

## **Cultural Scan**

The overall culture of ArtCity is one of collaboration and support. The basis of this start-up is 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 a 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.

## Swoc Analysis

	Strengths	Weaknesses	Opportunities	Challenges
Cultural Products	<ul style="list-style-type: none"> <li>- Developing a community of creativity, collaboration, and culture</li> <li>- Addressing a need for shared workspace and professional development</li> </ul>	<ul style="list-style-type: none"> <li>- May not be applicable to all audiences</li> <li>- Under- developed programming</li> <li>- Lack of community engagement</li> <li>-Merging an artisan culture with “fine art”</li> </ul>	<ul style="list-style-type: none"> <li>- Creating a new artistic identity in Eugene</li> <li>- Providing mentorship and development for new artist</li> </ul>	<ul style="list-style-type: none"> <li>- Making products accessible to a broad base of the community</li> <li>- Making products relevant in an area with other access to the arts</li> </ul>
Pricing	<ul style="list-style-type: none"> <li>- The only program thus far has been donation based (accessible to everyone)</li> </ul>	<ul style="list-style-type: none"> <li>- Memberships could be cost prohibitive</li> </ul>	<ul style="list-style-type: none"> <li>- Engaging in partnerships (in-kind contributions) to keep costs low</li> <li>-Low cost of living compared to most artistic communities</li> </ul>	<ul style="list-style-type: none"> <li>- Identifying competitive pricing</li> <li>- Generating a profit with something that may be seen as unessential</li> </ul>
Place (Access)	<ul style="list-style-type: none"> <li>- If location is downtown, there will be a need.</li> </ul>	<ul style="list-style-type: none"> <li>- Expense</li> <li>- If location is not downtown or easily reached by public transit</li> </ul>	<ul style="list-style-type: none"> <li>- Common meeting ground for collaboration and critique</li> <li>- Meeting place between San Francisco and Seattle</li> </ul>	<ul style="list-style-type: none"> <li>- Eugene is a somewhat isolated area</li> <li>- Smaller population than most artistic hubs</li> </ul>
Promotional Efforts	<ul style="list-style-type: none"> <li>- Engaging in partnerships to increase publicity</li> </ul>	<ul style="list-style-type: none"> <li>- Highly underdeveloped web presence</li> <li>- Ineffective branding and promotional materials</li> </ul>	<ul style="list-style-type: none"> <li>- Collaboration with graphic/web designers</li> </ul>	<ul style="list-style-type: none"> <li>- Creating the desired aesthetic/perception of ArtCity through visuals</li> </ul>