

## Welcome to the Marin Art & Garden Center Community Interest Survey

*We thank you for your participation. After you've completed this survey please send it back via fax (415-454-0650), scan and email to [Lauren@magc.org](mailto:Lauren@magc.org), or mail to MAGC, Attn: Survey, PO Box 437, Ross, CA, 94957.*

This is an exciting time at the Marin Art & Garden Center (MAGC). For 66 years, MAGC has provided Marin with a multitude of programs and activities. To meet today's changing community needs, MAGC is exploring a wider range of activities -- programs, events and services that are compatible with its mission to promote the arts, horticulture, history and environmental conservation. MAGC wants to provide innovative activities that are unique to its 11 acres: themed gardens for educational purposes, partnerships with artists and arts groups with expanded performance and exhibition opportunities, festivals and fundraising events, and more. The bottom-line: MAGC is at a crossroads in its history – it requires new revenue streams to remain sustainable, needs to become more fully utilized through expanded activities, must address aging capital assets and desires to fully develop as a resource to Ross Valley, Marin County and the Bay Area.

You can help MAGC with its future plans by completing the following survey and providing valuable information and insights. To ensure complete candor, your answers will be kept in the strictest confidence and will remain anonymous. No correlation will be made between the answers you give, contributions made and contact information provided. After completing the survey, you can return it using the enclosed envelope, scan and email to [lauren@magc.org](mailto:lauren@magc.org) or fax to 415-454-0650. Surveys are also available online at [www.magc.org](http://www.magc.org). Should you require additional space for answers to these questions, please use a separate sheet of paper and include it in the envelope provided, by email or fax. Please contact us with any questions at 415-455-5261.

Thank you for your participation and support!

***Please check all that apply.***

- 1. MAGC is free, open 24/7 and hosts many private and public events each year. How often do you visit MAGC?**

Daily     Weekly     Monthly     Occasionally

**What brought you to MAGC?**

- Concert
- Theatre
- Children's program
- Garden program
- Antiques
- Visit the grounds/gardens
- Photography/Painting
- Art gallery
- Wedding

- Celebration of Life
- Business meeting
- Conservation
- History program
- Playground
- Pre-school
- Other (please specify)

---

---

**2. Which MAGC activities are of interest to you?**

- Family events
- Art exhibits/classes
- Children's programs
- Theater
- Garden training/education
- Conservation programs
- Music/Dance performance

- History programs
- Author/speaker events
- Yoga/wellness activities
- Other (please specify)

---

---

**3. Would you support any of the following revenue generating activities at MAGC?**

- Community festivals
- Retail sales
- Cafe/Restaurant
- Compost collection
- Gala events
- Programs

- Plant/art sales
- Planned giving
- Membership
- Other (please specify)

---

---

**4. Volunteer support continues to be vital for MAGC to remain a highly regarded community resource.**

- Have you volunteered at MAGC?  Yes  No  
Would you volunteer if asked?  Yes  No

**What volunteer areas would be of interest to you?**

- Board or Committee
- Volunteer recruitment
- Member recruitment
- Graphic design
- Administrative
- Garden-related
- Fundraising

- Programs
- Events
- Carpentry
- Website
- Other (please specify)

---

---

**5. What would you like to see at MAGC in the future?**

- Museums
- Indoor/Outdoor music/dance/theater performance
- More meeting rooms
- Pre-school
- On-site residences for artists/researchers
- More office space
- Retail shops
- Cafe/Restaurant

- More art galleries/studios
- Conference/Event center
- Resource/public library
- Child learning center
- Expanded gardens
- More public events/festivals
- More and different programs
- Other (please specify)

---

---

**6. With ongoing community support, MAGC's gardens and grounds will continue to provide beauty, tranquility, and uniqueness, and teaching/learning opportunities for all ages. Would you support:**

- Expanded rose garden
- Edible garden
- Conservation gardens
- Hiking/conservation education trails
- Orchards
- Japanese garden
- Veterans/tribute walkways/monuments

- Naming opportunities
- Terraced gardens
- Community composting
- Meditation gardens
- Sculpture garden
- Other (please specify)

---

---

**7. Would you pay a nominal entrance fee to enjoy MAGC?  Yes  No**  
If yes, what amount? \$\_\_\_\_\_

**8. MAGC will be launching a newly developed membership program this year. What benefits would be most of interest to you as a MAGC member?**

- Discounts to events/programs
- Discounts at local retailers
- MAGC rental discounts
- Plant of the Month
- Calendars and similar items

Other (please specify)

---

---

**9. Parking is limited at MAGC. What thoughts do you have to increase parking availability at MAGC?**

- Build another parking lot
- Provide shuttle service to local parking lots
- Increase current parking lot size
- Increase mass transit opportunities

Other (please specify)

---

---

**10. Do you think local government should provide financial support to MAGC?  Yes  No**

**11. Do you have a favorite memory of MAGC?**

(Please specify)

---

---

---

**12. Any other comments about MAGC?**

(Please specify)

---

---

---

---