

Index-Specific Drivers

Total Operating Revenue

Total Expenses (after depr.)

Arts & Cultural Organizations

+ Positive drivers

Size, sector
Local funding, state funding
Earned revenue
Contributed revenue
Targets African Americans
Targets Hispanics/Latinos

- Negative drivers

Organization age

Arts & Cultural Organizations

+ Positive drivers

Size, sector, age
Higher spend on marketing
Higher spend on fundraising
Targets kids
Targets African Americans
NEA/IMLS grants

- Negative drivers

Occupancy expenses
Targeting young adults
Targets Hispanics/Latinos

Community Arts and Leisure Characteristics

+ Positive drivers

Market A&C dollar activity
Public radio & TV station activity
artists and arts providers
other museums

- Negative drivers

other leisure activity competitors
art museums, community orgs
music orgs, orchestras
general performing arts orgs
PACs

Community Arts and Leisure Characteristics

+ Positive drivers

Market A&C dollar activity
artists and arts providers

- Negative drivers

other leisure activity competitors
theater companies
community-based organizations
opera companies
general performing arts organizations

Community Socio-demographic Characteristics

+ Positive drivers

High % Hispanic/Latino
Total population
Socioeconomics

- Negative drivers

Community Socio-demographic Characteristics

+ Positive drivers

High % Asian American
High % African American
High % Hispanic/Latino
Socioeconomics

- Negative drivers

Median age

Public Funding

+ Positive drivers

\$ and # of Federal and State arts grants

- Negative drivers

Public Funding

+ Positive drivers

- Negative drivers