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

National Association of Counties
September 26, 2017
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- 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.

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Question & Answer instructions

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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
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: BCG, RTA, rebecca thomas + associates, IBM
Arts and Cultural Organizations and a Sense of Place

Example – ABC Theatre Company in Pittsburgh

1 km radius, weight=97%

3 km radius, weight=89%

5 km radius, weight=80%
NCAR Arts Vibrancy Index: Hotbeds of America’s Arts and Culture

Top 40 Arts Vibrant Communities, Location and Size

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

Vibrancy takes many forms. Population appears to matter. Concentration v. dispersion.
### Top 10 Arts Vibrant Medium Communities

*(Population 100,000 to 1,000,000)*

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

The overwhelming majority of arts vibrant cities have a population either under 300,000 or between 1,000,000 and 3,000,000
### Top 10 Arts Vibrant Small Communities (Micropolitan Areas)

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

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.
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.

What factors make up a community’s arts vibrancy, and which states 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 the NCRA report on 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 50, it means it did better than 50% of countries on that measure.

The Arts Vibrancy score is the result of a variety of sources including: US Census Bureaus, RLG Arts Essential Data, National Endowment for the Arts, Institute of Museum and Library Services, and National Assembly of State Arts Agencies. Find more details on the Arts Vibrancy Index (AVI). 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 metropolitan areas.

Allegeny County, PA

| Arts Providers | 98 |
| Arts & Culture Employees | 99 |
| Arts & Culture Organizations | 93 |
| Arts, Culture & Entertainment Firms | 89 |
| Independent Artists | 63 |
| Arts Dollars | 99 |
| Program Revenue | 99 |
| Contributions Revenue | 98 |
| Total Expenses | 99 |
| Total Compensation | 99 |
| Government Support | 97 |
| State Arts Dollars | 74 |
| State Arts Grants | 76 |
| Federal Arts Dollars | 98 |
| Federal Arts Grants | 98 |
| Socio-economic | 91 |
| % Employment | 68 |
| % Bachelor’s Degree | 54 |
| % of households with <$15,000 per poverty income | 81 |
| Per capita income | 92 |
| % Not in poverty | 58 |
| Other Leisure | 93 |
| Home Rank | 76 |
| Restaurant Rank | 95 |
| Zoo & Botanical Rank | 73 |
| Golf Course Rank | 67 |
| Professional Sports | 100 |
| Bar Rank | 92 |
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
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
Public Art

Public Art Roadmap

Creating A Vibrant Public Art Ecosystem in Montgomery County

Montgomery County Public Arts Trust
Arts and Humanities Council of Montgomery County
December, 2016
Public Art

What People Say about Public Art
## Public Art

### Why?
- Create memorable, meaningful "people" places
- Support the local arts community
- Enhance the community facilities
- Increase awareness of arts and culture
- Create whimsy and delight in everyday places
- Create community interaction
- Enhance neighborhood pride
- Create visual markers, landmarks and gateways
- Attract tourists, new residents and businesses
- Promote the County’s history and heritage
- Foster understanding of the County’s cultural diversity
- Enhance the appearance of infrastructure
- Enhance the appearance of government buildings

### What?
- Functional (benches, crosswalks, etc.)
- Pedestrian-scale, surprise
- Large-scale, iconic, memorable
- Incorporated into infrastructure
- Integrated into public and community facilities
- Entry markers
- Created with community members
- Manual environment
- Temporary
- Interaction

### Where?
- Public spaces / pedestrian areas in urban centers
- Community and civic facilities
- Gateways and landmarks / County
- Gateways and landmarks / neighborhoods
- Public schools
- Transit corridors
- Parks and stream corridors
- Gateways and landmarks / urban centers
- Railways and bike trails
- Interactive, incorporating new technology
- Parking garages
- Montgomery College

What impact should public art have in Montgomery County?
What approaches to public art would you like to see?
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.
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

- Meals & Snacks: $16.82
- Local Transportation: $3.09
- Souvenir/Gifts: $4.49
- Lodging: $4.48
- Clothing & Accessories: $1.92
- Childcare: $0.38
- Other: $0.29

@ArtsInfoGuy
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**

<table>
<thead>
<tr>
<th>ORGANIZATION(S):</th>
<th>TOTAL EXPENDITURES</th>
<th>FTE JOBS</th>
<th>HOUSEHOLD INCOME</th>
<th>LOCAL GOVERNMENT REVENUE</th>
<th>STATE GOVERNMENT REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUDIENCES:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL:</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

[www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact)
All U.S. Arts Industries (2014)
$730 Billion = 4.2 Percent of GDP

- Retail Trade: 5.8%
- Arts & Culture: 4.2%
- Construction: 3.9%
- Transportation: 2.9%
- Mining: 2.8%
- Travel & Tourism: 2.6%
- Utilities: 1.6%

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](http://www.naco.org/creativecounties) and click on the [APPLY ONLINE](http://www.naco.org/creativecounties) 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**
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