



# 2019 Profile of Local Arts Agencies

Arts U Webinar

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Americans for the Arts  
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# The Ever-Evolving, Ever-Adapting LAA Field



# Local Arts Agency Programs

<b>1. Advocacy &amp; Policy</b>	<b>100%</b>
<b>2. Facilities Development &amp; Mgmt.</b>	<b>62%</b>
<b>3. Funding &amp; Financing</b>	<b>76%</b>
<b>4. Partnerships &amp; Planning</b>	<b>91%</b>
<b>5. Programs &amp; Events</b>	<b>84%</b>
<b>6. Visibility</b>	<b>66%</b>
<b>7. Services</b>	<b>92%</b>



# **An LAA by Any Name . . .**

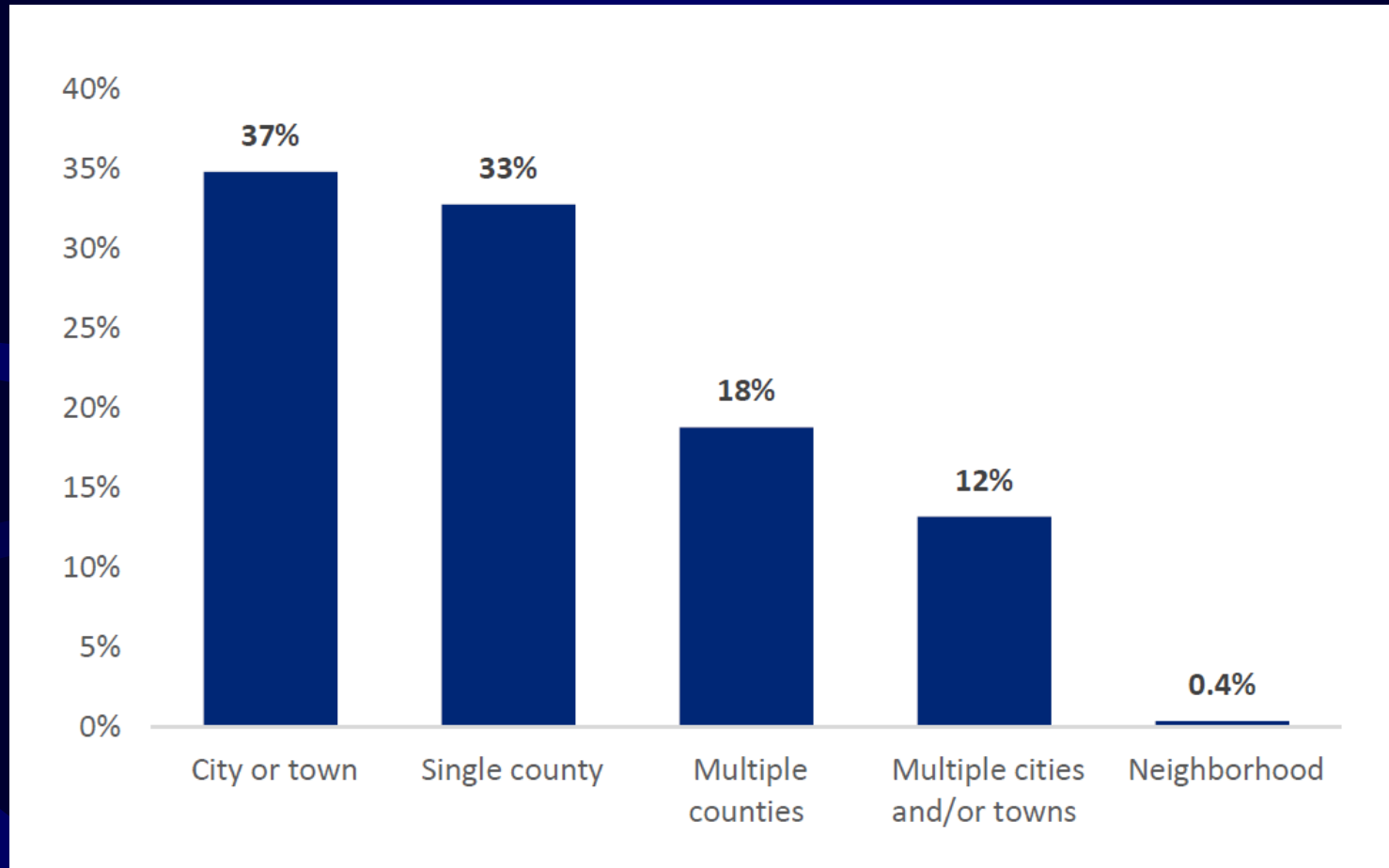
- **ArtsWave (Cincinnati)**
- **Office of Arts, Culture & the Creative Economy (Philadelphia)**
- **Community Partnership for Arts and Culture (Cleveland)**
- **Middlesex County Cultural & Heritage Commission (NJ)**
- **North Texas Business for Culture and the Arts (TX)**
- **Arts & Science Council of Charlotte/Mecklenburg (NC)**
- **Takoma Park Arts and Humanities Commission (MD)**
- **Centro Cultural de Washington County (OR)**
- **Salt Lake County Zoo, Arts and Parks Program (UT)**
- **4Culture (King County, WA)**

# LAA Governance

70% of local arts agencies are  
private nonprofit organizations —  
30% are agencies of local government



# Local Arts Agency Service Areas





The \$ \$ \$ \$ \$ \$



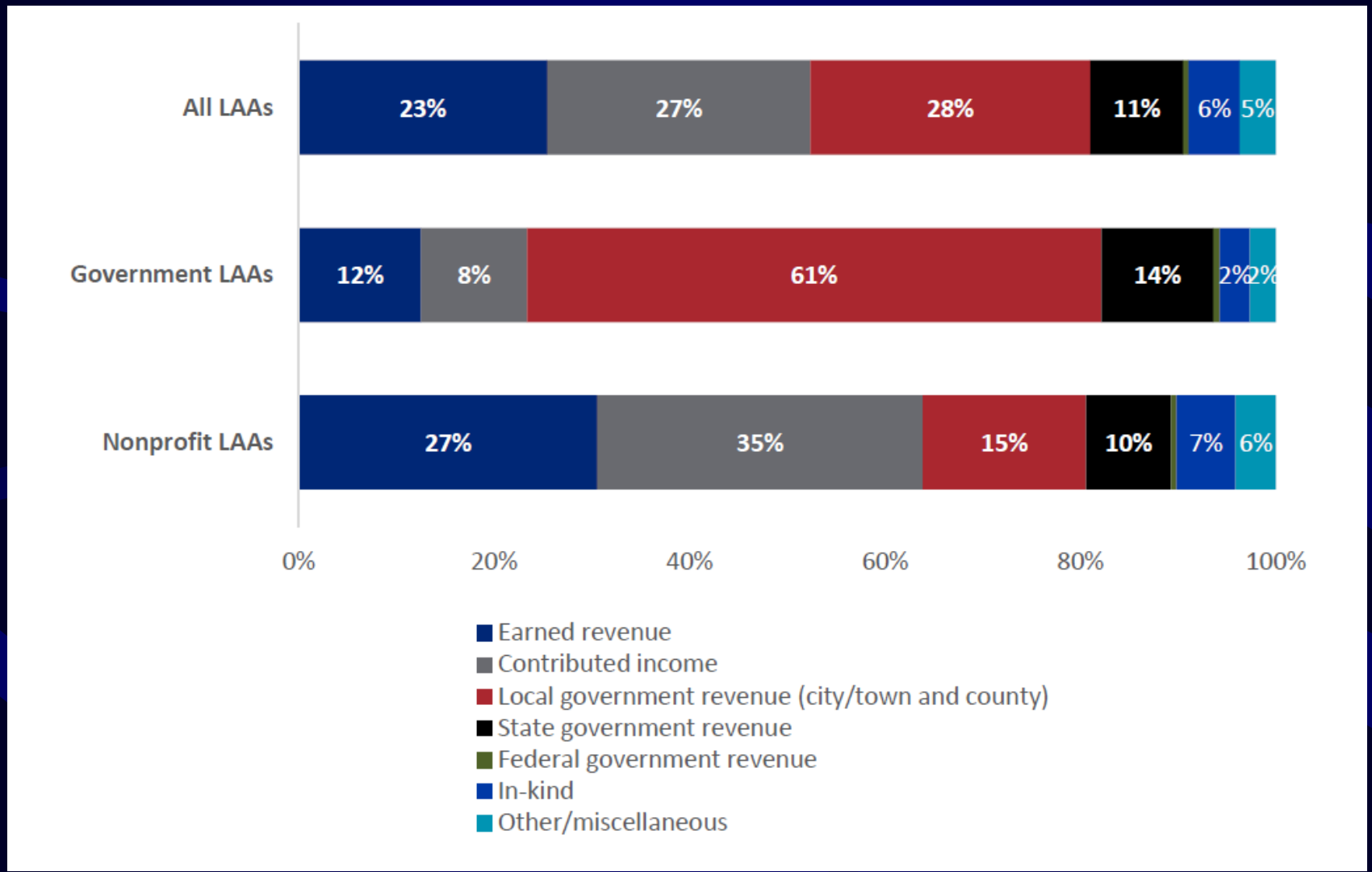
# LAA Budget Trends 2016-19

	Fiscal Year 2016	Fiscal Year 2017	Fiscal Year 2018	Fiscal Year 2019
<b>ALL LOCAL ARTS AGENCIES (n=617)</b>				
<b>Revenue and Income (all sources)</b>				
Total	\$1,057,536,622	\$1,189,280,157	\$1,183,773,065	\$1,235,652,483
Average	\$1,713,998	\$1,927,521	\$1,918,595	\$2,002,678
Percentage of Change		+12.5%	-0.5%	+4.4%
<b>Local Government Support only</b>				
Total	\$565,350,780	\$601,716,165	\$632,924,379	\$667,952,441
Average	\$916,290	\$975,229	\$1,025,809	\$1,082,581
Percentage of Change		+6.4%	+5.2%	+5.5%
<b>Expenditures</b>				
Total	\$1,039,413,413	\$1,092,087,124	\$1,139,405,220	\$1,223,647,003
Average	\$1,684,625	\$1,769,995	\$1,846,686	\$1,983,220
Percentage of Change		+5.1%	+4.3%	+7.4%

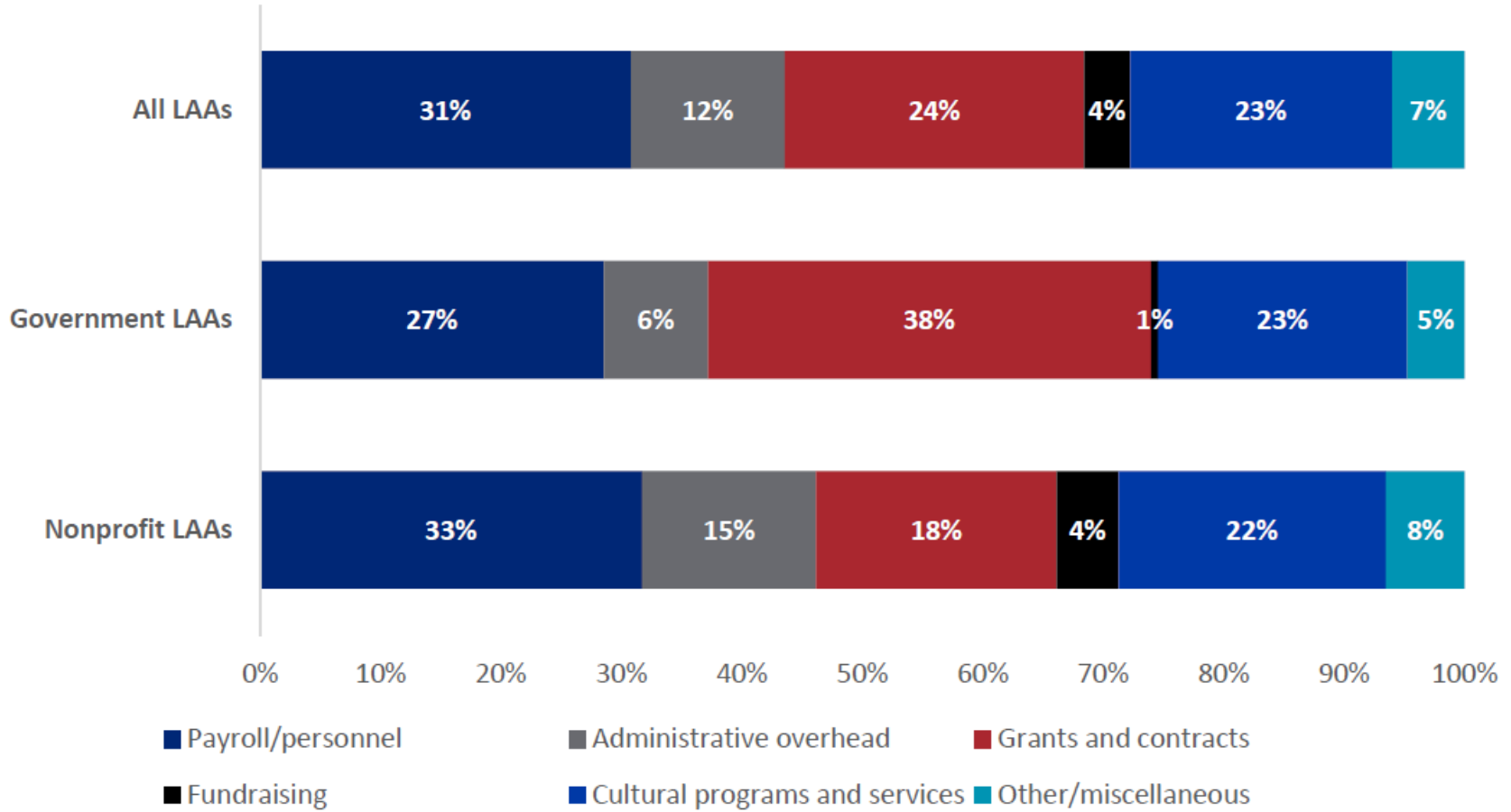




# Local Arts Agency Revenues

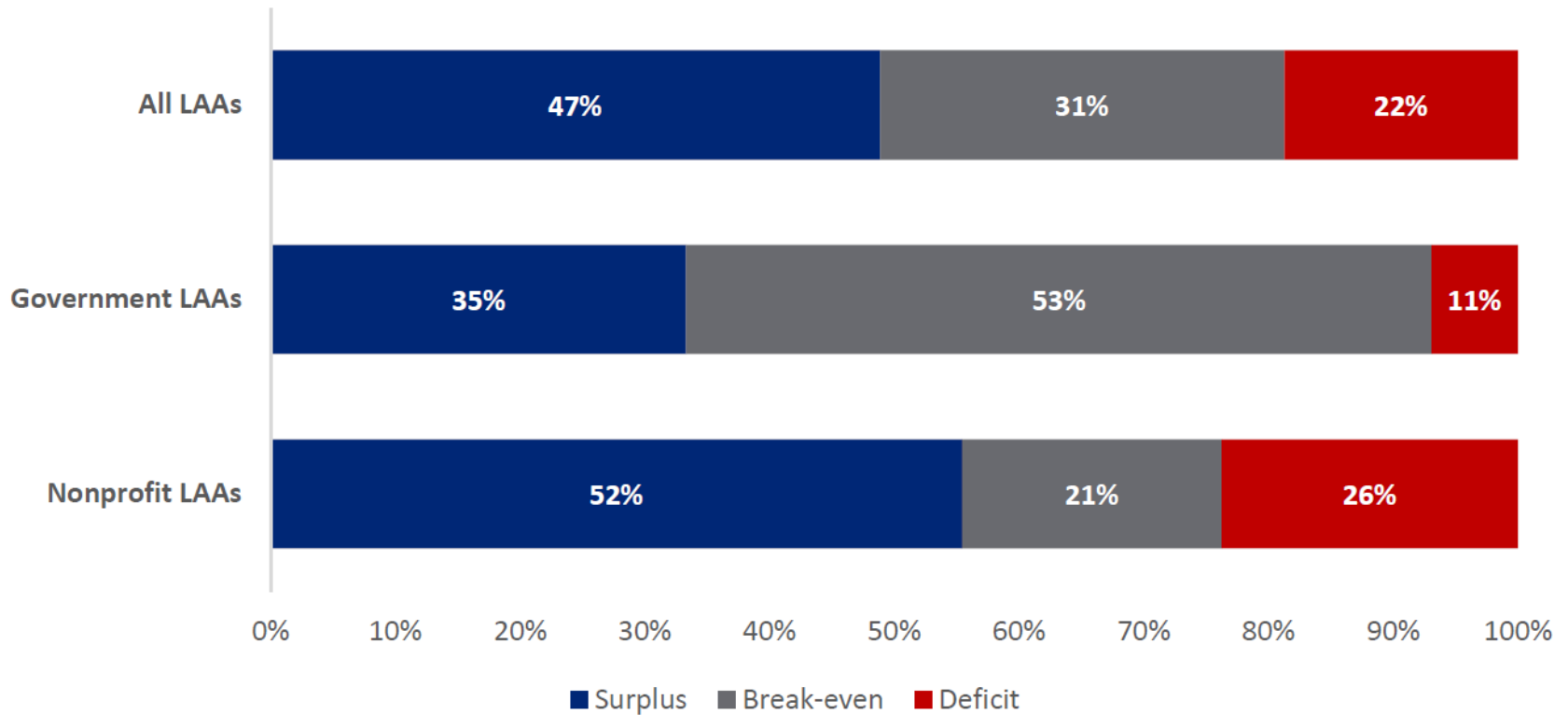


# Local Arts Agency Expenditures



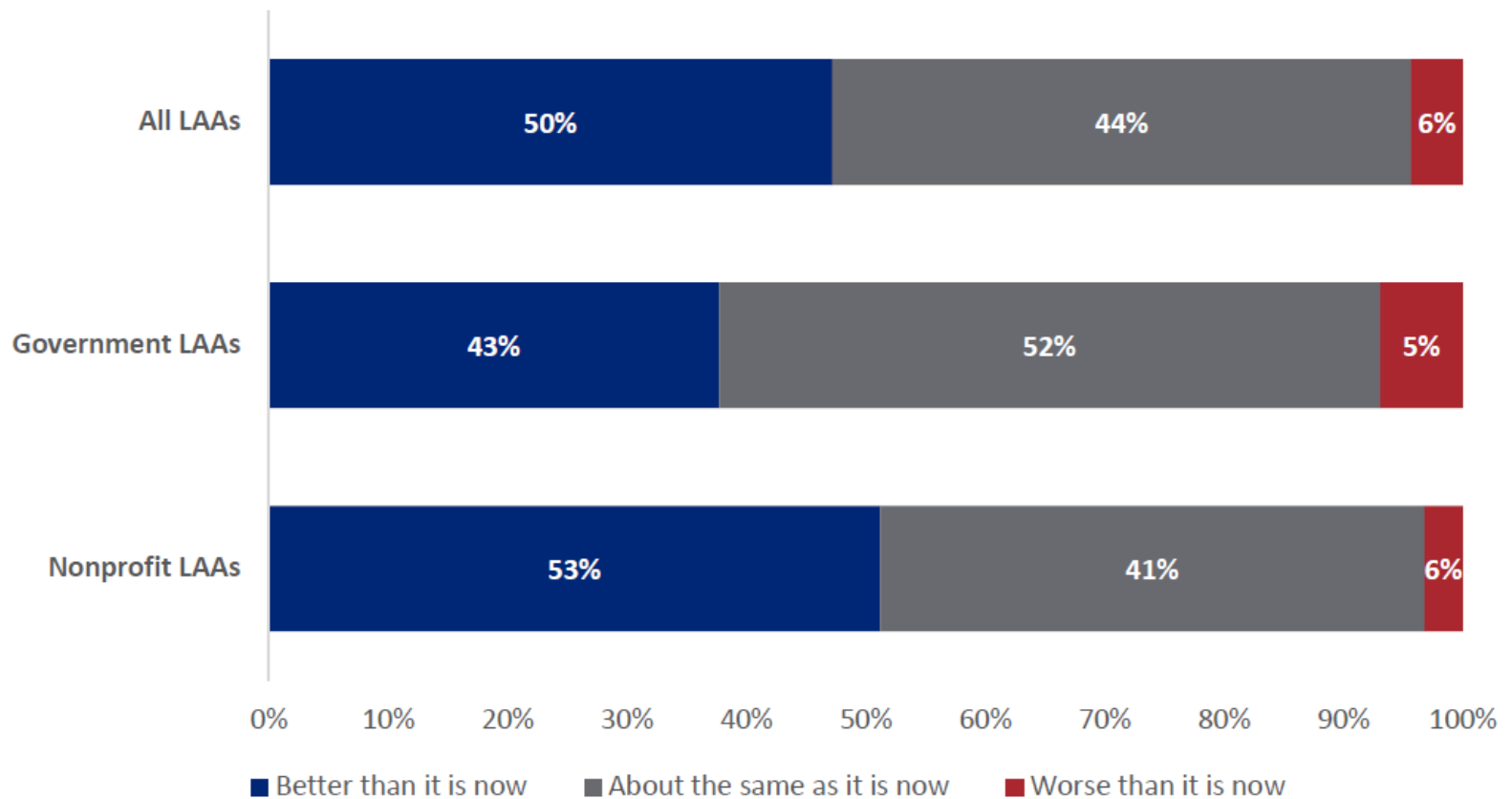
# Organizational Stability Indicators

Q: "Which of the following describes the financial situation in which your LAA finished its most recent fiscal year?"



# Financial Outlook Through 2021

Q: "How would you characterize the financial outlook for your LAA two years from now?"



# Local & State Option Taxes

38% of local arts agencies operate in a community where revenue from a local or state option tax is used to fund the arts, such as a lodging tax



**38%**

OPERATE WHERE AN  
OPTION TAX IS USED  
TO FUND THE ARTS

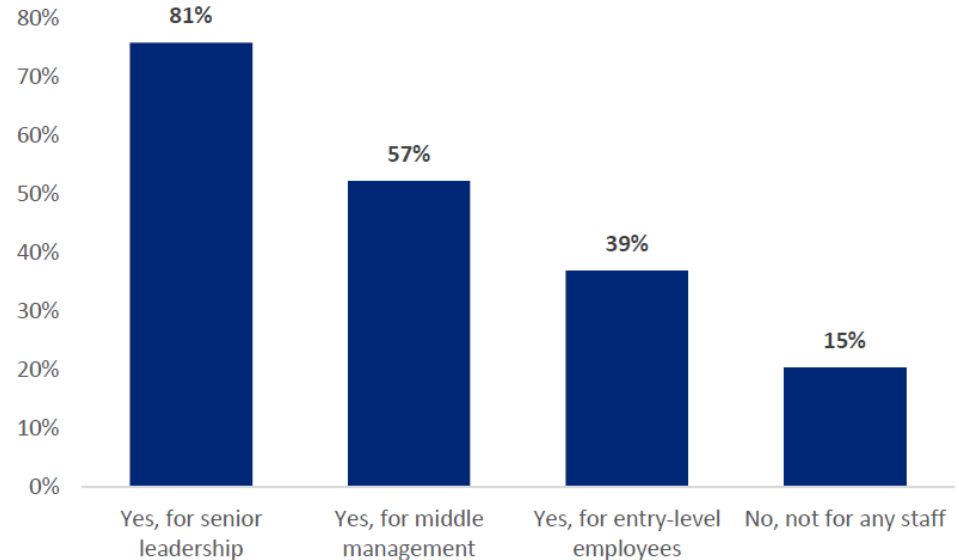
# Professional Development for LAA Staff

85% of local arts agencies provide funding or paid time off for professional development for staff



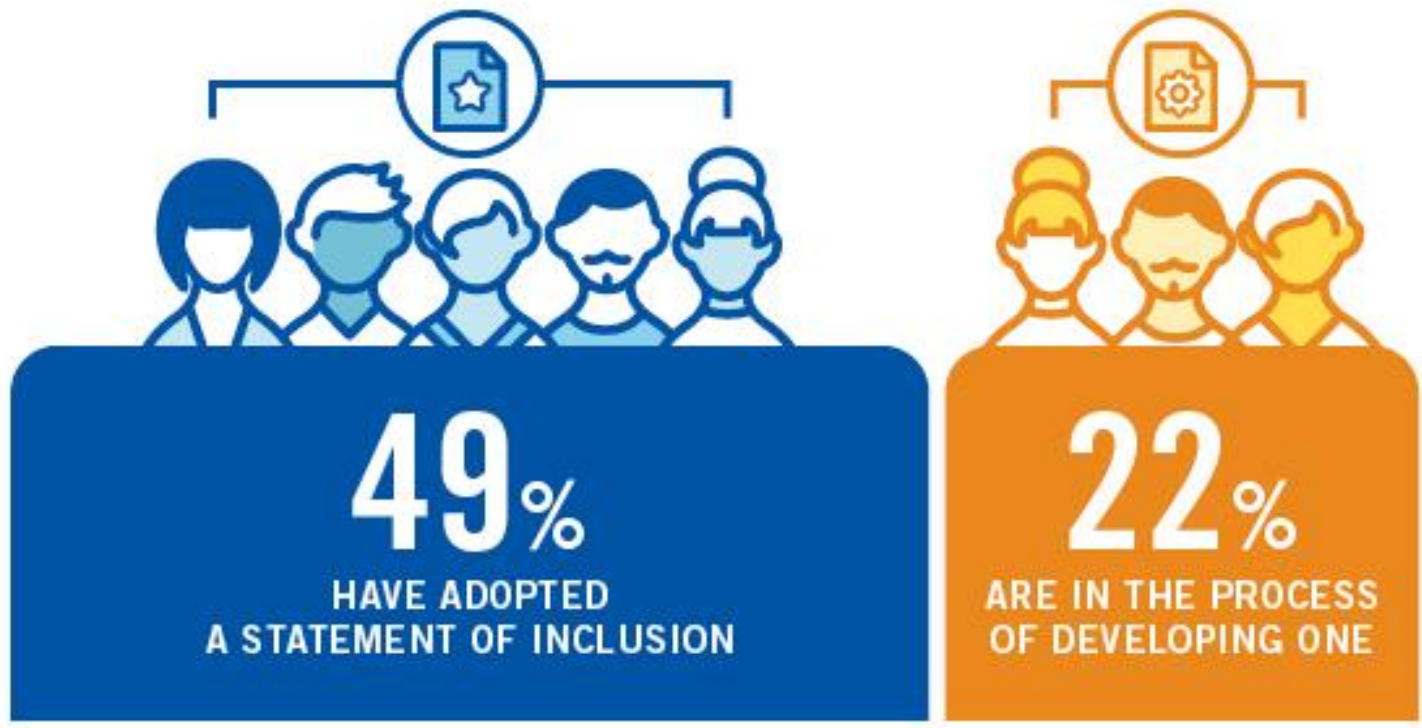
**85%**  
PROVIDE FUNDING  
FOR PROFESSIONAL  
DEVELOPMENT

Q: "Does your LAA provide financial resources and/or paid time off for staff to receive professional development each year outside of the organization?"



# LAAs and DEI Statements

49% of local arts agencies  
have adopted a statement on  
diversity, equity, and inclusion



**48% of local arts agencies believe  
they have an appropriate level of diversity  
among the staff, board, and volunteers**



**48%** AGREE THEIR LEVEL OF  
DIVERSITY IS APPROPRIATE





# Grantmaking & Investment

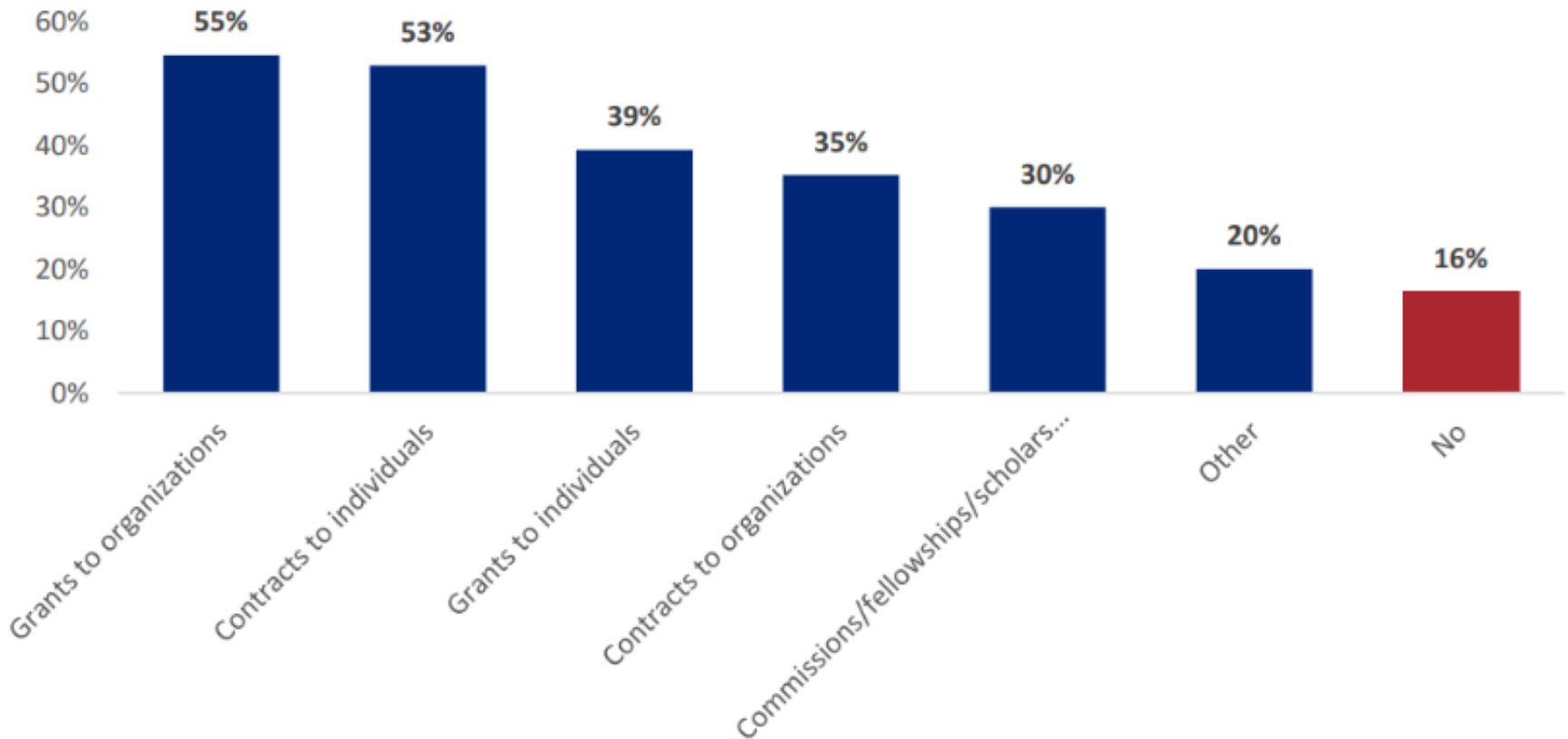
# Financial Support to Artists and Organizations

76% of local arts agencies provide direct financial support to arts organizations and/or artists *(58% through grantmaking)*



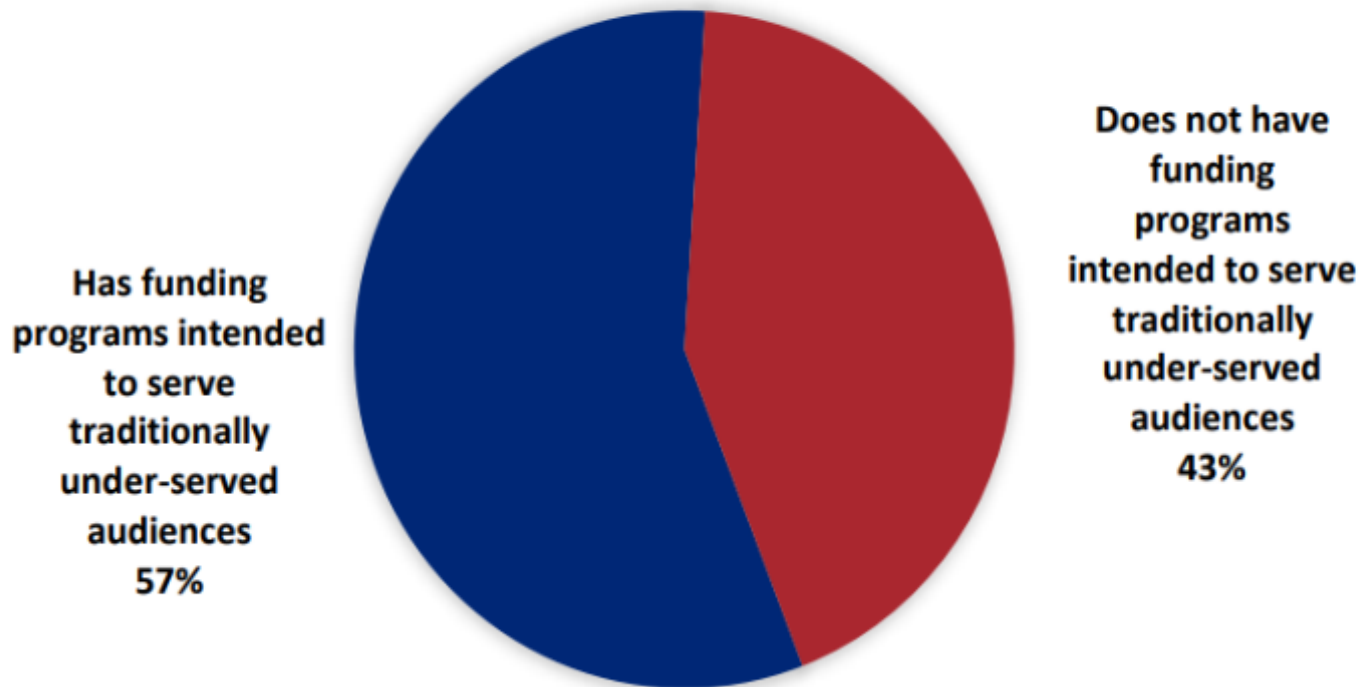
# More Than Grantmaking . . . (2018)

Q: "Does your LAA use any of the following methods to provide direct financial support (including re-granting programs) to individuals or organizations? Check all that apply."



# LAAAs Have Programs That Fund the Traditionally Under-Served (2018)

Q: "Does your LAA have any funding programs that are intended to serve traditionally under-served neighborhoods, communities, or populations?"

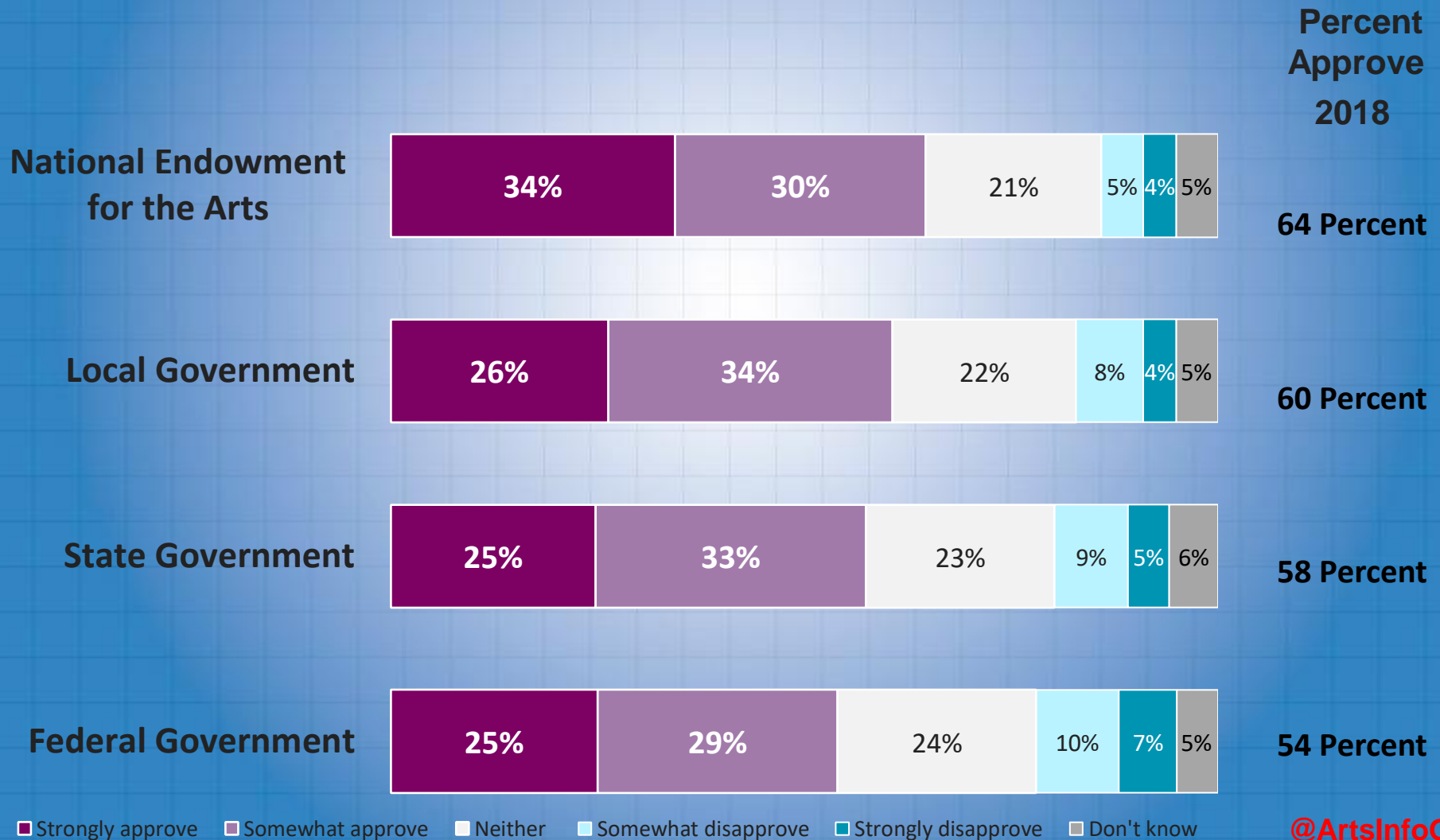




## Most Grants Go to *Small* Organizations Most Dollars Go to *Large* Organizations (2018)

<b>Operating Budget of Organizations that Received Grants from LAAs</b>	<b>Total Number of Organizations that Received Funding</b>	<b>Percentage of all Grants to Organizations</b>	<b>Total Number of Dollars Awarded to Organizations</b>	<b>Percentage of all Dollars Awarded to Organizations</b>
Less than \$100,000	4,470	45%	\$18,432,059	6%
\$100,000 to \$249,999	2,130	21%	\$19,474,252	6%
\$250,000 to \$999,999	1,822	18%	\$44,501,571	15%
\$1,000,000 or More	1,596	16%	\$218,118,053	73%
<b>All Grants</b>	<b>10,018</b>	<b>100%</b>	<b>\$300,525,935</b>	<b>100%</b>

# The Majority of Americans Approve of Government Arts Funding at All Levels



# Using the Arts to Address Community Development Issues

95% of local arts agencies use the arts to  
address community development issues  
*(e.g., youth, economic, diversity)*



**95%** ADDRESS COMMUNITY  
DEVELOPMENT ISSUES

# Mayors Rank Arts as Vital to Economic Development



## State of the Cities 2018

ences and other events. Similarly, Mayor Shawn Morse of Cohoes, NY noted the expansion of a park would both serve as a modern gathering and event space and broaden programming to spur additional visitation, recreation, and investment in the downtown area. But support for the arts does not just mean support for creative paintings, murals, installations and the like. It might also mean economic development in the traditional sense of job creation. In Buffalo, NY, Mayor Byron Brown noted a new development project would assist in training stagehands and theatrical employees who work in all forms of live theater, motion picture and television production.

And what is economic development without creative development of the community and a place for artists and residents alike to hang their hats? "That's why I'm proud to reveal that soon, through a partnership with ArtsNow, we will be installing four unique "Welcome to Akron" sculptures, handcrafted by local artisans, at four central gateways into our city," says Mayor Daniel Horrigan of Akron, Ohio.

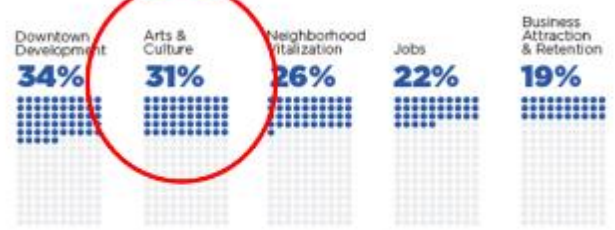
**BUSINESS RETENTION, EXPANSION & ATTRACTION**  
While many cities are implementing policies to attract businesses, some mayors further recognize that there is more to be done to create equitable access to economic opportunities within all of their communities. Mayor Daniel Horrigan of Akron, Ohio says, "I too often hear that if we could just hook that one big employer and get them to come to Akron and hire thousands of people that everything would be alright again. While I understand and respect this position, it's simply not enough." The mayor announced the creation of an innovation hub that would support innovation, entrepreneurship, and investment in Akron's start-up, corporate research, and academic communities.



**58%**  
of state of the city speeches included significant coverage of economic development issues.



### TOP 5 ECONOMIC DEVELOPMENT SUBTOPICS



Subtopic percentages are the percent of speeches that include plans, goals and/or desired impacts related to the subtopic.



“  
My goal is for every neighborhood in Birmingham to become ... a place that people actively choose to live [in].  
Mayor Randall Woodfin  
Birmingham, AL



# Community-Oriented Arts Funding has High Public Value





**54% manage a public art program**  
**33% of those manage a percent-for-art program**  
(Parthenon ... Said to Pre-Date Percent for Art Programs)





# LAAs & Arts Education

## 2019 PROFILE OF LOCAL ARTS AGENCIES

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**76% of local arts agencies  
provide arts education programs  
or services to the community**



**76%** PROVIDE ARTS  
EDUCATION SERVICES

# Americans Believe the Arts are Part of a Well-Rounded Education for K-12 Students

Nearly every American believes the arts are part of a well-rounded K-12 education.





# LAA Partnerships & Collaborations

# 94 Percent Partner 1 Local Organization (75 Percent with 3+)

53% of local arts agencies work in  
partnership with their local  
Chamber of Commerce



# What Do Partnerships Look Like\*?

- **79 percent have “informal conversations” with partner organizations**
- **65 percent “meet regularly” with a partner organization**
- **75 percent “work together to plan, fund, and implement programs”**
- **31 percent fund a partner “through grants or contracts”**
- **46 percent have a partner that has “fully integrated the arts into their initiatives”**

\*From 2015 Census of Local Arts Agencies



# Cultural Planning

**47% of local arts agencies have integrated the arts into a community-wide planning effort**  
*(such as a city's master plan or a community foundation's regional needs assessment)*



**47%**

INTEGRATED THE ARTS IN  
COMMUNITY PLANNING

# LAAAs: *More Important than Ever!*

**83% of local arts agencies expect demand for their services to increase over the next two years**  
*(27% expect a significant increase)*




**83%**  
EXPECT SERVICE  
DEMAND INCREASES

# Profile of LAAs Online Dashboard

Local Arts Agency Dashboard

https://www.americansforthearts.org/by-program/networks-and-councils/local-arts-network/facts-and-figures/profile-of-local-arts-agencies/local-arts-agency-dashboard

## 2018 Profile of Local Arts Agencies Dashboard (Beta Version)



**INSTRUCTIONS:**

1. Filter: use the filters on the left and right to find out how different groups (or specific LAAs) compare to each other.
2. Navigate: use the image buttons below to navigate to other pages and learn more about other Local Arts Agency topics.
3. Download: to include these data in your presentations and reports, use the download tools to export as images, PDF or PowerPoint. If you have any questions, email us at [research@artsusa.org](mailto:research@artsusa.org)

Left Filter n= 537  
 Census Region: All, State: All, City: All, Population: All, Expenditures: All, Legal Status: All, USUAF: All, UAF: All, LAA Name: All

Right Filter n= 537  
 Census Region: All, State: All, City: All, Population: All, Expenditures: All, Legal Status: All, USUAF: All, UAF: All, LAA Name: All

**Left Filter**  
Select one or more filters to refine your search

Legal Status  
(All)

Population  
(All)

2017 Expenditures  
(All)

Census Region  
(All)

State  
(All)

County  
(All)

City  
(All)

USUAF (All largest cities)  
(All)

**Geographic Area Served**  
n=537

City or town	34.8%
Single county	32.8%
Multiple cou.	18.8%
Multiple city	13.2%
Neighborhood	0.4%

**Legal Status**  
n= 537

Government	30%
Nonprofit or.	70%

**Has Board of Directors**  
n=537

Yes	93%
No	7%

**Geographic Area Served**  
n=537

City or town	34.8%
Single county	32.8%
Multiple cou.	18.8%
Multiple city	13.2%
Neighborhood	0.4%

**Legal Status**  
n= 537

Government	30%
Nonprofit or.	70%

**Has Board of Directors**  
n=537

Yes	93%
No	7%

**Right Filter**  
Select one or more filters to refine your search

Legal Status  
(All)

Population  
(All)

2017 Expenditures  
(All)

Census Region  
(All)

State  
(All)

County  
(All)

City  
(All)

USUAF (All largest cities)  
(All)



*Thank You for Your Work!*



**72% OF  
AMERICANS  
BELIEVE THE  
ARTS UNIFY US  
REGARDLESS  
OF AGE, RACE  
OR ETHNICITY.**





***Thank You!***

**[www.AmericansForTheArts.org/LAA](http://www.AmericansForTheArts.org/LAA) Profile**

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