

July 19, 2023

Summer Research Round Up

Data, Insights & New Sector Trends

- *To join by phone dial: 1-646-876-9923 and enter the meeting code 913 4513 8883*
- *To listen with your computer speakers, click the audio button at the bottom of your screen*
- *Use the Q&A feature to send questions*
- *Close Captioning available*

SMU[®]
DataArts

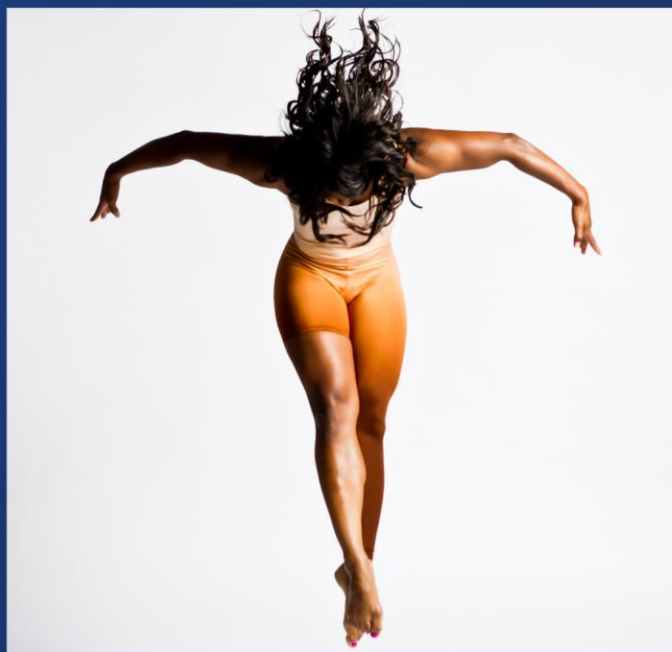


Image of adult student taking notes with a full bookcase in the background.

Session Goals

- Meet the team of SMU DataArts' researchers including the director of research
- Explore released research and available reports
- Learn about what is to come from SMU DataArts researchers
- Stay connected with our work and team

SMU DataArts



NATIONAL CENTER FOR ARTS RESEARCH



Zannie Voss, Ph.D.
Director



Daniel Fonner
Associate Director for Research



Yunjie He
Data Scientist



Becca Roscoe
Senior Research Associate



Jen Benoit-Bryan, Ph.D.

Director of Research

Jen Benoit-Bryan joins SMU DataArts after serving as President of Slover Linett Audience Research. Jen led that team by prioritizing research strategies that pull in new voices, that are collaborative, that co-create with communities, and that spark and support lasting change in the arts and culture sector.

As an expert in statistical social research, she consults internally and externally on research design and advances the use of new tools and advanced techniques for analysis.

Available Insights & Reports





Let's hear from you!

Chat Storm Edition

What research has captured your interest. Any research, reports or perspectives.

OCTOBER 2022



**Bending Art and Culture Towards Justice:
The Ford Foundation's Creativity
and Free Expression Arts and Culture
Program Investments in Diverse
Creative Communities**

CONDUCTED BY SMU DATAARTS
DR. ZANNIE VOSS, REBECCA ROSCOE AND DANIEL FONNER

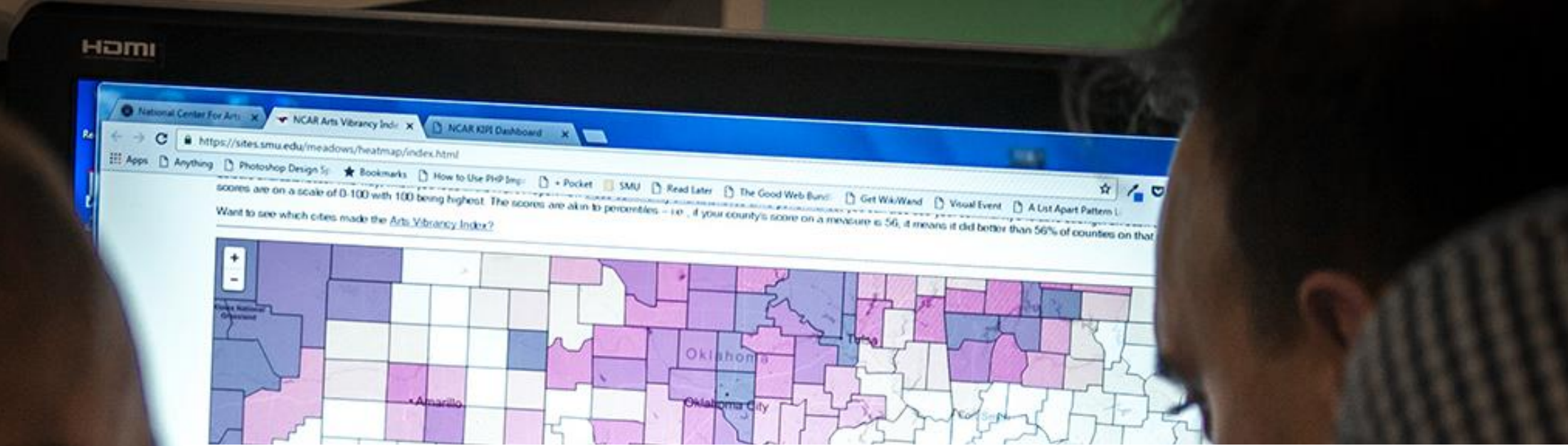
SMU DataArts

The Impact of the Ford Foundation's Creativity & Free Expression Arts & Culture Program Investments in Diverse Creative Communities

Evaluative report set out to understand the Ford Foundation's Creativity and Free Expression (CFE) Arts and Culture program's progress toward driving long-lasting social change.

- Improve financial stability
- Increased resources.
- Progress in increasing the production and visibility of underrepresented artists.

<https://culturaldata.org/ford-cfe-ac-program-evaluation/overview/>



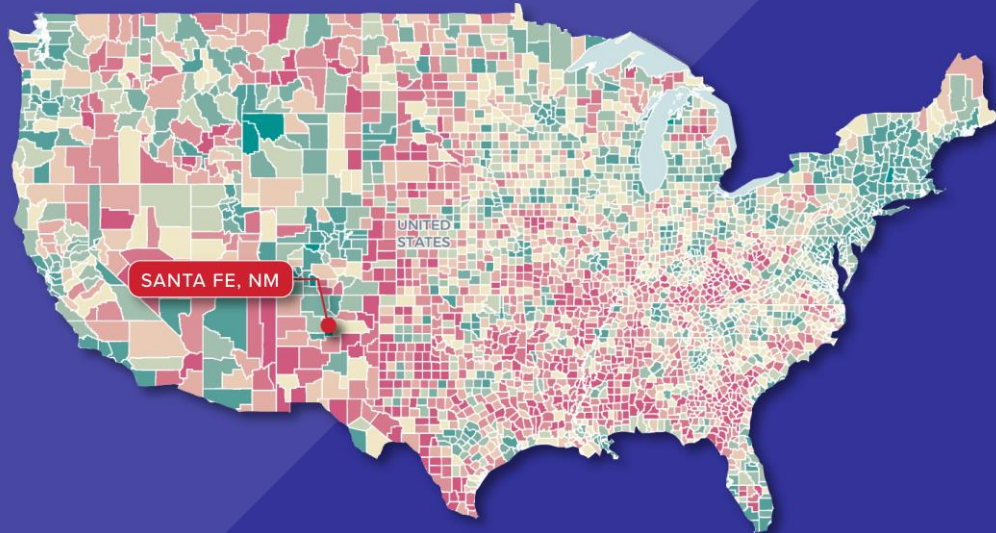
Arts Vibrancy Index Report & Map

Identifying the 40 most arts-vibrant communities across the U.S. based on data-informed indices.



The Arts Vibrancy Map:

SCORES FOR EVERY COUNTY IN THE U.S.



100

ARTS DOLLARS

100

ARTS PROVIDERS

99

GOV SUPPORT

89

SOCIO-ECONOMIC

93

OTHER LEISURE

smu.edu/artsvibrancymap

The Top 40 Most Arts-Vibrant Communities of 2022

- 2022 Arts Vibrancy Report examines the level of supply, demand, and government support of the arts in more than 900 communities across the country.
- Accompanied by an interactive **Arts Vibrancy Map** that reveals the arts-vibrancy score of every county in the U.S.
- The Index lists, in alphabetical order, the 20 most arts-vibrant large cities, the 10 most arts-vibrant medium cities, and the 10 most arts-vibrant small cities.

<https://www.culturaldata.org/arts-vibrancy-2022/executive-summary/>

Digging Deeper into Arts Vibrancy

[Read the Arts Vibrancy Index](#)

After a brief hiatus, SMU DataArts, the National Center for Arts Research, is proud to once again release the Arts Vibrancy Index Report in its seventh iteration, celebrating arts-vibrant communities across the United States even as they grapple with the ongoing realities of the COVID-19 pandemic.

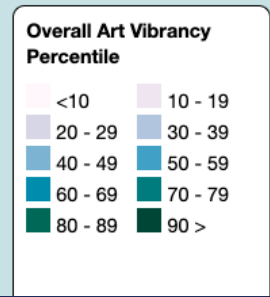
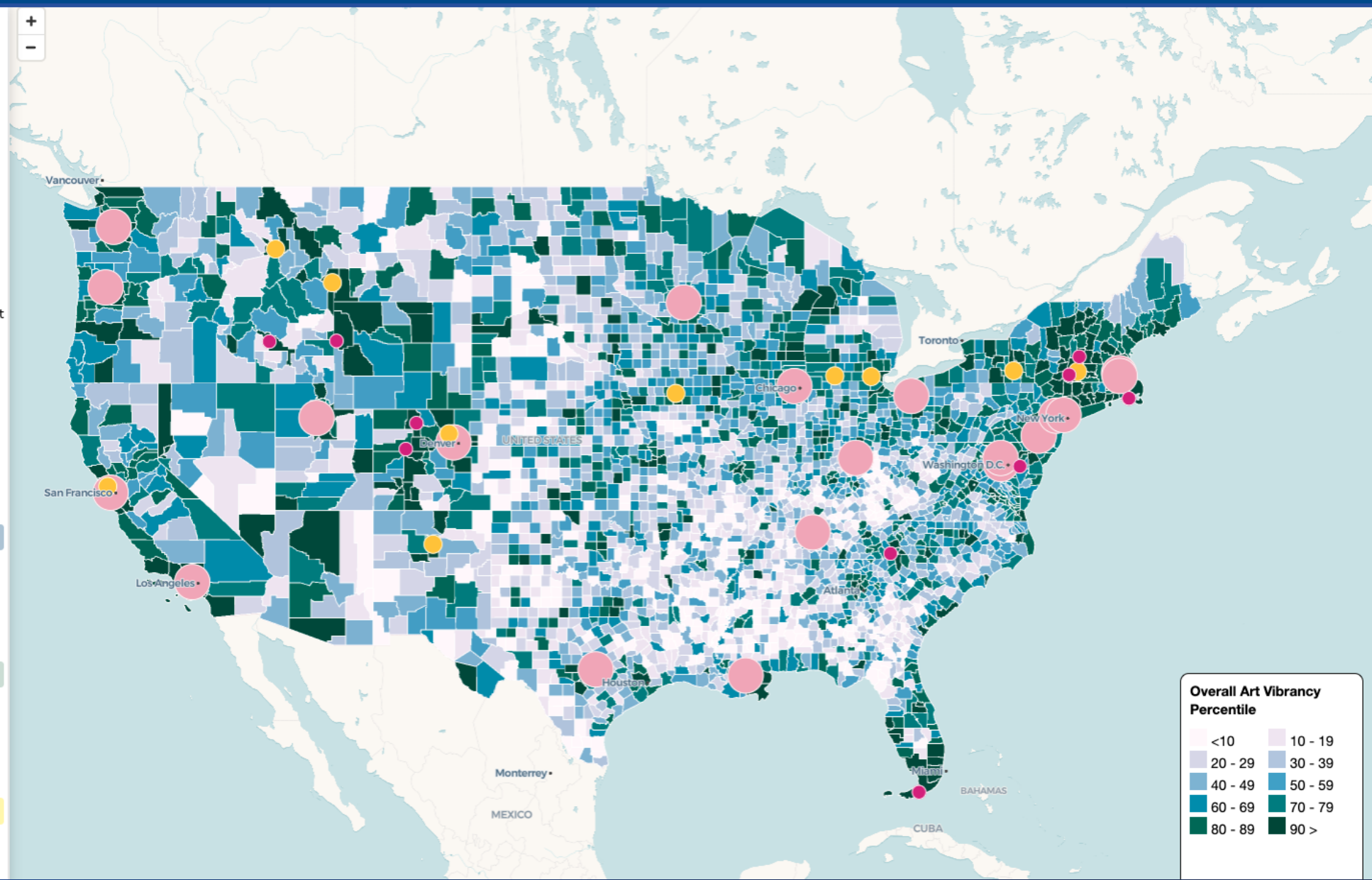
Each county has an overall arts vibrancy score indicated by the colors shown in the legend, made up of weighted scores on the measures found along the left of the map. Each of these measures are scored akin to percentiles – i.e., if your county has a score of 56, it means it did better than 56% of communities on that measure. There are just over 3100 counties in the country, so scoring 90 means there are about 310 counties that ranked higher.

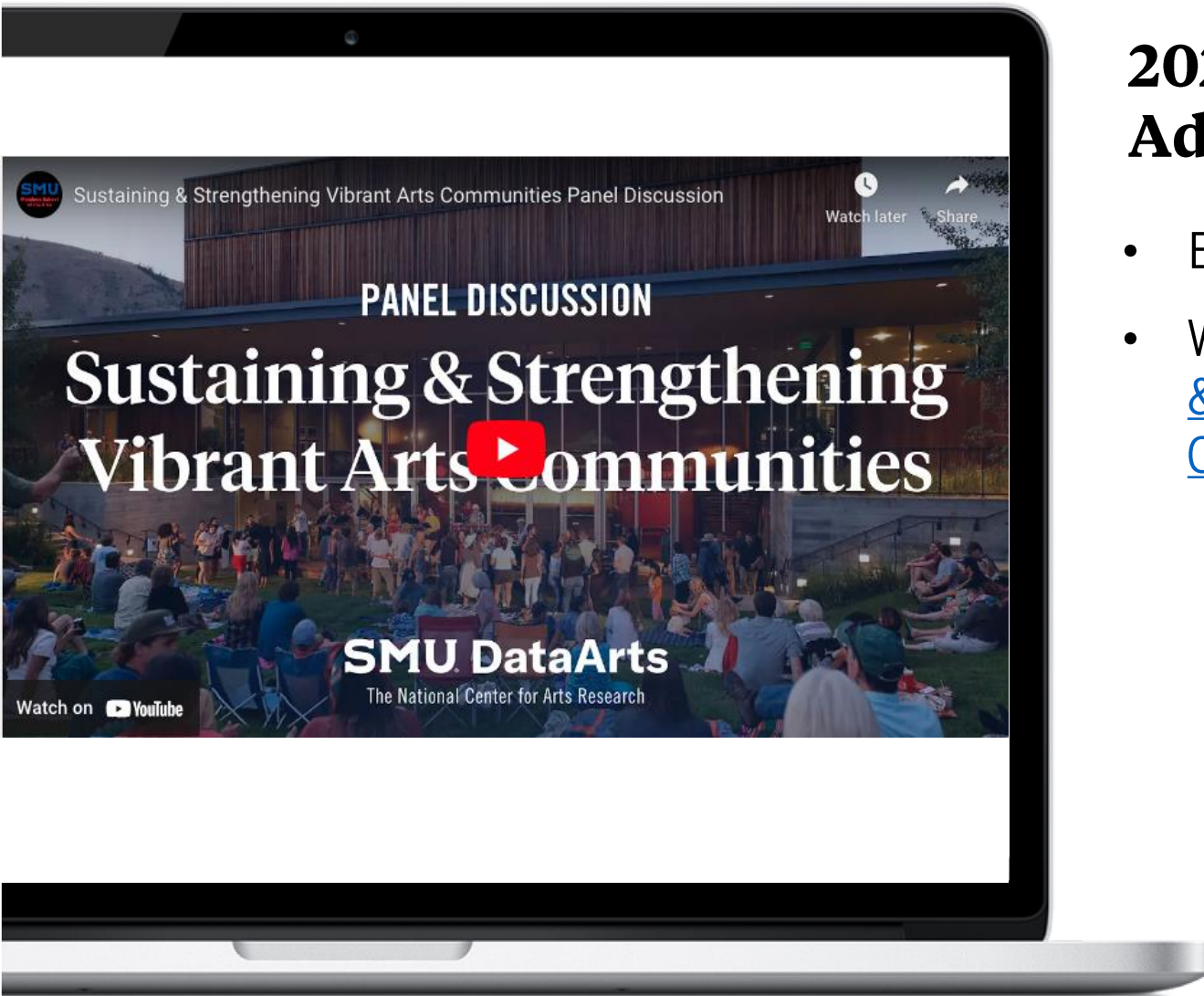
Display MSA Communities

- Top 20 Large Communities
- Top 10 Medium Communities
- Top 10 Small Communities

County Scores

Arts Providers	
Arts & Culture Employees	
Arts & Culture Organizations	
Arts, Culture & Entertainment Firms	
Independent Artists	
Arts Dollars	
Program Revenue	
Contributed Revenue	
Total Expenses	
Total Compensation	
Government Support	
State Arts Dollars	
State Arts Grants	





2022 Arts Vibrancy Map & Additional Resources

- Explore the AVI Map
- Watch our panel discussion: [Sustaining & Strengthening Vibrant Arts Communities](#)

2022 Arts Vibrancy Index Captures Growth in Pre-Pandemic Dallas

Posted Jun 08, 2023

Dallas has seemingly made strides when it comes to arts vibrancy. The 2022 Arts Vibrancy Index — which looks at the supply, demand, and government support for the arts — showed Dallas improving across almost all of the 12 metrics evaluated.

“For the most recent report, Dallas has moved into the top 10 percent of all communities in terms of arts vibrancy,” says Daniel Fonner, the Associate Director for Research at SMU DataArts. It’s an achievement worth celebrating, but there’s a caveat. The report’s data reflects the time just before the pandemic and its early days. It may offer some clues as to the pandemic’s impact, but it does not represent the impact fully. We spoke to Fonner about the report’s takeaways on Dallas, and followed up with local artists and arts organizations to see how their experience through the pandemic matches up.



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- Watch our panel discussion: [Sustaining & Strengthening Vibrant Arts Communities](#)
- Learn more by exploring featured blog [2022 Arts Vibrancy Index Captures Growth in Pre-Pandemic Dallas](#)



Local Arts Agency Funding and Arts Vibrancy

Exploring how funding from local arts agencies impacts arts vibrancy and its underlying dimensions.

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Examine the effects of Local Arts Agency (LAA) funding on overall Arts Vibrancy and the individual, underlying components of Arts Vibrancy

- LAA funding has a positive relationship with overall Arts Vibrancy in a community
- LAAs have impact on essential support for the arts workforce
- LAAs support stimulates more artistic activity
- Public funding sources play a key role in the overall arts ecology
- The arts thrive in relationship with other leisure activities within a community



LAA Funding & Arts Vibrancy Report & Additional Resources

- Download and read report
- Watch video responses to the report

How to Develop Effective Advocacy Messaging for Your Local Arts Agency

Posted Jun 29, 2023

Randy Cohen, Vice President of Research at Americans for the Arts has played a significant role in advocating for the arts for over 30 years now. Paired with recent research from SMU DataArts, we invited Randy to share his strategy on how to develop effective and persuasive messaging in support of Local Arts Agencies nationwide.



Randy Cohen

Vice President of Research, Americans for the Arts

"No numbers without a story, and no stories without a number."



I conducted my first local arts agency (LAA) field survey in 1991. We didn't even ask for fax numbers because not enough LAAs had one. The LAA field (e.g., arts councils, arts commissions, cultural affairs departments) has grown significantly in size and impact (and technology) since then. What hasn't changed is their commitment to strengthening their arts and culture sector, making the arts accessible to all, and building healthier communities through the arts. The research is clear: LAAs don't always make the art, but they always make the art possible—and they are always worth advocating for.

LAA Funding & Arts Vibrancy Report & Additional Resources

- Download and read report
- Watch video responses to the report
- Learn more by exploring featured blog

[How to Develop Effective Advocacy Messaging for Your Local Arts Agency](#)

Local Arts Agency Funding and Arts Vibrancy

- Overview
- Testimonials
- Video Responses
- Press Release

Testimonials from LAA Leaders and Constituents about Contributions to Arts Vibrancy

Behind the data in the report are the unique strengths and experiences of LAA staff, constituent community. We invited these groups to share testimonials about the impact of these agencies' submissions, which can be browsed and shared below.

Sort

Search By LAA And Filter

Search for LAA

- All
- Pacific Northwest
- Midwest
- West
- South
- Northeast
- Mid-Atlantic
- Individual Artist
- Nonprofit Organizations
- Grants and Board
- Quotes from LAA Staff and Board
- Quotes from Volunteers
- Quotes from Crisis/Emergency
- Economic Vitality
- Creative Placemaking
- Crisis/Emergency
- COVID-19
- Capacity Building
- Arts Education
- Equity and Inclusion
- Accessibility
- Arts and Culture
- Fiscal Sponsorship
- Tourism
- Community
- Advocacy
- Creative Expression

Reset

Pacific Northwest

"The Sammamish Arts Commission raises awareness of the importance of art as a way to bring the community together. Through permanent art, we bring beauty to the city. We support performance art and encourage children to explore their own creativity through fun projects and engaging activities."

"We believe the arts are essential to a thriving community. The arts connect people and create healthy places where people want to live, work, and visit. We are leading a movement to reimagine models of partnerships and foster exchange between...arts and business communities.

Our LAA believes that arts and business thrive together, and it is our role to forge that connection."

Executive Director



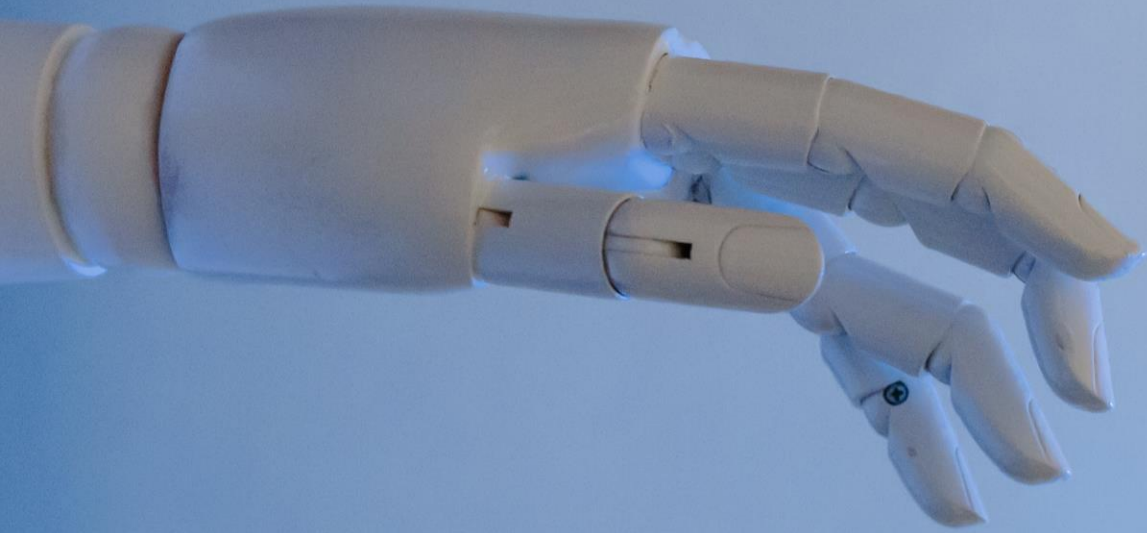
Let's hear from you!

How do you like to engage with new research?

Select all that apply on the poll on your zoom screen.

What's Next for Research?





Machine Learning and Giving in the Arts

Turning to machine learning to evaluate equitable practices in grantmaking.

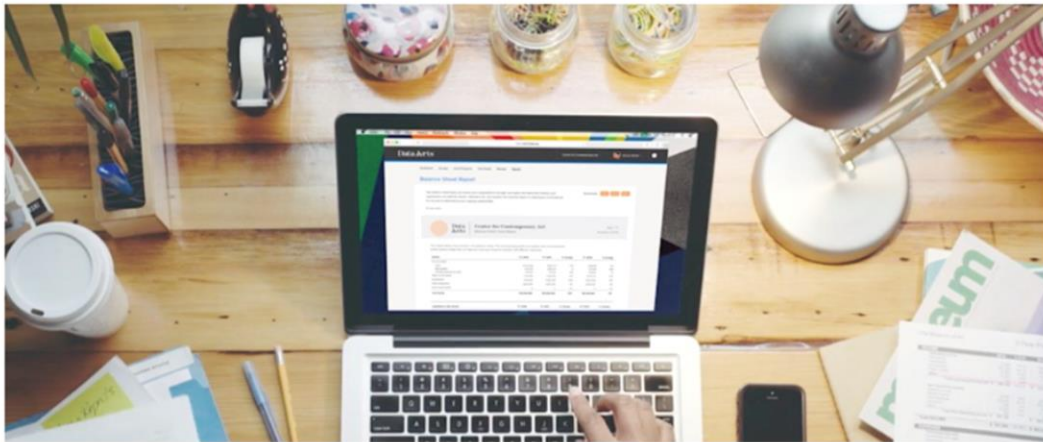
Researchers Turn to Machine Learning to Evaluate Equitable Practices in Grantmaking

Posted Dec 08, 2022

Technological buzzwords abound, and new technologies are created and shared widely every day. The hype around these new ideas spurs innovation in the arts and culture field with mixed results in the short- and long-term. With examples like [NFTs](#), augmented/virtual reality in [Pokémon Go](#), and the use of machine learning for donor identification, our sector strives to harness these technologies, but difficulties in infrastructure, sustainability, and bias in these systems can make it difficult to provide transparency and equity to the audiences we aim to serve. Technologies such as [Smartify's](#) computer vision exhibition application and [Salesforce's AI for Good](#) donor identification software show positive uses of these technologies, but the success of individual implementation cases vary.

Through all of this innovation, however, few [computational tools and methods](#) have been created to assist grantmakers in their efforts to cultivate equitable funding practices to support the sector. Knowing the hurdles present in technology integration within our field, is it even possible to create something useful to support funders? Can we mitigate the bias found in these systems to make them trustworthy? Well, we think we can.

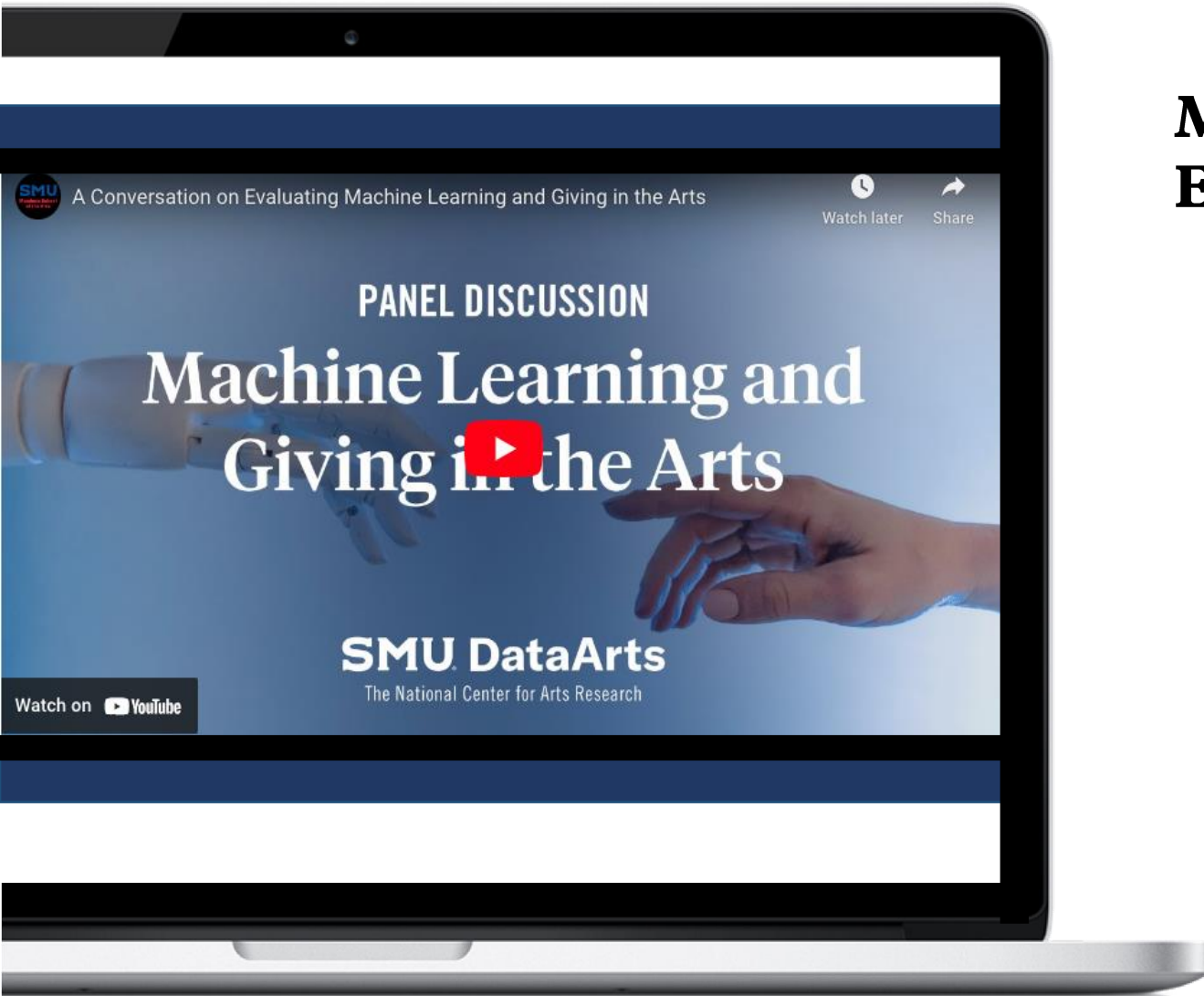
SMU DataArts' new three-year strategy^[i] and external developments in the field^[ii] prompted us to explore how machine learning could be used to evaluate grantmaking. The results of our research indicate we are on the right track in developing this technology.



Machine Learning to Evaluate Equitable Practices in Grantmaking

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Machine Learning to Evaluate Equitable Practices in Grantmaking

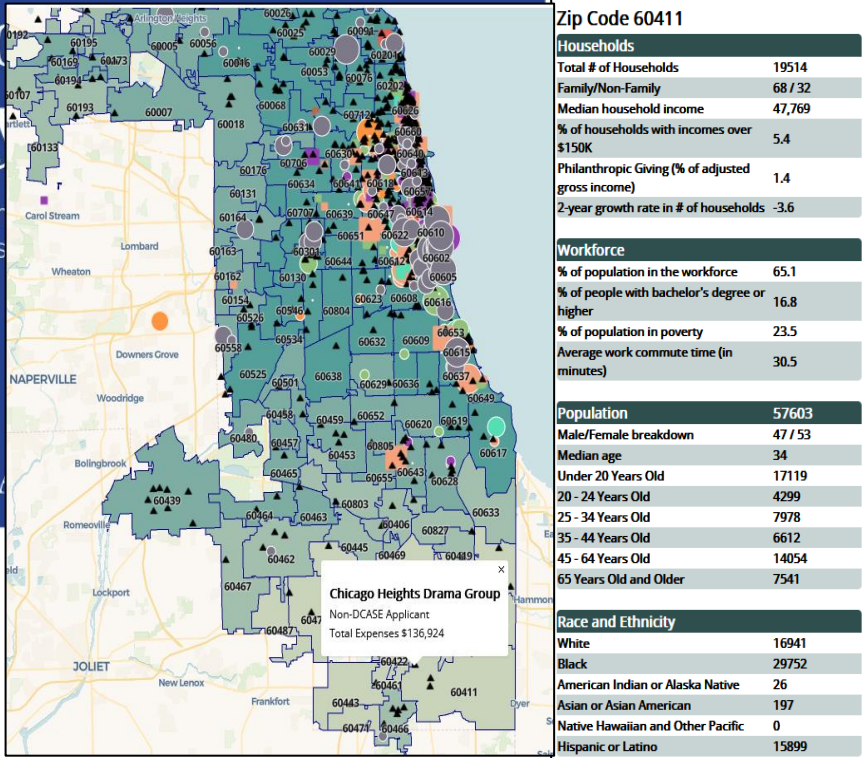
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- Blog: [Researchers Turn to Machine Learning to Evaluate Equitable Practices in Grantmaking](#)
- Webinar: [Machine Learning & Giving in the Arts with Greater Pittsburgh Arts Council](#)



Workforce Demographic Study

Make data-informed decisions for equity, and inclusion



Grantmaking Partners & Research: Workforce Demographics in Los Angeles County

WFD study provides reliable insights into the demographic makeup of organizations, understanding of its representativeness and the well-being of its workforce.

- Examines demographics of staff, board, and independent contractors
- National WFD study concluded spring 2023
- Case Study: Los Angeles County

THEATRE FACTS

tcg THEATRE COMMUNICATIONS GROUP'S REPORT ON THE FISCAL STATE OF THE U.S. PROFESSIONAL NOT-FOR-PROFIT THEATRE FIELD



More than a dozen local actors performed in Teatro Dallas, the 2021 spring celebration striding down Live Oak Street in Old East Dallas.

By Daniel F. Fonner, Zannie Giraud
with Teresa Eyring, Rachael Hip-Flores

Reduced Expenses and Growth in Government Support Kept Theatres Afloat in 2021

Posted Feb 07, 2023

The 42nd edition of Theatre Facts from [Theatre Communications Group \(TCG\)](#) is an in-depth report examining the attendance, performance, and overall fiscal health of the nonprofit theatre sector to emphasize its significant artistic, educational and economic contributions as we strategize rebuilding for the future.

Not-for-profit theatres contributed \$1.37 billion to the U.S. economy and attracted 2.9 million audience members in 2021, according to Theatre Facts 2021, released by Theatre Communications Group (TCG), in partnership with SMU DataArts. Based on TCG's Fiscal Survey and SMU DataArts' Cultural Data Profile (CDP), Theatre Facts is the only in-depth report that examines the attendance, performance, and overall fiscal state of the U.S. professional not-for-profit theatre field.



Theatre Communications Group's Theatre Facts Report

An in-depth report examining the attendance, performance, and overall fiscal health of the nonprofit theatre sector.

- An overview of the professional landscape for not-for-profit theaters
- Highlight sector trends
- Analysis on theatre experience post-pandemic

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#artsvibrancy2022

TOP 20

Large Community

ARTS VIBRANCY INDEX 2022



Cleveland / Elyria
Ohio

Photo courtesy of the community with the Arts Vibrancy Index project, jazz photo performed at the Great Lakes African American Music Conference (2022)

COMMUNITY STRENGTHS

Rankings from 1-947

#103

ARTS PROVIDERS

#10

ARTS DOLLARS

#38

GOVT SUPPORT

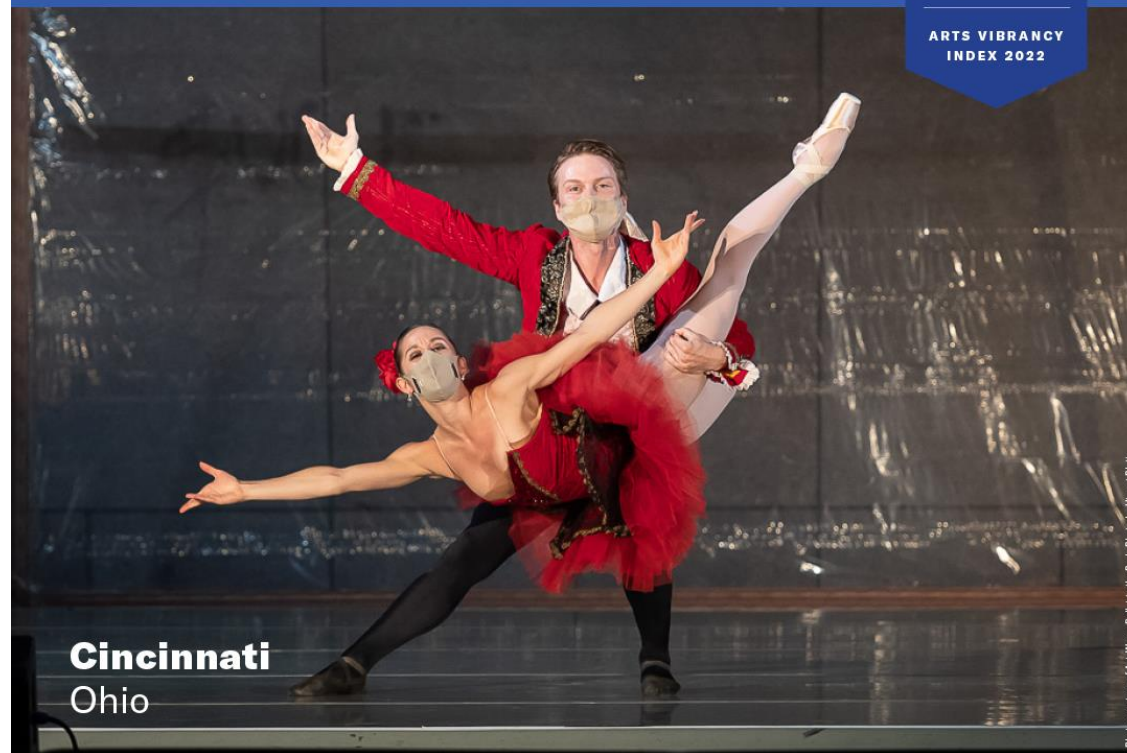
SMU DataArts

#artsvibrancy2022

TOP 20

Large Community

ARTS VIBRANCY INDEX 2022



Cincinnati
Ohio

Photo courtesy of Artswave, Ballet in the Park, Photo by Hironi Platt

COMMUNITY STRENGTHS

Rankings from 1-947

#150

ARTS PROVIDERS

#12

ARTS DOLLARS

#32

GOVT SUPPORT



Explore & Discovery: Small Art & Cultural Organizations

SMU DataArts and its new Small Organizations Research Advisory Committee are exploring data analysis about the operations and contexts of small arts organizations (under 50k annual expenses).

- Explore diversity in organizational characteristics
- Examine growth and changes over time.
- Report that authentically reflects experiences



Let's hear from you!

Which piece of (released or in progress) research interest you the most?

Select one via the poll on your zoom screen.

Questions?

Support Center

10:30am – 7pm ET, Monday – Friday

877-707-DATA (877-707-3282)

help@culturaldata.org

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Connect with us

Share

Tell others what you've learned and tag us on social media @SMUDataArts

Storytelling

Share your experience using the CDP platform or our research for a chance to be featured on our blog

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Thank You!

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