

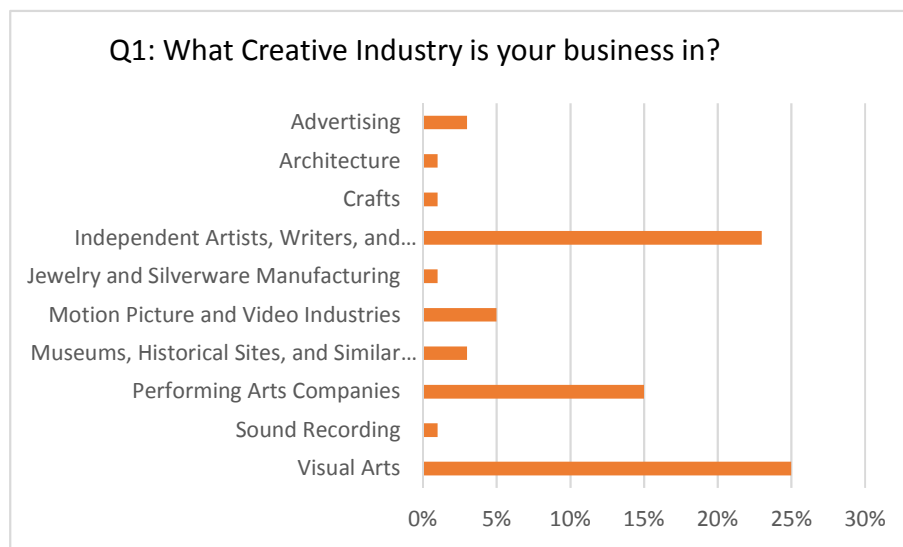
Omaha Creative Industries - Survey Results

The Creative Industries Council (CIC) conducted a survey in Spring 2015 of firms that make up the "Creative Industries" sector in the Omaha area. The survey's goal is to collect information to understand the needs of this sector to help lead future activities of the CIC in creating a highly collaborative, multidisciplinary community of creative thinkers that enjoy working together to expand their capacity for business growth, job creation, civic engagement and a vibrant community to live in.

# of individuals/companies survey sent to:	119
# of times surveyed opened/reviewed:	166
# of surveys completed:	51

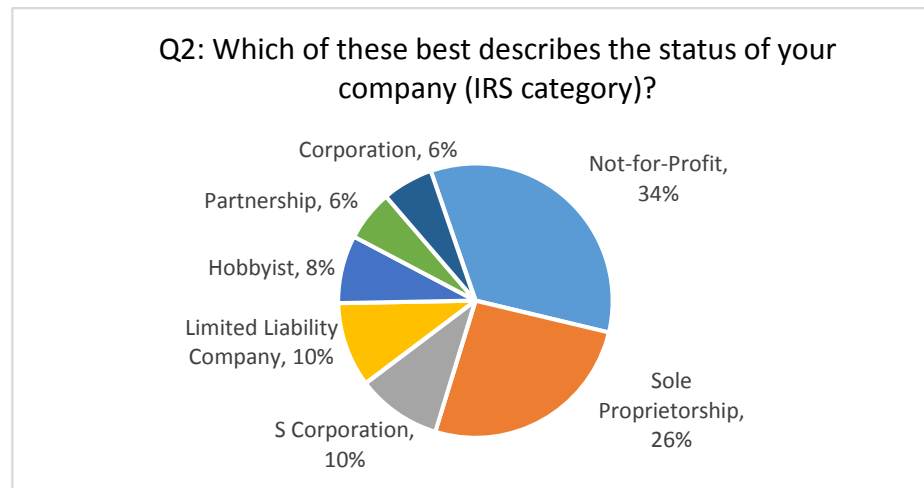
Q1: What Creative Industry is your business in?

Visual Arts	25%	13
♦ Sound Recording	1%	1
♦ Performing Arts Companies	15%	8
♦ Museums, Historical Sites, and Similar Institutions	3%	2
♦ Motion Picture and Video Industries	5%	3
♦ Jewelry and Silverware Manufacturing	1%	1
♦ Independent Artists, Writers, and Performers	23%	12
♦ Crafts	1%	1
♦ Architecture	1%	1
♦ Advertising	3%	2
		44



Q2: Which of these best describes the status of your company (IRS category)?

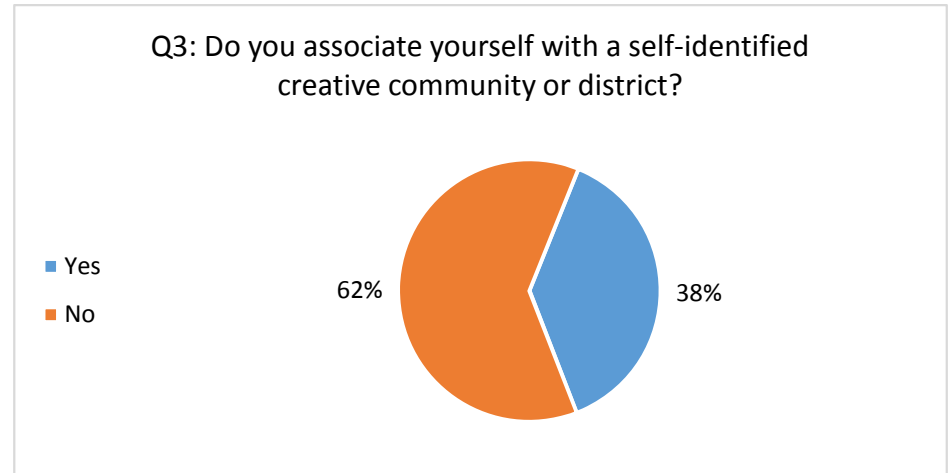
♦ Not-for-Profit	34%	17
♦ Sole Proprietorship	26%	13
♦ S Corporation	10%	5
♦ Limited Liability Company	10%	5
♦ Hobbyist	8%	4
♦ Partnership	6%	3
♦ Corporation	6%	3
		50



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Q3: Do you associate yourself with a self-identified creative community or district?

◆ Yes	38%	19	
◆ No	62%	31	
		50	



Q5: In the next 12 months, will your business be:

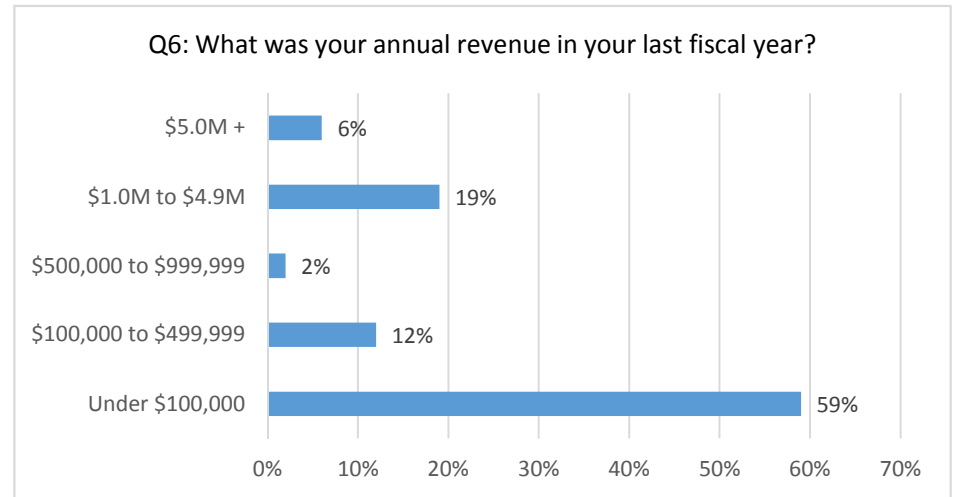
◆ Increasing staff size	39%	19	
◆ Decreasing staff size	4%	2	
◆ Maintaining current staff size	56%	27	
		48	



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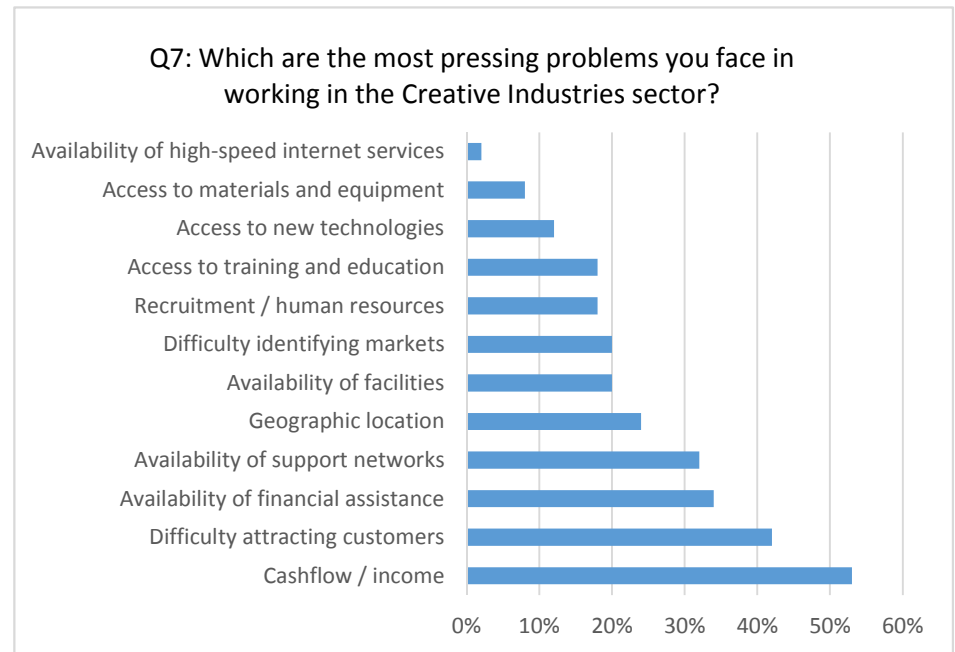
Q6: What was your annual revenue in your last fiscal year?

♦ Under \$100,000	59%	28
♦ \$100,000 to \$499,999	12%	6
♦ \$500,000 to \$999,999	2%	1
♦ \$1.0M to \$4.9M	19%	9
♦ \$5.0M +	6%	3



Q7: Which are the most pressing problems you face in working in the Creative Industries sector? (check all that apply)

♦ Cashflow / income	53%	26
♦ Difficulty attracting customers	42%	21
♦ Availability of financial assistance	34%	17
♦ Availability of support networks	32%	16
♦ Geographic location	24%	12
♦ Availability of facilities	20%	10
♦ Difficulty identifying markets	20%	10
♦ Recruitment / human resources	18%	9
♦ Access to training and education	18%	9
♦ Access to new technologies	12%	6
♦ Access to materials and equipment	8%	4
♦ Availability of high-speed internet services	2%	1



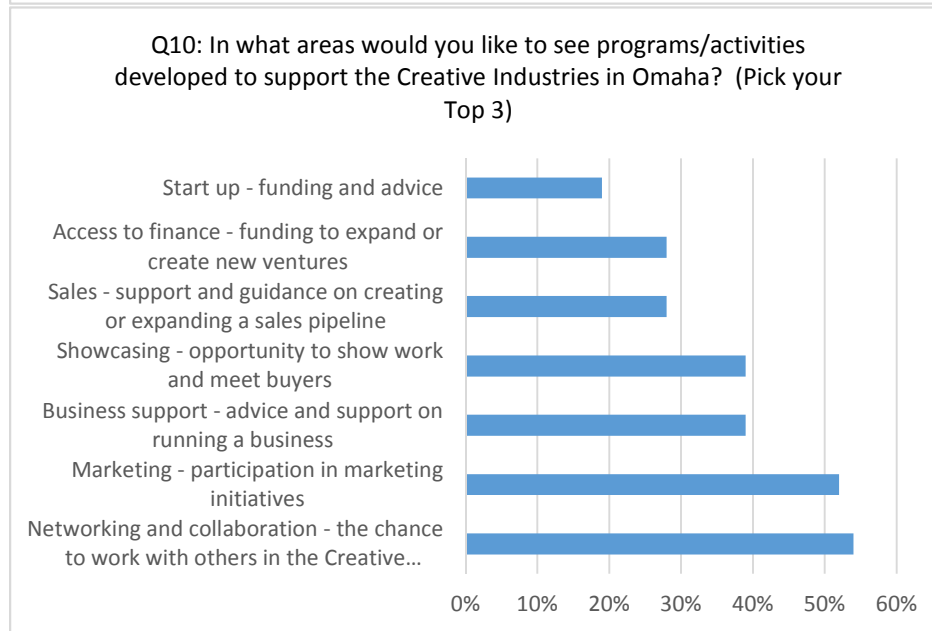
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Q9: Skills Development - In what areas do you require skills support to help your Creative Industry organization to better succeed? (Pick your Top 4)

♦ Marketing Skills	56%	29
♦ Online marketing skills - email, web content, SEO, et	43%	22
♦ Financial management	31%	16
♦ Loan/grant application skills	27%	14
♦ Specific technical / creative skills	25%	13
♦ Skills to identify and access investors	23%	12
♦ Sales development	23%	12
♦ Business mentoring from established professionals	23%	12
♦ Recruitment and human resources	19%	10
♦ Business skills	17%	9
♦ General office IT skills-MS Word, Excel, PowerPoint, etc.	11%	6

Q10: In what areas would you like to see programs/activities developed to support the Creative Industries in Omaha? (Pick your Top 3)

♦ Networking and collaboration - the chance to work with others in the Creative Industries sector	54%	25
♦ Marketing - participation in marketing initiatives	52%	24
♦ Business support - advice and support on running a business	39%	18
♦ Showcasing - opportunity to show work and meet buyers	39%	18
♦ Sales - support and guidance on creating or expanding a sales pipeline	28%	13
♦ Access to finance - funding to expand or create new ventures	28%	13
♦ Start up - funding and advice	19%	9



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Q8: List the organizations, businesses, public agencies, and individuals (with their affiliations or areas of expertise) who you work most closely on your creative industry:

- ♦ American Association of Advertising Agencies.
- ♦ AIGA Nebraska - Design
- ♦ American Impressionist Society, Nebraska Arts Council, Plein Air Artists Colorado, Oil Painters of America
- ♦ architects, contractors, owners, fabricators, interior designers....aia
- ♦ Bancroft Street Market - Bill Seidler, 25-30 independent Omaha or greater Nebraska area artisans
- ♦ Benson Soap Mill - small batch soap, similar sized business
- ♦ City and State Public Agencies, Public Art Commissions, Planning Departments, Arts Councils, Private Developers
- ♦ Coop Members of the Passageway Gallery
- ♦ Dana Altman, NorthSea Films, Jason Fischer, Surreal Media Lab, No More Empty Pots, Non-profit
- ♦ Emerging Program Institute
- ♦ Engineers, Developers, Private Sector, Artisans
- ♦ Fremont Area Art Association, Omaha Artists Inc, Studio Art Quilt Associates, Surface Design Association, OCl, NAC, NE4Arts, local quilt guilds
- ♦ Girls, Inc., Nothing But Net, OPS, 100 Black Men of Omaha, City of Omaha
- ♦ Great Plains Black History Museum. Oldmarket Artist Coop
- ♦ Hot Shops works with everyone: Education - early childhood through masters of business - Girl Scouts - Business big & small - Chamber Convention &
- ♦ I worked with the Midwest Arts Alliance and Omaha Creative Institute in October and November, 2014, by participating in the Artist Inc program. As a teaching artist I work with/for the non-profit WhyArts?
- ♦ Joslyn Art Museum, Old Market Artists Gallery
- ♦ Kaneko, Omaha Chamber Music Society
- ♦ Mary Zicafoose, Watie White, Ying Zhu, Matt Mason, Rob Walters, Darryl White, Sarah McKinstry Brown, Mark Gutierrez, Kris Khan, Courtney Porto, Linda Hatfield, Elmo & Kathy Diaz, Nebraska Writers Collective, Union Center for Contemporary Art, Hot Shops, Vinton St., Gallery 72, Modern Arts Midtown, Nebraska Arts Council, Lux Center (Lincoln), Midamerica Arts Alliance, Opera Omaha, Joslyn Art Museum, Omaha Conservatory of Music, Artist INC (KC)
- ♦ NAC
- ♦ NAC, Humanities Nebraska
- ♦ NOBODY
- ♦ Omaha creative institute, WhyArts,
- ♦ Omaha Musicians Assoc
- ♦ Omaha Musicians' Association
- ♦ Omaha Performing Arts, Omaha Symphony
- ♦ Omaha Performing Arts, Opera Omaha, Joslyn Art Museum
- ♦ Omaha symphony
- ♦ Omaha Symphony, Creighton University Choirs, Concordia University Choirs & Band, Omaha Symphonic Chorus, River City Mixed Chorus, Omaha Area Youth Orchestra, Pathfinder Chorus. First Data, Chase, EFTPS, Bayer, Mid-America Expo. Jackson & Almeda Berkey, Chip Davis & American Gramophone, Bryce Bridges & Flyover Magazine, Tom May & River City Folk Productions. ACX (Audible and Amazon.com).
- ♦ Omaha Symphony, Physician's Mutual (printing), NonProfit Assoc of Midlands, Individual philanthropists, area foundations such as Kiewit and Sherwood.

- ♦ Omaha Symphony, Lincoln Symphony

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Q8: List the organizations, businesses, public agencies, and individuals (with their affiliations or areas of expertise) who you work most closely on your creative industry: (continued)

- ♦ Omahamusic.com
- ♦ outsourced....Hired 2 new creative folks....One graphic design and one artist
- ♦ Public Arts Commission, architects, city planners, urban designers, developers, Parks & Recreation Department of the City of Omaha, gallery owners, artists.
- ♦ Resources for Human Development
- ♦ The Kaneko, Museum of Nebraska Art (MONA), NAC
- ♦ The Rose, Heartland Scenic Studio, Design8studios,
- ♦ Theater Community, Bellevue Little Theater, Omaha Community Playhouse , Kroc Center, City of Omaha Community Centers, Creighton University Lied Center
- ♦ to long to list---sorry. it's Regional, National and International.
- ♦ Union for Contemporary Arts, UNO, Joslyn, Kaneko, Opera Omaha, NAC, many local artists, Big Mama's, Love's Jazz, Alliance of Artist Communities, etc!

- ♦ Union Pacific, TED-Ed, Oxide Design,
- ♦ University of Nebraska at Omaha, KANEKO
- ♦ University of Nebraska Omaha,
- ♦ WhyArts, Inc, NAC, KANEKO, Bemis Center

Q11: Is there anything else you would like to add?

- ♦ Sponsors of concerts need reinforcement of paying a reasonable fee for musical performances.
- ♦ I'd like to see an artist registry, one that has contact info and the ability for the artist to upload images to show current examples of their work...
- ♦ More art awareness
- ♦ I re-read the survey goal & from where I sit you are already there! The ability to react creatively to whatever comes in front of us is what creates growth & jobs. From the individual to the corporation no one could have predicted the pace of the changes in Technology, Markets & Culture in the past 20 years - those changes have become a constant. Many of the support & networking choices above are available from the Omaha Chamber & others. Thanks for opportunity to voice.
- ♦ Mine is a volunteer effort to organize independent artisans who desire periodically (4-5 times per year around key calendar dates) to offer for sale their artistic work product in a creative environment (Bancroft Street Market) that also offers performance art--hence the name of the event, ALTERNATIVE ART HAPPENING.
- ♦ Organized tours to get to know restaurants best dishes, met the chef. More of a partnership/knowledge of what the Old Market as a whole offers for membership can share information with gallery attendees. especially out of towners. Sampling/teasers (tiny pieces) of some of the food at the 1st Friday openings.