



2020 Profile of Local Arts Agencies

June 17, 2021

Presented by Randy Cohen and Isaac Fitzsimmons

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Marissa (she/her) @ AFTA: Hello everyone welcome we're just gonna wait another minute. Welcome Thank you all so much for joining us today. All right, and with that let's go ahead and get started. So, Hello again and welcome to the Profile of Local Arts Agencies webinar the Pandemic Edition I'm Marissa Shadburn, Field Education coordinator with Americans for the Arts. I use she/her pronouns, I'm a white woman with short brown hair I'm wearing a blue shirt that has little white flowers on it and a purplish pink cardigan. I'm sitting in front of a blurred background of my bedroom which has pleasant blue walls.

Today I'm calling from the unceded lands of the Piscataway and Nacotchtank people now known as Washington DC and we invite you to introduce yourself in the chat as well.

: Before we get started I'd like to share some reminders about today's session on the screen there's a white slide with blue text at the top that says, welcome to the webinar and I'm going to share the information listed on the slide now. This webinar is being recorded and the recording will be available in a few business days on the activity page where you access today's session. An automated live transcript is available for viewing to turn it on or off press the CC or closed captions button at the bottom of your screen and then select show or hide subtitle. You can also drag the closed captions box around the screen by clicking on it and drag it around your window that's just a fun fact I like to share.

There will be time for questions during today's presentation and you can submit those questions through the Q and a located at the bottom of your screen. You are also welcome to share your comments and thoughts throughout the presentation today in the chat also located at the bottom of your screen, please be sure that any questions you have get submitted in the Q and a's.

Should you need any technical assistance today, please send me Marissa @ AFTA a direct message to do this open the chat next select the to field and finally search or scroll for Marissa @ AFTA.

Finally, resources for today's event will be posted under the resources tab of the activity page, including a transcript next week, and with that I'm pleased to pass things off to Randy Cohen Vice President of Research on Americans for the Arts.

Randy Cohen (he.him): Thank you Marissa. Hello welcome everybody glad to have you with the profile for the local arts agencies surveys webinar. I am Randy Cohen, Vice President of research and Americans for the Arts my pronouns are he and him, I am a white male wearing a white shirt and a black bow tie.

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Randy Cohen (he.him): Today, and I am beaming to you through the galaxy from also my bedroom in Takoma park Maryland literally across the street from Washington DC where I live in, for the past 66 weeks work respectfully and the ancestral lands of the Piscataway people.

Got an interesting program for you today we're going to talk about the local alerts agency survey, we did this past October to February. We're going to get an overview of local arts agencies and what they do and how No two of them are really alike and we're going to take a look at the funding and how that's changed and the impact and responsive local arts agencies to COVID local arts agencies in DEI word diversity equity inclusion and then we're going to talk about some tools, and some reports and my colleague who's gonna pop onto the screen here miraculously Isaac I is going to share with you the local arts agency dashboard. And we'll see more of a demonstration about that, but to get things going Isaac has a Pole, so we thought now be a great time to start that.

Isaac Fitzsimons (he/him): Thanks Randy so my name is Isaac Fitzsimmons, I'm the research and evaluation manager at Americans for the Arts I'm coming to you from Rockville Maryland, which is also on the traditional territory of the Piscataway people. My pronouns are he him his I'm a black man with short dark hair and glasses and I'm wearing a blue T shirt and a charcoal hoodie. So before when he takes it away we've got this poll for you, so if you could please answer the questions and then we're gonna come back to it later in the presentation so back to you ready.

Randy Cohen (he.him): All right, thanks. So yeah when I go anywhere see the results of that poll OK so I'm going to dive in and share my screen and we all know, this drill and So here we are 2020 profile local arts agencies. There are a great many of you on here and by my count of the registrants 90% of you completed the profile local arts agency survey this past year, so let me just start by saying thank you, thank you very much for your time. Your effort, it's how we learn about trends and programs and budgets and what's happening, and you know so many of you call us all the time, and you know I need to find three communities that have this kind of partnership are responding to the pandemic that way. And so it it's it provides valuable data to the field, and I thank you so much for being a part of it I'm the fans here.

So here we are, I didn't you know, I guess, I should have done that webinar from down, but you can't get wi fi from this place, but this is a CS collecting collecting our surveys during the pandemic. We sent the survey out to about 2400 local arts agencies, we sent it out last October, October of 2020 so we were well into pandemic land when we did it and we kept it open to February of 2021. So about five plus months 580 of you responded, which is a terrific response and 43 States are represented the budgets range local arts agencies with budgets that address for \$40,000 all the way up to \$51 million it's it's a huge is a giant expansive field that we work in so nationally, we estimate there about 4500 local arts agencies across the country. Um 4500 local arts agencies and no two are exactly alike local arts agencies are different, the unique to their communities they evolve as their communities.

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Randy Cohen (he.him): Change and very grassroots organizations and you know I believe just having done these surveys and work with locals for 30 years and shared my own arts and humanities Commission for a number of years, it's that work it's that connectedness to community who lives in our Community and and reaching out across, across all the segments of our Community and that make local arts agencies so effective.

No two are alike, but other here's seven things that they do and local arts agencies do at least one of these, you know, not all do all seven and most do at least a couple of them advocacy and policy.

Local arts agencies were thought leaders policy creators, we cover a riot wide range of topics and issues arts education creative economy, economic development, cultural tourism, response to the pandemic so lots of, and of course advocacy for arts funding in our communities statewide nationally that's another big piece of facilities local arts agencies manage all different kinds of facilities. Might be obviously, their offices, but performance space exhibition space arts incubators are often incubators are incubated and local arts agencies and often House there as well, sometimes hands on arts maker spaces and funding and financing losers call this grant making but, you know, local arts agencies, support the arts and so many different ways and so grants contracts technical assistance, fellowships project stipends they allocate public dollars and private dollars all while providing accountability and hopefully trans a lot of transparency for where those dollars are going and partnership and planning.

Local arts agencies play a key role in connecting with the arts across the community, and so that might be working with schools your Convention and visitors bureau. Over 90% have some kind of partnership with a community organization, or in other agency 75% have three or more, and so connecting with the Community is a big part of what local arts agencies do programs and events. That might be presenters might be arts education, public art a big one arts in the park gap programming something local arts agencies do you know if there's a segment of the Community that's not getting cultural opportunities, or is it sort of evolved, you know, sometimes will be the local arts agency you know, trying to help create those opportunities services to the arts.

With visibility increasing, you know, the visibility and awareness of the benefits of the arts social, educational economic and services to artists arts organizations might be training, it might be facilities might be paving the way for those partnerships you know, to create opportunities for the arts and so lots of lots of activity for local arts agencies. Local arts agencies about again 4500 of them nationally about 70% of them are nonprofit organizations 30% therefore then agencies have local governments city or county. This is, this has been pretty steady percentage, you know, plus minus is a couple percent for a long time, so the majority are private nonprofit organizations.

Even the private ones, however it's important to remember often designated local arts agencies, which means they work or a contracted with or have an agreement or an arrangement with the city with the county or you know different governments to allocate funding, sometimes it's the state dollars as well you know to to allocate public dollars to the arts Community. So just because they may be nonprofit does not mean they would not be involved with a local government funding. I believe it was Shakespeare, I think it was who said, you know local arts agency serving its community you know would be one by any name, or maybe not. So I as different as they are so are their names of us just sort of a list you know many of you know just some are ones who responded to the survey.

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Randy Cohen (he.him): And you know hurts way better the you know culture in the creative economy, culture and heritage arts and humanities, you know salt lake county zoo arts in parks.

So, again, just just one different way, you know that we see them all very unique to the Community. You can also see that they have different types of service areas, sometimes it's a town sometimes it's a city, so you know a little over a third are a city or a town. Another third or a county and sometimes we see regional serving multiple counties as well, so I'm one of the things we also see, especially in regional ones, but even in a city sometimes there's more than one local arts agency serving the Community and the artists and the arts organizations in that Community and a long history of that that works really well sometimes it's a public and a private, or, you know, different agencies. But if you go back to that slide of the seven things that local arts agencies do, as long as everybody's focused on different areas it's a wonderful complementary relationship um.

Here's a Stat and statistics that stayed strong you know, for many years and that's a local arts agencies, almost all of them are using the arts at some way to address social, educational economic health, community well being issues, so they are you know the days of just funding, the arts and it's all about the arts and only funding, the arts not paying attention anything else you know those even ever really existed, are largely long you know well behind us. And I'm integrating the arts in the Community and that's something that the public supports and so, pulling from another study we do every couple of years, we do a big national public opinion survey largest of its kind ever conducted Look how the public supports arts funding, you know when you ask the public about arts programs for the elderly arts programs, in public spaces downtown parts, you know 80% support, 77% support using the arts, to help returning military personnel and their families transition back into their communities, 73% blighted areas, over 70% increase tourism so, and this is really an important message.

Sometimes we get so immersed in our work, how we forget to really remind everybody who's on the benefit that they're receiving the benefit ends of this because if you just ask people do you do support local government funding of the art the percentages are lower. You know it's you know it's it's close to 60% it's in the upper 50s but, once you really spell out yeah here's what we're doing wow now I get it, so the percentage is really go up so just a reminder it's a great communication.

A reminder the money um so I one of the things we do to sort of some perspective here. You know, we work with organizations in the area here like the National League of cities National Association of counties. There's national organizations for mayors and for our cities and city councils and county managers and, and so they track what's going on with the dollars fiscally you know municipal dollars in the such so. For example, in Local Government, state, local, government revenues declined by about 150 \$5 billion. This year 2021 that's expected to be 160 \$7 billion 2020 to \$145 billion, so what was that a lot or a little so that's five and a half percent 5.7% 4.7% in declining revenues. So, I'm sitting cities, counties, you know are looking and they're a little less than half those numbers but they're looking at some stuff you know tough times and that actually also already incorporates many of the, the CARES Act and the ARPA and such, but um are it's still come out in top.

And this is very strongly, and so this is a survey by the National League of Cities, of City Managers and arts and culture.

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Randy Cohen (he.him): Is you put an umbrella under economic development, economic development, number one issue, you know, and you can see, compared to the others, and then they break down all right well within their Economic development what are some of the big issues downtown development Community development, jobs arts and culture. Now, say this last, last couple years arts and culture was sort of leading this pack tourism so even in this challenge economic pandemic time, people are looking to the arts and culture for economic revitalization as well as reconnecting our communities community and personal wellbeing.

And of course, we know because we've all been part of arts and economic prosperity and you know we're great advocates and champions for the arts. The arts help downtown redevelopment and they aren't support jobs, you know when our arts organizations are open and those arts attendees are going to local businesses. You know the typical attendee to and arts events it's \$31 and 47 cents per person per event, not including the cost of admission. Those dollars are going to local businesses, you know that's one way we develop downtown local businesses tourism, more than a third of attendees 34% come from outside the county which the arts event took place, they spend almost \$48 per person per event. When asked, why are you here, 69% said, we came here specifically for this arts event.

So If you ask most legislators what their three priorities are they'll tell you, jobs, jobs and jobs, and so the arts connected jobs and, you know that's largely different speech, but always worth remembering and I'm always happy to answer those questions for you to another time. Okay, but back to our locals, okay in this financial environment well after a half dozen years of steady increases going up up and you can see, boy in 2020 it's it's what we expected.

For 2020 I total income, we were actually budgeting we're expecting about a one and a half percent increase in local arts agency income that turned into a 10% decrease, and same thing with income and expense government revenue and expenditures we've been looking at increases, anticipating increases and what we saw our 10% decreases, including in these are some of the COVID relief dollars, the Federal relief dollars, you know the CARES Act, the PPP, and some of that and some of that's included in local government dollars. It's a little hard to tease that out, so I you know the good news is things, because local arts agencies, I'll talk about it briefly, we're involved in and we're getting federal relief dollars things weren't quite as bad as expected.

We did ask so end of year, how did you finish you know, did you finish with a surplus, that would be the line on the left and the blue to break even that's the orange in the middle or did you carry a deficit that's the to the right the Gray box. The first row is nonprofits the second row is government bottom is the combined. And you can see, actually, you know, over 40% carried a surplus, at the end of the year so finishing, finishing in a good position. And you can also see the orange strong percentage finished breakeven overall you know about a third finished with a deficit.

City governments, of course, are a little different they you know most there's a surplus those dollars actually go back to the general fund and that type of thing but that's why I break this out, so if you're just looking at nonprofits, though. Almost half with a surplus 21% breakeven and one third in a deficit situation. There's a lot going on here, but I'll explain it. You know, another organizational stability indicator, you know is cash on hand. How much do you have in reserves, you know kind of the old rule of thumb and especially for.

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Randy Cohen (he.him): You see this with nonprofit organizations, you know, they say, like wow it's good, healthy organization, you know carries three months of reserves cities are going to be different because they've got a whole different financial profile but um I highlighted in yellow that overall, 47% of all local arts agencies, so just under half, actually you're carrying four months or more of reserves so that's that's pretty great.

See. Coming about that. So I, and then the on the far right column, you can see nonprofits and just how things differ between government and nonprofits there are a small percentage got nothing you know. To run a very small organization, I can appreciate, you know, like a week's worth of reserves, how are we going to make payroll you know the coming coming period, but. And then the blue box sort of in the bottom middle under government that gets back to 50% of them had a surplus that were returned to the you know, to the general fund, so this is gives you an idea about how that's working and we know from past surveys over a third of local arts agencies operate in a Community where there's some kind of local option tax us to fund the arts.

So it might be a percentage of the hotel tax, you know St Louis or 15th for 15th of the hotel tax goes to fund their local artists agency, there the regional arts Council and other communities, you know they get maybe 1% or, you know it's fixed, you know that type of thing you know there's a sales tax and a number of communities, you know sort of one of the great early champions, that was the Denver metropolitan area seven county area, you know one 10th of 1% of the sales tax goes to fund the arts property, taxes and other communities, but hotel taxes are certainly the most the most common.

And what happened, you know, during this pandemic travel tourism just tanked so due to the pandemic actually occupancy rates for hotels were down in the low 40s low 40% now. The good news is they're up they're on their way up month every month seems to be a little bit better they're kind of right in that 60% range right now. But, hotels, you know they're all a little bit different luxury versus you know, the economy and everything, but now they're needing profitability for them starts around 70% occupancy so you know there's still needing to get more heads and beds. But that's, you know, those are those are numbers, you want to keep a keep an eye on, especially if you get a piece of your revenue from tourism taxes, for example, and hotel taxes and if that's you this could be a lean year coming up, because you know 20 ones hotel occupancy tax for the arts dollars might be based on.

So. But so that's so that's that, so there are great. Great vehicles to support the [indiscernible] I would say they are the gift that keeps on giving but you know they are you know some susceptible to the economy now in some communities property. Property taxes, for example, have been just going sky high and so there are communities out there there's a huge increases if their arts funding is tied to property taxes, so you want to just keep an eye on that stuff.

Um, here's something we asked folks about. Said, did you go for any CARES Act dollars and that could have been you know PPP or some of the special dollars funds that the NEA or for National Endowment for the Humanities and 70% of the responding responding to our service yeah I went for that and good percentage of them were successful. And you can just sort of see and not surprisingly generally, the you know, the larger the Community side, so I break this one down by population size.

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Randy Cohen (he.him): And I'm going to show you a way you know because it's like well it's great that the people in you know, a million or more pushing an average of 200,000 but I'm in a small community of under 50,000 who else is doing what I'm doing. When I as it gets on a little bit later he's going to talk about that dashboard and it's going to help you find you know figured out Oh, this is how I find out more like local arts agencies to myself. So, very diverse fields but we're going to give you strategies to hone in on something a little closer to your budget, or to your population, that served or public versus private so anyway a lot of dollars, a lot of CARES Act dollars that went to the arts.

Um so that leaves us, of course, a little bit more into the COVID-19 crisis on local arts agencies okay so there's a lot going on here. I'll talk through this a little bit, and so what we wanted to know is as local artists agency directors and leaders, you know you've got a fabulous bird's eye view of you know, funding trends in your community. You know what's going on with contributed dollars and foundations and corporate sponsorships and local and you know city and county and state government funding and the like.

And so we asked in these different these different categories. So, the rows, each represent a different categories. So, for example, the first row is earned revenue and again just be local arts agency for the arts community. So you know admissions membership, you know retail that type of thing and then we've got five point scale going from decreasing significantly and then somewhat about the same increasing somewhat increasing significantly so let's put it this way. Bad to better you know bad news on the left, good news on the right, well, especially for this box and you can see it it's a darker green, earned income, you know just got completely hammered right. You know nationally, we know 99% of organizations that provide you know in person programming visual performing arts edit canceled events you know. Still, you know, a half of them are still you know working towards getting open so 64% said yeah decrease significantly.

You know, or then 28 quarters decrease somewhat but yeah that up at 7% expected decreases and earn revenue and that's that's exactly what you'd expect kind of working your way down, you know the next row corporate business contributions donations from individuals, anticipating decreases, foundation are the fourth row down stay about the same with actually some saying increasing somewhat and, and same with local and state government funding.

Now some of you may have just seen that giving USA actually released their annual report on total private philanthropy. On earlier this week I guess it was Tuesday and. Overall, all charitable giving went up 5% led by foundations, they foundations went bananas over the past year and part of that's because even though we're in a pandemic, and even though you know the economy was strayed S&P went up you know the market remain strong and foundations really did try to I think aggressively get in find ways to support their communities. Arts, however, took it on the chin more than any of the sub sectors religion health arts are the three that went down arts minus seven and a half percent so that's what happened with private giving.

Now, this was last October to the to last February and things changed by the month so, but this was a snapshot in time and that's that situation.

Um here's one how about losing staff.

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Randy Cohen (he.him): And so we asked everybody I well The first one is Have you already permanent we have eliminated one staff person, and then it goes from extremely likely down to extremely unlikely. And I guess I'm at this point now, the majority of folks say it's unlikely they're going to be eliminating any more staff. The larger budget organizations were the ones most likely to say yes, and they probably got the larger staffs to begin with. So that's that's something else we're tracking.

And then we started today we asked folks to take a look into the future in a crystal ball what's it look like two years from now, and we want to know what your crystal ball says about your local artists agency two years from now, and then the constituents, the arts organizations in your Community two years from now, so the first row, and I mean I guess this, thank goodness, probably not a surprise, but in two years um you know 39% said, we expect our financial outlook to be better for our local arts agencies. 35% said, we expect to be better for the constituents in our community, and then you can see the middle rows about the same so it's you know what it's like now will be like then. One in 5, %20 percent of the local arts agencies that responded said yeah you know what it's going to be worse for us in two years, and a third said it's going to be worse for arts community in two years. So some folks you know, you know sort of seeing the clouds part a little bit other folks by you know there's still a lot of rough weather on the horizon. and changing demand how's that looking for two years.

This is, we've never seen the majority even stay the same, this is when going up up up up up so you know, once again, if you feel like oh my gosh you know, just more and more and more, we just need to be doing more and more the expectations are higher and higher well the numbers back you up on that 67% of you said we expect an increase in our service demand over the next two years 26% said stay the same only 7% so less than one in 10 said I think people are going to need us less .

So, what are some of the issues you know, basically, this was kind of questioned was alright folks it's a crazy time what's keeping you awake at night. And again, this was done, you know October 21 - February 21 and you know you can just see the see the kind of issues that are coming up, but I'm predicting future scenarios. How do we find our way out of this 74% worried about the survival of arts and cultural organizations in the Community? You know it's interesting it's it's been hard it's hard to measure organizational closure but I'm really out of the pandemic, we were expecting about a 10% loss of organizations.

You know, that's 12,000 organizations nationally, but I think, in part because philanthropy did better than we expected the federal relief dollars. That percentage drop way down, you know, maybe to a couple percent two or 3% it takes a long time to sort of find those numbers. But you can just read on down the list you know well being of staff and family my you know how do we operate remote virtually and there's increased funding requests.

So just, not alone if you're worried about a lot of this. Um we wanted to know you know, did you do anything different 88% so nine and 10 just about everybody had some kind of arts response to their community, you know, and you can see 60% we did partnerships with others.

You know other agencies, you know non-government agencies to you know integrate arts culture, creativity into Community wide initiatives we were involved in helping you know, bring awareness to vaccines or public safety, and you know public health type of measures.

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Randy Cohen (he.him): You know more than half worth as advocates, to make sure the arts and creative community were eligible for Cobra relief dollars, I mean this was really a spectacular success story, I mean if you look at how the arts were able to an artist successfully land, you know artists in the pandemic, unemployment assistance, you know 1099 workers gig workers, you know that those those were not foregone conclusions it took a lot of work. And it was your advocacy that really helped open those opportunities up to artists to arts organizations and then you working with a Community. It's like okay there's the water, now we got to get everybody to drink.

So I, it's been a tough year but that I think it's been a real success story so um you know you can read more about these on the dashboard a lot of work in diversity equity inclusion, so this to me, was one of the really you know amazing statistics, and we pretty much asked people how to describe your local arts agencies level of focus on cultural equity. From the beginning of the year to the end of the year, and you know it's halfway through the year of 2020 you know the murder of George Floyd and, and we saw the arts just becoming so much more engaged in racial equity and all the Community issues going on. This is a staggering change, and when we really I'm looking forward to following up on, and maybe this is something in the discussion a little bit later, people are coming up, but you know 43% of the beginning of the year so said yeah racial equity was a key area focus, by the end of the year 71%. That's a story, you know story is all about change boy, there was a big change.

Here's a you know, a busy one but does your board reflect 63% said yes, my board and staff reflects the diversity of my community, and you know divided that one up by budget. You can also look at it by size of Community, and that type of thing but 63% say yeah, we are reflective of that and another one, you know my programs and services will reflect in 2021 the demographic diversity in the Community. And so, I mean overall, you can see, you know, more than a third pretty much say I agree completely. And then, on top of that, well over half agree somewhat so we're seeing local arts agency keep this very front of mind very conscious. Local arts agencies 49% have adopted a statement around diversity and inclusion. 40% have a diversity policy for staff, 36% of diversity policy for board and commissions Commissioners, 34% policy for grant making and funding programs.

So, and it seems, you know, it's really on the data, but in communities, you know liberal arts agencies, these have these written policies. We're seeing it more actualize and change and performance and equitable district allocation of the funding and that type of thing so getting to this first point, you know I think is a really important part of change. 48% again we they have appropriate level diversity amongst staff so um we have on our website, and it's right here on the bottom, so there's a special page for the survey [americansforthearts.org/LAA Profile](https://americansforthearts.org/LAA_Profile). And we've got a website with a national report, we've got, you know, budgets. We've got All kinds of findings and tools that you can use there. And one of them is the profile local arts agency dashboard. So, I'm going to stop here and say thank you and thank you again for being part of this survey, and for listening today. And, I went through a lot of content, today, so I want to really give you the big picture of what's out there and then we can all come back together, you can follow up with us. And you know, I want to know more about X, Y and Z there's, there's my email. Everyone's always welcome to email me directly, so I'm going to stop sharing and ask Isaac to tell us about the profile, what works agency dashboard, and we've got a poll that folks have done, and everything else, so I will step back and turn it over to Isaac.

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Isaac Fitzsimons (he/him): Thank you. So you should see on my screen now the dashboard and my screen is this way so I'm going to be looking backwards and forwards.

So, there are actually two years of data on this dashboard we have a 2020 profile data which Randy just went over and then there's also the 2019 profile data which is hidden away but I'm going to show you how to get to it later. We also have links to the two previous dashboard so this one has data from last year and then the other one has data from the previous year. So first I'm just going to give you a quick tour of the dashboard so it's I find it easiest to do it full screen, so you can get to that button at the bottom of the screen here and it's going to go full screen.

So, first we have a bit of information about the dashboard, then we have a guide that we have a navigation menu. Here's an email that you can click and will send us an email, if you have any questions or comments about the dashboard. Then, on the main page, we have the page title and then this is kind of where all the fun is all the data is. We have our visualizations and graphs and then the questions and all the questions are numbered. If you scroll down to the bottom, you see there's two things for filters currently set for all, and this filter doesn't have anything there and I'm going to get to that in a second.

So, like Randy said on our website, we have a lot of resources for you, including a visual profile. That, I think Randy got a lot of the graphs from, and so, if all you want page that national data unfiltered than that, I recommend that resource for you, because it's great it's simple it's clean.

But for the dashboard what you can do with that is make comparisons. And so, to get to the comparisons you click the show filter button here. And then, a series of filters are going to pop up so you can filter by LAA name, equal status budget size, geography, service area population.

And so earlier when you all came in, we asked you to do a poll. So, Marissa if you could show the results of the poll, please. Say, yes, thank you miss it. So, so we, as we were coming calling in from today and West has the most people, followed by South so I'm going to use those two regions.

There's some going to filter by West because that was the first one. And it takes a second because it goes through a lot of data. It usually doesn't take this long, though, we should wait, okay there it is so you can see it filters it by West, you can see filter one and all of the responses there now he wanted to compare it to South, scroll down to where it says, do you want to compare results, click yes.

And again we're gonna wait and we should get d like the jeopardy music, while we wait. And another set of filters appears, so this is comparing west to everybody. But, if he wanted to do south, we can scroll down to the filter to box and click south. Again, wait awkwardly while it does its magic/ And there we go. So, we compare in West, South, and if you scroll to the bottom, you can see that the filter boxes of change, so now we have the total number of number of delegates who entered West south, and we can see it here and here.

So that's one example of filters so I'm going to reset it there's two ways to get rid of it if you want to start over you can click the undo button or reset. Having to click reset and it takes a few minutes for it to not few minutes a few seconds for it to reset it feels like a few minutes but it's only a few seconds, while it resets.

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Isaac Fitzsimons (he/him): And so, like I said earlier, the dashboard has two years of data and so something that's really interesting is to see how two years, compared to each other, especially because of the year that we've just had so I'm going to go to the financial profile page. And it's funny because Randy used, one of the visualizations as an example in his report, or his presentation so we'll be able to compare it to last year, which I think will be interesting. And that's this one, which of the following best describes the financial situation in which your LAA finished its most recently completed fiscal year.

So we sit with all these numbers before on Randy slides, but if I want to compare it to last year I can click the show filters button and go to show past a year and I'm going to click 2019. Wait a second. And then, the 2019 data pops up and that's represented by these darker lines, so if you hover over it, you can see what the percentages so in 2020 we had 42%. Take that ended in surplus in 2019 we're just 47% deficit, you can see, as well 28% to 2020, and 22% in 2019.

So those are examples of the different filters that you can use, you can use any firm as you start it does take some time for it, and the more filters you choose the longer it will take so just be sensible about the number of filters that you use. So, I'm going to show you a couple more things are going to get rid of that filter. So, if you don't know where to where to start, I recommend going to the question index, and the question index it just lays out all of the questions that we asked on the survey it's all numbered so that you can refer to the number to get to the pages.

All of these pages are hyperlinked so you can click on one of them and it'll take you directly to the page, so the question is on the questions are also useful if you want to export the data which I'm going to show you how to do it in a second. So, something that is a new a new feature on this dashboard tonight on the previous ones, is the participant index I'm going to go to that now.

And so, the participant index includes a list of all of the las who responded to the profile. So you can see them here we have state county city and the La name and what's new is you can now use the questions to filter the organizations. So one of the questions that we actually need to add before I get to this on the two previous years of profiles each of them included modules and I'm not going to recall the modules I know, last year we did option tax and partnerships. I'm not sure, with the previous year's modules where are they serious module is just two questions on incubators so you can either type incubators and it will come to it. So try the question, so I'm going to ask those are LAA operate and arts incubator program and facility. And maybe you're interested in starting an incubator in your LAA but you want to see what other LAA's are doing incubators. So, if you click that question it's going to take its time to load.

But this was a feature that was requested, so if you have any suggestions for features, things that you'd like to see on the dashboard you can send an email to the email there you can send it to my email, which we can include in the resources because I refresh this dashboard a couple of times now, and really I can make it is what I want to make it work for you as much as possible.

So I'm just clicking yes and so now it's filtering to all of the LAA's who have responded yes to that they operate an incubator program and facility. So it will notice that this doesn't include all the questions does skip some, and so it skips numerical questions so when we ask for specific numbers like budget sizes um you're not able to to do it.

00:48:41.310

Isaac Fitzsimons (he/him): Using the the responses here, and it also skips the questions that are included in the filters, but you can still use the filters to filter the data here. So, I'm just clicking the show filter button and we'll be able to filter let's say by budget size so I'm just going to choose this one. And that can be narrowed down to an LAA that is similar to yours in budget size, which can be helpful for comparisons, so now we've got a list of LAA's in this budget size responded yes to this question.

So let's say you want to download this to do this, you actually have to get out of full screen. And then, there's this button here, which is the export button or download button so I'm going to click it and, for this particular visualization. The best one is PowerPoint the Cross tab does something funny so I'm not going to do that, but for the other ones, you can do images or cross tabs but I'm going to click a PDF sorry I don't use PowerPoint as well.

I'm going to do, specific sheets from this dashboard and then I can choose this visualization all of the visualizations are numbered so you'll be able to click which one you want. I'm gonna click the download button it's going to download this for me and then I'll be able to have a hard copy of the results here so it's opened up and there we go we've got caught him on there. And so that is really it for the dashboard I recorded a video of doing a tutorial that goes into some other things, but I think I mostly covered it here actually. But you can check out the video it is linked on the dashboard page, so it is there, so I'm going to stop my share, and if you have any questions I think you're happy to answer them.

Marissa (she/her) @ AFTA: Excellent so thank you all so much, and please feel free to put your questions in the Q amp a and we will gladly answer them. First, I just wanted to share that there was some applause and the Q amp a so congratulations to Isaac and Randy and next we had a question about the surplus and cash reserves, which is one of the slides that Randy had up earlier in the presentation and this user is wondering how did the 2020 surplus or cash reserves compare to prior years or five or five year average.

Randy Cohen (he.him): um so I did sneak a peek at a couple of pass things, while Isaac was presenting. So I in this one, the only the nearest when I could get my hands on without accidentally sabotaging the webinar was from, and surpluses, you know recent survey for 9% then back then 40. So, so 42 Surpluses were higher back then deficits lower that as you'd expect So those are better economic times we do have data that we can dig into in the past, he shot me an email, but I can really look at that. But, it's it's sort of resulted in how you dig spec and then I think there was a follow up to that question yeah how are folks handling the deficits and that's always a question I'm always so interested in and we don't we haven't really asked specifically that question. It would be a follow up type of thing that we would want to do at some point.

But if you go to the dashboard, I mean if there were a couple, you know, you just want to follow up on yourself. You know that would be one way to do it. Just see who, who had a deficit. But that's that's not information we have right at this moment.

00:52:42.030

Marissa (she/her) @ AFTA: gotcha yeah and then I think, in addition to that, there was a follow up just wondering about in terms of the surplus, surplus, excuse me in cash reserves. How are people actually generating that surplus and cash reserves for their for their overall budget.

Randy Cohen (he.him): yeah same same answer. Isaac I don't think we have any answers to that right okay? It's a great question you know when when to work on the survey next year or you know, try and find a way where we can do some follow up on that before we have.

Marissa (she/her) @ AFTA: yeah and I think that actually leads me into a question that I had which I was wondering, you know. As we're moving into 21 are, we are in 2021 excuse me I'm, moving into 22 um do you anticipate there being changes to the types of questions that you're asking. You know, both in terms of like how people are maybe managing reopening or you know that really striking statistic about focus on DEI work from the beginning of 2022, 2021 just like seeing about. How that's going, are going deeper into what is it what it is exactly that they are doing, are considering that work?

Randy Cohen (he.him): yeah that's pretty much enumerated how I answer that answer in fact um so what we've done with the profile survey process is we've really tried to shorten and uh cut, you know, make the, the field surveys shorter, so you can get through it quicker so it's just less arduous and so we asked your questions and we do it annually so. You know, a couple of and sometimes things just don't change that much even during a pandemic, so you know why keep asking a year after year, I would expect in the next around the surveys will be following up more on local arts agencies and DEI work. And what they're observing in their communities and some financial impacts also you know reopening is a big issue and how folks are doing that, with that so, I said, I know what else have we talked about some other other issues, we might go after and if folks want to put something in the chat will take it down right now, or you can email us.

Isaac Fitzsimons (he/him): know I think you covered it but we're always having conversations about what is going to be useful for the field and what does, we have to need to know in order to be in service to the field so input is useful yeah.

Marissa (she/her) @ AFTA: Great so please go ahead and continue to add your questions to the Q amp a we do have a few more minutes to answer them and we're here, so please send us those questions um one thing I was wondering was you mentioned, I think 580 respondents to the survey. And I know that there are more local arts agencies than that, so if someone wanted to answer the survey or they're from a local arts agency that hasn't participated in the survey before, how would they get involved and what is the timeframe for this year survey or next year survey?

00:55:50.340

Randy Cohen (he/him): Well, this so that surveys closed and, you know, if you if you send Isaac and me an email we will make sure when it's survey time next time. I mean they get sent out pretty broadly and we try and you know, make sure people know the surveys out there, and you should have received it, and you know we have a list of several thousand local arts agencies that we send it to. But I'd be happy to remind you and Ping you it's like okay now's the time you asked for it, you know so. That's you know, happy to happy to have that kind of survey enthusiasm.

Marissa (she/her) @ AFTA: Excellent so we haven't gotten any more questions in the Q amp a so Isaac or Randy did either of you have any closing thoughts you wanted to share, about this profile and beyond.

Randy Cohen (he/him): I say anything.

Isaac Fitzsimons (he/him): So I said this last time we did a webinar about the dashboard and the profile and that's, for the dashboard it's really hard to break it on the it's impossible to break it on the user end. So things might go wonky as you saw the loading times, take a while, but really just click around and explore it try out the filters, if you have any questions you can reach out to me, and I can cut into them.

Randy Cohen (he/him): yeah and thank you Isaac and then just to really reinforce what we're saying here we love to hear from you, and if there are questions you have things you'd like to know, questions that ought to be on the survey. You know, definitely, let us know, I mean we're here to serve and share with you and help advance the field and so with that I guess the only other thing I wanted to say is thank you Thank you again for all of you've completed the survey it's so important to the work that Americans for the Arts does that you do, that your colleagues do.

And so yeah I would just say, on behalf of Isaac and Marissa, and or your Local Arts Agency Team, and Americans for the Arts, Ben Davidson, Clay Lord, Ruby Lopez Harper, Jerelle Jenkins, and all your friends and Americans for the Arts we're here for you all the time. Thanks so much for the work you do and being with us today.

Marissa (she/her) @ AFTA: excellent, and I did want to let everyone know that we, this is actually our second webinar this year about the LAA dashboard. We did a free webinar as well, in April and I'm going to put the link in the chat which was all about "how to put the dashboard to work for you." And in that webinar it's us again so some familiar faces. We were also joined by representatives from local arts agencies who talk about how they've used the dashboard for their local arts advocacy efforts, so if you're looking to see and learn a little bit more about how other local arts agencies are actually taking the information from the dashboard and applying it to their local arts advocacy I highly recommend checking out that session. It's totally free, so please feel free to share with as many people as you wish.

00:59:06.870

Marissa (she/her) @ AFTA: And with that I'd like to thank Randy and Isaac for this really great presentation and thank all of you for joining us as well. As a reminder, this session was recorded and will be available for replay early next week, we will be publishing the automated transcript with this as well.

And, just as the other webinar I mentioned this webinar is free for all, so please, please, please share away. And we will also be adding the PowerPoint to the resources as well, so in case you want to go back and review some of the data points that Randy was sharing that will be made available to you as well, so thank you all so much again and we'll see you next time.

Randy Cohen (he.him): Thanks everyone.