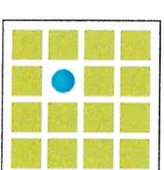


Star of Hope
Community Engagement Research
Presentation
January 2020



Portland
Research
Group

Agenda

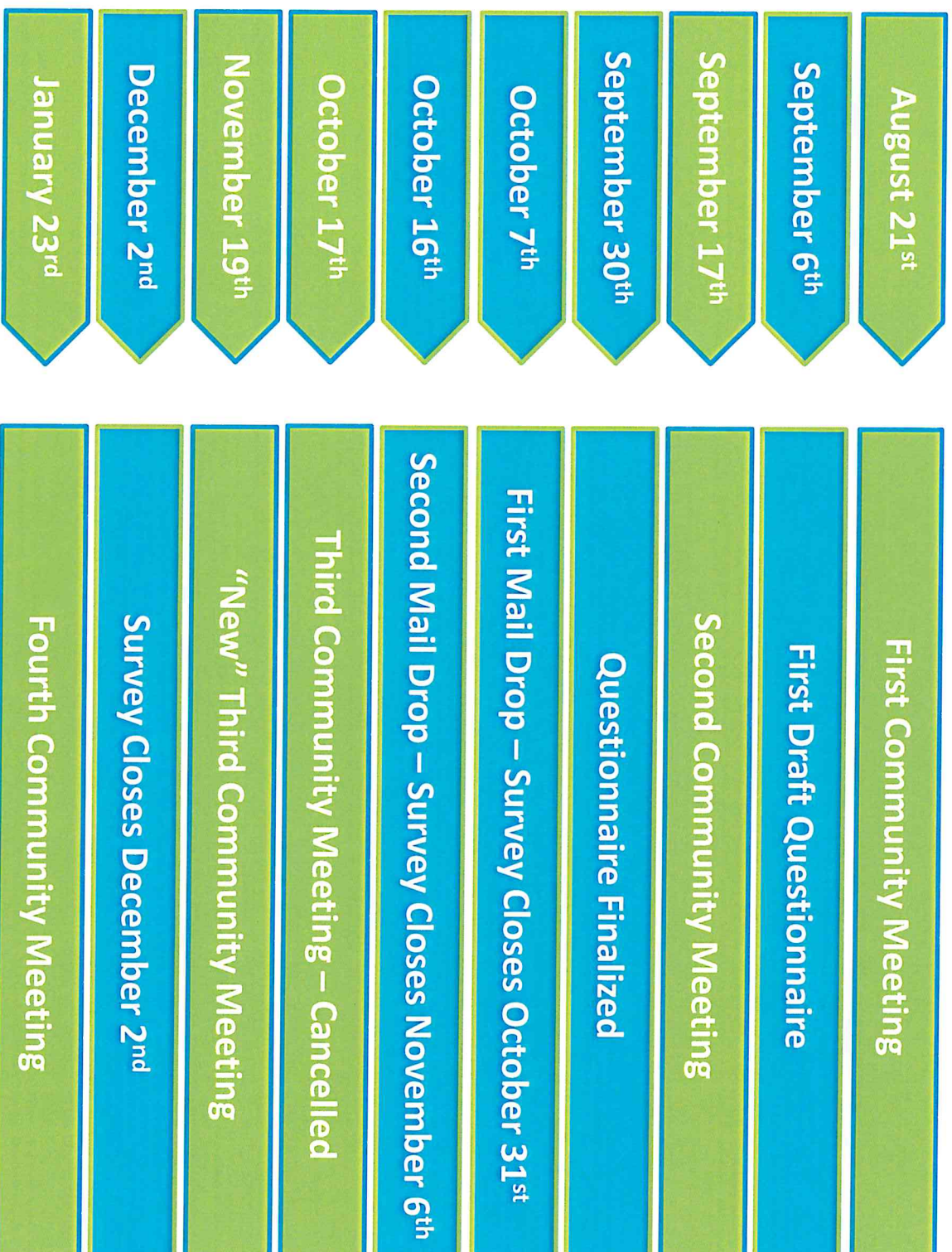
- Objectives
- Community Engagement Research Process
- Methodology
- Research Results



Objectives

- The primary objective of this research is to obtain ideas about how the Vinalhaven Community would like to see the Star of Hope Foundation engage with the community.
- Specific learning includes:
 - Understanding perceptions about how the Star of Hope Foundation can best collaborate with the Vinalhaven Community;
 - Gauging impressions of various uses of the Star of Hope Lodge and other real estate holdings;
 - Determining the perceived importance of Robert Indiana's artwork and collection remaining on the island;
 - Measuring ideas about the importance of Foundation support for various types of programs and impressions of collaboration with different types of organizations both on and off the island;
 - Exploring impressions of the Foundation's potential economic impact and impact on island resources; and
 - Identifying preferred methods for the Foundation to keep the Vinalhaven Community updated.
- **Please note the purpose of this research is to generate ideas the Star of Hope Foundation Board can consider – it should not be construed as a vote.**

Community Engagement Research Process



Methodology

<p>Respondent Criteria</p>	<ul style="list-style-type: none"> • Respondents are Vinalhaven residents (year-round and seasonal) and property holders.
<p>Access to Survey</p>	<ul style="list-style-type: none"> • Vinalhaven Property Tax File • EDDM – Every Door Direct Mail • Star of Hope Website • Email to those who signed-up to receive email updates • Community Meeting on November 19th • <i>The Wind</i>
<p>Data Collection</p>	<ul style="list-style-type: none"> • Web Survey: October 8 to December 10, 2019 • Mail Survey: October 9 to December 9, 2019
<p>Respondent Counts</p>	<ul style="list-style-type: none"> • n=256 (n=127 web; n=129 mail); Response rate ≈ 21.3% • Target population: N≈1,200
<p>Research Caveat</p>	<ul style="list-style-type: none"> • This report provides many useful insights with reasonable sample sizes.

Methodology: Sample Segments

	<u>Sample Size (Known Percent)</u> (n=256)
Total	
Age	
Under 45	18%
45 to 64	28%
65 or older	47%
Residence on Island	
12 months per year (year-round)	48%
4 to 11 months	27%
3 months or less	23%
Years Living on Vinalhaven	
10 or less	20%
11 to 20	16%
More than 20	63%
Residence In or Near Village Center	
Yes	54%
No	37%

	<u>Sample Size (Known Percent)</u> (n=256)
Total	
Children <18 in Household	
Yes	14%
No	76%
Own Business in Vinalhaven	
Yes	30%
No	68%
Income	
Less than \$100,000	36%
\$100,000 or more	29%
Gender	
Female	53%
Male	34%
No preference	7%

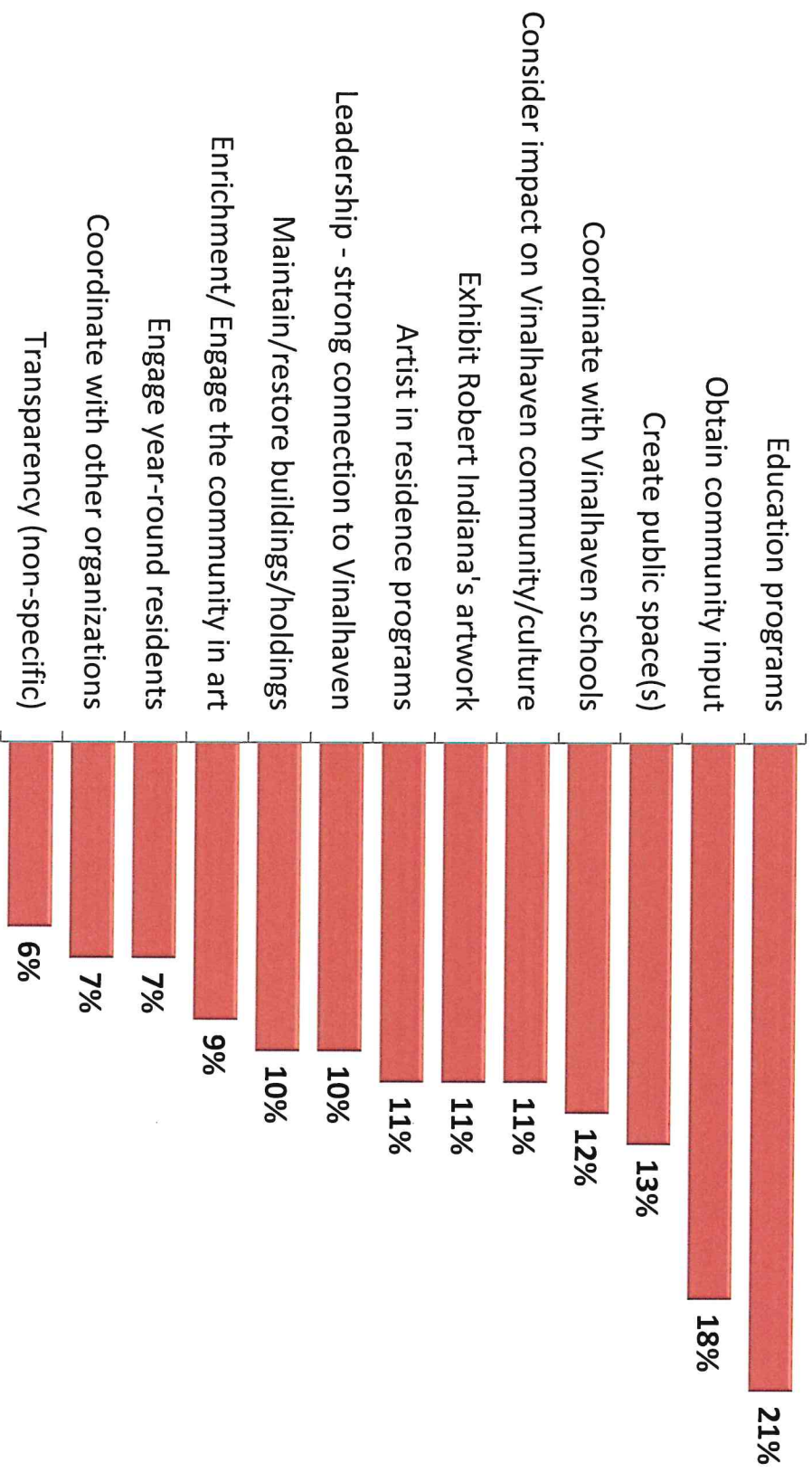
Research Results



How Foundation Can Best Collaborate with Community

How Foundation Can Best Collaborate with Community

Base: Those who provided a response (n=219)

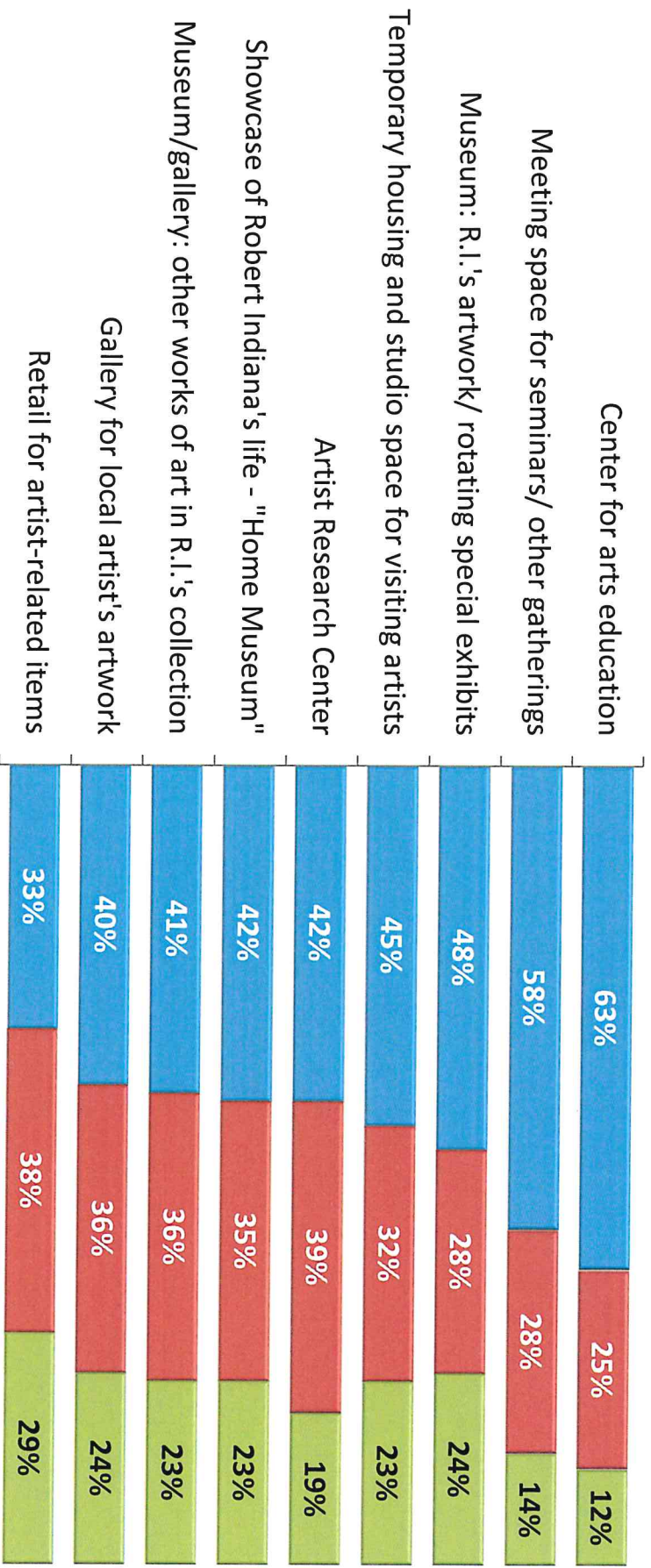


➤ Q1. Based on its Mission, please describe how you feel the Star of Hope Foundation can best collaborate with the community of Vinalhaven. (Unaided, multiple responses)

Perceptions of Ideas for Star of Hope Lodge

Feelings About Ideas for Star of Hope Lodge

Base: Those who provided a response regarding each idea (n=244 – 251)

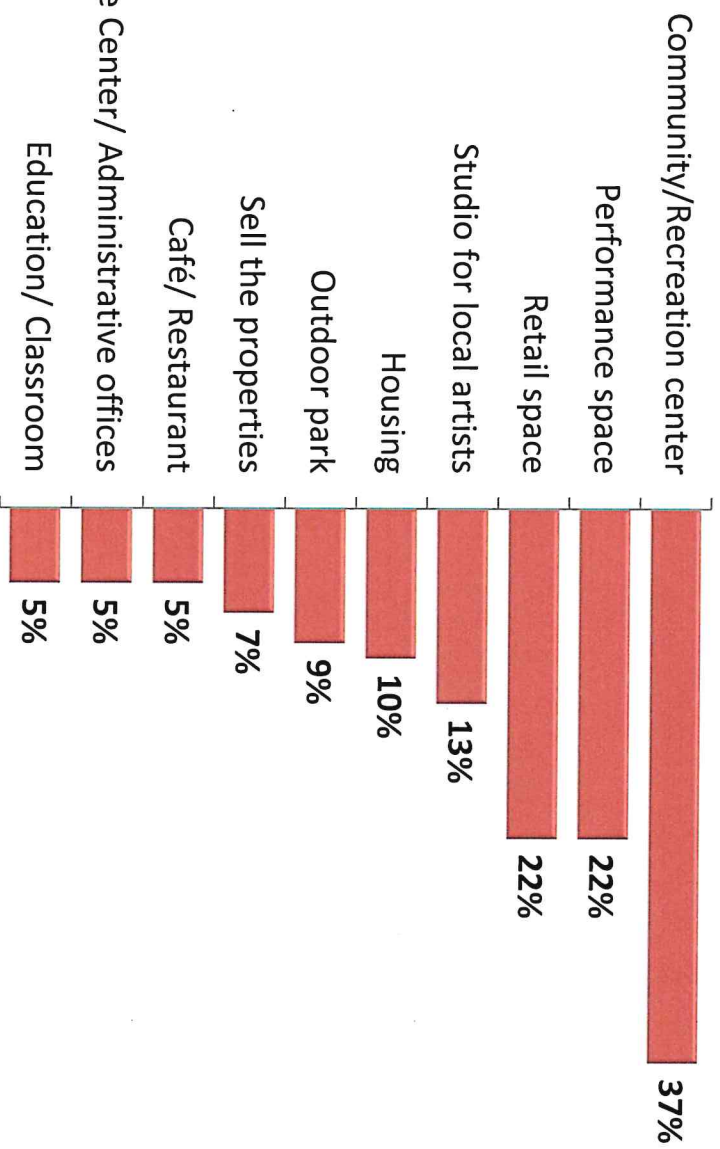


➤ Q2. Focus on the Star of Hope Lodge located on Main Street in the center of Vinalhaven. Assume that the building will be renovated appropriately for how it will be used. Please indicate the extent to which you feel positive or negative, if either, about each of the following ideas for using the Star of Hope Lodge in the future. (Ten-point scale: 1="Very Negative", 10="Very Positive")

Other Uses for Star of Hope Holdings

Other Uses for Star of Hope Holdings

Base: Those who provided a response (n=143)

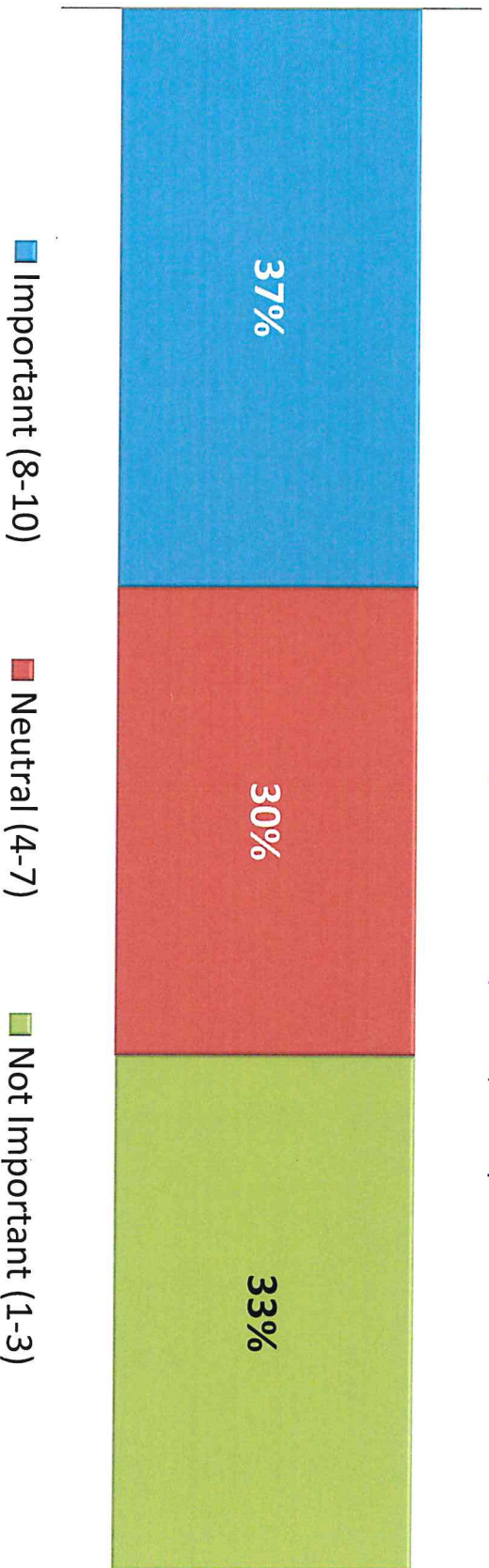


➤ Q3. What other uses of the Star of Hope Lodge, not listed above in Q2, if any, would you like the Star of Hope Foundation to consider? Also, please list ideas you have for using the other three real estate holdings that are part of the Foundation (3 Clamshell Alley, 10 Main Street, and 7 Windy Way). (Unaided, multiple responses)

Importance of Artwork and Collection Remaining On Island

Importance of Artwork and Collection Remaining On Island

Base: Those who provided a response (n=252)

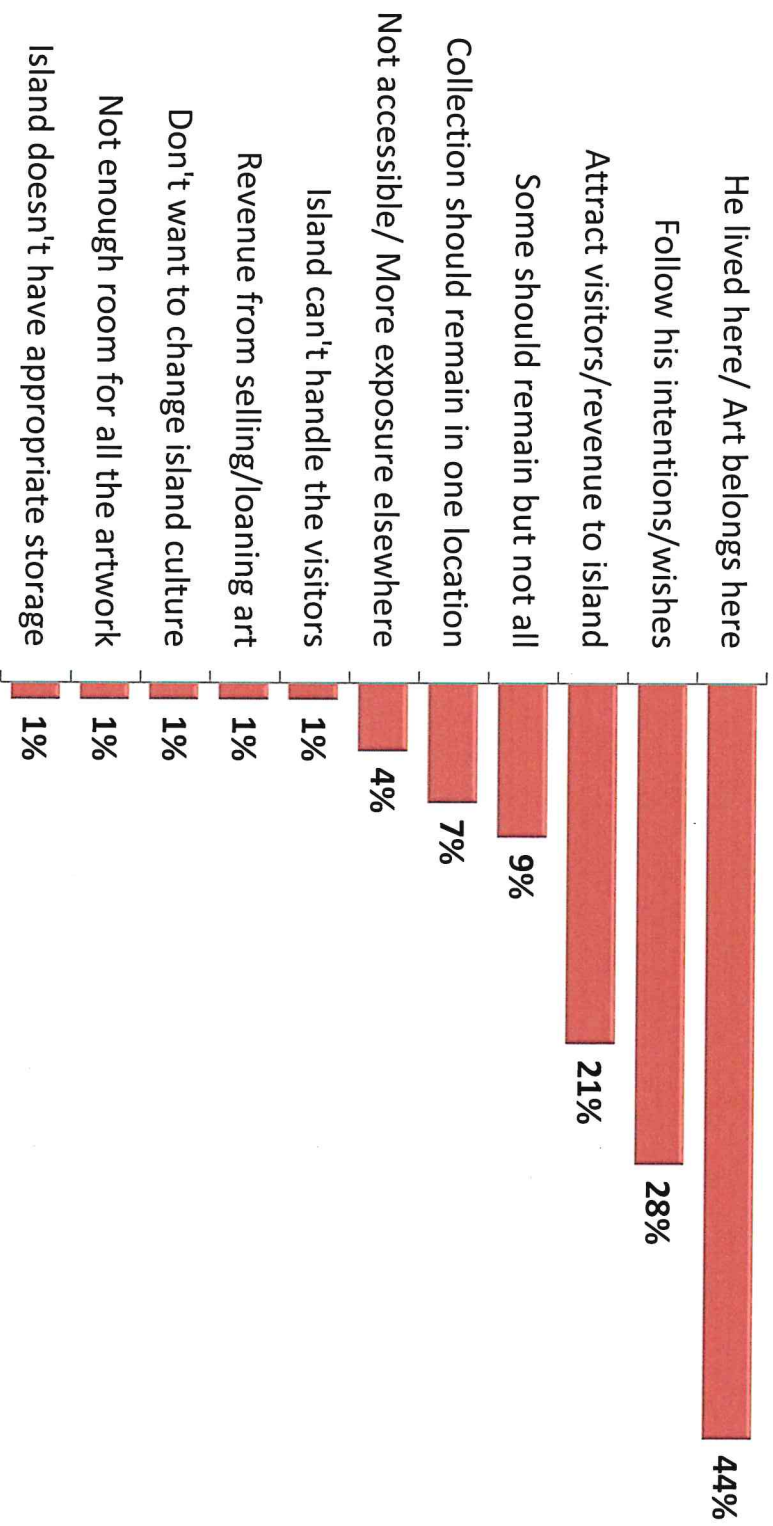


➤ Q4. Please rate how not important or important it is to you that as much of Robert Indiana's artwork and collection as possible remains on the island. (Ten-point scale: 1="Not at All Important", 10="Very Important")

Collection Remaining on Island: **Important**

Reasons for Rating: **Important**

Base: Those who provided an “important” (8-10) rating in Q4 and provided a response
(n=82)

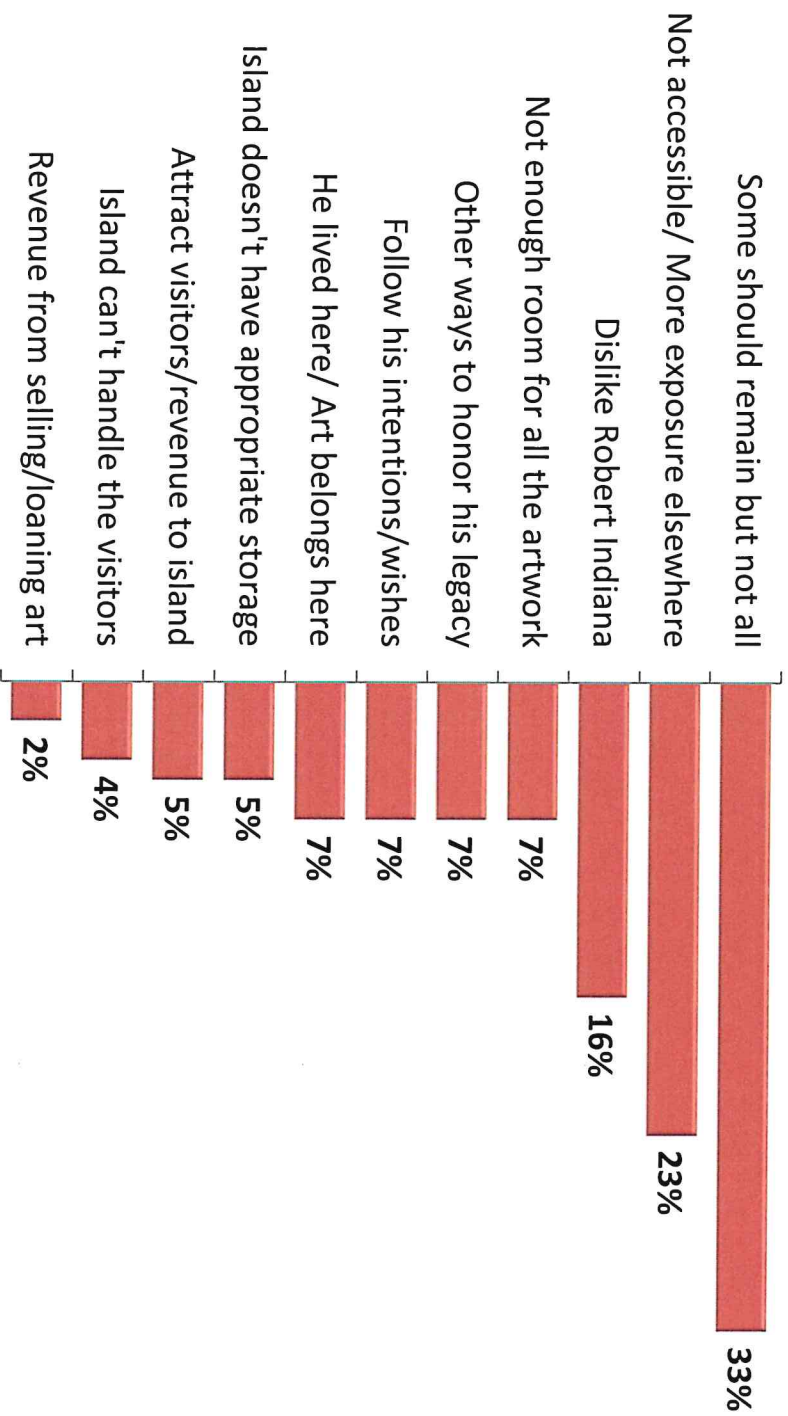


- Q4. Please rate how not important or important it is to you that as much of Robert Indiana's artwork and collection as possible remains on the island. (Ten-point scale: 1="Not at All Important", 10="Very Important")
- Q5. Please explain reasons for your rating in Q4. (Unaided, multiple responses)

Collection Remaining on Island: **Neutral**

Reasons for Rating: **Neutral**

Base: Those who provided a “neutral” (4-7) rating in Q4 and provided a response (n=57)

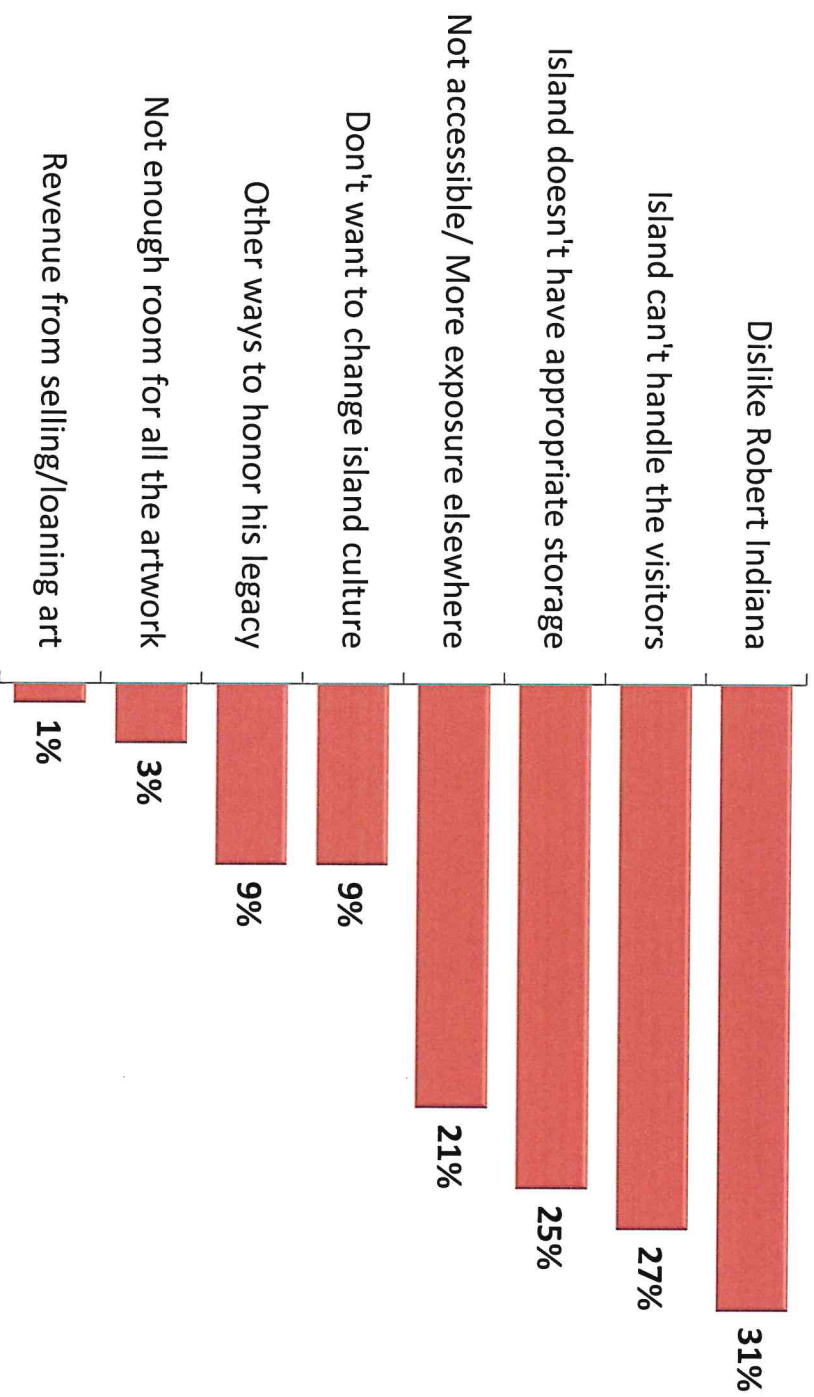


- Q4. Please rate how not important or important it is to you that as much of Robert Indiana's artwork and collection as possible remains on the island. (Ten-point scale: 1="Not at All Important", 10="Very Important")
- Q5. Please explain reasons for your rating in Q4. (Unaided, multiple responses)

Collection Remaining on Island: Not Important

Reasons for Rating: Not Important

Base: Those who provided a “not important” (1-3) rating in Q4 and provided a response (n=71)

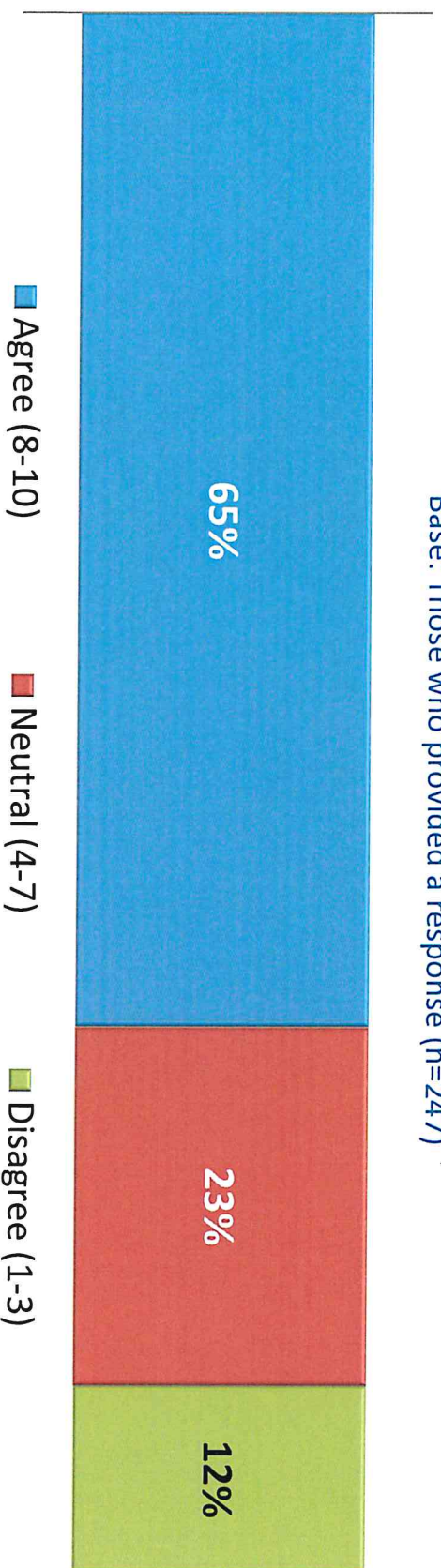


- Q4. Please rate how not important or important it is to you that as much of Robert Indiana's artwork and collection as possible remains on the island. (Ten-point scale: 1="Not at All Important", 10="Very Important")
- Q5. Please explain reasons for your rating in Q4. (Unaided, multiple responses)

Agreement Foundation Should Focus On Impacting Economy

Agreement Foundation Should Focus on Positively Impacting Vinalhaven Economy

Base: Those who provided a response (n=247)

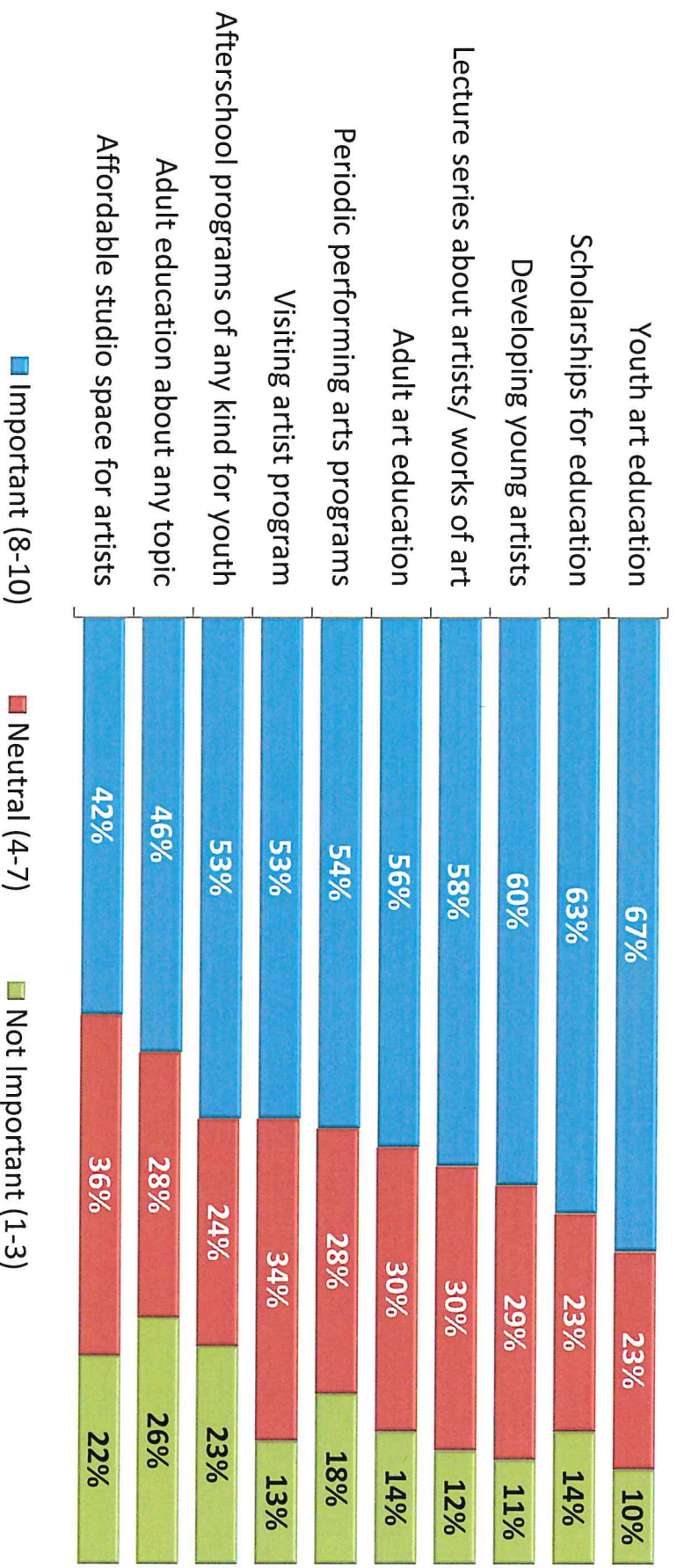


- Q6. To what extent do you disagree or agree that one focus of the mission of the Star of Hope Foundation should be to implement initiatives that have a strong positive impact on the Vinalhaven economy? (Ten-point scale: 1="Strongly Disagree"; 10="Strongly Agree")

Importance of Foundation Support for Types of Programs

Importance of Foundation Support for Types of Programs

Base: Those who provided a response regarding each type of program (n=247 – 251)

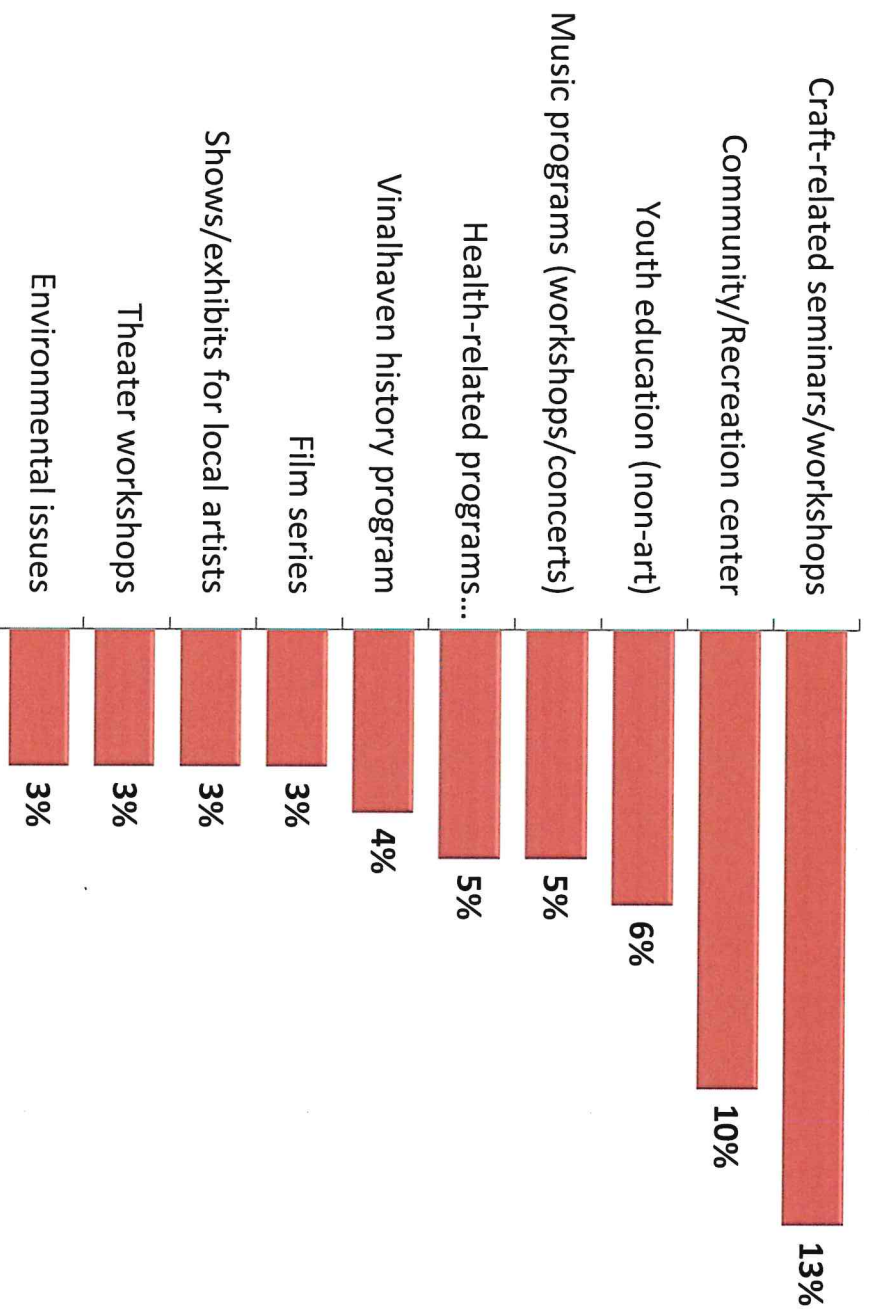


➤ Q7. Please rate how not important or important you feel it is that the Star of Hope Foundation support the following types of programs. (Ten-point scale: 1="Not at All Important", 10="Very Important")

Other Programs Star of Hope Should Consider Supporting

Other Programs Star of Hope Should Consider Supporting

Base: Those who provided a response (n=109)



➤ Q8. What other programs, not listed above in Q7, if any, would you like the Star of Hope Foundation to consider supporting? (Unaided, multiple responses)

Importance of Foundation Initiatives Having Year-Round Appeal

Importance of Foundation Initiatives Having Year-Round Appeal

Base: Those who provided a response (n=253)



■ Important (8-10)

■ Neutral (4-7)

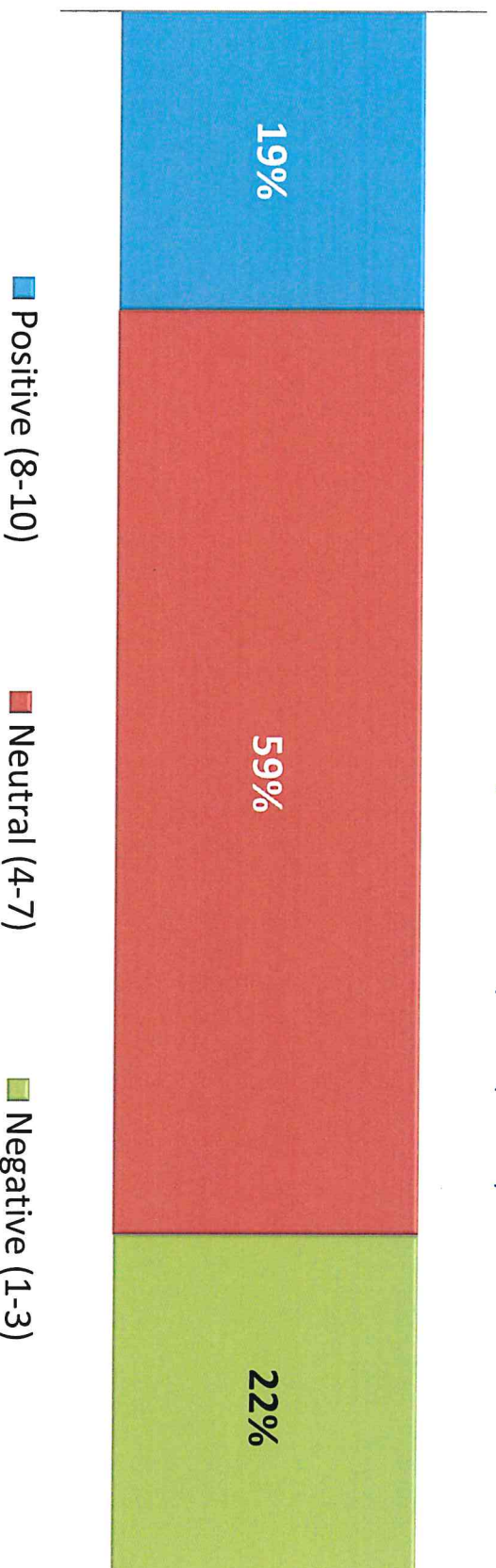
■ Not Important (1-3)

➤ Q9. Please rate how not important or important it is to you that the Foundation initiatives have year-round appeal. (Ten-point scale: 1="Not at All Important"; 10="Very Important")

Expected Impact of Foundation's Endeavors on Island Resources

Expected Impact of Foundation's Endeavors on Island Resources

Base: Those who provided a response (n=244)

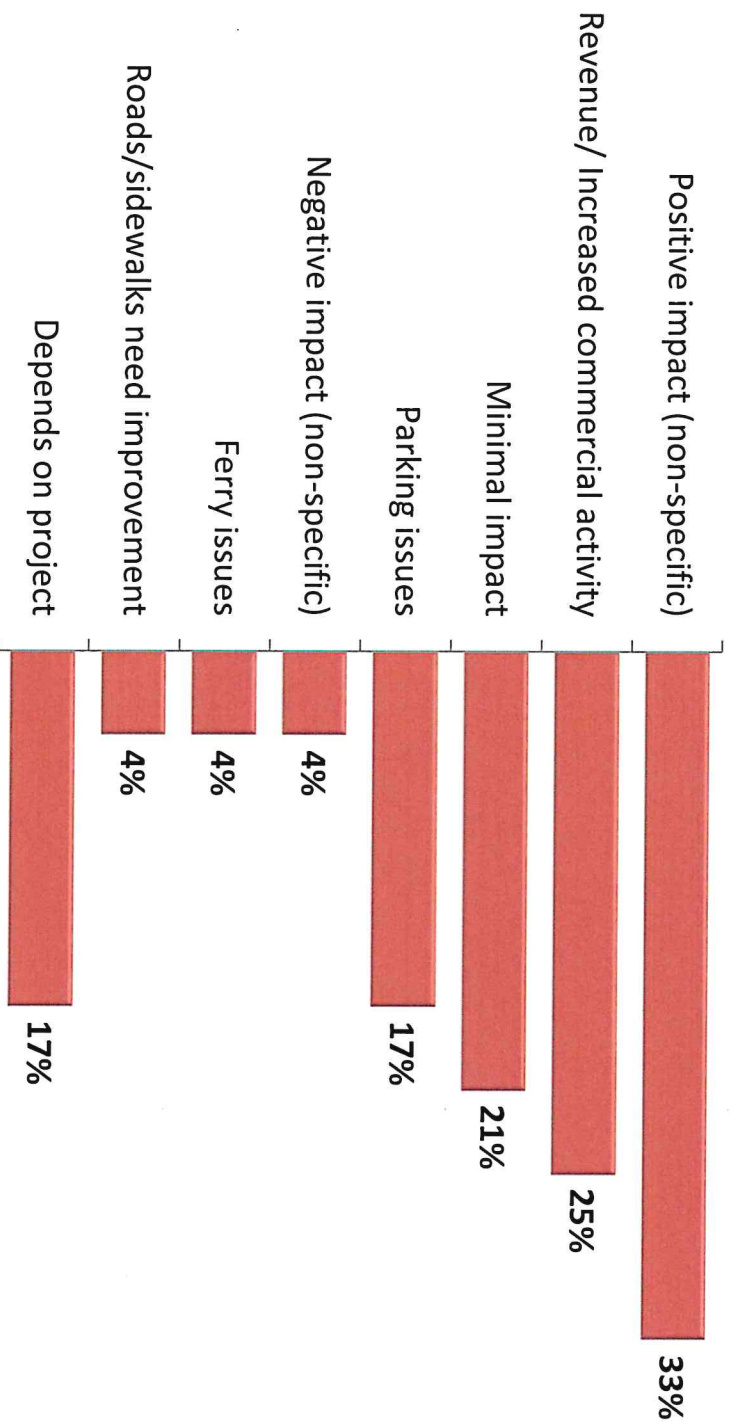


➤ Q10. What kind of an impact do you feel the Foundation's endeavors will have on island resources, such as roads, parking, utilities, town services, etc.? (Ten-point scale: 1="Very Negative"; 10="Very Positive")

Reasons for Expected Impact: Positive

Reasons for Expected Impact: Positive

Base: Those who feel the Foundation's endeavors will have a positive (8-10) impact and provided a response (n=24*)



*Caution, small base size (n<50); use for directional purposes only.

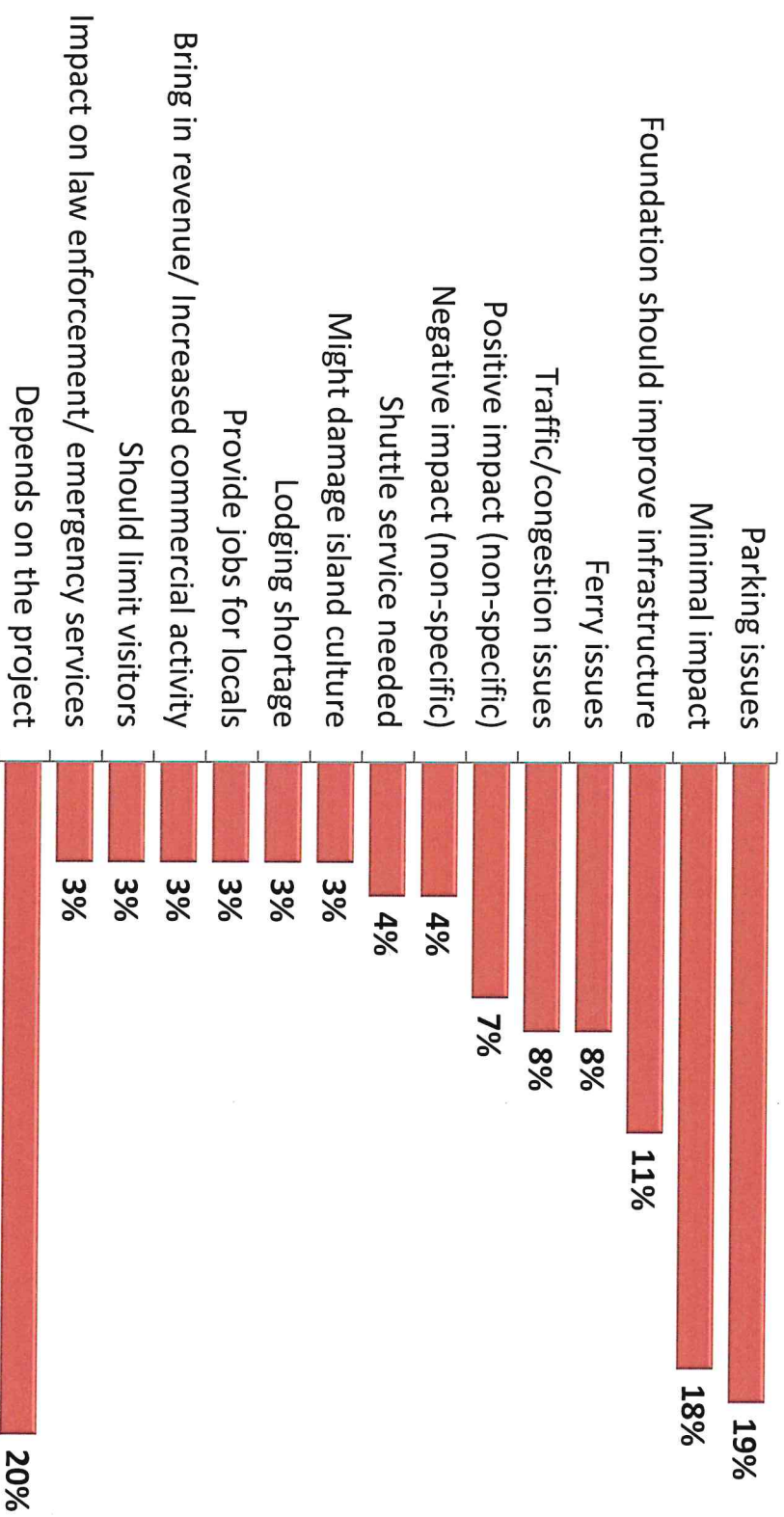
➤ Q10. What kind of an impact do you feel the Foundation's endeavors will have on island resources, such as roads, parking, utilities, town services, etc.? (Ten-point scale: 1="Very Negative"; 10="Very Positive")

➤ Q10 (follow-up). Please comment: (Unaided, multiple responses)

Reasons for Expected Impact: **Neutral**

Reasons for Expected Impact: **Neutral**

Base: Those who feel the Foundation's endeavors will have a neutral (4-7) impact and provided a response (n=74)

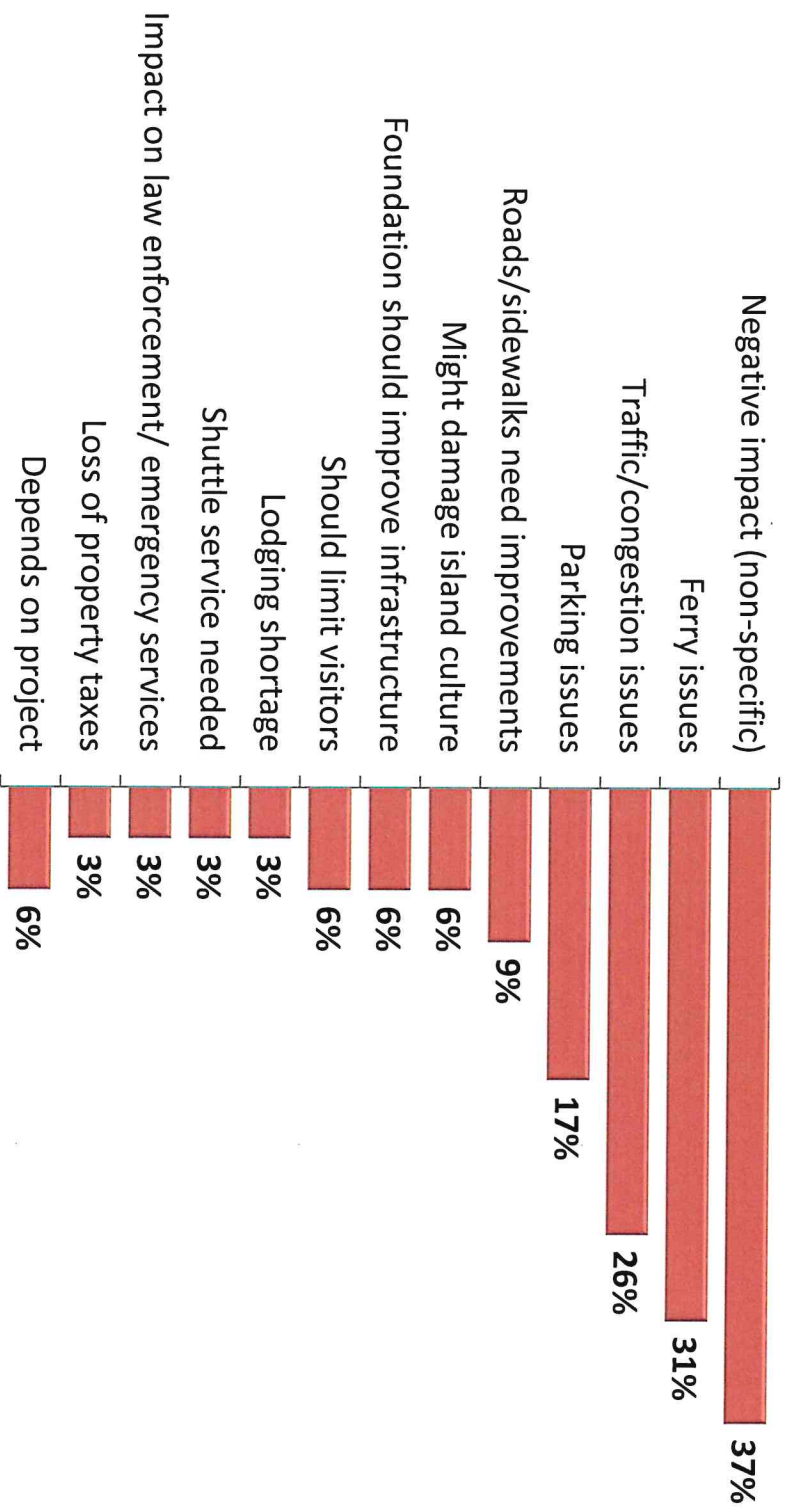


- Q10. What kind of an impact do you feel the Foundation's endeavors will have on island resources, such as roads, parking, utilities, town services, etc.?: (Ten-point scale: 1="Very Negative"; 10="Very Positive")
- Q10 (follow-up). Please comment. (Unaided, multiple responses)

Reasons for Expected Impact: Negative

Reasons for Expected Impact: Negative

Base: Those who feel the Foundation's endeavors will have a negative (1-3) impact and provided a response (n=35*)



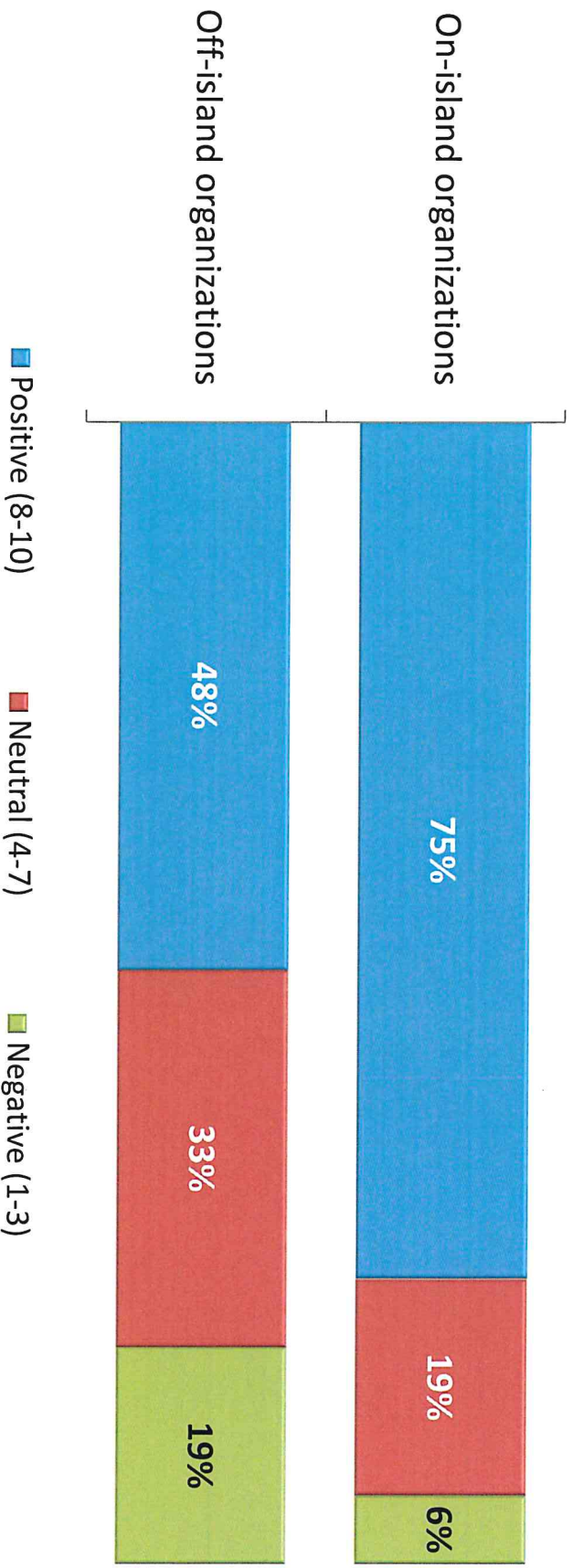
*Caution, small base size (n<50); use for directional purposes only.

- Q10. What kind of an impact do you feel the Foundation's endeavors will have on island resources, such as roads, parking, utilities, town services, etc.? (Ten-point scale: 1="Very Negative"; 10="Very Positive")
- Q10 (follow-up). Please comment. (Unaided, multiple responses)

Impressions of Foundation Collaborating with Arts Organizations

Impressions of Foundation Collaborating with Arts Organizations

Base: Those who provided a response regarding each type of organization (n=245 and 246)

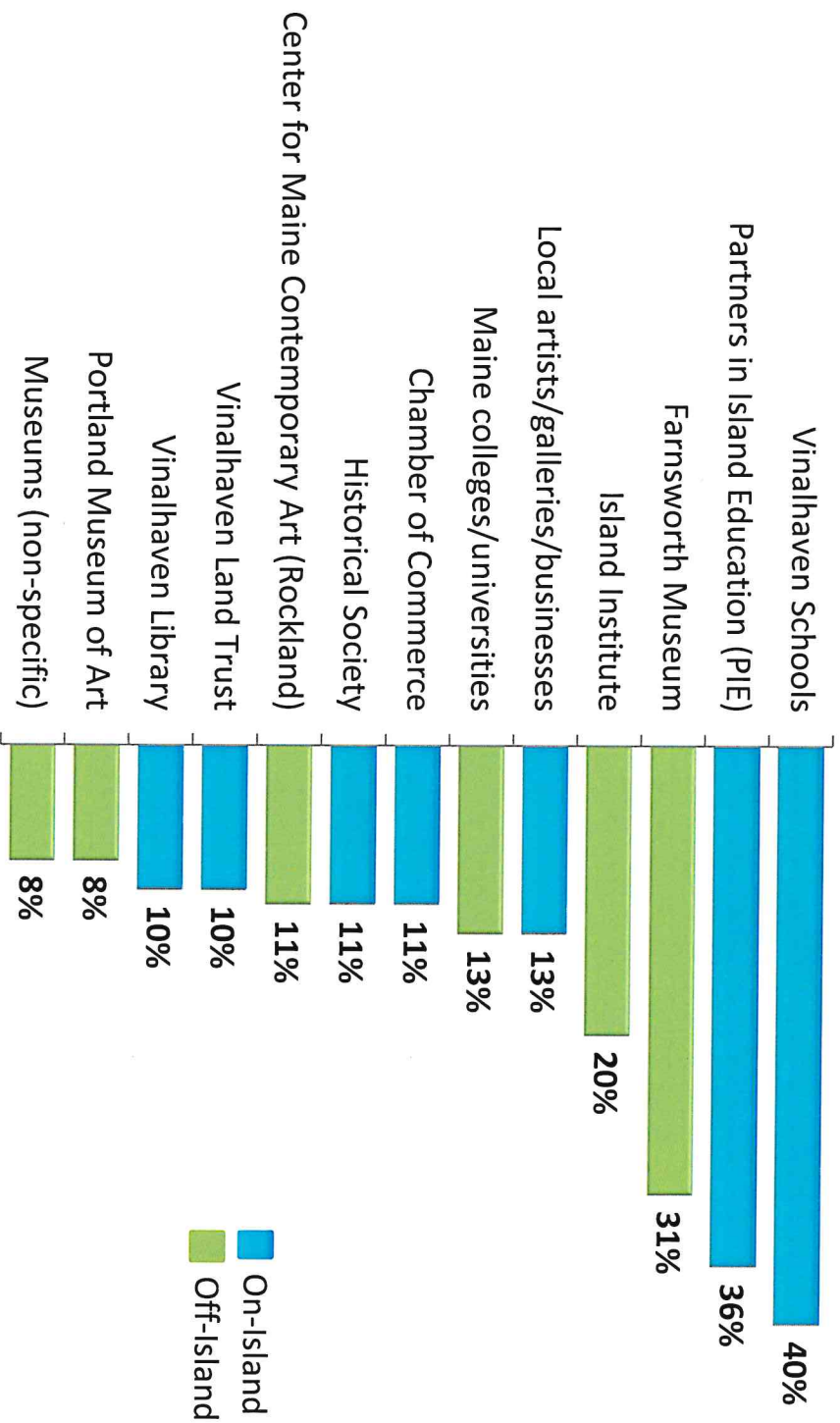


➤ Q11. Please indicate your impression of the Foundation potentially collaborating with each of the following types of arts organizations. (Ten-point scale: 1="Very Negative"; 10="Very Positive")

Organizations Star of Hope Should Engage

Organizations Star of Hope Should Engage

Base: Those who provided a response (n=157)

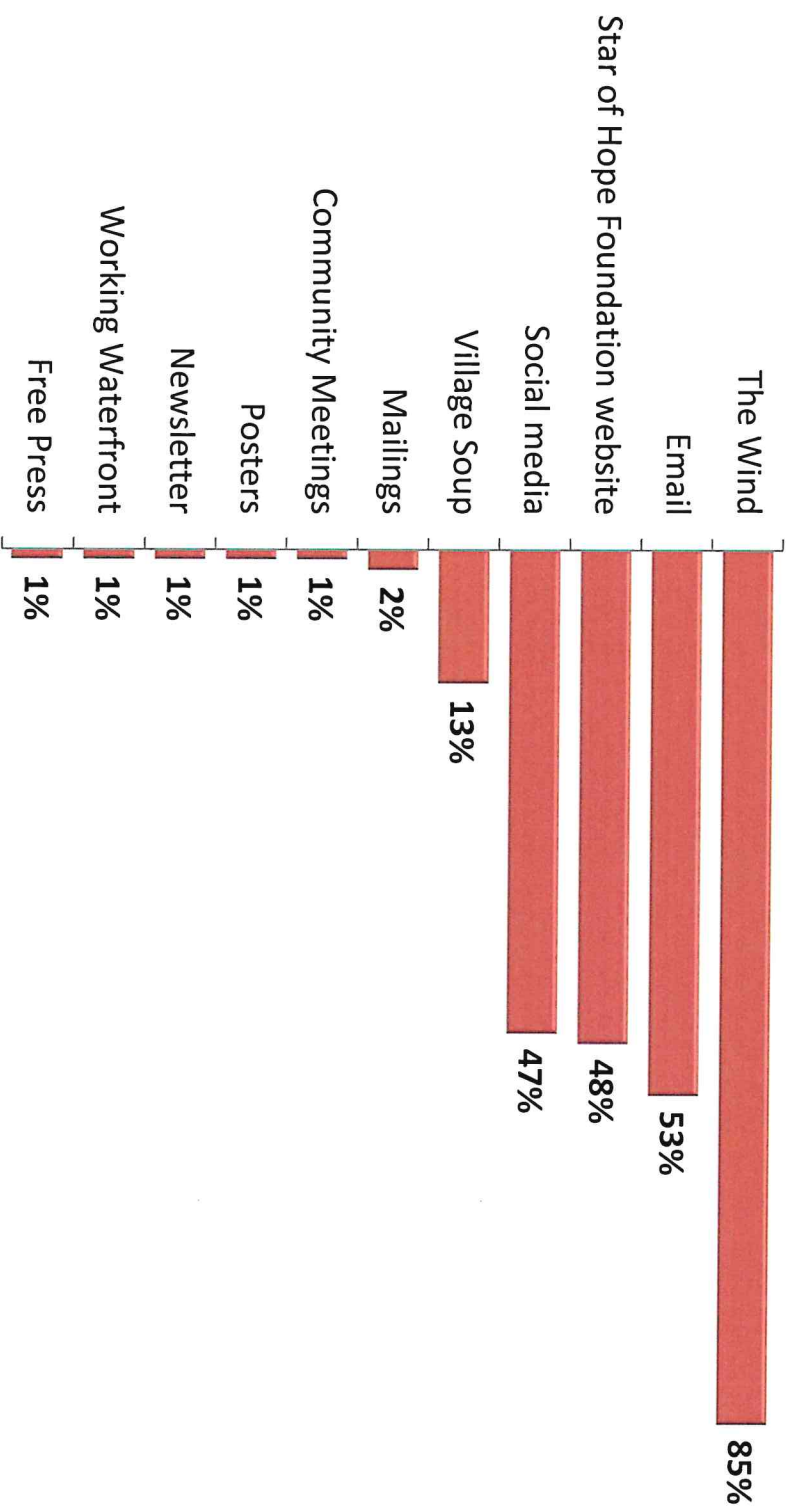


➤ Q12. What specific on-island and/or off-island organizations do you feel the Foundation should engage and collaborate with on projects? (Unaided, multiple responses)

Preferred Methods for Foundation Updates

Preferred Methods for Foundation Updates

Base: All respondents (n=256)



- Q13. The Star of Hope Foundation plans to remain active in the community for the foreseeable future. What are your preferred methods for keeping up to date with events? (Aided, multiple responses)

Star of Hope Foundation Mission

The mission of the Star of Hope Foundation is to promote education of the visual arts through various means including exhibitions, a museum, artist-in-residence programs and other outreach endeavors.

www.starofhopefoundation.org