



CREATIVE ECONOMY CENSUS | FREQUENTLY ASKED QUESTIONS

What is the Lowell Creative Economy Census? The Creative Economy Census is a public survey that explores the types of creative professions and business in Lowell.

How long does it take to complete the Census? The Census takes about 10 minutes to complete.

Who is eligible to take the Census? Anyone 18 years or older who works in Lowell's creative industry. The survey includes a list of creative professions as a guideline. If your profession is not included, please feel free to list it in the survey space provided.

How can I take the Census? The Census is available both online and in paper format. To take the Census online, visit CountMeInLowell.org. Paper surveys are available **BY REQUEST ONLY**. To request a paper version of the Census, please contact Suzanne Cromwell at 978-674-1483 or scromwell@lowellma.gov.

Why should I take the Creative Economy Census? By taking the Census, you are helping to shape the future of the creative economy in Lowell. It is especially important that the survey results capture the diversity of professions and their economic impact. Widespread participation in the Census is needed in order to paint a detailed picture of Lowell's creative community.

How will Census results be used? In addition to bringing awareness to Lowell's working artists, creative businesses, and cultural non-profits, this project will: **1.** Capture the creative sector's impact on the local economy; **2.** Provide benchmarks for future advocacy efforts and cultural economy funding initiatives; **3.** Assist in database development capturing creative economy workers and businesses for use in capacity-building and sharing information; and **4.** Lay the foundation for outreach to develop a new micro-loan program for creative entrepreneurs. A final report of Census results will be made available to the public in 2011.

What is the Creative Industry Database? The Creative Industry Database will house contact information for members of Lowell's creative community. Our primary goal in establishing the database is to support the City's arts community by providing a quick "one stop shop" for consumers to connect to Lowell's creative industry. Additionally, we will use the contact information you provide to keep you informed of any artist/creative business loan programs managed or provided by COOL. Please note that your personal data will not be added into a list-serv or shared with any other distribution list.

Who is conducting the Census? The Cultural Organization of Lowell (COOL) is spearheading the Creative Economy Census project, but support from the City of Lowell's creative community has also been instrumental.

Is my privacy protected? Yes! The Creative Economy Census is an ANONYMOUS initiative. Your personal information will be kept strictly confidential.

For additional information on the Creative Economy Census, please contact Suzanne Cromwell at scromwell@lowellma.gov or 978-674-1483.