NEW Arts Candidate Survey Toolkit Webinar

Tuesday, August 23 @ 1 PM

Katie Cornell, Executive Director, Asheville Area Arts Council
Nate McGaha, Executive Director, Arts North Carolina
Arts Candidate Survey Toolkit

Arts North Carolina has released a toolkit to help nonprofit organizations engage with the arts and politics.

What Nonprofit Organizations CANNOT DO:
- Cannot endorse or give the appearance of endorsement
- Cannot coordinate with any candidate or any campaign
- Cannot contribute organization funds to a candidate or campaign
- Cannot share your organization’s mailing list with political candidates
- Cannot do anything for any candidate that your organization does not do for any other candidate
- Cannot invite an incumbent or candidate to your activities

What Nonprofit Organizations CAN DO:
- Create the Conversation: Encourage candidates to discuss arts-related issues
- Meet Candidates: Invite candidates to your organization’s events
- Support the Arts: Promote the importance of arts to your constituents

Arts Candidate Survey Toolkit Webinar
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Register Now!

Creating the Survey
- Decide which races or races for which you are going to survey candidates. You will want the questions in the survey to be appropriate for each race and related to the office for which the candidates are running. You can survey one race, several races, such as State Legislator, County Commission, City Council, Mayor, or School Board.
- Get input from your arts partners by contacting the arts constituency you want to represent and find out what issues are most important to them. You may also ask for input from the same partners on the completed survey before distributing it to candidates.
- Create the survey using an online format, such as Google Forms or SurveyMonkey, as this is how most candidates prefer to complete surveys. However, you should also create a printable version that candidates can print out or that can be mailed or delivered to them. Your survey should be no more than 10 to 15 questions long.
Creating the Survey

- Decide which candidates/ races you are targeting.
- Determine what issues are important to your creative community.
- Create online and paper surveys. (paper surveys, one page only)
- Start with 1-2 questions about the candidates’ arts background and participation.
- Include around 5 questions about your top arts issues.
- Provide background information for each question.
- Provide an easy way to answer each question first such as with multiple choice.
- Provide space for additional comments for each question.
- Chance to show how “cross-sector” issue relate to the arts.
Sample Survey

- Based on the Americans for the Arts Action Fund’s Federal Candidate Arts Survey.
- Asheville Arts Coalition members ranked top arts issues in January 2022
- Worked with Arts Coalition Chairs to create draft survey, and reviewed it with all 10 committees of the Arts Coalition
# 2022 ARTS QUESTIONNAIRE

**Asheville City Council & Buncombe County Commissioner Candidates**

Below you will find a list of important issues currently impacting our local creative sector. The Asheville Area Arts Council respectfully requests that you complete this survey by April 21, 2022, so that our constituents can better understand your stance on these policy topics.

<table>
<thead>
<tr>
<th>Candidate Name:</th>
<th>Date:</th>
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**Q 1:** What is your personal background and experience in the arts? (check all that apply)

- Instrumental
- Vocal
- Visual
- Dance
- Theatre
- Photography
- Literary
- Other

Additional Comments:

**Q 2:** What arts activities have you attended, participated in, or supported in the last year? (check all that apply)

- Music
- Theatre
- Visual Arts
- Dance
- Literary Arts
- Other
- None

Additional Comments:

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**Background:** Americans for the Arts reports Buncombe County nonprofit arts organizations generate $3.5 M in local government support annually. However, the NC Arts Council's 2019-20 report shows Buncombe County ranks last among tier 3 counties for local government funding for local arts councils at just $.02 per capita. Average for tier 3 counties is $.73 per capita.

**Q 3:** Would you support a plan to increase local government funding to the Asheville Area Arts Council to at least match the state arts funding awarded to Buncombe County ($61,447 or $.23 per capita) to support community arts programs for all Buncombe County residents? This would bring the combined state and local arts investment up to $.46 per capita.

- Strongly Agree
- Agree
- Disagree
- Undecided

Additional Comments:
Surveying the Candidates

- Get an official list of candidates from County Board of Elections and/or the NC State Board of Elections.
- Send the survey the same way to all candidates. (give 2-3 weeks to complete)
- Target deadline 1 week before early voting begins. (October 20, 2022)
- Include a clear, brief introduction.
- Send reminders to all candidates that have not completed survey.
- Survey before primary or general election.
- Thank candidate for completing the survey.
Surveying the Candidates

2022 Arts Questionnaire

Asheville City Council & Buncombe County Commissioner Candidates,

Below you will find a list of important issues currently impacting our local creative community. The Asheville Area Arts Council respectfully requests that you complete this survey by Thursday, April 21st, so that our constituents can better understand your stance on these policy topics before early voting begins. Results will be shared publicly.

For more information about issues impacting the local arts sector, please visit www.ashevillearts.com and/or sign up for our newsletter (https://ashevillearts.com/news/aaacnews). If you have questions, please contact Asheville Area Arts Council Executive Director Katie Cornell at katie@ashevillearts.com.
Spreading the Word

- Post responses on your website.
- Share through emails and socials.
- Ask others to help you spread the word.
- Create a press release.
- Contact media directly.
- Let candidates know when and how the results are shared.

NONPROFITS CAN NOT AT ANY TIME OR IN ANY WAY SHOW ANY PREFERENCE OR IMPLY ANY ENDORSEMENT FOR A CANDIDATE OR THEIR RESPONSE
2022 ARTS QUESTIONNAIRE

Asheville Area Arts Council worked with members for the Arts Coalition to craft a candidate survey focused on major issues impacting the local creative sector. Click on each candidate’s image to see their responses.

ARTS QUESTIONNAIRE (PDF) | RESPONSE OVERVIEW (PDF)

AL WHITESIDES  
BILL BRANYON  
CLIFF FEINGOLD  
ESTHER MANHEIMER
Q 1: What is your personal background and experience in the arts?

I’ve always supported the arts in our community financially and served on several boards.

Q 2: What arts activities have you attended, participated in, or supported in the last year?

Theatre, Visual Arts, Literary Arts

Q 3: Would you support a plan to increase local government funding to the Asheville Area Arts Council to at least match the state arts funding awarded to Buncombe County ($61,447 or $.23 per capita) to support community arts programs for all Buncombe County residents? This would bring the combined state and local arts investment up to $.46 per capita.

Background: Americans for the Arts reports Buncombe County nonprofit arts organizations generate $3.5 M in local government support annually. However, the NC Arts Council’s 2019-20 report shows Buncombe County ranks last among tier 3 counties for local government funding for local arts councils at $.22 per capita. Average for tier 3 counties is $.72 per capita.
Local political candidates offer takes on arts issues

Posted on May 4, 2022 by Edwin Arnaudin

DO THE RIGHT THING: Seventeen of the 18 local candidates on the May 17 primary election ballot completed the Asheville Area Arts Council’s latest survey. Graphic courtesy of the AAAC

Candidates for Buncombe County Board of Commissioners, Asheville mayorality and Asheville City Council support plans to increase funding for local arts efforts — including helping business
CITY OF CHARLOTTE 2022 GENERAL ELECTIONS

Ahead of the general elections for City of Charlotte mayor and council, ASC asked the candidates running for office in Charlotte to share their positions on arts and culture through a questionnaire.

The responses we received are linked below. Responses are posted verbatim.

ARTS VOTE 2021

Ahead of Election Day 2021, ASC asked the candidates running for office in the towns of Cornelius, Davidson, Huntersville, Matthews, Mint Hill and Pineville to share their positions on arts and culture through a questionnaire.

The responses we received are linked below. Responses are posted verbatim.
2022 CANDIDATE QUESTIONNAIRE – CITY OF CHARLOTTE

AHEAD OF THE CITY OF CHARLOTTE ELECTIONS, CITY CANDIDATES WERE PROVIDED A FIVE-QUESTION SURVEY TO COMPLETE AND SHARE THEIR POSITION ON ARTS AND CULTURE. BELOW ARE THE VERBATIM RESPONSES WE RECEIVED, GROUPED BY QUESTION.

(From left) Braxton David Winston II, LaWana Slack Mayfield, Carrie Olinski, Kyle Luebke and Stephanie Hand, all candidates for Charlotte City Council.

1. PERSONAL PERSPECTIVE: Can you tell us about a time arts, science, or history helped you connect with your community?

Vi Lyles (Mayor): Arts, Science, and History lend themselves to Charlotte’s unique story. We have a rich history—a history I’m proud to have been part of as we’ve grown, and continue to be part of as we encounter new “firsts” every day. History and art came together to help us learn about and give new life to the Brooklyn community, and every day gives a voice to the people of our city.

Braxton David Winston II (City Council At Large): My career in the arts & creative community in Charlotte for the spans three decades. From theater to music to film & TV, my membership in Charlotte’s arts & culture community has put food on my table and a roof over my head since I was in college.

LaWana Slack Mayfield (City Council At Large): I have a long history with Arts, most recently having the honor of connecting with the community to share my story in the I Am Queen Charlotte book & having my story performed on the Belk Theatre stage which opened the door for long overdue conversations with community members.

Carrie Olinski (City Council At Large): Arts, science, and history is all around us in our community. Growing up outside Philadelphia, I was blessed to see and experience our art & culture through history and birth. In Charlotte, all of these have offered ways to connect with the city and its people. I have learned so much about the city bu
Resources

- Arts NC Election Portal
- Arts NC Arts Candidate Survey Toolkit
- Arts NC Arts Candidate Forum/Event Toolkit
- Asheville Area Arts Council Election Information
- Arts AVL Town Hall Events
- Americans for the Arts Action Fund’s Federal Candidate Arts Survey

Questions?

- Arts NC Election Resources
- Creating an Arts Candidate Survey
- Surveying Candidates
- Spreading the Word
- Arts Candidate Events and Forums
- Other Questions