2019 Profile of Local Arts Agencies

Arts U Webinar

April 22, 2020

Randy Cohen
Americans for the Arts
@ArtsInfoGuy
The Ever-Evolving, Ever-Adapting LAA Field
Local Arts Agency Programs

1. Advocacy & Policy 100%
2. Facilities Development & Mgmt. 62%
3. Funding & Financing 76%
4. Partnerships & Planning 91%
5. Programs & Events 84%
6. Visibility 66%
7. Services 92%
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)
70% of local arts agencies are private nonprofit organizations — 30% are agencies of local government.
Local Arts Agency Service Areas

- City or town: 37%
- Single county: 33%
- Multiple counties: 18%
- Multiple cities and/or towns: 12%
- Neighborhood: 0.4%
## LAA Budget Trends 2016-19

### Revenue and Income (all sources)

<table>
<thead>
<tr>
<th></th>
<th>Fiscal Year 2016</th>
<th>Fiscal Year 2017</th>
<th>Fiscal Year 2018</th>
<th>Fiscal Year 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>$1,057,536,622</td>
<td>$1,189,280,157</td>
<td>$1,183,773,065</td>
<td>$1,235,652,483</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>$1,713,998</td>
<td>$1,927,521</td>
<td>$1,918,595</td>
<td>$2,002,678</td>
</tr>
<tr>
<td><strong>Percentage of Change</strong></td>
<td>+12.5%</td>
<td>-0.5%</td>
<td>+4.4%</td>
<td></td>
</tr>
</tbody>
</table>

### Local Government Support only

<table>
<thead>
<tr>
<th></th>
<th>Fiscal Year 2016</th>
<th>Fiscal Year 2017</th>
<th>Fiscal Year 2018</th>
<th>Fiscal Year 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>$565,350,780</td>
<td>$601,716,165</td>
<td>$632,924,379</td>
<td>$667,952,441</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>$916,290</td>
<td>$975,229</td>
<td>$1,025,809</td>
<td>$1,082,581</td>
</tr>
<tr>
<td><strong>Percentage of Change</strong></td>
<td>+6.4%</td>
<td>+5.2%</td>
<td>+5.5%</td>
<td></td>
</tr>
</tbody>
</table>

### Expenditures

<table>
<thead>
<tr>
<th></th>
<th>Fiscal Year 2016</th>
<th>Fiscal Year 2017</th>
<th>Fiscal Year 2018</th>
<th>Fiscal Year 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>$1,039,413,413</td>
<td>$1,092,087,124</td>
<td>$1,139,405,220</td>
<td>$1,223,647,003</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>$1,684,625</td>
<td>$1,769,995</td>
<td>$1,846,686</td>
<td>$1,983,220</td>
</tr>
<tr>
<td><strong>Percentage of Change</strong></td>
<td>+5.1%</td>
<td>+4.3%</td>
<td>+7.4%</td>
<td></td>
</tr>
</tbody>
</table>
Local Arts Agency Revenues

**All LAAs**
- Earned revenue: 23%
- Contributed income: 27%
- Local government revenue (city/town and county): 28%
- State government revenue: 11%
- Federal government revenue: 6%
- In-kind: 5%

**Government LAAs**
- Earned revenue: 12%
- Contributed income: 8%
- Local government revenue (city/town and county): 61%
- State government revenue: 14%
- Federal government revenue: 2%

**Nonprofit LAAs**
- Earned revenue: 27%
- Contributed income: 35%
- Local government revenue (city/town and county): 15%
- State government revenue: 10%
- In-kind: 7%
- Other/miscellaneous: 6%
Organizational Stability Indicators

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

<table>
<thead>
<tr>
<th></th>
<th>Surplus</th>
<th>Break-even</th>
<th>Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>All LAAs</td>
<td>47%</td>
<td>31%</td>
<td>22%</td>
</tr>
<tr>
<td>Government LAAs</td>
<td>35%</td>
<td>53%</td>
<td>11%</td>
</tr>
<tr>
<td>Nonprofit LAAs</td>
<td>52%</td>
<td>21%</td>
<td>26%</td>
</tr>
</tbody>
</table>
Financial Outlook Through 2021

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

<table>
<thead>
<tr>
<th></th>
<th>Better than it is now</th>
<th>About the same as it is now</th>
<th>Worse than it is now</th>
</tr>
</thead>
<tbody>
<tr>
<td>All LAAs</td>
<td>50%</td>
<td>44%</td>
<td>6%</td>
</tr>
<tr>
<td>Government LAAs</td>
<td>43%</td>
<td>52%</td>
<td>5%</td>
</tr>
<tr>
<td>Nonprofit LAAs</td>
<td>53%</td>
<td>41%</td>
<td>6%</td>
</tr>
</tbody>
</table>
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.
85% of local arts agencies provide funding or paid time off for professional development for staff

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

- Yes, for senior leadership: 81%
- Yes, for middle management: 57%
- Yes, for entry-level employees: 39%
- No, not for any staff: 15%
LAAs and DEI Statements

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

49% have adopted a statement of inclusion

22% are in the process of developing one
48% of local arts agencies believe they have an appropriate level of diversity among the staff, board, and volunteers.
Financial Support to Artists and Organizations

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

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.”

- Grants to organizations: 55%
- Contracts to individuals: 53%
- Grants to individuals: 39%
- Contracts to organizations: 35%
- Commissions/fellowships/scholars: 30%
- Other: 20%
- No: 16%
LAAs 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?”

- Has funding programs intended to serve traditionally under-served audiences: 57%
- Does not have funding programs intended to serve traditionally under-served audiences: 43%
Most **Grants** Go to *Small* Organizations
Most **Dollars** Go to *Large* Organizations  
(2018)

<table>
<thead>
<tr>
<th>Operating Budget of Organizations that Received Grants from LAAs</th>
<th>Total Number of Organizations that Received Funding</th>
<th>Percentage of all Grants to Organizations</th>
<th>Total Number of Dollars Awarded to Organizations</th>
<th>Percentage of all Dollars Awarded to Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $100,000</td>
<td>4,470</td>
<td>45%</td>
<td>$18,432,059</td>
<td>6%</td>
</tr>
<tr>
<td>$100,000 to $249,999</td>
<td>2,130</td>
<td>21%</td>
<td>$19,474,252</td>
<td>6%</td>
</tr>
<tr>
<td>$250,000 to $999,999</td>
<td>1,822</td>
<td>18%</td>
<td>$44,501,571</td>
<td>15%</td>
</tr>
<tr>
<td>$1,000,000 or More</td>
<td>1,596</td>
<td>16%</td>
<td>$218,118,053</td>
<td>73%</td>
</tr>
<tr>
<td>All Grants</td>
<td>10,018</td>
<td>100%</td>
<td>$300,525,935</td>
<td>100%</td>
</tr>
</tbody>
</table>
The Majority of Americans Approve of Government Arts Funding at All Levels

<table>
<thead>
<tr>
<th>Government Level</th>
<th>Strongly approve</th>
<th>Somewhat approve</th>
<th>Neither</th>
<th>Somewhat disapprove</th>
<th>Strongly disapprove</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Endowment for the Arts</td>
<td>34%</td>
<td>30%</td>
<td>21%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Local Government</td>
<td>26%</td>
<td>34%</td>
<td>22%</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>State Government</td>
<td>25%</td>
<td>33%</td>
<td>23%</td>
<td>9%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Federal Government</td>
<td>25%</td>
<td>29%</td>
<td>24%</td>
<td>10%</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
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Percent Approve 2018

- National Endowment for the Arts: 64 Percent
- Local Government: 60 Percent
- State Government: 58 Percent
- Federal Government: 54 Percent

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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)
Mayors Rank Arts as Vital to Economic Development

State of the Cities 2018

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

TOP 5 ECONOMIC DEVELOPMENT SUBTOPICS

Downtown Development: 34%
Arts & Culture: 31%
Neighborhood Vitalization: 26%
Jobs: 22%
Business Attraction & Retention: 19%

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

To provide arts and culture programs for the elderly
- Favor: 80%
- Oppose: 8%
- Don't know: 12%

To provide art in parks, downtown areas, and other public places
- Favor: 79%
- Oppose: 9%
- Don't know: 12%

For returning military personnel, to aid in their transition to civilian life
- Favor: 77%
- Oppose: 7%
- Don't know: 16%

To promote pro-social behavior with at-risk youth
- Favor: 77%
- Oppose: 9%
- Don't know: 14%

To improve blighted or abandoned areas
- Favor: 73%
- Oppose: 11%
- Don't know: 16%

To increase tourism
- Favor: 71%
- Oppose: 12%
- Don't know: 17%

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

91%
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)
LAAs: 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)
Profile of LAAs Online 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 downloaded tools to export as images, PDF or PowerPoint.

If you have any questions, email us at research@artsusa.org

Geographic Area Served
n=537
City or town: 34.8%
Single county: 32.8%
Multiple city: 12.9%
Neighborhood: 0.4%

Geographic Area Served
n=537
City or town: 34.8%
Single county: 32.8%
Multiple city: 12.9%
Neighborhood: 0.4%

Legal Status
n=537
Government: 80%
Nonprofit: 19%

Legal Status
n=537
Government: 80%
Nonprofit: 19%

Has Board of Directors
n=537
Yes: 93%
No: 7%

Has Board of Directors
n=537
Yes: 93%
No: 7%
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 Profile

rcohen@artsusa.org

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