

Leveraging New Tools & Resources to Build the Arts in Your County

National Association of Counties
September 26, 2017

Tips for viewing this webinar

- The questions box and buttons are on the right side of the webinar window.
- This box can collapse so that you can better view the presentation. To unhide the box, click the arrows on the top left corner of the panel.
- If you are having technical difficulties, please send us a message via the questions box on your right. Our organizer will reply to you privately and help resolve the issue.

Webinar recording and evaluation survey

- This webinar is being recorded and will be made available online to view later or review at www.naco.org/webinars.
- After the webinar, you will see a pop-up box containing a webinar evaluation survey. Thank you in advance for completing this survey – your feedback is very important to us!

Question & Answer instructions

- Type your question into the “Questions” box at any time during the presentation, and the moderator will read the question on your behalf during the Q&A session.

Leveraging New Tools & Resources to Build the Arts in Your County

National Association of Counties
September 26, 2017

Today's Speakers



Zannie Voss

Professor; Director
SMU National Center for Arts Research



Jay Dick

Senior Director of State and Local Government Affairs
Americans for the Arts

Using Data to Foster Thriving Arts Organizations



How Arts Vibrant Is Your County?

www.smu.edu/artsresearch

Dr. Zannie Voss

Director, National Center for Arts Research

Professor, Arts Management

Meadows School of the Arts &

Cox School of Business



SMU

SMU National Center for Arts Research (NCAR)

Advancing the arts through evidence-based knowledge

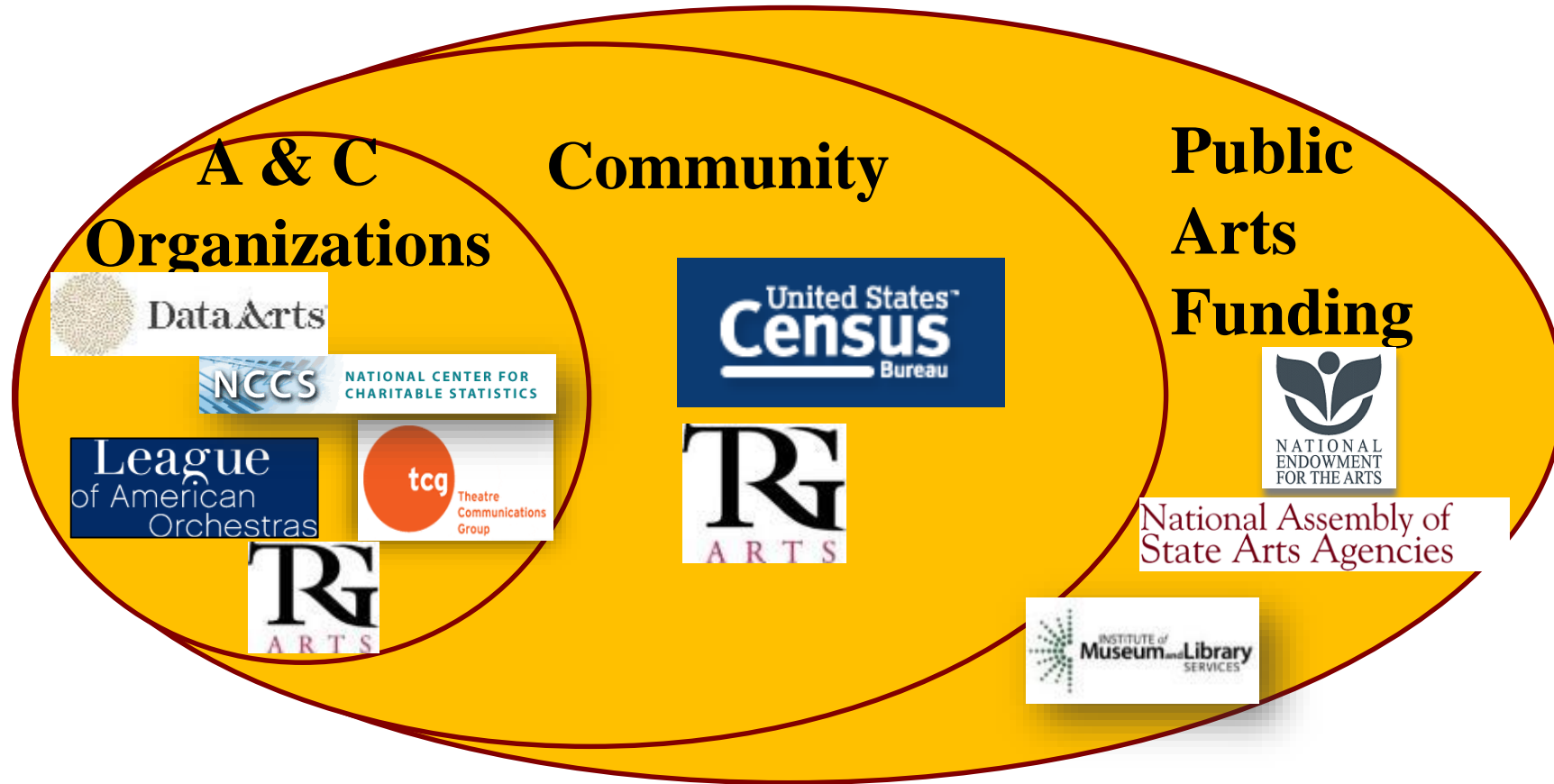
Vision Statement

To act as a catalyst for the transformation and sustainability of the national arts and cultural community

Mission Statement

To be the leading provider of evidence-based insights that enable arts and cultural leaders to overcome challenges and increase impact

Partners and our Model of the Arts & Culture Ecosystem



Knowledge Partners:

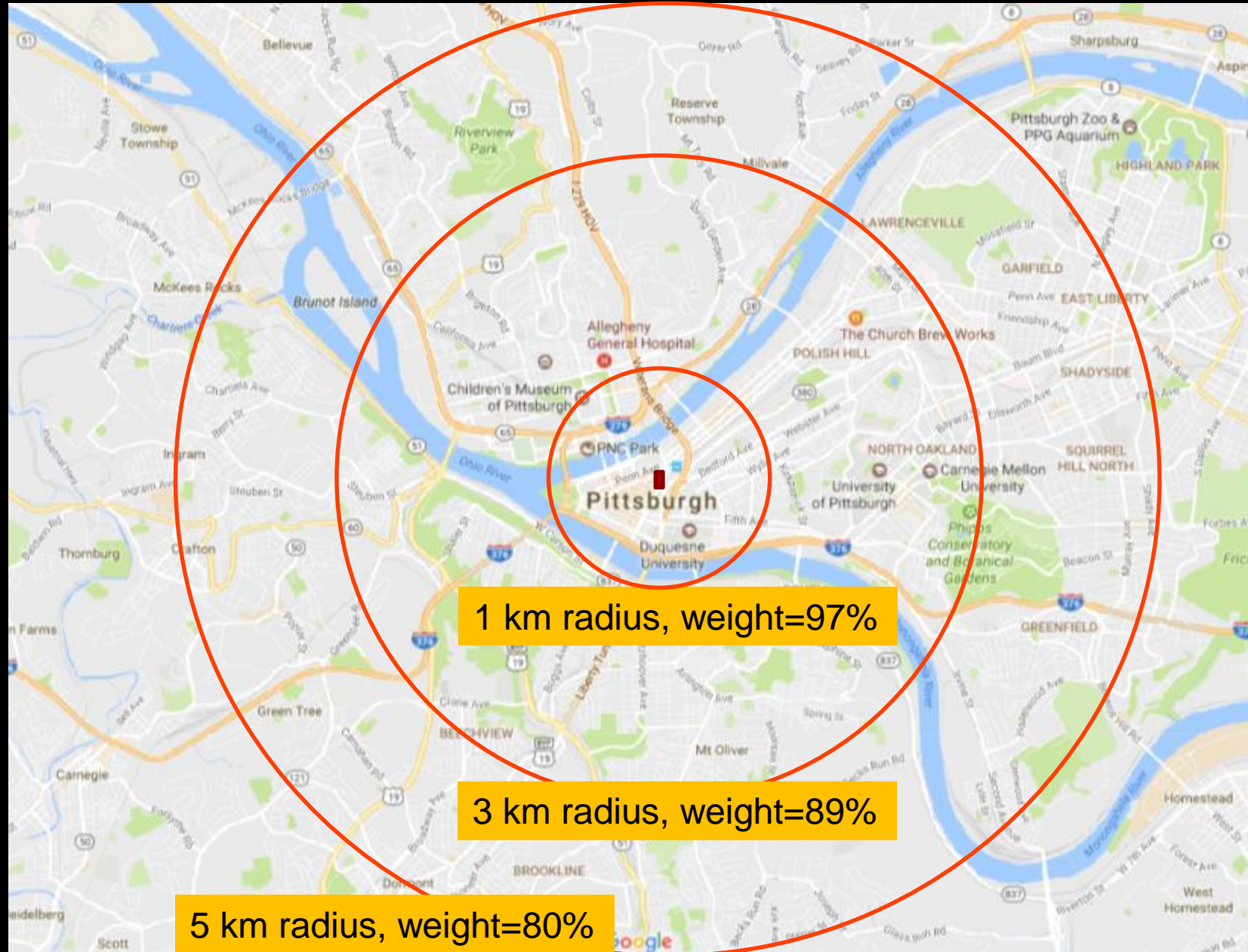


rebecca
thomas +
associates



Arts and Cultural Organizations and a Sense of Place

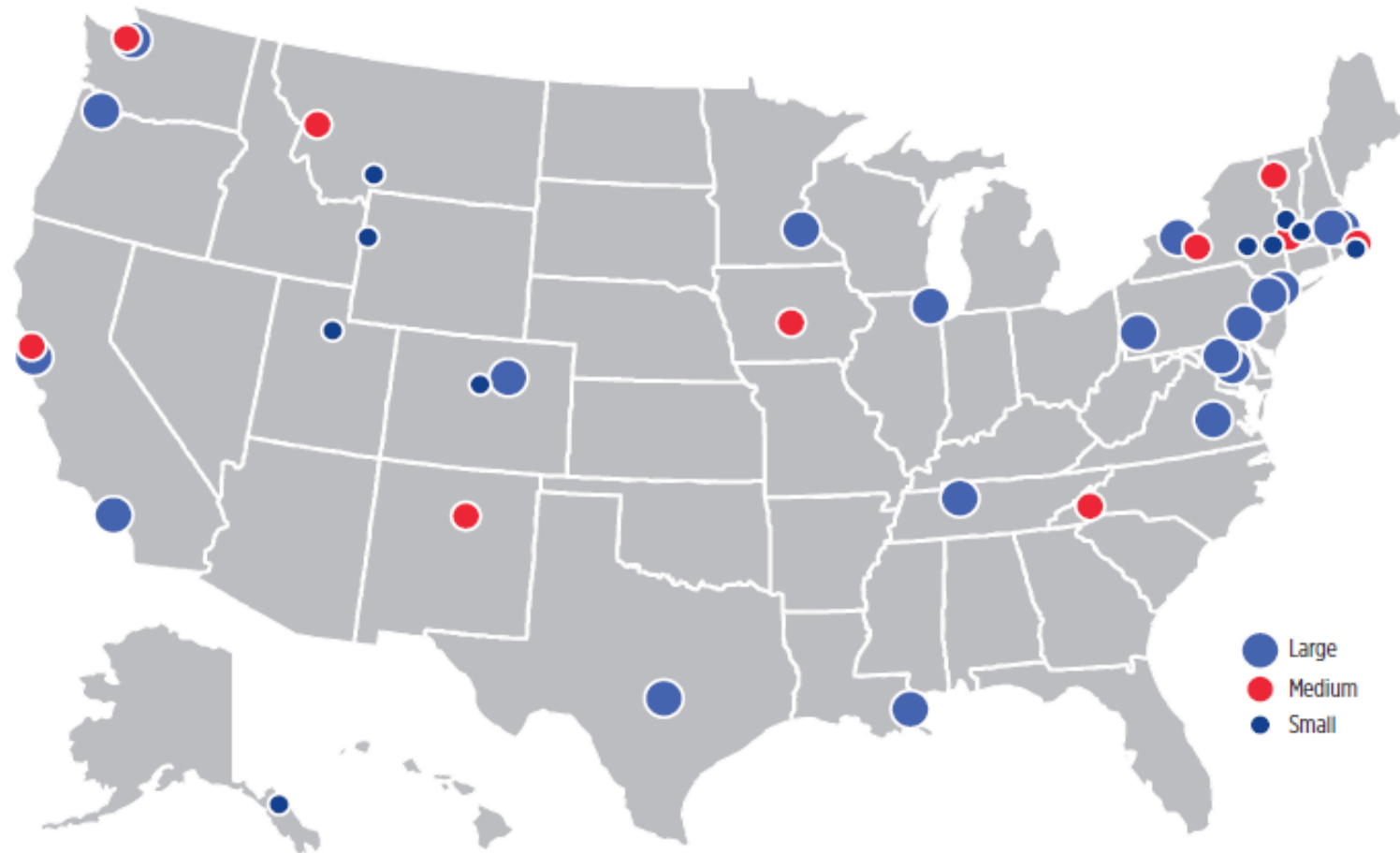
Example – ABC Theatre Company in Pittsburgh



Hotbeds of America's Arts and Culture

Hotbeds of America's Arts and Culture

Top 40 Arts Vibrant Communities, Location and Size



Every region has arts vibrant communities.

NCAR Arts Vibrancy Index:

Hotbeds of America's Arts and Culture

Top 10 Arts Vibrant Large Communities

Rank	MSA (*= Metro Division)	Region	2015 Population
1	Washington-Arlington-Alexandria, DC-VA-MD-WV*	South	4,812,246
2	New York-Jersey City-White Plains, NY-NJ*	Northeast	14,413,079
3	San Francisco-Redwood City-South San Francisco, CA*	West	1,629,951
4	Nashville-Davidson-Murfreesboro-Franklin, TN	South	1,830,345
5	Minneapolis-St. Paul-Bloomington, MN-WI	Midwest	3,524,583
6	Boston, MA*	Northeast	1,984,537
7	Los Angeles-Long Beach-Glendale, CA	West	10,170,292
8	Silver Spring-Frederick-Rockville, MD*	South	1,285,438
9	Newark, NJ-PA*	Northeast	2,511,493
10	Seattle-Bellevue-Everett, WA*	West	2,889,626
11	Philadelphia, PA*	Northeast	2,131,336
12	Cambridge-Newton-Framingham, MA*	Northeast	2,361,182
13	Portland-Vancouver-Hillsboro, OR-WA	West	2,389,228
14	Denver-Aurora-Lakewood, CO	West	2,814,330
15	Chicago-Naperville-Arlington Heights, IL*	Midwest	7,340,454
16	Pittsburgh, PA	Northeast	2,353,045
17	Austin-Round Rock, TX	South	2,000,860
18	New Orleans-Metairie, LA	South	1,262,888
19	Rochester, NY	Northeast	1,081,954
20	Richmond, VA	South	1,271,334



**Vibrancy takes many forms. Population appears to matter.
Concentration v. dispersion.**

NCAR Arts Vibrancy Index:

Hotbeds of America's Arts and Culture

Top 10 Arts Vibrant Medium Communities (Population 100,000 to 1,000,000)

Rank	MSA (*= Metro Division)	Region	2015 Population
1	Pittsfield, MA	Northeast	127,828
2	Santa Fe, NM	West	148,686
3	San Rafael, CA*	West	261,221
4	Missoula, MT	West	114,181
5	Burlington-South Burlington, VT	Northeast	217,042
6	Bremerton-Silverdale, WA	West	260,131
7	Ithaca, NY	Northeast	104,926
8	Asheville, NC	South	446,840
9	Barnstable Town, MA	Northeast	214,333
10	Des Moines-West Des Moines, IA	Midwest	622,899

The overwhelming majority of arts vibrant cities have a population either under 300,000 or between 1,000,000 and 3,000,000

NCAR Arts Vibrancy Index:

Hotbeds of America's Arts and Culture

Top 10 Arts Vibrant Small Communities (Micropolitan Areas)

Rank	MSA (Micropolitan Area)	Region	2015 Population
1	Breckenridge, CO	West	30,257
2	Summit Park, UT	West	39,633
3	Bennington, VT	Northeast	36,317
4	Bozeman, MT	West	100,739
5	Hudson, NY	Northeast	61,509
6	Greenfield Town, MA	Northeast	70,601
7	Oneonta, NY	Northeast	60,636
8	Juneau, AK	West	32,756
9	Jackson, WY-ID	West	33,689
10	Vineyard Haven, MA	Northeast	17,299

The list of small communities is dominated by those located in western (Alaska, Colorado, Montana, Utah, Wyoming) and northeastern (Massachusetts, New York, and Vermont) states.

NCAR Arts Vibrancy Index:

Hotbeds of America's Arts and Culture



#16

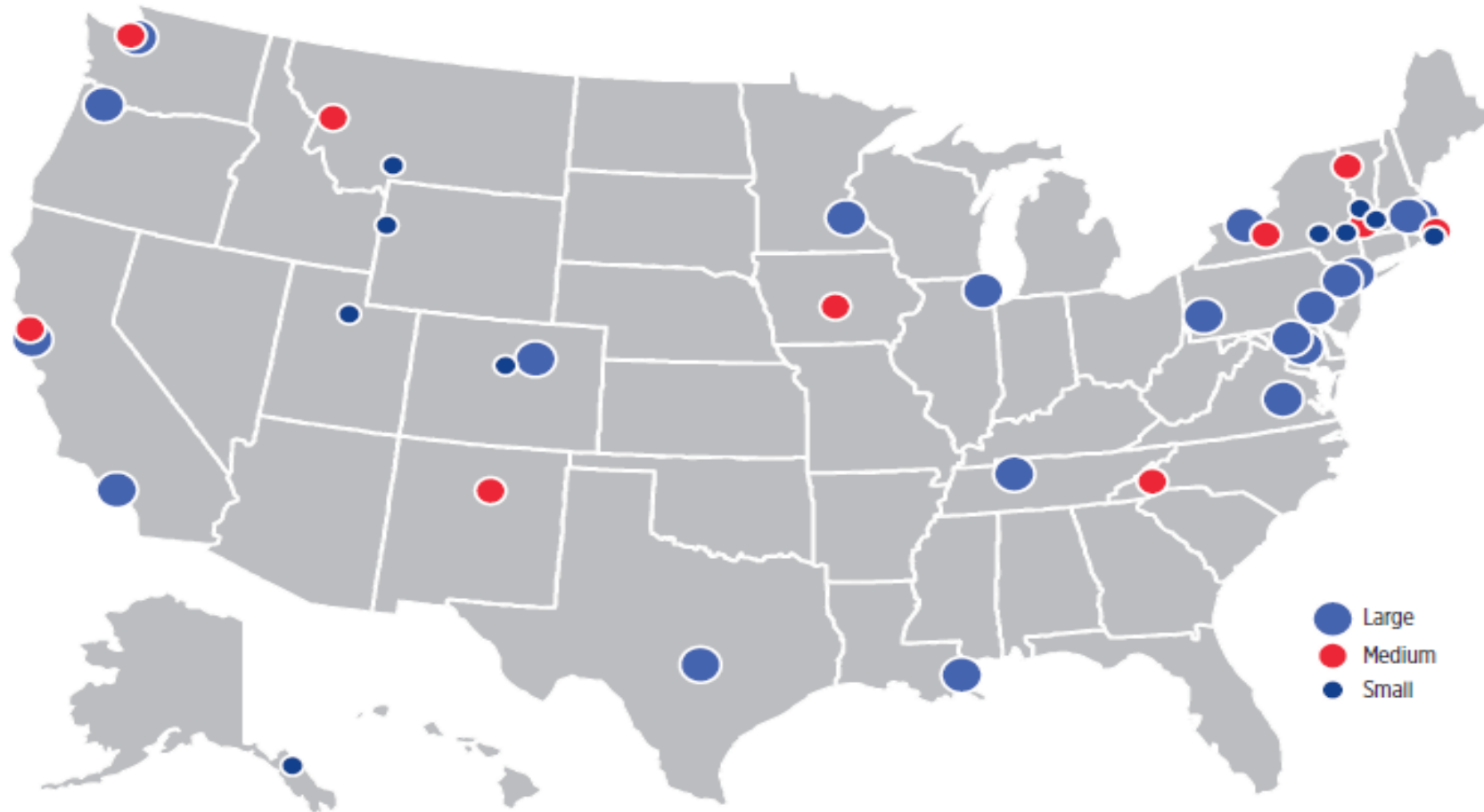
Pittsburgh, PA

Arts Providers		47th
	Independent artists	292 nd
	Arts and culture employees	18 th
	Arts and culture organizations	164 th
	Arts, culture & entertainment firms	43 rd
Arts Dollars		38th
	Program revenue	46 th
	Contributed revenue	65 th
	Total expenses	37 th
	Total compensation	31 st
Government Support		98th
	State arts dollars	187 th
	State arts grants	425 th
	Federal arts dollars	68 th
	Federal arts grants	82 nd

There are 937 MSAs, so ranking between 1 and 93 puts that community in the top 10% of cities on that measure.

NCAR Arts Vibrancy Index: Hotbeds of America's Arts and Culture

Top 40 Arts Vibrant MSAs, Location and Size



Allegheny County compared with all 3,144 U.S. counties

A ranking of 95 means Allegheny County is in the top 5% on that measure. That means there are about 157 counties that rank higher.



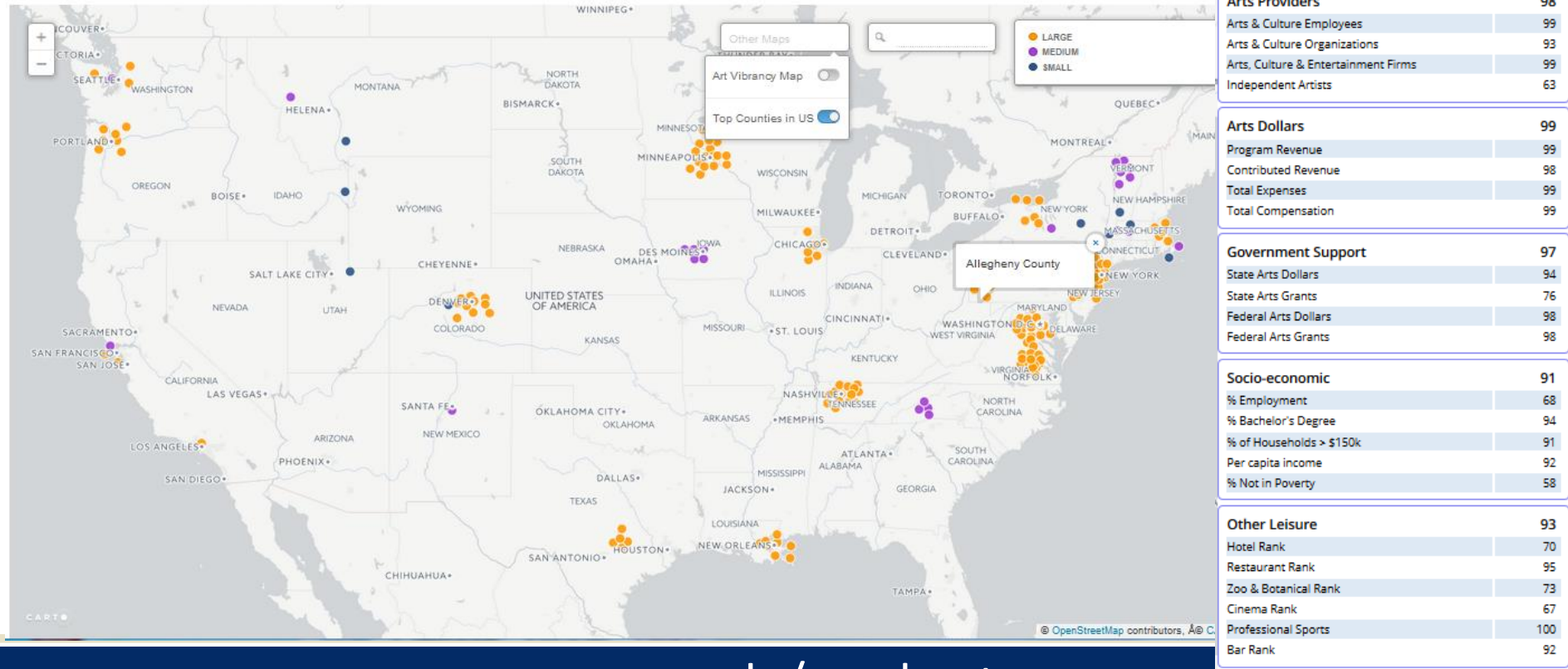
Interactive: Arts Vibrancy Across the U.S.

Click on a county to find out how it ranks

What factors make up a community's arts vibrancy, and which cities possess them? We provide scores for every county's Arts Dollars, Arts Providers, Government Support, Socio-economic and Other Leisure characteristics. This way, when you read in the NCAR report how [these community characteristics drive performance](#), you can also see your community's relative strength on each characteristic. The scores are on a scale of 0-100 with 100 being highest. The scores are akin to percentiles - i.e., if your county's score on a measure is 56, it means it did better than 56% of counties on that measure.

The Art Vibrancy score is the result of a variety of sources including: US Census Bureau, IRS 990s, DataArts™ Cultural Data Profile, Theatre Communications Group, League of American Orchestras, National Endowment for the Arts, Institute of Museum and Library Services, and National Assembly of State Arts Agencies. Find more details in the [Arts Vibrancy Index \(PDF\)](#).

New this year is the ability to view the counties that are mentioned in the [Arts Vibrancy Index Report](#)! Click Other Maps and toggle Top Counties in US to view the Large, Medium, and Small metro areas.



Scroll over your county to see your scores...



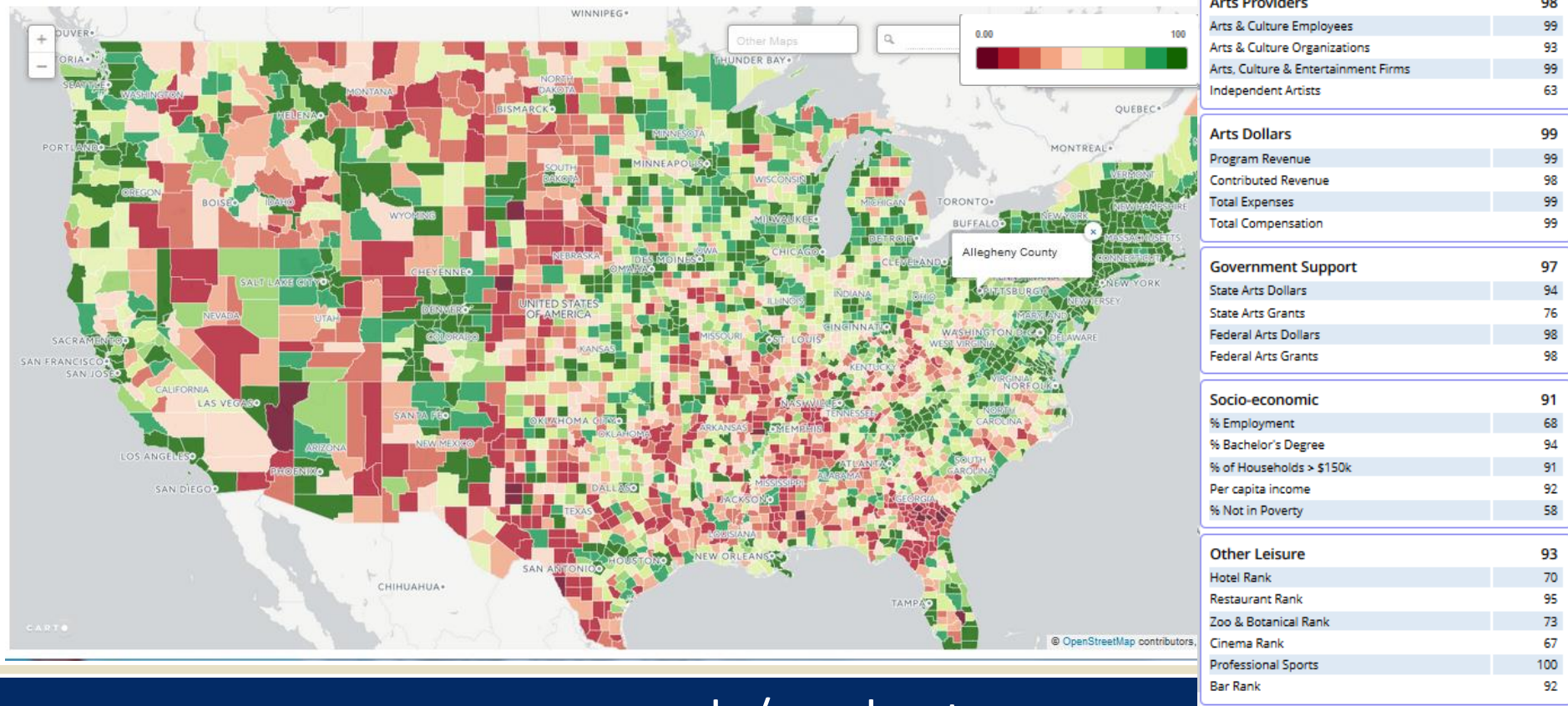
Interactive: Arts Vibrancy Across the U.S.

Click on a county to find out how it ranks

What factors make up a community's arts vibrancy, and which cities possess them? We provide scores for every county's Arts Dollars, Arts Providers, Government Support, Socio-economic and Other Leisure characteristics. This way, when you read in the NCAR report how [these community characteristics drive performance](#), you can also see your community's relative strength on each characteristic. The scores are on a scale of 0-100 with 100 being highest. The scores are akin to percentiles - i.e., if your county's score on a measure is 56, it means it did better than 56% of counties on that measure.

The Art Vibrancy score is the result of a variety of sources including: US Census Bureau, IRS 990s, DataArts[™] Cultural Data Profile, Theatre Communications Group, League of American Orchestras, National Endowment for the Arts, Institute of Museum and Library Services, and National Assembly of State Arts Agencies. Find more details in the [Arts Vibrancy Index \(PDF\)](#).

New this year is the ability to view the counties that are mentioned in the [Arts Vibrancy Index Report](#)! Click Other Maps and toggle Top Counties in US to view the Large, Medium, and Small metro areas.



How arts vibrant is your county?



Vibrancy takes many forms. How is it manifest in your county?

What are peer counties doing that you'd like to emulate?

How arts vibrant is your county?



Vibrancy takes many forms. How is it manifest in your county?

What are peer counties doing that you'd like to emulate?

What are your county's relative strengths and weaknesses?

What will you plan to improve, and how?



Thank you!

NATIONAL CENTER FOR
ARTS RESEARCH

www.smu.edu/artsresearch



SMU.

Today's Speakers



Zannie Voss

Professor; Director
SMU National Center for Arts Research



Jay Dick

Senior Director of State and Local Government Affairs
Americans for the Arts



NACo Arts & Culture Webinar

LEVERAGING NEW TOOLS & RESOURCES TO BUILD
THE ARTS IN YOUR COUNTY

Jay H. Dick

Senior Director of State and Local Government Affairs

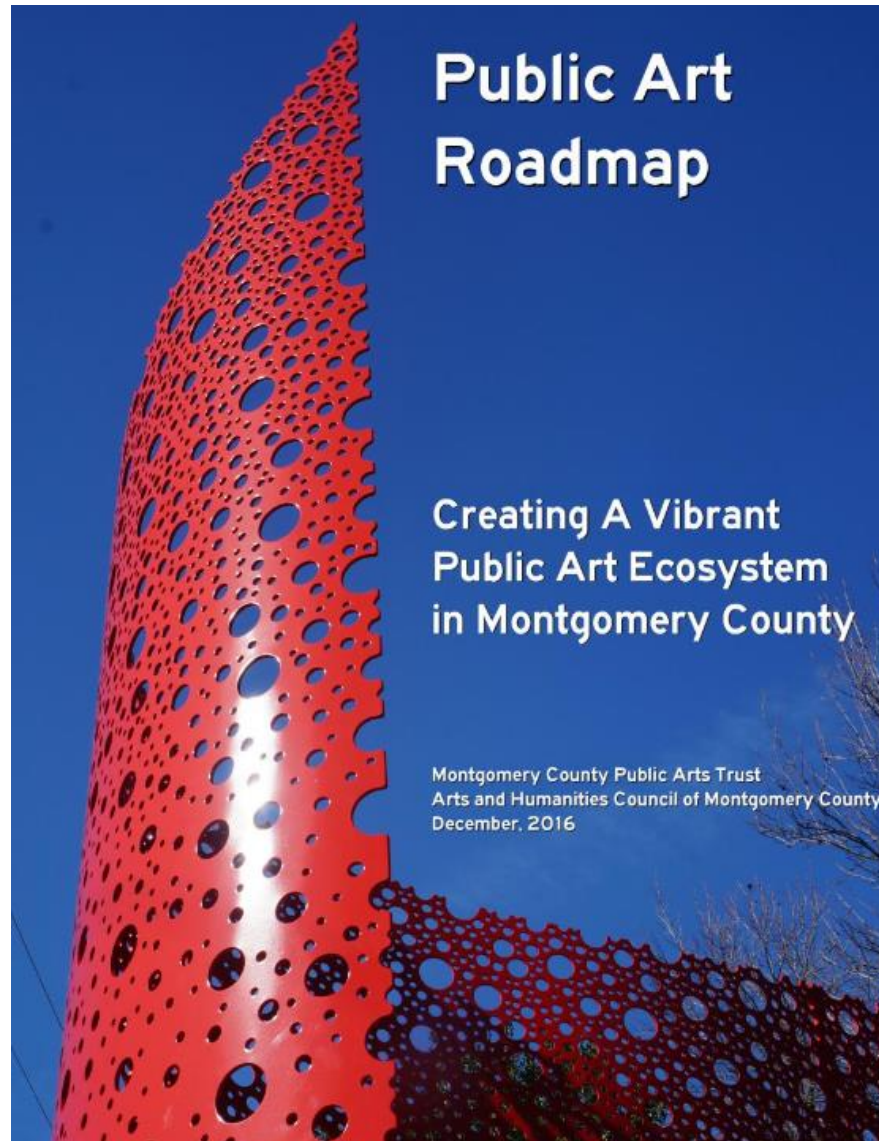
Americans for the Arts

jay@artsusa.org

[@JayAFTA](https://twitter.com/JayAFTA)



Public Art



Public Art

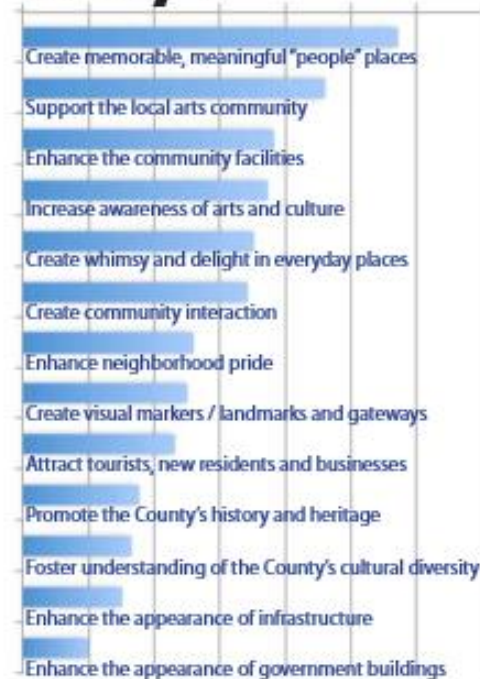
What People Say about Public Art



Deirdre Saunder, *Silver Creek*, Silver Spring

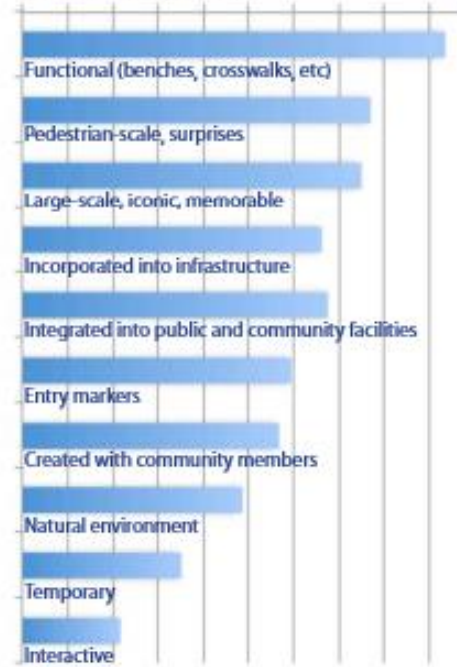
Public Art

Why?



What impact should public art have in Montgomery County?

What?



What approaches to public art would you like to see?

Where?



What are the priority locations for public art?

<http://creativemoco.com/PublicArtRoadmap>

Public Art

Fulton County, Georgia

Public Art Mentorship Program



The Art of Community: Rural S.C.

Pilot Project to advance rural development through the arts

Funded by the U.S. Department of Agriculture's Rural Development Office

These projects will focus on how the arts can address local issues that may include economic, community or workforce development, healthcare, education, public safety, housing or capital.



ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

National Findings

@ArtsInfoGuy

#AEP5



AEP5 National Partners





Most Comprehensive Study Ever!

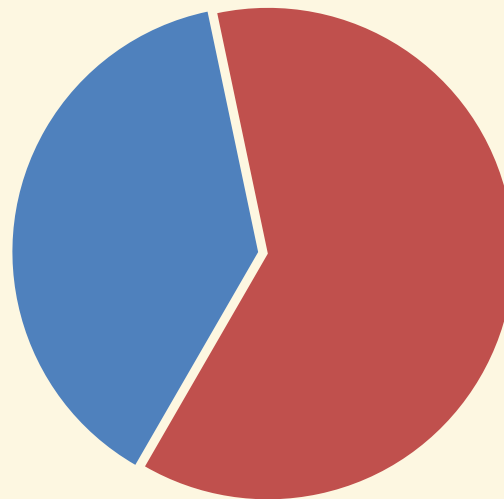
341 Study Regions in all 50 States + D.C.





\$166.3 Billion in Spending (2015)

**Organizations
\$63.8 Billion**



**Audiences
\$102.5 Billion**



Jobs Supported (FTE)

4.6 Million

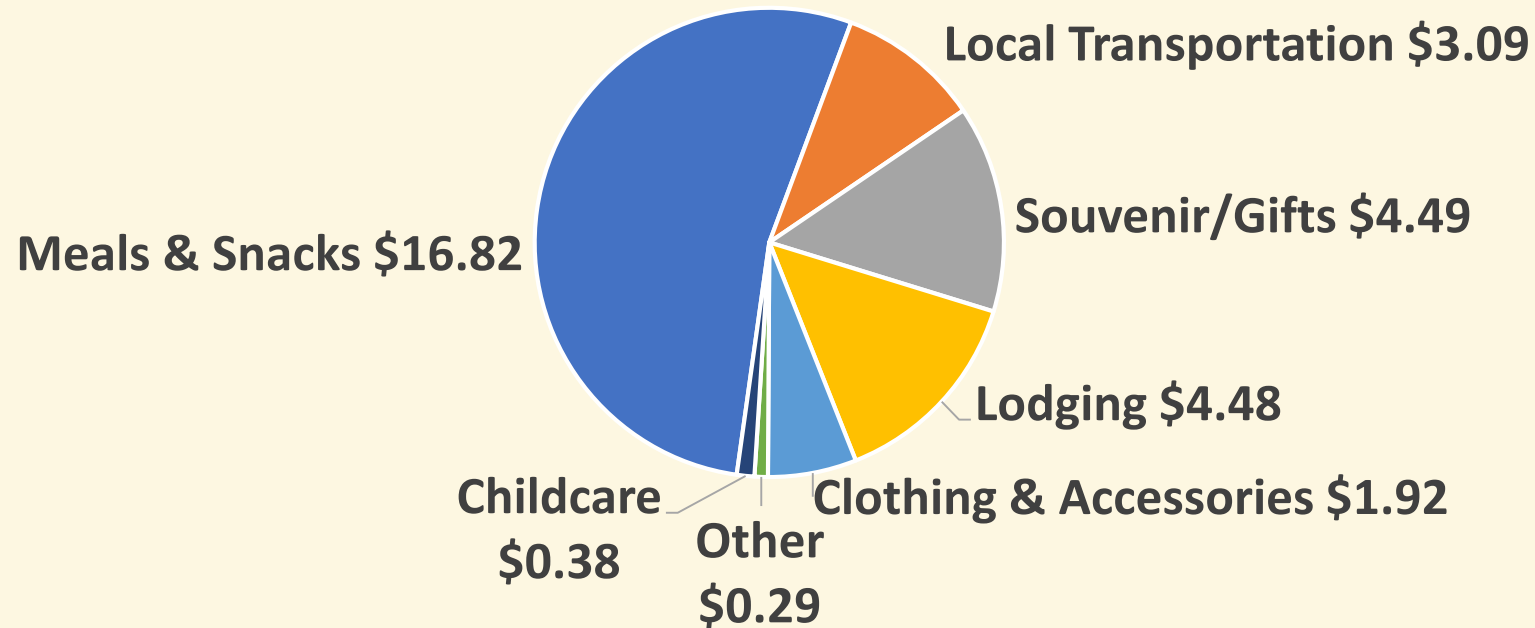


Government Revenue (Federal, State, Local)

\$27.5 Billion



Attendees Spent \$31.47 Per Person, Per Event





Estimate Your Economic Impact The AEP5 Calculator

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

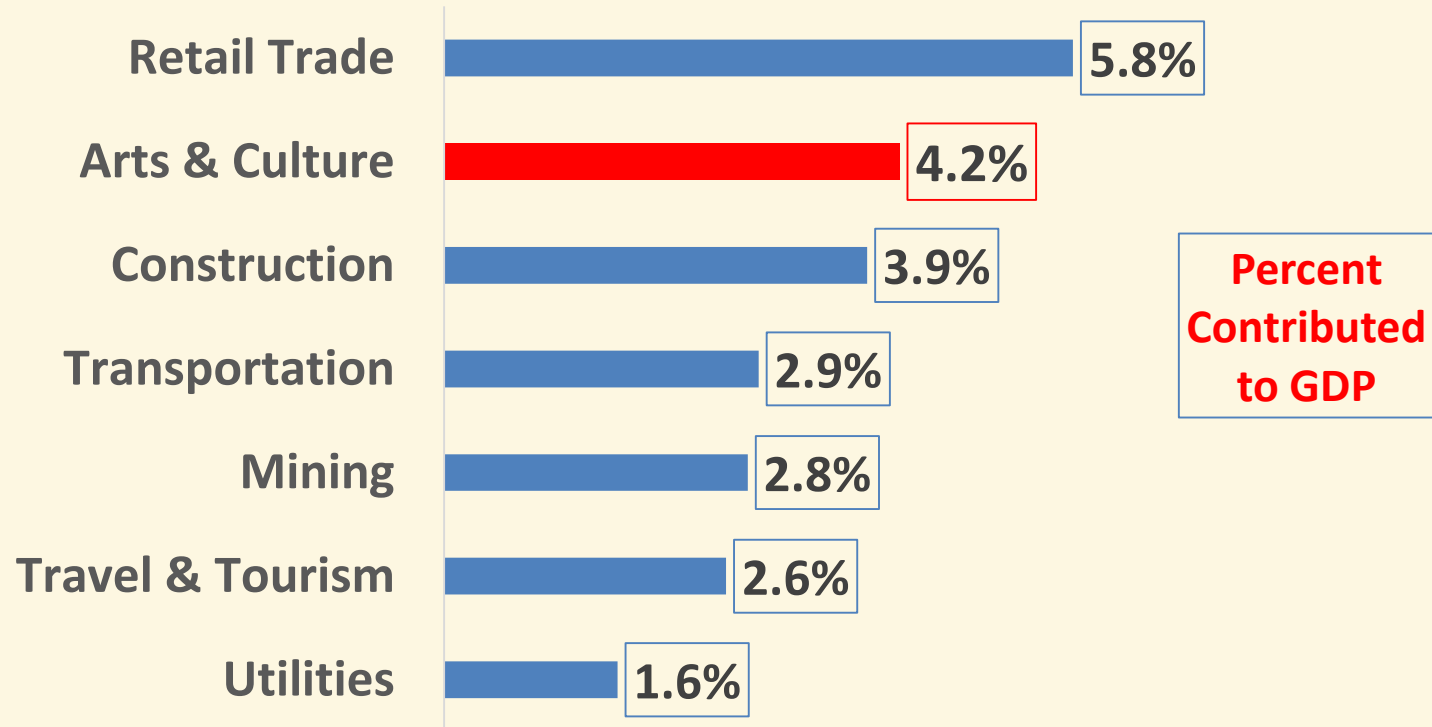
Total Attendance:

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AUDIENCES:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



All U.S. Arts Industries (2014) \$730 Billion = 4.2 Percent of GDP



Source: U.S. Bureau of Economic Analysis



The Arts Mean Business!

AmericansForTheArts.org/AEP5

jay@artsusa.org



CREATIVE COUNTIES PLACEMAKING CHALLENGE:

Building Arts-Driven Community and
Economic Development Solutions

Challenge Prizes

- Selected teams will:
 - Gain access to pre- and post-workshop technical assistance and mentoring support
 - Attend a 2 ½-day training and peer exchange workshop on March 28 – 30, 2018 in Des Moines, Polk County, Iowa
- At the workshop, expert facilitators and practitioners will assist teams as they:
 - Identify local place-based assets and how they might be leveraged to promote places with the arts at their core
 - Form implementable action plans



Eligibility Requirements

- Who should apply?

Counties with populations of less than 250,000.

Note: Counties or county/local arts agencies must form multidisciplinary teams to apply.

- Are there any requirements for the teams?

Teams must consist of at least one county official, one arts leader and one business leader.

- What size should the team be?

Teams must have no less than four and no more than six members.

Note: A maximum of two representatives from a given organization may participate on the same team.

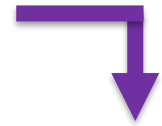


How To Apply

- Go to www.naco.org/creativecounties and click on the

APPLY ONLINE

button



- Application sections include:

- Applicant Information
- Main Point of Contact
- Team Members
- Statement of Intent**
- Letter of Commitment
- Work Samples (optional)

- Submit your application by **October 13, 2017**

The screenshot shows a web browser at the URL www.naco.org/CreativeCounties/Apply. The page features a dark blue header with the NACo logo and navigation links: COUNTIES, ADVOCACY, RESOURCES, EVENTS, ABOUT, NEWS, and EXPLORER. The main content area is white with a blue border. The title is "Creative Counties Placemaking Challenge Application". Below the title is a paragraph of text: "The Creative Counties Placemaking Challenge invites counties with populations of less than 250,000 to form multidisciplinary teams to compete in a challenge competition to identify and strengthen ways to integrate arts into solutions to local challenges. Teams that submit winning applications will attend an in-person, 2 1/2-day training and peer exchange workshop on March 28 - 30, 2018 in Des Moines, Polk County, Iowa. In addition, teams will be able to access pre- and post-workshop technical assistance and mentoring support." Below this text is a red asterisk and the word "Required". The form has two sections: "Email address *" with a text input field labeled "Your email", and "APPLICANT INFORMATION" with a sub-section "Lead applicant name. *" and a text input field labeled "Your answer".

NATIONAL ENDOWMENT FOR THE ARTS



EXPLORING OUR TOWN

- Showcase
- Insights
- Overview

- All Projects
- By Project Setting
- By Project Type
- By Project Location

- Grid
- Map

- ASSET MAPPING
- COMMUNITY ARTS ENGAGEMENT
- COMMUNITY DESIGN
- CREATIVE ECONOMY
- CULTURAL DISTRICT PLANNING
- CULTURAL FACILITIES AND SPACES
- FESTIVALS AND PERFORMANCES
- PUBLIC ART
- PUBLIC SPACE



AIEA, HI
OLA KA 'ILIMA: CREATIVE CULTURE
AND ART SPACES



AJO, AZ
AJO MASTERPLAN



ASHFIELD, MA
ASHFIELD TOWN SPECTACLE



BALTIMORE, MD
REVITALIZING STATION NORTH



BEREA, KY
WAYFINDING DESIGN



BETHLEHEM, PA
THE BRIDGE



BOSTON, MA
INNOVATION DISTRICT



BUFFALO, NY
GRANT STREET GLOBAL VOICES

Creative Counties Placemaking Challenge

- IMPORTANT DATES
 - **Team Application Deadline:**
Friday, October 13, 2017, 11:59 p.m. EST
 - **Announcement of Selected Teams:**
Tuesday, December 12, 2017
 - **Workshop in Des Moines, Polk County, Iowa:**
Wednesday, March 28 – Friday, March 30, 2018



Question & Answer session

- Type your question into the “Questions” box and the moderator will read the question on your behalf.

THANK YOU!

Additional questions or feedback?

Contact Jenna Moran at jmoran@naco.org