

AMPLIFY ARTS

2023 ARTIST SURVEY REPORT

2023 ARTIST SURVEY FOCUS

At Amplify Arts our goal is to ***ensure artists have the resources they need.***

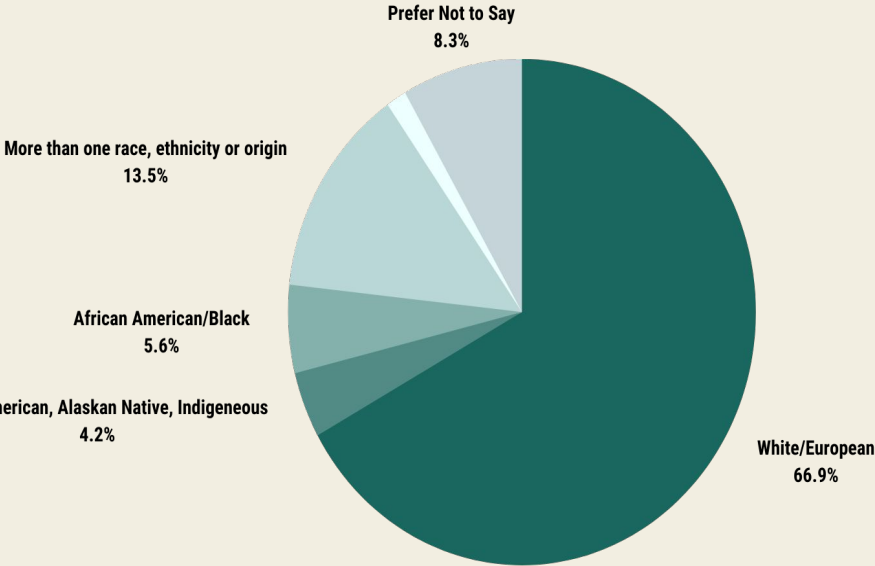
Amplify supports artists who work every day to envision new ways of responding to the collective challenges we face. To help us understand what kind of support is most meaningful to Omaha - we asked artists for their help.

This year, we wanted to understand:

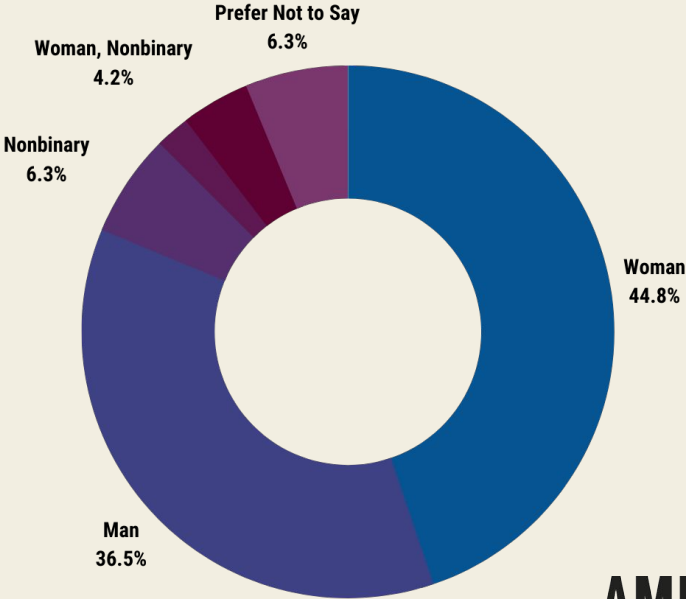
- What are artists experiencing in regard to opportunities, pay, & barriers of their creative experience
- How do artists define success
- What are the professional and basic needs that need to be met for working artists
- What types of financial resource distribution or artist support networks would make valuable additions to the community
- What does community building look like

RESPONDENT DEMOGRAPHICS

RACE/ETHNICITY

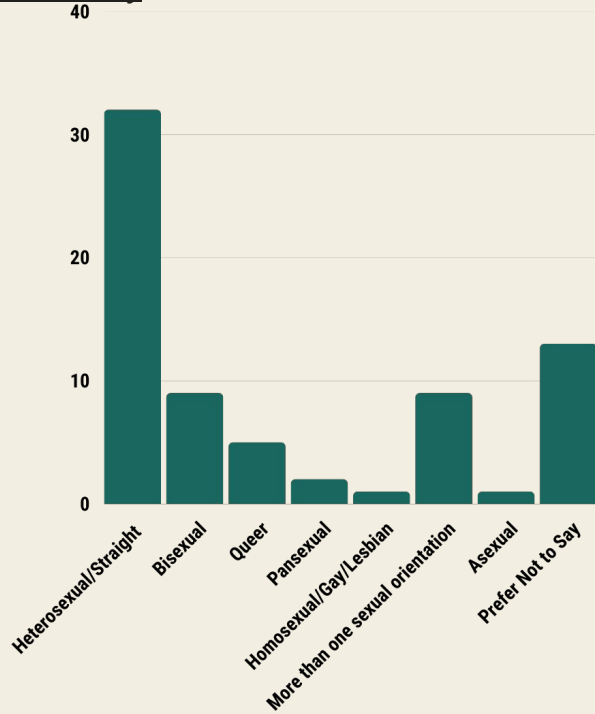


GENDER IDENTITY



Demographics

Sexual Identity



Identify as Disabled

76% DO NOT identify as disabled

Demographics

Majority Age:

- 25-34 (33%)
- 35-44 (25%)
- 45-54 (22%)

Highest Level of Education*:

- Bachelor's Degree (43%)
- Master's Degree (30%)
- Some college credit, no degree (10%)

**67% of respondents have formal education in their primary artistic discipline*

OPPORTUNITY & VALUE

In order to ensure artists have the resources they need, Amplify Arts seeks to understand what and how artists are experiencing their creative practice and how they value their time and work.

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RESPONDENTS CREATIVE CAREER LEVEL (self defined)

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43% Mid Career Artist

40% Emerging Artist

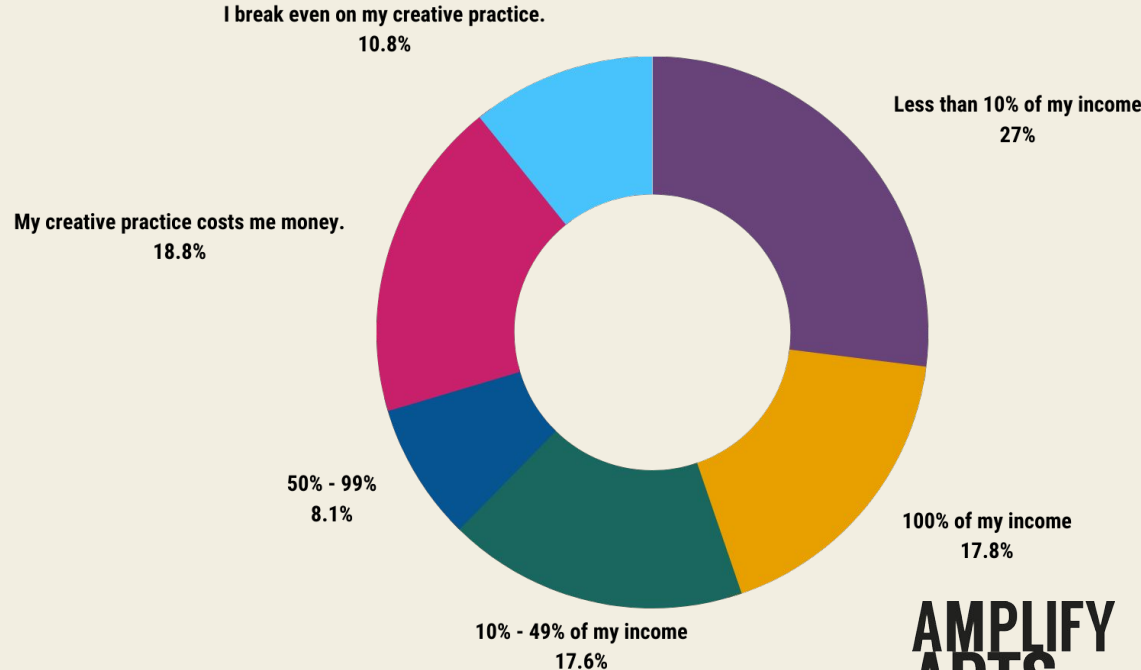
13% Established Artist

- **Emerging Artist:** *An artist in the early stage of their career who has developed a modest, independent body of work, but hasn't yet established a solid reputation as an artist amongst art critics, patrons, and exhibitors.*
- **Mid Career Artist:** *An artist who has created an independent body of work over a number of years and who has received regional or national recognition through publication or public presentation of their work.*
- **Established Artist:** *An artist who is at a mature stage in their career and who has created an extensive body of independent work. An established artist has reached an advanced level of achievement by sustaining a nationally or internationally recognized contribution to their discipline.*

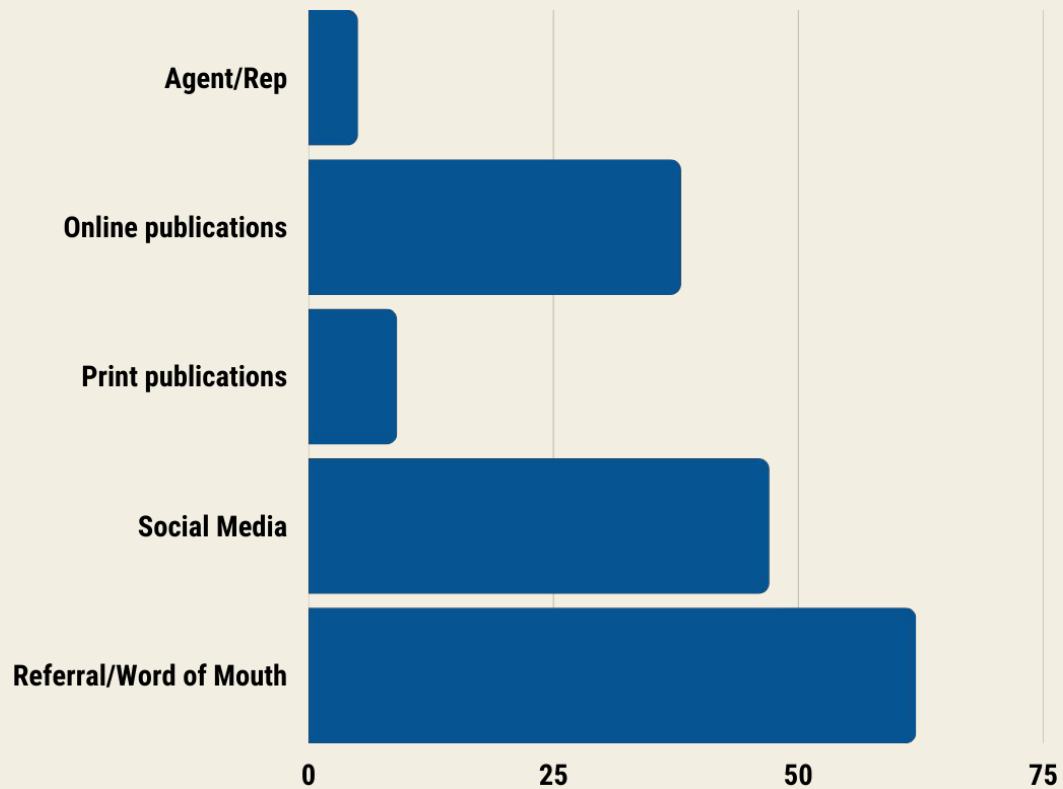
INCOME GENERATED FROM CREATIVE PRACTICE

Other Income comes from primarily:

- Full Time Job (52%)
- Part Time Job
- Contract work
- No other income earned



MOST COMMON WAY TO FIND ARTISTIC OPPORTUNITIES



MOST PURSUED OPPORTUNITIES

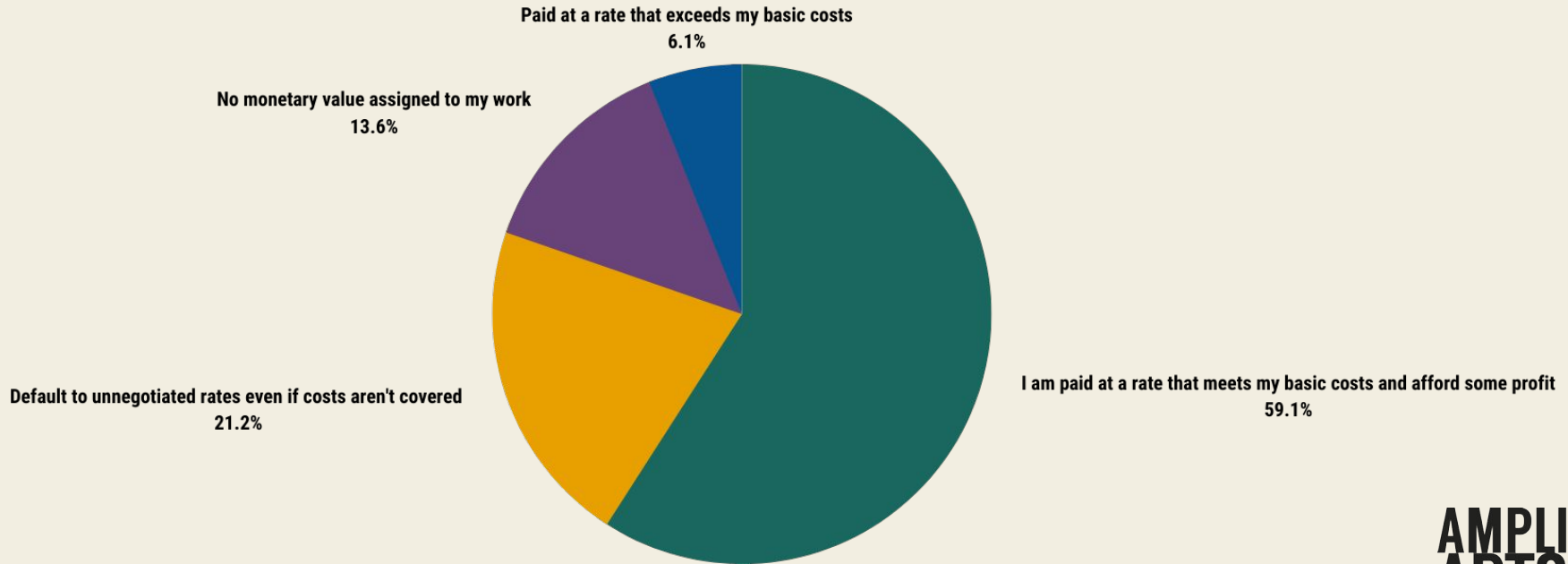
To support and help grow one's creative practice

- **69%** ARTIST GRANTS
- **51%** OPEN CALLS TO EXHIBIT, PERFORM, PUBLISH
- **43%** ARTIST RESIDENCIES
- **36%** PAID TEACHING OPPORTUNITIES
- **30%** OPEN CALLS TO CREATE PUBLIC ARTWORK

VALUE OF ART AND TIME

Artists' interpretation of monetary value attributed to their creative practice

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HOW DO YOU DEFINE SUCCESS?

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61% I define success for myself, specific to my practice, my values, and my communities. I also celebrate self-defined success in other artists.

18% I define success as my level of connection to my community and network of support. I do not define success in relation to the income my work generates.

11% I define my success based on how many exhibitions I am able to showcase my work and/or the sales of my work.

RESOURCES

A supported and resilient creative community is directly correlated to collective prosperity.

Amplify Arts seeks to understand what basic and professional needs are and are not being met within their creative practice.

We seek to understand what types of financial resource distribution or artist support networks would make valuable additions to the community.

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If met consistently, these **TOP BASIC NEEDS** would help artists feel most supported as a working artists in Omaha

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AFFORDABLE HEALTHCARE (47%)

AFFORDABLE HOUSING (37.5%)

BETTER WAGES AT 'DAY JOB' (36%)

ACCESS TO TECHNOLOGY (29%)

AFFORDABLE MENTAL HEALTH SERVICES (21%)

If met consistently, these **TOP PROFESSIONAL NEEDS** would help artists feel most supported as a working artist in Omaha.

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MORE ARTISTIC INCOME-GENERATING OPPORTUNITIES (54%)

AFFORDABLE STUDIO/REHEARSAL SPACE (50%)

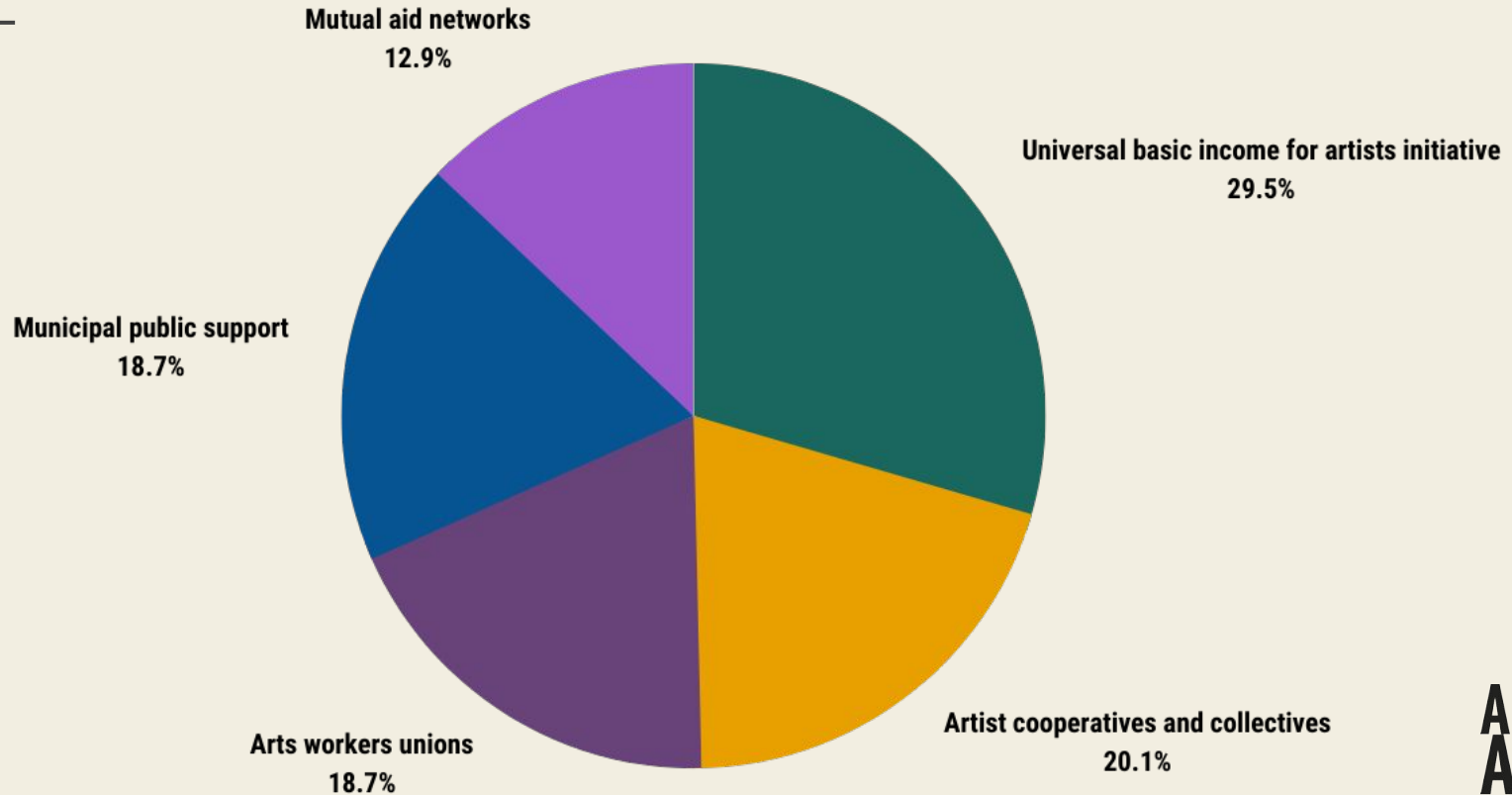
FUNDING FOR INDIVIDUAL ARTISTS (47%)

PLACES TO PERFORM/EXHIBIT WORK (35%)

DIRECTORY OF ARTS OPPORTUNITIES/EVENTS (29%)

The following are other types of financial resource distribution or artist support networks that would make valuable additions to the community.

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COMMUNITY BUILDING

Artists significantly shape the social, economic, and environmental facets of our city. They propose new ways of responding to the collective challenges we face, distill complex concepts into emotionally resonant formats, and help us envision more just and equitable futures.

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What does community building look like in your practice?



What are the most significant contributions artists make to our city as community builders? (top 5)

ARTISTS' WORK MAKE THE PHYSICAL LANDSCAPE OF OUR CITY MORE ENGAGING

THE PRESENCE OF ACTIVE ARTIST COMMUNITIES HELP OMAHA ATTRACT AND RETAIN
CREATIVE TALENT

ARTISTS DRAW ATTENTION TO ISSUES IN THEIR WORK IN WAYS THAT INSPIRE COMMUNITY
ORGANIZING AND ACTION

ARTISTS CREATE PLATFORMS TO SHARE INFORMATION AND EDUCATE OTHERS

ARTISTS BRING PEOPLE TOGETHER ACROSS DISCIPLINES TO RESPOND TO THE CHALLENGES
OUR CITY FACES

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How is your work as an artist and community builder recognized and valued in Omaha?

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