

Marketing Study for the Citizens' Planning Committee of Pleasant Ridge, Kennedy Heights and Silverton, 2007

SURVEY HIGHLIGHTS

Purpose of the Study: To survey the three communities and assist their Citizens' Planning Committee to create a sustainable **Montgomery Corridor Arts Collaborative**. This new arts collaboration would support arts venues, education, housing, entrepreneurship and arts-related businesses throughout Pleasant Ridge, Kennedy Heights, and the City of Silverton—adjacent 'first-suburbs' of Greater Cincinnati built along Montgomery Road.

The Research Question: Are current consumer resources sufficient to support the development of the **Montgomery Corridor Arts Collaborative** and sustain it from a marketing perspective?

The Research Plan: A survey designed to identify consumer attitudes and behaviors towards the arts was distributed by volunteers throughout the three core communities at a variety of public gathering places. 419 surveys were returned and all the data were analyzed. More than 40 business owners were randomly selected, surveyed and interviewed by the researcher to explore their attitudes toward an Arts Collaborative.

Survey Questions

- 1) Why do you live or work in, or visit Pleasant Ridge, Kennedy Heights or Silverton?
- 2) How often do you or your family enjoy these arts in your communities?
- 3) What would you like to see more of in your communities?
- 4) What makes you decide to attend a local arts event in your communities?

Conclusions and Recommendations

- Most respondents select Pleasant Ridge, Kennedy Heights and Silverton for their schools, their diversity and their city living. The **Montgomery Corridor Arts Collaborative** should build upon these positive community perceptions.
- "Performing arts" and "arts schools/support services" are the arts-related businesses that respondents say they now enjoy most often and also want more of in the future. While "film/multimedia arts" and "craft arts" do not have as much current support, they rank just behind "performing arts" and "arts schools/support services" when respondents say what they want more of in the future. Closely following them are "museums/collections" and "visual arts/photography." These data patterns should influence planning and marketing for the **Montgomery Corridor Arts Collaborative**.
- Since the majority of respondents report that they seldom patronize local arts-related businesses at present, a huge market is available for exploiting.
- While overall cost and information about what's happening have strong influence on respondents' participation in the arts, both the events themselves and the information about them must be easy to access in order for respondents to become customers.
- Respondents' strong interest in supporting local arts and artists, and in experiencing diverse arts events within their communities suggests their readiness to support the **Montgomery Corridor Arts Collaborative**.

The Citizens' Planning Committee (CPC) represents a collaboration of interests across the core communities working in alignment with the redevelopment goals of each neighborhood. More than two dozen people who live or work in these communities, plus representatives from each of their governing bodies comprise the CPC.