

Welcome to the City of Holyoke Arts and Innovation District Survey!

Welcome!

The City of Holyoke is seeking the opinions of artists, creative persons and art/culture patrons in the development of arts and culture in downtown Holyoke. With its array of historic mills, the Canal System and a blossoming arts community, Holyoke has much to offer.

The results of this survey will be used to determine strategies and initiatives to meet the housing, studio/work space, gallery/display space, cultural, and marketing needs of the Arts and Innovation District. Results will also be used to assist property owners in developing properties to meet these needs.

The Holyoke Arts and Innovation District is a public/private cultural economic development initiative intended to provide a vibrant and engaging place to live, work and visit in downtown Holyoke. The goal of the District is to revitalize the existing historic structures and highlight cultural amenities to create an economically stimulating environment where people will come to live, work, shop, dine, play and experience a broad range of events.

This survey is being conducted by the City of Holyoke Office for Community Development and the Mayor's Office with the assistance of the Mayor's Creative Placemaking Committee.

The survey asks about two specific geographic areas in Holyoke- Center City and the Arts and Innovation District. Center City refers to the four lower Census Tracts- the neighborhoods of Downtown/Prospect Heights, the Flats, Churchhill, and South Holyoke. The Arts and Innovation District is approximately bounded by Race Street, Lyman Street, Chestnut Street and Cabot Street.

The survey will be available from April 30, 2012 through June 1, 2012. Please share the link!

Win lunch with Mayor Alex B. Morse! Provide your contact information at the end of the survey to be entered into a drawing to win lunch with Mayor Morse!

General Information about You

1. Which phrase best describes you?

- An artist
- A patron/supporter of the arts and creative economy
- Work/studio space owner/provider
- Gallery/installation space owner/provider
- Arts student
- Other (please specify)

2. Please check your primary arts interests.

- | | |
|---|---|
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Performance Art |
| <input type="checkbox"/> Dance | <input type="checkbox"/> Theater/Acting |
| <input type="checkbox"/> Sculpture | <input type="checkbox"/> Crafts |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Printmaking |
| <input type="checkbox"/> Textiles | <input type="checkbox"/> Painting |
| <input type="checkbox"/> Music | <input type="checkbox"/> Installation |
| <input type="checkbox"/> Video/Film | <input type="checkbox"/> Graphic Arts/Design |
| <input type="checkbox"/> Poetry/Creative Writing/Literature | <input type="checkbox"/> Arts Teacher/Professor |
| <input type="checkbox"/> Other (please specify) | |

3. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

4. Please select your age group.

- 18-25
- 26-40
- 41-50
- 51-60
- 61-70
- 71-80
- 80+

5. What is your gender?

- Male
- Female

6. What is your marital status?

- Single
- Married/Partnered
- I prefer not to answer

7. How do you describe yourself?

- Heterosexual
- Gay
- Lesbian
- Bisexual
- Transgendered
- I prefer not to answer

8. Are you White, Black or African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race?

- White
- Black or African-American
- American Indian or Alaskan Native
- Asian
- Native Hawaiian or other Pacific Islander
- From multiple races

Some other race (please specify)

9. Are you Latino or Hispanic?

- Yes
- No
- I prefer not to answer

10. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school degree or equivalent (e.g., GED)
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree

11. What is your primary mode of transportation?

- Bike
- Walk
- Car
- Public transportation- Bus/taxis/train
- Car sharing/pooling

12. Please indicate your present employment status. Check all that apply.

- Full time employment (non-arts related)
- Full time employment (arts related)
- Part time employment (non-arts related)
- Part time employment (arts related)
- Self-Employed
- Unemployed
- Student (full or part time)
- Retired

13. What is your average annual household income?

- Under \$10k
- \$10k-\$20k
- \$21k-\$35k
- \$35k-\$45k
- \$45k-\$60k
- \$61k-\$75k
- \$76k-\$100k
- \$100k+

14. What percentage of your household income is from your art or work involving art?

- None
- 1%-25%
- 26%-50%
- 51%-75%
- 76%-99%
- 100%
- Not applicable

15. What is your favorite cultural or arts related event, location, etc. in Holyoke?

16. What factors are most important to you for the Arts and Innovation District in Holyoke ?

You must choose exactly three responses.

- Walkable to services and amenities
- Safety
- Proximity to public transportation (bus, train)
- Diverse community
- Green space and outdoor recreation opportunities close by
- Off street parking
- Eclectic spaces
- Active engaged existing artist community living/working in the District
- Numerous cultural offerings like shows, plays, museums, arts events
- Public art displays/installations
- Family friendly
- Amenities like restaurants, shops, galleries, etc.
- Other (please specify)

17. In which of the following projects would you be willing to participate?

- Display my art in a Holyoke Gallery
- Install my art as part of a public art display in Holyoke
- Volunteer on a committee to develop the creative economy in Holyoke
- Teach or lead a community art/cultural seminar, talk, walk, etc
- Organize arts or cultural events in Holyoke

Studio and Work Space

In this section, you will be asked about artisan studio/work space.
If you are not an artist, please skip to the next page.

18. Do you have studio/work space dedicated solely to your art?

- No, because I have no need or desire for dedicated studio/work space.
- No, because I have not found the right opportunity for studio/work space.
- Yes, and I rent the space
- Yes, and I own the space
- Yes, and I am renting-to-own the space
- Yes, and it is included in my tuition
- Not applicable
- Other (please specify)

19. What factors do you require in your studio/work space?

- Natural light
- Reinforced floors
- Special electrical wiring
- Dark room
- High ceilings
- Special ventilation
- Special plumbing
- Oversized doors
- Passenger elevator access
- Freight elevator access
- High speed internet
- Sound proofing
- Vibration control
- Available fire sources
- Hazardous material disposal
- Fireproofing
- Loading dock
- Safety requirements
- Specially configured space (ie.- linear, wide open, walled)
- Energy efficiencies
- Off street parking
- Handicapped accessible
- Enhanced building security
- Not applicable
- Other (please specify)

Your Current Studio/Work Space

Please answer the following questions about your existing studio/work space.
If you don't have existing studio/work space, please skip to the next page.

20. Do you currently work in space specifically built as a combined artist live/work space?

- Yes
 No

21. In what city/town is your current studio/work space?

22. Including yourself, how many artists share this studio/work space?

23. What is the square footage of your studio/work space?

- Not applicable
 Less than 250
 251-500
 501-750
 751-1000
 1001-1500
 1501-2000
 More than 2000
 Other (please specify)

24. What is the monthly cost of your studio/work space (including utilities)? If sharing space, please provide the total cost and not just your portion.

- Not applicable
 Less than \$200
 \$201-\$400
 \$401-\$600
 \$601-\$800
 \$801-\$1000
 More than \$1000

25. How satisfied are you with your current studio/work space?

- Very satisfied
- Satisfied
- Not satisfied. Why not?

26. If your studio/work space is currently in Holyoke, how long having you been working here?

- Less than one year
- One to five years
- Five to ten years
- Ten to twenty years
- Over twenty years
- Not applicable

27. If your studio/work space is currently in Holyoke, what factors influenced your decision to work here?

- Monthly cost of studio/work space
- Presence of existing artist community
- Business development potential
- Low energy rates
- Availability of space which meets my needs
- Access to transportation- public, highways, etc.
- Diversity of Holyoke
- Not applicable
- Other (please specify)

Future Studio/Work Space

This series of questions will ask about your future studio/work space needs.
If you are not interested in future studio/work space, please skip to the next page.

28. Do you need more studio/work space? If yes, please indicate square footage.

	Yes	No
0	<input type="radio"/>	<input type="radio"/>
Less than 250	<input type="radio"/>	<input type="radio"/>
251-500	<input type="radio"/>	<input type="radio"/>
501-750	<input type="radio"/>	<input type="radio"/>
751-1000	<input type="radio"/>	<input type="radio"/>
1001-1500	<input type="radio"/>	<input type="radio"/>
1501-2000	<input type="radio"/>	<input type="radio"/>
More than 2000	<input type="radio"/>	<input type="radio"/>

29. If you currently have studio/work space outside of Holyoke, would you relocate your studio/work space to Holyoke?

- Yes, I would consider any location in Holyoke.
- Yes, but I would consider locations only in Center City.
- Yes, but I would consider locations only in the Arts and Innovation District.
- No
- Not applicable

30. In what time frame would you consider relocation of your studio/work space to Holyoke?

- Within six months
- Six months to one year
- More than one year
- More than five years
- More than ten years
- Not applicable

31. For your future studio/work space in Holyoke, would you prefer to

- Rent
- Own
- Rent to Own
- Share space or be part of a cooperative
- Not applicable

32. What is the maximum monthly amount you would consider paying for your studio/work space (including utilities) in Holyoke?

- Less than \$200
- \$201-\$400
- \$401-\$600
- \$601-\$800
- \$801-\$1000
- More than \$1000
- Not applicable

33. Which would you prefer in Holyoke?

- Developed space
- Undeveloped space
- No preference

34. What scenarios would you consider in Holyoke?

- Studio/work space combined with your living space
- Studio/work space separate but in the same building as your living space
- Studio/work space at a separate location than living space
- Cooperative studio/work space in the same building with other artists
- Not applicable
- Other (please specify)

35. What factors would encourage you to work in the Holyoke Arts and Innovation District?

Residential/Living Space

Questions in this section will provide insight into the future of housing development in Center City, particularly the housing needs of artists and those wanting to live in the Arts and Innovation District.

36. How many bedrooms are in your current living space?

- 0 (Studio)
- 1
- 2
- 3
- 4+
- Dorm room

37. Do you currently?

- Own your home
- Rent your home
- Rent-to-own your home
- Live on campus
- Other (please specify)

38. How much do you pay monthly for your living space (including utilities)?

- \$0-\$100
- \$101-\$250
- \$250-\$500
- \$501-\$700
- \$701-\$900
- \$901-\$1000
- \$1001-\$1200
- \$1201-\$1500
- \$1501-\$2000
- \$2001+
- Not applicable

39. Would you consider making Holyoke your home?

- Yes, I would consider living anywhere in Holyoke.
- Yes, but I would consider living only in Center City.
- Yes, but I would consider living only in the Arts and Innovation District.
- Yes, but I would consider living only in areas outside of Center City.
- No
- Not applicable

40. In Holyoke, would you like to ?

- Own a single family house
- Own a multi-family house
- Own a condominium
- Own a specially built artist combined live/work space
- Own a unit in a converted mill building
- Rent a house
- Rent an apartment
- Rent a unit in a converted mill building
- Rent a specially built artist combined live/work space
- Rent a room
- Not applicable
- Other (please specify)

41. How much would you be willing to pay monthly for living space (including utilities) in Holyoke?

- \$0-\$100
- \$101-\$250
- \$250-\$500
- \$501-\$700
- \$701-\$900
- \$901-\$1000
- \$1001-\$1200
- \$1201-\$1500
- \$1501-\$2000
- \$2001+
- Not applicable

42. In what time frame would you consider making Holyoke your home?

- Within six months
- Six months to one year
- More than one year
- More than five years
- More than ten years
- Not applicable

43. What factors would encourage you to live in the Holyoke Arts and Innovation District?

Thank you for taking the Holyoke Arts Survey!

Your input is valuable and will provide the City of Holyoke with data to further develop and enhance its Arts and Innovation District and grow the creative economy.

44. Want to enter a drawing for lunch with Mayor Morse?

Please provide the following information.

Name:

Email Address:

Phone Number:

45. Please share your ideas to develop a strong and vibrant creative economy in Holyoke.