Data Driven Decision Making

National Assembly of State Arts Agencies
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CULTURAL DATA PROJECT
Operated by The Pew Charitable Trusts, the Cultural Data Project is a powerful online management tool designed to strengthen arts and cultural organizations. This groundbreaking project gathers reliable, longitudinal data on the sector.

Our emerging national standard enables participating organizations to track trends and benchmark their progress through sophisticated reporting tools, empowers researchers and advocates with information to make the case for arts and culture, and equips funders with data to plan and evaluate grantmaking activities more effectively.
13 states in operation
14,500+ organizations
200+ grant Programs
Arts & Cultural Organizations

Example Historic House
Program Activity Trend Report

Salaries and Fringe Benefits
FY 2010 % of total

<table>
<thead>
<tr>
<th>Program</th>
<th>FY 2010</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artists &amp; performers</td>
<td>$2,386,578</td>
<td>31%</td>
</tr>
<tr>
<td>Program - all other</td>
<td>$5,368,039</td>
<td>45%</td>
</tr>
<tr>
<td>Total Program</td>
<td>$5,874,617</td>
<td>76%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>448,134</td>
<td>6%</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>1,426,302</td>
<td>18%</td>
</tr>
<tr>
<td>Total Salaries and Fringe</td>
<td>$7,752,053</td>
<td>100%</td>
</tr>
</tbody>
</table>

Total Expenses
FY 2010

| Your Organization | $14,396,863 |
| Comparison Group - Average | $22,089,450 |

As a % of Total Expenses

| Your Organization | 54% |
| Comparison Group - Average | 47% |

This graph shows the salaries and fringe benefits for each group as a percentage of total salaries and fringe benefits for your organization and the average of the comparison group.
Grantmakers

Example Performing Arts Organization

General Operating Support FY 2012
Unrestricted Activity Trend Report

<table>
<thead>
<tr>
<th></th>
<th>Total FY 2010</th>
<th>% of total</th>
<th>Total FY 2011</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unrestricted Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and other marketable securities</td>
<td>$188,134,668</td>
<td>73%</td>
<td>$192,919,465</td>
<td>74%</td>
</tr>
<tr>
<td>Receivables</td>
<td>35,320,014</td>
<td>15%</td>
<td>36,851,677</td>
<td>14%</td>
</tr>
<tr>
<td>Prepaid expenses &amp; other</td>
<td>27,030,476</td>
<td>12%</td>
<td>29,510,195</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total Unrestricted Current Assets</strong></td>
<td>$233,485,758</td>
<td>100%</td>
<td>$259,365,676</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Unrestricted Current Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable &amp; other</td>
<td>$46,725,817</td>
<td>44%</td>
<td>$43,463,177</td>
<td>43%</td>
</tr>
<tr>
<td>Loans &amp; other debt</td>
<td>14,072,532</td>
<td>13%</td>
<td>11,603,508</td>
<td>13%</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>41,559,588</td>
<td>42%</td>
<td>45,126,508</td>
<td>45%</td>
</tr>
<tr>
<td><strong>Total Unrestricted Current Liabilities</strong></td>
<td>$101,354,747</td>
<td>100%</td>
<td>$156,193,191</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total Working Capital</strong></td>
<td>$125,131,011</td>
<td>100%</td>
<td>$153,865,376</td>
<td>100%</td>
</tr>
</tbody>
</table>

The graphs show trends in total unrestricted current assets and liabilities.

- Unrestricted Current Assets
- Unrestricted Current Liabilities
Researchers and Advocates

http://www.culturaldata.org/research
Arizona Cultural Data Project Timeline

- **July 2010**: Initial meeting of Arizona Cultural Data Project Task Force

- **February 1, 2011**: Launch of Arizona CDP

- **September 30, 2011**: Arts & Economic Prosperity IV Inclusion Deadline

- **March 15, 2012**: AZ Arts Commission Grant Application Deadline
Arizona CDP Task Force Publication

- **June 2012**: Initiate push to increase “Review Complete” profiles
- **August 1, 2012**: Deadline for Inclusion
- Increased number of “Review Complete” Organizations by 27%
- Blog posts, email blasts, direct mailings, phone calls, in-person meetings, social media, training sessions
Using humor to drive home our message
Using CDP data to engage in conversations

- Board to Board
- House parties
- Workshops and conferences
- Elected officials
- Leadership gatherings
- Faith, Business Community
The focus of our conversation
Using data to build public value – public good

- The fluoride in your drinking water
- The playlist of your local radio station
- The dollar amount of your last speeding ticket
- The number of strip malls on your street
How do we see the arts as Public Good?

- Arts Organization + Historic Preservation = Economic Impact
- Festival + Cultural Tourists = Hotel Room Sales
- Arts Education + Engaged students = More Graduates
- Arts Participation + Civic engagement = Safer Neighborhoods
Developing new policy through Advocacy

- A good value rationale-
- political opportunity, and-
- the feasibility of the policy.
Advocacy and information = the development of Public Policy
Using CDP data to revise grants policy

- **Awareness**
  - Financial liquidity
  - History
  - Planning
  - Audience

- **Action**
  - Serving Arizonans
  - Fiscal creativity
  - Participation
  - Engagement
Using CDP data to change behavior

- Increase use of CDP tools
- Promote comparison
- Promote openness and transparency
- Engage a wider circle of players
Arizona Commission on the Arts

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Cultural Data Project

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