



Creative Ways to Present Data

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Examples from NASAA

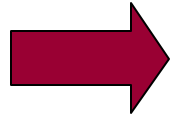
Size of investment

Geographic distribution

Trends over time

Benchmarking

Examples from NASAA



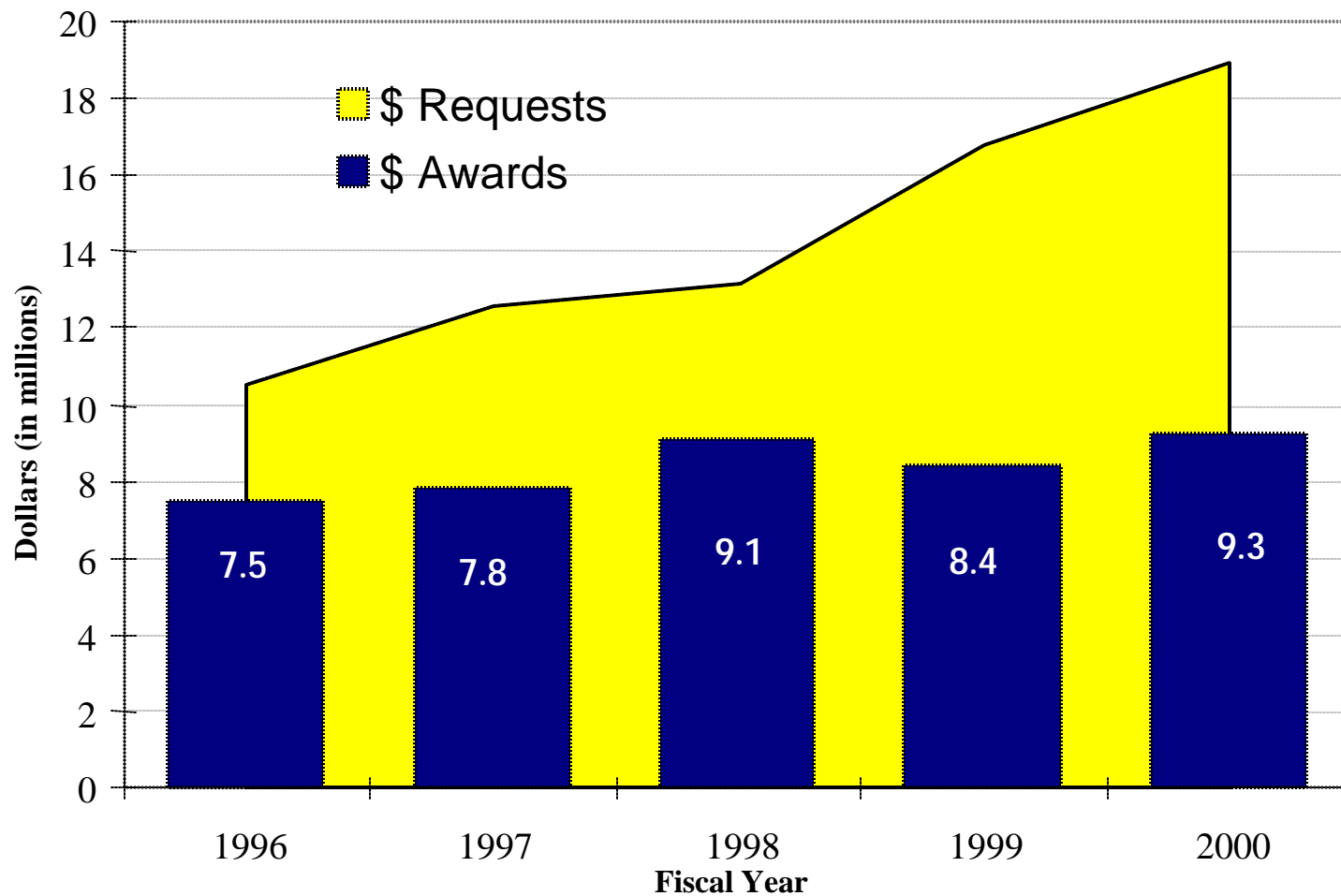
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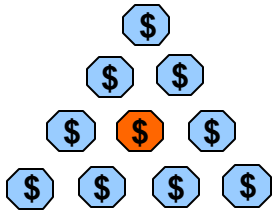
Grant Awards vs. Requests, FY 1996-2000



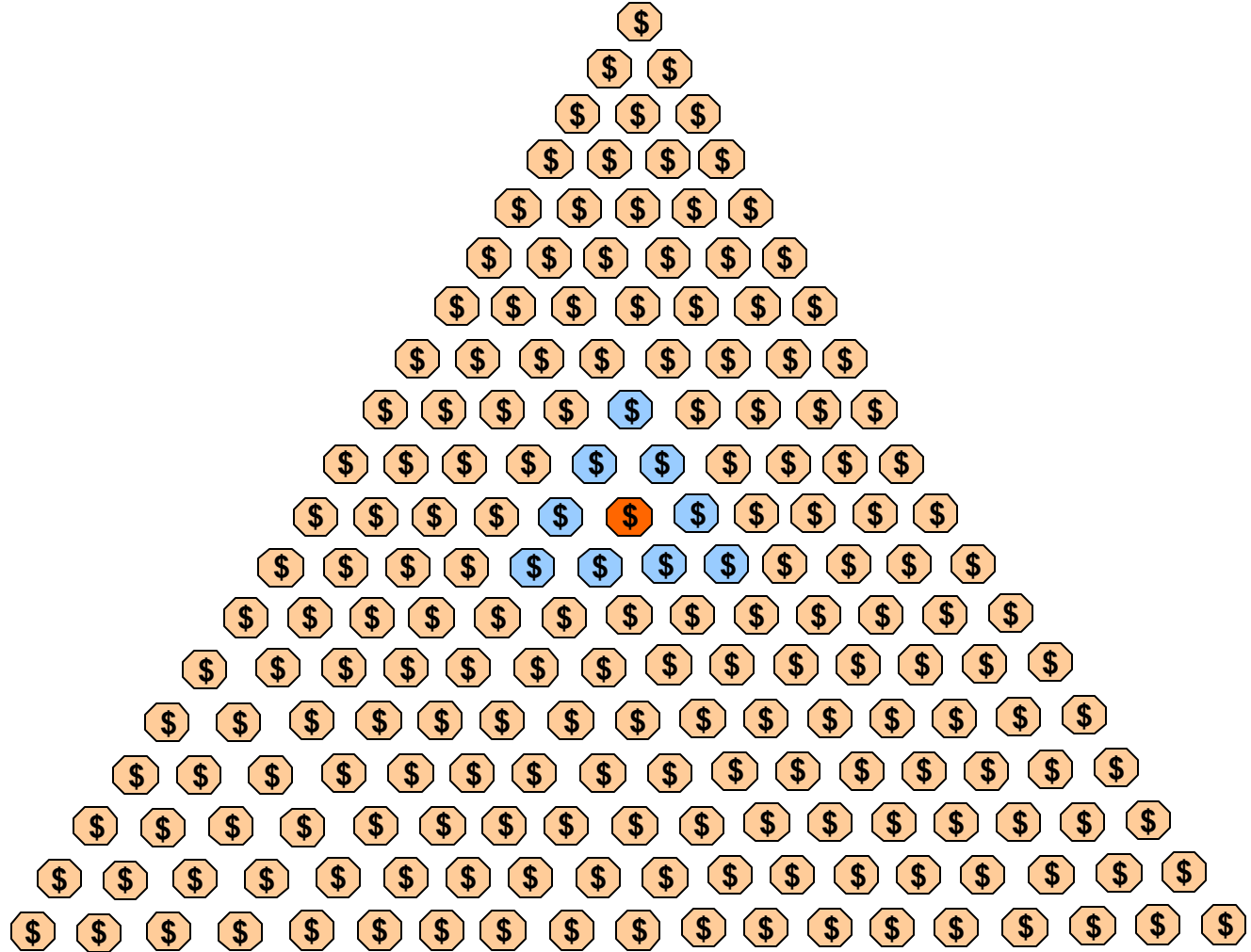
Stimulating Support for the Arts



**NEA Funds
to SAAs
\$33 million**

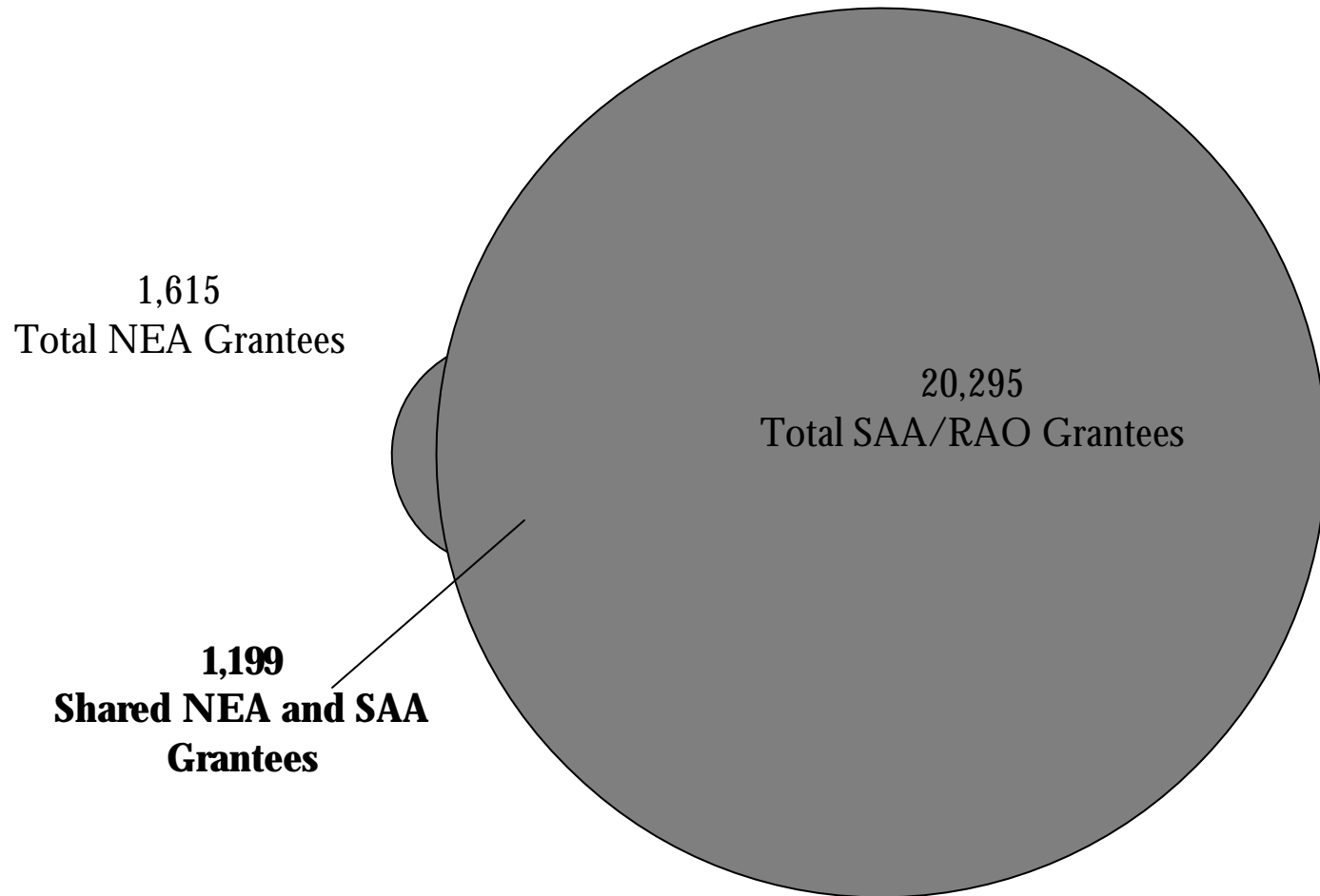


**State
Appropriations
and Other SAA
Revenue
\$300 million**



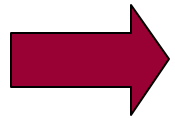
**SAA Grantees' Contributed and Earned Match
\$6 billion**

Federal, State and Regional Arts Grantmaking Fiscal Year 2003



Examples from NASAA

Size of investment



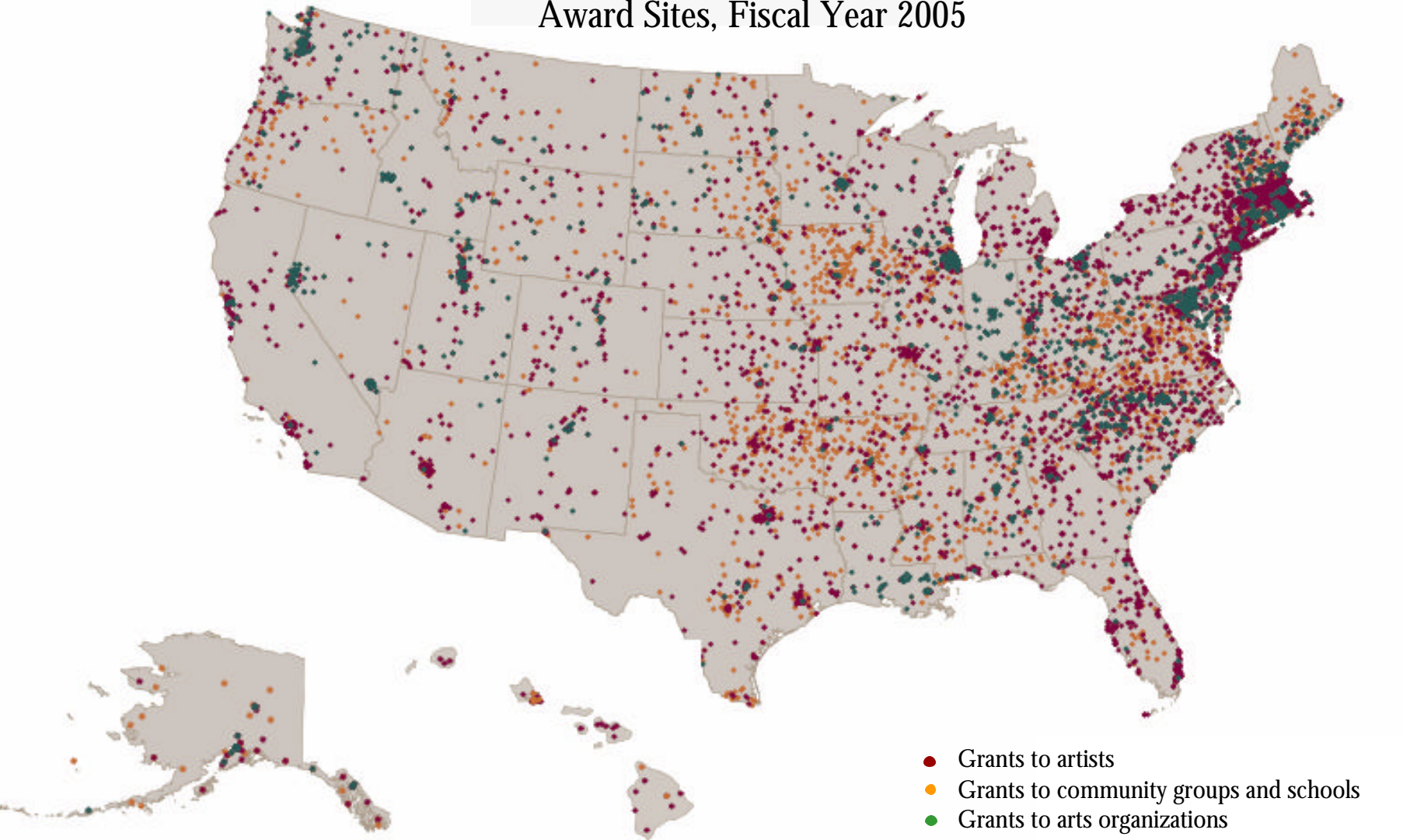
Geographic distribution

Trends over time

Benchmarking

State Arts Agency Grantee Types

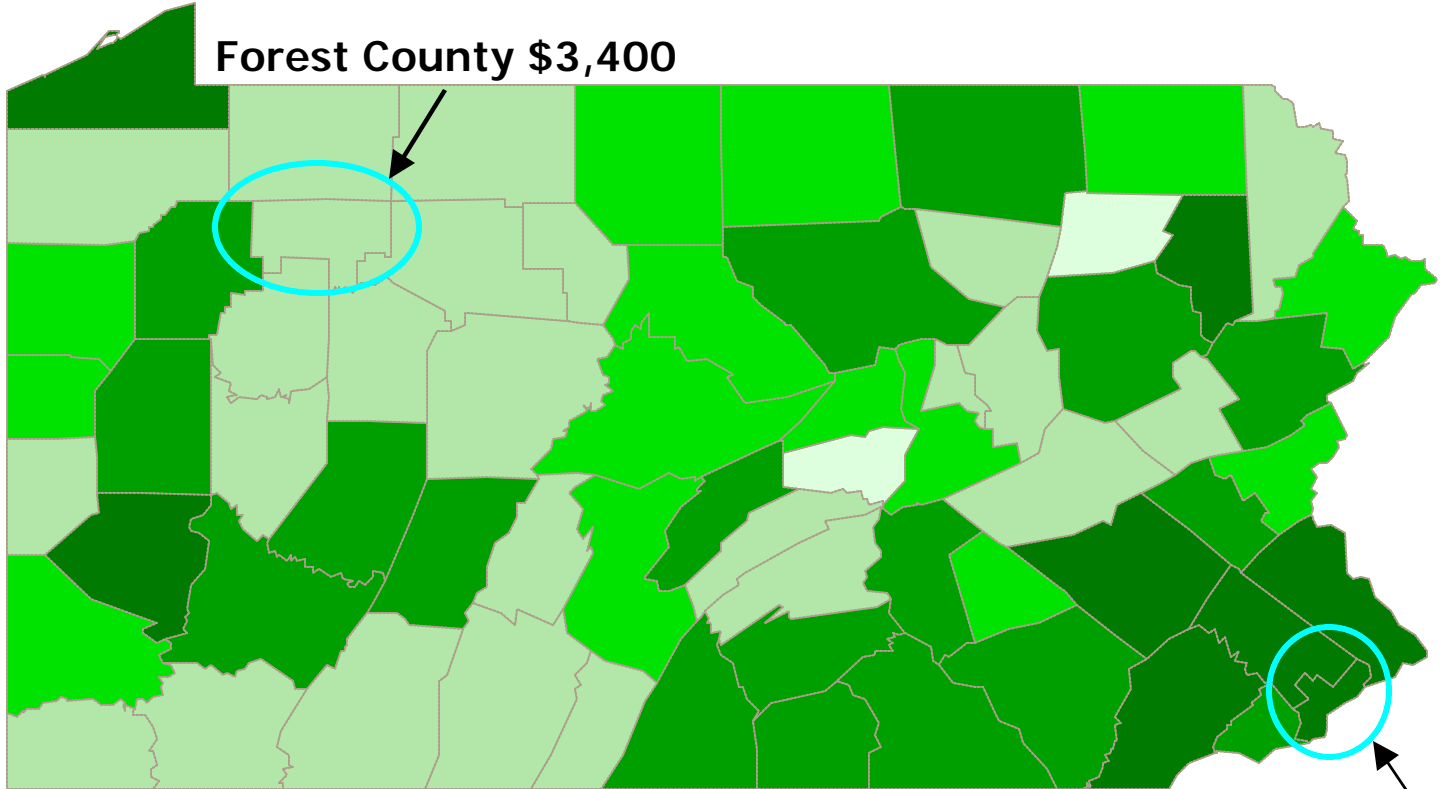
Award Sites, Fiscal Year 2005



- Grants to artists
- Grants to community groups and schools
- Grants to arts organizations

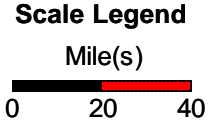
Symbols indicate zip codes of at least one (and sometimes more than one) grant award recipient

Pennsylvania Council on the Arts, Fiscal Year 2007 Grant Award Dollars By County



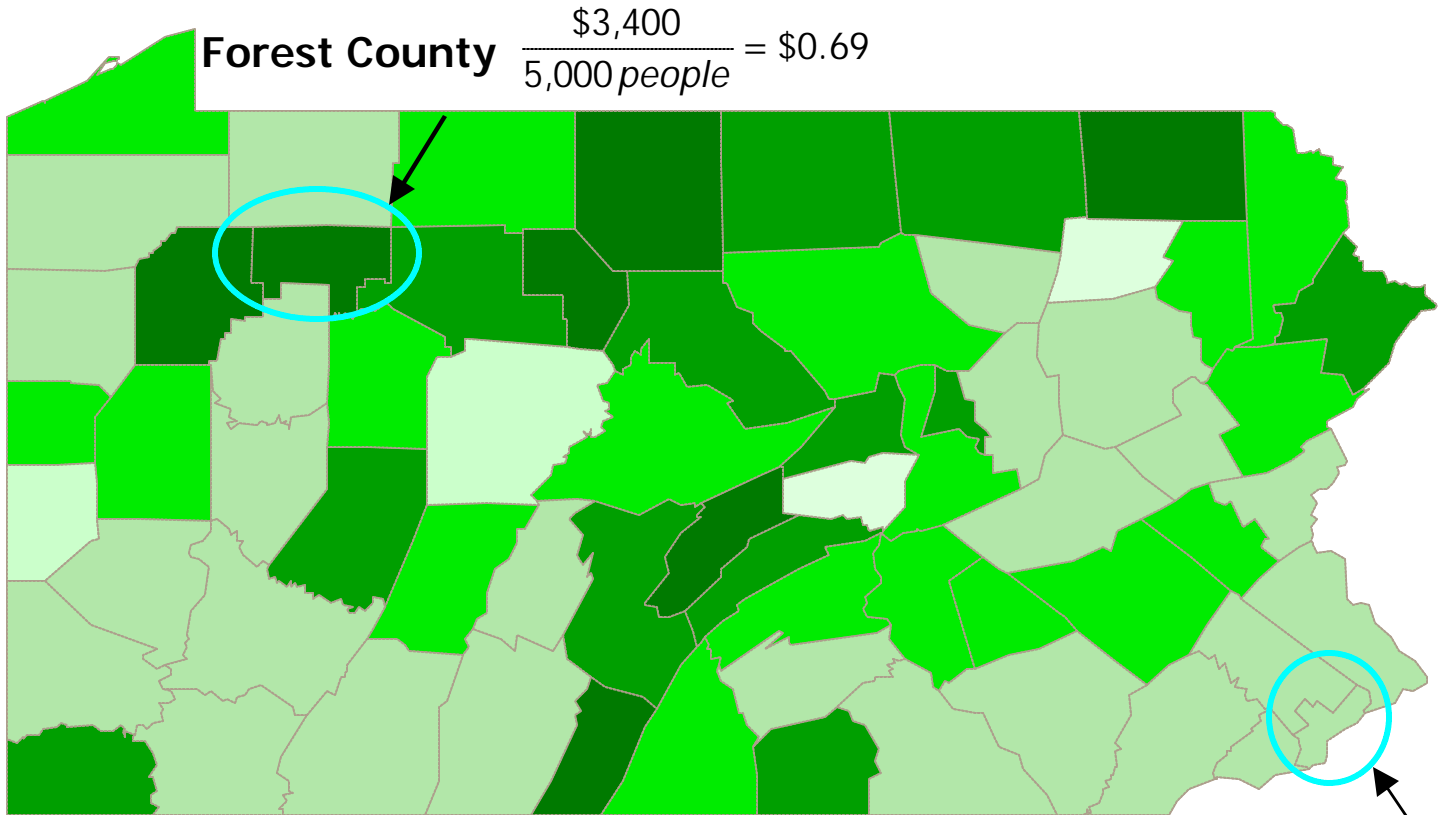
Forest County \$3,400

Philadelphia County
\$43,000



- \$0
- \$1 - \$5,000
- \$5,001 - \$10,000
- \$10,001 - \$20,000
- > \$20,000

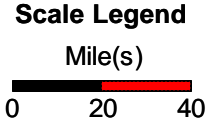
Pennsylvania Council on the Arts, Fiscal Year 2007 Per Capita Grant Awards By County



Forest County $\frac{\$3,400}{5,000 \text{ people}} = \0.69

Philadelphia County

$\frac{\$43,000}{1,500,000 \text{ people}} = \0.03



- \$0
- \$0.01 - \$0.05
- \$0.06 - \$0.10
- \$0.11 - \$0.20
- > \$0.20

Examples from NASAA

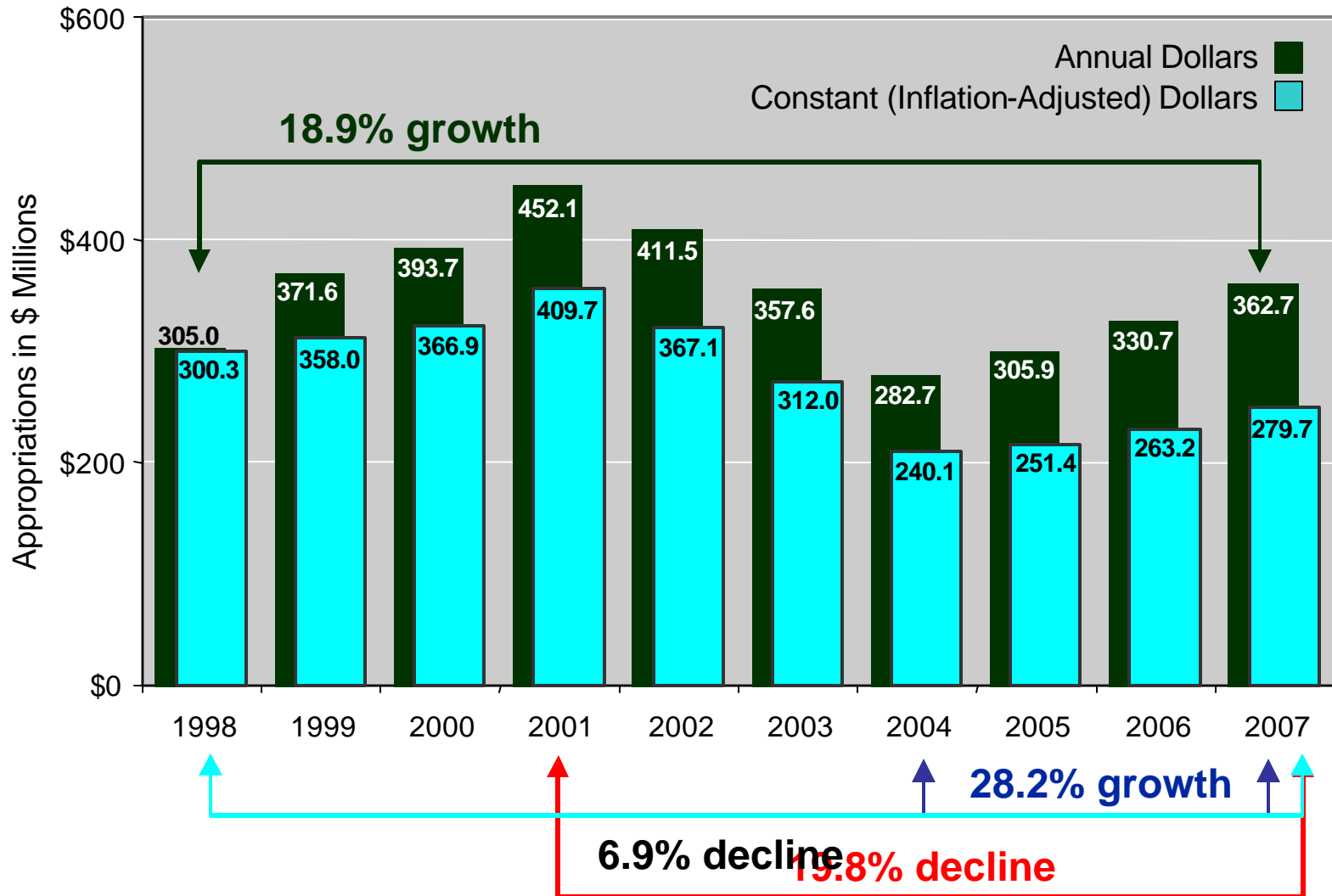
Size of investment

Geographic distribution

 **Trends over time**

Benchmarking

Total State Arts Agency Funding, 1998-2007



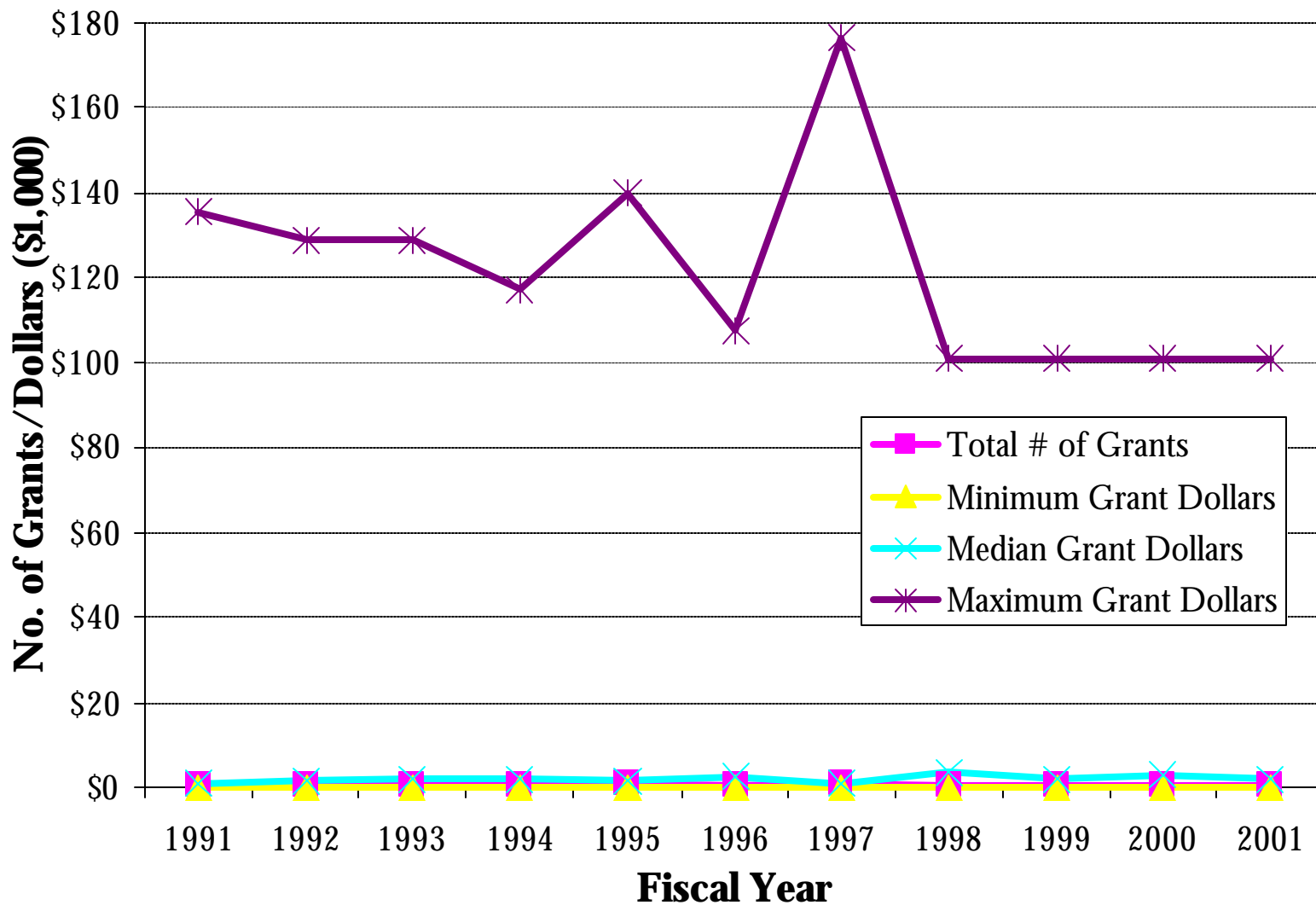
Your State Arts Agency

General Grant Award Information, Fiscal Years 1991-2001

FY	Total # of Grants	Minimum Grant Dollars	Median Grant Dollars	Maximum Grant Dollars
1991	732	\$100	\$1,250	\$135,360
1992	504	\$130	\$1,623	\$128,592
1993	463	\$50	\$2,000	\$128,592
1994	413	\$12	\$2,000	\$117,020
1995	905	\$150	\$1,545	\$140,000
1996	438	\$65	\$2,500	\$107,670
1997	782	\$5	\$1,200	\$176,404
1998	388	\$27	\$3,500	\$101,000
1999	649	\$10	\$1,843	\$101,000
2000	385	\$35	\$3,000	\$101,000
2001	645	\$17	\$2,000	\$101,000

Your State Arts Agency

General Grant Award Information, Fiscal Years 1991-2001

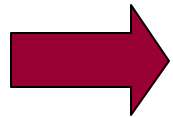


Examples from NASAA

Size of investment

Geographic distribution

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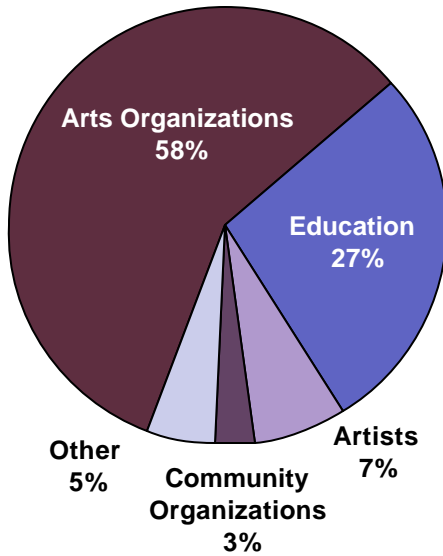


Benchmarking

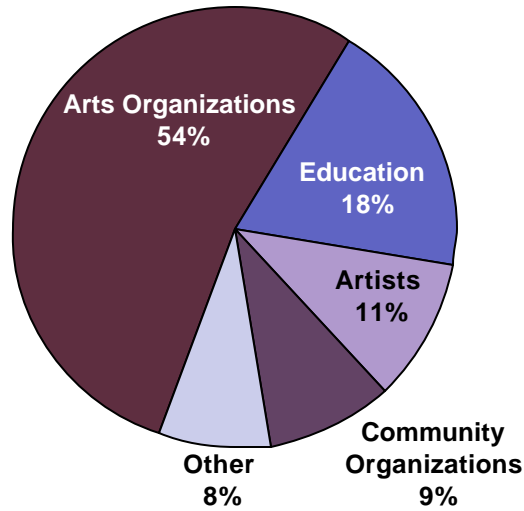
Distribution of Grant Awards

Fiscal Year 2005

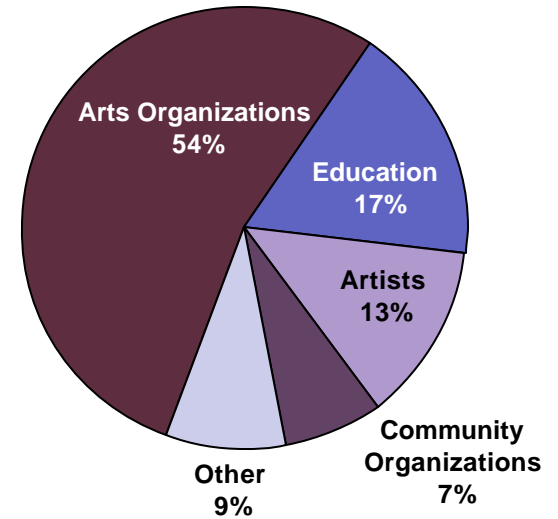
Your SAA



Neighbor SAAs



All SAAs

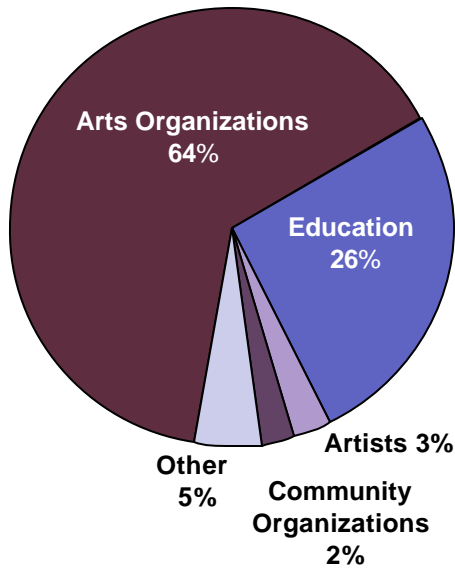


NOTE: Other includes print media, government agencies, health facilities, correctional institutions, etc.

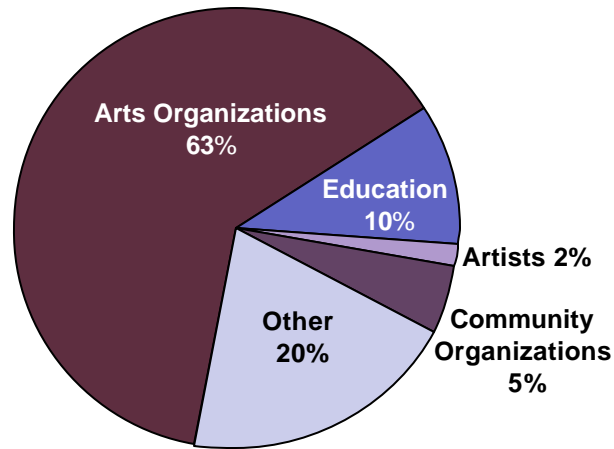
Distribution of Grant Dollars

Fiscal Year 2005

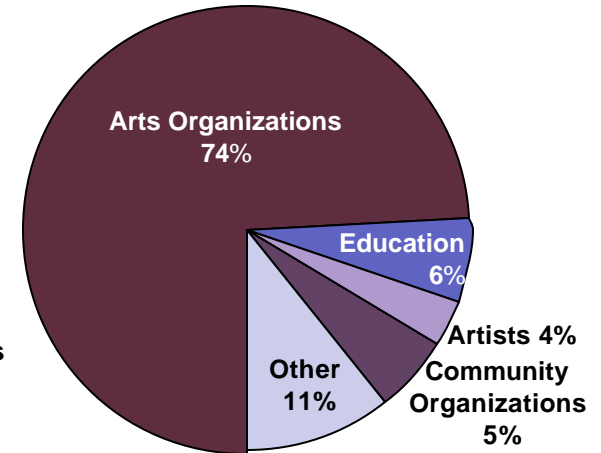
Your SAA



Neighbor SAAs



All SAAs



NOTE: Other includes print media, government agencies, health facilities, correctional institutions, etc.

LEGISLATIVE APPROPRIATIONS, FY2004

State Arts Agency	FY2004 Core Appropriation	Per Capita Spending	Per Capita National Rank	% Change 1995-2004	% Change 2001-2004
Alabama	\$ 3,292,496	\$ 0.73	27	63%	-23%
Arkansas	\$ 1,481,399	\$ 0.54	38	44%	13%
Indiana	\$ 3,596,567	\$ 0.58	41	31%	-6%
North Carolina	\$ 5,164,352	\$ 0.61	35	-4%	-34%
Ohio	\$ 12,065,625	\$ 1.06	25	12%	-24%
Tennessee	\$ 1,765,700	\$ 0.30	33	-26%	-6%
Virginia	\$ 2,922,342	0.40	45	36%	-38%
West Virginia	\$ 940,218	\$ 0.52	6	35%	-23%
Kentucky	\$ 3,425,600	\$ 0.83	29	7%	-11%
All States	\$ 245,188,435	\$ 0.83		4%	-34%

General Principles for Presenting Data

Questions to Ask

- **Who is the target audience?**
- **What story does this tell them?**
- **Is this what you want to tell them?**
- **Can you tell the story more clearly?**

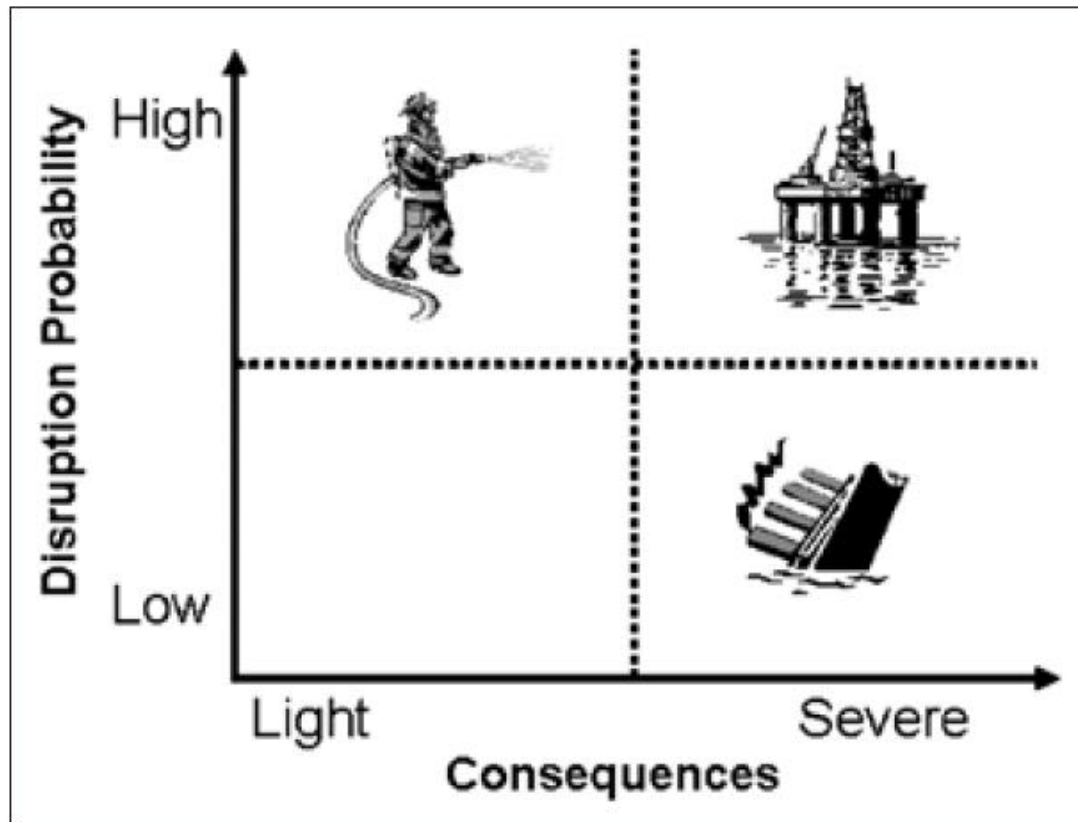
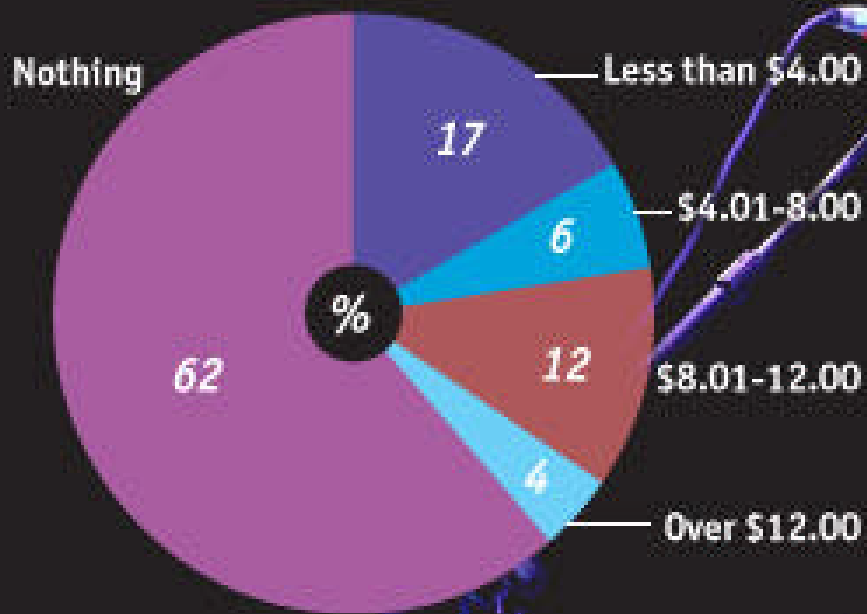


FIGURE 2 Four quadrants of risks.

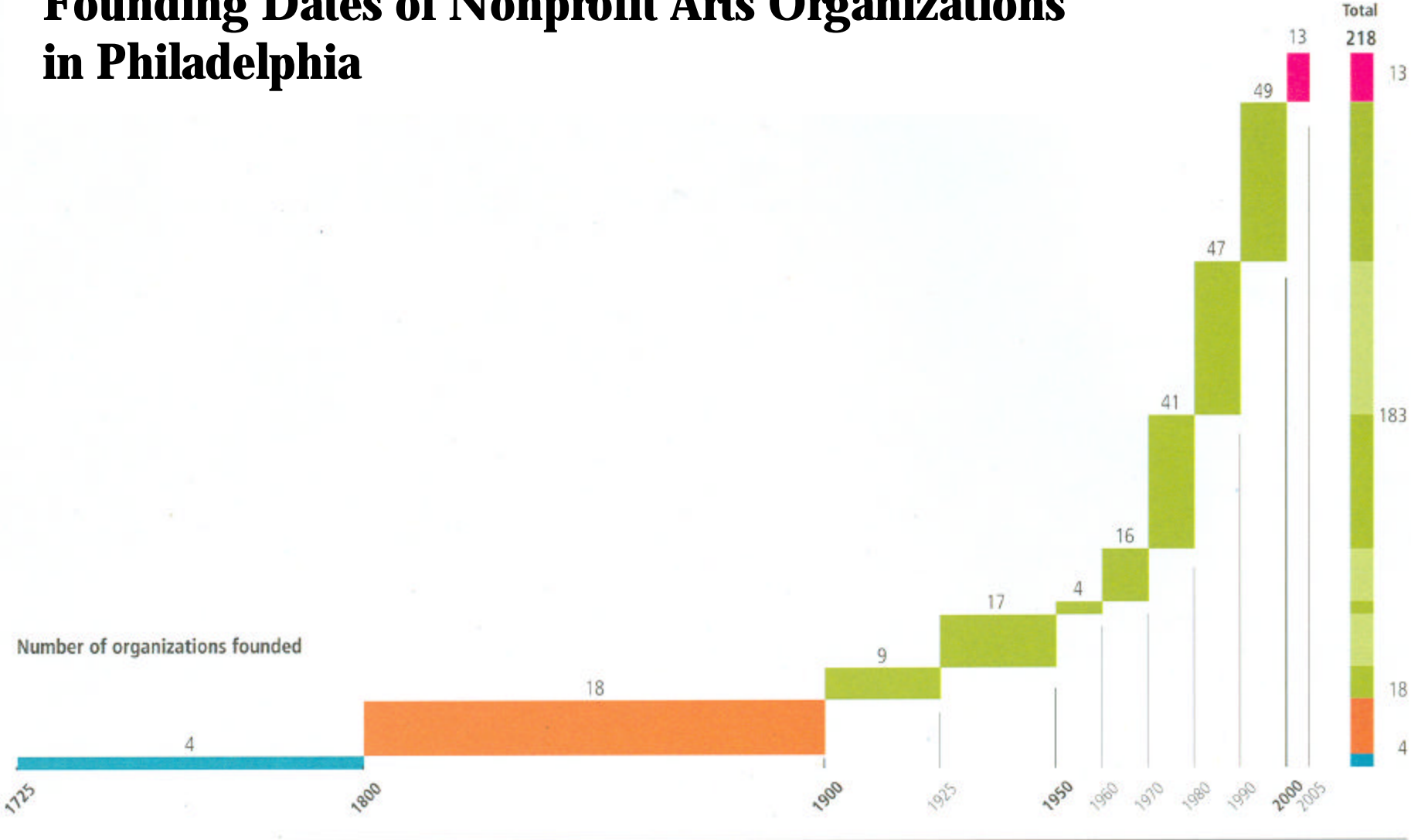
Prices paid for downloading the album "In Rainbows" by Radiohead, Oct 1st-29th 2007



Source: comScore



Founding Dates of Nonprofit Arts Organizations in Philadelphia



Greater Philadelphia Cultural Alliance. *Greater Philadelphia Cultural Alliance 2006 Portfolio*. Philadelphia, PA, 2007.