



Accelerate Culture CHICAGO

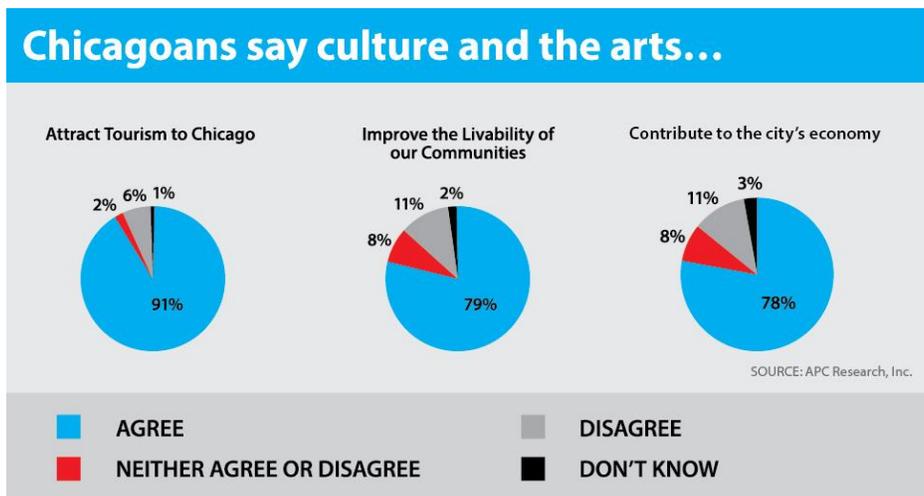
Public Opinion Survey Goals and Methodology

Arts Alliance Illinois commissioned a public survey to collect information about Chicagoans' opinions, beliefs and behaviors related to culture and the arts and their accessibility. The poll is the latest in a series of research reports about cultural access, vibrancy, and participation in Chicago.

The survey was conducted by the well-known and respected firm APC Research, Inc., from September 30 through October 9, 2014 and featured interviews on landlines and cellphones with 800 Chicago residents. The sample was robust and reflects Chicago's diverse demographics. It has a margin of error of 3.5% and a confidence level of 95%.

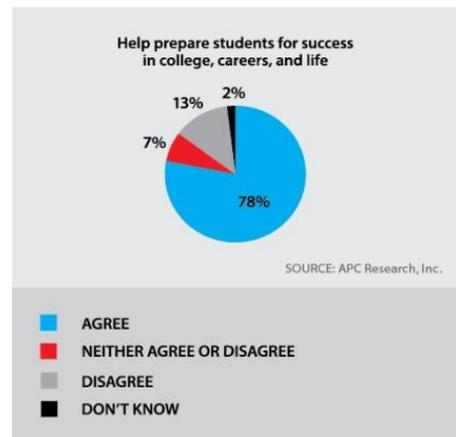
Key Findings

Chicagoans from across the city care deeply about the arts, and recognize the social and economic benefits of a culturally vibrant city. The people of Chicago overwhelmingly agree arts and culture attract tourists, improve the livability of Chicago and make significant contributions to the economy.



More than two-thirds of Chicagoans say arts education in schools helps prepare students for success in college, careers and life.

In 2012, the Chicago Cultural Plan identified arts education as a top priority. The Chicago Public Schools' Arts Education Plan, part of the larger Chicago Cultural Plan, is a systematic, sequential and rigorous approach to teaching the arts in every grade. The plan was developed in collaboration with Ingenuity, the nonprofit arts education partner to CPS established in 2011 at the recommendation of Chicago's cultural community.





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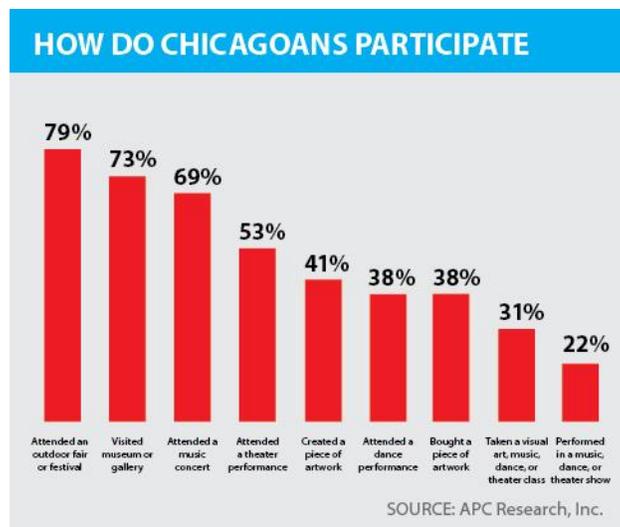
Chicagoans place cultural activities at the top of the list of things they like best about living in the city.

- 39% of Chicagoans believe cultural activities are the best things about living in Chicago



Chicagoans place a high value on participating in the arts and cultural activities. Chicago's cultural vibrancy is strong and resident participation in the arts is far higher than national rates.

- 94% of Chicago households have participated in a cultural activity in the past 12 months
- 73% of Chicago households reported visiting a museum or gallery in the past 12 months compared to only 21% of adults living in the United Statesⁱ
- 69% of Chicago households attended a music concert compared to only 32% of adults in the United Statesⁱⁱ





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According to the National Endowment for the Arts, 50 to 56% of U.S. adults have engaged in arts learning at some point in their lives.ⁱⁱⁱ Comparatively, 31% of Chicagoans have taken a visual art, music, dance, or theater class in the past 12 months; and 22% performed in a music, dance, or theater show.

The results of the public survey confirm that Chicagoans overwhelmingly support and place a high value on culture and the arts. At the same time, access to these experiences is not universal and awareness of neighborhood-based cultural activities can be increased across the city.

Views on access to cultural activities are reflective of where residents live; and awareness of neighborhood-based cultural activities can be significantly increased across the city.

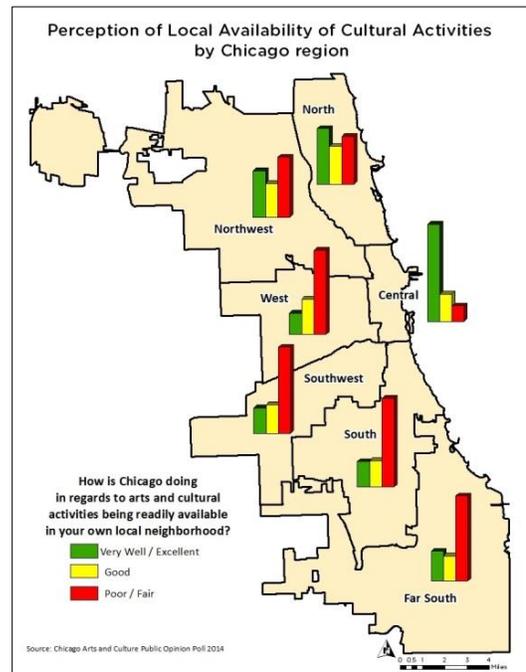
49% of Chicagoans say arts and cultural activities are not readily available in their neighborhoods, including:

- 63% of south side residents
- 61% of southwest side residents
- 61% of far south side residents
- 60% of west side residents
- 43% of northwest side residents
- 34% of north side residents
- 11% of downtown residents

The largest barriers to cultural participation are cost and time.

When asked what is the largest barrier to participating in the arts and cultural activities?

- 54% of Chicagoans say the cost of attendance
- 52% of Chicagoans say the lack of time
- 41% of Chicagoans say lack of information
- 37% of Chicagoans say lack of transportation or parking at an event
- 24% of Chicagoans say cannot find childcare





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Priority Actions

Accelerate Culture has identified a focused set of priority actions directly linked to specific goals and recommendations from the Chicago Cultural Plan. These priority actions are grouped in four overarching categories: People, Places, Policies, and Planning Culturally, and include:

People

- Positioning Chicago’s artists and creative professionals as central to the city’s workforce development efforts with additional fellowships, mentoring opportunities, incubator spaces, and residency programs within the cultural sector and larger community
- Ensuring each CPS school has an appropriate number of certified arts instructors, a minimum of two hours per week of arts instruction, and at least one cultural partner that engages teaching artists
- Increasing the accessibility and number of programs for adults to participate in the arts both formally and informally

Places

- Supporting neighborhood cultural councils in every region and encourage local community development organizations to facilitate cultural programming and infrastructure

Policies

- Creating efficiencies in City zoning, permitting, and licensing rules for creative initiatives
- Designing arts-specific briefing tools and training sessions to help artists and creative entrepreneurs navigate City approval processes
- Increasing public and private investment in culture and the arts by the private sector, public sector, and individuals

Planning Culturally

- Designating cultural liaisons in city departments and sister agencies who can connect and refer queries and opportunities
- Integrating the priorities of the Cultural Plan into the work of City departments and agencies, measured by collaborations and the allocation of resources
- Increasing cultural sector representatives serving on advisory boards and commissions across key departments and agencies

About Accelerate Culture

The Accelerate Culture initiative was launched in November 2014 to advocate for, promote, and monitor the implementation of the Chicago Cultural Plan’s top line priorities. Through coalition building, policy advocacy and community engagement, Accelerate Culture is working to advance the top line priorities of the Chicago Cultural Plan and to track and measure the Plan’s long-term impact on the city of Chicago. Accelerate Culture is led by Arts Alliance Illinois and guided by a 30-member committee representing a broad cross-section of Chicago’s cultural leadership.

ⁱ National Endowment for the Arts, “Survey of Public Participation in the Arts”, 2012.

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