

Central Florida Region – County Partner Overview for AEP6

11/12/21 – **AEP6 is coming!** That's the year-long++ nationwide study to determine the economic impact of arts and cultural nonprofits and their audiences. Throughout 2022, United Arts will coordinate the Central Florida Region study (7 counties of Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia).

We hope your county (and local arts agency, arts and cultural alliance or visitors bureau) will be a partner in this important national study to help us prove the value of arts and culture in this region. AEP 6 participation is voluntary, and at no cost to you, your County, or the participating nonprofit cultural providers. More than 200 counties/regions, and 17 statewide partners across the nation are already engaged in the AEP6 project, and we anticipate 300+ by the time the data collection begins in Spring 2022.

What does this mean for your county's participation?

1. **Lead contact** – I need name, title and contact information. This person will be the primary person who I connect with throughout the study, to help provide and distribute any new information, the point person for disseminating information among your arts, culture, history, and science nonprofit organizations.
2. **List of the arts and cultural 501(c)(3) nonprofits** in partner counties – this includes name of the organization, address, and primary contact person (executive director, or other) name, title, email, phone, as well as the [NTEE code](#) (a IRS listing of codes for the types of nonprofit organizations). These are the types of organizations and projects that will be eligible for AEP6:
 - a. 501(c)(3) arts and cultural
 - b. Colleges and universities with separate arts and culture budgets/programming, and
 - c. County and city governments with arts and cultural programs and/or events that have their own budgets, and are open to the public.
3. The AEP6 study participation involves **two surveys** collected throughout the coming year-plus.
 - a. **When?** Field work of survey collection begins in March 1, 2022, and will continue throughout the 12 months ending February 20, 2023.
 - b. **What?** An Organizational survey (one per nonprofit) that collects some financial and staffing information.
 - c. **Where?** And the majority of the work will be Audience surveys, collected at a wide range of events that are open to the public. The survey will be widely distributed among all nonprofits in the participating counties. Ideally, we want to gather the organizational financial data from EVERY nonprofit. The audience survey will be at

selected events, for certain times of the year, until we achieve a broad sample of audience surveys and myriad events throughout the year.

- d. **How?** This year, intercept surveys will be provided three ways: PDF (traditional method: hard-copy/paper), URL/kiosk version (for tablet or computer station), and a new QR code (for attendees to use their own phones) options.
 - i. All audience survey participation must take place at the program or event they attend.
 - ii. Only one AEP6 survey per guest (not each time they might visit).

4. **What's this going to cost and what are the deliverables?**

The AEP6 study will be led and subsidized by Americans for the Arts, along with many national foundations and United Arts of Central Florida. **Participation is free, at no hard cost to the participating counties, cities or organizations**, that make up the Central Florida Region. Organizations may engage staff or volunteers to assist in survey collection from audience members. Americans for the Arts will provide the single nationally used survey that will be utilized (in a variety of formats, sizes, languages, etc). United Arts will distribute these and any materials needed to collect and submit surveys (some paper copying charges may be required by your organization).

Deliverables - The study partners will provide the contact person to work with me/United Arts, the list of eligible organizations, and assist in collecting the Organization Surveys, and distribution/collection of the Audience Surveys from your participating organizations.

- a. Quota - We must collect at least 800 surveys in total from each participating county or subset (city or district); more would be accepted, but likely no more than 50-100 from any one organization's event(s). – *more information to come.*
- b. Survey instruments will be provided in various formats, in Spanish and a large-print format, as well as "How-to" instructions, workshops and webinars -- *more information to come.*
- c. Final study analysis and reports will be provided for the Central Florida Region, that we can all share to speak to the critical need for, and contributions of, arts and culture in our region. Your own customized report (if you choose to have Americans for the Arts prepare a separate analysis and report) will include a flyer, an executive summary, a full report and access to many collateral materials generated for the national study findings and media tools (digital format; printed materials available for purchase). United Arts has provided a more visual version as a "leave-behind" or emailable one-sheet to highlight the key figures of economic impact, jobs and local and state returns to the government. Examples linked here for the AEP5 **Central Florida Region reports** ([one-sheet](#)); ([summary](#)); ([full report](#)).

Breakout reports (optional) – Your county may opt to have its own customized breakout analysis and report generated as a subset of the regional study to show the

impact for your own county. For each separate county (or also available if there is a larger city or district within the county that you'd want to have its own report), there will be an additional pass-on cost of \$1,800. Again heavily subsidized by Americans for the Arts in consideration of the many hardships the industry has suffered in recent years. Last study (AEP5) the breakout report cost was \$2,700.

5. **Next steps to engage in the AEP6 study** – United Arts would like to know your interest in being a study partner on AEP6, as soon as possible. There are three decisions to make on AEP at this time:

Option 1 – Partner or direct: Your county may opt to participate through AEP6 with United Arts coordinating the collection, and communications, or you may opt to participate directly through Americans for the Arts – your option -- but it is easier for Americans for the Arts if you participate and coordinate with our Central Florida Region and United Arts. Please notify Trudy@UnitedArts.cc of your choice.

Option 2 – Who will be the lead contact for your county? Please notify Trudy@UnitedArts.cc of your choice.

Option 3 - Customized county report: Do you plan to have your own customized county report? United Arts would invoice you in one payment of \$1,800 to ensure we can all prepare for this option. Please notify Trudy@UnitedArts.cc of your choice.

We hope you will help us make AEP6 the best economic impact study to date. We need AEP6 to remain competitive in a post-pandemic world, to prove the important contributions of arts and culture in our economy, and help make a case for its continued support. Please let me know if you have any questions about any of this, or if you wish to contact the national leader for AEP6, Ben Davidson, Senior Director of Research Services, [Americans for the Arts](http://AmericansfortheArts.org), at bdavidson@artsusa.org.

Warm regards,
Trudy

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