MoNA Visitor, Donor, Member Survey Results
February 2018
MoNA visitor, donor, and member survey results

Email invitations were sent to all MoNA visitors, donors, and members for which there are email addresses in December 2017-January 2018 asking them to complete on-line surveys about existing programs, building conditions, potential building options, and their characteristics - 151 visitors, 87 donors, and 14 members or a total of 252 respondents completed the surveys.

Survey respondents were self-selected, meaning the results do not reflect a controlled statistical sample of all visitors, donors, or members. Nonetheless, the results indicate the characteristics, behaviors, and opinions of persons who have a definite interest in MoNA and can be expected to be willing to support the strategic planning effort and implementation.

The results of the visitor, donor, and member surveys will be used along with the results of the stakeholder workshops to create a plan of action for MoNA’s fiscal and facility strategy in the coming months. The proposed action plan proposals will be reviewed with MoNA’s donors, members, and the public at an open house sometime in March.

Following are the results of the combined survey responses - survey questions that were only asked of donors and members are so indicated.

### Respondent characteristics

#### Where do visitor, donor, and member survey respondents live?

<table>
<thead>
<tr>
<th>Location</th>
<th>Visitor</th>
<th>Supporter</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>LaConner</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anacortes</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mount Vernon</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Burlington</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Skagit</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whatcom County</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Island County</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>King County</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other place in Washington State</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other place in the United States</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### How many children, youth, and adults were in their group when they visited MoNA?

<table>
<thead>
<tr>
<th>Group</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children (age 1-12)</td>
<td>82%</td>
<td>6%</td>
<td>7%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Youth (age 13-19)</td>
<td>91%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Adults (age 20+)</td>
<td>15%</td>
<td>38%</td>
<td>32%</td>
<td>7%</td>
<td>6%</td>
<td>2%</td>
</tr>
</tbody>
</table>

#### What age group are the survey respondents in?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>19-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0%</td>
<td>1%</td>
<td>3%</td>
<td>7%</td>
<td>25%</td>
<td>63%</td>
</tr>
</tbody>
</table>

#### What are the education levels of the survey respondents?

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Grade school</th>
<th>High school</th>
<th>Tech school</th>
<th>Some college</th>
<th>Bachelor degree</th>
<th>Graduate degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>15%</td>
<td>35%</td>
<td>48%</td>
</tr>
</tbody>
</table>
What are the household incomes of the survey respondents?

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$20,000</td>
<td>2%</td>
</tr>
<tr>
<td>$20,000 - $29,999</td>
<td>5%</td>
</tr>
<tr>
<td>$30,000 - $49,999</td>
<td>12%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>17%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>24%</td>
</tr>
<tr>
<td>$100,000+</td>
<td>41%</td>
</tr>
</tbody>
</table>

How many years have donor and member survey respondents been members of MoNA?

<table>
<thead>
<tr>
<th>Years</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>15%</td>
</tr>
<tr>
<td>3-4</td>
<td>9%</td>
</tr>
<tr>
<td>5-6</td>
<td>6%</td>
</tr>
<tr>
<td>7-8</td>
<td>7%</td>
</tr>
<tr>
<td>9-10</td>
<td>5%</td>
</tr>
<tr>
<td>11-12</td>
<td>5%</td>
</tr>
<tr>
<td>13-14</td>
<td>5%</td>
</tr>
<tr>
<td>15-16</td>
<td>4%</td>
</tr>
<tr>
<td>17-18</td>
<td>4%</td>
</tr>
<tr>
<td>19-20</td>
<td>4%</td>
</tr>
<tr>
<td>21+</td>
<td>16%</td>
</tr>
</tbody>
</table>

How were survey respondents informed of MoNA programs, exhibitions, and attractions?

<table>
<thead>
<tr>
<th>Method</th>
<th>Not at all</th>
<th>Some</th>
<th>A lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drop-in walking by</td>
<td>48%</td>
<td>38%</td>
<td>15%</td>
</tr>
<tr>
<td>MoNA email</td>
<td>8%</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>MoNA Facebook</td>
<td>8%</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>MoNA website</td>
<td>19%</td>
<td>46%</td>
<td>34%</td>
</tr>
<tr>
<td>MoNA brochure/mail</td>
<td>10%</td>
<td>33%</td>
<td>57%</td>
</tr>
<tr>
<td>Chamber website</td>
<td>87%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Town website</td>
<td>92%</td>
<td>8%</td>
<td>0%</td>
</tr>
<tr>
<td>Skagit Visitor Guide</td>
<td>87%</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>WA tourist info</td>
<td>92%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Private guidebooks</td>
<td>92%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Family and friends</td>
<td>29%</td>
<td>49%</td>
<td>22%</td>
</tr>
</tbody>
</table>

How do survey respondents prefer to be informed of MoNA programs, exhibitions, and attractions?

<table>
<thead>
<tr>
<th>Method</th>
<th>Lowest</th>
<th>Low</th>
<th>Ave</th>
<th>High</th>
<th>Highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>MoNA website</td>
<td>12%</td>
<td>18%</td>
<td>24%</td>
<td>30%</td>
<td>16%</td>
</tr>
<tr>
<td>MoNA E-newsletter</td>
<td>3%</td>
<td>4%</td>
<td>19%</td>
<td>39%</td>
<td>35%</td>
</tr>
<tr>
<td>MoNA Facebook post</td>
<td>51%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>MoNA brochure/mail</td>
<td>7%</td>
<td>15%</td>
<td>24%</td>
<td>24%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Implications
Survey respondents:
- Reside everywhere but principally from LaConner, Anacortes, and King County;
- Visit MoNA in adult groups;
- Have college and graduate degrees;
- Have incomes about $75,000;
- Are MoNA members over a large time span but principally 1-2 or 21+ years;
- Are informed principally by MoNA email, website, and brochure or mailer; and
- Prefer to be informed principally by MoNA e-newsletter, brochure, and mailer.

MoNA visitors, donors, and members survey respondents are likely to be older, educated, and middle to upper income.

Respondent behaviors

How many times have survey respondents visited MoNA programs or facilities in the past 5 years?

<table>
<thead>
<tr>
<th>Times</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1%</td>
</tr>
<tr>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>5</td>
<td>8%</td>
</tr>
<tr>
<td>6</td>
<td>4%</td>
</tr>
<tr>
<td>7</td>
<td>5%</td>
</tr>
<tr>
<td>8</td>
<td>4%</td>
</tr>
<tr>
<td>9+</td>
<td>65%</td>
</tr>
</tbody>
</table>

Was MoNA was their only destination?

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MoNA only destination</td>
<td>61%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Did survey respondents visit other museums in LaConner?

<table>
<thead>
<tr>
<th>Museum</th>
<th>Never</th>
<th>Once/twice</th>
<th>Occasionally</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skagit Historical</td>
<td>31%</td>
<td>38%</td>
<td>27%</td>
<td>3%</td>
</tr>
<tr>
<td>Quilt &amp; Textile</td>
<td>38%</td>
<td>37%</td>
<td>23%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Why do survey respondents visit MoNA?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Minor</th>
<th>Some</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>View permanent collection</td>
<td>13%</td>
<td>30%</td>
<td>57%</td>
</tr>
<tr>
<td>View temporary exhibit</td>
<td>6%</td>
<td>22%</td>
<td>72%</td>
</tr>
<tr>
<td>Learn about MoNA</td>
<td>23%</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Listen to a lecture</td>
<td>19%</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Attend a class/workshop</td>
<td>73%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Shop in MoNA’s store</td>
<td>34%</td>
<td>50%</td>
<td>16%</td>
</tr>
<tr>
<td>Attend live/silent auctions</td>
<td>38%</td>
<td>23%</td>
<td>38%</td>
</tr>
<tr>
<td>Walked by - curious</td>
<td>73%</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>MoNA part of Town tour</td>
<td>85%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>
How much do survey respondents spend at the MoNA store on an average visit?

<table>
<thead>
<tr>
<th>Expenditure at store on average visit</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>$35.54</td>
<td></td>
</tr>
</tbody>
</table>

Did survey respondents use their MoNA membership discount on store purchases?

<table>
<thead>
<tr>
<th>Used MoNA membership discount</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24%</td>
<td>56%</td>
</tr>
</tbody>
</table>

How many times have survey respondents attended MoNA’s Annual Live and Silent Art Auctions and LaConner’s Arts Alive?

<table>
<thead>
<tr>
<th>MoNA’s Annual Live Art Auction</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>38%</td>
<td>11%</td>
<td>8%</td>
<td>7%</td>
<td>3%</td>
<td>7%</td>
<td>2%</td>
<td>5%</td>
<td>1%</td>
<td>19%</td>
</tr>
<tr>
<td>MoNA’s Annual Silent Auction</td>
<td>41%</td>
<td>12%</td>
<td>10%</td>
<td>6%</td>
<td>3%</td>
<td>7%</td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
<td>15%</td>
</tr>
<tr>
<td>LaConner’s Arts Alive</td>
<td>50%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>9%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>14%</td>
</tr>
</tbody>
</table>

How much did they spend at MoNA’s Annual Live and Silent Auctions?

<table>
<thead>
<tr>
<th>Average expenditure at Live Auction</th>
<th>$550.59</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average expenditure at Silent Auction</td>
<td>$322.05</td>
</tr>
</tbody>
</table>

How much do survey respondents spend in LaConner during an average visit to MoNA programs, exhibitions, or workshops?

<table>
<thead>
<tr>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antique and artwork items</td>
</tr>
<tr>
<td>Other retail goods – clothing or gifts</td>
</tr>
<tr>
<td>Food – restaurant or coffee shops</td>
</tr>
<tr>
<td>Drink – wine sips, bars, and taverns</td>
</tr>
<tr>
<td>Boating related – rentals, gas, or fees</td>
</tr>
<tr>
<td>Other recreation – tours and fees</td>
</tr>
<tr>
<td>Accommodations – B&amp;B, hotel, motel</td>
</tr>
</tbody>
</table>

Implications

Survey respondents are:

- Frequent MoNA visitors; occasionally visit other LaConner attractions including the Skagit County Historical and PNW Quilt & Fabric Arts Museums;
- Are majorly attracted to view the permanent and temporary exhibitions, lectures, and Annual Auctions;
- Spend significant amounts at the MoNA Store generally using their MoNA member discounts;
- Large percentages of which do not attend the Annual MoNA Auction or LaConner Arts Alive;
- But those that do attend spend significant amounts at the Live and Silent Auctions; and
- All survey respondents spend significant amounts in LaConner businesses on an average visit.

Respondent priorities

How do survey respondents rate MoNA’s existing building condition and quality?

<table>
<thead>
<tr>
<th>Gallery layout</th>
<th>Lowest</th>
<th>Low</th>
<th>Ave</th>
<th>High</th>
<th>Highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art studio</td>
<td>0%</td>
<td>3%</td>
<td>34%</td>
<td>56%</td>
<td>7%</td>
</tr>
<tr>
<td>Lecture/presentation space</td>
<td>3%</td>
<td>18%</td>
<td>34%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Store configuration</td>
<td>3%</td>
<td>7%</td>
<td>46%</td>
<td>40%</td>
<td>4%</td>
</tr>
<tr>
<td>Construction quality</td>
<td>3%</td>
<td>11%</td>
<td>40%</td>
<td>37%</td>
<td>9%</td>
</tr>
<tr>
<td>Exterior appearance</td>
<td>5%</td>
<td>11%</td>
<td>37%</td>
<td>39%</td>
<td>9%</td>
</tr>
<tr>
<td>General aesthetic</td>
<td>2%</td>
<td>8%</td>
<td>34%</td>
<td>45%</td>
<td>11%</td>
</tr>
</tbody>
</table>

What priority do survey respondents assign to the following possible long-range MoNA facility improvements?

<table>
<thead>
<tr>
<th>Expand collection space</th>
<th>Lowest</th>
<th>Low</th>
<th>Ave</th>
<th>High</th>
<th>Highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expand galleries</td>
<td>3%</td>
<td>10%</td>
<td>30%</td>
<td>39%</td>
<td>20%</td>
</tr>
<tr>
<td>Develop classrooms</td>
<td>10%</td>
<td>11%</td>
<td>42%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>Develop lecture hall</td>
<td>11%</td>
<td>19%</td>
<td>42%</td>
<td>21%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Develop event space | 20% | 31% | 23% | 17% | 9%
Expand store | 14% | 36% | 36% | 12% | 2%
Install coffee/wine bar | 38% | 22% | 22% | 12% | 5%
Create sculpture court | 21% | 18% | 29% | 25% | 7%
Visiting artist studio | 12% | 16% | 35% | 27% | 9%
New/improved facility | 27% | 22% | 27% | 14% | 10%

What priority do survey respondents assign the location of MoNA’s annual auction.

<table>
<thead>
<tr>
<th>Location</th>
<th>Lowest</th>
<th>Low</th>
<th>Ave</th>
<th>High</th>
<th>Highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under a tent</td>
<td>24%</td>
<td>24%</td>
<td>28%</td>
<td>7%</td>
<td>16%</td>
</tr>
<tr>
<td>In current building</td>
<td>11%</td>
<td>14%</td>
<td>28%</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>Offsite/event center</td>
<td>32%</td>
<td>12%</td>
<td>23%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Expand/new building</td>
<td>32%</td>
<td>16%</td>
<td>28%</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

What impact would a new long-range facility have on their use of MoNA?

<table>
<thead>
<tr>
<th>Activity</th>
<th>None</th>
<th>Minor</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule more visits</td>
<td>18%</td>
<td>46%</td>
<td>36%</td>
</tr>
<tr>
<td>Visit more exhibitions</td>
<td>17%</td>
<td>40%</td>
<td>43%</td>
</tr>
<tr>
<td>Attend more lectures</td>
<td>25%</td>
<td>46%</td>
<td>29%</td>
</tr>
<tr>
<td>Attend more classes</td>
<td>50%</td>
<td>33%</td>
<td>17%</td>
</tr>
<tr>
<td>Spend more at MoNA store</td>
<td>59%</td>
<td>35%</td>
<td>6%</td>
</tr>
<tr>
<td>Attend/spend more at Auction</td>
<td>62%</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Rent museum for events</td>
<td>73%</td>
<td>19%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Would survey respondents be willing to donate to the development of a new long-range facility?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Do survey respondents currently recommend MoNA to others?

<table>
<thead>
<tr>
<th>A lot</th>
<th>Some</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>67%</td>
<td>30%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Implications
Survey respondents:

- Gave favorable ratings to the existing building’s gallery layout, store configuration, construction quality, exterior appearance, and general aesthetic and unfavorable ratings to the art studio;
- Gave the highest priority to expanding collection space and the galleries and the lowest to installing a coffee or wine bar;
- Supported conducting the Annual Auction in the current building rather than an off-site event center or a new building;
- Would visit more exhibitions and lectures in a new facility but likely not alter their attendance at classes, store, auctions, or rentals;
- A significant percent would be willing to donate to the development of a new long-range facility; and
- Do currently recommend MoNA to others in large percentages.

Did the survey respondents provide comments concerning MoNA’s best facility feature, what needs to be worked on, and if they want to be kept informed?

<table>
<thead>
<tr>
<th>Question</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MoNA’s best facility feature</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>MoNA’s needs to work on when developing a plan</td>
<td>23%</td>
<td>77%</td>
</tr>
<tr>
<td>Do you want to be kept informed</td>
<td>56%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Respondent comments - MoNA’s best feature

Visitors
- Auction
- Staircase with skylight above; available garage
- Location
- The art and location
- Skylight stairs. Long uninterrupted walls with open spaces for sculpture
- All art exhibit galleries
- Art
- Gallery
- Welcoming calm space, circular stairwell, skylight
- The architecture of the circular sun lit gallery area for installations
- Gallery space
- Location
- OK spaces, great docents
- Upper gallery
- Store on street invites people into the Museum.
- Architectural design
- Art exhibits
- It’s located in La Conner and it could be a great facility if the exhibits were better. It has improved slightly recently.
- The bathrooms - bilingual signage
- Main exhibition space
- Permanent collection.
- Education and gallery exhibitions
- The layout and stairs.
- Circular stairway, street impression
- The layout
- Friendly and informed staff
- Uniqueness
- Galleries and skylight
- Staircase
- Gift store selection and pricing
- Round staircase
- The building design & gift shop near entrance
- Local art
- The large open space gallery
- Ease of moving around the museum while viewing the art
- Lighting
- Interior design
- NW School artists (big 4)
- Location
- Lighting
- Uncluttered
- The exhibits.
- Light & high ceilings

- Gallery space
- The variety of NW art!
- Division between current exhibit and permanent collection galleries
- The upstairs gallery, the clean rest rooms, and the friendly docents and staff in the gift shop.
- Permanent collection
- Location in La Conner & Location of Museum Store
- Location
- Display of the excellent exhibits
- Galleries
- Storefront
- Rotunda
- Upstairs exhibition space
- Parking
- NW art
- Art space and visuals because of the staircase.
- Stairway
- Location
- Galleries
- The main gallery
- The space / flow of the rooms architecturally
- Accessible galleries
- Beautiful gallery design when the right show occupies it. Love the entry space and spiral stair, round skylight and open view from second floor back to first. And so do the kids I show around.
- Galleries
- Galleries
- I love the stairs and upstairs gallery
- Open, clean, and well lit without being harsh
- Sweet little gem of a space for displaying art
- Not driving to Seattle
- The light filled lower gallery.
- Building itself, and downstairs gallery
- Architecture inside
- The architectural design
- Art and the research and conducted to add to our knowledge and discussion
- Charming location of LaConner
- The staircase and skylight.
- The spiral staircase.
- The stairway
- Clear floor plan
- A welcoming atmosphere with shows that reflect the influence of the northwest on artist’s work
- Exhibition space
- Galleries
- Nice space for interesting and occasionally very good art
- Comfortable spaces to move about
- Best use of available space!
- Location
- The art
- Staircase
- Permanent collection gallery
- Location
- At present, the gallery space
- Main gallery spaces
- Art space for exhibits
- Beautiful building outside, nice main gallery space
- The welcoming layout, good shows
- Elevator, restrooms and good visibility
- Space
- Permanent collection
- Free admission
- NW art plus contemporary
- Gallery space

- Free admission
- Upstairs gallery
- Showing me nw painters, sculptors and glass artists I am both familiar and unfamiliar with
- First floor layout
- Gallery Space and entry, except the signboard on the sidewalk, it needs to be rethought.
- Good location
- Attractive brick building and gallery space
- Location on Main Street
- Location
- Location
- Location
- Benaroya gallery
- The building
- Exhibit space
- Store

**Donors**
- Being on First Street in La Conner. Location, location, location!
- The open space and the design of the building. I like it very much.
- The shows. Of course.
- The exhibits. The semi-circular stairway.
- Galleries
- Glass gallery and gift shop
- Gallery exhibits and art classes
- Gift shop
- Location
- I think it's a stunning building.
- Location, gallery, store
- The galleries!
- Staircase / skylight signage
- Staff
I like that it is an intimate space and that it is in town. The three separate galleries also add to the way shows can be set up.

- Location on First Street/museum itself
- Light well
- Featuring Guy Anderson, and more of Richard Gilkey.
- Brilliant staff and volunteers. Thoughtful presentation.
- Easy to navigate around building with kids, no entryway stairs
- Gallery space
- Parking
- MoNA link and art
- Great setting
- Priority should be the art exhibits.
- Choosing the right artist to feature. Loved Paul Havas. Enjoyed seeing the Bamboo prints with many artists I follow (Mauricio Robalino, Julie Paschkis, Michael Spafford, & Gene Gentry McMahon.
- The skylight
- Permanent collection
- It's in La Conner
- Circular staircase/front windows
- Galleries
- Not sure, galleries seem just fine, maybe lecture space
- Location
- Location
- Open space for viewing
- Exhibits
- It’s building design. I like how the galleries are divided up and the use of space.
- The gallery
- Exterior - enhances small town strolling street ambience. I would NOT want yet another ultra modern, sleek, shiny architect’s monument to self that over powers the very ambiance visitors seek LaConner to begin with.
- Exhibitions
- Location

Members
- Versatility of space for showing different kinds/sizes of artwork and being able to view from many angles
- Being in La Conner
The wide open and airy spaces, are nice, but the art is the best feature.
Location
Galleries
An up-graded facility at present site. I like it in town.
The intimate flow and shape of the galleries and the welcoming knowledge of the docents
Location and integration with main street
The exhibits
Location in downtown LaConner. It's a great anchor for the town.
A welcoming and open feel. Docents and staff are friendly and are oriented in a manner that is inviting. It is not like you have to pass a wall to experience the art. I like the spiral staircase and the combination of large and smaller spaces. Location on First Ave.
The exhibit space, up and down, excluding the glass gallery.

Respondent comments – MoNA needs to work on

Visitors
- Loved the Auction with the tents out back & artists demonstrating. Miss MoNA STYLE!!
- Donor relations
- Maintaining location and finding other sources of income besides donations.
- Get a lot of input so many people think of it as "their museum" and want it to be successful, and give money to help.
- Make a video/film record of all art presenters, this aspect has been sorely missed; here’s stating it's important in MoNA's future
- I feel your doing a great job.
- Event space
- Educational/workshop space, storage for collection/pedestals
- Accessibility and parking. Creating the best environment for exhibiting and storing artwork.
- Keep the facility in good repair; enhance front exterior

- Keeping local
- Welcoming entrance, local artists gallery, education and meeting space, safe, secure storage for permanent collection, a great coffee house
- Fire regulations so art auction can be held in facility
- Secure preservation of collection; clear mission and vision for future
- Larger space for art workshops
- Better exhibits, larger facility, garden
- Quality of the presentation of exhibits.
- Natural light, outdoors space, lecture/film space, exhibit space, office space....
- Preserving collection, expanding arts education, exhibition space
- Adding to Northwest art.
- Keep free admission
- A very comprehensive program of showing neglected Northwest artists (Bill Slater, Ed Kamuda) and serious photography (David Grant Best)
- Enhancing what we have. Honor the people who made it happen for many years. Do not take auction to casino. Auction is to benefit the town. Get rid of hifalutin ideas. It works. Don’t kill it. Remember the roots. Sad the board who have worked for many years to leave. Bad blood going on.
- More space for the permanent collection and more of the collection on exhibition.
- More current artists, less art from inventory
- Take care of existing facility
- Keeping it free to the public.
- Character
- Roof, structure walls, store, entrance
- Entrance, heating system, coat check,
- Do not over expand
- Workshop class space, collection archive
- Classroom space & gallery space
- More current exhibits
- Keeping the facility in La Conner
- Permanent Skagit artist exhibit.
- Permanent collection - increase
- Focus on the collection & celebrating NW artists
- Event space for annual art auction; casino is terrible for event
- I don't know enough about MONA to answer
- I have not been there enough to really say.
- Collection storage
- I like the current model of having three basically distinct exhibitions running simultaneously and changing quarterly. It keeps it fresh.
- Adequate classroom space
- Entrance
- Not sure . . .
- Taking care of the valuable collection
- A robust multi-faceted fundraising element and needs for at least 30 or 40 years out.
- Better exhibition space and promotion of NW artists
- Being able to keep the Art Auction in La Conner
- Adding more native art
- Continue ways to keep museum funded so that it provides free entry for everyone and is open so many hours. Thank you.
- Maintain existing facility with minor improvements and expansion
- Make exhibitions and education the highest priority.
- Classroom, education space
- Museum quality upkeep of permanent collection to be accredited
- On site storage for art collection - fix leaking roof
- Take care of the current facility
- Possible rental of another space to house collections---a determination toward, instead of against the artists who wish to remain at the current building for the show. There's nothing that says we can't mount more than one event to continue a forward thrust for funds, but speaking very candidly, I happen to remember monies spent to paint all the walls grey for one artist, and then having to repaint them white.
- Marketing
- Proper storage for the permanent collection
- Rework entry, so less like a retail store. Add another story, so upper floor can be taller and additional spaces for lectures and workshops.
- Sculpture garden
- A larger facility
- I don't know
- A better classroom with at least some natural light.
- Classroom space
- Expand galleries and space and for staff
- Keep it small and accessible.
- Acquire more good work and spend less on facilities
- Preservation and display of permanent collection
- The building
- A “destination” quality architecture.
- Funding options and staged implementation
- Fix existing building
- It has a cold feeling with all the hard surfaces, and loud with the reverberations.
- A safe and secure museum for its art, larger classroom
- The true foundation of preserving and nurturing NW art
- Perhaps creating a monthly artist gathering for artist to meet up.
- Flexibility of the main floor and clean up the ceiling. Perhaps moving a classroom off site. Maybe reduce the size of the under building parking for storage. Make a huge "MoNA" sign on the outside on the side by the post office. LED's on the edge of each letter.
- Raising money and maintain its overall quality and reputation
- Gallery space, lighting, storage
- Make presence in La Conner more pronounced and apparent thereby attracting the tourists that might otherwise miss it. Host book and poster signings for local and visiting artists to bring in public along with lecture series that does likewise.
Auction space, permanent collection storage
Workshop and classroom space
Safe storage someplace else in La Conner
More research on artists living in the Northwest.
Some expansion, maybe parking also
Safety, accessibility, maintenance
Keeping the current building in good shape.
Space that can care for the art, highlight the collections and visiting shows, grounded aesthetically, your temple to the art (ha!)
Convert upstairs office space into wine and light food service
Quality of special exhibitions
Financial stability
Galleries, cafe
I mainly came for family art day, first with grandchildren then with friends when grandkids became too old.
Artist in residence offerings in education department, further reach including regional artists in exhibitions, beyond the regular known artists
Keep showing contemporary local artists
Space, light, storage
More local participation
Not losing vision for NW art, wall space/storage
Showcase permanent collection more often
Flood protection
Sustainability, new space, collection conservation
Sculpture garden. Northwest art collection. Flexible gallery spaces
Moving closer to a population center
Better lecture space, lighting on 2nd floor and use of its space
Continuing dialogue with regional artists, collectors & educators. The museum does not need to be a cafe.
Lighting
The signboard on the sidewalk, and the store windows need more art information and less merchandise, which often has no relationship to what is showing in the museum.
More space for galleries
Keep it modest / don't go too big
Get financial affairs in order. Stop hiring so much staff. Use volunteers like earlier times. Not all of us want or are physically able to still be docents. Christopher should greet locals more effectively. Volunteers had a vested interest in maintaining the museum. Micromanaging is neater for the director but why love a museum if all is asked to donate money for his dream.
Repair and maintain facility
Repairing the existing facility
Stay where you are
Coffee bar
Coffee bar
Enlarge collection and exhibit space
Include local artists in your store - not China cheap goods

Donors
Don't go overboard on spending on the facility and plan so a lot of new staff will be needed. To be sustainable MoNA must watch costs.
Parking for visitors
Getting more accurate data. This survey is skewed to out of area visitors.
After needed repairs are completed, consistent preventive maintenance needs to be performed.
Advertise and market outside of just website, Facebook, email. Move towards other social networks & a blog.
Make the metal stairs quiet. Expand the gift shop just a bit.
Having enough space to resume holding the auction in LaConner.
Needs better collective LaConner marketing plan, when there is a car show have car art...something to draw people to the galleries
Not informed enough to answer.
New leadership who understands MoNA's history and its importance to the community and its volunteers.
• Preservation and expansion of the permanent collection is key for me. Climate controlled storage and exhibition space is important. Making the galleries accessible and inviting is important. People should come away from the experience of visiting the museum with satisfaction and a desire to come back.
• Exhibit variety of mediums
• Exterior repair
• Featuring Northwest artists.
• Public access to archives; some natural light in the galleries, expanded gift shop
• I don’t know enough to suggest what priorities are.
• Fixing that building
• Parking- no one likes big lots but can Mona work with the Town and Chamber to develop a parking structure. Handicapped parking is obsolete when the streets are packed with visitors for seasonal or town events.
• Accommodate the annual auction
• Education opportunities
• Having the support of the bulk of its members. I have seen other capitol campaigns fail (been on many boards) because the sample of opinions was too small, & not enough people ended up committing the necessary funds to the effort.
• The entrance to the galleries
• Better exposure for older NW artists
• Make the best use possible with the existing facility
• Larger event space
• Art storage space, classroom space, staff workspace, integrity of the building
• Workshop and/or lecture space
• More aesthetically pleasing exterior and larger facility
• Space for more art work to be viewed
• A welcoming environment
• Decide if it is more a museum or a school
• Viability. I don’t think things have to grow that much. Maybe build an off site facility for classes or use Maple Hall. I like the way it is. If we need money for it then ask the community but just expanding I think might put it in jeopardy??
• Studio, classrooms, parking
• Enlarge and enhance a sense of invitation and inclusion to visitors. A creative location exchange moving the post office to Morris, purchasing property behind the museum and bringing the library into the fold for a combined facility through a master plan drawing on grant funding from available NGO and government sources to accommodate common uses and goals. Major donors are important, but should be secondary to grant funding and ongoing revenue from events, facility rentals, classes, etc. A Master Plan should provide the road map for this. Do it.
• Membership
• Work with NWDC to establish more regional interest
• Redesigning spaces
• Keep it real. Repair, no expansion.
• Local artists of all types.
• Attracting more visitors who will become supporters.
• A year-round exhibition space for the initial NW group including Graves, Toby, Anderson, etc.
• Interesting art shows
• Funds to hire an excellent curator
• Change of management and leadership.
• Emphasis on Northwest contemporary artists
• Creating a more attractive and up-to-date exterior
• Establishing stronger community ties with local artists
• Location
• I would like to see better display space for the permanent collection
• Comprehensive facility and program plan.
• New facility outside of downtown La Conner
• A parking facility adjacent to the museum
• A source for annual capital preservation funding separate and distinct from operations funding
• Fiscal sustainability, variety in exhibitions, always exhibit NW
Mystics, always exhibit glass art.

- Don't lose the small town welcome aura.
- Entryway improvement and backroom classroom upgrade.
- Coffee area
- Remodel the galleries and add functioning lecture/workshop space.
- I don’t think that MoNA needs to make major changes at this point.
- Make first floor space more appealing and improve lighting.

Members
- Keeping good access to the community and encouraging younger people to attend and appreciate the art/artists
- New spaces
- Safe storage of collections.
- Keeping it in LaConner, in walking distance from shopping and restaurants
- Exhibits that will attract more visitors.
- Continue to advertise as Northwest Art.
- Without knowing MONA’s greatest needs: marketing, partnerships, interaction with members
- Safe space for collection
- Keep it open and accessible to people from all walks of life.
- Ensuring that the plan is cognizant of sea level rise and a much higher risk future in regard to river, coastal and groundwater flooding. Perhaps consider designing the building with state-of-the-art architecture for a resilient future that also becomes a regional showcase and draw -- perhaps the building could float or has the ability to let water in without causing damage for instance. Also, I think MoNA’s leadership in regard to creating a community space is critical. I like that the museum is showcasing exploring of key issues of our time. Creating a safe and welcoming space for the community to engage with art and these topics is unique and important -- design will be critical to physically manifesting these priorities and interests.
- Collection of art, advertising, a topnotch shop.