



# NEW Arts Candidate Survey Toolkit Webinar

Tuesday, August 23 @ 1 PM



Co-hosts:  
Katie Cornell  
& Nate McGaha



**Katie Cornell, Executive Director, Asheville Area Arts Council**  
**Nate McGaha, Executive Director, Arts North Carolina**



Uniting people and communities to strengthen and celebrate a creative North Carolina



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In a democracy, elections not only the way in which we have a public play a role in that conversation so government.



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### 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 ONE candidate that you have not done for any other candidate for office
- CANNOT invite an incumbent or candidate to your activities

More information from

### What Nonprofit Organizations CAN DO:

There are several ways to make the arts part of the conversation and enhance the experience of the electoral process:

- **Create the Conversation:** Engaging candidates about the arts draws attention to these issues. Candidate surveys are a great way to engage candidates and allow them to take a position on topics important to voters. Arts NC has created the **Arts Candidate Survey** process to effectively survey your local candidates. Also, candidate forums, debates hosted by a wide variety of organizations and media outlets, and questions about the arts that you would like the candidates to answer can help them to promote the event to your constituents. However, it's best to engage candidates directly and bring more attention to your issues by hosting an arts-focused event or forum. Arts NC has researched best practices and learned from success stories here in NC to create an easy-to-use step-by-step **Arts Candidate Forum** process through the process of hosting an arts-focused event with candidates. This is a fantastic way to elevate the arts as an issue in your community (or about to be elected) officials.

Arts Candidate Survey

Arts Candidate Forums and



Arts North Carolina has researched best practices and learned from success stories here in NC to create this easy to use step-by-step guide that will walk you through the process of creating, distributing, and sharing an arts focused candidate survey for local elections. This is a fantastic way to elevate the arts as an issue in your community and build relationships with elected (or about to be elected) officials.

Download

Arts Candidate Forum



Slide




## Arts Candidate Survey Toolkit

Arts North Carolina has researched best practices and learned from success stories here in NC to create this easy to use step-by-step guide that will walk you through the process of creating, distributing, and sharing an arts focused candidate survey for local elections. This is a fantastic way to elevate the arts as an issue in your community and build relationships with elected (or about to be elected) officials.

Join us! Arts NC WEBINAR

### NEW Arts Candidate Survey Toolkit Webinar

Tuesday, August 23 @ 1 PM

### Arts Candidate Survey Toolkit Webinar

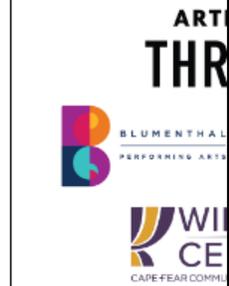
Arts NC will host a webinar on Tuesday, August 23<sup>rd</sup> at 1:00 pm on the Arts Candidate Survey Toolkit. Join co-authors of the toolkit, Asheville Area Arts Council Executive Director Katie Cornell and Arts NC Executive Director Nate McGaha, as they walk you through the toolkit and discuss how to implement this useful advocacy resource in your community.

Register Now!

### Creating the Survey

- **Decide which race 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, or several, such as State Legislator, County Commissioner, 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 Survey Monkey, as that is how most candidates prefer to complete surveys. However, you should also create a printable version that candidates can print and fill out, or that can be mailed or delivered to them. Your survey should be no more than 10

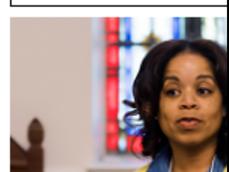
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# Creating the Survey



- ❑ **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

## We Vote ARTS

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**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.

Candidate Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Q 1: What is your personal background and experience in the arts?** (check all that apply)

Instrumental	Vocal	Visual	Dance	Theatre	Photography	Literary	Other
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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
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Additional Comments: \_\_\_\_\_

**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
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Additional Comments: \_\_\_\_\_

**Background:** Buncombe County's 74 creative industries were responsible for over 14,000 jobs and \$1.6 B in industry sales in 2019. By 2020, over 1,300 jobs were lost in the Arts & Entertainment industry alone-- the greatest % of job loss from any industry in Buncombe County as reported by the Asheville Area Chamber of Commerce. Many arts businesses experienced up to 14 months of closure, and artists/arts organizations are still facing significant pandemic related expenses and revenue losses.

**Q 4: Would you support additional relief aid for arts businesses to support recovery and revitalization of the creative sector?**

Strongly Agree	Agree	Disagree	Undecided
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Additional Comments: \_\_\_\_\_

**Background:** Legislation changing the county's occupancy tax is likely to be introduced in the NC Senate this session. It would potentially reduce the funding dedicated to marketing from 75% to 67%, increasing funding available for community projects to 33%. Expanded funding flexibility included non-capital projects, option for bonding funding, administration and maintenance of TPDF approved projects, and funding for local arts projects.

**Q 5: Do you support using this funding to support the maintenance and creation of local arts projects?**

Strongly Agree	Agree	Disagree	Undecided
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Additional Comments: \_\_\_\_\_

**Background:** Affordable Housing is the primary reason for Buncombe County's rising cost of living index (now 106). This is having a large impact on the local creative community, forcing more artists to move their residence and business outside of the county. The 2018 Keep AVL Creative survey, taken by 1,265 individuals and 170 organizations, found that a majority of artists (86%) and arts organizations (78%) need affordable artist housing and/or studio space. 424 responded that they have considered leaving Asheville due to cost of living.

**Q 6: Would you support an initiative to create affordable artist housing and/or studio space within Buncombe County?**

Strongly Agree	Agree	Disagree	Undecided
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Additional Comments: \_\_\_\_\_

**Background:** According to a 2019 report by NeighborWorks America, 80% of individuals' health is determined by the social and environmental conditions in which they live, work and play. We need a shared vision for Asheville- Buncombe County's cultural future that improves the lives of all residents with arts education, neighborhood revitalization, art in public spaces, economic development, and more.

**Q 7: Would you support the creation of Asheville- Buncombe County's first Cultural Plan to support the preservation of our cultural assets, and the equitable recovery and sustainable growth of the creative sector?**

Strongly Agree	Agree	Disagree	Undecided
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Additional Comments: \_\_\_\_\_

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





## 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.

Candidate Name: \_\_\_\_\_

Date: \_\_\_\_\_

**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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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](http://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](mailto: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

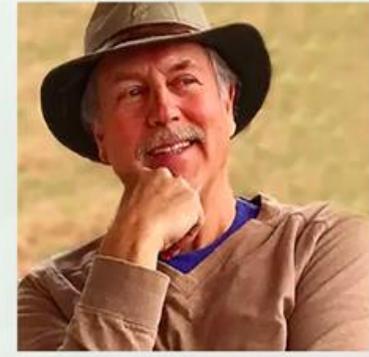
Asheville Area Arts Council worked with members for the Arts Coalition to craft a candidate survey focused of major issues impacting the local creative sector. Click on each candidate's image to see their responses.

[ARTS QUESTIONNAIRE \(PDF\)](#) | [RESPONSE OVERVIEW \(PDF\)](#)

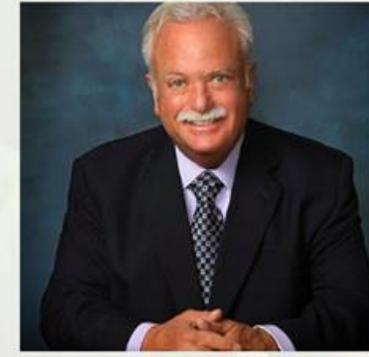
- All
- Asheville City Council
- Asheville Mayor
- Buncombe County Commissioner



AL WHITESIDES



BILL BRANYON



CLIFF FEINGOLD



ESTHER MANHEIMER





# AL WHITESIDES

Buncombe County Commissioner District 1

[alwhitesides.com](http://alwhitesides.com)

**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.**

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## 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 mayoralty 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.

[CITY OF CHARLOTTE](#)

## 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.

[TOWN OF CORNELIUS](#)

[TOWN OF DAVIDSON](#)

[TOWN OF HUNTERSVILLE](#)

[TOWN OF MATTHEWS](#)

[TOWN OF MINT HILL](#)





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## 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” ever 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 nation’s very deep 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 by





TOWN HALL EVENT

**STATE**

*2022 Candidates*

SEPTEMBER 7, 2022 AT 5:00 P.M.

TOWN HALL EVENT

**COUNTY**

*2022 Candidates*

SEPTEMBER 28, 2022 AT 5:00 P.M.

TOWN HALL EVENT

**CITY**

*2022 Candidates*

OCTOBER 12, 2022 AT 5:00 P.M.





# 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

