

Today's seminar will begin shortly.

Please complete your phone connection now:

1. **Dial the toll free number:** 1-855-797-9485
2. **Enter the access code** 664 580 504 on your phone keypad. Enter the pound (#) key after the access code.
3. **Identify yourself.** Please complete your connection by entering your ID number (followed by the # key) to synchronize your phone line and web identity. Your ID number is located under the Event Info tab.

Local Arts Agency Census: Key Findings from AFTA

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

Your Host



Eric Giles

Learning Services Manager

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

Tech Tips

Cisco WebEx Event Center

File Edit Share View Communicate Participant Event Help

Quick Start

Event Info

Demographi...

NASAA Web Seminar

Host: eric giles

Audio connection: US Toll free: +1-855-797-9485
US Toll: +1-415-655-0002

Access code: 664 604 773

Attendee ID: 3775

Event number: 664 604 773

Participants

Chat

Q&A

Participants (2)

Speaking:

Panelists: 2

NASAA Staff (me)

eric giles (Host)

Attendees: 0 (0 displayed)



Chat

Q&A

All (0)

Send

Send Privately...

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Tech Tips

The screenshot shows the Cisco WebEx Event Center interface. The main content area displays a seminar announcement: "Today's seminar will begin shortly. National Assembly of State Arts Agencies KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY". Below this, it says "Please complete your phone connection now:" followed by three numbered steps: 1. Dial the toll free number: +1-855-797-9485; 2. Enter the access code 666 838 172 on your phone keypad. Enter the pound (#) key after the access code.; 3. Identify yourself. Please complete your connection following the system prompts to synchronize your phone line and web identity. The right sidebar shows the "Participants (2)" list with "NASAA Staff (me)" and "eric giles (Host)". A red arrow points from the "Participants (2)" header to the "Identify yourself" step in the main content area.

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Quick Start Event Info Demographi...

01

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The screenshot shows the Cisco WebEx Event Center interface. At the top, there's a menu bar with 'File', 'Edit', 'Share', 'View', 'Communicate', 'Participant', 'Event', and 'Help'. Below this is a 'Quick Start' section with tabs for 'Event Info' and 'Demographi...'. The main content area displays a seminar announcement: 'Today's seminar will begin shortly. National Assembly of State Arts Agencies KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY'. Below this, a large blue box contains instructions: 'Please complete your phone connection now: 1. Dial the toll free number: +1-855-797-9485 2. Enter the access code 666 838 172 on your phone keypad. Enter the pound (#) key after the access code. 3. Identify yourself. Please complete your connection following the system prompts to synchronize your phone line and web identity.' A red arrow points from the text 'Please complete your phone connection now:' to the 'Participants' tab in the right sidebar. The sidebar shows 'Participants (2)' with a list: 'Speaking: Panelists: 2 NASAA Staff (me) eric giles (Host) Attendees: 0 (0 displayed)'. At the bottom, there are icons for 'Chat' and 'Q&A'.

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Chat

Send to: Host

Select a participant in the Send to menu first, type chat message, and send...

Send

Q&A

Connected

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Randy Cohen

**Vice President of Research and Policy
Americans for the Arts**

Local Arts Agency Census

National Assembly of State Arts Agencies

Webinar

October 5, 2016

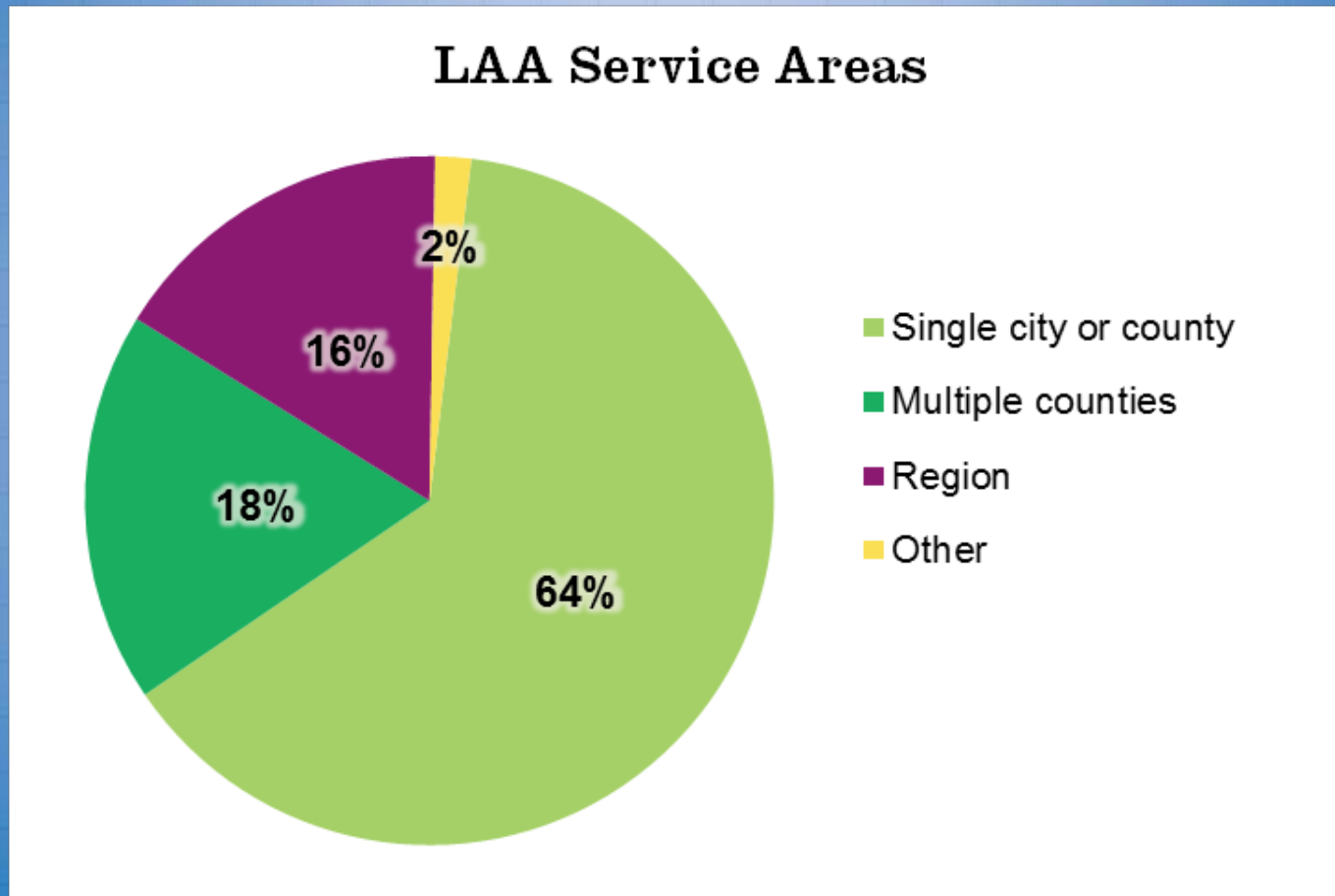
Randy Cohen
Americans for the Arts

@ArtsInfoGuy

By Any Name...Still a Local Arts Agency

- **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 Service Areas



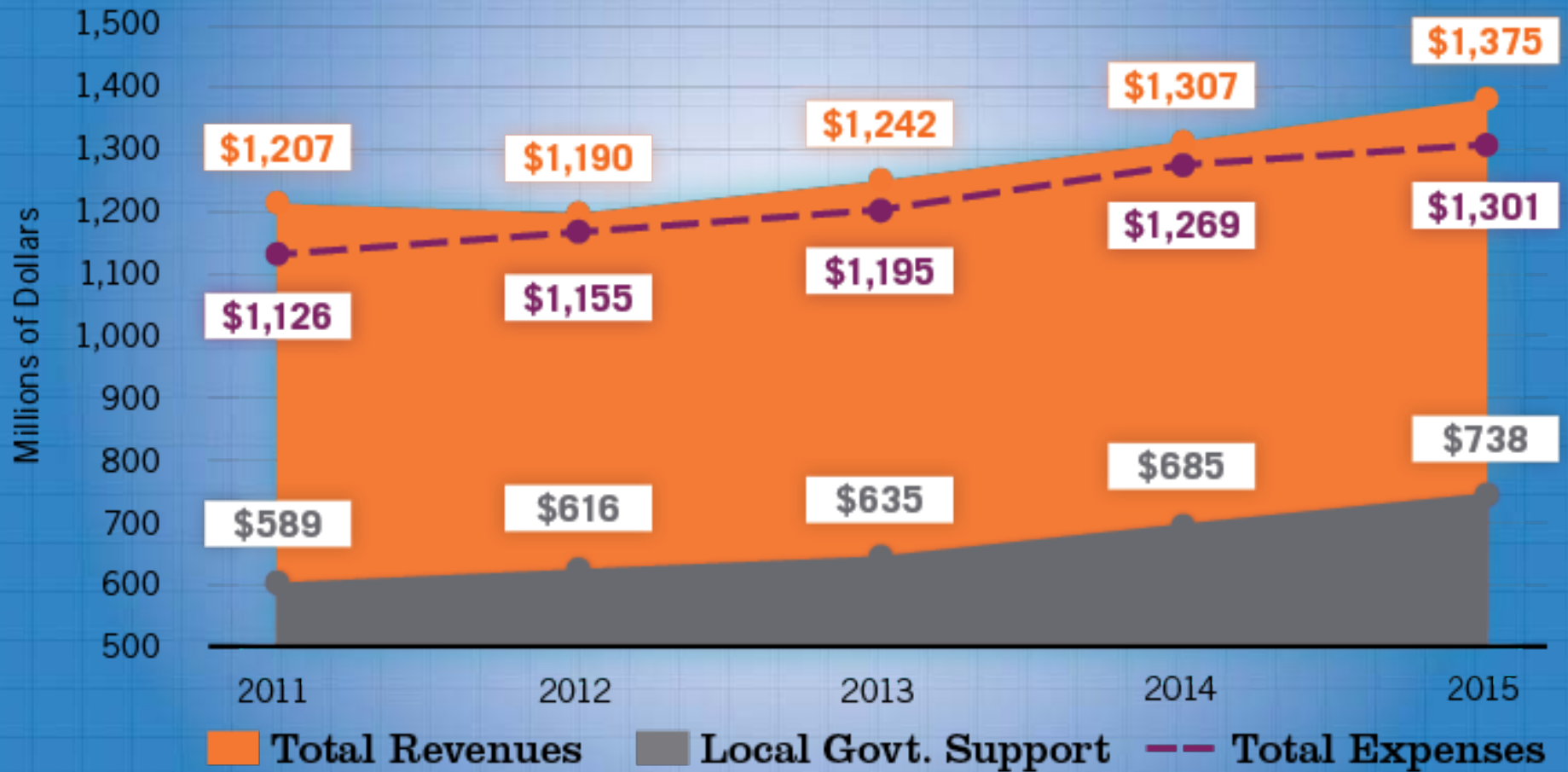
Location of Public LAAs

PUBLIC LAAS PARENT AGENCY/DEPARTMENT

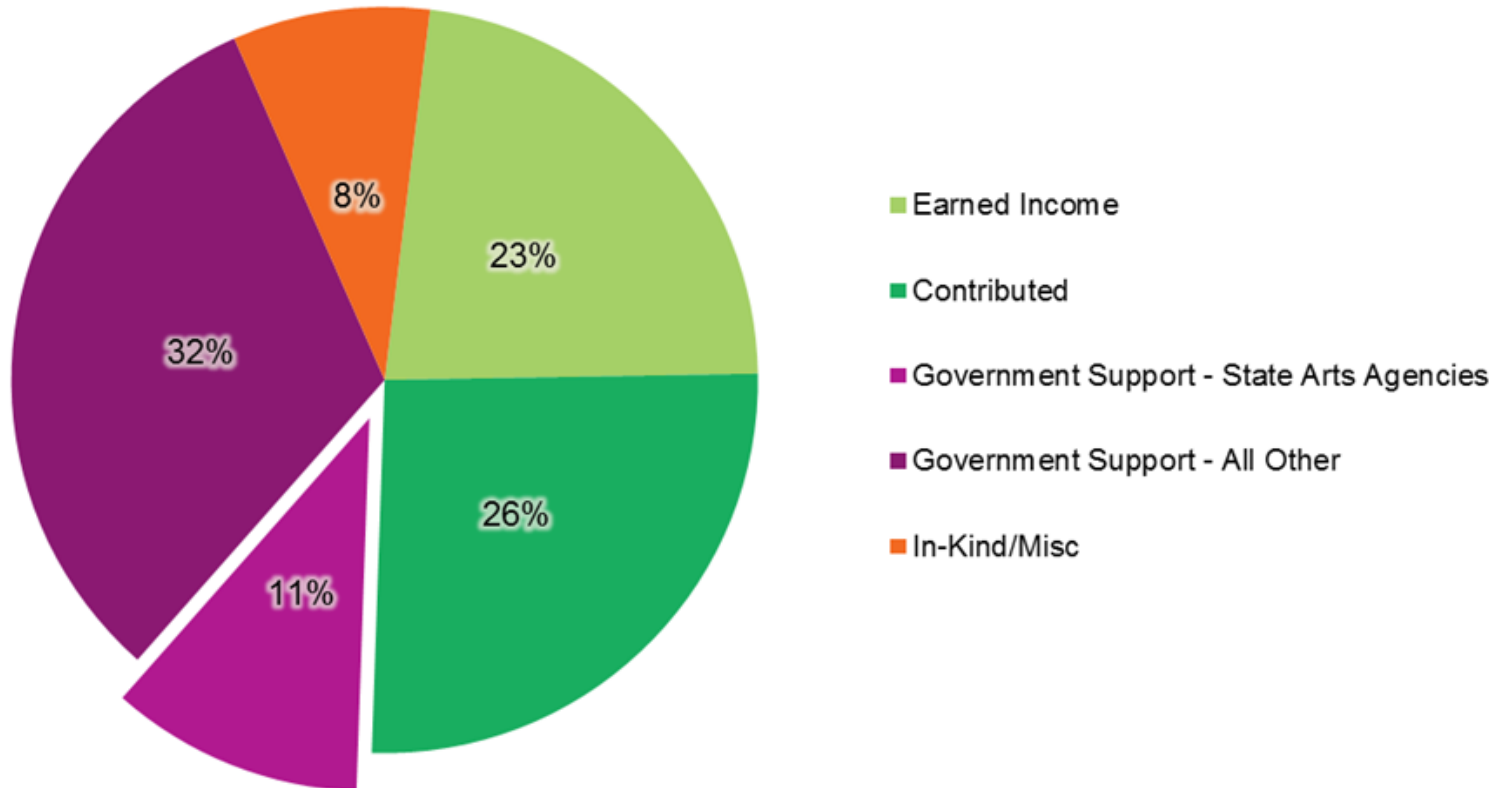
INDEPENDENT agency, department, division, program, or facility within the local government	25%
Parks & Recreation	21%
City/County Manager's Office	14%
Mayor's Office	9%
Economic Development	8%
Community Development	5%
Planning	3%
Tourism	2%
City/County Clerk (or similar)	1%
Other / not listed above	11%

Local Arts Agency Field Budgets 2011–2015

(Millions of Dollars)



Local Arts Agency Revenues



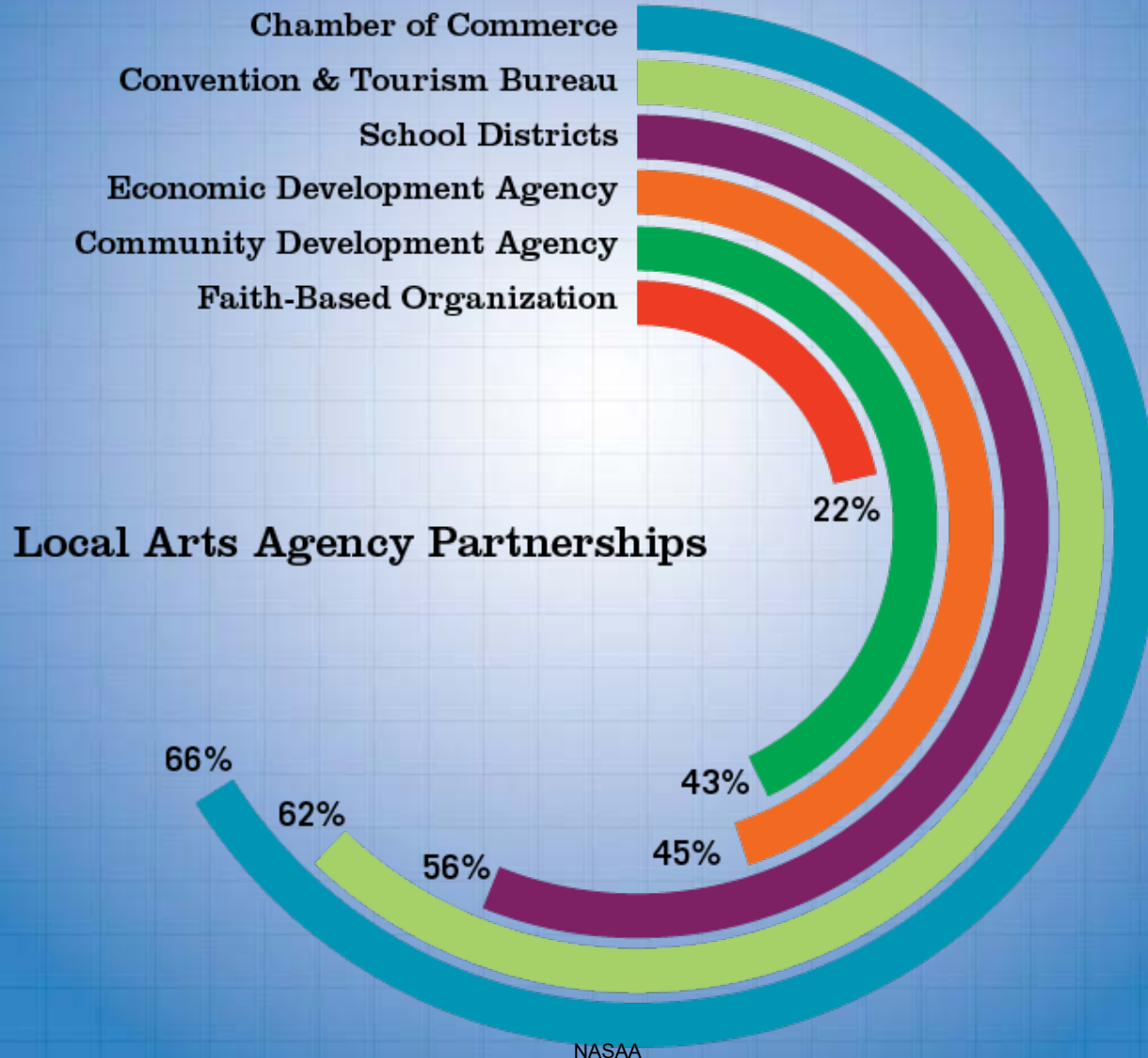
@ArtsInfoGuy

What LAAs Do in Their Community

Advocacy (& Policy)	100%
Facilities	59%
Funding (& Financing)	53%
Partnerships (& Planning)	92%
Programs (& Events)	78%
Services	95%

LAA Partnerships & Collaborations

92 percent have 1 76 percent have 3+



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”**

LAA Partnerships

PARTNER	ANY	TALK	MEET	WORK TOGETHER	FUND THEM	INTEGRATED THE ARTS
Chamber of Commerce	66%	51%	28%	34%	3%	16%
Libraries	62%	44%	23%	47%	14%	26%
LAAs in other cities/states	62%	55%	35%	27%	4%	10%
Convention & Tourism Bureau	62%	38%	35%	43%	3%	25%
Higher education	60%	40%	19%	48%	16%	22%
Museums	60%	39%	28%	36%	26%	18%
Schools	60%	37%	21%	53%	17%	21%
School districts	56%	41%	26%	52%	14%	24%
Historical societies	56%	51%	21%	33%	18%	11%
Parks and Recreation Department	55%	36%	33%	50%	14%	26%
Economic development agencies	45%	51%	30%	32%	1%	16%
Community education orgs	43%	42%	23%	42%	18%	19%
Community development agencies	43%	45%	26%	38%	7%	15%
Main Street Associations	41%	39%	34%	43%	12%	23%

Effective Case-Making for the Arts



28 Percent of LAAs Have Done Cultural Planning Within Past 5 Years.

Other Planning Includes...

PLANNING DOCUMENTS	INTEGRATED ARTS
Economic development plan	62%
Tourism plan	47%
Historic / preservation plan	39%
Neighborhood plan	29%
Business development/improvement plan	28%
Re-development plan	26%
Land use plan	20%
Marketing plan	19%
Urban plan	19%

53 Percent of LAAs are Grantmaker\$

- **49 percent fund arts organizations**
- **35 percent fund individual artists**
- **30 percent support both**
- **46 percent have a percent of budget funding limit**
- **49 percent fund operating support**

Community-Oriented Arts Funding: High Public Value

■ Favor

■ Oppose

Art in parks, downtowns, and public places

72%

14%

Returning military personnel, to aid in transition to civilian life

70%

12%

Beautify blighted or abandoned areas

69%

15%

Provide programs for the elderly

70%

14%

Promote pro-social behavior with at-risk youth

69%

14%

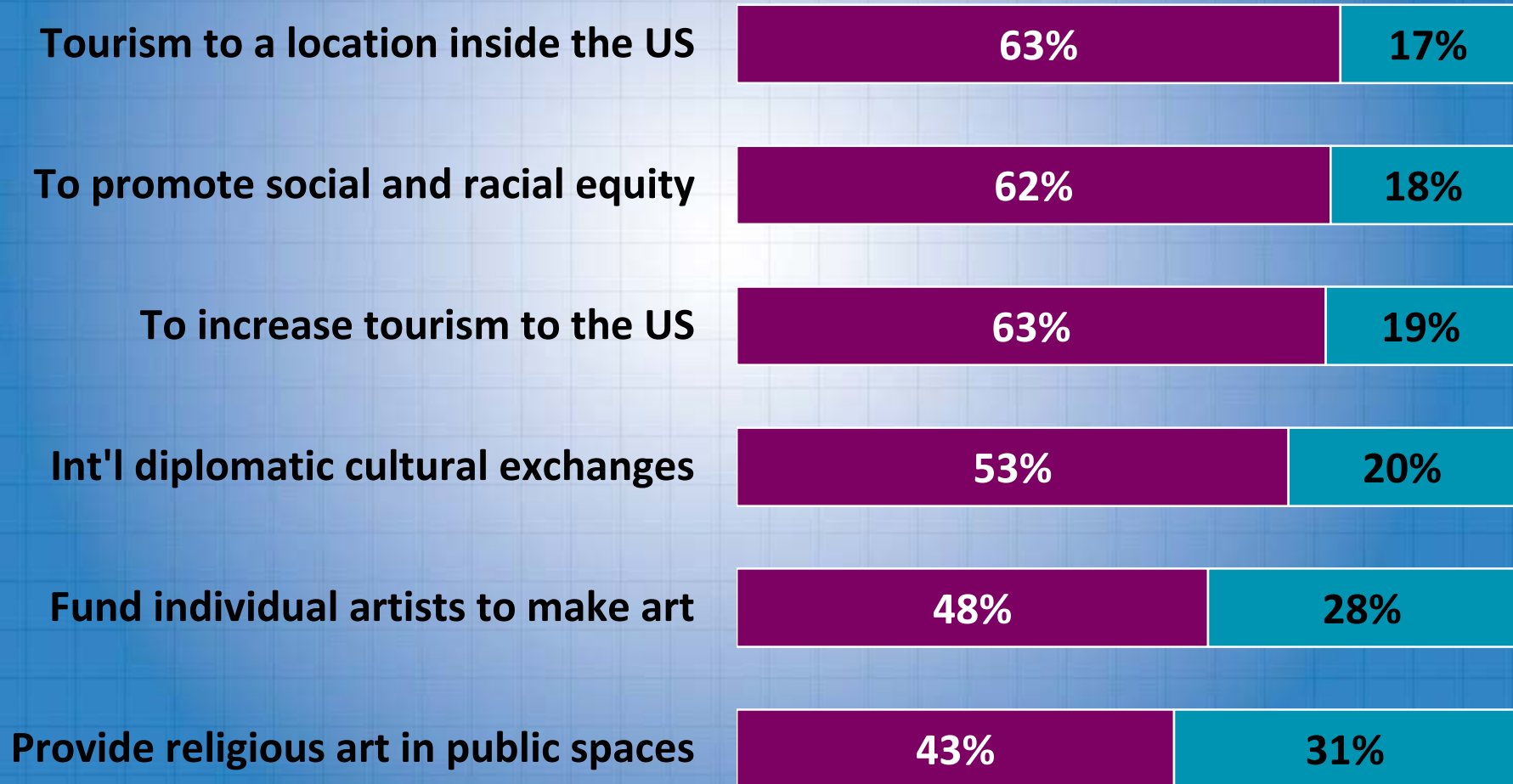
In hospitals and healthcare institutions

65%

17%

Community-Oriented Arts Funding: High Public Value

■ Favor ■ Oppose



78 Percent of LAAs Engage Their Community Through Arts Programing

Festivals . . . Public art . . . Performances in the parks

- Public LAAs are more likely than privates to fund programming (65 percent vs. 44 percent)
- Private LAAs ones are more likely to present programming (83 percent vs. 67 percent).
- 24 percent engage through “Gap Programming”



45 Percent of LAAs Have a Public Art Program (Parthenon...Said to Pre-Date Percent-for-Art Programs)



57 Percent of LAAs Address Community Development Issues

COMMUNITY DEVELOPMENT CATEGORY	ANY	OWN PROGRAMMING	GRANT OR CONTRACT
Tourism / community identity / branding	40%	86%	36%
Economic development	34%	86%	32%
Education	32%	81%	51%
Use of public space	29%	88%	39%
At-risk youth	28%	63%	60%
Cultural preservation	26%	68%	47%
Cultural or racial awareness	26%	67%	58%
Civic engagement	25%	79%	38%
Health, wellness, and medicine (mental)	16%	52%	63%
Aging	16%	54%	61%
Environmental issues	15%	64%	53%
Illiteracy / literacy	13%	54%	63%
Health, wellness, and medicine (physical)	11%	54%	60%
Local food movement	10%	66%	45%
Social equity	9%	61%	68%
Crime prevention / violence	8%	50%	70%
Homelessness	7%	27%	75%

89 Percent of LAAs are Involved in Arts Education

ARTS EDUCATION PROGRAMS AND SERVICES

Advocate on behalf of arts education	70%
Cultivate relationships with key decision makers	66%
Provide direct services (e.g., residencies, performances, field trips)	54%
Offer funding for direct services and/or partnerships with schools	45%
Unify community resources and/or create cross-sector partnerships	42%
Curate or host directories of arts organizations / artists	37%
Offer professional development for classroom teachers and/or school leaders	23%
Provide technical assistance and tool kits for school districts and arts organizations	19%
Provide training programs for artists to work in schools	12%

95 Percent of LAAs Provide Services that Support the Arts Ecosystem

To Artists	88%
To Arts Organizations	90%
General Public	85%
Business Community	63%

Just 1/3 of LAA Leaders Believe Their Organization is Diverse Enough . . .

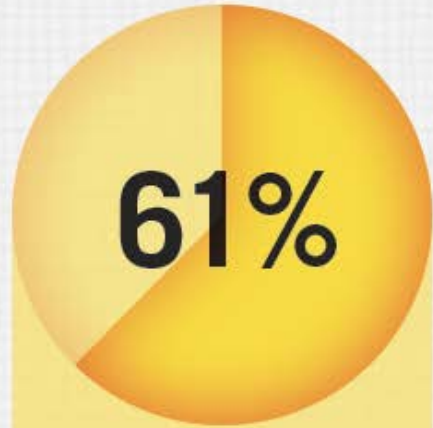
“MY LAA CURRENTLY HAS AN APPROPRIATE LEVEL OF DIVERSITY AMONG THE STAFF, BOARD, AND VOLUNTEERS.”

Level of Agreement	Percentage
Strongly Agree	12%
Somewhat Agree	23%
Neither Agree or Disagree (neutral)	26%
Somewhat Disagree	31%
Strongly Disagree	9%

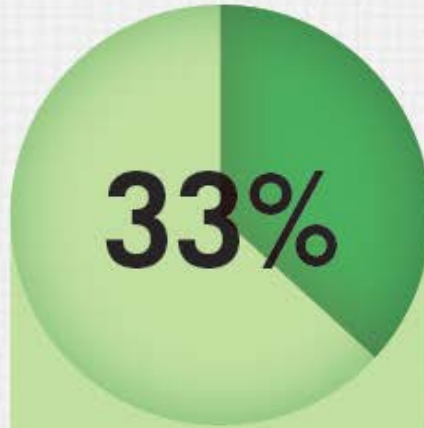
. . . and They're Right!

	White	Female	Over 44
Board	85%	59%	77%
Staff (paid & volunteer)	83%	74%	57%

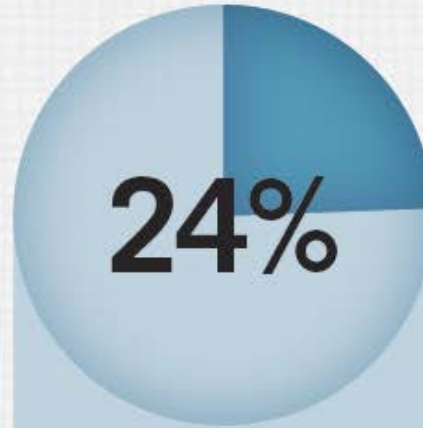
Diversity Programs & Policies



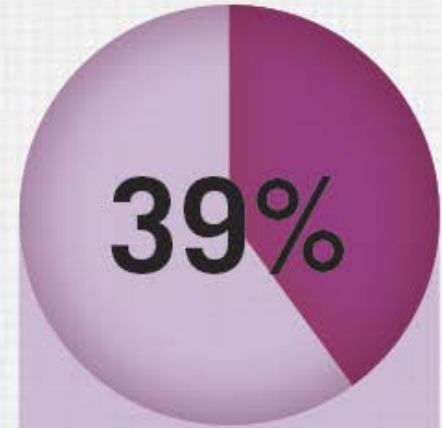
are increasing the diversity of the arts organizations and individuals they serve through their programs, funding, and partnerships.



have adopted diversity policies that guide program and funding decisions.



provide “gap programming,” targeting specific underrepresented segments of the community or filling an arts discipline void.



have policies to ensure diversity in the selection of their own board and staff.

Audience Questions

Use the Q&A function.

Thanks for participating!

Questions or comments about this session?
Contact NASAA Learning Services Manager Eric Giles:
eric.giles@nasaa-arts.org

Many thanks to NASAA's member states for making this session possible.