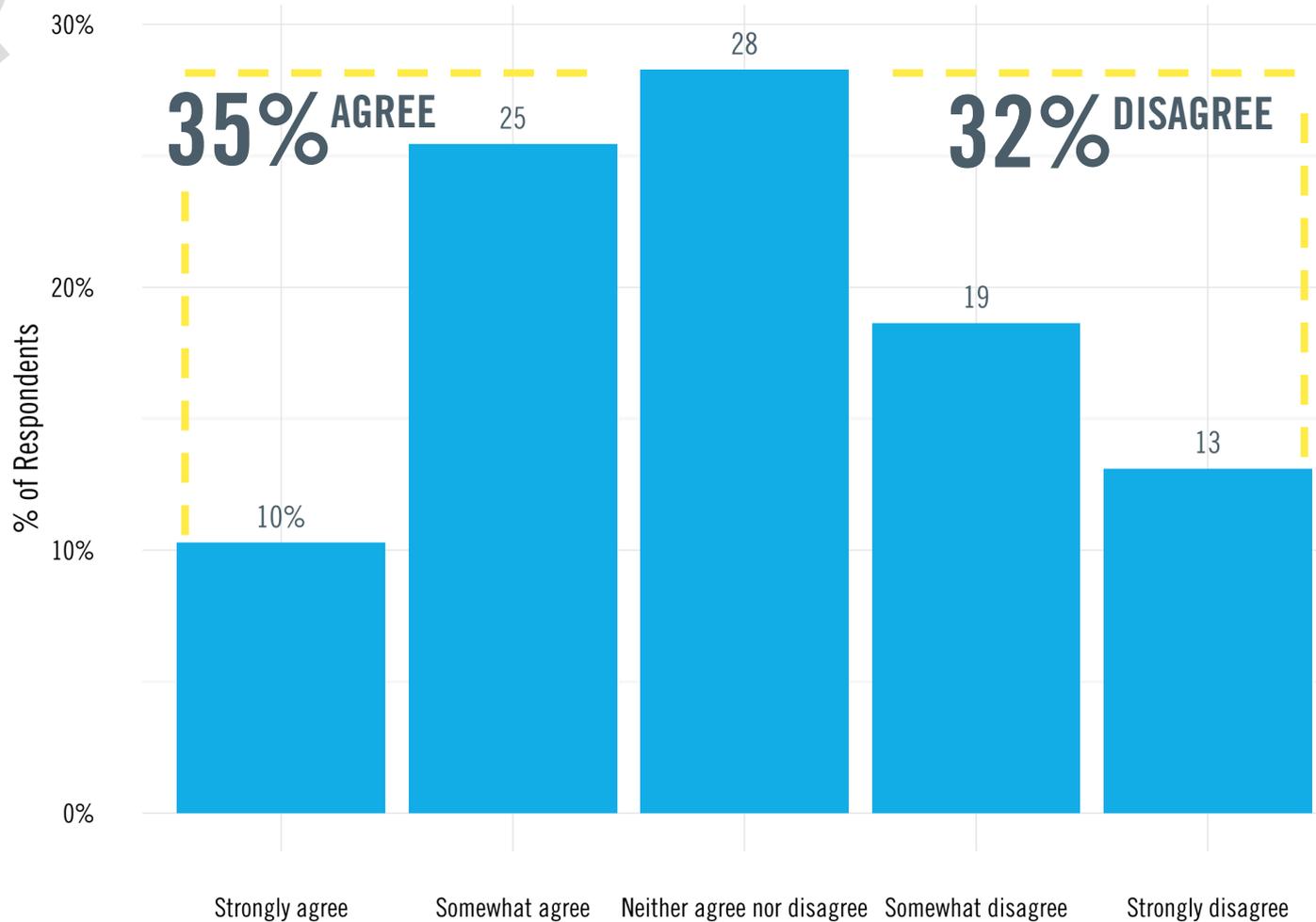


MORE ARTS VENUES?

Orem residents are divided in thirds on whether the city needs more venues for arts and culture events.



To what extent do you agree or disagree with the following statement?
Orem needs more venues where city and culture events, activities, or performances could be held.

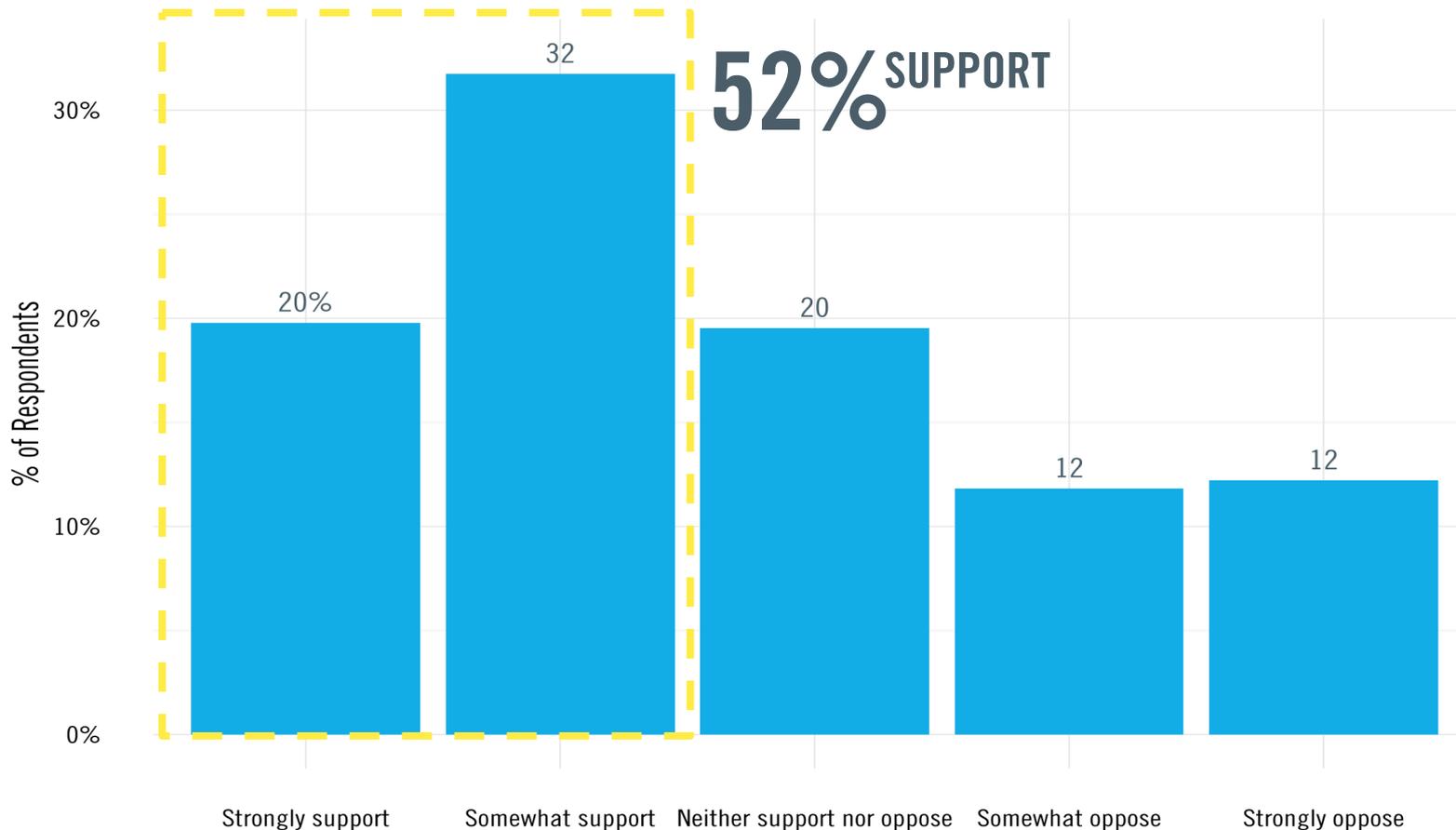


SUPPORT FOR LIBRARY AUDITORIUM

Just over half of Orem residents would support devoting CARE funds to building an auditorium to the Orem Library.



Currently, the arts portion of the Orem CARE tax funding is distributed as grant money to applying organizations in the City who receive mini grants of up to \$5,000 or mid-sized to major grants of more than \$5,000. Would you support or oppose Orem City reducing the amount of CARE tax funding that is available for grant distribution and using some of the CARE tax funding to build an auditorium as part of the Orem Library where city arts and culture events, activities, or performances could be held?



VENUE EVALUATIONS AMONG PATRONS

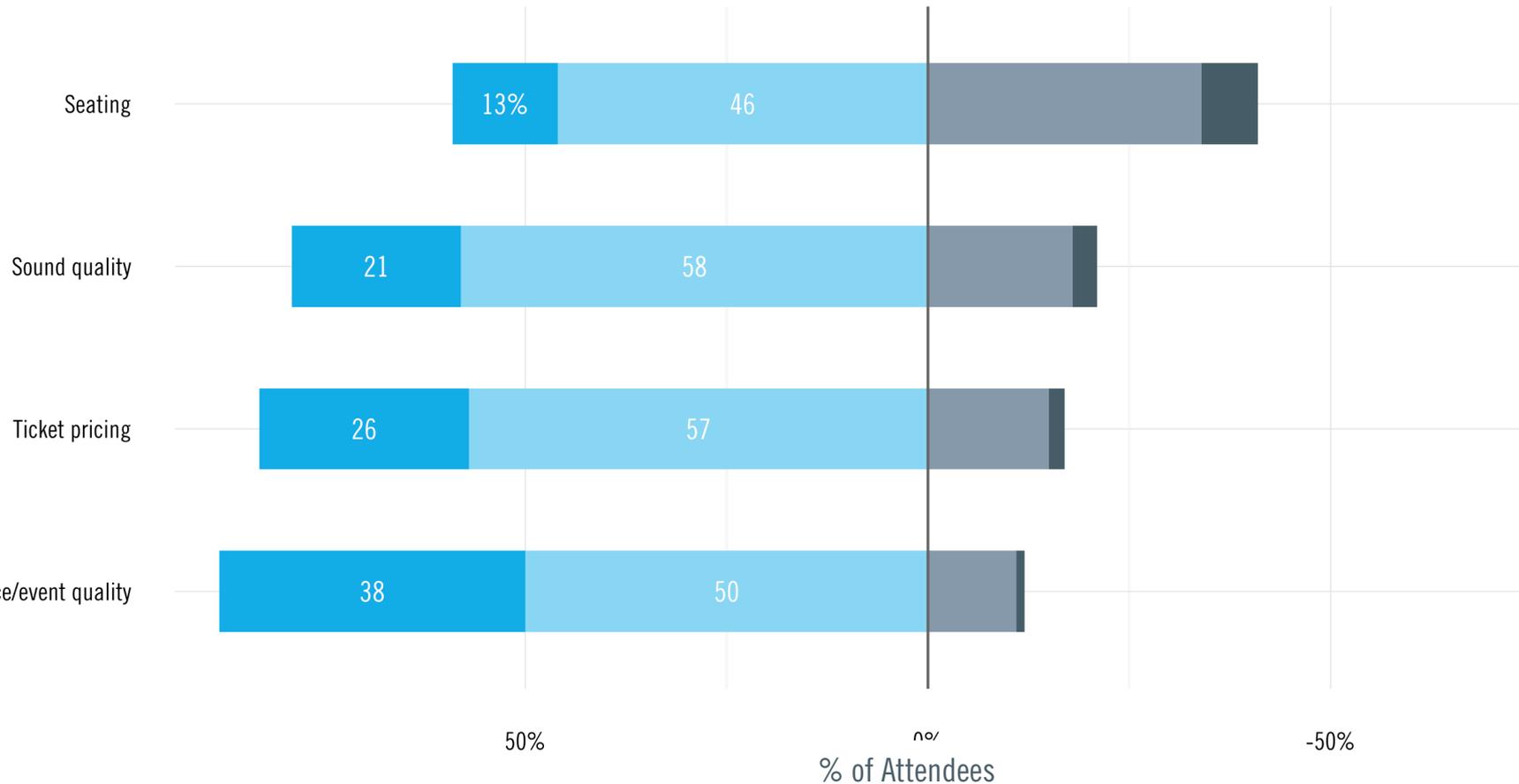
SCERA SHELL (OUTDOOR)

Among the respondents who have attended events at the SCERA Shell, most give the venue good marks across the board.



Based on your experience attending performances or events at the SCERA Shell (Outdoor Theater), how would you rate the following aspects of the SCERA Shell?

Excellent Good Fair Poor



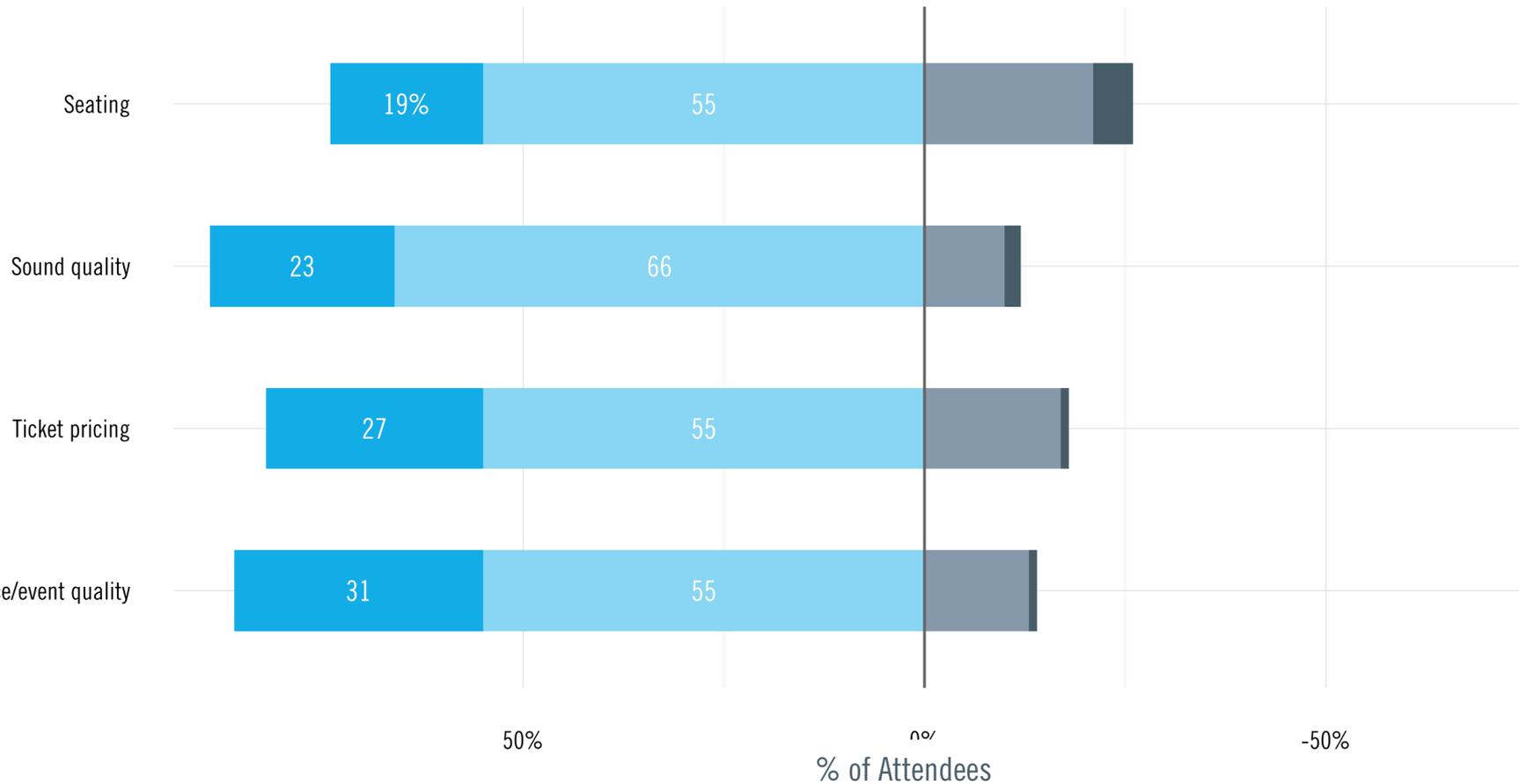
SCERA THEATER (INDOOR)

The SCERA theater receives very similar ratings to the Shell.



Based on your experience attending performances or events at the SCERA indoor theater, how would you rate the following aspects of the SCERA?

Excellent Good Fair Poor



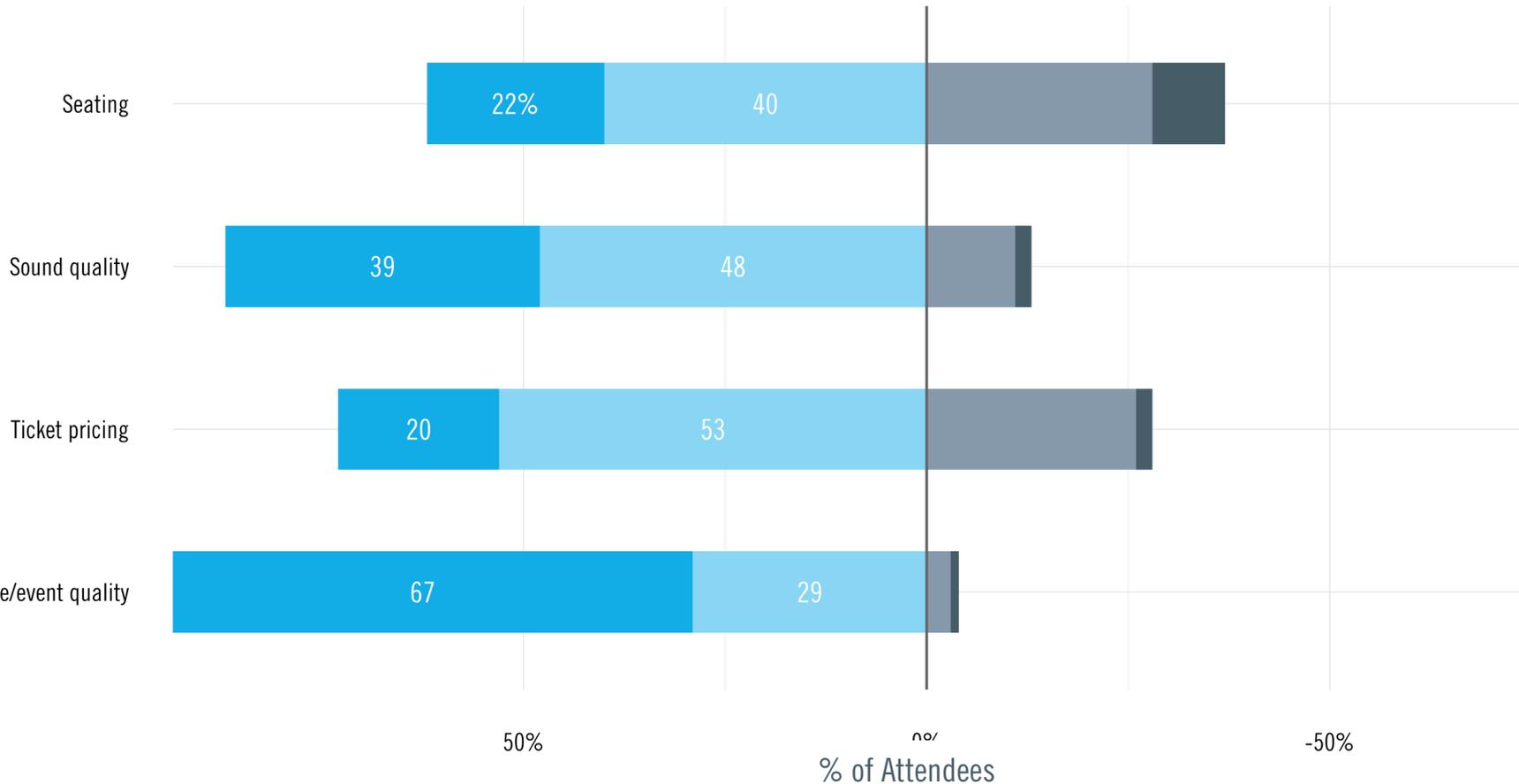
HALE CENTER THEATER

The Hale Center's ratings are comparable to the SCERA ratings among those who have attended Hale Center events, but the performance quality receives slightly better scores.



Based on your experience attending performances or events at the Hale Center Theater, how would you rate the following aspects of the Hale Center Theater?

Excellent Good Fair Poor



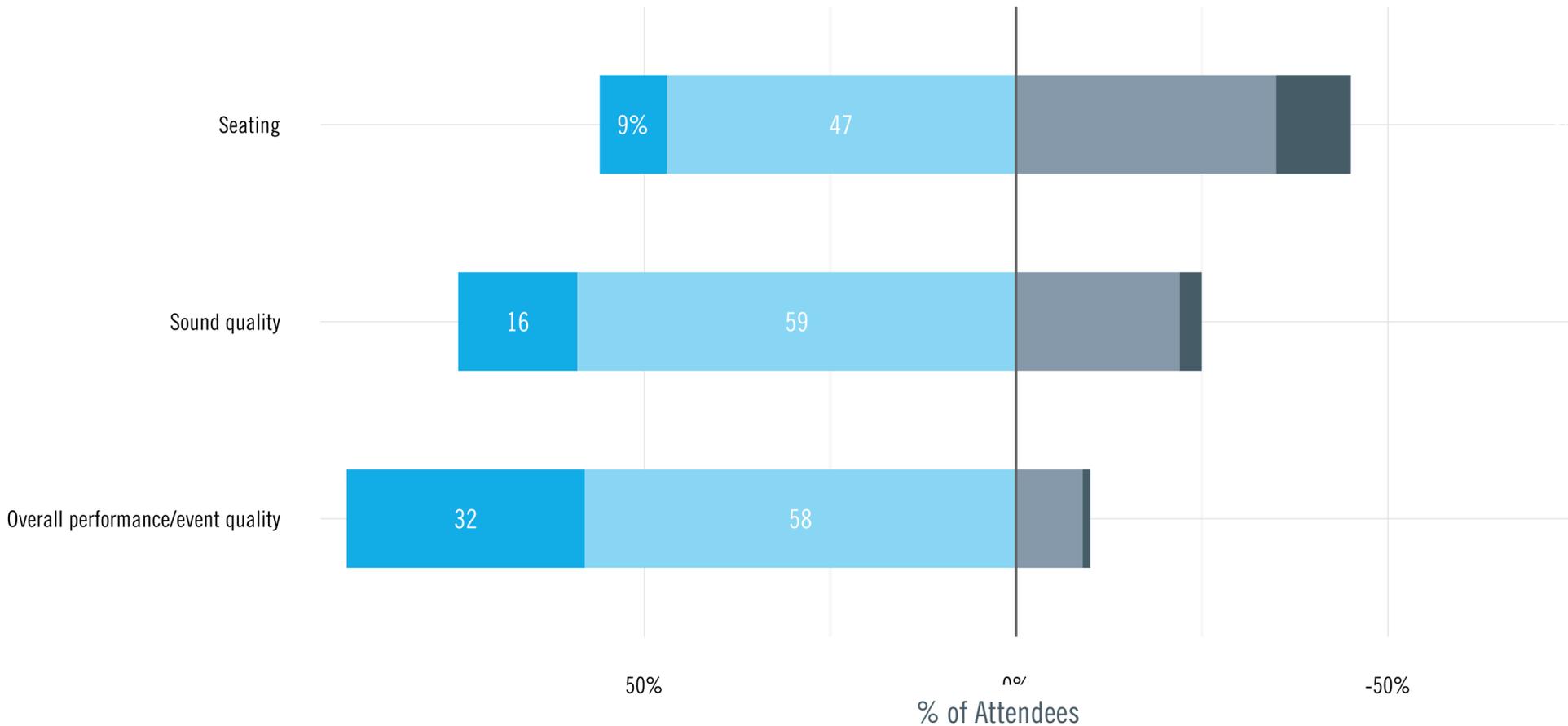
OREM CITY LIBRARY

Fewer respondents have attended library events than events at the SCERA or the Hale, but those who have attended events at the City Library give it good ratings as well.



Based on your experience attending performances or events at the Orem City Library, how would you rate the following aspects of the Orem City Library?

Excellent Good Fair Poor





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