

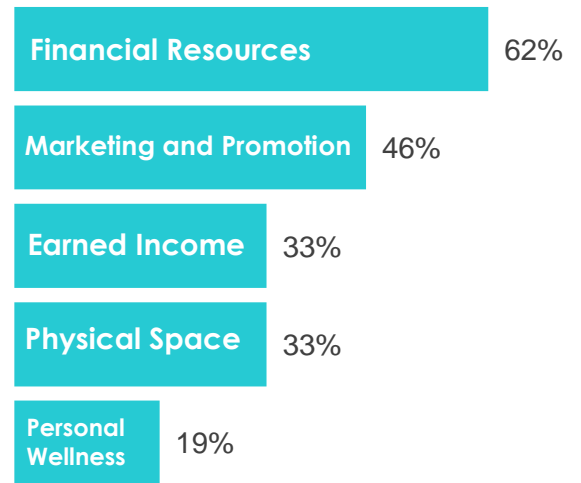


## Survey Summary

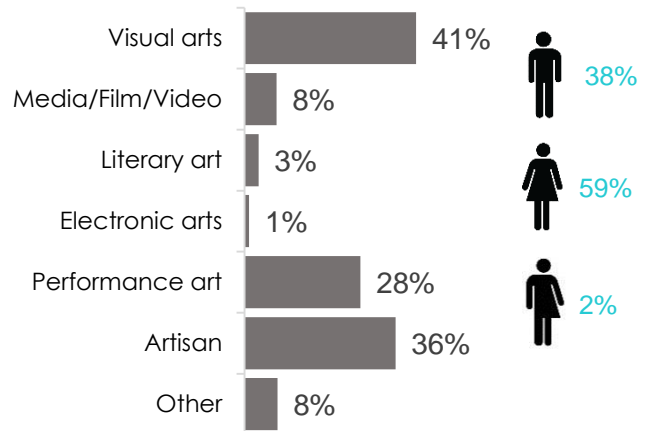
# 528

Albuquerque artists participated

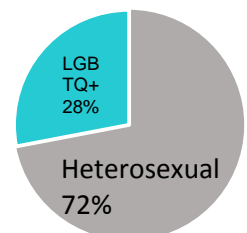
### Top five most pressing issues identified by artists in Albuquerque:



### Who took this survey?



59% White  
 20% Hispanic  
 13% Multi-racial  
 4% Black  
 3% Native American  
 2% Asian



**Tipping Points for Creatives** is a partnership between the City of Albuquerque's **Cultural Services** and **Economic Development** departments. It was launched in March 2019 to better understand and address the needs of artists in Albuquerque. For more information and further program developments, visit [cultureabq.com](http://cultureabq.com).

### Albuquerque artists' challenges in their own words:

What keeps you up at night when it comes to practicing and sustaining your art?

Financial instability. Making a living as an artist only works some of the time for me. I need a manager. Being an artist and also having to figure out how to sell and market myself is difficult to near impossible at times.

I know how to create but have a hard time with the business part. Paperwork, orders, networking with locals etc.

The difficulty of finding appropriate venues to showcase my art. But once a venue is found, the additional hoops to jump through can make it discouraging.

If you could wave a magic wand, what resource, tool, or service would be the most helpful in taking you to the next level?

Unified marketing base to expose the rich, artistic resources available in our city.

Closer ties to the community of artist, promotional tools, marketing tools, financial resources, and understanding the art market in New Mexico.

Artist recognition and places to exhibit for those of us who have something to say or share but have not yet had the ability to be exhibited by more exclusive galleries.

