

SA2020

**Vision Alignment Project
Survey Report**

January 11, 2013



The Cultural Planning Group

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The Cultural Planning Group
University of Texas, San Antonio
The Tara Group, Inc.

Executive Summary

This survey is intended to help inform the City of San Antonio in aligning its arts and cultural efforts with the SA2020 Vision Plan. SA2020 sets forth the vision: in 2020, San Antonio leads the world as a creative community. Accordingly, this research was designed to validate that vision and to better understand what it means to San Antonio residents and workers. The objectives of the survey were to learn the nature and scope of San Antonians' arts and cultural activities, and their opinions about a range of cultural issues. In other words, what do people now do, what do they think of those activities, and how can the city improve its cultural quality of life?

Key findings include:

- Respondents are culturally active and seek even more cultural engagement. They participate in four cultural activities more than others: visual arts, live music, downtown activities and public art. These had the greatest attendance, both in terms of *any* participation (one or more times per year) and *frequent* participation (seven or more times per year). They also had the highest ratings for quality and among the strongest desires to do more of that activity.
- Respondents express a strong desire across-the-board to do more arts and cultural activities. More than half of the respondents seek to do more of all types of activities, and eight activities had “do more” ratings of 70% or greater.
- 83% believe that arts and culture are important to making San Antonio recognized as a world-class center for the arts.
- SA2020 identified 12 areas that can help transform San Antonio into a world-class city. Respondents view arts and culture as an important contributor to all of them.
- A majority of San Antonians expresses moderate satisfaction with the city's current arts and cultural life. However, there is a significant portion that is dissatisfied with the current arts and cultural life, suggesting an opportunity for better meeting their needs. Their general level of satisfaction with San Antonio decreases in comparison with Texas, US and international cities.
- There is room for improvement in quality and satisfaction, in terms of the community's perceptions. There are particular opportunities to better understand and meet the needs of a range of population groups, including couples with no children, singles and younger people. Respondents provide many specific suggestions for improvements in support for the arts and for an inclusive investment in cultural development that supports international standards of achievement.
- Respondents include a high proportion of volunteers and contributors to San Antonio arts and cultural organizations. Two-thirds of those who have not volunteered have never been asked. One third of all contributors gave between \$100 and \$500 in the past year.
- Respondents are almost all (96%) San Antonio residents and workers, and most residents are long-term. The survey also reached far beyond the SA2020 process; only one-third participated in SA2020.

Conclusions include:

- This survey validates and informs SA2020’s vision for arts and culture: respondents expressed a clear vision for arts and cultural improvement and opinions of the current state of San Antonio’s cultural life. In essence, they are culturally active in terms of their attendance, volunteerism and individual financial support. While they currently favor several types of cultural activities—museums and galleries, live music, downtown activities and public art—they express a strong desire to do more of all types of arts and cultural activities. Currently, greater attendance is generally associated with higher opinions of quality. This is not a straight-line equation but suggests that greater “customer satisfaction” can promote greater involvement.
- There is a complex mixture of satisfaction and dissatisfaction with San Antonio’s arts and cultural life: respondents provided a detailed map of their interests and satisfaction with San Antonio’s cultural life there is clearly room for “turning dissatisfaction into satisfaction” in a number of areas of cultural life. In addition, there are important differences in the opinions of sub-groups of the population. Generally, Hispanics and households with children are more satisfied. Whites, singles, couples without children and younger people are less satisfied. Taken together, this presents an opportunity to better understand and address the cultural needs of specific populations.
- Respondents’ vision for cultural improvement is broad: SA2020 proposed benchmarks for achieving its vision by doubling arts attendance and doubling public and private funding. These goals are supported by the results of this survey in the sense that respondents seek more engagement, which would certainly require additional investment. However, respondents’ opinions are more visionary than “more attendance and funding.” They do not view San Antonio as having a world-class cultural life yet. They see differences between the cultural life of San Antonio and other cities, and seek a higher level of quality. They view arts and culture as essential to making San Antonio a world-class city. They also view arts and culture as contributors to *all* civic goals set forth in SA2020, from public safety to community health to transportation. This inclusive vision suggests a belief in the power of arts and culture in communities, and a larger role in the civic agenda.
- The survey frames important questions about how to achieve San Antonio’s cultural vision: this survey is part of a larger effort by the Office of Cultural Affairs to identify its role in implementing SA2020. The survey suggests that OCA has many choices in ways to support the development of San Antonio into a recognized international leadership position as creative city. These choices are certainly broader than focusing only on increasing attendance and funding. The world’s important cultural centers all share a balance of internationally recognized, high standards of quality *and* a cultural life that reflects and engages all segments of the population. The cultural vision articulated in this survey poses important questions: How can San Antonio’s creative community more often achieve international standards of excellence? How can it provide excellence in ways that speak to and satisfy all segments of the community? Said another way, fulfilling the vision of becoming a world recognized creative city requires both excellence and broad reach in the community. OCA can best address these questions by considering its own capacities and those of its partner organizations. Leveraging those capacities is a powerful way to advance San Antonio as a world-leading creative community.

Survey Methodology

The survey was available to San Antonio residents and workers from September 1, 2012 through October 14, 2012. A total of 1,477 participants completed the survey. The survey was available on-line at sa2020.org. A multipronged marketing strategy was implemented to encourage residents to complete the survey, which included the following:

- Radio spots highlighting the survey were aired on San Antonio's TPR station for three weeks.
- Posters and post cards announcing the survey were placed in all branches of the San Antonio Public Library System adjacent to banks of computers available to the public.
- Post cards announcing the survey as well as opportunities to win two-year memberships were mailed to over 22,000 members of local arts agencies, including the Guadalupe Cultural Arts Center, Carver Community Cultural Center, San Antonio Museum of Art, San Antonio Zoo, San Antonio Botanical Garden, Witte Museum, and Children's Museum.
- E-mail announcements were sent to subscribers of DCCD's weekly e-newsletter, as well as subscribers of the various cultural groups and community organization such as the Avenida Guadalupe Association.
- DCCD staff also provided direct micro-targeted outreach to increase diversity of respondents at the McCreless, Central, Bazan, and Collins Garden Libraries and at events such as National Night Out at Memorial Stadium and King Huevo Event at the Avenida Guadalupe.

Results were analyzed with Statistical Package for Social Sciences (SPSS 20.0) and are based on the responses received for each question. Significant differences are noted where applicable.

If sample proportions varied from known proportions of race/ethnicity, age, and gender, and weighting was appropriate, data was weighted to bring sample data to an accurate projection of the City of San Antonio population as represented by the 2010 Census.

Demographic Profile of the Respondents

The majority of the respondents are White (54%), female (63%), hold college or post-graduate degrees (77%), with annual incomes of over \$50,000 (59%). Thirty-three percent of the respondents are Hispanic/Latino or Mexican American and 3% are African American/Black. Most respondents live in households with two members (59%) and do not have children living in the household (65%). Ninety percent of the respondents are registered to vote and 70% voted in the last election.

Respondents include residents from almost all zip codes in the City of San Antonio, and the survey reached many who had not participated in SA2020; 70% of respondents did not participate in any way in that process.

The overall profile of the respondents mirrors the San Antonio arts audience which are the most culturally active of San Antonians.

Portrait of San Antonians' Cultural Participation

Table 1.

		Attendance		Opinion of Quality	Desire to do More
		Any (1+ times per year)	A lot (7+ times per year)		
Higher Attendance	Visual Arts				
	Visit a museum or art gallery	93%	34%	High	85%
	Live Music				
	Attend a live music concert, performance or festival	91%	27%	Average	84%
	Downtown				
Attend any arts and cultural activity in downtown San Antonio	90%	23%	High	80%	
Lower Attendance	Public Art				
	Visit or experience public art, monuments and cultural landmarks	89%	25%	High	76%
	Theatre				
	Attend a live theatrical performance or play	73%	10%	Average	83%
	Church or Neighborhood Festival				
	Attend church or neighborhood festival	68%	9%	Average	56%
	Dance				
	Attend a dance performance	53%	6%	Average	72%
	Neighborhood				
	Attend arts and cultural activity in my neighborhood	51%	9%	Average	77%
Film					
Attend a film festival or screening	51%	6%	Average	77%	
Literary					
Attend a literary event such as poetry reading or book club	46%	7%	Average	62%	

We asked San Antonians which arts and cultural activities they do and how often. We also asked for their opinion of the overall quality of these of these activities and whether they would like to do more of each activity.

Four activities rated the highest: visual arts, live music, downtown activities and public art. These had the greatest attendance, both in terms of *any* participation (one or more times per year) and *frequent* participation (seven or more times per year). They also generally had the highest ratings for quality and among the strongest desires to do more of that activity.

Theatre was in a second tier of attendance, with an average opinion of overall quality and a strong desire for more attendance.

Five activities had lower ratings: Church or neighborhood festival, dance, neighborhood cultural activities, film festivals and screenings, and literary events. Fewer than half of the respondents reported doing any of these activities and quality ratings were average.

There is a strong desire across-the-board to do more arts and cultural activities. More than half of the respondents seek to do more of all ten types of activities, and eight activities had “do more” ratings of 70% or greater.

This survey did not probe the reasons why people do not attend more (barriers) or what would encourage them to do so (e.g., differences in price, day/time, type of program, location, quality, interactivity, etc.). Nonetheless, it is clear that San Antonians are active cultural participants and seek more opportunities to engage in the cultural interests. These results are consistent with other studies, such as the SA2020 Vision plan and OCA’s 2006 arts and cultural survey.

Comparing Hispanic and Caucasian Participation

There are some differences in attendance between Hispanics and Caucasians. On the average, Hispanics attendance dance, church and neighborhood festivals, film, and literary events more than Caucasians. Caucasians attend museums and art galleries slightly more than Hispanics.

Differences in Attendance: Hispanics and Caucasians

Arts and Cultural Activity	Hispanic	White	Attendance
Dance	60%	39%	Any Attendance
	9%	1%	High Attendance
Church or Neighborhood Festival	75%	58%	Any Attendance
	10%	5%	High Attendance
Film Festival/Screening	55%	42%	Any Attendance
	5%	6%	High Attendance
Literary Event	50%	40%	Any Attendance
	6%	10%	High Attendance
Museum / Art Gallery	92%	96%	Any Attendance
	31%	39%	High Attendance

There are also differences in the desire for greater attendance between Hispanics and Caucasians. Hispanics express a greater desire to do more of all ten activities, compared to Whites.

Differences in the Desire to Attend More: Hispanics and Caucasians

Arts and Cultural Activity	Hispanic	White
Visit museums and art galleries	89%	79%
Attend live music concerts, performances or festivals	88%	82%
Attend live theatrical performances or plays	86%	81%
Attend film festivals or film screenings	85%	71%
Attend arts and cultural activity in downtown San Antonio	85%	74%
Attend arts and cultural activity in my neighborhood	85%	74%
Visit or experience public art, monuments, and cultural landmarks	82%	70%
Attend dance performances	80%	63%
Attend literary events such as poetry readings or book club meetings	72%	53%
Attend church or neighborhood festivals	67%	45%


There were also some differences between Hispanics and Caucasians in their opinions of the quality of San Antonio’s arts and cultural activities. Hispanics rate live theatre, dance, film festivals significantly higher than whites. Whites rate quality of museums, live music events, public art and downtown activities significantly higher than Hispanics.

There were significant differences for younger respondents, as well. Those under the age of thirty-four rated their experience of San Antonio’s museums and live music concerts as of lower quality than respondents older than thirty-four years of age.

Satisfaction with San Antonio's Cultural Life

A majority of San Antonians expresses a moderate level of satisfaction with the city's arts and culture life, an opinion that drops in comparison with other cities. Slightly more than half of respondents agree with the statements that San Antonio's arts and cultural life provides everything they want and that their family wants. Also, about half agree that San Antonio provides a much richer arts and cultural environment than other Texas cities. However, only about one-third think that San Antonio compares with other US and international cities.

Opinions of San Antonio's Cultural Life


San Antonio's arts and cultural life...		Agree	Disagree
	Provides everything I want.	59%	29%
	Provides everything my family wants.	55%	26%
	Provides a much richer environment than other Texas cities.	55%	29%
	Provides a much richer environment than other US cities.	40%	43%
	Compares well with other international cities.	34%	45%

There is a significant portion of San Antonians who express dissatisfaction with the city's arts and cultural life. Between twenty-six and forty-five percent are dissatisfied, depending on the comparison. This suggests an opportunity to improve the cultural life of a large number of residents and workers, by better understanding and meeting their cultural desires.


In this measure, Hispanics have the highest opinions of San Antonio, in comparison with other Texas, US and international cities. That is, Hispanics express the highest satisfaction and the lowest dissatisfaction with San Antonio in these comparisons.

Differences in Opinions of San Antonio's Cultural Life: Hispanics and Caucasians

Satisfaction

San Antonio's arts and cultural life...		Hispanic	White
	Provides everything I want.	61%	59%
	Provides everything my family wants.	59%	53%
	Provides a much richer environment than other Texas cities.	61%	48%
	Provides a much richer environment than other US cities.	47%	33%
	Compares well with other international cities.	41%	27%

Dissatisfaction

San Antonio's arts and cultural life...		Hispanic	White
	Provides everything I want.	24%	30%
	Provides everything my family wants.	23%	27%
	Provides a much richer environment than other Texas cities.	22%	32%
	Provides a much richer environment than other US cities.	33%	47%
	Compares well with other international cities.	35%	47%

Additionally, there were significant differences in opinions for families with and without children in the household. Respondents with no children were generally less satisfied with San Antonio's current arts and cultural life than respondents with children. Similarly, younger respondents are less satisfied than the older respondents with San Antonio's arts and cultural life. Taken together, this may suggest San Antonio offers more for families, and presents an opportunity to understand and address the needs of singles, couples with no children, other childless families, and younger people.

Differences in Opinions of San Antonio's Cultural Life: Households With and Without Children
Satisfaction

San Antonio's arts and cultural life...		With Children	Without Children
More Satisfied	Provides everything I want.	59%	58%
	Provides everything my family wants.	60%	53%
	Provides a much richer environment than other Texas cities.	59%	52%
	Provides a much richer environment than other US cities.	44%	38%
	Compares well with other international cities.	38%	32%

Dissatisfaction

San Antonio's arts and cultural life...		With Children	Without Children
Less Satisfied	Provides everything I want.	25%	29%
	Provides everything my family wants.	23%	26%
	Provides a much richer environment than other Texas cities.	22%	30%
	Provides a much richer environment than other US cities.	34%	43%
	Compares well with other international cities.	35%	46%

Cultural Improvements for Downtown

A majority of respondents identified three priorities for downtown improvement in arts and culture: major arts and cultural festivals, an arts and cultural district, and places for people to perform or exhibit their work. Art in public places and clubs and cafes that offer live arts events were a second tier of priorities.

Downtown Improvements

I would most like improved in downtown San Antonio...	
Major arts and cultural festivals	57%
Arts and cultural district	51%
Places where people can perform or exhibit their work	50%
Art in public places	46%
Clubs and cafes that offer live arts events	42%
Arts and cultural activities for children and youth	39%
Arts-oriented stores and galleries with unique arts products	28%

Downtown Improvements by Race

I would most like improved in downtown San Antonio...	Hispanic	White
Major arts and cultural festivals	60%	53%
Arts and cultural district	46%	59%
Places where people can perform or exhibit their work	44%	58%
Arts and cultural activities for children and youth	44%	30%

Again, there are significant differences in the opinions of Hispanics compared to Whites. Hispanics want to see improvements in major arts and cultural festivals and children’s activities, and places where people can perform and exhibit their work significantly more than Whites. Whites want to see improvements in arts and cultural districts significantly more than Hispanics.

Volunteering and Contributing

San Antonio has an active practice of volunteering and contributing to arts and culture. Respondents included many volunteers for (43%) and contributors to (58%) San Antonio’s arts and cultural organizations. Interestingly, two-thirds of those who were not volunteers said they had never been asked to volunteer. Among contributors, 23% gave between \$100 and \$500 in the past year.

The Role of Arts and Culture in SA2020

SA2020 identified 12 areas that can help transform San Antonio into a world-class city. Respondents view arts and culture as an important contributor to *all* of them, which registers a strong belief in the influence of arts and culture in civic life.

In addition, Hispanics view arts and culture as more of a contributor to these areas than Whites. This may indicate that Hispanics view these areas as more important and inter-related in their lives and may be more engaged in improving the opportunities for themselves and their families.

Role of Arts and Culture in Making San Antonio a World Class City

How important do you believe arts and culture are to making San Antonio a world-class city in the following areas of civic life?	Total	Hispanic	White
Youth education	88%	86%	75%
Neighborhood quality of life	84%	83%	69%
Diversity	83%	78%	67%
The arts	83%	74%	67%
Business innovation	82%	78%	66%
Place to raise a family	81%	77%	59%
Downtown revitalization	81%	75%	72%
Stewardship of natural resources	80%	78%	65%
Public safety	77%	75%	56%
Transportation	76%	72%	60%
Public health	74%	72%	51%
Citizen Engagement	72%	67%	50%

Respondents' Suggestions for Improving San Antonio's Cultural Life

Respondents were asked to provide their suggestions about arts and cultural changes that would help make San Antonio a world-class city. Individual responses totaled more than 900 and select themes emerged, including (not in priority order):

- Improving arts education and general education for the population of San Antonio, e.g., “A more educated population appreciates the arts more.”
- A call for support and funding for symphony, opera and ballet.
- Desire for a more “balanced” perspective in the arts and expanded focus on “all” cultures. There is a perception this will assist with reaching international standards of achievement.
- A more vibrant downtown area with improved transportation access and parking.
- Better resources for attracting major shows and musician tours that are now going to Austin or Dallas, including the need for a larger, world-class venue.
- More informal activities and venues, such as outdoor activities, smaller galleries, and smaller theatres.
- Improved communication about arts and cultural events and happenings in the city.
- More affordable arts and cultural events and activities.
- Improved dispersion of arts and cultural events throughout the city and not just in the downtown area.
- More support for individual artists: more city funding, arts markets, and improved exposure for artists.
- Strong support for public art, including more creative ways of using public art to improve the city, e.g., using a public art project to create “shade” for outdoor events.

Please refer to *Selection of Comments*, page 14.

Conclusions

This Survey Validates and Informs SA2020's Vision for Arts and Culture.

This survey is intended to help inform the City of San Antonio in aligning its arts and cultural efforts with the SA2020 Vision Plan. SA2020 sets forth the vision: in 2020, San Antonio leads the world as a creative community. Accordingly, this research was designed to validate that vision and to better understand what it means to San Antonio residents and workers. The objectives of the survey were to learn the nature and scope of San Antonians' arts and cultural activities, and their opinions about a range of cultural issues. In other words, what do people now do, what do they think of those activities, and how can the city improve its cultural quality of life?

Respondents Are Culturally Active and Seek Even More Engagement.

Respondents expressed a clear vision for arts and cultural improvement and opinions of the current state of San Antonio's cultural life. In essence, they are culturally active in terms of their attendance, volunteerism and individual financial support. While they currently favor several types of cultural activities—museums and galleries, live music, downtown activities and public art—they express a strong desire to do more of all types of arts and cultural activities. Currently, greater attendance is generally associated with higher opinions of quality. This is not a straight-line equation but suggests that greater “customer satisfaction” can promote greater involvement.

Satisfaction and Dissatisfaction with San Antonio's Arts and Cultural Life Are a Complex Mixture.

Respondents also provided a more detailed map of their interests and satisfaction with San Antonio's cultural life. While a majority express moderate satisfaction with San Antonio's current arts and cultural life, a significant minority is dissatisfied. San Antonio's satisfaction ratings drop—and dissatisfaction rates rise—in comparison to other cities. Clearly, there is room for “turning dissatisfaction into satisfaction” in a number of areas of cultural life. In addition, there are important differences in the opinions of sub-groups of the population. Generally, Hispanics and households with children are more satisfied. Whites, singles, couples without children and younger people are less satisfied. Taken together, this presents an opportunity to better understand and address the cultural needs of specific populations.

Respondents' Vision for Cultural Improvement is Broad.

SA2020 proposed benchmarks for achieving its vision: doubling arts attendance and doubling public and private funding. These goals are supported by the results of this survey in the sense that respondents seek more engagement, which would certainly require additional investment. However, respondents' opinions are more visionary than “more attendance and funding.” They do not view San Antonio as having a world-class cultural life yet. They see differences between the cultural life of San Antonio and other cities, and seek a higher level of quality. They view arts and culture as essential to making San Antonio a world-class city. They also view arts and culture as contributors to *all* civic goals set forth in SA2020, from public safety to community health to transportation. This inclusive vision suggests a belief in the power of arts and culture in communities, and a larger role in the civic agenda.

The Survey Frames Important Questions about How to Achieve SA's Cultural Vision.

This survey is part of a larger effort: the Office of Cultural Affairs seeks to identify its role in implementing SA2020. The survey suggests that it has many choices in ways to support the development of San Antonio into a recognized international leadership position as creative city. These choices are certainly broader than focusing only on increasing attendance and funding. The world's important cultural centers all share a balance of internationally recognized, high standards of quality *and* a cultural life that reflects and engages all segments of the population. The cultural vision articulated in this survey poses important questions: How can San Antonio's creative community more often achieve international standards of excellence? How can it provide excellence in ways that speak to and satisfy all segments of the community? Said another way, fulfilling the vision of becoming a world recognized creative city requires both excellence and broad reach in the community. OCA can best address these questions by considering its own capacities and those of its partner organizations. Leveraging those capacities is a powerful way to advance San Antonio as a world-leading creative community.

Appendices

Selection of Comments

<i>In your opinion, what if anything should be added to help make San Antonio a world class city?</i>
1. Making San Antonio a world-class arts and culture city requires more than just "art happening" in the traditional sense. The physical beauty of our streets is seriously "deprived." Trees and greenery planted street-side at the vacant edges of parking lots with tax incentives and some public funding would make a colossal difference.
1. Provide greater monetary support to the symphony 2. Establish and maintain a professional opera company 3. The city needs a professional playhouse where actors are paid professional wages
1. UPGRADED public parks - modern structures, shade structures, and WATER features. 2. Modern and LEED-certified buildings 3. Solar-powered public elements whenever possible (please make use of all this sun!) 4. More clean, safe, modern community gathering spots
1) Better/affordable public transportation to events and places of interest. 2) More community, grass roots events, and laws that allow for impromptu gatherings and performance art or other forms of creativity. 3) Music allowed/played in more public venues. I love how many "world-class cities" I've visited have things like dancers in the street, musicians playing on a corner, etc. And how it's easy to get to another part of the city by jumping on a rail, subway or even bus, transportation that is fast and widely used because it's accommodating.
1) Easier/cheaper access to downtown. 2) High speed rail connection to Austin -- the 2 cities have the most creative people in Texas yet in completely different ways -- ongoing exchange would be AMAZING.
1) Facilitate "pockets of culture" - community level clusters of relational businesses around arts/cultural centers. 2) Mow the medians and trim the grass off public sidewalks (we spend \$M on landscape and let it go to heck with no maintenance)
A bit more diversity. I would like to see more art from African Americans, Asians
A fast and efficient public transportation system, better air quality, better regulations on building developers, stronger oversight of current codes such as the dark sky ordinance and tree preservation which have little to no enforcement, regulate unsightly things such as billboards or vast open parking lots.
A higher literacy rate. Reading and writing are essential to the artistic life. The more people read about artists, philosophers, politics, and literature the more our artistic community will grow.
A more "international" approach. There is far too much emphasis on La Cultura, and at times it can be exclusionary. The city also has a tendency toward focusing on a handful of artists, corporate interests overtake what was once enriching events with the community in mind, and outside cultures often times get left out of the loop. There seems to be a monopoly on the local market by the same local luminaries, yet an over saturation at the same time.
A more vibrant arts and music district, with more galleries and more musical venues. Something for locals as well as something outside of the river walk for people to come to
A stronger art market to provide commercial opportunities for artists. Music venues that attract independent as well as established musicians that usually bypass San Antonio for Austin.
A sustainable financially speaking symphony and opera company.
Artistic sculptures located throughout the city
Attracting more national/international traveling art exhibits, more arts festivals, activities for the community. Opera.
Better, bigger museums, (like the Witte, only bigger and better), more children arts opportunities, and more theater that is affordable. We need more neighborhood activities, parks and events. We need more educational events for children.
Bringing the arts to San Antonio has only been and always for the elite San Antonians - - how many poorer families have had the sheer excitement and enrichment of a Broadway show? Even the SALT is \$65.00 for two people! That's a sad state of affairs - - football is more important than artistic enrichment either visual arts or music or theatre - - we should explore ways to make the less fortunate able to enjoy the same as the most fortunate. It's sad when a radio station will give away "MONSTER TRUCK SHOW" tickets but not to Les Miserables.

<i>In your opinion, what if anything should be added to help make San Antonio a world class city?</i>
Continued commitment to green initiatives, green ways, parks, bike paths
Economic & artistic growth to the less affluent communities. We are only as strong as our weakest link. I would also like to add more bookstores as literacy & leaning helps our community develop a more artistically appreciative palette. Music & art festivals in parks all over town as well. Practical architecture which is both artistic & useful i.e. skate parks or playgrounds (perhaps using recycled product i.e. green park)
Equalize focus on all cultures contributing to the San Antonio community. Support attracting high-quality classical and operatic programs and encourage teaching the arts to children and with free programs for families. Create a community arts program available to families, subsidized by the community and with a nominal charge to residents for participation. Burlington VT has a very good "drop in art" program worthy of review. Create a program that involves the community in the arts, similar to Cyclovia for good health and physical activity.
First, I love San Antonio, and am so happy I moved here. In terms of Arts and Culture, I feel disconnected to a certain degree. Not sure exactly why, because I am aware of the arts movement I think there needs to be more effort toward public awareness and more ways for the public to become involved- not just spectators. Secondly, I think there could be more venues for the arts- especially theater. I am surprised at the lack of smaller theatre groups in the city.
Galleries, more exhibits of local, national and international artists
Get over it. Just be San Antonio.
High rises, production companies, young alternative artist scene, legitimate musical acts coming from and coming to the city, more centralized and developed downtown area, LEGITIMATE PUBLIC TRANSPORTATION
Honestly, I believe what San Antonio lacks the most in terms of arts and culture is DIVERSITY. It feels as though San Antonio has a stranglehold on its Texas and Latin heritage and everything is focused through that lens. While I agree that it is an important aspect of San Antonio's culture and may appeal briefly to those who are not from our city, I can't help but feel that San Antonio has pigeonholed itself artistically. This can only lead to creative stagnation and a loss of vibrancy. It is as if everything we do as a city is painted with a Fiesta-colored brush. I feel we are capable of much more.
I am African American, and I believe that San Antonio does not provide enough cultural life for African Americans. The city is always bragging about being a city that provides for all races, but I find that it only provides arts and cultural for Hispanics and Country and Western. I can drive to Austin TX and found more arts and cultural for African Americans. You should pattern your Arts and cultural life to Austin TX. Austin truly provides a variety of arts and cultural for all races.
I appreciate the Mexican and Spanish influence in the San Antonio art and cultural life, and the fact that the city is proud of its heritage. However, there is much less representation of cultures that are not native to this region. I like the opportunity to be exposed to all artistic and cultural points of view.
I like to see more than just Latino and Hispanic culture and art being represented. San Antonio is a multi-cultural city and it disappointing to see only one culture being represented. I'd like to see a more diversity in the arts we show case and bring into the city.
I love New York, Washington DC & Chicago because, when I go there, I don't have to rent a car to get to cultural events and centers. If San Antonio had been built around public transportation hubs rather than the grow-like-Topsy subdivisions, gated and not, this would be a lot happier place.
I think we, San Antonio, are on the right track to providing a great opportunity for all residents with great cultural experiences, just keep going!
I would like to see more access to the arts for everyone in San Antonio. A visit to any kind of cultural venue is expensive if you go once with your family and a family membership is expensive as well. It seems that any kind of performance involves a rather large payment up front and I don't think everyone can afford that. I understand that the person putting on the event needs to make money to but maybe their could be city grants to underwrite performances, have more museums have a free day on a Saturday or Sunday when families can attend or some other kind of underwriting to lessen the expense.
I would like to see more investment in art museums, the symphony, local theater productions AND small music productions (such as Olmos Ensemble, SOLI, etc.) When I visit other cities in the nation and around the world, these are the activities I (and everyone else I know) pursues. The McNay is the best museum - the others are coming along. Local theater and small music concerts are VERY important. Also, making them accessible at a

<i>In your opinion, what if anything should be added to help make San Antonio a world class city?</i>
neighborhood level (rather than all downtown) is important. I would like to see more and better highlighting of local artists - galleries, "on/off Fredericksburg" sorts of things. This city has such potential - the arts helps young children learn, gives creative outlets to all of its citizens. I go to few festivals because I have never enjoyed a ton of food booths and many people who cannot hold their liquor. I would like to see more public art in the linear park system that is underway. Why not have small venue stages along the way - encourage art, encourage neighborhood participation, encourage health by getting there!
I'm Hispanic and I appreciate the focus on our cultural heritage but PLEASE move on! If we want SA to be a national/international player in the arts we MUST move beyond a sole/primary focus of Latin culture. Let's see something new, PLEASE!!!! I'm not stating that it should be ignored and I'm not stating it's not important but it seems we beat the same drum over and over and over. If our goal is international then why is our focus local? It's been done. Now let's move on to integrate our local heritage with an international scope instead of a narrow, local scope. Just take a look at other progressive cities in the arts and you will see a focus on a broad vision. I'm not sure why San Antonio has been slow to realize this but I'm glad to see it's now stepping up to play the game!
In order to make a world-class city the arts needs to be incorporated into the education system consistently throughout a child's life from pre-k thru high school graduation. Also, if we could have more museums, such as a museum of natural science, that would be great as well!
Integrate art/culture into downtown living, especially aimed at college/university level students, attractive housing and small business options, public sculpture, and live music.
Integrating the cultural institutions we already have in to the daily lives of people who live in SA. More festivals, or special exhibits, or even just more aggressive advertising so people know what's out there.
It needs to be a little more diverse. The town has its roots in Latin culture, but sometimes it feels like the Latin culture overflows into the art, which makes the art seem a little overkill on artwork that reflects the Latin culture. I think toning that down a little bit, and introducing more art from other cultures would be more beneficial.
Large-scale public art of a world-class quality, city planning and permitting to highlight the art correctly and minimize trash along the way, performing arts (symphony, theatre, comedy, dance, opera, contemporary music), private galleries (which will require patrons with money), art history (on a much larger scale), free outdoor performance. But you will need to attract the artists. The bar needs to be raised so that those living here, calling themselves artists understand. If anyone thinks the art here is world-class, they haven't traveled.
Larger art museums, more live performances, more Broadway type shows, a symphony that isn't always in financial trouble...
Light rail! Better mass transit infrastructure that includes public art. People don't often get out of their neighborhoods to experience the arts because you have to drive everywhere, find parking downtown, etc. That makes them think that nothing is going on and then they won't support the arts because they think their tax dollars aren't going anywhere. Make it easy for them to see what's happening in our city. More arts integration with public schools (including sponsored fieldtrips) would also be incredibly helpful. I teach at the college level and am shocked at how many adult students have grown up in San Antonio and never been to one of our art museums or attended an art event. Most people don't know about free museum days or free art events.
Local theatre, live music venues, sidewalk cafes downtown, increased variety of radio stations, more farmers markets
Maybe just better communication of what is available. We have a wonderful symphony and recently jazz options have grown a bit, but not much compared to other cities. Live music in general is either rock or country...would love more international music options in the city. But enough with everything Fiesta. Maybe I have been here too long, but more cultural fairs throughout the year (not the Institute of Texan Cultures only) would be nice. More educational/social series like the Witte is doing. More activities at the missions, places to dance or at least community dance activities...cultural and helps the older citizens stay active. More fitness related activities...yoga in the park, botanical gardens and Japanese tea gardens. Something like a Ravinia Festival...an outdoor location for fall or spring symphony or chamber music concerts, or other special concerts, where the audience can bring picnic lunches/dinners/wine, etc.
More affordable arts and cultural options would be a good start, and a better directory would help as well. Moving here a year and a half ago, I had a hard time finding information on anything other than the major things listed on the visitors website. I am shocked that the 7th largest city in the country has so few options, and the ones that are available have few discounted admission options.
More awareness among residents of how great it is. People like to live here but don't seem aware of what's so great. Being unconcerned about being cool is one of its greatest assets.

<i>In your opinion, what if anything should be added to help make San Antonio a world class city?</i>
More cultural and art centers. Places where organizations and individuals can perform for the public. Also more attention to libraries as well as more outlets for artistic and cultural activities such as publishers, galleries, public theatre, etc. Basically make the arts more accessible to the common citizen.
More focus on theatrical and literary arts. Increased arts education and participation in our schools with parental participation encouraged. Partnership with mass transit to encourage attendance and participation in arts festivals and event.
More funding for contemporary art, performing art. Need competitive contemporary opera, ballet, and more theater.
More funding for the arts, more grants for public art, more community art spaces, more incentives to encourage children and adults to spend time cultivating their artistic talent, stronger art schools, more museums, more galleries, and more. The overall need is to foster a strong enough art community here so that San Antonio artists, musicians, and writers do not feel the need to pack up and take their talents to another city in Texas or America. It is equally as important to acknowledge that a conservative political climate affects artist migration as well.
More galleries, museums, arts and cultural events - in the spring, winter and fall NOT just summer. Public art, art in parks and public spaces, corporate sponsorships of local artists or public art.
More interactive exhibits to engage observers and really create a genuine/memorable learning experience.
More international artists should visit our city. And there should be a better reach out to the community.
More investment in local museums, galleries, cultural centers and parks, help create more places and spaces for art to be shown, give opportunities to artists who don't regularly show work in a professional setting
More opportunities to enjoy live music and more art street fairs!
Much more money needs to be spent on the performing arts. This city needs a much larger orchestra, a vibrant new music scene, jazz clubs that pay even a remotely decent wage, an opera company that puts on fine productions, ballet that treats the dancers properly. Anyone who thinks that San Antonio is a world-class arts city is either ignorant or in total denial.
Much more support from the city- not only financial but intellectual from the arts organizations themselves.
Nurture creative development among the medical and business community. You need to engage alternative community pillars.
offer more funding to independent artists and for art education projects. support dance and performance art. address city policies that inhibit public performance.
On a civic level, we need a "main street" area where galleries, shops, and restaurants line a central arts park.
outdoor family friendly events that incorporate the arts, not just once a year with Luminaria
Quality public educational opportunities, viable alternatives to the automobile as a means to get around the city.
SA is getting there w/ the "pearl" and the river walk, but needs more downtown activity with residences and parking in the near vicinity. "pearl" needs a few theatres (not movie) for live shows etc.
SA needs to clarify the city's identity, which is what makes this city unique. The identity of our city is not multicultural but it is bicultural in nature. That is unique.
Stronger performing arts, continued growth in visual arts, and successful expansion of the children's museum, as well as successful creation of urban parks via Hemisfair.
Stronger support for symphony, opera, theater
Stronger support for the symphony. Add world-class opera and ballet.
The arts & culture scene has improved tremendously in the 35 years I've lived in SA. The main thing I see lacking is major corporate support, especially of the symphony. I think the city could promote a thriving arts scene as a complementary tourist attraction to the River Walk, missions, etc.
The Arts in San Antonio need greater public support - corporate, personal, and governmental. They also need to be held to high standards in order to receive that support, particularly not-for-profits. Their strategic plans need to be enunciated and reviewed. Standards of stewardship and effectiveness should be periodically reviewed and be part of the basis on which public funding is granted.

In your opinion, what if anything should be added to help make San Antonio a world class city?

The arts should be affordable to all levels of economic status of the population. Theater productions i.e. Opera, Symphony, other live performances are too expensive for the seniors and lower economic population to attend. There is a lot of opportunities to attend functions as long as you can pay the price. Affordable tickets would fill the house cutting the cost. As it happens the few that can afford come to a fairly empty theater and the cost of a production to a few elite customers does not keep the opera and symphony solvent.

There should be more opportunities for public schools to get involved in future events or cultural activities (i.e. student products/entries)

We are in desperate need for more world class exhibits that compare to what Houston and even Dallas see. We don't seem attract those types of nationally sought after exhibits. I would love to see exhibits focused on Ancient Egypt, Pompeii, Smithsonian loans, Private collection showings such as the Faberge Eggs, and/or works by the Masters of the arts. We put too much emphasis on Texas history, and not enough on world history. We need larger exhibits with more actual artifacts and less "hands on" areas for children just lift "tabs" or push buttons.

We need more support for the arts. We are building and enormously expensive performing arts center but I worry that center will become too focused on brining big money acts rather than supporting local arts organizations. I would like to see better support for theater. That's important to me.

Why don't we just focus on helping the great folks who are here do their thing? Let's make San Antonio more like San Antonio, not more like Los Angeles or Toronto or Hong Kong...

Respondents' Demographics

Demographics Comparison to Census Data 2010

	Survey Total	Census 2010
	%	%
Race/Ethnicity		
American Indian	1	1
Asian	1	2
Black/African American	3	6
Caucasian/White	54	27
Hispanic/Latino/Mexican American	33	63
Other	2	1
No Answer	6	-
Gender		
Males	33	52
Females	63	48
Age		
18-24	5	8
25-34	19	15
35-44	22	13
45-54	22	13
55-64	19	10
65-74	9	6
75 and older	2	5
Education		
Some High School	1	10
High School Graduate	3	26
Some College	15	24
College Graduate	31	22
Graduate Work/Degree	46	8

Survey Demographics

	Total	Males	Females	18-24	25-34	35-44	45-54	55-64	65-74	75 and older	No Answer
	%	%	%	%	%	%	%	%	%	%	
Gender											
Male	33	100@		4	18	24	25	17	9	3	0
Female	63		100@	5	21	23	21	19	9	1	1
No Answer	4										
Age											
18-24	5	28	72	100@							
25-34	19	31	69		100@						
35-44	22	35	65			100@					
45-54	22	38	62				100@				
55-64	19	32	68					100@			
65-74	9	33	67						100@		
75 and older	2	57	44							100@	
No answer											

Survey Demographics continued...

	Total	Males	Females	18-24	25-34	35-44	45-54	55-64	65-74	75 and older
	%	%	%	%	%	%	%	%	%	%
Registered Voter										
Yes	90	87	92	76	87	89	92	95	93	88
No	5	7	4	19	6	6	4	1	2	4
Don't know/remember		5	3	5	6	5	4	1	2	0
No Answer	5	1	1	0	1	0	0	3	3	8
Vote last Election										
Yes	69	68	70	35	52	70	78	78	86	84
No	21	23	21	58	35	20	15	14	7	8
Don't know/remember		7	8	7	12	9	6	6	5	4
No Answer	10	1	1	0	1	1	1	2	2	4
Volunteer										
Yes	43	41	44	32	35	42	44	50	45	50
No	53	54	52	65	59	55	51	48	48	46
Don't know/remember		4	4	3	6	3	19	2	6	0
No Answer	4	1	0	0	0	0	0	0	1	4
Donated Money										
Yes	58	56	59	34	43	50	64	74	76	68
No	37	39	36	54	49	46	32	24	19	28
Don't know/remember		3	4	9	5	3	3	2	3	0
No Answer	5	2	1	3	3	1	1	0	2	4

Survey Demographics continued...

	Total	Males	Females	18-24	25-34	35-44	45-54	55-64	65-74	75 and older
	%	%	%	%	%	%	%	%	%	%
Education										
Some HS or less	1	1	1	8	1	1	1	-	-	-
High School Grad	3	2	3	8	4	5	2	2	1	3
Some College	15	19	14	47	21	12	16	13	10	11
Technical School	2	2	12	2	2	21	3	1	1	-
College Graduate	31	32	31	29	37	38	30	28	21	16
Post-Graduate Work	46	43	48	4	34	41	46	54	66	66
No Answer	2	2	1	2	1	1	2	2	1	4

	Total	Males	Females	18-24	25-34	35-44	45-54	55-64	65-74	75 and older
	%	%	%	%	%	%	%	%	%	%
Income										
Less than \$25,000	7	6	7	33	14	7	3	3	4	-
\$25,000-\$34,999	8	9	7	8	13	6	7	9	4	5
\$35,000-\$49,999	11	11	11	12	15	12	11	7	8	18
\$50,000-\$74,999	19	19	19	8	22	17	19	22	17	10
\$75,000-\$99,999	13	14	13	2	15	14	13	12	14	13
\$100,000-\$124,999	10	12	10	8	7	13	10	12	11	10
More than \$125,000	16	16	17	2	8	21	21	17	16	13
No Answer	16	13	16	27	6	10	16	18	26	31