



## HueArts NYC Organizational Survey

### **1. Welcome to the HueArts NYC Organizational Survey**

**HueArts NYC will be a comprehensive map, online directory, report, and hub for New York City’s arts entities that have been created by and center Black, Latinx, Indigenous, Asian, Pacific Islander, Middle Eastern, and all People of Color.**

**This project aims to gather quantitative and qualitative data on POC-led performing and presenting arts entities from all five boroughs (including nonprofits, for profits, and fiscally sponsored projects) as a means to deepen and amplify our impact, and increase support for our critical contributions to city life.**

**This survey will take you approximately 30 minutes. It should be completed by a member of your entity who can answer questions of budget, organizational history, and programming.**

**The information you share will be instrumental in providing a more accurate picture of POC-centered entities throughout NYC. We wish to feature your entity in the HueArts Map and Directory, and share our findings with you in a “Brown Paper” to be published in December.**

**By working together as POC arts leaders, we can leverage our collective knowledge to ensure our communities’ continued growth and thriving. To learn more about HueArts, visit [our website](#).**



## HueArts NYC Organizational Survey

### 2. Entity Information

\* 1. Name of your arts entity:

\* 2. Entity mission or purpose (400 character limit):

\* 3. Year founded (YYYY format):

\* 4. Type of entity:

- Not-for-profit
- For-profit (e.g. LLC, corp, S-corp etc.)
- Non-incorporated
- Fiscally sponsored
- Other (please specify)

\* 5. What arts disciplines does your entity specialise in? *Check all that apply.*

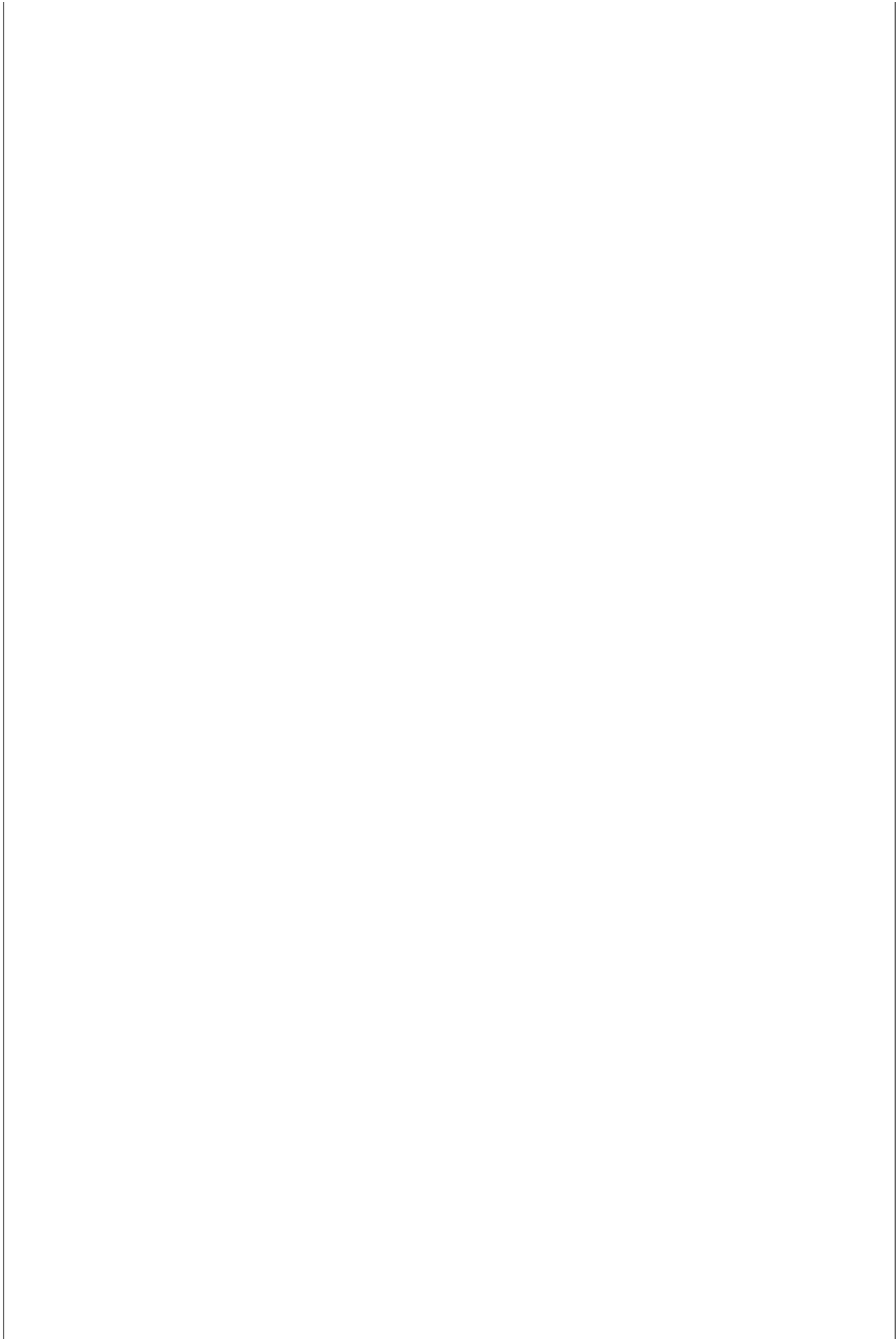
- Arts education
- Community / Socially-engaged arts / Public art
- Dance
- Film / Moving image
- Literary Arts
- Music
- Technology / Digital arts
- Theater
- Visual arts
- Traditional / Folk
- Audio (e.g. podcast, radio)
- Oral history / Storytelling
- Comedy / Improv
- Multi-disciplinary
- Other (please specify)

\* 6. Where does the majority of your **administrative/office/operational** work take place?  
*Check all that apply.*

- Rented space
- Owned space
- Home office
- Online / Virtual
- Donated / In-kind space
- Other (please specify)

\* 7. Where does the majority of your **programming** occur? *Check all that apply.*

- Rented space
- Owned space
- Online / Virtual
- Outdoor spaces
- Schools / Educational
- Donated / In-kind space
- Other (please specify)





## HueArts NYC Organizational Survey

### 3. Audiences & Communities Served

\* 8. Number of people your entity serves / reaches annually:

\* 9. What age groups does your entity primarily develop programming for? *Check all that apply.*

- Young Children (0 - 5 years old)
- Children (6 - 12 years old)
- Teens (13 - 18 years old)
- Young Adults (19 - 24 years old)
- Adults (25 - 64 years old)
- Seniors (65+ years old)
- General / All ages
- Other (please specify)

\* 10. Who are your primary or target ethnic/racial audiences, customers, and/or participants? (e.g. Asian, Caribbean, Nuyorican, Sri Lankan, etc.) *We encourage specificity and intersectionality.*

\* 11. Percentage of POC (People of Color) among your total annual audiences, customers, and/or participants:

\* 12. Are there other specific communities you would include in your 'primary' group? *Check all that apply.*

- Disabled communities
- Girls / Women / Femmes
- Immigrants
- Youth
- Elders / Seniors
- LGBTQIA+
- Low-income communities
- Other (please specify)



## HueArts NYC Organizational Survey

### 4. Programming

\* 13. What types of arts programming does your entity engage in? *Check all that apply.*

- Artist residencies
- Arts education
- Art sales
- Convenings, conferences
- Dance workshops & performances
- Festivals
- Film & media screenings, exhibitions & productions
- Literary readings & workshops
- Musical workshops & performances
- Professional arts trainings & workshops
- Public art
- Public programs & Events
- Publishing
- Theatrical readings, workshops & productions
- Visual arts exhibitions
- Other (please specify)

\* 14. In what languages do you offer programming? *Check all that apply.*

- Arabic
- Bengali
- Cantonese
- English
- French
- Fulani
- Haitian Creole
- Hindi
- Igbo
- Japanese
- Korean
- Kru
- Mandarin
- Mande
- Punjabi
- Portuguese
- Spanish
- Tagalog
- Twi
- Urdu
- Vietnamese
- Yoruba
- Other (please specify)

\* 15. What percentage of your programming is free to the public?

\* 16. Name your top 3-5 organizational partners — especially those entities with whom you collaborate and/or maintain an ongoing or long term partnership — and specify purpose (programming, staff capacity, space, etc.).

Partner	<input type="text"/>
Partner	<input type="text"/>
Partner	<input type="text"/>
Partner	<input type="text"/>
Partner	<input type="text"/>

\* 17. What is the frequency of your major programs / activities? *Check all that apply.*

- Weekly
- Monthly
- Quarterly
- Annually
- Other (please specify)

\* 18. Number of artists that are paid to provide programs, services or products in a typical year: (e.g. commissions, residencies, grants, teaching artists, etc.)

19. In which Bronx neighborhoods do the majority of your programs / activities take place? *Check all that apply.*

- |  |   |
|--|---|
| <input type="checkbox"/> Baychester        | <input type="checkbox"/> Mott Haven         |
| <input type="checkbox"/> Bedford Park      | <input type="checkbox"/> Mount Eden         |
| <input type="checkbox"/> Belmont           | <input type="checkbox"/> Mount Hope         |
| <input type="checkbox"/> Castle Hill       | <input type="checkbox"/> North Riverdale    |
| <input type="checkbox"/> City Island       | <input type="checkbox"/> Norwood            |
| <input type="checkbox"/> Claremont Village | <input type="checkbox"/> Olinville          |
| <input type="checkbox"/> Clason Point      | <input type="checkbox"/> Parkchester        |
| <input type="checkbox"/> Co-op City        | <input type="checkbox"/> Pelham Bay         |
| <input type="checkbox"/> Concourse         | <input type="checkbox"/> Pelham Gardens     |
| <input type="checkbox"/> Concourse Village | <input type="checkbox"/> Pelham Parkway     |
| <input type="checkbox"/> Country Club      | <input type="checkbox"/> Port Morris        |
| <input type="checkbox"/> East Tremont      | <input type="checkbox"/> Riverdale          |
| <input type="checkbox"/> Eastchester       | <input type="checkbox"/> Schuylerville      |
| <input type="checkbox"/> Edenwald          | <input type="checkbox"/> Soundview          |
| <input type="checkbox"/> Edgewater Park    | <input type="checkbox"/> Spuyten Duyvil     |
| <input type="checkbox"/> Fieldston         | <input type="checkbox"/> Throgs Neck        |
| <input type="checkbox"/> Fordham           | <input type="checkbox"/> Unionport          |
| <input type="checkbox"/> High Bridge       | <input type="checkbox"/> University Heights |
| <input type="checkbox"/> Hunts Point       | <input type="checkbox"/> Van Nest           |
| <input type="checkbox"/> Kingsbridge       | <input type="checkbox"/> Wakefield          |
| <input type="checkbox"/> Longwood          | <input type="checkbox"/> West Farms         |
| <input type="checkbox"/> Melrose           | <input type="checkbox"/> Westchester Square |
| <input type="checkbox"/> Morris Heights    | <input type="checkbox"/> Williamsbridge     |
| <input type="checkbox"/> Morris Park       | <input type="checkbox"/> Woodlawn           |
| <input type="checkbox"/> Morrisania        | <input type="checkbox"/> None of the above  |

20. In which Brooklyn neighborhoods do the majority of your programs / activities take place? *Check all that apply.*

- |   |  |
|---|--|
| <input type="checkbox"/> Bath Beach         | <input type="checkbox"/> Greenpoint        |
| <input type="checkbox"/> Bay Ridge          | <input type="checkbox"/> Highland Park     |
| <input type="checkbox"/> Bedford Stuyvesant | <input type="checkbox"/> Homecrest         |
| <input type="checkbox"/> Bensonhurst        | <input type="checkbox"/> Kensington        |
| <input type="checkbox"/> Bergen Beach       | <input type="checkbox"/> Madison           |
| <input type="checkbox"/> Boerum Hill        | <input type="checkbox"/> Manhattan Beach   |
| <input type="checkbox"/> Borough Park       | <input type="checkbox"/> Manhattan Terrace |
| <input type="checkbox"/> Brighton Beach     | <input type="checkbox"/> Marine Park       |

- Broadway Junction
- Brooklyn Heights
- Brownsville
- Bushwick
- Canarsie
- Carroll Gardens
- City Line
- Clinton Hill
- Cobble Hill
- Coney Island
- Crown Heights
- Cypress Hills
- Ditmas Park
- Downtown
- Dumbo
- Dyker Heights
- East Flatbush
- East New York
- East Williamsburg
- Flatbush
- Flatlands
- Fort Greene
- Fort Hamilton
- Fulton Ferry
- Georgetown
- Gerritsen Beach
- Gowanus
- Gravesend

- Midwood
- Mill Basin
- Mill Island
- Navy Yard
- New Lots
- North Side
- Ocean Hill
- Ocean Parkway
- Paerdegat Basin
- Park Slope
- Prospect Heights
- Prospect Lefferts Gardens
- Prospect Park South
- Red Hook
- Remsen Village
- Rugby
- Sea Gate
- Sheepshead Bay
- South Side
- Spring Creek
- Starrett City
- Sunset Park
- Vinegar Hill
- Weeksville
- Williamsburg
- Windsor Terrace
- Wingate
- None of the above

21. In which Manhattan neighborhoods do the majority of your programs / activities take place? *Check all that apply.*

- |   |  |
|---|--|
| <input type="checkbox"/> Battery Park City  | <input type="checkbox"/> Marble Hill         |
| <input type="checkbox"/> Carnegie Hill      | <input type="checkbox"/> Midtown             |
| <input type="checkbox"/> Central Harlem     | <input type="checkbox"/> Midtown South       |
| <input type="checkbox"/> Chelsea            | <input type="checkbox"/> Morningside Heights |
| <input type="checkbox"/> Chinatown          | <input type="checkbox"/> Murray Hill         |
| <input type="checkbox"/> Civic Center       | <input type="checkbox"/> Noho                |
| <input type="checkbox"/> Clinton            | <input type="checkbox"/> Roosevelt Island    |
| <input type="checkbox"/> East Harlem        | <input type="checkbox"/> Soho                |
| <input type="checkbox"/> East Village       | <input type="checkbox"/> Stuyvesant Town     |
| <input type="checkbox"/> Financial District | <input type="checkbox"/> Sutton Place        |
| <input type="checkbox"/> Flatiron           | <input type="checkbox"/> Tribeca             |
| <input type="checkbox"/> Gramercy           | <input type="checkbox"/> Tudor City          |
| <input type="checkbox"/> Greenwich Village  | <input type="checkbox"/> Turtle Bay          |
| <input type="checkbox"/> Inwood             | <input type="checkbox"/> Upper East Side     |
| <input type="checkbox"/> Lenox Hill         | <input type="checkbox"/> Upper West Side     |
| <input type="checkbox"/> Lincoln Square     | <input type="checkbox"/> Washington Heights  |
| <input type="checkbox"/> Little Italy       | <input type="checkbox"/> West Village        |
| <input type="checkbox"/> Lower East Side    | <input type="checkbox"/> West Harlem         |
| <input type="checkbox"/> Manhattan Valley   | <input type="checkbox"/> Yorkville           |
| <input type="checkbox"/> Manhattanville     | <input type="checkbox"/> None of the above   |

22. In which Queens neighborhoods do the majority of your programs / activities take place? *Check all that apply.*

- |  |   |
|--|---|
| <input type="checkbox"/> Arverne       | <input type="checkbox"/> Laurelton        |
| <input type="checkbox"/> Astoria       | <input type="checkbox"/> Lefrak City      |
| <input type="checkbox"/> Auburndale    | <input type="checkbox"/> Lindenwood       |
| <input type="checkbox"/> Bay Terrace   | <input type="checkbox"/> Little Neck      |
| <input type="checkbox"/> Bayside       | <input type="checkbox"/> Long Island City |
| <input type="checkbox"/> Beechhurst    | <input type="checkbox"/> Malba            |
| <input type="checkbox"/> Bellaire      | <input type="checkbox"/> Maspeth          |
| <input type="checkbox"/> Belle Harbor  | <input type="checkbox"/> Middle Village   |
| <input type="checkbox"/> Bellerose     | <input type="checkbox"/> Murray Hill      |
| <input type="checkbox"/> Blissville    | <input type="checkbox"/> Neponsit         |
| <input type="checkbox"/> Breezy Point  | <input type="checkbox"/> Oakland Gardens  |
| <input type="checkbox"/> Briarwood     | <input type="checkbox"/> Ozone Park       |
| <input type="checkbox"/> Broad Channel | <input type="checkbox"/> Pomonok          |

- Brookville
- Cambria Heights
- College Point
- Corona
- Douglaston
- Downtown Flushing
- Edgemere
- Elmhurst
- Far Rockaway
- Floral Park
- Forest Hills
- Forest Hills Gardens
- Fresh Meadows
- Glen Oaks
- Glendale
- Hillcrest
- Hollis
- Holliswood
- Howard Beach
- Hunters Point
- Jackson Heights
- Jamaica
- Jamaica Estates
- Kew Gardens

- Queens Village
- Queensboro Hill
- Ravenswood
- Rego Park
- Richmond Hill
- Ridgewood
- Rochdale
- Rockaway Park
- Rosedale
- Roxbury
- Seaside
- Somerville
- South Jamaica
- South Ozone Park
- Springfield Gardens
- St. Albans
- Steinway
- Sunnyside
- Sunnyside Gardens
- Utopia
- Whitestone
- Woodhaven
- Woodside
- None of the above

23. In which Staten Island neighborhoods do the majority of your programs / activities take place? Check all that apply.

- |  |  |
|--|--|
| <input type="checkbox"/> Annadale          | <input type="checkbox"/> New Dorp          |
| <input type="checkbox"/> Arden Heights     | <input type="checkbox"/> New Dorp Beach    |
| <input type="checkbox"/> Arlington         | <input type="checkbox"/> New Springville   |
| <input type="checkbox"/> Arrochar          | <input type="checkbox"/> Oakwood           |
| <input type="checkbox"/> Bay Terrace       | <input type="checkbox"/> Old Town          |
| <input type="checkbox"/> Bloomfield        | <input type="checkbox"/> Park Hill         |
| <input type="checkbox"/> Bulls Head        | <input type="checkbox"/> Pleasant Plains   |
| <input type="checkbox"/> Butler Manor      | <input type="checkbox"/> Port Ivory        |
| <input type="checkbox"/> Castleton Corners | <input type="checkbox"/> Port Richmond     |
| <input type="checkbox"/> Charleston        | <input type="checkbox"/> Prince's Bay      |
| <input type="checkbox"/> Chelsea           | <input type="checkbox"/> Randall Manor     |
| <input type="checkbox"/> Clifton           | <input type="checkbox"/> Richmond Town     |
| <input type="checkbox"/> Concord           | <input type="checkbox"/> Richmond Valley   |
| <input type="checkbox"/> Dongan Hills      | <input type="checkbox"/> Rosebank          |
| <input type="checkbox"/> Egberville        | <input type="checkbox"/> Rossville         |
| <input type="checkbox"/> Elm Park          | <input type="checkbox"/> Sandy Ground      |
| <input type="checkbox"/> Eltingville       | <input type="checkbox"/> Shore Acres       |
| <input type="checkbox"/> Emerson Hill      | <input type="checkbox"/> Silver Lake       |
| <input type="checkbox"/> Graniteville      | <input type="checkbox"/> South Beach       |
| <input type="checkbox"/> Grant City        | <input type="checkbox"/> St. George        |
| <input type="checkbox"/> Grasmere          | <input type="checkbox"/> Stapleton         |
| <input type="checkbox"/> Great Kills       | <input type="checkbox"/> Sunnyside         |
| <input type="checkbox"/> Greenridge        | <input type="checkbox"/> Todt Hill         |
| <input type="checkbox"/> Grymes Hill       | <input type="checkbox"/> Tompkinsville     |
| <input type="checkbox"/> Heartland Village | <input type="checkbox"/> Tottenville       |
| <input type="checkbox"/> Howland Hook      | <input type="checkbox"/> Travis            |
| <input type="checkbox"/> Huguenot          | <input type="checkbox"/> West Brighton     |
| <input type="checkbox"/> Lighthouse Hill   | <input type="checkbox"/> Westerleigh       |
| <input type="checkbox"/> Manor Heights     | <input type="checkbox"/> Willowbrook       |
| <input type="checkbox"/> Mariner's Harbor  | <input type="checkbox"/> Woodrow           |
| <input type="checkbox"/> Midland Beach     | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> New Brighton      |  |



## HueArts NYC Organizational Survey

### 5. Financial and Other Resources

\* 24. Current fiscal year annual operating or expense budget:

25. What are your top 5 largest sources of income/revenue? Rank 1 through 5.

- |                          |                          |  |                              |
|--------------------------|--------------------------|--|------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Earned: tickets, dues, tuition, etc.   | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Earned: sale of goods, artwork, products, etc.   | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Earned: fees for services (e.g. commissions, speaking engagements, subcontracts, etc.)               | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Earned: space / venue rental income  | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Grants: foundations  | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Grants: corporate  | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Grants: federal government   | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Grants: New York State   | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Grants: municipal government (e.g. Dept. of Cultural Affairs, City Council, Borough President, etc.) | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Grants: re-grants (from arts councils, other nonprofits, etc.)                                       | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Individual Donations   | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Investors  | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | In-kind support (e.g. pro bono services, donated space, etc.)  | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Personal income / savings  | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Loans (from banks, private businesses, etc.)   | <input type="checkbox"/> N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Loans (from family and friends)  | <input type="checkbox"/> N/A |

\* 26. Does your #1 top source of income / revenue comprise more than 50% of your total budget?

- Yes
- No

\* 27. Does your entity have any of the following funds? *Check all that apply.*

- Operating reserve ("rainy day" fund)
- Capital fund
- Endowment
- Not applicable

28. Months of operating expenses covered by your operating reserves? (optional)

\* 29. What chronically bars you from accessing funding / capital investment? *Check all that apply.*

- Lack of access to key decision-makers and entities (e.g. high net-worth investors, individual donors, foundation contacts, etc.)
- Applications denied
- Difficulty meeting the required qualifications (e.g. budget size, nonprofit status, etc.)
- Avoiding debts (e.g. credit cards, borrowing from friends & family, etc)
- Difficulty obtaining business loans and/or investment capital
- Government / Foundation application process is too complicated and time-consuming
- Language barriers
- Limited experience with grant-writing or loan application or angel investment process
- Limited staff capacity to devote necessary research and cultivation efforts to building support & investment (e.g. individual donors)
- Limited time and staff capacity to submit all the paperwork (e.g. grants, PPP, loans, etc)
- Rely on securing sub-contracts and/or commissions from larger mainstream cultural institutions
- Other (please specify)

\* 30. Besides money, what resources do you need most at this moment? *Check only 3.*

- Affordable office space
- Affordable programming space
- Audiences
- Healthcare / health insurance
- Infrastructure (e.g. technology, tech support, management systems, etc.)
- Leadership & Board development (recruitment + training)
- Organizational / business development (e.g. marketing, business plan, strategic plan, etc.)
- Peer & Mentor networking opportunities
- Professional development + training
- Staffing
- Visibility (e.g. press)
- Volunteers
- Other (please specify)

\* 31. In what ways has the pandemic changed pre-existing funding, programming, or operational strategies, challenges, or results? (250 character limit)



## HueArts NYC Organizational Survey

### 6. Leadership & Staff

\* 32. Please provide the total number of personnel in each of the following categories (e.g. Paid or Unpaid staff total will include Senior Leadership (staff)):

Founders	<input type="text"/>
Board members / Owners	<input type="text"/>
Senior Leadership (staff)	<input type="text"/>
Paid Staff (full-time)	<input type="text"/>
Paid Staff (part-time)	<input type="text"/>
Unpaid Staff	<input type="text"/>

\* 33. Title(s) that comprise your entity's senior leadership staff (those with decision-making power):

34. Number of current POC staff members who identify with the following groups (optional):

Disabled	<input type="text"/>
LGBTQIA+	<input type="text"/>

35. Number of current POC board members who identify with the following groups (optional):

Disabled	<input type="text"/>
LGBTQIA+	<input type="text"/>

\* 36. Indicate the demographics of each group using percentages.

	Founders	Board / Owners	Senior Leadership (Staff)	Staff (paid + unpaid)
Black	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Latinx	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Indigenous	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Asian	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Pacific Islander	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Middle Eastern	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Multi-racial	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
White	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Other (please specify)

\* 37. Identify areas of strength or growth for:

	Staff (paid + unpaid)	Board members / Owners
Arts knowledge	<input type="text"/>	<input type="text"/>
Communications & marketing	<input type="text"/>	<input type="text"/>
Community representation	<input type="text"/>	<input type="text"/>
Fundraising	<input type="text"/>	<input type="text"/>
Financial management	<input type="text"/>	<input type="text"/>
Management skills	<input type="text"/>	<input type="text"/>
Audience development	<input type="text"/>	<input type="text"/>
Program content + design	<input type="text"/>	<input type="text"/>
Racial diversity	<input type="text"/>	<input type="text"/>
Strategy: visioning	<input type="text"/>	<input type="text"/>

Other (please specify)



## HueArts NYC Organizational Survey

### 7. Growing Deeper

\* 38. What is a top priority for your entity in the 2021-2022 year? (250 character limit)

\* 39. What do you dream of doing if fully resourced?

\* 40. What do you consider a unique strength or asset of POC arts entities / communities?

\* 41. How would a POC-focused arts directory and map be most helpful to you?

42. Are there any additional comments or insights that you would like to share? (400 character limit)



## HueArts NYC Organizational Survey

### 8. Contact Information

\* 43. Primary contact: (First and last name)

\* 44. Contact email:

\* 45. Contact phone number:

46. Website:

47. Link to your donation or sales page:

48. Links to Social Media Profiles:

Twitter:

Instagram:

Facebook:

49. The address you enter will correspond to your location on the map and directory (e.g. 113 Hester St). *Please omit the apartment/suite number of your address.*

Street Address

Zip Code



## HueArts NYC Organizational Survey

### 9. Thank You!

**Thank you for completing the HueArts Organizational Survey. We look forward to being in touch with you about this project. Please feel free to contact us at [hueartsnyc@museumhue.com](mailto:hueartsnyc@museumhue.com) with any questions or concerns.**

**We encourage you to share the link to this survey with other POC arts leaders.**

**To learn more about HueArts, visit [our website](#).**