**Southern Vermont Zone CEDS  
Arts focus group July 18, 2018  
Manchester**

gleanings/advice/cautions for SeVEDS and RED:

What is the biggest impediment to expand or provide service

* Where are the people under 30 for this focus group?
* We need housing for artists and actors
* Single biggest budget item for major theater is housing
* Appropriate tourist accommodations (places are run down)
* Transportation to the middle of the state (route 100) from airports, trains etc
* Our young employees have no social community (they are like islands in a sea of old people)
* Lack of regional marketing tied into state efforts
* More human capacity to grow my magazine
* Volunteers and shoestring capacity
* Diversity may impact ability to sttract people of color
* Retention IS impacted by diversity (or lack thereof)
* Shallow dating pool
* See notes from Southern Vermont Zone report
* Connectivity

Trends we are seeing

* Aging supporters and patrons
* Rising stratification in price point – locals can’t access
* Collaboration through the Vermont arts council
* Digitalization of entertainment – competition w Netflix
* Improvisation is attracting younger audiences
* Novel or innovative presentations of art (pocket spaces etc)
* Young people moving in are having to wait for Pre-K
* Networking and Arts integration
* Non-traditional performances
* Therapeutic arts
* Arts as a driver for community wellness
* Experiential travel

One thing that would make it easier for you to grow your business

* Lower property taxes
* Access to high speed internet
* Increased investment
* Increased awareness
* More arts funding in schools
* More support for investment of public dollars
* Single regional creative advocate
* Networking opportunities and cross sector collaborations
* Cross discipline networking
* Connecting with higher ed
* Getting rid of the 6% tax on tickets for performances
* Integration with chambers of commerce
* An arts czar
* Collaboration with ski resorts
* Marketing of existing efforts
* Coalition of arts organizations (I’ll wait to meet up with interested parties after meeting)
* Merging of northshire and southshire efforts