

# Arts Vibrancy Index Report V: Hotbeds of America's Arts and Culture

Zannie Giraud Voss and Glenn Voss, with Daniel Fonner and Ludovica Marsili



## Executive Summary

SMU DataArts, the National Center for Arts Research, is pleased to provide the 2019 Arts Vibrancy Index Report. Like its four predecessors, this year's edition draws upon a set of data-informed indices to identify arts-vibrant communities across the U.S.

Arts and cultural organizations exist where people live throughout the nation, serving communities both poor and affluent, rural and urban.<sup>1</sup> Their ubiquity is a testament to the human need for creativity and desire to engage with artistic expression. In 2018, arts activity in every U.S. Congressional District in the country benefitted from federal funding from the National Endowment for the Arts.<sup>2</sup>

Arts and cultural organizations are engines of community development and community cohesion. The arts provide culturally infused experiences that are consumed in an open, social setting, which is ideal for engendering social integration in a diverse marketplace. The current climate of political, sociocultural, and economic polarization makes it more important than ever to recognize and celebrate the essential role that arts and culture play in making communities throughout the country not only more vibrant places to live and visit but also more unified, safe, and tolerant.<sup>3</sup>

All cities can learn from each other's strengths. In this report, we highlight and celebrate communities big and small, located in every region, that have cultivated higher levels of arts activity per person living in the community. We use the term "vibrancy" in keeping with Merriam-Webster's definition of the word to mean "pulsating with life, vigor, or activity."<sup>4</sup>

Rather than base the list on popular vote or on our own opinion about locations, we take an empirical approach to assessing a variety of characteristics that make up a community's arts vibrancy. Our method involves measuring community traits, such as the number of nonprofit arts and cultural organizations per capita. Although this may appear to some like a counting exercise, there is more to it. All else being equal, more arts and cultural organizations in a community translates to more availability of arts experiences for people to engage with in that community. It also means more variety. A community with 50 arts organizations most likely has a greater range of options than a community of comparable size with only five organizations, so a greater diversity of interests, preferences, and cultural expressions can be met. This is just one example of the 12 measures we use.

We openly admit that our measures of vibrancy do not capture artistic quality, nor do they say anything about who participates in the arts, or the many cultural offerings by organizations whose core mission lies outside of the arts such as parks, military bases, hospitals, and libraries. We do not include qualitative assessment about the value or depth of the experience with art for any individual or community. To avoid bias, we intentionally exclude data that is available only for some cities but not others. We will continue to add new rubrics and additional measures as they become available on a national scale in order to capture the most complete and unbiased assessment of arts vibrancy. For now, the metrics used in this report are based on the most reliable and geographically inclusive sources of data available.

To assess arts vibrancy across the United States, we analyze four measures under each of three main rubrics: supply, demand, and public support for arts and culture on a per capita basis. We gauge supply as total arts providers, demand with measures of total nonprofit arts dollars in the community, and public support as state and federal arts funding. We use multiple measures since vibrancy reveals itself in a constellation of ways.

Each community has its own story of what makes it unique and vibrant, so we share highlights to give a better understanding of the life, vigor, and activity that are reflected in the numbers. Local arts councils, arts alliances, convention and visitor bureaus, and other agencies provided descriptions of their community's exceptional history, attributes, and assets. These descriptions were not used in calculating vibrancy but add context to communities that are recognized in this study as Top Arts-Vibrant Communities. We thank them for their help.

<sup>1</sup> Arts and Culture Are Closer Than You Realize: U.S. Nonprofit Arts and Cultural Organizations Are a Big Part of Community Life, Economy, and Employment—and Federal Funding Enhances the Impact, SMU National Center for Arts Research, March, 2017.

<sup>2</sup> National Endowment for the Arts (2018), Agency Financial Report Fiscal Year 2018, <https://www.arts.gov/sites/default/files/NEA-FY2018-ABR.pdf>. Accessed 20 May 2019.

<sup>3</sup> See: 1) Fine Arts Fund, "The Arts Ripple Effect: A Research-Based Strategy to Build Shared Responsibility for the Arts" (2010), [http://www.topospartnership.com/wp-content/uploads/2012/02/Arts\\_topos\\_1-10.pdf](http://www.topospartnership.com/wp-content/uploads/2012/02/Arts_topos_1-10.pdf). Accessed 20 May 2019. 2) ArtPlace America's online Library for links to numerous resources, <http://www.artplaceamerica.org/resources>.

<sup>4</sup> Merriam-Webster Dictionary, <https://www.merriam-webster.com/dictionary/vibrant>. Accessed 20 May 2019.

## 2019 Key Findings:

- **The component makeup of arts vibrancy is unique to each community.** Some Top Arts-Vibrant Communities consist primarily of smaller and mid-sized organizations and venues, others have a concentration of large nonprofit arts and cultural institutions and little else, some benefit from their close proximity and ties to another arts-vibrant community, and others are artist magnets or tourist destinations. Numerous arts sectors flourish in some communities while a particular art form dominates in other communities.
- **Every region of the country has vibrant arts communities that appear in this report** (see Figure 1 and Tables 1, 2, and 3). Again, the rankings arise naturally from the data, not from hand selection of communities to achieve geographic representation. Large metropolitan areas are represented in all regions of the country, medium communities are predominantly located in the West, South, and Northeast regions, and the list of small communities is dominated by those located in the West, Midwest, and Northeast.
- **Very large metropolitan statistical areas (MSAs) showcase vibrancy through extensive dispersion or high concentrations of arts and culture.** Some large MSAs feature a strong concentration of arts vibrancy in the urban core with less going on in outlying districts whereas others feature vibrancy that is dispersed throughout the metropolitan area. Concentration versus dispersion of people and organizations is important to consider given the influence that distance has on attendance.<sup>5</sup>
- **A community's arts vibrancy is in perpetual motion, but changes tend to be incremental, not radical. New communities made the list, and there is reshuffling among communities that made the list in previous years.** Ten percent of the communities are entirely new to our lists this year while another 20 percent return after not being included in the 2018 report.
  - One small community, Brookings, SD, made the list for the first time. Steamboat Springs, CO, reappears on the small community list following a two-year hiatus. Breckenridge, CO, Greenfield Town, MA, Hudson, NY, and Vineyard Haven, MA, return from the 2017 report.
  - There are two new medium communities on the top-10 list -- Charlottesville, VA, and Boulder, CO – while Ithaca, NY, and Bremerton-Silverdale, WA, return from the 2017 report.
  - One new community made our top-20, large metropolitan area list for the first time: Nassau County-Suffolk County, NY. Denver-Aurora-Lakewood, CO, makes a reappearance from the 2017 report.

Annual fluctuations in the rankings occur for several reasons:

1. A community's arts and cultural scene may have experienced a change, such as the opening of a museum or closing of a performance space.
2. Since the measures are calculated on a per capita basis, it could be that growth in arts and culture was on a different trajectory than that of the total population. For instance, a city experiencing a high influx of new residents will drop in the rankings if the supply, demand, and inflow of state and federal grants does not increase at a commensurate level.
3. We continue to incorporate fresh data and learn about the role of distance, how concentration versus dispersion of arts organizations and people factors in, and the extent to which a community's arts and cultural activity attracts or implicates its neighboring community members who commute as attendees or employees, for example.<sup>6</sup> This has led us to make some adjustments to our calculations.
4. We added in a cost-of-living adjustment to all financial metrics in order to level the playing field. The cost of doing business varies based on local conditions, so the same dollar goes further in some communities than others.

<sup>5</sup> *At What Cost? How Distance Influences Arts Attendance*, SMU National Center for Arts Research, October, 2017.

<sup>6</sup> Ibid.

Figure 1: Top 40 Arts-Vibrant Communities, by Location and Size

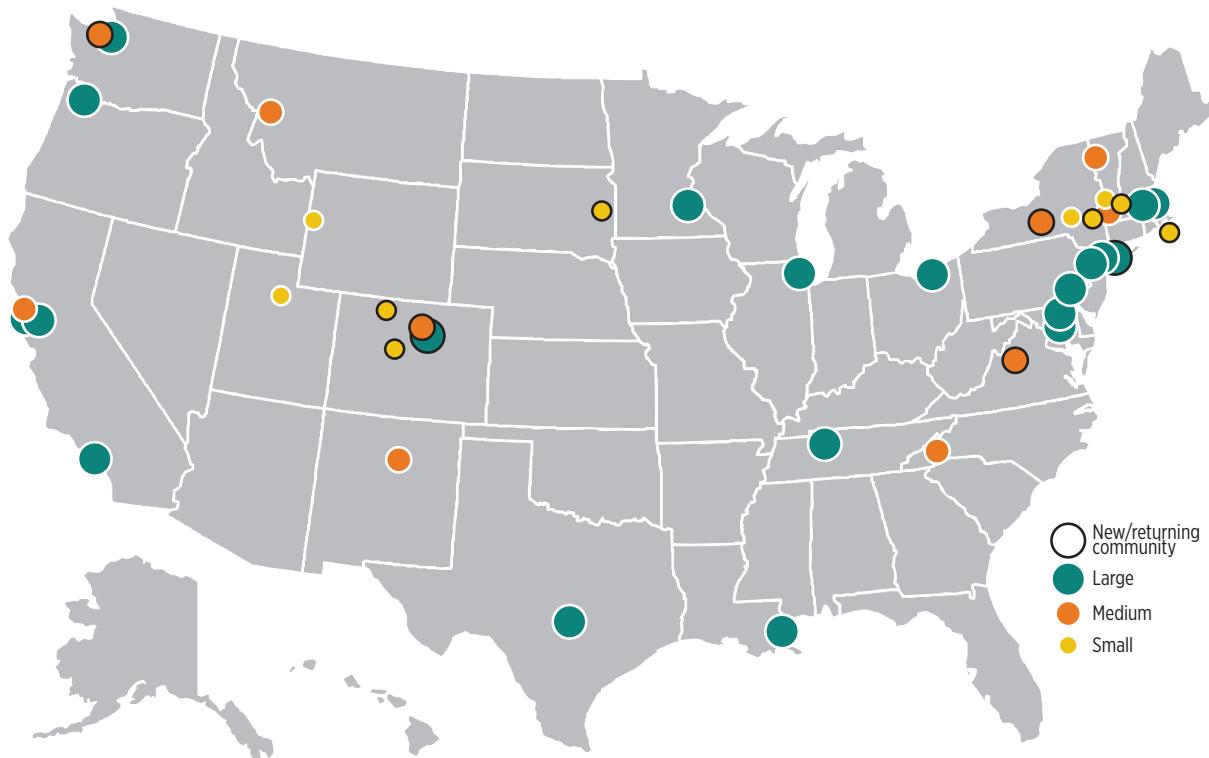


Table 1: Top 20 Arts-Vibrant Large Communities (Metropolitan Areas or Metro Divisions with population over 1,000,000)

RANK	MSA (*= METRO DIVISION)	REGION	2018 POPULATION
1	New York-Jersey City-White Plains, NY-NJ*	Northeast	14,242,759
2	San Francisco-Redwood City-South San Francisco, CA*	West	1,652,850
3	Los Angeles-Long Beach-Glendale, CA*	West	10,105,518
4	Minneapolis-St. Paul-Bloomington, MN-WI	Midwest	3,629,190
5	Washington-Arlington-Alexandria, DC-VA-MD-WV*	South	4,941,735
6	Boston, MA*	Northeast	2,030,772
7	Newark, NJ-PA*	Northeast	2,504,672
8	Nashville-Davidson-Murfreesboro-Franklin, TN	South	1,930,961
9	Silver Spring-Frederick-Rockville, MD*	South	1,308,215
10	Cambridge-Newton-Framingham, MA*	Northeast	2,405,352
11	Philadelphia, PA*	Northeast	2,148,889
12	Portland-Vancouver-Hillsboro, OR-WA	West	2,478,810
13	New Orleans-Metairie, LA	South	1,270,399
14	Seattle-Bellevue-Everett, WA*	West	3,048,064
15	Oakland-Hayward-Berkeley, CA*	West	2,816,968
16	Nassau County-Suffolk County, NY	Northeast	2,839,436
17	Austin-Round Rock, TX	South	2,168,316
18	Chicago-Naperville-Arlington Heights, IL*	Midwest	7,288,849
19	Cleveland-Elyria, OH	Midwest	2,057,009
20	Denver-Aurora-Lakewood, CO	West	2,932,415

**Table 2: Top 10 Arts-Vibrant Medium Communities** (Metropolitan Areas or Metro Divisions with population 100,000 to 1,000,000)

RANK	MSA (*= METRO DIVISION)	REGION	2018 POPULATION
1	<b>Santa Fe, NM</b>	West	150,056
2	<b>Pittsfield, MA</b>	Northeast	126,348
3	<b>San Rafael, CA*</b>	West	259,666
4	<b>Missoula, MT</b>	West	118,791
5	<b>Charlottesville, VA</b>	South	235,232
6	<b>Ithaca, NY</b>	Northeast	102,793
7	<b>Burlington-South Burlington, VT</b>	Northeast	221,083
8	<b>Boulder, CO</b>	West	326,078
9	<b>Asheville, NC</b>	South	459,585
10	<b>Bremerton-Silverdale, WA</b>	West	269,805

**Table 3: Top 10 Arts-Vibrant Small Communities** (Micropolitan Areas)

RANK	MSA	REGION	2018 POPULATION
1	<b>Jackson, WY-ID</b>	West	34,721
2	<b>Summit Park, UT</b>	West	41,933
3	<b>Steamboat Springs, CO</b>	West	25,733
4	<b>Bennington, VT</b>	Northeast	35,631
5	<b>Vineyard Haven, MA</b>	Northeast	17,352
6	<b>Hudson, NY</b>	Northeast	59,916
7	<b>Brookings, SD</b>	Midwest	35,232
8	<b>Oneonta, NY</b>	Northeast	59,749
9	<b>Greenfield Town, MA</b>	Northeast	70,963
10	<b>Breckenridge, CO</b>	West	31,007

# Introduction

Arts and cultural organizations are intimately tied to their communities. SMU DataArts recognizes this and combines data from nonprofit arts and cultural organizations with data for the communities in which they reside.<sup>1</sup> By geolocating organizations and linking them to their community's characteristics in the data, we can identify factors that affect the health and sustainability of arts organizations. We know from our research that each of the factors from the ecosystem included in this report has an influence on a variety of financial, operating, and attendance outcomes for arts and cultural organizations. We share our findings regarding the operating and community characteristics that drive performance – and how they affect performance – in our quarterly reports (see, for example, The Fundraising Report at [smu.edu/fundraisingreport](http://smu.edu/fundraisingreport)).

Arts and culture also play a vital role in a city's livability and its social cohesion. The Arts Vibrancy Index (AVI) can help arts leaders, businesses, government agencies, funders, and engaged citizens understand the overall intensity and capacity of the community's arts and culture sector. Past AVI reports have helped communities get the recognition they deserve from their mayors, city council members, and state legislators for their previously under-appreciated arts activity. Arts leaders have informed us that they use the AVI reports and interactive map on our website to consider where to relocate their operations and what markets are ripe for touring performances or exhibitions. Communities can benchmark themselves against an aspirational set of communities and understand what sets them apart by examining the underlying dimensions of demand, supply, and public support for arts and culture. This granular detail provides insights as to why two cities that seem very different on the surface might be close to one another in the ranking.

From 2010 to 2016, Americans for the Arts' *National Arts Index* tracked the aggregate vitality of the nation's arts and culture. There are valuable frameworks that chronicle a neighborhood's cultural resources such as the Cultural Asset Index and the Baltimore-focused interactive tool GeoLoom. There are published rankings that assess the strength of arts and culture as part of a larger look at a city's attractiveness and livability, and others that focus on the arts and cultural sector's role as part of creative placemaking. We share some metrics with these other studies and tools but, in keeping with SMU DataArts' mission, our ranking focuses solely on arts and culture with heavy emphasis on the nonprofit sector.

We drew our measures from a review of the existing literature on arts and culture indicators and from our Model of the Arts & Culture Ecosystem (see Figure 2), which features a complex and interdependent set of relationships among: 1) artists and arts organizations; 2) their communities; and 3) government funding that influences the production and consumption of arts and culture.

**Figure 2: Modeling the Arts & Culture Ecosystem**



When we look at factors that affect the performance of arts and cultural organizations in our quarterly reports, we include socioeconomic and demographic characteristics and other leisure activities like professional sports teams, cinemas, and zoos. However, we have intentionally omitted these factors from the AVI Report in order to focus as much as possible on arts and cultural activity. It would be inequitable, for example, to penalize a community that is relatively low on per capita income but very strong on arts providers, or to elevate a community that has a lot of professional sports teams and restaurants but few artists or arts organizations.

## Key Definitions

Our measures are aggregated across the **12 arts and cultural sectors** that are included in SMU DataArts' research and KIPI Dashboard: Arts Alliances and Service Organizations, Arts Education, Art Museums, Community, Dance, Music, Opera, Performing Arts Center, Symphony Orchestra, Theater, Other Museum, and General Performing Arts.<sup>ii</sup> Some sectors combine arts and cultural disciplines with similar characteristics.<sup>iii</sup>

Communities are defined by the Office of Management and Budget (OMB) as MSAs, or **Micro- and Metropolitan Statistical Areas**. As described on the OMB website:

*“Metropolitan Statistical Areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.”<sup>7</sup>*

*“Micropolitan Statistical Areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.”<sup>8</sup>*

Focusing on MSAs provides a nationally standardized, objective approach to delineating markets. MSAs capture the network of suburbs that rise up around a city or town rather than considering them separately. A key feature, as quoted above, is the **“high degree of social and economic integration with the core as measured by commuting ties.”**

Arts leaders sometimes balk at the notion of MSAs because they think about the character of their city in very different terms than they do that of surrounding suburbs. And yet audience members, artists, and employees of arts organizations live in the surrounding suburbs, particularly when real estate prices make living in the urban core cost-prohibitive. Off-site production facilities and storage are frequently located in less expensive parts of town that may or may not fall within the city's official boundaries. The main airport often lies outside of the city limits and yet the arts and cultural organizations in the city are well-served by air transportation to ship materials or to bring in artists and visitors. For these reasons, the OMB's approach has practical implications for arts and cultural ecosystems.

Both Micro- and Metropolitan Statistical Areas are comprised of one or more counties. For this reason, readers will find descriptions of county-wide activity in the latter half of this report. The OMB is careful to point out that, since MSAs encompass entire counties, they do not represent an urban vs. rural classification since many counties hold both rural and urban characteristics.<sup>9</sup>

Where the OMB breaks down very large MSAs with populations over 2.5 million into Metropolitan Divisions, we do the same. Metropolitan Divisions function as distinct social, economic, and cultural areas within the larger MSA, kind of like MSAs within MSAs.<sup>10</sup> Some of these are fairly compact and may make intuitive sense to analyze together, like Boston and Cambridge. Others, like the Metropolitan Divisions that make up the Chicago or Washington, DC, MSAs, are spread across large distances and numerous states. To keep consistent across all analyses, we go with Metropolitan Divisions where they exist and note the comparisons with MSAs and with other Metropolitan Divisions for the same MSA. In total, there are 953 unique MSAs and Metro Divisions in the U.S.

Although all measures are calculated on a per capita basis, we break cities into three size categories rather than compare cities of vastly different size: Large Metropolitan Statistical Areas (and Metro Divisions) with populations over 1,000,000; Medium Metropolitan Statistical Areas (and Metro Divisions) with populations of 100,000 to 1 million; and Small Micropolitan Statistical Areas, which are counties whose urban cores have between 10,000 and 50,000 people. Taking a per capita approach, and capturing the activity of MSAs rather than cities (i.e., urban cores only), sometimes leads to surprising results.

<sup>7</sup> <https://www.whitehouse.gov/sites/whitehouse.gov/files/omb/bulletins/2017/b-17-01.pdf>. Accessed 28 May 2019, page 7.

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

<sup>10</sup> Ibid, page 3.

## Metrics and Measures

Our intention is to provide information about metrics that are meaningful and consequential, and to stimulate a conversation about how cities vary in their arts vibrancy and what forms vibrancy can take. Arts Providers are a gauge of supply and include the number of independent artists, arts and culture employees, nonprofit arts and cultural organizations, and arts, culture, and entertainment firms in the community. Arts Dollars represent a gauge of demand for nonprofit arts and cultural programming, including earned revenue from program activities, contributed revenue supporting the arts, total compensation to artists and staff, and total expenses. Government grant activity is a gauge of public support for arts and culture, captured as the number of state and federal grants and total government grant dollars in the community.

Table 4 shows what we measured and how we weighted each area. We weight Arts Providers and Arts Dollars more heavily than Government Support because of their critical importance to arts vibrancy, as they are indicators of supply and demand. We now adjust revenue and expense figures by a cost-of-living index.

**Table 4: Index Components** (all per capita measures)<sup>iv</sup>

METRIC	MEASURES	DESCRIPTION	WEIGHT
Arts Providers		<b>County and ZIP code Business Pattern data collected and disseminated by the US Census Bureau. Arts and cultural organization data aggregated from IRS 990s.</b>	<b>45%</b>
	Independent artists	Freelance artists primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions, aggregated at the zip code level	
	Arts and culture employees	Number of people employed by the museum, historical site, theater, dance, music, opera, and other performing arts sectors, as salaried employees or independent contractors, aggregated at the county level	
	Arts and cultural organizations	Number of nonprofit organizations in the museum, arts education, community, dance, music, opera, performing arts center, orchestra, theater, multidisciplinary performing arts, or arts alliance and service organization sectors, aggregated at the zip code level	
	Arts, culture & entertainment firms	Number of arts, culture, and entertainment firms, weighted for size and aggregated at the zip code level. Includes museums, theaters, dance companies, opera companies, music groups and performers, music producers and presenters, fine arts schools, and recording, motion picture, and video production companies	
Arts Dollars		<b>Data aggregated from IRS 990s, SMU DataArts' Cultural Data Profile, and Theatre Communications Group</b>	<b>45%</b>
	Program revenue	All revenue earned due to people participating in the activities of nonprofit arts and cultural organizations*	
	Contributed revenue	All revenue from contributions to nonprofit arts and cultural organizations (includes public funding)*	
	Total expenses	All expenses of nonprofit arts and cultural organizations*	
	Total compensation	All payment to staff and artists by nonprofit cultural organizations*	
Government Support		<b>Data collected and disseminated by the National Endowment for the Arts, Institute of Museum and Library Services, and National Assembly of State Arts Agencies</b>	<b>10%</b>
	State arts dollars	All state arts dollar funding in the community*	
	State arts grants	Number of state arts grants awarded in the community	
	Federal arts dollars	All NEA and IMLS dollar funding in the community*	
	Federal arts grants	Number of NEA and IMLS grants awarded in the community	

\* Adjusted by a cost-of-living index

Because there are 953 unique MSAs and Metro Divisions, **any ranking between 1 and 95 still puts that community in the top 10% of cities on that measure**, and a ranking of 96-190 means the community is in the top 20th percentile, etc. **Being ranked in the top 10 roughly means being in the top 1%**.

Rankings are ordinal measures – i.e., who came 1st, 2nd, 3rd, etc. – which provides uniformity but no information about the degree of difference between the raw measures. This is an important distinction to keep in mind. For example, the community ranked 1st on independent artists might feature a population that is 10% independent artists while the population in the 2nd place community has only 5% independent artists and the 3rd place community has 4.9% independent artists. The degree of difference between cities 1 and 2 is much bigger than the difference between cities 2 and 3, and yet the ranking makes them appear to be evenly spread apart. This is why the overall arts vibrancy ranking is not an average of the rankings on the three component metrics and the three component metrics are not an average of the rankings on their underlying measures.<sup>11</sup> **We don't average rankings, we average raw scores.**

## The Top 20 Large Communities

Here you will find details and profiles on the top 20 arts-vibrant communities with population of 1,000,000 or more. The rankings on the metrics and measures range from a high of 1 to a low of 953 since there are 953 unique MSAs and Metro Divisions. We offer insights into each community's arts and cultural scene and report rankings for Arts Providers, Arts Dollars, and Government Support, as well as the rankings of the underlying measures. Subtle distinctions often emerge that illuminate particular strengths. Again, we weight Arts Providers and Arts Dollars at 45% each and Government Support at 10%.

Washington-Arlington-Alexandria, DC-VA-MD-WV and Silver Spring-Frederick-Rockville, MD – the two Metro Divisions that make up the larger Washington-Arlington-Alexandria, DC-VA-MD-WV, MSA – made the list for the fifth year in a row. By contrast, Chicago-Naperville-Arlington Heights, IL, was the only one of four Metro Divisions of the Chicago-Naperville-Elgin, IL-IN-WI, MSA, to make the list each of the past five years. Chicago appears to have high arts vibrancy in the urban core that is not prevalent in the surrounding areas.

## Want to see your area's scores in full?

We provide scores for every county's Arts Providers, Arts Dollars, Government Support, Socioeconomic, and Other Leisure characteristics, with sub-scores on every item that makes up each of these 5 areas, in our Arts Vibrancy Map. This way, when you read about the community characteristics that drive a particular performance measure in our quarterly reports, you can also see your community's relative strength on these measures. For example, since high levels of state and federal support in the overall community are linked with higher levels of contributions from individuals for the organizations in that community, you may want to know where your county stands relative to others on its level of state and federal support.

On the Arts Vibrancy Map, we report at the county level rather than MSA level because more than one-third of U.S. counties do not have an MSA (i.e., they do not have a community with a population of at least 10,000 people), and we want to be as inclusive as possible in the information we make available. Opportunities for participation in arts and culture exist for the 5.7% of Americans who live in the small towns and rural areas that fall outside of an MSA, and they deserve to be recognized.<sup>11</sup> Numerous MSAs consist of several counties, so it could be that your county's scores are higher (or lower) than your MSA's scores depending on where the concentration of arts activity occurs in your community. **New Feature** - check out Story Mode on the Arts Vibrancy Map to view the top 5 small, medium, and large communities featured in the Arts Vibrancy Index along with key insights for each.

Rather than focus on overall rankings for counties on the Arts Vibrancy Map, there we share scores for the component parts described above on **a scale from 0-100 with 100 being highest**. The scores are akin to percentiles – i.e., if your county has a score of 60, it means it did better than 60% of communities on that measure.

<sup>11</sup> <https://www.whitehouse.gov/sites/whitehouse.gov/files/omb/bulletins/2017/b-17-01.pdf>. Accessed 28 May 2019.

## New York – Jersey City – White Plains, NY-NJ (pop. 14,242,759)

The **New York-Jersey City-White Plains, NY-NJ, Metro Division** spans the five boroughs of New York City as well as six counties in New Jersey and three Hudson Valley counties. The diversity of options dispersed throughout New York City's five boroughs makes the Metro Division unique.

Visitors and residents alike can experience a variety of artistic offerings in virtually all genres and from numerous cultural perspectives. Venues range from large, internationally known icons such as the Whitney Museum, Carnegie Hall, Alvin Ailey, MoMA, Metropolitan Museum of Art, Brooklyn Academy of Music, Metropolitan Opera, New York Philharmonic, American Museum of Natural History, and Solomon R. Guggenheim Museum to more locally focused organizations including the Louis Armstrong House Museum, Flushing Town Hall,

Weeksville Heritage Center, Sugar Hill Children's Museum, Alice Austen House, and Bronx River Arts Center. Not surprisingly, New York is ranked 3rd in the country on overall Arts Providers and 5th on Arts Dollars per capita. Nearly every measure of both Arts Providers and Arts Dollars is in the top 1% or better. It is worth pointing out that our Arts Dollars measures do not include commercial galleries or Broadway theaters. The New York City Department of Cultural Affairs has significant impact through its dedicated support and strengthening of the city's vibrant cultural life. There are numerous clusters of arts and cultural activity such as the Chelsea and Lower East Side gallery districts, the Downtown Brooklyn Cultural District, Museum Mile on Manhattan's Upper East Side, Lincoln Center for the Performing Arts, Snug Harbor on Staten Island, and Flushing Meadows/Corona Park in Queens, which collectively represent a range of performing and visual arts activity. New York's historical and future role in the arts is captured by the World Cities Culture Forum: "The creativity driving this success is grounded in New York's neighbourhoods, which have played an often revolutionary role in developing artforms. These include Yiddish theatre in the Lower East Side, hip hop and graffiti in the Bronx, pop art and punk rock in the East Village, the jazz and literature of the Harlem Renaissance, and the continued evolution of the Broadway theatre district. Culture is deeply ingrained in communities across all five boroughs of New York...The Mayor has committed to building 1,500 units of affordable living and working space for artists and 500 work spaces for artists over the next decade, to be available at below-market rates."<sup>12</sup>

Arts Providers		3rd
	Independent artists	13th
	Arts and culture employees	14th
	Arts and culture organizations	48th
	Arts, culture & entertainment firms	3rd
Arts Dollars		5th
	Program revenue	5th
	Contributed revenue	7th
	Total expenses	5th
	Total compensation	5th
Government Support		17th
	State arts dollars	151st
	State arts grants	246th
	Federal arts dollars	19th
	Federal arts grants	9th

#2

## San Francisco – Redwood City – South San Francisco, CA (pop. 1,652,850)

The **San Francisco-Redwood City-South San Francisco, CA**, Metro Division's arts and cultural landscape enjoys strong representation by organizations of every size and sector. Many arts and cultural organizations are clustered in neighborhoods: SOMA, Civic Center, Union Square, Potrero Hill/Dogpatch, and the Mission. San Francisco's ballet, symphony, and opera are highly regarded, tour regularly around the world, and are among the highest-budget organizations in the community. Museums range from the San Francisco Museum of Modern Art, which is the largest contemporary art museum in the country, to Exploratorium to the Cable Car Museum to the Fine Arts Museums of San Francisco. ART BIAS, based in Redwood City, supports individual artists through artist studios, professional development events and resources, exhibition opportunities, and a thriving community of artists interested in each other's success. San Francisco is home to over 1,000 murals, and thousands of public artworks, which were funded by the City's Art Enrichment Ordinance. The Ordinance requires that 2% of gross construction costs of civic building projects be allocated for permanent public art, ultimately helping enrich and beautify public spaces throughout the city, from the airport to hospitals. San Francisco also has a 1%-for-art program requiring large downtown-area construction projects to provide public art equal to at least 1% of construction cost. Many employees of tech companies direct their giving to the arts. San Francisco has an active and thriving "alternative/counter culture" arts community as well. The San Francisco Arts Commission is the city agency that champions the arts as essential to daily life by investing in a vibrant arts community, enlivening the urban environment and shaping innovative cultural policy. Grants for the Arts/Hotel Tax Fund is a city department that funds arts organizations and supports an arts promotion position within the city's destination marketing organization. On a per capita basis, San Francisco is in the top 1% on Arts Providers and Arts Dollars overall, as well as every underlying measure of Arts Dollars. It is ranked 3rd on total compensation paid to arts and culture employees and 3rd on federal arts grants.

Arts Providers		7th
Independent artists		102nd
Arts and culture employees		10th
Arts and culture organizations		8th
Arts, culture & entertainment firms		5th
Arts Dollars		4th
Program revenue		3rd
Contributed revenue		4th
Total expenses		4th
Total compensation		3rd
Government Support		25th
State arts dollars		392nd
State arts grants		268th
Federal arts dollars		25th
Federal arts grants		3rd

#3

## Los Angeles – Long Beach – Glendale, CA (pop. 10,105,518)

The Los Angeles-Long Beach-Glendale, CA, Metro Division's signature film and recording industries, outstanding arts schools, enviable year-round climate, and a welcoming attitude toward nonconformists have been magnets for visual and performing artists looking to push creative boundaries for nearly a century. Today, Los Angeles boasts more artists and more arts, culture, and entertainment firms per capita than any community in the U.S., ranking 1st on Arts Providers and independent artists. The City of Los Angeles Department of Cultural Affairs operates 36 cultural centers and theaters spread throughout the community, provides grant funding, and produces arts education programming with an emphasis on inclusion, diversity, equity, excellence, and

Arts Providers		1st
Independent artists		1st
Arts and culture employees		25th
Arts and culture organizations		215th
Arts, culture & entertainment firms		1st
Arts Dollars		47th
Program revenue		77th
Contributed revenue		34th
Total expenses		56th
Total compensation		46th
Government Support		297th
State arts dollars		697th
State arts grants		750th
Federal arts dollars		101st
Federal arts grants		95th

accessibility. The City of Los Angeles mandates that one percent of the total cost of all construction, improvements, or renovation projects undertaken by the city be set aside for engaging public art projects. The L.A. County Arts Commission funds, among other initiatives, free concerts at venues throughout L.A. County as part of the annual Free Concerts in Public Sites Program. The vast wealth and subsequent generosity of early entrepreneurs resulted in Los Angeles becoming home to some of the world's most important art museums and collections, such as the J. Paul Getty Museum, the Hammer Museum, the Los Angeles County Museum of Art, the Norton Simon Museum, The Huntington Library, Art Collections and Botanical Gardens, and most recently, The Broad Museum. Independent art galleries with offerings for every art lover can be found all over the city. For the performing arts, Los Angeles is home to the world-renowned Music Center, one of the largest performing arts centers in the United States, with its five acclaimed venues and world-class resident companies: Center Theatre Group, Los Angeles Philharmonic, Los Angeles Master Chorale, and Los Angeles Opera. The Hollywood Bowl is the largest performing arts amphitheater in the world. These iconic institutions live in harmony with the Geffen Playhouse, Wallis Annenberg Center for the Performing Arts, the L.A. Chamber Orchestra, and hundreds of smaller professional theater companies, dance companies, and music ensembles.

#4

### Minneapolis – St. Paul – Bloomington, MN-WI (pop. 3,629,190)

#### The Minneapolis-St. Paul-Bloomington, MN-WI

MSA has revered music, literary and publishing scenes, strong theaters, foundations, support for individual artists, a great orchestra, a wealth of performance and dance troupes, and many opportunities for visual artists in the region's renowned advertising sector. Expanded support for Native American, African American, Asian, and Latinx voices is a priority. It ranks 4th in the nation in Government Support and 3rd for state arts dollars per capita. Minneapolis-St. Paul also ranks 8th in Arts Dollars and 10th nationally on total compensation to those working in arts and cultural organizations. The Walker Art Center, Minneapolis Institute of Art, Weisman Art Museum, and The Museum of Russian Art are anchors in a visual art scene that includes over 400 working studios within just the NE quadrant of Minneapolis alone. The area's dynamic theater scene includes companies such as Illusion, Jungle, Mixed Blood, Penumbra, Mu Performing Arts, Bedlam, Red Eye, Theater Latté Da, In the Heart of the Beast Puppet and Mask Theatre, Lundstrum Performing Arts, and the Children's Theatre Company. The Guthrie Theater, the area's largest theater company, occupies a three-stage complex overlooking the Mississippi River. The Minnesota Orchestra performs in Minneapolis at the recently renovated Orchestra Hall, and Minnesota Opera performs in St. Paul's Ordway theater. The Science Museum of Minnesota and Minnesota Children's Museum are also in St. Paul. The city is home to the Minnesota Fringe Festival, the largest non-juried performing arts festival in the U.S., and Art-A-Whirl, the largest open studio tour. In addition, Minneapolis has the largest literary and book center in the country, Open Book, and launched its inaugural literary festival, Wordplay, in May 2019. There are numerous community-based organizations that focus on cultural and ethnic practice and exchange, sharing knowledge of folk arts and celebratory events. ArtPlace America has helped to fund "Irrigate," a three-year community development initiative created through the partnership between Springboard for the Arts, City of Saint Paul, and Twin Cities Local Initiatives Support Corporation. Irrigate developed in response to the disruptive construction of a new rail line through the urban core, concerning many business owners in the area. Likewise, the City of Minneapolis' Office of Arts, Culture and the Creative Economy directs a Kresge-funded initiative offering multiple opportunities for artists and city departments to leverage and apply the skills and resources of the creative community toward city goals.

Arts Providers		26th
	Independent artists	94th
	Arts and culture employees	31st
	Arts and culture organizations	66th
	Arts, culture & entertainment firms	15th
Arts Dollars		8th
	Program revenue	11th
	Contributed revenue	15th
	Total expenses	9th
	Total compensation	10th
Government Support		4th
	State arts dollars	3rd
	State arts grants	61st
	Federal arts dollars	11th
	Federal arts grants	17th

## Washington – Arlington – Alexandria, DC-VA-MD-WV (pop. 4,941,735)

The **Washington-Arlington-Alexandria, DC-VA-MD-WV**, Metropolitan Division encompasses the District of Columbia and surrounding counties, including Prince George's County in Maryland, and Fairfax and Arlington counties and the city of Alexandria in Virginia. Home to many world-class museums and a dynamic performing arts scene, the Washington, DC, region ranked 3rd overall in Arts Dollars and 1st or 2nd on three of the four sub-measures. Although there are many small and mid-sized arts and cultural organizations in every arts and culture sector, DC is especially rich in large organizations: the National Gallery of Art, Corcoran Gallery of Art, The Phillips Collection, the many Smithsonian Institution museums, the Renwick Gallery, Shakespeare Theater Company, Ford's Theater, The National Theatre, the Warner Theatre, and Arena Stage. The John F. Kennedy Center for the Performing Arts houses the Washington National Opera, National Symphony Orchestra, and Suzanne Farrell Ballet in addition to offering its own programming, and its artistic constituents are many. Both Virginia's Wolf Trap Center for the Performing Arts and Maryland's Strathmore and Clarice Smith Center for the Performing Arts are large contributors to the region's art scene. The DC Metro Division is a thriving hub of arts activity that is home to several of the nation's arts service organizations, including the American Alliance of Museums, Association for Performing Arts Professionals, Americans for the Arts, Chorus America, and Dance/USA. Being the nation's capital, it has an international population and a plethora of organizations that promote cultural and ethnic awareness. The DC Commission on the Arts and Humanities (CAH) provides grant funding, professional opportunities, education enrichment, and other programs and services to individuals and organizations in all communities within the District of Columbia. It is joined by the Arlington Commission for the Arts, the Alexandria Commission on the Arts, the Prince George's Arts and Humanities Council, and the Arts Council of Fairfax County in granting funds and supporting programs that benefit the arts in the greater DC metropolitan area. Although Washington, DC, is not a state, District of Columbia funding is reported as state funding through the National Assembly of State Arts Agencies.

Arts Providers		35th
Independent artists		198th
Arts and culture employees		19th
Arts and culture organizations		74th
Arts, culture & entertainment firms		36th
Arts Dollars		3rd
Program revenue		17th
Contributed revenue		1st
Total expenses		1st
Total compensation		2nd
Government Support		23rd
State arts dollars		125th
State arts grants		176th
Federal arts dollars		36th
Federal arts grants		23rd

#6

## Boston, MA (pop. 2,030,772)

The **Boston, MA**, Metro Division's arts community thrives on innovation and collaboration amongst organizations in the city's arts sector and between arts organizations, neighboring communities, and other industries. From small organizations like The Record Company and Company One to mid-sized, award-winning organizations like the Huntington Theatre Company, to icons such as the Boston Symphony Orchestra and the Museum of Fine Arts, Boston has a wide variety of arts programming and venues. ArtsBoston serves 175 arts and cultural organizations with research and audience-building programs. Now and There brings art out into the community, exhibiting public art in common gathering places. Iconic cultural institutions can be found all over the city, such as the Institute of Contemporary Art, the Children's Museum, and the Isabella Stewart Gardner Museum. Furthermore, the Mayor's Office of Arts and Culture supports hundreds of organizations and serves around 1,500 artists annually through grants, technical assistance, and programs. Boston's Percent for Art Program allocates 1% of the City's annual capital borrowing budget to the commissioning of public art. Boston organizations rank in the top 1% for per capita program revenue, total expenses, and total compensation paid to those working in arts and culture. The city ranks in the top 3% for Arts Providers, with particular strength in the number of arts and culture employees, organizations, and entertainment firms per capita.

Arts Providers		30th
	Independent artists	294th
	Arts and culture employees	26th
	Arts and culture organizations	35th
	Arts, culture & entertainment firms	16th
Arts Dollars		6th
	Program revenue	4th
	Contributed revenue	25th
	Total expenses	7th
	Total compensation	6th
Government Support		16th
	State arts dollars	157th
	State arts grants	86th
	Federal arts dollars	13th
	Federal arts grants	16th

#7

## Newark, NJ-PA (pop. 2,504,672)

The **Newark, NJ-PA**, Metro Division spans six counties in New Jersey and Pike County, PA, and is part of the larger New York-Newark-Jersey City, NY-NJ-PA, MSA. Newark is a desirable place for artists to live, as evidenced by the ranking on independent artists per capita in the top 4% of communities and easy access to employment, not only locally but also in nearby New York. Newark Arts is a nonprofit that "powers the arts" to transform lives of those who live in, work in, and visit Newark. The Newark Arts Education Roundtable comprises more than 88 partners in a cross-sector collaborative to ensure that all schoolchildren receive high quality, sequential arts education. Cultural anchor institutions include the world-class New Jersey Performing Arts Center, which recently announced that the Leon and Toby

Cooperman Family Foundation has provided it with a gift of \$20 million to expand and build a multipurpose education and community center. Already, NJPAC services more than 700,000 people per year. Other anchors include the Newark Museum, New Jersey Symphony Orchestra, Newark Public Library, the Institute of Jazz Studies, Rutgers University-Newark (the world's largest and most comprehensive library and archive of jazz and jazz-related materials),

Arts Providers		17th
	Independent artists	37th
	Arts and culture employees	48th
	Arts and culture organizations	116th
	Arts, culture & entertainment firms	9th
Arts Dollars		14th
	Program revenue	15th
	Contributed revenue	27th
	Total expenses	16th
	Total compensation	11th
Government Support		30th
	State arts dollars	44th
	State arts grants	346th
	Federal arts dollars	43rd
	Federal arts grants	29th

and NPR-affiliated jazz station WBGO-FM. The city is home to Audible.com, which has worked with more than 20,000 actors during the past 6 years, providing significant income to actors in the tri-state area. A major new anchor is the 50,000-sq.-ft. Express Newark, a Rutgers University-Newark “collaboratory” in a renovated former department store. Express Newark engages community, artists, faculty, and staff to collaborate, experiment, and innovate in printmaking, photography, painting, video, and more. Local and international artists have created the country’s 2nd longest mural, the 1.39-mile Gateways to Newark: Portraits project. Striking structures and artwork by architect Sir David Adjaye and myriad artists encircle PSEG’s new Fairmount Heights Electric Switching Station. Artists have blanketed all five wards of the city with culturally rich murals. The city’s art scene is fortified by numerous galleries and studios, including Artfront Galleries, Barat Foundation, Gallery Aferro, Project for Empty Space, GlassRoots, Index Art Gallery, Newark Print Shop, Newark School of the Arts, NJIT’s College of Architecture and Design, Paul Robeson Galleries, and more. The GRAMMY Museum Experience – housed at Prudential Center, one of the nation’s top sports and entertainment arenas – is the only GRAMMY installation on the East Coast and boasts personal artifacts of Whitney Houston, Bruce Springsteen, Frank Sinatra, the Fugees, and more. Festivals abound, including the Portugal Day Parade, the 50,000-person Lincoln Park Festival, the biennial Dodge Poetry Festival (the largest poetry event in North America), the James Moody Jazz Festival, the Newark International Film Festival, and the Newark Black Film Festival. The four-day Newark Arts Festival, featuring 500 artists, draws 10,000 attendees and participants to 80 venues throughout the city. The mayor’s office is planning several public art installations: a sculpture in the newly completed Mulberry Commons near Newark Penn Station, a statue honoring former Mayor Kenneth Gibson in historic Lincoln Park, and a commemorative artwork honoring legendary singer Whitney Houston in the South Ward.

#8

### Nashville – Davidson – Murfreesboro – Franklin, TN (pop. 1,930,961)

**Nashville-Davidson-Murfreesboro-Franklin, TN,** has long been known for its expansive music scene, but the emergence of world-class visual arts and fashion has put Nashville – Music City – on the map as an artistic and culturally rich destination. Nashville claims to have the largest concentration of songwriters in the world, with a strong presence of Americana-focused artisans and artists. These claims are evidenced and supported by the ranking on independent artists per capita, where Nashville is in the top 2% of communities. There is robust public support for the arts at the local level, and individual philanthropists have helped propel growth of some of the larger cultural institutions in the last decade. Metro Arts is the arts and cultural division of the city of Nashville. It provides over \$2.7 million in grant funding

annually to organizations and projects that strengthen the creative workforce, increase creative and cultural participation, and establish vibrant, creative neighborhoods. To attract and nurture emerging artists in all genres, Nashville arts and business leaders partner on Periscope, an eight-week artist entrepreneur training hosted at the Nashville Entrepreneur Center (EC) that empowers working artists to see their vision through an entrepreneurial lens. In addition, Learning Lab is a public program that trains local artists to work with community partners on civic and social practice projects. The city is home to diverse artists and creators who contribute to neighborhood economies and create an exciting, authentic, creative city. Nashville is in the top 5% of all MSAs on overall Arts Dollars and the top 1% on Arts Providers, with particular strength in arts, culture, and entertainment firms per capita and the local employment that they provide, as evidenced by the ranking on these two sub-measures in the top 1%.

Arts Providers		14th
	Independent artists	19th
	Arts and culture employees	13th
	Arts and culture organizations	301st
	Arts, culture & entertainment firms	10th
Arts Dollars		35th
	Program revenue	13th
	Contributed revenue	66th
	Total expenses	34th
	Total compensation	67th
Government Support		51st
	State arts dollars	108th
	State arts grants	144th
	Federal arts dollars	70th
	Federal arts grants	96th

## Silver Spring – Frederick – Rockville, MD (pop. 1,308,215)

The **Silver Spring-Frederick-Rockville, MD**, Metro Division, which encompasses Montgomery County and Frederick County, is part of the greater Washington Metropolitan Statistical Area. Being partly inside the Capital Beltway, its arts and culture vibrancy benefits from being a close suburb of DC, as evidenced by its 9th place rankings on contributed revenue and total compensation to arts and culture employees, as well as its 11th place ranking on total expenses. In addition to close social and economic ties to DC's arts and cultural offerings, Silver Spring is home to the American Film Institute's AFI Silver Theatre and Cultural Center and the National Museum of Health and Medicine, as well as several entertainment, musical, and ethnic festivals. The most notable of these festivals are AFI DOCS and the Silver Spring

Jazz Festival. Montgomery County's Silver Spring, Bethesda and Wheaton Arts & Entertainment Districts include venues for live music, theater, independent films, visual arts, dance, and more. These designated districts spur arts vibrancy through tax credits for new construction or renovation of buildings that create live-work space for artists and/or space for arts and entertainment enterprises, tax benefits for income derived from artistic work sold by qualifying residing artists, and a tax exemption for arts and entertainment enterprises and resident artists. Other notable area organizations include Strathmore, Glen Echo Park Partnership for Arts and Culture, BlackRock Center for the Arts, Washington International Piano Festival, the Olney Theatre Center, Round House Theatre, and Imagination Stage. In Rockville, there is a civic ballet, civic chorus, and civic concert band. VisArts in Rockville provides arts education classes and camp programs, as well as gallery space for local artists. In the Frederick Arts and Entertainment District you will find the Delaplaine Arts Center, Griffin Art Center, Weinberg Center for the Arts, the annual Frederick Festival of the Arts and a vibrant independent artist scene in Downtown Frederick. This combined area has more than two dozen arts education organizations and two dozen dance companies. Frederick has a new public arts master plan and an innovative outdoor amphitheater and public arts project called Sky Stage, which has been recognized with an NEA Our Town grant. The Arts and Humanities Council of Montgomery County and the Frederick Arts Council foster environments where the arts may flourish through grant making, professional development, and capacity-building support programs.

Arts Providers		45th
	Independent artists	169th
	Arts and culture employees	66th
	Arts and culture organizations	82nd
	Arts, culture & entertainment firms	37th
Arts Dollars		11th
	Program revenue	40th
	Contributed revenue	9th
	Total expenses	11th
	Total compensation	9th
Government Support		26th
	State arts dollars	41st
	State arts grants	167th
	Federal arts dollars	60th
	Federal arts grants	48th

#10

## Cambridge – Newton – Framingham, MA (pop. 2,405,352)

The **Cambridge-Newton-Framingham, MA**, Metro Division is located just across the Charles River from Boston, and is home to Cambridge's state-designated Central Square Cultural District. Its arts and cultural community is inseparable from the dynamism of its world-class universities, Harvard and MIT. Organizations like American Repertory Theatre, the Harvard Art Museums, Harvard Museum of Natural History, Peabody Museum of Archaeology and Ethnology, Semitic Museum, List Visual Arts Center, and MIT Museum are all university-based. The City of Cambridge's Percent-for-Art ensures that one percent of the construction costs on municipal capital investment is designated for use in developing site-responsive public artwork. This has resulted in the creation of more than 200 artworks in locations across the city. In fact, the City of Cambridge public art program represents the largest collection of contemporary public art in the New England region. In addition to exhibitions and educational programming presented in Gallery 344, Cambridge Arts stages high-profile events such as the Cambridge River Festival, featuring music, dance, theater, and visual art. The Cambridge Art Association has been committed to exhibiting and promoting the work of regional, New England artists for over 70 years. Cambridge is home to the American Academy of Arts and Sciences, one of the oldest learned societies in the United States. Merrimack Repertory Theatre and the Addison Gallery of American Art are well-respected organizations that reside in the Metro Division but outside of the density of Cambridge institutions. In addition, arts education organizations in Essex and Middlesex counties abound. This Metro Division is in the top 2% of communities in overall Arts Dollars and the top 3% in Government Support.

Arts Providers		57th
	Independent artists	324th
	Arts and culture employees	95th
	Arts and culture organizations	43rd
	Arts, culture & entertainment firms	39th
Arts Dollars		17th
	Program revenue	16th
	Contributed revenue	45th
	Total expenses	17th
	Total compensation	16th
Government Support		33rd
	State arts dollars	251st
	State arts grants	117th
	Federal arts dollars	28th
	Federal arts grants	42nd

#11

## Philadelphia, PA (pop. 2,148,889)

The convergence of history, multiculturalism, and creativity drives the arts and cultural sector of the **Philadelphia, PA**, Metro Division. Organizations of every size and discipline, representing myriad cultures and cultural traditions, serve the city's diverse communities. From longstanding institutions like the Philadelphia Museum of Art, The Philadelphia Orchestra, and the African American Museum in Philadelphia, to community-oriented organizations like Taller Puertorriqueño, Fleisher Art Memorial, and the Village of Arts and Humanities, Philadelphia's arts and culture sector thrives on its diversity and is rooted in the city's history. Institutions such as the Philadelphia Clef Club for Jazz and Performing Arts, the Curtis Institute of Music, and the Pennsylvania Academy of Fine Arts continue to nurture students into

Arts Providers		78th
	Independent artists	394th
	Arts and culture employees	110th
	Arts and culture organizations	61st
	Arts, culture & entertainment firms	53rd
Arts Dollars		9th
	Program revenue	18th
	Contributed revenue	18th
	Total expenses	12th
	Total compensation	8th
Government Support		29th
	State arts dollars	69th
	State arts grants	272nd
	Federal arts dollars	40th
	Federal arts grants	26th

internationally renowned artistic talent. The city has three major performing arts centers: the Annenberg Center for the

Performing Arts, the Kimmel Center, and the Mann Center for the Performing Arts. Dance and theater companies abound. Sites such as the Franklin Institute Science Museum, the University of Pennsylvania Museum of Archaeology and Anthropology, the Museum of the American Revolution, and Independence Mall reveal that Philadelphia is not just bursting with culture, but also with history. Philadelphia is also home to more than 11,000 acres of public space, making the city ideal for festivals such as FringeArts and PIFA, and the creation of site-specific works to engage residents where they live. The Greater Philadelphia Cultural Alliance provides solid support in advocacy and audience engagement, to ensure ongoing support for the arts. Philadelphia is the location for one of the offices of SMU DataArts, tracking data and sharing knowledge about arts and culture nationally. The City of Philadelphia promotes equity and access to cultural experiences in every Philadelphia neighborhood through two means: funding the Philadelphia Cultural Fund and its grantmaking to enhance the cultural life and vitality of the city and its residents, and supporting the Office of Arts, Culture and the Creative Economy as it works with artists and organizations to present free, high quality arts programming to Philadelphians in their neighborhoods. Philadelphia ranks 9th in Arts Dollars and scores in the top 2% of cities on all Arts Dollar measures.

#12

### Portland – Vancouver – Hillsboro, OR-WA (pop. 2,478,810)

The **Portland-Vancouver-Hillsboro, OR-WA, MSA** continues to attract makers, creatives, artists, and designers with a stunning natural environment, excellent transportation system, relative affordability, liberal reputation, and passion for all things creative. Ensuring equitable access to arts experiences and arts education continues to be a priority. Since 2012, Portland residents have invested more than \$63 million in support of arts education in schools and expanded arts access through a voter-approved \$35 annual income tax. As a result, every K-5 school in Portland has at least one art, music, or dance teacher, and millions of dollars are invested annually in a wide variety of arts and culture organizations – from The August Wilson Red Door Project, a small theater company that brings community together to address racial inequities, to anchor institutions like the Portland Art Museum, which serves more than 350,000 visitors annually. This trend is evidenced by the position of this MSA among the top 10% of communities for almost all sub-measures of both Arts Providers and Arts Dollars. Portland has a Creative Laureate who acts as an ambassador for the city's arts and culture community and developed a 24-point plan to address the decline of affordable arts spaces in this rapidly growing city. Portland's 5 Centers for the Arts consists of five venues that provide over 1,000 music, theater, dance, and lecture performances each year and serve as a home for resident companies like the Oregon Symphony, Portland Opera, Oregon Ballet Theatre, Oregon Children's Theatre, and Portland Youth Philharmonic. The Regional Arts & Culture Council, an independent nonprofit local arts agency, stewards the city's and region's investments in arts and culture; these are clearly integral to the region's economy and quality of life, as evidenced also by the ranking of the MSA on Government Support in the top 8%.

Arts Providers		37th
	Independent artists	79th
	Arts and culture employees	74th
	Arts and culture organizations	83rd
	Arts, culture & entertainment firms	27th
Arts Dollars		51st
	Program revenue	41st
	Contributed revenue	100th
	Total expenses	60th
	Total compensation	28th
Government Support		79th
	State arts dollars	339th
	State arts grants	208th
	Federal arts dollars	72nd
	Federal arts grants	67th

## New Orleans – Metairie, LA (pop. 1,270,399)

The **New Orleans-Metairie, LA**, arts community is rooted in its multicultural history, with French, Spanish, African, Cajun/Acadian, and Caribbean influences, among others. This diversity, rich artistic and cultural traditions, and a post-Katrina wave of energy have turned New Orleans into something truly unique. It is the birthplace of jazz and continues to earn its reputation for prominence in jazz and funk music with an abundance of musicians, an explosion of music clubs, the annual New Orleans Jazz and Heritage Festival, the New Orleans Jazz Museum at the Old U.S. Mint, and a plethora of jazz education available through entities such as the New Orleans Center for Creative Arts and the New Orleans Jazz and Heritage Foundation. It ranks 3rd in the country on music nonprofits per capita. New

Arts Providers		62nd
	Independent artists	147th
	Arts and culture employees	114th
	Arts and culture organizations	195th
	Arts, culture & entertainment firms	22nd
Arts Dollars		16th
	Program revenue	14th
	Contributed revenue	22nd
	Total expenses	18th
	Total compensation	30th
Government Support		55th
	State arts dollars	350th
	State arts grants	166th
	Federal arts dollars	39th
	Federal arts grants	52nd

Orleans attracts artists from all over the world, but it is a city that favors its local artists. Local musicians, some of whom have multi-generational connections, often pull huge audiences from the Greater New Orleans community. The visual arts in New Orleans share the same mixture of cultural influences. There are galleries scattered throughout the city, with a small concentration in the Warehouse Arts District and French Quarter. In the past decade, artist-run collectives have made a home along St. Claude Avenue. The city is also home to the New Orleans Museum of Art, the Contemporary Arts Center, Ogden Museum of Southern Art, Ashé Cultural Arts Center, World War II Museum, New Orleans Ballet Association, Junebug Productions, New Orleans Opera Association, Southern Rep, the McKenna Museum of African American Art, and The Louisiana Philharmonic. Arts Council New Orleans developed LUNA Fete in 2014, a free week-long festival of contemporary art, light, and technology in which local and international artists are commissioned to create large-scale public installations along Lafayette Street in the heart of downtown. The Council also hosts Arts Market New Orleans, an open-air artwork marketplace for New Orleans artists, and has over 400 art sites across the city. New Orleans is home to the National Performance Network, a national organization supporting artists in the creation and touring of contemporary performing and visual arts. New Orleans ranks in the top 7% of communities on overall Arts Providers, Arts Dollars, and Government Support. It is interesting to note that New Orleans achieves its rank of #13 despite having greater socioeconomic challenges than all other Large MSAs.

## Seattle – Bellevue – Everett, WA (pop. 3,048,064)

Art is viewed as essential in the **Seattle, WA, MSA**, and it is integrated into daily life. Whether as artist-designed manhole covers and public art for new construction, or the Seattle Department of Transportation's official "Art Plan," bringing beauty and art to the streets of Seattle is high priority for city officials. It has large, established institutions that tend to be clustered in two neighborhoods: Downtown and the Seattle Center. Seattle has a large ecosystem of smaller arts organizations that exist in every genre, in just about every neighborhood, and in three official arts and cultural districts: Capitol Hill, Central Area, and Uptown. Seattle boasts more than 140 producing theater companies. It has been recognized nationally and internationally for leadership and innovation in theater, music, glass art, and literary arts. It is one

of only a handful of U.S. cities to have a top-tier symphony, ballet, and opera, and it has been designated a City of Literature in UNESCO's Creative Cities Network. The City's Office of Arts & Culture is a cabinet-level department that is supported by a dedicated revenue stream and, at the county level, 4Culture provides critical funding for the arts, public art, heritage, and historic preservation. Seattle citizens use art and culture to preserve the environment as well, through festivals and art installations dedicated to appreciating and saving Seattle's natural beauty. Innovative organizations like Shunpike provide emerging, independent artists and small arts organizations with support in the form of critical services, resources, and opportunities to create success. The Office of Arts & Culture recently intensified its commitment to racial equity and social justice; it offered intensive basic training to artists ready to translate their studio or gallery experience into the public realm through "Public Art Boot Camp"; and its CityArtist program continues to support the work of Seattle-based individual artists and curators. Seattle is ranked in the top 4% of communities on Arts Providers and Arts Dollars, and nearly all of its sub-measures in these two areas are well within the top 10% of all cities. Despite substantial city support and programs that drive the arts and Seattle being among the top 7% of markets for federal arts dollars, per capita state funding in Washington is among the lowest in the nation.

Arts Providers		38th
	Independent artists	98th
	Arts and culture employees	56th
	Arts and culture organizations	120th
	Arts, culture & entertainment firms	17th
Arts Dollars		37th
	Program revenue	27th
	Contributed revenue	59th
	Total expenses	40th
	Total compensation	38th
Government Support		175th
	State arts dollars	704th
	State arts grants	474th
	Federal arts dollars	67th
	Federal arts grants	47th

#15

## Oakland – Hayward – Berkeley, CA (pop. 2,816,968)

The **Oakland-Hayward-Berkeley, CA, MSA** is a dynamic hub of arts and culture. At the geographic center of the Bay, Oakland boasts over 30 art galleries and performing art venues; invests in public art, including innovative light-based public art installations; and has a “Public Art for Private Development” ordinance that contributes to this city’s rich visual culture. Oakland, Hayward and Berkeley have designated Art Districts located downtown, providing clusters of theater, music, dance, and visual arts, including the Hayward Arts Council and Sun Gallery in Hayward, and Tony and Grammy award-winning Berkeley Repertory Theater, Freight & Salvage, and Berkeley Art Museum and Pacific Film Archive (BAMPFA) in Berkeley. In Oakland, the Black Arts Movement Cultural District is anchored by the Malonga

Casquelourd Center – home to Oakland’s African Diaspora dance community and the African American Museum & Library. Other notable arts and cultural organizations abound in this MSA, including the Oakland Museum of California, Oakland East Bay Symphony, Museum of Children’s Art in Oakland, Kala Art Institute, Aurora Theatre Company, Shotgun Players, Cal Performances, and the Sawtooth Building in Berkeley. The area is also home to many arts-related festivals and events such as the Bay Area Book Festival in downtown Berkeley, Oakland Art Murmur galleries event, and Art & Soul. Berkeley in particular is known nationwide for its excellence in music. The California Jazz Conservatory, which offers many public performances, is the only accredited jazz school in the nation. Berkeley is also known for its diversity in cultural organizations, such as Gamelan Sekar Jaya (GSJ), an internationally acclaimed performing arts troupe specializing in Balinese gamelan. This MSA is in the top 4% of communities or better on every Arts Dollar measure and it is in the top 3% of markets that attract federal arts grants.

Arts Providers		50th
	Independent artists	188th
	Arts and culture employees	117th
	Arts and culture organizations	59th
	Arts, culture & entertainment firms	23rd
Arts Dollars		29th
	Program revenue	37th
	Contributed revenue	31st
	Total expenses	39th
	Total compensation	20th
Government Support		105th
	State arts dollars	502nd
	State arts grants	462nd
	Federal arts dollars	76th
	Federal arts grants	27th

#16

## Nassau County – Suffolk County, NY (pop. 2,839,436)

**NEW COMMUNITY** The **Nassau County-Suffolk County, NY, MSA** is comprised of the two counties of Long Island that fall outside of New York City’s five boroughs. From the Sagamore Hill National Historic Site to the Parrish Art Museum in Watermill, Long Island’s history is rich and filled with the tales of many famous Americans who have called the island home. It is rich in arts venues and vibrant in cultural life. Long Island’s more than 100 museums include the Nassau County Museum of Art, Heckscher Museum, Parrish Art Museum, Islip Art Museum, the Cradle of Aviation Museum, and the Long Island Museum of American Art, History and Carriages. Moreover, many townships have their own local art museum in addition to a variety of galleries. The Gold Coast region is known for its many mansions and

Arts Providers		40th
	Independent artists	42nd
	Arts and culture employees	78th
	Arts and culture organizations	267th
	Arts, culture & entertainment firms	20th
Arts Dollars		62nd
	Program revenue	61st
	Contributed revenue	83rd
	Total expenses	68th
	Total compensation	47th
Government Support		170th
	State arts dollars	419th
	State arts grants	529th
	Federal arts dollars	103rd
	Federal arts grants	90th

arboretums immortalized by F. Scott Fitzgerald in his classic novel *The Great Gatsby*. Today Long Island continues to

attract artists as evidenced by its ranking in the top 4% of communities on independent artists per capita, its esteemed artist residency programs at Watermill Center and Fire Island, and its long roster of Montauk Artists' Association members. Gateway Playhouse, Bay Street Theater, Tilles Center for the Performing Arts, Staller Center for the Performing Arts, and many community theaters house ballet, classical music, spoken word art, and theatrical productions. Guild Hall in East Hampton is one of the United States' first multidisciplinary cultural institutions. In 2017, a consortium of 10 Long Island arts councils came together to increase the collaboration, synergy, and exchange of ideas among the area's communities.

#17

### Austin – Round Rock, TX (pop. 2,168,316)

While **Austin-Round Rock, TX** may be well known for its music and filmmaking scenes, it also has a robust, multifaceted arts scene marked by a collaborative ethos that includes a cutting-edge theatre community, a burgeoning visual arts scene, and emerging art/tech intersections. This is also evidenced by the fact that it ranks within the top 5% of communities on Arts Providers, with particular strength in independent artists and arts, culture, and entertainment firms. Billed as the "Live Music Capital of the World," Austin has more than 250 live venues that fill the city with music every night of the week and is a magnet for young musicians and audiences. Austin is also a festival town with long-running annual events such as

Austin City Limits, South by Southwest, Austin Film

Festival, Fusebox Festival, Texas Book Festival, and cultural celebrations like Dia de los Muertos. Austin's experimental theatre may be due in part to the widely regarded Michener Center for Writers at the University of Texas (UT), with its focus on playwriting and screenwriting, as well as innovative productions by the Rude Mechs collective, The Vortex theater, and by Proyecto Teatro, which presents all programming entirely in Spanish. Museums like UT's Blanton Museum of Art, one of the largest university art museums in the U.S., and The Contemporary Austin, Mexic-Arte Museum (the Official Mexican and Mexican American Museum in the Southwest), and the East Austin Studio Tour (E.A.S.T.), among others, have nurtured the rising visual arts scene. While Austin is home to the Long Center for the Performing Arts with its resident companies Austin Symphony Orchestra, Ballet Austin, and Austin Lyric Opera, the city is also home to cultural facilities that serve as gathering places for the African American, Latinx, and Asian communities. Despite Austin being the 11th largest city in the nation, the majority of arts organizations are small; however, the dynamism of the city's arts organizations is reflected in the attraction of high numbers of state and federal government grants. Austin ranks in the top 2% of communities on Government Support, and within the top 4% on three out of four sub-measures. The Cultural Arts Division of the City's Economic Development Department provides leadership and management for Austin's cultural arts programs and for the economic development of arts and cultural industries. With Austin's strength also in technology, it is not surprising to learn that Austin has achieved the distinction of being the first (and only) city in the U.S. to receive a City of Media Arts designation within UNESCO's Creative Cities Network.

Arts Providers		51st
	Independent artists	76th
	Arts and culture employees	122nd
	Arts and culture organizations	134th
	Arts, culture & entertainment firms	40th
Arts Dollars		81st
	Program revenue	69th
	Contributed revenue	121st
	Total expenses	93rd
	Total compensation	84th
Government Support		18th
	State arts dollars	191st
	State arts grants	29th
	Federal arts dollars	41st
	Federal arts grants	35th

## Chicago – Naperville – Arlington Heights, IL (pop. 7,288,849)

The **Chicago-Naperville-Arlington Heights, IL**, Metro Division is home to world-class arts and cultural organizations, from the Art Institute of Chicago and the Field Museum of Natural History to Hubbard Street Dance and The Joffrey Ballet to the National Museum of Mexican Art and Black Ensemble Theater. There are over 250 theater companies in Chicago, from non-union storefronts to an unprecedented five Tony Award-winning regional theatre companies: Steppenwolf Theatre Company and Victory Gardens Theater in Lincoln Park; the Goodman Theatre in the Loop; the Chicago Shakespeare Theater at Navy Pier; and Lookingglass Theatre Company on the Magnificent Mile. Broadway in Chicago, one of the largest commercial touring houses in the country, offers Broadway-style entertainment at five theaters.

Chicago's theater community spawned modern improvisational theaters, including now-legendary The Second City. Classical offerings include the Lyric Opera of Chicago, Chicago Opera Theater, Chicago Symphony Orchestra, and the Chicago Sinfonietta. Other live-music genres that are part of the cultural heritage include Chicago blues, soul, jazz, gospel, and Chicago house. The city is the site of an influential hip-hop scene and has launched new styles such as Chicago juke and footwork. Through the Chicago Department of Cultural Affairs and Special Events (DCASE), the city provides vital support to the arts, from individual and organizational grants to capacity-building programs, residencies, and performance opportunities. DCASE is also known for its role in producing a number of free, citywide music and cultural festivals that draw international audiences. The Chicago Cultural Alliance works to strengthen ethnic museums and cultural centers located across Chicago neighborhoods. There is strong local public and foundation arts support, and several non-arts agencies have a long tradition of advancing the arts across Chicago's neighborhoods, including cultural centers and arts residency programs in the city's 80 neighborhood branch libraries and 580 parks. Numerous universities contribute to Chicago's arts scene as well. Providing top education and training in the arts and media makes Chicago a magnet for young talent. Important outdoor public art abounds, providing free access to works from both established masters and contemporary street artists. Chicago also is the headquarters for numerous government advocacy and support agencies, including Arts Alliance Illinois and the Illinois Arts Council Agency. The Chicago Metro Division ranks in the top 7% of communities on overall Arts Providers and in the top 2% on overall Arts Dollars, with particular strength in program revenue, total expenses, and total compensation per capita.

Arts Providers		70th
	Independent artists	129th
	Arts and culture employees	88th
	Arts and culture organizations	176th
	Arts, culture & entertainment firms	58th
Arts Dollars		23rd
	Program revenue	22nd
	Contributed revenue	56th
	Total expenses	25th
	Total compensation	17th
Government Support		136th
	State arts dollars	489th
	State arts grants	367th
	Federal arts dollars	95th
	Federal arts grants	80th

## Cleveland – Elyria, OH (pop. 2,057,009)

For over a century, the **Cleveland-Elyria, OH, MSA** has been home to a historic, nationally recognized arts and cultural community. Many of these longstanding arts and cultural treasures established a legacy during the city's economic and industrial prime. Several of these anchor institutions include the Cleveland Museum of Art, The Cleveland Orchestra, the Cleveland Museum of Natural History, Playhouse Square, and Karamu House, which is the country's oldest African American theatre. These anchor institutions exist in the midst of high-quality, arts-based educational institutions, including Oberlin College, Baldwin Wallace University, Cleveland Institute of Music, and Cleveland Institute of Art. There are multiple thriving arts districts in the Cleveland area.

Residents and visitors can access University Circle and Waterloo arts districts on the east side, Playhouse Square theater district centrally, and Gordon Square arts district on the west side. Organizations and collectives throughout these districts include GroundWorks Dance Theater, Zygote Press, 12 Literary Arts, Praxis Fiber Workshop, Maelstrom Collaborative Arts, ArtHouse, Cleveland Public Theater, and SPACES, a resource and public forum for artists who explore and experiment. Music has been and still is a huge part of Cleveland's cultural fabric. The Rock and Roll Hall of Fame is seated downtown and many music artists, live music clubs, and music educational institutions call the city home. Local support is strong, fueled by a cigarette excise tax that created Cuyahoga Arts & Culture in 2006 and by the City of Cleveland's Percent for Art program that increases public artworks, particularly in the public transportation areas. The arts community is also starting to closely examine how racial inequities impact the sector. Funders and arts nonprofits are participating in ongoing racial equity training and beginning to implement organizational changes to ensure that their funding and artistic work benefits all local residents. There are a wide variety of arts festivals and events annually in Cleveland, including the most recent additions of FRONT International: Cleveland Triennial for Contemporary Art and the InCuya Music Festival in 2018. There have been growing investments in the writing community, as well as an effort to unite the city's writers, including Cleveland Book Week, the development of Literary Cleveland, and the Brews + Prose monthly readings. Cleveland is also home to the nationally acclaimed Anisfield-Wolf Book Awards. Given this support base, it is no surprise that Cleveland ranks in the top 2% of all communities on overall Arts Dollars, with particular strength in program revenue.

Arts Providers		109th
	Independent artists	461st
	Arts and culture employees	94th
	Arts and culture organizations	119th
	Arts, culture & entertainment firms	92nd
Arts Dollars		15th
	Program revenue	8th
	Contributed revenue	46th
	Total expenses	13th
	Total compensation	13th
Government Support		52nd
	State arts dollars	29th
	State arts grants	186th
	Federal arts dollars	115th
	Federal arts grants	104th

## Denver – Aurora – Lakewood, CO (pop. 2,932,415)

**RETURNING FROM 2017** The arts and cultural landscape in the **Denver-Aurora-Lakewood, CO**, MSA is rich and diverse, encompassing nonprofit organizations, creative businesses, and individual artists. There are large renowned museums and institutions, such as Denver Museum of Nature & Science, Denver Art Museum, Denver Center for Performing Arts, and Museum of Contemporary Art Denver. These institutions live alongside over 90 small and mid-sized organizations that are well known for their exemplary artistic work and active engagement with diverse communities, such as the Five Points Jazz Festival, the Su Teatro Cultural & Performing Arts Center, Access Gallery, and many others. The Scientific & Cultural Facilities District (SCFD), which distributes funds from a 1/10 of 1% sales and use tax to cultural facilities

Arts Providers		66th
	Independent artists	62nd
	Arts and culture employees	123rd
	Arts and culture organizations	256th
	Arts, culture & entertainment firms	52nd
Arts Dollars		49th
	Program revenue	46th
	Contributed revenue	62nd
	Total expenses	46th
	Total compensation	58th
Government Support		149th
	State arts dollars	480th
	State arts grants	401st
	Federal arts dollars	44th
	Federal arts grants	175th

throughout the MSA, reflects the residents' commitment to supporting arts, cultural, and scientific organizations. The arts and cultural districts supported by SCFD reflect the strength of the artistic and creative sector, as each one of them has grown organically rather than been developed by the city. The local arts agency, Denver Arts & Venues, recognizes the role the arts play in building strong communities and creating social change, and supports and encourages artistic collaborations. Its P.S. You Are Here program is a citywide creative placemaking and neighborhood revitalization program that cultivates collaborative, community-led outdoor projects in Denver's public spaces. The community is strong in a variety of disciplines including the spoken word, theatre, music, and visual arts, as well as dance, film, and other arts and cultural disciplines that reflect Denver's history and entrepreneurial spirit. In particular, musicians have been attracted to living in the Mile-High City due to the vibrancy of the field, and artists in general – especially Millennials (the largest group moving to the city) – are choosing Denver as their home where they can build their artistic talents and professional craft as well as lead a lifestyle that complements their passions. There is robust support from individual donors and strong local government support for the arts, with special attention focused on accessibility and inclusion. Robust support is manifested in Denver's ranking within the top 7% of communities on all Arts Dollar measures and federal arts dollars.

## Top 10 Medium-sized Communities

This section provides insights into the arts and cultural vibrancy of the top 10 medium MSAs, listing each community's ranking on Arts Providers, Arts Dollars and Government Support. Each community on this list has a population between 100,000 and 1,000,000. The Census Bureau names the MSA for the principal city rather than the county. However, it is important to keep in mind that all MSAs are made up of at least one county, so we capture the activity of the entire county, not just the principal city.

We remind readers that Arts Providers and Arts Dollars are weighted at 45% each and Government Support is weighted at 10%. The rankings on the metrics and measures are from a high of 1 to a low of 953 since there are 953 unique MSAs and Metro Divisions. Any ranking between 1 and 95 still puts that community in the top 10% of cities on that measure, and a ranking of 96-190 means the community is in the top 20th percentile, etc. Being ranked in the top 10 roughly means being in the top 1%.

#1

### Santa Fe, NM (pop. 150,056)

**Santa Fe, NM**, is a cultural haven, with more artists, writers, and designers than just about any city in the country and home to one of the largest art markets in the country. Native arts are a cultural mainstay that predates Spanish and Anglo contact. Traditional Spanish Colonial arts made cultural contributions that were in place as Santa Fe became a modern railroad trade center. New Deal government funding enhanced the role of the arts as a valued asset through the contracting of murals, pottery, and other traditional art forms. The visual arts are particularly strong with seven museums and over 150 galleries in Santa Fe. Three major visual arts markets – International Folk Art Market Santa Fe, Indian Market, and Spanish Market – take place each year. Innovative galleries, the presence of SITE Santa Fe, and small nonprofits devoted to new arts experiences energize the thriving contemporary arts scene. The Santa Fe Opera is a performing arts mainstay that attracts an international audience. Dance is heavily represented with companies such as Aspen Santa Fe Ballet, Entreflamenco, and Arte Flamenco Society featuring Juan Siddi Flamenco. There are the Santa Fe Chamber Music Festival, Georgia O'Keeffe Museum, and numerous museums and centers dedicated to culture, nature, and science. Meow Wolf's House of Eternal Return, which is an immersive art experience created by an artist collective, has become a major arts-related business in Santa Fe. Since its opening, over 300,000 visitors have been logged, 400 jobs created and an estimated \$25 million in marketing value generated. In addition, the New Mexico Museum of Art celebrated 100 years last year with remodeled galleries, while looking to open a new contemporary museum, the Vladem Contemporary, on the Railyard. Plans continue to move forward on Siler Yard, Creative Santa Fe's Arts + Creativity Center, which will provide affordable live-work housing for low-income artists. The Santa Fe MSA ranks in the top 1% of communities on overall Arts Providers, Arts Dollars and Government Support. Its strengths in the top 1% are manifest in all underlying measures except the two related to state support.

Arts Providers		2nd
	Independent artists	6th
	Arts and culture employees	21st
	Arts and culture organizations	4th
	Arts, culture & entertainment firms	14th
Arts Dollars		1st
	Program revenue	2nd
	Contributed revenue	3rd
	Total expenses	3rd
	Total compensation	4th
Government Support		5th
	State arts dollars	162nd
	State arts grants	49th
	Federal arts dollars	4th
	Federal arts grants	2nd

#2

## Pittsfield, MA (pop. 126,348)

The **Pittsfield, MA, MSA** is best known as the Berkshires. Berkshire County is home to a variety of world-class art, theater, dance, music, film, and historic sites. Berkshire Theatre Group, Jacob's Pillow, the Norman Rockwell Museum, Barrington Stage, Aston Magna Festival, Berkshire Music School, Williamstown Theatre Festival, and Tanglewood are among the outstanding organizations that call the Berkshires home. MASS MoCA's vast galleries and numerous indoor and outdoor performing arts venues allow it to embrace all forms of art: music, sculpture, dance, film, painting, photography, theater, and new, boundary-crossing works of art that defy easy classification. In Pittsfield's Upstreet Cultural District, The Lichtenstein Center for the Arts features a gallery/performance space, a ceramic studio, and working artist studios. Pittsfield Artscape has recently announced expansion of the Pittsfield Paintbox Program, which encourages artists to paint electrical boxes around the city in order to further their mission of enhancing the downtown area. The creative economy is one of the five pillars of 1Berkshire's countywide economic development strategy. Local resources include the Berkshire Art Association, Berkshire Film & Media Collaborative, DownStreet Art, IS183 Art School of the Berkshires, and Pittsfield Office of Cultural Development. The abundance of renowned arts and cultural activity and support drives Pittsfield to rank in the top 1% of communities on overall Arts Providers, Arts Dollars and Government Support. Its strengths are reflected with rankings in the top 2% or better in all underlying measures except one.

Arts Providers		8th
	Independent artists	59th
	Arts and culture employees	18th
	Arts and culture organizations	2nd
	Arts, culture & entertainment firms	12th
Arts Dollars		2nd
	Program revenue	1st
	Contributed revenue	6th
	Total expenses	2nd
	Total compensation	1st
Government Support		3rd
	State arts dollars	17th
	State arts grants	11th
	Federal arts dollars	9th
	Federal arts grants	5th

#3

## San Rafael, CA (pop. 259,666)

**San Rafael-Marin County, CA**, located across the Golden Gate Bridge from San Francisco, is one of the Metro Divisions of the larger Bay Area including San Francisco and the East Bay. While Novato, San Rafael, and Mill Valley are Marin's largest cities, each has its own set of arts organizations, including galleries, museums, and performing arts venues. Marin County is home to many world-class musicians, internationally recognized artists, authors, and performers. The Marin Center offers year-round music, theater, and dance performances on its two stages and is located adjacent to the Marin Civic Center in San Rafael, the complex designed by architect Frank Lloyd Wright. Downtown San Rafael was recently designated a California Cultural Arts District, one of California's premier state-designated arts and culture districts. The District includes Art Works Downtown with galleries and artist studios, Youth in Arts (which is Marin's premier provider of arts education), the Smith Rafael movie theater, and Falkirk Cultural Center, among other

Arts Providers		5th
	Independent artists	28th
	Arts and culture employees	20th
	Arts and culture organizations	14th
	Arts, culture & entertainment firms	7th
Arts Dollars		7th
	Program revenue	10th
	Contributed revenue	5th
	Total expenses	10th
	Total compensation	7th
Government Support		53rd
	State arts dollars	444th
	State arts grants	363rd
	Federal arts dollars	46th
	Federal arts grants	7th

cultural venues. World-renowned tourist destination Sausalito hosts the annual Sausalito Art Festival. Marin Headlands for the Arts provides artist residencies within the National Park Conservancy. Performing arts organizations include Marin Theatre Company, Throckmorton Theatre, Marin Shakespeare Company, The Mountain Play, Ross Valley Players, Marin Ballet, Marin Symphony, Mill Valley Philharmonic, Marin Dance Theatre, Porchlight Theatre Company, Golden Gate Opera, and others. Museums include MarinMOCA, Marin History Museum, and the Marin Museum of the American Indian. Artist studios are found in Sausalito at the ICB Building, in San Rafael at Art Works Downtown and Mark Drive Studios, and in Novato at MarinMOCA. Numerous galleries offer exhibits throughout the county; examples include Gallery Route One in Pt. Reyes Station and Seager Gray Gallery in Mill Valley. Marin Open Studios produces a county-wide tour of artists' studios each May. The California Film Institute produces the international Mill Valley Film and Doclands Documentary Film Festivals. Marin also hosts the Sausalito Film, Jewish Film, and Italian Film Festivals. The Lark Theater is a repertory movie theater that sometimes stages live performances. Filmmaker George Lucas has been influential in bringing the entertainment industry to Marin, which is home to Skywalker Ranch, a sound design post-production facility. Book Passage, Copperfield Books, Pt. Reyes Books, and Dominican University offer speakers' series and book readings for all ages. The community scores in the top 1% of communities on Arts Providers and Arts Dollars and in the top 6% on Government Support. While California state arts funding is relatively low, Marin County is seventh in the country in securing federal arts grants on a per capita basis.

#4

#### Missoula, MT (pop. 118,791)

The **Missoula, MT, MSA** has an engaged and active population, who are just as likely to participate in outdoor recreation as they are to go to the symphony or attend a theater production. This is supported by its ranking as 4th on Arts Providers and in the top 4% or better on every sub-measure, as well as in the top 7% overall on Arts Dollars. Throughout the year, festivals are plentiful – e.g., Big Sky Documentary Film Festival, International Wildlife Film Festival, Montana Festival of the Book, Buddy DeFranco Jazz Festival, International Choral Festival, River City Roots Festival, Missoula Symphony in the Park – and there are monthly gallery walks that include 12 private galleries in the downtown area. Missoula is home to the University of Montana, and there is a strong town-gown partnership. Although there is no designated arts district, more than 60 nonprofit arts and cultural organizations operate in Missoula; while most are small, a handful are nationally known, most notably the Missoula Children's Theatre. Missoula's museums are diverse, ranging from the Historical Museum at Fort Missoula and the Rocky Mountain Museum of Military History to the Montana Museum of Art & Culture and the Missoula Art Museum. Performing arts organizations include Missoula Symphony Orchestra and Chorale, String Orchestra of the Rockies, Montana Repertory Theatre, and Missoula Community Theatre. Regular arts classes are offered at the Zootown Arts Community Center, the Downtown Dance Collective, and the Clay Studio of Missoula. The entertainment industry has grown dramatically in recent years. There are two distinct 4000+ outdoor amphitheaters with full summer schedules of national acts. The historic Wilma Theatre, renovated in 2015, presents national touring acts through the year. The region has a full and diverse event schedule, great engagement through volunteerism, and overall tremendous community support. Missoula attracts many writers, visual artists, and musicians. Missoula ranks 6th on Government Support overall and 2nd in the country on the number of state arts grants per capita. Arts Missoula is the local arts agency, serving as a resource for the coordination, development, and support of art and culture for the benefit of the Missoula community.

Arts Providers		4th
	Independent artists	35th
	Arts and culture employees	4th
	Arts and culture organizations	34th
	Arts, culture & entertainment firms	6th
Arts Dollars		66th
	Program revenue	25th
	Contributed revenue	171st
	Total expenses	75th
	Total compensation	60th
Government Support		6th
	State arts dollars	49th
	State arts grants	2nd
	Federal arts dollars	29th
	Federal arts grants	14th

#5

## Charlottesville, VA (pop. 235,232)

**NEW COMMUNITY** The **Charlottesville, VA, MSA** is steeped in American history and is home to Thomas Jefferson's Monticello and James Monroe's Highland. The community's vibrancy is intertwined with that of the University of Virginia (UVA), which attracts a wealth of talent to the area. There's the campus-based Fralin Museum of Art and UVA's Kluge-Ruhe Aboriginal Art Collection, which is the only museum outside Australia dedicated to Indigenous Australian art. The 30-year-old Virginia Film Festival is a program of UVA. Beyond the university's walls is the Virginia Discovery Museum, which offers children a hands-on experience with the arts, sciences, humanities, history, and nature. Charlottesville's music scene has mushroomed and diversified since the rise of the Dave Matthews Band.

Music-centric organizations such as Music Resource Center, Charlottesville Chamber Music Festival, Charlottesville Jazz Society, and The Front Porch are scattered about the area. McGuffey Art Center is a focal point in the city and the Crozet Artisan Depot is a focal point of the county. Charlottesville ranks in the top 2% of communities on Arts Providers and Arts Dollars, with particular strength in per capita contributed revenue among arts and cultural organizations as well as the per capita number of arts and culture employees.

Arts Providers		23rd
	Independent artists	70th
	Arts and culture employees	11th
	Arts and culture organizations	75th
	Arts, culture & entertainment firms	60th
Arts Dollars		22nd
	Program revenue	43rd
	Contributed revenue	14th
	Total expenses	27th
	Total compensation	34th
Government Support		35th
	State arts dollars	206th
	State arts grants	74th
	Federal arts dollars	77th
	Federal arts grants	45th

#6

## Ithaca, NY (pop. 102,793)

**RETURNING FROM 2017** The **Ithaca, NY, MSA** is home to both Cornell University, with its world-class H.F. Johnson Museum of Art and the Schwartz Center for the Performing Arts, and Ithaca College, which has a well-known theater department and School of Music. Ithaca hosts both the Fringe Festival for theater and The Spring Writes Literary Festival, which features up to 125 local writers through workshops, panels, readings, and performances. Ithaca is home to the Hangar Theatre, Kitchen Theatre Company, and the Community School of Music and Arts, which makes arts education accessible to students of all ages, skill levels, and socioeconomic backgrounds. The Sciencenter boasts over 250 interactive exhibits and the Museum of the Earth offers residents earth-science exhibits and science-related art exhibits. Tompkins County distributes nearly half a million dollars each year in grants for arts and culture that are funded by a room occupancy tax, while grants to individual artists in the area are made through the Community Arts Partnership. Community choruses abound. Opera Ithaca and The Ithaca Shakespeare Company are both experiencing growth. The town hosts many festivals including Porchfest and the Finger Lakes GrassRoots Festival of Music and Dance. Ithaca ranks 12th in arts and cultural organizations per capita and 2nd in federal arts dollars.

Arts Providers		22nd
	Independent artists	96th
	Arts and culture employees	52nd
	Arts and culture organizations	12th
	Arts, culture & entertainment firms	43rd
Arts Dollars		43rd
	Program revenue	51st
	Contributed revenue	54th
	Total expenses	38th
	Total compensation	51st
Government Support		14th
	State arts dollars	53rd
	State arts grants	202nd
	Federal arts dollars	2nd
	Federal arts grants	39th

#7

## Burlington – South Burlington, VT (pop. 221,083)

The **Burlington-South Burlington, VT, MSA** arts scene has a variety of arts and cultural organizations in addition to two anchors: Burlington City Arts and the South End Arts District (SEABA). Burlington City Arts supports and promotes Vermont artists and advances the creation of new work, offers a spectrum of arts education and engagement opportunities, presents exhibitions and events, promotes critical dialogue and encourages local participation, and makes the arts integral to the City of Burlington's economic and civic development, urban design, and livability. Its BCA Center is an art gallery, arts education/studio center, and cultural events space. SEABA includes the SEABA Center Gallery, South End artist studios, an annual Art Hop, and Art

Under the Influence, which joins members of the community with local artists. It also curates art exhibits at 10 galleries and other venues. The University of Vermont Medical Center has an extensive collection of works by Vermont artists designed to ease the stress of being in a hospital and to help visitors experience the healing power of art. With the aid of Burlington City Arts, the collection is now available online in a virtual gallery for patients and the public. In addition, the Flynn Center for the Performing Arts and Main Street Landing Performing Arts Center serve multiple performing and performance arts groups. Thanks to these organizations and others (e.g., Green Mountain Chamber Music Festival, Vermont Symphony Orchestra, Vermont Mozart Festival, and University of Vermont's Robert Hull Fleming Museum of Art), Burlington scores in the top 2% on overall Arts Providers, and in the top 1% on the per capita measure of arts and culture employees. This MSA is successful in attracting both federal arts grants and dollars.

Arts Providers		18th
	Independent artists	72nd
	Arts and culture employees	7th
	Arts and culture organizations	137th
	Arts, culture & entertainment firms	26th
Arts Dollars		119th
	Program revenue	92nd
	Contributed revenue	167th
	Total expenses	121st
	Total compensation	114th
Government Support		31st
	State arts dollars	331st
	State arts grants	131st
	Federal arts dollars	24th
	Federal arts grants	18th

#8

## Boulder, CO (pop. 326,078)

**NEW COMMUNITY** **Boulder, CO**, has a strong concentration of artists, venues, creative businesses, and cultural destinations. There are a tempting variety of nationally and regionally respected arts venues in the community including eTown Hall, the Colorado Chautauqua, the NoBo Art District, the Boulder Museum of Contemporary Art, and the Dairy Arts Center. In addition to incredible resources at the University of Colorado and several mid-sized organizations with a significant following, Boulder County is home to many, mostly small cultural nonprofits. Ranking among the top 3% of communities on Arts Providers and 17th on independent artists, the community is home to a high concentration of photographers, authors, musicians and singers, visual artists, craft artists, music directors, and composers. Boulder has a vibrant musical scene. The town has a concentration of classical music organizations: three

Arts Providers		24th
	Independent artists	17th
	Arts and culture employees	191st
	Arts and culture organizations	45th
	Arts, culture & entertainment firms	25th
Arts Dollars		85th
	Program revenue	59th
	Contributed revenue	131st
	Total expenses	86th
	Total compensation	107th
Government Support		77th
	State arts dollars	375th
	State arts grants	172nd
	Federal arts dollars	64th
	Federal arts grants	63rd

orchestras, two chamber music societies, six chorale groups, two youth orchestras, and three significant classical music festivals. There is also a healthy popular music scene, especially concentrated around the Boulder and Fox Theaters. In addition, Boulder has a strong contemporary dance and theatre scene. The community is recognized for contemporary visual art mostly because of the practicing artists that live here, supported also by contemporary art nonprofits like BMoCA, EcoArts, madelife, etc. Boulder is an emerging place for mural artists with the city's public art program as well as the commissioning company &Arts. Moreover, there is a commitment to make Boulder a laboratory for public artists to interact with the community through the Experiments in Public Art series. The support from Boulder's municipal government is significant, providing government spending of about \$13 per resident that mostly returns to the community through grants and other spending on public art. There is also much support from the regional Scientific and Cultural Facilities District (SCFD) tax.

#9

### Asheville, NC (pop. 459,585)

The **Asheville, NC, MSA** is a recognizable setting for several Hollywood films, including *The Last of the Mohicans*, *The Hunger Games* series and *Serena*. Asheville is an arts and cultural boomtown, ranking 8th on arts and culture employees and 15th on Arts Providers overall. Live music and crafts play a big role in Asheville and its surrounding area. The town is home to the Asheville Symphony Orchestra and Asheville Lyric Opera, as well as many bluegrass, country, and traditional mountain musicians. Black Mountain College Museum and Arts Center calls Asheville home, along with a variety of museums, such as the Asheville Museum of Art, Asheville Pinball Museum, Folk Art Center featuring artists of Appalachia, and the Museum of the Cherokee Indian. The Flood Gallery Fine Art Center focuses on bringing excellent, provocative art to Asheville from artists working around the world. North Carolina Stage Company is a resident professional theatre located in downtown Asheville. It is joined by many small and experimental theatre companies including Anam Cara Theatre Company, Dark Horse Theatre, and Black Swan Theater. The Biltmore Estate and University of North Carolina at Asheville are part of the fabric of the local cultural scene. You can also find the Southern Appalachian Radio Museum and Wheels Through Time vintage motorcycle museum. The River Arts District houses artists and an eclectic array of working studios in 22 industrial historical buildings along the French Broad River. In addition to providing grants, programs, and services, the Asheville Area Arts Council established The Refinery Creator Space, designed to provide space for artists to work, collaborate, and grow their creative businesses. The Refinery Creator Space also houses five resident organizations: Asheville Darkroom, Asheville Makers, Bright Angle, Local Cloth, and Majik Studios.

Arts Providers		15th
	Independent artists	38th
	Arts and culture employees	8th
	Arts and culture organizations	140th
	Arts, culture & entertainment firms	35th
Arts Dollars		130th
	Program revenue	126th
	Contributed revenue	141st
	Total expenses	140th
	Total compensation	138th
Government Support		127th
	State arts dollars	68th
	State arts grants	177th
	Federal arts dollars	245th
	Federal arts grants	219th

## Bremerton – Silverdale, WA (pop. 269,805)

### **RETURNING FROM 2017** Bremerton-Silverdale, WA,

takes a unique approach to creating cohesion between city spending and arts and cultural spending. Kitsap County, where Bremerton and Silverdale are located, enacted the One Percent for Art Program Ordinance in 2001, stating that all Kitsap County capital improvement projects must set aside one percent of construction funds to “enhance common public areas or structures either associated with the funding or as a general community improvement from pooled funds.” The City of Bremerton has a robust Arts District with a number of fine art galleries, three museums, and two performing arts venues. It is home to several organizations, including the Admiral Theatre, Bremerton Community Theatre, Bremerton Symphony, Kitsap Opera, Peninsula Dance

Theatre, and West Sound Arts Council. Bainbridge Island has its namesake’s Museum of Art and Historical Society, as well as Bainbridge Performing Arts, home to the EDGE Improv, Bainbridge Dance Center, and Bainbridge Symphony Orchestra. Located in Port Gamble is the Museum of Shells and Marine Life, which contains one of the largest shell collections in the U.S. KitsapArt provides art education for children on the Kitsap Peninsula. Bremerton-Silverdale, WA, ranks in the top 3% of cities in overall Arts Dollars and scores high in two sub-measures of Government Support, federal arts dollars and federal arts grants.

Arts Providers		44th
	Independent artists	82nd
	Arts and culture employees	104th
	Arts and culture organizations	128th
	Arts, culture & entertainment firms	29th
Arts Dollars		30th
	Program revenue	24th
	Contributed revenue	42nd
	Total expenses	31st
	Total compensation	33rd
Government Support		168th
	State arts dollars	659th
	State arts grants	487th
	Federal arts dollars	57th
	Federal arts grants	53rd

## Top 10 Small Communities

In this section, we provide insights into the arts and cultural scene for the top 10 small MSAs, listing each community's ranking on Arts Providers, Arts Dollars and Government Support. All 10 communities listed here are considered Micropolitan Statistical Areas by the Census Bureau, meaning they are counties with a principal city that has a population between 10,000 and 50,000, plus adjacent territory that has a high degree of integration with that core city. The Census Bureau names the MSA for the principal city rather than the county. However, it is important to keep in mind that all MSAs are made up of at least one county, so we capture the activity of the entire county, not just the principal city.

The rankings on each metric and measure are from a high of 1 to a low of 953, because there are 953 unique MSAs and Metro Divisions. Many of these communities might be described as small artist colonies or tourist destinations supported by part-time residents. We remind readers that Arts Providers and Arts Dollars are weighted at 45% each and Government Support is weighted at 10%. With 953 unique MSAs and Metro Divisions, any ranking between 1 and 95 on a measure puts that community in the top 10% of cities on that measure, and a ranking of 96-187 means the community is in the top 20th percentile, etc. Ranking in the top 10 roughly means being in the top 1% on that measure.

#1

### Jackson, WY-ID (pop. 34,721)

The **Jackson, WY-ID**, MSA is a mountain community of great beauty and innovation that includes both Teton County, ID, and Teton County, WY. All art forms are represented here, and at times have been recognized nationally or internationally for excellence. The area is home to the National Museum of Wildlife Art, which offers a Sculpture Trail in addition to its indoor, permanent collection. With a 78,000-sq.-ft. campus, Center for the Arts is a community-wide cultural and educational facility that serves to shelter and nurture the artistic core of Jackson. The Center provides a space for 19 independent cultural and educational Resident organizations to flourish. The theater, studios, and classrooms are abuzz with activity nearly every day of the year, thanks to programs offered by Residents, community organizations, and the Center's own creative initiatives. Some of the Resident organizations include Off Square Theatre Company, the Jackson Hole Community Band, Jackson Community Theater, the Jazz Foundation of Jackson Hole, the Jackson Hole Chorale, and pARTners, an organization that integrates arts into school curriculum. The Grand Teton Music Festival is a summer classical music festival that brings prestigious soloists and musicians from renowned orchestras to Jackson Hole to share their passion with the local community. Strong mid-sized and smaller organizations include the Dancers' Workshop, Jackson Hole Public Art, and the Art Association. The Jackson Hole Wildlife Film Festival is an internationally known organization that provides film awards for the wildlife film industry and is a powerhouse in arts education programming. Jackson ranks 9th on independent artists per capita and 6th on overall Arts Providers. Local individuals, foundations and government are very supportive with funding. This community is in the top 1% on Arts Providers and Government Support. Particular strengths lie in independent artists, arts and cultural organizations, and state arts grants.

Arts Providers		6th
	Independent artists	9th
	Arts and culture employees	45th
	Arts and culture organizations	9th
	Arts, culture & entertainment firms	11th
Arts Dollars		27th
	Program revenue	67th
	Contributed revenue	13th
	Total expenses	19th
	Total compensation	344th
Government Support		7th
	State arts dollars	43rd
	State arts grants	6th
	Federal arts dollars	22nd
	Federal arts grants	15th

#2

### Summit Park, UT (pop. 41,933)

The **Summit Park, UT**, MSA includes all of Summit County, home to Park City and its three ski resorts. At certain times of the year, the tourist population of Park City greatly exceeds the number of permanent residents, making the availability of the arts high on a per capita basis. Additionally, the city is home to the Sundance Film Festival, which is the United States' largest independent film festival, the Sundance Institute, Park City Institute, Park City Chamber Music Society, Park City Arts & Music Conservatory, Egyptian Theatre, Park City Film, and the Deer Valley Music Festival, which is the Utah Symphony/Utah Opera's summer home. Park City Summit County Arts Council has incubated numerous arts and culture organizations, built audiences for established and emerging artists, and helped promote the area as a world-class cultural tourist destination. It produces annual programs such as the Art Elevated holiday gift market, Summit Arts Showcase, and County Fair Fine Arts exhibit and works in partnership with other nonprofits to connect creative content to the community. The area is ranked 9th on overall Arts Providers and in the top 1% on independent artists (7th) and on arts, culture and entertainment firms per capita (4th). Furthermore, Summit Park ranks 26th and 12th in the U.S. on Arts Dollars and Government Support, respectively.

Arts Providers		9th
	Independent artists	7th
	Arts and culture employees	45th
	Arts and culture organizations	79th
	Arts, culture & entertainment firms	4th
Arts Dollars		26th
	Program revenue	26th
	Contributed revenue	39th
	Total expenses	21st
	Total compensation	26th
Government Support		12th
	State arts dollars	57th
	State arts grants	20th
	Federal arts dollars	12th
	Federal arts grants	21st

#3

### Steamboat Springs, CO (pop. 25,733)

**RETURNING FROM 2016** **Steamboat Springs, CO**, was founded on a love of the arts, from the Ute and Fremont indigenous peoples who created artwork on rocks and in caves throughout the area to the first white homesteaders – the Crawford family, who brought paints and an organ when they first arrived. In 1915, Perry-Mansfield Performing Arts School and Camp opened permanently in Strawberry Park and has brought national renown to the area. Today, Steamboat Springs is thriving with arts and culture from art galleries, opera, music, dance, theater, distilleries, breweries, and unique architecture and design. Through its evolution from a rural community to a nationally recognized outdoor recreation destination, Steamboat Springs has stayed true to its heritage through infusing cultural design elements in its city planning, recognition and celebration of its roots, and continual expansion of arts and culture. Steamboat was the first Certified Colorado Creative District to have multiple satellite locations, which extend beyond downtown Steamboat. Strings Music Festival and Perry-Mansfield Performing Arts School & Camp are the two largest arts organizations in the community, bringing visitors from across the country. There are also numerous smaller nonprofit arts organizations that deliver big impact to the community and its visitors, including Opera Steamboat, Yampa Valley Choral Society, Piknik

Arts Providers		16th
	Independent artists	4th
	Arts and culture employees	826th
	Arts and culture organizations	1st
	Arts, culture & entertainment firms	34th
Arts Dollars		12th
	Program revenue	12th
	Contributed revenue	11th
	Total expenses	6th
	Total compensation	56th
Government Support		11th
	State arts dollars	22nd
	State arts grants	5th
	Federal arts dollars	100th
	Federal arts grants	6th

Theater, Chief Theater, Elevation Dance, Steamboat Art Museum, Tread of Pioneers Museum, and over 15 art galleries. Steamboat Springs is strong in dance, visual arts, heritage, music, and opera. The majority of professional artists tend to be over the age of 40, but there are also younger, emerging artists. Steamboat Springs ranks 4th in the U.S. on independent artists per capita and 16th on overall Arts Providers. There is strong financial support from the community through memberships, donors, and sponsors. This support is evident in Steamboat Springs' ranking of 12th on overall Arts Dollars, 12th on program revenue, and 11th on contributed revenue. Over the past five years, the city and chamber have become increasingly supportive of arts and culture, thanks in part to a better understanding of the economic impact that the arts have on the community. The city ranks 11th on overall Government Support and in the top 1% on both state and federal grants.

#4

### Bennington, VT (pop. 35,631)

The **Bennington County, VT**, MSA is home to a diverse population of visual and performing artists who are community oriented and take part in public art projects, individual showings, and nonprofit events. From the earliest days of the American Craft Movement when artisans of Bennington Potters established the area as one whose economy was defined by the arts, to today, where avant-garde expression is being fervently cultivated at Bennington College, Bennington and cultural vibrancy have been synonymous.

Positioned along the cultural corridor, stretching from the Berkshires all the way to Manchester and the edge of the Green Mountains, are literally hundreds of artistic activities and opportunities, including myriad galleries and studios, classroom and skill instruction for all ages, multiple theaters presenting both community and equity productions, and an endless array of platforms offering visual and musical entertainment choices. The breadth of opportunity for engagement and participation truly defines the cultural vibrancy of both the North and South Shires of Bennington County. The South Shire is home to Bennington College, which has long been a bastion for visual and performing artists at the forefront of their fields across all genres. Nearby, the Vermont Arts Exchange provides studio-based programs and camps for children and also hosts an annual Basement Music Series that features nationally touring groups. In downtown Bennington, one finds Sonatina, an educational piano retreat for children and adults of all ages; Oldcastle Theater, an equity house in its 48th season; and Bennington Museum, which holds the world's largest collection of Grandma Moses original paintings and has an impressive representation of modernist regional artists. Bennington Museum is part of ArtCountry, a triumvirate of critically acclaimed visual arts organizations in the immediate region. Bennington is also home to the Southern Vermont Art and Craft Festival, which draws thousands of artists and tourists to the area each summer. Meanwhile, the North Shire boasts the Manchester Music Festival, a month-long concert program for chamber and operatic music. Southern Vermont Arts Center boasts a large pavilion for those performances; it also offers workshops and summer camps for children and adults, along with extensive gallery space for its permanent collection and other exhibitions. Finally, the Dorset Playhouse is a staple, presenting a community theater troupe during the winter months and hosting the acclaimed Dorset Theater Festival during the summer. The town of Bennington, in conjunction with the Bennington Area Arts Council, commissioned a Cultural Plan that was completed in May 2019. This plan encompasses all shires within Bennington County and will provide a road map for how towns can help to facilitate and promote a healthy economy. Being identified as one of the top 10 most vibrant small arts communities in the U.S. for the fourth year in a row, Bennington ranks 12th on overall Arts Providers, 13th on Arts Dollars, and 20th on Government Support.

Arts Providers		12th
	Independent artists	77th
	Arts and culture employees	27th
	Arts and culture organizations	7th
	Arts, culture & entertainment firms	41st
Arts Dollars		13th
	Program revenue	23rd
	Contributed revenue	17th
	Total expenses	8th
	Total compensation	14th
Government Support		20th
	State arts dollars	156th
	State arts grants	205th
	Federal arts dollars	20th
	Federal arts grants	13th

#5

## Vineyard Haven, MA (pop. 17,352)

**RETURNING FROM 2017** The **Vineyard Haven, MA**, MSA encompasses the beautiful island of Martha's Vineyard and surrounding islands. The density and diversity of businesses in the creative economy make Vineyard Haven a very distinctive arts and culture-rich community. Most notably, Vineyard Haven ranks 3rd in arts and cultural organizations, 8th on contributed revenue, and 5th and 4th on federal arts dollars and federal grants per capita, respectively. The Vineyard Haven Harbor Cultural District boasts myriad successful projects including Martha's Vineyard Playhouse, Martha's Vineyard Museum, the Vineyard Haven Library, Owen Park, and the Martha's Vineyard Hebrew Center. Vineyard Haven's arts and culture landscape includes wooden ship builders, a vibrant film center, architects, interior designers, writers, clothing designers, bookmakers, photographers, copper sculptures, wooden sign makers, musicians, a professional performing arts theater and amphitheater, jewelry designers, historic tall ships, ceramic and glass designers, wampum designers, and visual artists. Vineyard Arts Project is an incubator for new works in dance and theater. Featherstone Center for the Arts, Martha's Vineyard Chamber Music Society, Martha's Vineyard Jazz and Blues Summerfest, and the International Film Festival are just a few of the other arts and culture attractions one can find.

Arts Providers		19th
	Independent artists	86th
	Arts and culture employees	89th
	Arts and culture organizations	3rd
	Arts, culture & entertainment firms	62nd
Arts Dollars		24th
	Program revenue	65th
	Contributed revenue	8th
	Total expenses	33rd
	Total compensation	25th
Government Support		9th
	State arts dollars	230th
	State arts grants	41st
	Federal arts dollars	5th
	Federal arts grants	4th

#6

## Hudson, NY (pop. 59,916)

**RETURNING FROM 2017** The **Hudson, NY**, MSA encompasses the charming riverfront city of Hudson and all of Columbia County, which is surrounded by the Catskills and Berkshires. Over the centuries, Hudson has been able to reinvent itself from a whaling town to a vibrant cultural community. Many artists, as well as many weekend visitors, have relocated to Hudson full-time. Today the city is known for its arts, architecture, antique shops, galleries, and restaurants. There are numerous cultural venues including Basilica Hudson, a multi-disciplinary arts center housed in a solar-powered 1880s factory; Club Helsinki, an acoustically designed, multi-tiered live music venue; and Hudson Hall at the historic Hudson Opera House, a multi-disciplinary arts center housing the state's oldest surviving theater. More broadly in the county, one finds Ancram Opera House, Mac-Haydn Theatre, PS21, and Art Omi, a 200-acre sculpture park. This vibrant community is in the top 2% on independent artists and arts organizations.

Arts Providers		10th
	Independent artists	16th
	Arts and culture employees	30th
	Arts and culture organizations	18th
	Arts, culture & entertainment firms	64th
Arts Dollars		59th
	Program revenue	66th
	Contributed revenue	52nd
	Total expenses	73rd
	Total compensation	63rd
Government Support		22nd
	State arts dollars	42nd
	State arts grants	63rd
	Federal arts dollars	90th
	Federal arts grants	55th

#7

## Brookings, SD (pop. 35,232)

**NEW COMMUNITY** Brookings, SD, is home to South Dakota State University (SDSU) and an array of cultural venues and events. Among the visual art entities based in Brookings are the South Dakota Art Museum, the Children's Museum of South Dakota, the Ritz Art Gallery, and numerous murals created by local artists in downtown Brookings as part of the city's Urban Canvas arts engagement initiative. The county is also home to the South Dakota Agricultural Museum and to the McCrory Gardens. The performing arts scene is enriched by the presence of diverse organizations and venues. The Brookings Chamber Music Society organizes concerts at the Performing Arts Center on the campus of SDSU (Lincoln Music Hall); the Brookings Area Community Band performs either at the Lincoln Music Hall or in Pioneer Park;

Woodbine Productions organizes a concert series every year to benefit the SDSU Music Scholarship program; and the Swiftel Center hosts big name music concerts. Brookings is home to the Prairie Repertory Theatre, the Brookings Community Theatre, and the SDSU Theater, as well as the SDSU Performing Arts Center. Many festivals contribute to the cultural vibrancy of Brookings, including the free Downtown at Sundown concert series, the SDSU Hobo Day, and the Brookings Summer Arts Festival, the largest two-day art festival in South Dakota. The Brookings Arts Council encourages community connections through the arts by supporting awareness, appreciation, and participation. Brookings ranks 3rd on federal arts dollars per capita, and 5th on arts and culture employees.

Arts Providers		13th
	Independent artists	39th
	Arts and culture employees	5th
	Arts and culture organizations	55th
	Arts, culture & entertainment firms	66th
Arts Dollars		103rd
	Program revenue	220th
	Contributed revenue	40th
	Total expenses	32nd
	Total compensation	249th
Government Support		8th
	State arts dollars	70th
	State arts grants	32nd
	Federal arts dollars	3rd
	Federal arts grants	33rd

#8

## Oneonta, NY (pop. 59,749)

Otsego County, represented as the **Oneonta, NY, MSA**, takes community development and living green to heart. Culture is abundant with world-class opera; national art exhibitions, theater and concerts; and a rich historical past. The National Baseball Hall of Fame and Museum can be found in Cooperstown, which draws nearly 300,000 visitors per year. Cooperstown is also home to the Fenimore Art Museum, The Farmers' Museum, and the famous Glimmerglass Opera. The Foothills Performing Arts and Civic Center serves a three-county area with performing arts events and educational outreach. The center was also deemed the "greenest" building to ever go through the NYSERDA program, which earned the venue a financial award. Arts in Oneonta is supported through the Community Arts Network of Oneonta. The community is ranked 12th on arts and culture employees.

Arts Providers		27th
	Independent artists	269th
	Arts and culture employees	12th
	Arts and culture organizations	36th
	Arts, culture & entertainment firms	28th
Arts Dollars		32nd
	Program revenue	44th
	Contributed revenue	28th
	Total expenses	30th
	Total compensation	35th
Government Support		47th
	State arts dollars	76th
	State arts grants	264th
	Federal arts dollars	30th
	Federal arts grants	112th

## Greenfield Town, MA (pop. 70,963)

**RETURNING FROM 2017** As a gritty former industrial urban county, **Greenfield, MA**, has a spectacular arts community filled with artists of all kinds, some trained in the arts at the five colleges nearby, but many others drawn to the area's natural beauty and small town vibes. In Greenfield, great importance is given to human capital and to the collective imagination, making everything creative possible there. Community members are directly involved in many current projects, such as the HIVE (a new makerspace); the RADFEST (the Radical Interconnectedness Fest, where art of all kinds has been created by artists addressing the concerns of marginalized communities, allowing the artists to connect with the public and understand one another); a new downtown pOp-Up Gallery; a collaborative project with

Punchdrunk Theater from the UK (in their first US engagement to work with local artists and teachers to educate them in their award-winning process of theater creation); Artspace (a small arts education organization that creates concerts, workshops, and pop-ups in empty storefronts in downtown Greenfield); and the creation of a new film festival featuring the work of local filmmakers. The music scene is also vibrant due to great downtown music venues, including Hawks and Reed, where hip-hop and a great variety of other music happens every week, as well as the Root Cellar, where experimental music and cutting-edge events take place regularly. There is also a troupe of immersive theater artists made up of dancers, singers, musicians, installation artists, and designers, and a theatre company, Eggtooth Productions, who all collaborate together on new works. In Greenfield, under-used spaces are easily made available for spontaneous work. For example, Playhouse is a grand old factory building in downtown that welcomes artists of all kinds to create, hang out, have fun, and exchange ideas. There are strong creative communities in writing, children's literature, theater, music, crafts like weaving, pottery, glass, painting, sculpture, printmaking, digital arts, web design, and lots of makers and fine craftspeople. Many artists who share their work in Greenfield are attracted by the authenticity of the city, its environmental sustainability, and the beauty of its natural landscape. Audience participation in the arts is important to the community, as much of the engagement emerges by way of arts volunteering. Greenfield ranks in the top 6% or better on overall Arts Dollars, Arts Providers and Government Support.

Arts Providers		32nd
	Independent artists	173rd
	Arts and culture employees	23rd
	Arts and culture organizations	29th
	Arts, culture & entertainment firms	56th
Arts Dollars		52nd
	Program revenue	57th
	Contributed revenue	75th
	Total expenses	54th
	Total compensation	29th
Government Support		19th
	State arts dollars	100th
	State arts grants	42nd
	Federal arts dollars	26th
	Federal arts grants	68th

## Breckenridge, CO (pop. 31,007)

**RETURNING FROM 2017** Breckenridge, CO, is a community of cultural arts lovers and practitioners. Several major local nonprofit arts organizations offer a rich tapestry of music, film, and visual and performing arts. Breckenridge Creative Arts (BCA) is a nonprofit organization subsidized by the town. Its mission is to manage and operate five cultural arts facilities with re-envisioned community arts programming at the forefront. BCA launched a series of innovative festivals – including the Breckenridge International Festival of Arts, and WAVE: Light + Water + Sound – featuring massive spectacle art, environmental installations, and cutting-edge new media. Many of the works featured are interactive and placed in public spaces in an effort to encourage shared play and community-building, while growing a strong sense of place in Breckenridge. BCA's inventive programming illustrates how the arts can impact a wide range of community goals. The Breckenridge Arts District is a creative hub located in the center of town at a campus of renovated historic structures where participants can partake in a year-long series of fine art and mountain craft workshops, gather for public events such as gallery openings and musical performances, observe resident artists at work, or tour the latest in contemporary art at the public Gallery@OMH. The Arts District also includes town-owned venues that host programming by both BCA and a group of longstanding, large cultural arts organizations, including the Breckenridge Backstage Theatre (BBT), which offers a year-round schedule of professional and community-based theatrical productions; the National Repertory Orchestra (NRO), which offers an annual summer symphony played by a group of 88 young musicians, hand-selected annually as part of an educational fellowship program; Breckenridge Music (BM), which offers an annual summer symphony by professional musicians, as well as a program of popular music by national touring acts; the Breckenridge Film Festival (BFF), which hosts an annual film festival featuring work by independent filmmakers; and the Breckenridge Heritage Alliance (BHA), which promotes and protects Breckenridge history through historic site preservation, tours, and educational programs. These major organizations continually partner with one another and BCA on a series of collaborations. Moreover, several smaller nonprofit organizations collaborate with Breckenridge-based organizations or offer programming in the town. There are also many privately owned businesses and individuals working in the creative arts. Photographers, writers, classical musicians, painters, and filmmakers are attracted to Breckenridge. Such a rich cultural scene is evidenced by its ranking at 31st in the U.S. on overall Arts Providers and in the top 9% on every sub-measure. Strong support for the arts in Breckenridge is reflected in its ranking in the top 13% of communities in the U.S. on Government Support and 48th on contributed revenue. BCA is mainly supported by the town, with additional funds coming from patron-generated revenue and a slate of grants from local, regional, and national nonprofits. The town of Breckenridge also contributes funding to other large nonprofit arts organizations in Breckenridge, which are further supported by contributed revenue from individual donations, corporate contributions and sponsorship, state funding, and grants from federal, regional, and private foundations, such as the Summit Foundation.

Arts Providers		31st
	Independent artists	25th
	Arts and culture employees	37th
	Arts and culture organizations	81st
	Arts, culture & entertainment firms	83rd
Arts Dollars		78th
	Program revenue	83rd
	Contributed revenue	48th
	Total expenses	61st
	Total compensation	210th
Government Support		124th
	State arts dollars	275th
	State arts grants	189th
	Federal arts dollars	221st
	Federal arts grants	79th

# Conclusion

Arts vibrancy is multifaceted and its constellations manifest in different ways, depending on strengths that develop out of the character of a place and the people who live there. Communities that value arts and culture invest in it, and those investments are reflected in the number of Arts Providers, the Arts Dollars, and the level of Government Support secured from state and federal sources. These 40 communities each have their own unique character, as do all counties across the country. To see the strengths of your county and potential areas of growth, visit [smu.edu/artsvibrancymap](http://smu.edu/artsvibrancymap).

## About SMU DataArts

SMU DataArts, the National Center for Arts Research at Southern Methodist University, compiles and analyzes data on arts organizations and their communities nationwide and develops reports on important issues in arts management and patronage. Its findings are available free of charge to arts leaders, funders, policymakers, researchers, and the general public. The vision of SMU DataArts is to build a national culture of data-driven decision-making for those who want to see the arts and culture sector thrive. Its mission is to empower arts and cultural leaders with high-quality data and evidence-based resources and insights that help them to overcome challenges and increase impact. Publications include white papers on culturally specific arts organizations, the egalitarian nature of the arts in America, gender equity in art museum directorships, and more. For more information, visit [smu.edu/artsresearch](http://smu.edu/artsresearch).

i The data that SMU DataArts has integrated for this report comes from numerous sources. Organizational data that forms the basis of the Arts Dollar measures is from the Internal Revenue Service, DataArts' Cultural Data Profile, and Theatre Communications Group. Community data that forms the basis of the Arts Provider measures is from the Internal Revenue Service and the Census Bureau, which is reported by county, zip code, and census tract. State funding data is from the National Assembly of State Arts Agencies and Federal funding data is from the National Endowment for the Arts and the Institute of Museum and Library Services.

ii The 12 categories of arts and cultural sectors and their associated NTEE codes are as follows:

**Arts Alliance and Service Organizations:** Alliances & Advocacy (A01), Management & Technical Assistance (A02), Professional Societies & Associations (A03), Fund Raising & Fund Distribution (A12)

**Arts Education:** Arts Education/Schools (A25) and Performing Arts Schools (A6E)

**Art Museums:** Art Museums (A51)

**Community:** Arts and Cultural Organizations – Multipurpose (A20), Cultural & Ethnic Awareness (A23), Folk Arts (A24), Arts & Humanities Councils/Agencies (A26), Community Celebrations (A27), Visual Arts (A40)

**Dance:** Dance (A62) and Ballet (A63)

**Music:** Music (A68), Singing & Choral Groups (A6B), and Bands & Ensembles (A6C)

**Opera:** Opera (A6A)

**Performing Arts Centers:** Performing Arts Centers (A61)

**Symphony Orchestra:** Symphony Orchestras (A69)

**Theater:** Theater (A65)

**Other Museums:** Museums & Museum Activities (A50), Children's Museums (A52), History Museums (A54), Natural History & Natural Science Museums (A56), and Science & Technology Museums (A57)

**Multidisciplinary Performing Arts:** Performing Arts (A60)

iii Organizations are assigned to arts sectors using the National Taxonomy of Exempt Entities (NTEE), which is a classification system for nonprofit organizations. The NCCS website gives an excellent summary description of what NTEEs are and how they came about: <http://nccs.urban.org/classification/NTEE.cfm>. Organizations report their NTEE when filing their IRS 990 and they report it as part of DataArts' Cultural Data Profile survey. If an organization has a parent organization, we opted for its arts discipline NTEE (e.g., art museum) rather than its parent organization's NTEE (e.g., university) if available. "Arts and Culture" is one of the NTEE's 10 major groups of tax-exempt organizations (the "A" category), and within Arts and Culture there are 10 subcategories that contain 30 additional subdivisions.

iv See i above.

v All measures are calculated on a per capita basis, and all financial measures are adjusted for cost of living. To combine measures for score calculations, we standardize each metric using factor analysis. The factor analysis process applies weights to the measures based on the calculated "quality" of each measure. The weighted measures are then combined to create a standardized factor score for each of the metrics. The standardized scores have means of zero and standard deviations of one. Once the three metrics are standardized, we weight them 45% for Arts Providers, 45% for Arts Dollars, and 10% for Government Support. These weighted metrics are then added to generate the Arts Vibrancy score for a particular community. Arts Vibrancy scores for all communities are then compared to determine Top Arts-Vibrant Communities and allow for the generation of percentile-like scores as shown on the Arts Vibrancy Map.



NATIONAL CENTER FOR ARTS RESEARCH

PO Box 750356  
Dallas, Texas 75275-0356

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