



**\*\*PLEASE NOTE: This year's Member's Forum date is forthcoming. An announcement will be made via e-mail. \***

**STUDIO INFORMATION AND ATTENDANCE**

- 1. Studio Location/City (Optional): \_\_\_\_\_ Map # (Optional): \_\_\_\_\_
- 2. How many years have you participated in East Bay Open Studios? \_\_\_\_\_
- 3. Approximate number of visitors you received per day:  
 Saturday, June 4: \_\_\_\_\_ Sunday, June 5: \_\_\_\_\_ Saturday, June 11: \_\_\_\_\_ Sunday, June 12: \_\_\_\_\_

**OUTCOMES**

- 4. What were the outcomes for your East Bay Open Studios participation? (Check all that apply)  
 Broaden audience  Develop mailing list  Sales  Meet Artists  
 Exhibit work  Clean Studio  Expand Professional contacts/opportunities  Other: \_\_\_\_\_
- 5. Please indicate the approximate gross sales: \$\_\_\_\_\_ OR Check the box that reflects your sales:  
 \$0  \$1 - \$500  \$501 - \$1000  \$1001 - \$5000  \$5001 - \$10,000  \$10,001-\$15,000  \$15,001+
- 6. What types of items were available for sale in your studio? (Check all that apply)  
 Original works  Prints  Cards  Other: \_\_\_\_\_

**YOUR STUDIO MARKETING**

- 7. Which of the following marketing strategies, if any, did you use to promote your studio? (Check all that apply.)  
 EBOS postcards  EBOS posters  EBOS Yard Signs  Directory of East Bay Arts  
 Pro Arts workshops (EBOS 101, Marketing 101, Networking Receptions and Installation 101)  
 My own posters  My own postcards  Direct Mail  E-mail  Street signage  Advertising
- 8. If you utilized street signage to promote your Open Studio, how many signs did you place? \_\_\_\_\_

**EVENT PROMOTION**

- 9. Where do you want Pro Arts to promote the event? Please PRIORITIZE types of media for event publicity:  
 (1 = Highest Priority, 6 = Lowest Priority)  
 \_\_\_ Print Ads \_\_\_ Radio \_\_\_ TV \_\_\_ Internet \_\_\_ Billboards \_\_\_ Other: \_\_\_\_\_
- 10. Please PRIORITIZE your top 3 print media picks for event publicity: (1 = Highest Priority, 6 = Lowest Priority)  
 \_\_\_ East Bay Express \_\_\_ San Francisco Chronicle: Pink Section \_\_\_ Chronicle 96 Hours \_\_\_ Oakland Tribune  
 \_\_\_ Contra Costa Times \_\_\_ West County Times \_\_\_ Diablo Magazine \_\_\_ The Montclair/Hills Papers  
 \_\_\_ The East Bay Monthly \_\_\_ Oakland Magazine \_\_\_ The Guardian \_\_\_ San Francisco Magazine \_\_\_ SF Examiner

**EVALUATION**

- 11. Please check the response that most reflects your agreement with the following statements:  
 a. The Artist registration process was easy and straightforward.  
 Strongly Agree  Agree  Disagree  Strongly Disagree  Neither Agree or Disagree
- b. Pro Arts staff is helpful.  
 Strongly Agree  Agree  Disagree  Strongly Disagree  Neither Agree or Disagree
- c. The Directory of East Bay Arts is professional and useful.



East Bay Open Studios 2011  
Artist Evaluation Form

Strongly Agree    Agree    Disagree    Strongly Disagree    Neither Agree or Disagree

d. Overall publicity and promotion is appropriate for the event.

Strongly Agree    Agree    Disagree    Strongly Disagree    Neither Agree or Disagree

e. The tips and email communications by email are helpful.

Strongly Agree    Agree    Disagree    Strongly Disagree    Neither Agree or Disagree

f. East Bay Open Studios is a worthwhile event and good investment.

Strongly Agree    Agree    Disagree    Strongly Disagree    Neither Agree or Disagree

12. What worked best for you this year? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

13. What would you want to see or do different next year? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. Do you have specific feedback about the Preview Exhibition? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

15. General Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**MEETING ARTISTS' NEEDS**

16. Which Pro Arts services do you consider most valuable in supporting your practice?

\_\_\_ Exhibition Opportunities   \_\_\_ Directory of East Bay Arts   \_\_\_ Artist Listings online/publications   \_\_\_ East Bay Open Studios  
\_\_\_ Networking   \_\_\_ Gallery Exhibitions   \_\_\_ Info on artist resources   \_\_\_ Gallery Workshops   \_\_\_ Gallery Store

17. I use Open Studios to \_\_\_\_\_

18. The hardest part about being an artist is \_\_\_\_\_

19. To support my art making, I want Pro Arts to \_\_\_\_\_

20. Pro Arts' mission is to serve the ongoing needs of artists. What do you need the most right now?  
\_\_\_\_\_

21. If you could change one thing about Pro Arts (or East Bay Open Studios) what would it be?  
\_\_\_\_\_

**OPTIONAL:**

I will contribute 5% of my sales to support artist services, exhibitions, publicity and the Youth Fellows Initiative.

Volunteering: Please contact me to volunteer.

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_