

## PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Arts  
**Activity:** Arts Grants and Administration  
**Objective:** 1 – By the year 2022, increase the audiences for LDOA sponsored events to 10 million people per year. Indicator  
**Name:** Number of people directly served by LDOA-supported programs and activities.  
**LaPAS PI Code:** 1309

1. **Type and Level:**  
Outcome – Key
2. **Rationale:**  
This indicator provides a direct measurement of the annual reach of our sponsored programs.
3. **Use:**  
See number 2 above.
4. **Clarity:**  
This indicator has previously been phrased slightly differently: “Audience for sponsored events.” The term “audience” here means one person attending one event. Accordingly, in this sense the total “audience” may, and usually does, exceed the total number of persons living in the State of Louisiana.
5. **Validity, Reliability and Accuracy:**  
Unaudited. While we do spot check attendance at sponsored events by having staff members attend a number of events, such spot-checking merely provides us with a general impression of the number of people in the audience. Accordingly, the reliability of these figures is a function of the reliability of the organizations that report their audience numbers to us. All grant agreements provide that our office, and the Legislative Auditor, may inspect all documentation the receiving organization compiles on each grant, for up to three years after the end of the grant agreement.
6. **Data Source, Collection and Reporting:**  
Cumulative compiling of written reports from the organizations receiving grants from us. This is done by Division of the Arts staff. Collection of data is ongoing, throughout the year. We compile the data at the end of each fiscal year.
7. **Calculation Methodology:** Simple math.
8. **Scope:** None.
9. **Caveats:**  
See number 5 above. Also, the number of people directly served by LDOA-sponsored events is dependent upon the marketing efforts of our partner organizations that actually present these events, as well as being dependent upon the general Louisiana economy.
10. **Responsible Person:**  
Cheryl Castille, Executive Director, Division of the Arts  
Phone: 225-342-8200; Fax: 225-219-9772; Email: [ccastille@crt.la.gov](mailto:ccastille@crt.la.gov)

## PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Arts  
**Activity:** Arts Grants and Administration  
**Objective:** 2 – By the year 2022, increase the number of nonprofit arts and community service organizations directly served by programs of the LDOA by 10% above the number served as of June 30, 2016.  
**Indicator Name:** Number of grants to organizations  
**LaPAS PI Code:** 6464

1. **Type and Level:**  
Output – Key
2. **Rationale:**  
This indicator reports the gross number of organizations in the state that receive grant support from LDOA.
3. **Use:**  
This indicator gauges how many organizations we support with grants.
4. **Clarity:**  
None.
5. **Validity, Reliability and Accuracy:**  
Unaudited. We maintain detailed written records and an electronic database of the grant support we provide to organizations.
6. **Data Source, Collection and Reporting:**  
Manual count of organizations receiving grant support.
7. **Calculation Methodology:**  
Manual count; Simple math.
8. **Scope:**  
Numbers can be studied by region, type of organization or individual, etc.
9. **Caveats:**  
None.
10. **Responsible Person:**  
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## PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Arts  
**Activity:** Arts Grants and Administration  
**Objective:** 3 – By the year 2022, increase the number of artists directly served by programs of the LDOA by 10% above the number served as of June 30, 2016.  
**Indicator Name:** Number of grants to artists.  
**LaPAS PI Code:** 6465

1. **Type and Level:**  
Output – Key
2. **Rationale:**  
Indicates absolute number of artists to whom we provide financial support annually in the form of grants. This indicates the amount of our reach to those members of our constituency who are professional artists, one of the components of our stated mission.
3. **Use:**  
See number 2 above.
4. **Clarity:**  
None.
5. **Validity, Reliability and Accuracy:**  
Unaudited. This is tracked by detailed written records maintained in our office, and by an electronic database we also maintain. The Executive Director reviews this number personally.
6. **Data Source, Collection and Reporting:**  
We compile this data in our office. We report it to, among others, the Louisiana State Arts Council, a citizens group appointed by the Governor to oversee policy in the LDOA.
7. **Calculation Methodology:**  
Manual count.
8. **Scope:**  
None.
9. **Caveats:**  
Budget fluctuations have a direct impact on the functioning of this program. Budgetary constraints in recent years have slowly, but steadily, eroded the level of state dollars appropriated to this program. The number of grants also varies from year to year due to varying levels of applications from artists, and due to the varying levels of viable applications from those artists who do apply.
10. **Responsible Person:**  
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## PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Arts  
**Activity:** Cultural Economy Initiative  
**Objective:** 4 – By the year 2022, grow hubs of cultural activity by incentivizing art sales, building rehabilitations, and increasing new businesses in cultural districts.  
**Indicator Name:** Net new businesses in cultural districts.  
**LaPAS PI Code:** 25418

1. **Type and Level:**  
Outcome – Key
2. **Rationale:**  
The number of new businesses in Louisiana’s cultural districts gives us an indication of our ability to increase production capacity and develop new markets for cultural products. The cultural economy employs an estimated 171,486 people in Louisiana making it approximately 7% of the workforce in the state of Louisiana. Through the Cultural Economy objective, OCD provides professional development, development of cultural policy in partnership with local governments, workforce training, career and small business development, market research and crucial tax incentives.
3. **Use:**  
To inform management decision-making about resource allocation; and see number 2 above.
4. **Clarity:**  
Not applicable
5. **Validity, Reliability and Accuracy:**  
Unaudited. Absolute count.
6. **Data Source, Collection and Reporting:**  
Annual business reports provided by local governing authorities for cultural districts.
7. **Calculation Methodology:**  
Addition
8. **Scope:**  
Not applicable
9. **Caveats:**  
Economic fluctuations
10. **Responsible Person:**  
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## PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Arts  
**Activity:** Cultural Economy Initiative  
**Objective:** 4 – By the year 2022, grow hubs of cultural activity by incentivizing art sales, building rehabilitations, and increasing new businesses in cultural districts.  
**Indicator Name:** Number of people attending cultural events in cultural districts.  
**LaPAS PI Code:** 25419

1. **Type and Level:**  
Outcome – Key
2. **Rationale:**  
The number of new businesses in Louisiana’s cultural districts gives us an indication of our ability to increase production capacity and develop new markets for cultural products. The cultural economy employs an estimated 171,486 people in Louisiana making it approximately 7% of the workforce in the state of Louisiana. Through the Cultural Economy objective, OCD provides professional development, development of cultural policy in partnership with local governments, workforce training, career and small business development, market research and crucial tax incentives.
3. **Use:**  
To inform management decision-making about resource allocation; and see number 2 above.
4. **Clarity:**  
Not applicable
5. **Validity, Reliability and Accuracy:**  
Unaudited. Absolute count.
6. **Data Source, Collection and Reporting:**  
Annual event reports provided by local governing authorities for cultural districts.
7. **Calculation Methodology:**  
Addition
8. **Scope:**  
Not applicable
9. **Caveats:**  
Economic fluctuations
10. **Responsible Person:**  
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## PERFORMANCE INDICATOR DOCUMENTATION

**Program:** Arts  
**Activity:** Cultural Economy Initiative  
**Objective:** 4 – By the year 2022, grow hubs of cultural activity by incentivizing art sales, building rehabilitations, and increasing new businesses in cultural districts.  
**Indicator Name:** Dollar amount of original art sales in cultural districts.  
**LaPAS PI Code:** 25159

1. **Type and Level:**  
Outcome– General.
2. **Rationale:**  
The number of new businesses in Louisiana’s cultural districts gives us an indication of our ability to increase production capacity and develop new markets for cultural products. The cultural economy employs an estimated 171,486 people in Louisiana making it approximately 7% of the workforce in the state of Louisiana. Through the Cultural Economy objective, OCD provides professional development, development of cultural policy in partnership with local governments, workforce training, career and small business development, market research and crucial tax incentives.
3. **Use:**  
To inform management decision-making about resource allocation; and see number 2 above.
4. **Clarity:**  
Not applicable
5. **Validity, Reliability and Accuracy:**  
Unaudited. Absolute count.
6. **Data Source, Collection and Reporting:**  
Annual event reports provided by local governing authorities for cultural districts.
7. **Calculation Methodology:**  
Addition
8. **Scope:**  
Not applicable
9. **Caveats:**  
Economic fluctuations
10. **Responsible Person:**  
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