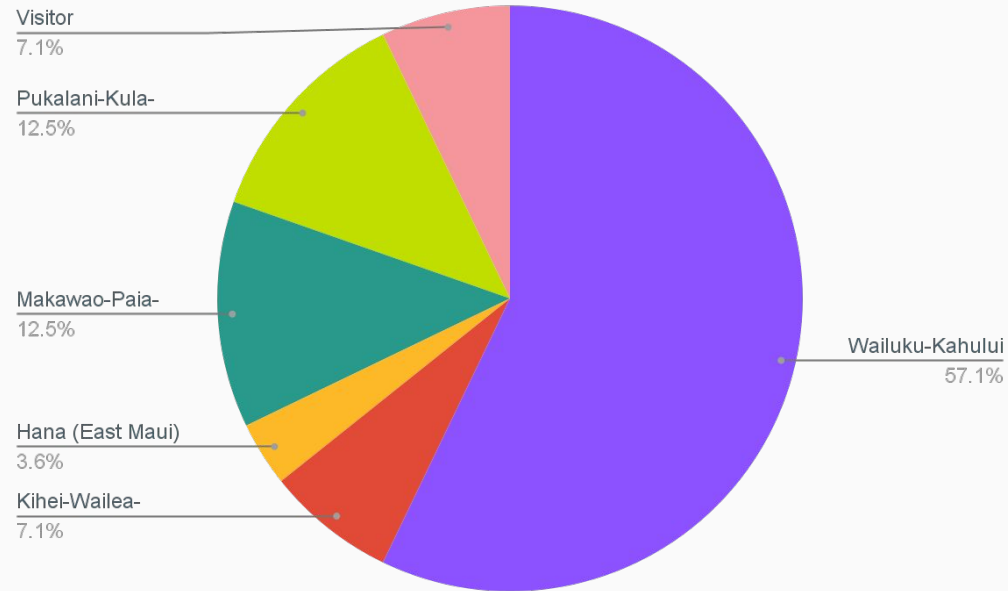


WAILUKU ARTS DISTRICT

COMMUNITY SURVEY - PRELIM RESULTS

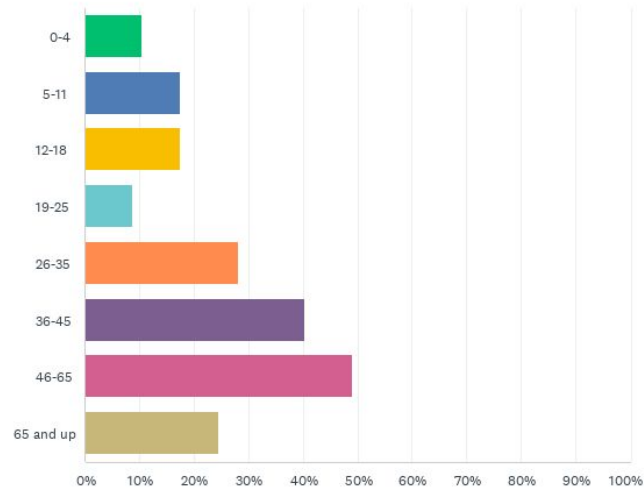
Who is taking the survey?

- n = 56
- 57% of respondents live in Wailuku - Kahului (Central Maui)



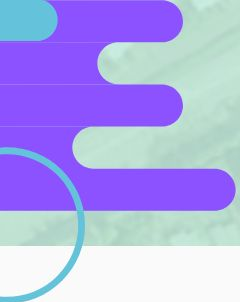
Who is taking the survey?

- n = 56
- Age ranges of household members (multiple selections possible)



Relationship to Wailuku Town

ANSWER CHOICES	RESPONSES
▼ I shop or get services in Wailuku	79.63% 43
▼ I regularly visit Wailuku town	64.81% 35
▼ I work in Wailuku	48.15% 26
▼ I attend arts events, classes, or programs in Wailuku	46.30% 25
▼ I have family in Wailuku	44.44% 24
▼ I own a business in Wailuku town	25.93% 14
▼ I am an artist, performer and/or cultural practitioner in Wailuku	16.67% 9
▼ I administer an arts organization in Wailuku town	3.70% 2
▼ I have little to no relationship to Wailuku	0.00% 0
Total Respondents: 54	



What do you think are currently the greatest challenge(s) for the arts in Wailuku town? (Select all that apply) n = 54

1. Parking
2. Lack of evening dining options
3. Feeling that Wailuku is unsafe after dark
4. Funding
5. Lack of arts spaces
6. Lack of coordinated marketing and outreach
7. Lack of organized programming
8. Other (7 responses)

Greatest challenges: breakdown

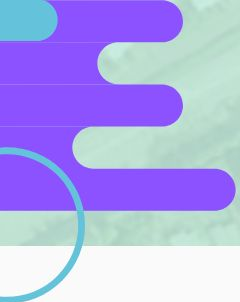
ANSWER CHOICES	RESPONSES
▼ Parking	74.07% 40
▼ Lack of evening dining options	62.96% 34
▼ Feeling that Wailuku is unsafe after dark	59.26% 32
▼ Funding	46.30% 25
▼ Lack of arts spaces	44.44% 24
▼ Lack of coordinated marketing and outreach	35.19% 19
▼ Lack of organized programming	31.48% 17
▼ Other (please specify) Responses	12.96% 7
Total Respondents: 54	

“Other” themes include: lack of “evening energy,” lack of “center of town,” homelessness, empty buildings, pedestrian safety.

What are the most valuable objectives the Wailuku Arts District could have? (Select all that apply) n=55

ANSWER CHOICES	RESPONSES
▼ Maintaining a clean & safe area	78.18% 43
▼ Events coordinated with local businesses	76.36% 42
▼ Parking and/or shuttle coordination	47.27% 26
▼ Collaborative programming	45.45% 25
▼ Programming geared toward the demographic of the neighborhood	41.82% 23
▼ Better facility planning and maintenance	38.18% 21
▼ Other (please specify) Responses	12.73% 7

“Other” themes include: more dining choices, pedestrian/safety, bring more people, improve marketing, more small businesses.



What types of opportunities do you envision for Wailuku town as an arts district? **n=36**

General Themes:

Art shows, restaurants and food, markets, locally-owned businesses, arts programs, cross-promotion, family activities, arts education (and connections with schools), economic growth, walking tours.

What concerns would you like the Wailuku Arts District to address? n=54

ANSWER CHOICES	RESPONSES	
▼ Maintain cleanliness	77.78%	42
▼ Ensure walkability and safety for pedestrians	72.22%	39
▼ Coordinate with local stakeholders to ensure safety	50.00%	27
▼ Organize more programming	50.00%	27
▼ Identify and organize educational programming opportunities	50.00%	27
▼ Better advertisement for activities and programs	46.30%	25
▼ Other (please specify)	Responses 14.81%	8
Total Respondents: 54		

“Other” themes include: Locally geared, maintain historic charm, opening local businesses, arts programs unique to Maui, one-stop-shop for programming.



How would a locally-driven, culturally rooted arts district impact you as a member of the public, business owner, or arts org? n=39

- About 70% of respondents offered an answer
- General themes:
 - More involvement and engagement of local community
 - Boost for local businesses
 - Honoring culture
 - Connecting to the arts
 - Empowering artists and business owners
 - Sense of belonging and pride
 - Sense of community/neighborhood pride
- One person said “little impact”



Do you have any concerns about unintended consequences of an arts district? n=30

General themes: Commercialization, tourism, parking, overcrowding/traffic, gentrification, safety, competition with existing businesses, inclusivity, maintaining Wailuku roots and culture.

What types of programs might you participate in if offered at HOA or elsewhere in the district? n=54

ANSWER CHOICES	RESPONSES
▼ Community events and festivals	87.04% 47
▼ Art exhibits	75.93% 41
▼ Hula and 'oiwi art (hula, lei making, kapa, la'aulapa'au, etc.)	70.37% 38
▼ Cooking or culinary arts classes	64.81% 35
▼ Culture or language classes	62.96% 34
▼ Music lessons (i.e. piano, ukulele, guitar, voice etc.)	51.85% 28
▼ Health & Fitness classes (i.e. tai chi, Zumba, aerobics)	46.30% 25
▼ Kupuna or keiki activities	46.30% 25
▼ Poetry, storytelling or film workshops	38.89% 21
▼ Other (please specify) Responses	12.96% 7
Total Respondents: 54	

“Other” themes: Specific types of classes, performances but not workshops, food, First Friday, tours

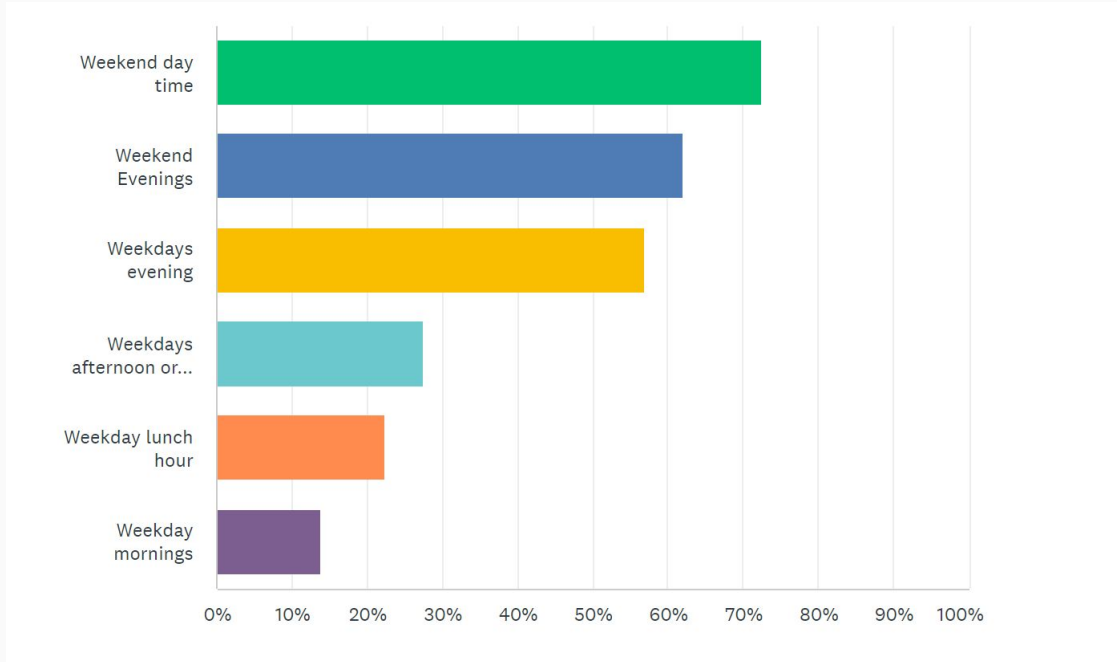
What other cultural activities would you like to see coordinated through HOA or the Wailuku Arts District? n=51

ANSWER CHOICES	RESPONSES
▼ Art and historic walking tours	80.39% 41
▼ Traveling cultural exhibits	70.59% 36
▼ Huaka'i or work service projects in cultural landscapes (i.e. Ka'ehu Bay, Waihe'e Dune Preserve, West Maui Watershed, Kepaniwai etc.)	68.63% 35
▼ Oral history projects	52.94% 27
▼ Panel discussions or community presentations	50.98% 26
▼ Other (please specify) Responses	7.84% 4
Total Respondents: 51	

“Other” themes: Food, taiko, locally-geared activities, history of Wailuku

What times of day would you or a member of your household be most likely to utilize the HOA facility or other district offerings?

n=56





Additional Comments: Summary n=11

- People asking to volunteer and offer their talents to the Arts District
- Positive HOA feedback
- Reiterating concerns about safety



Overall Emerging Themes

- Safety, cleanliness and walkability
- Maintaining culture and historic elements of Wailuku town
- Locally-gearred events, programming etc.
- General support for the objectives of the Wailuku Arts District

Gaps/Qs moving forward: Feedback on space/public space/facilities in the area?