

**TO** Newport Beach City Arts Commission

**FROM:** Library Services Department  
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**PREPARED BY:** Tim Hetheron

**TITLE:** Performing Arts Community Survey

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**RECOMMENDATION:**

Staff requests that the City Arts Commission review the attached survey, and make suggested revisions and approve the survey for dissemination.

**DISCUSSION:**

At the November meeting of the City Arts Commission, members of the Commission requested that staff prepare a survey to gauge the public’s interest in the Commission’s performing arts programming in the annual Concerts on the Green series. A survey also presents the opportunity to query the public about City Arts Commission marketing, and art consumption in the City. In response, staff created the following survey:

**The City of Newport Beach’s summer concert series, Concerts on the Green may provide an opportunity for residents and guests to attend live performances of music, dance or theatre.**

**Do you attend the annual Concerts on the Green? (Mark one) \***

- Yes, every concert                       At least one concert                       No

**What type of performances are you interested in? (Mark one for each)**

	Very Interested	Somewhat Interested	Not Interested
a. Rock concerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Jazz concerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Musical theatre performances such as Broadway shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Opera performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Ballet/dance performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Classical music concerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How do you find out about City arts?  
(Mark all that apply)**

- |                                 |                                  |
|---------------------------------|----------------------------------|
| <input type="radio"/> Newspaper | <input type="radio"/> Television |
| <input type="radio"/> Magazine  | <input type="radio"/> Internet   |
| <input type="radio"/> Radio     | <input type="radio"/> Banners    |
| <input type="radio"/> Other     |                                  |

**Typically, how far in advance do you plan leisure activities like going out to live performances?  
(Mark one)**

- |  |   |
|--|---|
| <input type="radio"/> The day of the event | <input type="radio"/> A month in advance    |
| <input type="radio"/> One week in advance  | <input type="radio"/> Two months in advance |
| <input type="radio"/> Two weeks in advance | <input type="radio"/> Other                 |

**How influential are each of the following factors on your decision to attend the Concerts on the Green? (Mark one for each)**

	Very Influential	Somewhat Influential	Neutral	Not At All Influential
a. Knowing if you can get good seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. The day and time of the performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Transportation arrangements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Convenience of parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Safety concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Whether or not your spouse or partner wants to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. If it's an activity for the whole family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. If a friend invites you to go with him/her	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- i. If you can go out for dinner or drinks before or after
- j. Whether or not you have a special occasion to celebrate
- k. The specific works to be performed
- l. The likelihood of a high quality performance

**NOTICING:**

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Arts Commission considers the item).