

Leveraging Investments in Creativity Presentation to the National Endowment for the Arts

November 20, 2009
Washington, DC



Mission

Leveraging Investments in Creativity (LINC) is a 10-year initiative to improve artists' ability to make work, build social capital, and contribute to democratic values.



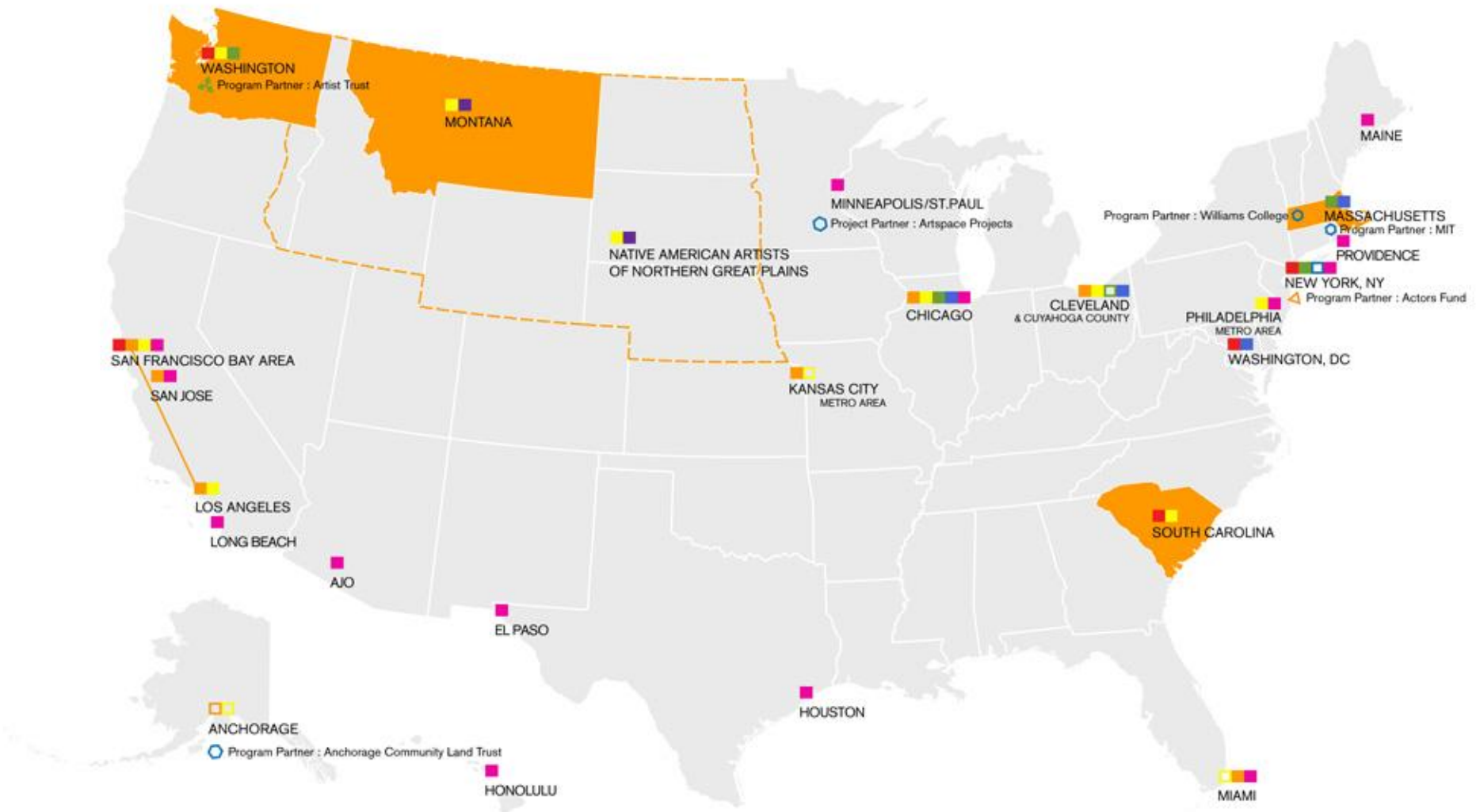
Program areas

Creative Communities

Space for Change: Building Community through
Innovative Art Spaces

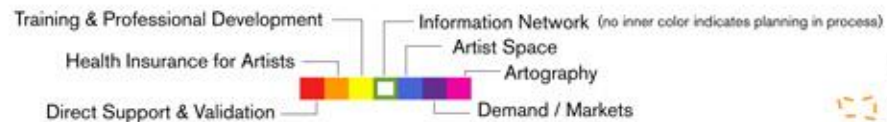
National Artists Health Insurance/Health Care Initiative

Artography



Alaska and Hawai'i are not shown at the same scale as continental United States

LINC GRANTMAKING





The Artists and the Economic Recession Survey

LINC conducted national survey of artists:

- to gather information on impacts of recession
- to learn about artists' adaptive strategies
- to identify primary needs and concerns

Helicon Collaborative and Princeton Survey Research Associates International assisted development of survey and analysis of results



Methodology

LINC partnered with 35 arts service organizations to distribute electronic survey

Distributed survey to over 75,000 artists

5,300 completed surveys

Results weighted to reflect national population of artists (based on U.S. Census data)

Snowball survey open until mid-November, to capture information from artists not associated with service organizations



Artists' conditions

Two-thirds hold at least one job in addition to art-making

Two-thirds made less than \$40,000 in 2008

Artists who spend almost all of their time on their artwork have the highest income levels

Those who rely on a mix of income sources earn the least

50% report decrease in art-related income in past year



Artists' conditions (continued)

40% do not have adequate health care

High frequency Internet users are different from other artists in significant ways:

- younger (less than 44 years of age)
- more involved in community activities offline
- more optimistic about the future



Opportunities

40% report spending more time on their artwork during the recession

One third of artists are able to experiment more

One third of artists are experiencing more openness to collaboration

89% think artists have special role in helping communities during these times

75% think this is an inspiring time to be an artist



Primary Concerns

Loss of income (77%)

Rising debt (61%)

Low morale (59%)

Loss of health care (50%)

Helpful Resources

Grants and fellowships (85%)

Showcases (84%)

Networking opportunities (84%)

Supplies and equipment (76%)

Marketing assistance (76%)

Business counseling (65%)



Additional information and resources

www.LINCnet.net

www.ArtsinaChangingAmerica.net