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
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
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.
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 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.

Digging Deeper into Arts Vibrancy

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 3,100 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

<table>
<thead>
<tr>
<th>Arts Providers</th>
<th>Arts &amp; Culture Employees</th>
<th>Arts &amp; Culture Organizations</th>
<th>Arts, Culture &amp; Entertainment Firms</th>
<th>Independent Artists</th>
<th>Arts Dollars</th>
<th>Program Revenue</th>
<th>Contributed Revenue</th>
<th>Total Expenses</th>
<th>Total Compensation</th>
<th>Government Support</th>
<th>State Arts Dollars</th>
<th>State Arts Grants</th>
</tr>
</thead>
</table>

Overall Art Vibrancy Percentile

- <10
- 10 - 19
- 20 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70 - 79
- 80 - 89
- 90+
2022 Arts Vibrancy Map & Additional Resources

- Explore the AVI Map
- Watch our panel discussion: [Sustaining & Strengthening Vibrant Arts Communities](https://www.youtube.com/watch?v=dQw4w9WgXcQ)
2022 Arts Vibrancy Map & Additional Resources

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• 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

LAA Funding & Arts Vibrancy Report & Additional Resources

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

How to Develop Effective Advocacy Messaging for Your Local Arts Agency
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.
Machine Learning to Evaluate Equitable Practices in Grantmaking

SMU DataArts’ new three-year strategy and external developments in the field 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.

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