

# Wyoming County Rural Arts Initiative

Identity Development  
Research Report



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# Market Analysis



# Methods

- Using Claritas MyBestSegments (August 2017/October 2017)
- Analysis by county, travel time and by demographic group
  - Counties = Chautauqua, Chemung, Erie, Monroe, Ontario, Wayne, Steuben, and Schuyler
  - Analysis takes into account indexes above 120
- Focus on concentration; not number

# What's a Media Index?

“Index is a measurement of a consumer’s likelihood to engage in the target category.”

“An index of 100 is par with the national average. Anything above 100 is above average, and the index is always comparing the target percentage to the base.”

Source: Nielsen/Scarborough [www.scarborough.com/press-room/data-sourcing-usage](http://www.scarborough.com/press-room/data-sourcing-usage)



# Who to target?

- High indexing segmentation groups
- Split into Rural/Overlap/Urban geographic groups

# Target Audiences

## RURAL SEGMENTS

### **Country Casuals**

(Chau, Chem, NC, Ontario, Schuyler, Steuben, WC) **198 (1 hr)**

### **Heartlanders**

(Chau, NC, Ontario, Schuyler, Steuben, WC) **168 (1 hr)**

### **Country Strong**

(Chau, NC, Ontario, Schuyler, Steuben, WC) **167 (1 hr)**

### **Big Sky Families**

(Chau, Chem, NC, Ontario, Schuyler, Steuben, WC) **157 (1 hr)**

Blue = Mature Life  
Purple = Family Life

## OVERLAPPED

### **Pickup Patriarchs**

(Chau, EC, MC, NC, Ontario, Steuben, WC)  
**192 (1 Hour Radius)**

## URBAN SEGMENTS

### **Urban Modern**

(EC, MC) **268 (1 hr)**

### **Middleburg Managers**

(EC, MC, NC) **158 (1 hr)**

## URBAN+ SEGMENTS

### **Empty Nest**

(Chau, EC, MC, NC) **181 (1 hr)**

### **Bright Lights, Lil City**

(Chau, Chem, EC, MC, NC)  
**173 (1 hr)**

### **Toolbelts Traditionalists**

(Chau, Chem, EC, MC, NC) **158 (1 hr)**



# Analysis

- Mix of mature/family
  - Diversity in lifestyle can affect communication planning and traveling preferences
- Most of the highest indexing audiences are in rural areas
- Diversity of incomes

# Analysis

- Not a high concentration of “younger years” within an hour radius
  - More families & older tourists means younger populations may be more interested to travel in future but not in the present

# Analysis

- Clear geographic delineation between target groups
  - Focus on overlapping values and behaviors
- Trending interests are outdoor recreation – which Wyoming County has many destinations

*Rural segments have interested for rural areas – focus on those who have propensity to travel rural*



# Focus Group Findings

# Focus Groups

- Took place between September 11-13, 2017
- Corning, NY (recruited from the area)
- Buffalo, NY
- Rochester, NY

# Details of Focus Groups

## Buffalo

- Heads of households, vacation planners – Women, ages 25-35 with children (recruit from Erie/Niagara Counties)
- Outdoor enthusiasts – Women/Men, ages 35-55 (recruit from Erie/Niagara Counties)

## Rochester

- Heads of households, vacation planners – Women, ages 25-35 with children (recruit from Monroe County)
- Arts patrons/Artists – Women/Men ages 40+, have visited arts or cultural events in the last 12 months (recruit from the City of Rochester/adjacent Suburbs)

## Corning (recruit from one hour radius – including PA, if possible)

- Heads of households, vacation planners – Women, ages 25-35 with children
- Outdoor enthusiasts – Women/Men, ages 35-55



# Focus Groups

*Findings from focus groups are descriptive and are not generalizable due to the nature of the data*

# Day Trips

- For all metropolitan areas, Wyoming County was within their day trip radius
- An overnight trip would require a multiple day event
- Would travel to rural areas
- Participants with families travel together and do activities together

*“It’s about something new, something different, does it meet the kids’ interests?” – Corning Mom*





# Daytrips vs. Overnights

- Daytrips are related to distance
- Overnights are related to distance, but also special events
  - If there are multiple special events or one special one (late night), an overnight may be necessary

# Travel to Specific Events

- Participants would and do travel for specific events
- Concerts are the type of event that people would travel the farthest to visit
  - Major concerts for large acts

*“For me, things that are, that I consider my hobbies: so concerts, arts and cultural things, so like a show or nature stuff - go hiking, to Niagara or to Letchworth.” – Buffalo Mom*



# Focus on participation

- Giving families something to do can increase their interest and willingness to travel.

*“I like participating in the arts. And also, it’s about giving my kids the opportunity to participate in it because it’s bringing my kids to the Corning Glass Museum...just any and every opportunity so that my kids have the art experience and know that there is more out there beyond what I have in my house.” – Corning Mom*

# Local Art & Money Spent

- When traveling, people may spend money on locally made art
- The most amount of money would be spent:
  - Artist present
  - Knew the artist before
  - Couldn't live with out the art piece
- Many admitted they'd consider buying art "spontaneously"

*"We are pretty spontaneous when we are going to buy something. I mean if I saw a \$500 price tag, I'd be like no – because we didn't plan on it. But, we are kind of bad at planning and if we were walking by and I saw a piece and it was \$70-5, I'd be like, if we can do it, let's buy "* – Corning Mom



# Geographic Awareness

- People may admit they know what county they are traveling through, actually low awareness of Wyoming County despite being a thoroughfare county
- Letchworth State Park was more frequent Wyoming County destination named unaided
  - One participant had recently visited Hidden Valley Animal Adventure



# Wyoming County Awareness

- Event Audit showed awareness of cultural events overall
- Highest aided awareness of Wyoming County Events:
  - Apple Umpkin
    - may have event of same name in Southern Tier
  - Attica Rodeo
  - Letchworth Arts & Crafts Show
  - Silver Lake Twin-Drive In
  - Wyoming County Fair
  - Arcade Winter Fest
  - Jam in the Valley
  - Agri-Palooza



# Tourism Information

- Mentioned several ways to increase awareness of Wyoming County included suggestions of traditional and digital media
- Participants tend to trust Facebook posts – especially if friends are linked in on them
- Will trust tourism websites



# Summary Findings

- Participants will travel significantly (1-2 hours) for arts & cultural events
  - Especially concerts
- Low (to no) awareness of Wyoming County geographically
- Looking for multiple events to sustain attention for overnight trips



# Analysis

- Significant need for promotion
- Need for overnight housing highlights the constraint of growth for certain arts or cultural events
  - Example: would have to travel back and forth to see Attica Rodeo
- Knowledge of artists or artists talking about their art will help raise average sale price

# Rural Arts Best Practices



# Wyoming County Audit



# Demographics

- Total Population: 41,466
- Median Age: 41.1
- Median income: \$52,564
- Persons in poverty: 13.3%

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

- Homeownership: 76% Owner-occupied; 24% Rented unit

Source: U.S. Census Bureau, 2010 Census.



# Arts Organization Audit

- Arts Non-Profit Organizations:
  - Arts Council for Wyoming County (NYSCA Decentralization Grant Site) – assets = \$390,103 (2015)
  - Wyoming County Bicentennial Singers (Community Theatre) =
  - Shake on the Lake (Professional Theatre) assets = \$32,681
  - Warsaw Barbershop Quartet (Music)
- Other Arts Groups: Arcade Players (community theatre); Perry Community Band; Canyon Camera Club; Pieces of Perry En Plein Air Festival; Chalk Art Festival, Perry; Jam in the Valley; Arcade Winter Fest; Summer Music Events

# Cultural Organization Audit

- Cultural Non-profits: Attica Rodeo (\$103,957 (2013), Wyoming County Fair (assets = \$485,216 (2016); Silver Lake Institute
- Historical Societies
- Public Libraries
- GLOW Traditions (folk art program housed at the ACWC)
- Letchworth State Park – including the Humphrey Nature Center & Historical Museum



# Arts & Cultural Businesses

- Concentration of Independent Artists & Studios (unknown number)
- Rural Arts Center, Artisan Villa, SW Designs (cooperative art galleries)
- Tattoo & Body Art Businesses
- Attica & Arcade Railroad
- Antique Stores
- Quilt Stores – Creekside Fabrics & Yarns; Farmers' Daughter
- Movie Theatres – Spotlight Theater and Silver Lake Twin Drive-In
- Music Store - JAMS



# Arts Marketing

- Wyoming County's hub for arts & culture is the Arts Council for Wyoming County, which is also the NYSCA Decentralization Grant
- Produces performing arts events
- Manages two galleries at headquarters and nearly 12 satellite galleries throughout the county
- Hub for Arts in the county



# Arts Grants & Initiatives

## Grants

- NYSCA Decentralization Grants  
(administered by the Arts Council for Wyoming County)
- Wyoming Foundation

## Initiatives

- Wyoming County Rural Arts Initiative



# Conclusion

Category	Keyword	Grade
Quality of Art	High quality rural arts; mainly self-taught; good concentration of professional artists	A-
Variety of Art	Varied for a rural county	A
Grassroots	Strong authentic arts community	A
Accommodations	Few	C
Clear Brand	No clear brand	C
Information	Spread over organizations	B
Overall	Wyoming County has rural arts assets, but needs to capitalize on clear, consistent arts brand message	B-

*Note: Grades based on qualitative analysis of assets and are not meant to be quantitative measures or analyzed in that way*



# Best Practices



# Review of Landscape

- Berkshire County, Massachusetts
- Eureka Springs, Arkansas
- Jackson Hole, Wyoming
- Winona, Minnesota
- Ashland, Oregon
- Hudson Valley, New York
- Alfred, New York

# Berkshire County, Massachusetts



Map by  
Nate  
Padavick



# Berkshires, Massachusetts

## "Life is Calling"

The screenshot shows the website for 'the berkshires Western Massachusetts'. At the top left is the logo with the tagline 'life is calling' in a speech bubble. To the right are links for 'Deals Blog Weddings Groups Press' and a search bar with 'FIND IT' and 'SEARCH' buttons. Below the logo is a navigation menu with items: 'What to Do', 'Where to Stay', 'Eat & Drink', 'Plan Your Trip', 'Living Here', 'Calendar', and '10 Great'. A dropdown menu is open under 'What to Do', listing categories: 'Arts & Culture', 'Festivals & Special Events', 'Health & Wellness', 'Kids', 'Nature & Recreation', and 'Shopping'. To the right of this menu are sub-categories: 'Museums, Historic Sites & Gardens', 'Performing Arts', and 'Visual Arts'. The main content area features a large scenic image of a lake at sunset with the text 'Imagine Yourself in the Berkshires' overlaid. At the bottom left of the image, there is a URL: 'i.org/business cateaorv/arts-culture/'.



# Demographics

- Total Population: 129,288
- Median Age: 45.8
- Median income: \$49,456
- Persons in poverty: 13%

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

- Homeownership: 67% Owner-occupied; 33% Rented unit

Source: U.S. Census Bureau, 2010 Census.



# Art & Cultural Institution Audit

- Number of Featured Hotels: 22

Source: <http://berkshires.org/>

- Number of Featured Visual Arts Galleries & Studios: 30

Source: <http://berkshires.org/>

- Number of Featured Performing Arts Programs: 33

Source: <http://berkshires.org/>

Notable Arts Institutions: Mass MOCA;  
Norman Rockwell Museum,  
Tanglewood, Shakespeare & Company



# Universities

- Number of institutions of higher education = 4
  - Williams College
  - Massachusetts College of Liberal Arts
  - Berkshires Community College
  - Bard College at Simon's Rock (college for accelerated high school students)

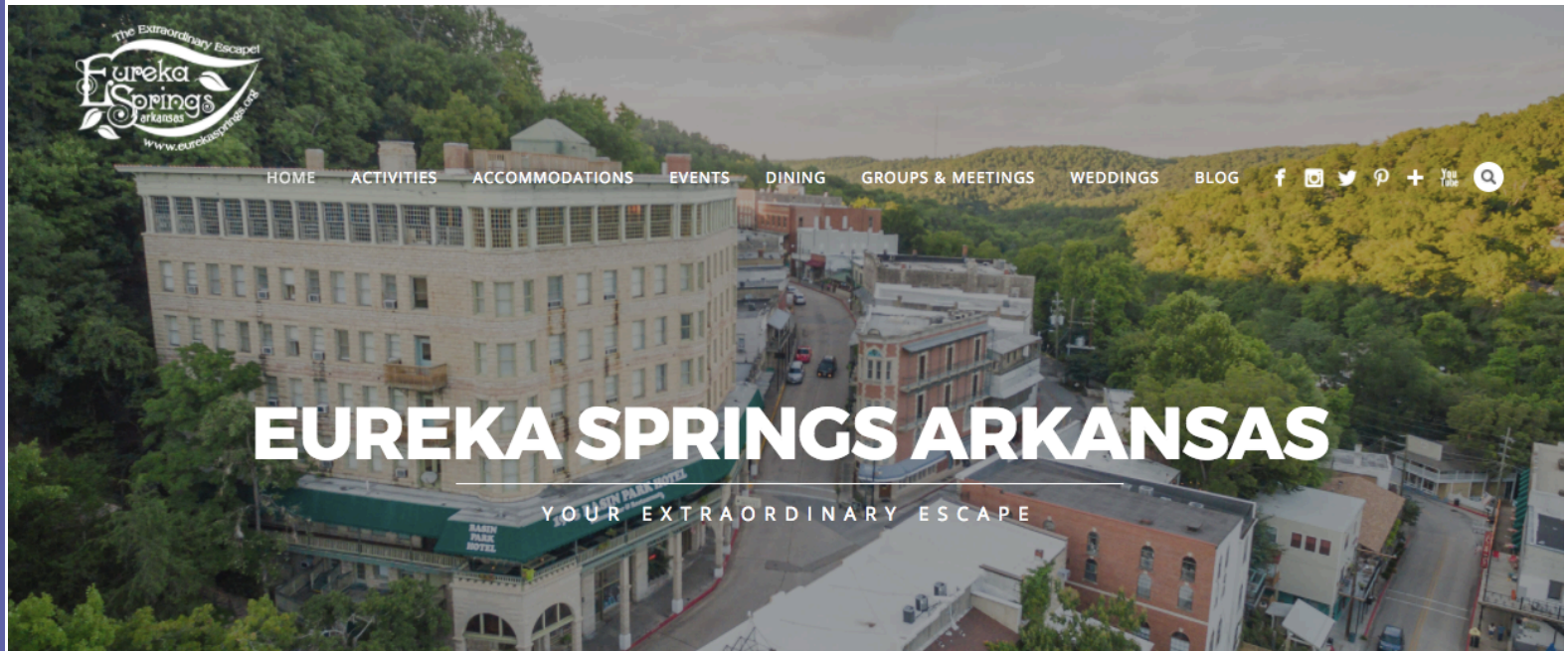
Source: <http://berkshires.org/>

# Art Marketing Score Card

Category	Keyword	Grade
Quality of Art	Classic, high quality	A
Variety of Art	Encyclopedic	A
Grassroots	Signature institutions import art & actors	B
Accommodations	Many (15+)	A
Clear Brand	Cultural Destination	A
Information	Easy to find	A
Overall	Berkshire County has received a lot of outside resources, however, the branding is worth study	A-

# Eureka Springs, Arkansas

## "Your Extraordinary Escape"



# Demographics

- Total Population: 2,054
- Median Age: 54.3
- Median income: \$34,208
- Persons in poverty: 19.1%

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

- Homeownership: 57% Owner-occupied; 43% Rented unit

Source: U.S. Census Bureau, 2010 Census.



# Art & Cultural Institution Audit

- Number of Featured Hotels: 39

Source [www.eurekasprings.org](http://www.eurekasprings.org)

- Number of Featured Visual Arts Galleries & Studios: 19

Source [www.eurekasprings.org](http://www.eurekasprings.org)

- Number of Featured Performing Arts Programs + Events: 19

Source: <http://berkshires.org/> and <https://wareaglemill.com>

Notable Arts Institutions: War Eagle Crafts Fair, Original Ozark Folk Festival, Five & Dime Drama Series, Carving in the Ozarks, May Festival of Arts, Banjo Rally



# Art Marketing Score Card

Category	Keyword	Grade
Quality of Art	High quality	A
Variety of Art	Leans Folk Art	B
Grassroots	Highlights Folk Art	A
Accommodations	Many (15+)	A
Clear Brand	Although a Classic Destination, Arts is not a focus of brand. Folk Arts should be highlighted more	B
Information	Focus on tourist not necessary arts & culture	B
Overall	Eureka Springs is worthy of study on programming and incorporation of folk arts for rural arts communities	B+

# Jackson Hole, Wyoming



JACKSON HOLE  
CHAMBER OF COMMERCE

- Lodging
- Summer Activities
- Winter Activities
- Tours
- Food & Drink
- Shopping
- Arts & Culture
- Spas & Wellness
- Family Fun
- National Parks
- Trip Planning

- ABOUT JACKSON HOLE
- MEETINGS & GROUPS
- WEDDINGS
- LOCAL SERVICES
- REAL ESTATE



## FEATURED PARTNERS



# Jackson Hole, Wyoming



JACKSON HOLE  
CHAMBER OF COMMERCE

HOME » ARTS & CULTURE

SEARCH

## ARTS & CULTURE

The art community in Jackson Hole probably spawned out of the sheer beauty surrounding the area.

- Lodging
- Summer Activities
- Winter Activities
- Tours
- Food & Drink
- Shopping
- Arts & Culture >

- Art Galleries
- Museums
- Live Music & Festivals
- Photography
- Theaters
- Native American Art
- Art Centers
- Artist Inquiries

- Spas & Wellness
- Family Fun
- National Parks

### FEATURED PARTNERS



#### National Museum of Wildlife Art

The National Museum of Wildlife Art is proud to welcome more than 80,000 people



#### Jackson Hole Playhouse

Enjoy a professional fully-staged rowdy, Western comedy and dinner with singing



# Demographics

Jackson town, Wyoming

- Total Population: 10,152
- Median Age: 32.6
- Median income: \$67,117
- Persons in poverty: 11.1%

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

- Homeownership: 41% Owner-occupied; 57% Rented unit

Source: U.S. Census Bureau, 2010 Census.



# Art & Cultural Institution Audit

- Number of Featured Hotels: 130

Source: [www.jacksonholechamber.com](http://www.jacksonholechamber.com)

- Number of Featured Visual Arts Galleries & Studios/Museums: 40

Source: [www.jacksonholechamber.com](http://www.jacksonholechamber.com)

- Number of Featured Performing Arts Programs + Events: 11

Source: [www.jacksonholechamber.com](http://www.jacksonholechamber.com)

Notable Arts Institutions: Center for the Arts; Grand Teton Music Festival; Jackson Hole Chamber Music, National Museum of Wildlife Art; Jackson Hole Art Auction



# Art Marketing Score Card

Category	Keyword	Grade
Quality of Art	Quantity over quality.	A -
Variety of Art	Leans Wildlife/Nature Art	A
Grassroots	Focused on tourists	B
Accommodations	Many (15+)	A
Clear Brand	Arts is important, but not major focus on tourism – seasonal tourism more of focus	B
Information	Easy to find	B
Overall	Jackson Hole is worthy of study with the incorporation of wildlife/nature art.	B+

# Winona, Minnesota



THINGS TO DO



TRIP PLANNER



GALLERY



EVENT CALENDAR



TRAVEL TOOLS



**We saved you a seat  
for the fall colors show**



# Winona, Minnesota

THINGS TO DO

TRIP PLANNER

GALLERY

EVENT CALENDAR

TRAVEL TOOLS

## SIGHTSEEING

HISTORICAL SITES AND ARCHITECTURE

CITY WALKING TOURS

RIVER CRUISES

WINONA'S WINE COUNTRY

SCENIC WALKS

BIRDING AND WILDLIFE WATCHING

MONUMENT PARKS

SCENIC ROAD TRIPS

## CITY OF FESTIVALS

GREAT RIVER SHAKESPEARE FESTIVAL

MINNESOTA BEETHOVEN FESTIVAL

BOATS & BLUEGRASS FESTIVAL

FROZEN RIVER FILM FESTIVAL

MID WEST

STEAMBOAT

GREAT DIXIE

DIXIELAND

## ARTS & THEATRE

ART MUSEUMS

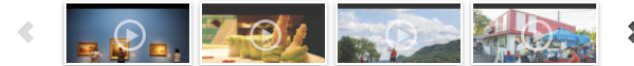
PERFORMING ARTS

WINONA AREA GALLERIES

## CULTURE & HERITAGE

We could try to tell you why everyone loves Winona, but we thought we'd let them tell you themselves. Check out these fun, short films to hear what people have to say.

Bing  
<https://www.bing.com/>



Focus on the Arts

# Demographics

Winona City (Winona County)

- Total Population: 27,437 (51,213)
- Median Age: 28.8 (33.9)
- Median income: \$41,053 (\$50,547)
- Persons in poverty: 20.1% (14.7%)

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

- Homeownership: 59% (70%) Owner-occupied; 41% (30%) Rented unit

Source: U.S. Census Bureau, 2010 Census.



# Universities

- Number of institutions of higher education = 3
  - Minnesota State University: Winona
  - St. Mary's University of Minnesota
  - Minnesota State Community College: Southeast

Source: [visitwinona.com](http://visitwinona.com)

# Art & Cultural Institution Audit

- Number of Featured Hotels: 22

Source: [visitwinona.com](http://visitwinona.com)

- Number of Featured Visual Arts Galleries & Studios/Museums: 8 (9 additional historical museums)

Source: [visitwinona.com](http://visitwinona.com)

- Number of Featured Performing Arts Programs + Events: 13

Source: [visitwinona.com](http://visitwinona.com)

Notable Arts Institutions: Great River Shakespeare Festival; Minnesota Marine Art Museum; Minnesota Conservatory of the Arts; Minnesota Beethoven Festival;



# Art Marketing Score Card

Category	Keyword	Grade
Quality of Art	Quantity over quality.	B
Variety of Art	Focus on performing arts	B
Grassroots	Festivals seem strategically planned	A -
Accommodations	Many (15+)	A
Clear Brand	Arts are the most important part of their marketing	A
Information	Easy to find	A
Overall	Winona is worthy of study for small rural communities to understand how to communicate about their arts	A-

# Ashland, Oregon

MEMBER DIRECTORY | ASHLAND BUSINESS RESOURCE PORTAL | REQUEST A PUBLICATION



SEARCH SITE



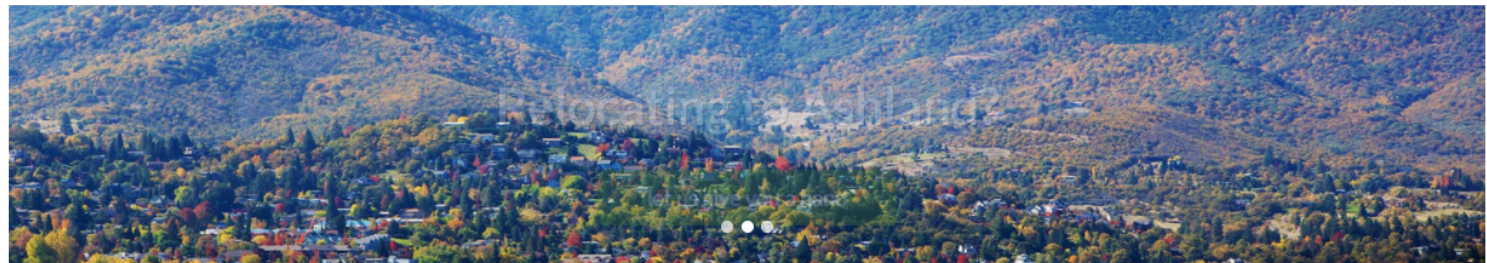
EVENTS ▾

VISITORS ▾

Ashland Chamber of Commerce - Home

LOCAL ▾

YOUR CHAMBER ▾



# Ashland, Oregon

## "As You Like It"



EVENTS ▾ VISITORS ▾ LOCAL ▾ YOUR CHAMBER ▾



Discover a year-round outdoor

# Performing Arts

Photo: OSF

- < YOUR VISIT HOME
- STAY
- CULINARY
- CULTURAL
- > PERFORMING ARTS
- GALLERIES & MUSEUMS
- FILM

HOME / YOUR VISIT / CULTURAL / PERFORMING ARTS

Discover a year-round theatrical paradise. Welcome to Theatreland.

Oregon Shakespeare Festival began in 1935 and is the cornerstone of Ashland's culture. The theatre community offers a variety of venues and plays that run throughout the year including Mondays, that are bright in Ashland. The Oregon Cabaret Theatre offers dinner, dessert and spirits. Camelot Theatre



# Ashland, Oregon

## "As You Like It"



EVENTS ▾ VISITORS ▾ LOCAL ▾ YOUR CHAMBER ▾



Discover a year-round outdoor

Galleries & Museums

Discover a year-round outdoor paradise self-guided tours

Welcome to Cultureland

PERFORMING ARTS

GALLERIES & MUSEUMS

FESTIVALS & EVENTS

MUSIC

FILM

SHOPPING

- < YOUR VISIT HOME
- STAY
- CULINARY
- CULTURAL
- PERFORMING ARTS
- GALLERIES & MUSEUMS

HOME / YOUR VISIT / CULTURAL

Discover a year-round cultural paradise. Welcome to Cultureland.

Come experience culture like no other. Home to America's oldest Elizabethan theatre and SOU, Ashland's long cultural history is built upon innovation, theatre, education and wellness. Enjoy 365 days of theatre, a



# Demographics

Ashland City (Jackson County)

- Total Population: 20,556 (298,363)
- Median Age: 44.1 (42.8)
- Median income: \$45,704 (\$44,028)
- Persons in poverty: 19.0% (19.0%)

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

- Homeownership: 52% (63%) Owner-occupied; 48% (37%) Rented unit

Source: U.S. Census Bureau, 2010 Census.



# Art & Cultural Institution Audit

- Number of Featured Hotels: 18+

Source: [www.ashlandchamber.com/](http://www.ashlandchamber.com/)

- Number of Featured Visual Arts Galleries & Studios/Museums: 14

Source: [www.ashlandchamber.com/](http://www.ashlandchamber.com/)

- Number of Featured Performing Arts Programs + Events: 16 + several smaller arts & crafts shows

Source: [www.ashlandchamber.com/](http://www.ashlandchamber.com/)

Notable Arts Institutions: Oregon Shakespeare Festival; Dancing People Company;



# Universities

- Number of institutions of higher education = 1
  - Southern Oregon University

Source: [www.ashlandchamber.com/](http://www.ashlandchamber.com/)

# Art Marketing Score Card

Category	Keyword	Grade
Quality of Art	High quality theatre	A
Variety of Art	Focus on performing arts	B-
Grassroots	Oregon Shakespeare Festival is accelerator of the arts	A -
Accommodations	Many (15+)	A
Clear Brand	Not just the arts, but theatre & culture are cornerstone of tourism	A
Information	Overwhelming	B
Overall	Good case study in theatre as an accelerator of the arts. Performing arts is clearly the focus in Ashland	A-

# Beacon, New York



**CITY OF BEACON**  
cityofbeacon.org

Select Language | ▼ | BEACON DELIVERY | Text Size

HOME ▾ RESIDENTS ▾ GOVERNMENT ▾ VISITING ▾ NEWS ▾ INFOACCESS ▾

Road Work Is Scheduled to Begin on Rt. 9D from the Bridge to South Ave. on Monday, Oct. 16 [View More](#)



Select Language | ▼ | BEACON DELIVERY | Text Size



**CITY OF BEACON**  
cityofbeacon.org

HOME ▾ RESIDENTS ▾ GOVERNMENT ▾ **VISITING ▾** NEWS ▾ INFOACCESS ▾

Road Work Is Scheduled to Begin on Rt. 9D from the Bridge to South Ave. on Monday, Oct. 16 [View More](#)



Select Language | ▼ | BEACON DELIVERY | Text Size

- A Little Beacon Blog
- Beacon Arts
- Beacon Chamber of Commerce
- Beacon Farmers Market
- Beacon Historical Society
- Dutchess County Tourism
- Facility Use Permit (.pdf)
- Howland Cultural Center
- Hudson Valley Tourism
- Parking, Downtown Beacon (.pdf)
- Photo Gallery
- Public Transportation
- Residential Permits & Events

Painters at the River Fro

Painters at the River Front

LATEST NEWS & EVENTS

MORE NEWS



# Beacon, New York



**CITY OF BEACON**

cityofbeacon.org

Select Language | ▼ | BEACON DELIVERY | Text Size

HOME ▾ RESIDENTS ▾ GOVERNMENT ▾ VISITING ▾ NEWS ▾ INFOACCESS ▾

Road Work is Scheduled to Begin on Rt. 9D from the Bridge to South Ave. on Monday, Oct. 16

A Little Beacon Blog

View More

Beacon Arts

Beacon Chamber of Commerce

Beacon Farmers Market

Beacon Historical Society

Photo by Linda T. Hubbard

beaconarts

beaconarts.org

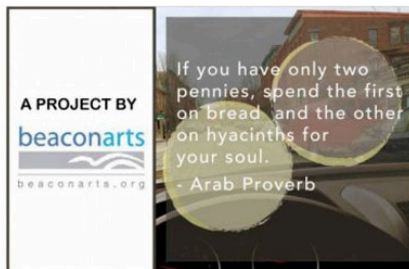
galleries

events

donate

SECOND SATURDAY

about beaconarts - visit events - artist support - teachin beacon join - news - contact -



Sign up for our Newsletter

email address

zip code

See the latest issue »

Artist Members »



# Demographics

Beacon City (Dutchess County)

- Total Population: 14,375 (296,928)
- Median Age: 39.6/41.0
- Median income: \$65,305 (71,904)
- Persons in poverty: 11.6% (9.3%)

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

- Homeownership: 57% (70%) Owner-occupied; 44% (31%) Rented unit

Source: U.S. Census Bureau, 2010 Census.



# Art & Cultural Institution Audit

- Number of Featured Hotels: 99

Source: [dutchesstourism.com/](http://dutchesstourism.com/)

- Number of Featured Visual Arts  
Galleries & Studios/Museums: 21

Source: [beaconarts.org/](http://beaconarts.org/)

- Number of Featured Performing  
Arts Programs + Events: 13

Source: [beaconarts.org/](http://beaconarts.org/)

Notable Arts Institutions: Dia:Beacon;  
American Center for Folk Music; Howland  
Chamber Music Circle; Beacon Performing  
Arts Center



# Art Marketing Score Card

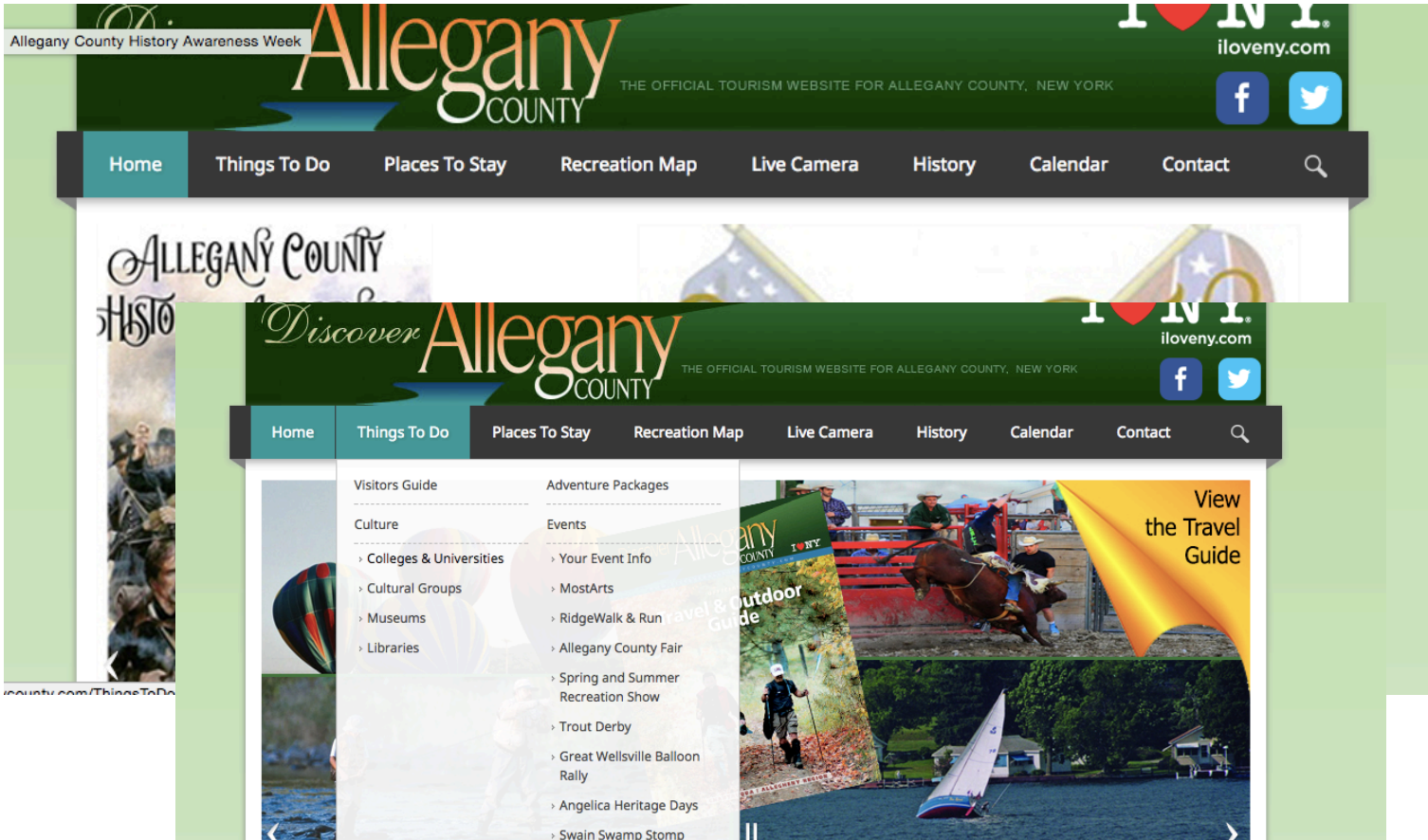
Category	Keyword	Grade
Quality of Art	High quality theatre	A
Variety of Art	Focus on visual arts	B
Grassroots	Unclear, although many artists live in area	B
Accommodations	Many (15+)	A
Clear Brand	Although the arts are clearly the foundation of tourism to Beacon, diffuse information spread over multiple websites	C
Information	Good	A
Overall	Needs clear arts marketing brand; many ways to find information but not shared brand message	B-

# Alfred, New York

The screenshot shows the top portion of the Allegany County website. At the top left, it says "Allegany County History Awareness Week". The main header features the "Allegany COUNTY" logo in a stylized font, with "THE OFFICIAL TOURISM WEBSITE FOR ALLEGANY COUNTY, NEW YORK" underneath. To the right of the header are social media icons for Facebook and Twitter, and the text "I LOVE NY" and "iloveny.com". Below the header is a dark navigation bar with the following menu items: Home, Things To Do, Places To Stay, Recreation Map, Live Camera, History, Calendar, and Contact. The main content area features a large banner for "ALLEGANY COUNTY HISTORY AWARENESS WEEK". The banner is split into two sections. The left section shows a historical illustration of soldiers in uniform, with an American flag in the background and a map of Allegany County in the foreground. The right section features the word "CELEBRATING" in large, gold, serif letters, with an American flag behind it. Below "CELEBRATING" is the text "Allegany County History Awareness Week" and "September 26th - October 1st".



# Alfred, New York



# Demographics

Alfred (Allegany County)

- Total Population: 5,119 (48,070)
- Median Age: 20.4 (38.3)
- Median income: \$37,422 (\$42,776)
- Persons in poverty: 27.2% (16.9%)

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

- Homeownership: 53% (75%) Owner-occupied; 47% (26%) Rented unit

Source: U.S. Census Bureau, 2010 Census.



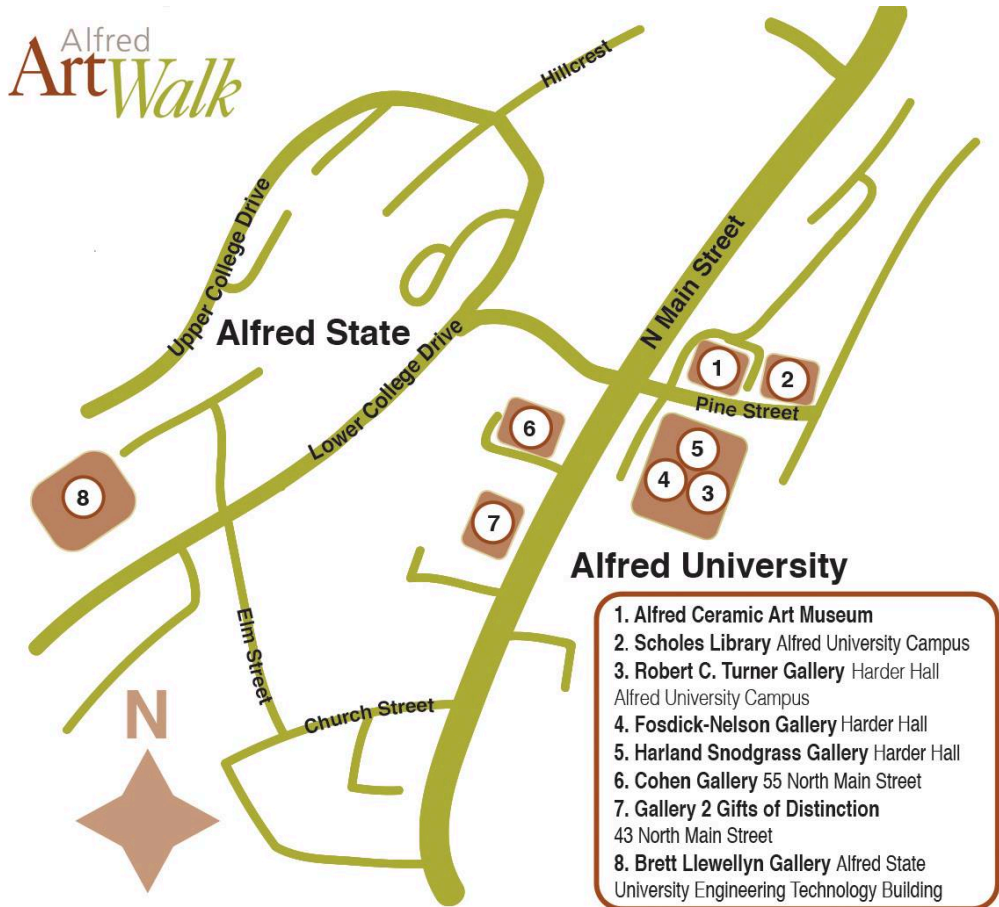
# Art & Cultural Institution Audit

- Number of Featured Hotels: 11+  
Allegany County  
Source: <http://discoveralleganycounty.com/>
- Number of Featured Visual Arts  
Galleries & Studios/Museums: 13  
Alfred  
Source: <http://discoveralleganycounty.com/>
- Number of Featured Performing  
Arts Programs + Events: 2+  
Source: <http://discoveralleganycounty.com/>

Notable Arts Institutions: Alfred  
Ceramics Arts Museum;  
MostArts Festival



# Alfred, New York



Source: facebook event



# Universities

- Number of institutions of higher education = 3+
  - Alfred State
  - Alfred University
  - New York State College of Ceramics
  - (Houghton College)

# Art Marketing Score Card

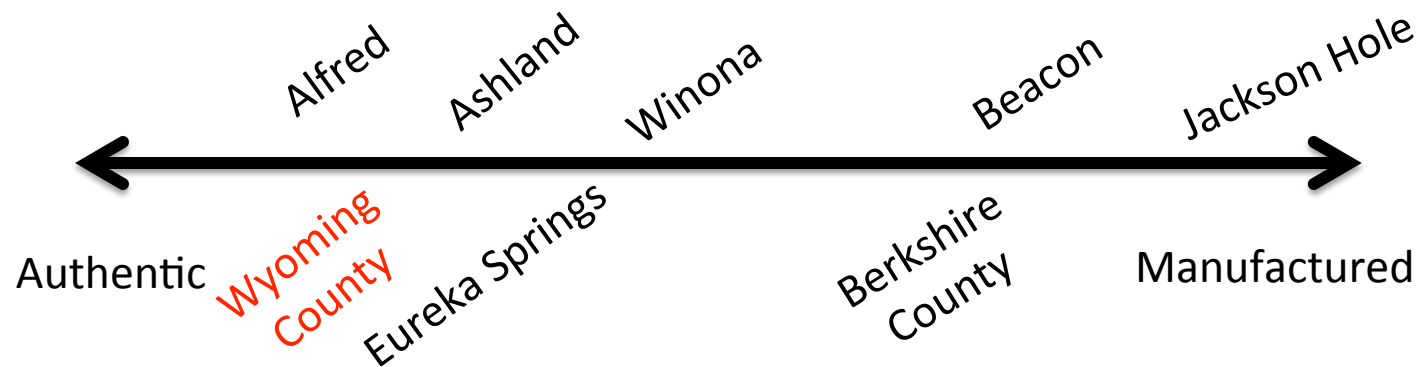
Category	Keyword	Grade
Quality of Art	Good	A-
Variety of Art	Focus on ceramics	B
Grassroots	Strongly grassroots	A
Accommodations	Some	B+
Clear Brand	No clear brand message	C
Information	Allegany Chamber has a focused section just for galleries. However, no focus on Alfred	B
Overall	Alfred has assets, but no organization taking clear ownership on arts marketing. Difficult to focus on one town. However, are building a rural arts brand through collaboration	B

# SWOT Analysis

# What a SWOT Analysis Achieves

- A Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis identifies areas where a brand can shine and move into through a study of market data
- The analysis includes a reflection of internal branding as well as a comparative external analysis

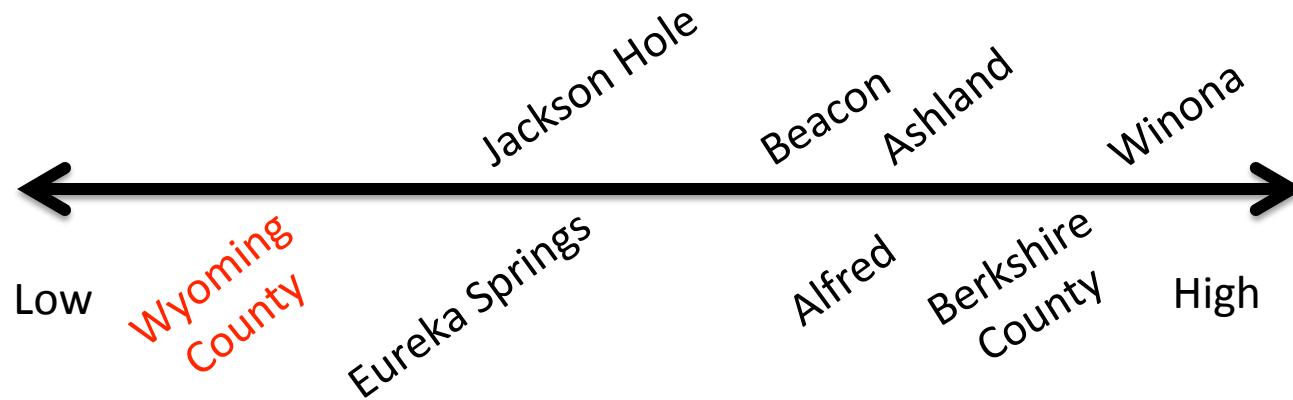
# Rural Arts Spectrum



More rural-based communities that focus on folk arts or major art media have an advantage over tourist venues or urban bedroom communities, creating a more authentic experience

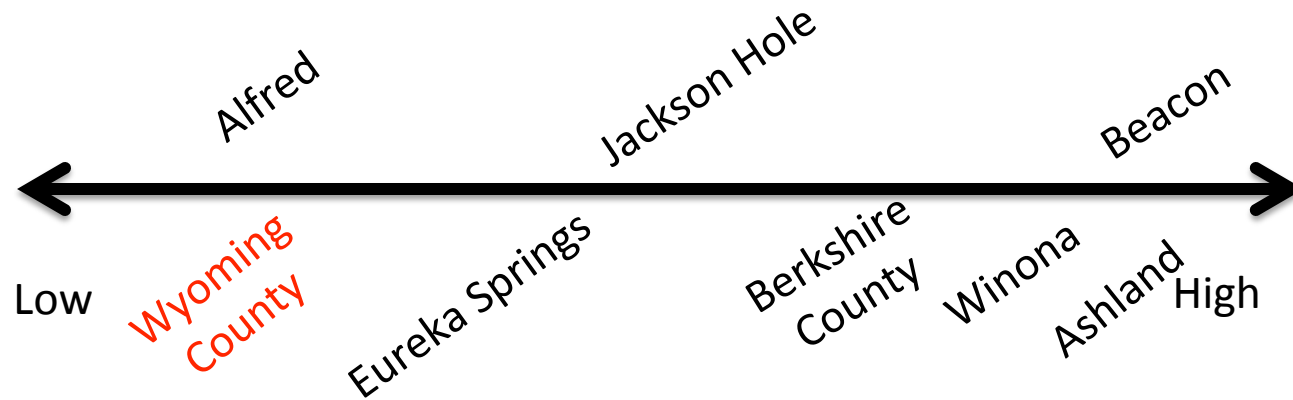


# Resources Spectrum



Communities with institutions of higher education have a resource advantage over those who do not. Also, communities with private arts institutions provide stable employment to arts sector.

# Arts Marketing Spectrum



Cross-sector institutional buy-in helps increase the broadcast of arts industry. For some communities, it is the major industry.

# Wyoming County Strengths

- Authentic Arts Culture (internal)
- Sustainable Arts Institutions and events – (ex. Letchworth Arts & Crafts Show & Shake on the Lake) (internal)
- Natural Environment

# Wyoming County Weaknesses

- Lack of exposure (focus groups)
- Lack of name recognition (focus groups)
- Coordinated arts marketing messaging or brand (landscape)
- Lack of ownership of rural arts culture in the county (landscape)

# Wyoming County Opportunities

- No negative name recognition or reputation (focus groups)
- Target audiences interest in rural communities (market analysis)
- Letchworth State Park & Natural Environment assets for target audiences (market analysis)



# Wyoming County Threats

- Neighboring Competitive Arts Communities (landscape)
- Urban Centers (focus groups/ landscape)
- Perception that our grassroots arts lack quality (cultural plan)

# Analysis

- Need to develop a comprehensive arts marketing brand and message that cross-sector partners own, maintain, and sustain
- Wyoming County has a breadth of arts organizations – with good diversity of the arts.
- Need to be strategic about lack of universities in the county.
  - Think about developing arts partnerships with a university/college

# Analysis

- Wyoming County has a great opportunity to establish itself as a rural arts hub in Western New York. Although there are communities regionally that also trying to be hubs, Wyoming County has authentic, grassroots arts organizations and professional artists.



# Recruitment



# Interviews

- Conducted interviews with WCRAI program recruits
  - During course of analysis, local artists more valuable for recruitment than artists from farther than 5 hours away
- Interviews varied from in person, to telephone, to email
- Due to small sample size
  - Interviewed 3 women and 3 men
  - Variety of media
  - Variety stages of careers
  - Many relocated due to the grant

# Interviews

- Purpose of interview was not a program evaluation – guide was focused on communication both internal to the program and marketing language

# Initial WCRAI Contact

- Most WCRAI participants found out about the program from a personal contact – could be someone they knew to a contact at the Arts Council during a visit
- Other mode was facebook or online

# Benefits of the program

- Financial benefits of the program helped to take artists to become more independent as artists

*“Allowing me to leave one of my jobs to pursue my art as a real career opportunity”*

*“The obvious benefit of having a huge amount of expenses – significant amount covered that often prohibitory for an artist starting or growing a business.”*



# Benefits of the program, continued

- Introduction to a community of artists another benefit of the program

*“The community of artists and professionals who are involved in the program and the network.”*

# How the WCRAI helped artists to achieve goals

- By offering artists professional development and start-up capital, WCRAI helped participants succeed

*“I learned a lot through the program: as far as when I first wrote out the business plan, to working with everyone to help refine that, how to do the ins and outs and business, to run the business better – to think a little bit more to think more about how to achieve it. “*



# How WCRAI contribute to the Arts Community?

- The focus on artists make them feel connected to other people

*“It just strengthens it is bringing a lot more focus – to people.”*

*“Expanded the variety of artists who are here – and the quality and quantity of art that is being made.”*

*“I suppose, helping artists make their art so they can share it with their community. Is this actually true? It has been for me so far.”*



# How WCRAI contribute to the Community?

- Most participants feel that the arts are more visible in communities

*“I mean Main Street, there are business on Main Street directly benefitting from WCRAI – the visuals of Main Street and the flow of Main Street is a good place to start.”*

*“That art focus in the community”*

# How would you describe the WCRAI to a recruit?

- Many participants described the program in terms of the benefits
- One participant was not sure if they could share more about the program with other recruits

*“Once in a lifetime opportunity.”*

*“I didn’t know that it was something that I should publicly be saying – or not point in out”*

# WCRAI Communications

- Many participants wished there was a single point of contact with one person

*“I’ve been one thing by one administrator, then told the opposite by a different one. “*

*“I was told one thing and another people would say you need this...have everyone on the same page and have very clear information from the beginning would be helpful.”*



# Findings

- Participants have a positive impression of the WCRAI and credit it with helping them achieve goals
- See benefits to the program
- Would like one source of communication and consistency with these messages

# Applying to recruitment

- Give participants approved messaging to share with their contacts – they can help recruit
  - Word of mouth was most cited recruitment method
- While a separate program is not necessary – branding the WCRAI as a program can be useful
  - Representing the program physically – whether at Wyoming County Fair as one participant suggested or holding meetings – would be beneficial to the participants
  - While it was helpful to get the message out over coalition, one centralized grant website can help focus the program



# Next Presentation

- Marketing Goals
- Positioning
- Organizational Chart
- Messaging
- Implementation



# Appendix

Included in Identity  
Development Draft



# Detailed Descriptions



# Priority Groups

## Country Casuals (Rural) 198 Index

- Upper Mid(Scale) Older Mostly w/o Kids
- "There's a laid-back atmosphere in Country Casuals, a collection of older, midscale empty-nest households. Today, these Baby-Boom couples enjoy outdoor activities, like hunting, and going out to eat but are not likely to be up-to-date on technology."

Group  
Description

Source:

Claritas

MyBestSegme  
nts, 2017

Chautauqua (355); Chemung (208); NC (248);  
Ontario (342); Schuyler (900) Steuben (389);  
WC (465)



# Priority Groups

## Heartlanders (Rural) 168 Index

- Lower Mid(Scale) Older Mostly w/o Kids
- "America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of mostly retired older couples living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating."

Chautauqua (466); NC (130); Ontario (245);  
Schuyler (530) Steuben (340); WC (343)

Group  
Description

Source:

Claritas

MyBestSegme  
nts, 2017



# Priority Groups

## Country Strong (Rural) 167 Index

- Lower Mid(Scale) Middle Age Family Mix
- “Country Strong are lower middle class families in rural areas that embrace their day-to-day lives. They are focused on their families and prefer hunting and country music to keeping up with the latest technology.”

Chautauqua (358); NC (121); Ontario (221);  
Schuyler (675) Steuben (476); WC (483)

Group  
Description

Source:  
Claritas  
MyBestSegments,  
2017



# Priority Groups

## Big Sky Families (Rural) 157 Index

- Upper Mid(Scale) Middle Age Mostly w/ Kids
- “Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle-aged rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy country music and all types of team sports and outdoor activities, especially hunting. To entertain their families, they buy virtually every piece of sporting equipment on the market.”

Group  
Description

Source:  
Claritas  
MyBestSegme  
nts, 2017

Chautauqua (223); Chemung (147); NC (169);  
Ontario (256); Schuyler (549) Steuben (316);  
WC (351)



# Priority Groups

## Pickup Patriarchs (Overlap) 192 Index

- Upscale Older Mostly w/o Kids
- "Pickup Patriarchs an upscale segment found in exurban areas, are country chic. They live in areas that are somewhat rural but they have more suburban tastes. They are frequent golfers and boaters, heavy shoppers and savvy investors."

Chautauqua (138); EC (191); MC (218); NC (389); Ontario (257); Steuben (143); WC (192)

Group  
Description

Source:  
Claritas  
MyBestSegments,  
2017



# Priority Groups

## Urban Modern Mix (Urban) 268 Index

- Midscale Middle Age Mostly w/o Kids
- “In Urban Modern Mix, lower middle class singles and couples reside in ethnically diverse neighborhoods in or near the city center. Despite only average overall technology use, they are frequent online shoppers for everything from jeans to groceries.”

EC (580); MC (366)

Group  
Description

Source:  
Claritas

MyBestSegme  
nts, 2017



# Priority Groups

## Middleburg Managers (Urban) 158 Index

- Upscale Middle Age Family Mix
- “Middleburg Managers arose when empty nesters settled in satellite communities, which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle class with solid white-collar jobs or comfortable retirements. In their older homes, they enjoy reading and needlecrafts, while time outside the home is spent at club activities and cultural events.”

EC (237); MC (246); NC (191)

Group  
Description

Source:  
Claritas

MyBestSegments,  
2017



# Priority Groups

## Empty Nest (Urban+) 181 Index

- Upper Mid(Scale) Mature w/o Kids
- “With their grown-up children out of the house, Empty Nests is composed of upper-middle income older Americans who pursue active, and activist, lifestyles. Most residents are over 65 years old, but they show no interest in a rest-home retirement. They travel frequently, enjoy golf, and many are active in their country clubs or fraternal groups.”

Chautauqua (123); EC (269); MC (260); NC (208);

Group  
Description

Source:  
Claritas  
MyBestSegments,  
2017



# Priority Groups

## Bright Lights, Lil City (Urban+) 173 Index

- Upper Mid(Scale) Younger Family Mix
- “Not all of America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, college educated, middle-aged couples settled in the nation's satellite cities and suburbs. Despite living further out from the urban downtowns, they still like to go out on the town with frequent meals out and karaoke evenings.”

Group  
Description

Source:

Claritas

MyBestSegme  
nts, 2017

Chautauqua (187); Chemung (332) EC (224);  
MC (157); NC (371)



# Priority Groups

## Toolbelt Traditionalist (Urban+) 157 Index

- Upper Mid(Scale) Older Mostly w/o Kids
- “Like many other older segments, Toolbelt Traditionalists have empty nests. If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint. They enjoy the benefits of AARP and are frequent QVC and HSN shoppers.”

Group  
Description

Source:  
Claritas  
MyBestSegme  
nts, 2017

Chautauqua (208); Chemung (324); EC (190);  
MC (167); NC (283)

