ArtCity- Case Study/SWOC Analysis

AAD 612

Brianna Hobbs

This organization is in the beginning steps of development and is currently a start-up initiative in Eugene. At this time, ArtCity is in a pre-planning phase. Due to this, further analysis may be based on plans provided from the founder and future initiatives of ArtCity. The organization has yet to deem itself as a non-profit or for profit. For this analysis, data comparisons are reflective of non-profit organizations.

ArtCity is a multidisciplinary studio space seeking to provide "opportunities for artists of all disciplines to interact with creative peers, inspire professional growth, collaborate, engage the public, and participate in Eugene's burgeoning creative community" (ArtCity, 2016). Founder, Charly Swing, has created this initiative, along with local artists. Together, they seek to become a support system for entrepreneurial artists along the west coast. Swing has described ArtCity as a "hothouse of creative energy that retains talent in Eugene."

Environmental Scan

Due to the organization entering an early development phase, influential environmental and economic factors seem to be rather robust. Similar to any start-up, there is no significant source of income and little to no funding. The main source of income at this time is (individual) contributed and in-kind donations from community members. There are currently no sponsors or government funding. Founders have created a fundraising event known as "Drink & Draw" which relies on participant donations along with a percentage of food sales from the restaurant hosting the event.

With further development, ArtCity would like to become a nationally known organization. In order for this vision to come true, this organization will need to be financially stable and develop sponsors throughout the nation. As of right now, it

seems to be reflective of a grassroots movement within the local community. When comparing this vision to the development that is currently happening, it seems contradictive and may be problematic when gaining economic resources outside Eugene.

Economic factors influencing ArtCity include the rising cost of living in larger cities along the west coast. Portland, Seattle, and San Francisco have become too expensive for most artists. The cost of living in Eugene is much lower than these areas, allowing it to be a feasible place for working artists to live. However, like most arts organizations in the United States, ArtCity will face issues such as underfunding. A recent Americans for the Arts study found "NEA (National Endowment for the Arts) funding grew for the first time since 2010." This same study shows there has been an 8% increase in government funding to Local Arts Agencies in the last 5 years. However, there is a slight 0.3% decrease in in state art funding, following three years of growth (Government, 2016). In light of the recent election, there is a possibility that arts funding may drop overall.

Along with this concern, ArtCity's mission may not lend to many funding opportunities. In order to supplement a lack of funding, the organization will likely rely heavily on rent from the working artists, creating financial stress for those working within the space and ArtCity overall.

Demographic Scan

Along with economic factors, demographics play a part in ArtCity's development. According to the U.S Census Bureau, Lane County has an estimate population of 362,895 people (163,460 people in Eugene). Within this population around 63% are between the ages of 19 and 64 years old. Slightly over 50% of the population is female, and almost 90% of the population is white. Taking a closer

look, 1.1% identify as black or African American, 1.5% identify as American/ Alaskan Native, and identify as 2.4% Asian, resulting in very little diversity (2015).

Looking further into arts participation within this population, 22% of Oregonians fall into Generation X (born between 1965-80) and 25% are Baby Boomers (1946-64) (Map, 2015). This is a positive for the organization considering people in this age range are the most likely to participate in the arts. However, the highest population of people within Oregon are Millennials. Depending on marketing tactics and reputation, this could be a positive or a negative for ArtCity. Millennials are the least likely age group to participate in the arts, but with the University of Oregon graduating BFA and MFA students, the population may be more likely to seek opportunities similar to ArtCity. The overall population shows 27.2% of Oregon's population attends arts exhibits (2015) and 59.9% of adults personally perform or create their own artwork (2014). In both categories Oregon is statistically greater than the United States average (Map). This comes to show that art making and interest greatly exists within the state.

In 2008, the Creative Vitality Report in Oregon found there were over 60,000 people working in a creative field within the state of Oregon. These artist stem from all creative work, including visual artists, actors and actresses, to public relations specialists within the field. With such a large population working in the creative sector, ArtCity would provide an opportunity for some of these professionals to collaborate and grow within one community.

Cultural Scan

The overall culture of ArtCity is one of collaboration and support. The basis of this start-up if framed around providing resources to artists who currently do not have them. The board is also reflective of this culture. The members of the board

are a group of multidisciplinary artists based out of the Greater Eugene Area.

Eugene has developed an active community in arts and culture, may it be as a participant or a maker. The surrounding area has numerous theatres, galleries, performance halls, and studio spaces. There are several events to support the arts throughout the year, including art walks and community art events. There is a passionate support for local business, local artists, and grassroots movements. Overall, the community seems to carry an artisan culture versus contemporary art. This may pose some issues for ArtCity, due to a vision of a contemporary "high art" studio space. This type of studio space may be in opposition of the actual artistic culture that has developed in Eugene.

Reflecting on the artisan culture carried throughout Eugene, ArtCity could potentially have difficulty attracting a community interested in buying contemporary, high priced work. According to a 2015, NEA study, the top four barriers for attending the arts were time at 47%, cost at 38%, access at 32%, and no one to go with at 22% (National). With this information, we can assume of the population attending ArtCity events, 38% may not be able to afford the work or event itself. The community may also have difficult time adjusting to higher prices due to artisan's work traditionally being a lower price than contemporary artwork. Moreover, this could potentially be a positive for the organization as well due to the lack in contemporary spaces within Eugene.

The organization is aware of the technological culture within the arts but the current web presence is ineffective and under-developed. If ArtCity were to utilize our technological culture, it could help to create an impressionable reputation and act as a vehicle to get information to the community.

Case Study Analysis Part II – SWOC Analysis

<u>**SWOC ANALYSIS**</u>

	Strengths	Weaknesses	Opportunities	Challenges
Cultural Products	- Developing a community of creativity, collaboration, and culture - Addressing a need for shared workspace and professional development	- May not be applicable to all audiences - Under- developed programming - Lack of community engagement -Merging an artisan culture with "fine art"	- Creating a new artistic identity in Eugene - Providing mentorship and development for new artist	- Making products accessible to a broad base of the community - Making products relevant in an area with other access to the arts
Pricing	- The only program thus far has been donation based (accessible to everyone)	- Memberships could be cost prohibitive	- Engaging in partnerships (in-kind contributions) to keep costs low -Low cost of living compared to most artistic communities	- Identifying competitive pricing - Generating a profit with something that may be seen as unessential
Place (Access)	- If location is downtown, there will be a need.	- Expense - If location is not downtown or easily reached by public transit	- Common meeting ground for collaboration and critique - Meeting place between San Francisco and Seattle	- Eugene is a somewhat isolated area - Smaller population than most artistic hubs
Promotional Efforts	- Engaging in partnerships to increase publicity	- Highly underdeveloped web presence - Ineffective branding and promotional materials	- Collaboration with graphic/web designers	- Creating the desired aesthetic/perception of ArtCity through visuals

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