

ICPSR 36984

## **Local Arts Index (LAI), 2009-2015 [United States]**

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P.I. Documentation

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## Local Arts Index: Narrative history and methodology

# NARRATIVE HISTORY

The Local Arts Index (LAI) was developed and administered from 2011 to 2017 by [Americans for the Arts](#) (AFTA). From 2010 to 2016, AFTA published a National Arts Index (NAI), a time-series measure of the vitality of arts and culture in the U.S. NAI's main features included 1) a summary score made from aggregating 81 individual indicators of arts finance, capacity, participation, and competitiveness, and 2) considerable detail on each of the indicators including its origin and an interpretation of its multi-year trend. The NAI reports are approximately 150 pages and are available from AFTA.

The initial publication of NAI in 2010 highlighted AFTA's interests in measurement of arts vitality. While NAI told a national story, AFTA's local arts agency constituents asked AFTA to apply the same kind of analysis at the local level. In 2011, AFTA received funding from the Kresge Foundation to continue the NAI as well as develop and disseminate a community-level Local Arts Index.

LAI had two data-gathering operations:

1. Primary data on local arts activities, which was gathered in the summer of 2011 by local arts agencies in 100 communities. Those data and associated reports were shared only within the group of participants and are not part of the available data sets on NADAC.
2. Secondary data, the data set hosted by NADAC, came from the same kinds of sources that had provided data for NAI: government bureaus, private research organizations, academic centers, and commercial database providers. Data were gathered for a county level of analysis, and were restricted to those with a FIPS code for the relevant county. Data were not coded for municipal or MSA analysis.

The principal means of disseminating the data was via the LAI web site, [www.artsindexArtsIndexUSA.org/where-I-live](http://www.artsindexArtsIndexUSA.org/where-I-live), which offered visitors the chance to see all indicators available for up to four counties at a time. From its inception in 2012 through summer 2017, the web site had 25,000 page views (22,000 unique). Figure 1 below shows the site interface with categories suggested by the Community Arts Vitality Model.

SHARE THESE RESULTS ON TWITTER

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<div style="display: flex; justify-content: space-between; align-items: center;"> <span>Arts Indicators</span> <div> <div style="background-color: #008080; color: white; padding: 2px 5px; border-radius: 3px;">  PRINT THESE RESULTS         </div> <div style="display: flex; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px;">Select state ▼</div> <div style="border: 1px solid #ccc; padding: 2px;">Select state ▼</div> <div style="border: 1px solid #ccc; padding: 2px;">Select state ▼</div> <div style="border: 1px solid #ccc; padding: 2px;">Select state ▼</div> </div> <div style="display: flex; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px;">Select county ▼</div> <div style="border: 1px solid #ccc; padding: 2px;">Select county ▼</div> <div style="border: 1px solid #ccc; padding: 2px;">Select county ▼</div> <div style="border: 1px solid #ccc; padding: 2px;">Select county ▼</div> </div> </div> </div>
Arts Activity
▶ Cultural Participation
▶ Cultural Programming
Resources and Capacity
▶ Consumer Expenditures
▶ Nonprofit Arts Revenues
▶ Government Support
▶ Local Connection to National Organizations
▶ Artists and Arts Businesses
▶ Arts Nonprofits
Competitiveness
▶ Establishments, Employees and Payroll
▶ Support of the Arts
Local Cultural Character
▶ Institutional and Entrepreneurial Arts
▶ Local and Global Representation
▶ Professional Arts Training

*1 Categories for LAI data*

Data were gathered between 2011 and 2015. Three unique sets of data were added to the LAI site. The site was introduced in March 2012, with the first update in March 2013, and the final set in March 2015. The updates included new indicators, additional years' data on continuing indicators, and adjustment or removal of some. After the 2015 update, 122 indicators were available in the public four-column format. Data for these 122 indicators were transferred to NADAC

Figure 2 shows data for some indicators for the capital counties of four states (Ohio, Pennsylvania, New York, and Indiana):



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Arts Indicators				
<div>  PRINT THESE RESULTS         </div> <div> <div>OH</div> <div>PA</div> <div>NY</div> <div>IN</div> </div> <div> <div>Franklin Coun</div> <div>Dauphin Coun</div> <div>Albany County</div> <div>Marion County</div> </div>				
Arts Activity				
▶ Cultural Participation				
▶ Cultural Programming				
<u>Total nonprofit arts expenditures per capita, 2009</u>	\$288.12	\$170.50	\$115.31	\$275.12
<u>Total nonprofit arts expenditures per capita, 2010</u>	\$101.19	\$168.40	\$118.66	\$249.44
<u>Total nonprofit arts expenditures per capita, 2012</u>	\$257.68	\$135.99	\$102.39	\$257.92
Resources and Capacity				
▶ Consumer Expenditures				
<u>Estimated expenditure on admission fees per capita, 2015</u>	\$29.33	\$27.82	\$32.92	\$24.25
<u>Estimated expenditures on recorded media per capita, 2015</u>	\$66.89	\$51.74	\$61.59	\$58.34
<u>Estimated expenditures on musical instruments per capita, 2015</u>	\$13.86	\$12.16	\$15.55	\$10.92
<u>Estimated expenditures on photo equipment per capita, 2015</u>	\$63.20	\$53.03	\$59.69	\$55.06
<u>Estimated expenditures on reading material per capita, 2015</u>	\$213.46	\$217.50	\$257.41	\$173.30
<u>Total estimated selected expenditures per capita, 2015</u>	\$386.74	\$362.24	\$427.16	\$321.88
▼ Nonprofit Arts Revenues				
▶ Government Support				
▶ Local Connection to National Organizations				
▼ Artists and Arts Businesses				

2 Selected LAI data for four counties

## Notes and background about specific data:

Some indicators were better suited for trend analysis than others, especially those that came from long-running data sets with consistent year-to-year methodology. Most government and nonprofit organization data had these characteristics. Other data sets, however, needed adjustments. For example, data for indicators estimating per capita expenditure on various arts activities and/or products were obtained from Claritas Nielsen. Because they use new econometric modeling each year, Claritas Nielsen advises against using those data for longitudinal analysis. So, each year that recent Claritas data was added, old data was removed.

We obtained data from Scarborough Research on the share of adults in a county participating in various cultural activities. These data were longitudinal, and each wave applied the most updated data. In the last wave, six years of Scarborough data were available (2009-2014). To increase the number of counties that could be reliably represented, Scarborough researchers recommended compressing multiple years of data, thus increasing sample sizes, and enabling

more counties to be included in the analysis. Thus, there are just two sets of Scarborough data. The first is a three-year average of 2009-2011, and the second is for 2012-2014.

Each indicator has an eight-character name. All the data in the NADAC set begin with the letter "S," meaning they are secondary data.

Each indicator on the LAI web site was linked to a 200-max word description of its provenance and interpretation. These were modified slightly each year if they were updated and to ensure relevance. To facilitate interpretation by users in diverse counties, each indicator's description included the national average for every county measured, and the value of that indicator in the median county. The last versions of these descriptions are included in the data made available through NADAC.

AFTA determined in 2015 that it would not continue updating the LAI data set, but maintained the LAI web site for a period of time. The data set was conveyed to NADAC in summer 2017 to maintain public access.

The co-authors of NAI were research director Roland J. Kushner, Muhlenberg College business professor, and Randy Cohen, AFTA vice president for research and policy. Kushner and Randy Cohen collaborated again for LAI, and were joined in the LAI team by Martin Cohen, a principal in the [Cultural Planning Group](#) who acted as project manager. We had tremendous help from a number of Muhlenberg College students over the course of the project.

The balance of this document is the last "FAQ" section from the LAI web site. It has additional details about the methodology and the overall LAI development process.

Rjk August 2017

# Frequently Asked Questions

## Why an Index? What's Treasured is Measured

If something is important and vital, we want to know how much of it there is and how it is changing. We want to measure it and track it over time, as people do with their weight and income. The arts are a fundamental component of a healthy society, based on virtues that touch the individual, community, and the nation—benefits that persist even in difficult social and economic times:

- Aesthetics: The arts create beauty and preserve it as part of culture
- Creativity: The arts encourage creativity, a critical skill in a dynamic world
- Expression: Artistic work lets us communicate our interests and visions
- Identity: Arts goods, services, and experiences help define our culture
- Innovation: The arts are sources of new ideas, futures, concepts, and connections
- Preservation: Arts and culture keep our collective memories intact
- Prosperity: The arts create millions of jobs and enhance economic health
- Skills: Arts aptitudes and techniques are needed in all sectors of society and work
- Social Capital: We enjoy the arts together, across races, generations, and places

For these reasons, it is important to understand how the arts thrive and remain healthy, enabling them to deliver these valuable benefits. It is this health and ability to sustain itself over time that we refer to as the “vitality” of arts and culture. The Arts Index project has two main programs for measuring arts vitality: The National Arts Index and the Local Arts Index. These web pages mainly concern the Local Arts Index, while the National Arts Index is available via the link at the very top of this page.

## Why a Local Arts Index?

In January 2010 Americans for the Arts launched the National Arts Index (NAI), an annual measure of the health and vitality of arts and culture in the U.S. In 2014, the fifth annual National Arts Index report was published. The National Arts Index has provided a compelling and evidence-based look at key issues affecting the industry, such as the growing number of artists and arts organizations, changing audience demand, the impact of technology, and personal participation, the impact of the Great Recession, and growing demand for arts education by college-bound high school seniors.

The National Arts Index tells a broad national story about the whole U.S. Yet, we know instinctively that, while the national picture paints a single “broad-brush” story, our American communities are extremely diverse and need their own story told in a unique “small-brush” way.

A more complete picture has to come from studying the arts and culture at the local level, not just as one national measure. A local arts index that tells the story of a community and places it in a larger national context has significant value and serve as a complement to the national index. When the NAI was released many communities expressed interest in “scaling-down” the index to the level of their community. The Local Arts Index was developed in response to that interest and to the growing demand for comparative information on arts at the community level.

Local arts agencies, advocates, and cultural leaders regularly seek information and a context to understand the impact of arts and culture on their community. The Local Arts Index (LAI) measurement focus is on the breadth, depth and character of the cultural life of a community. It relates arts and culture to broader community priorities and aspirations that range from economic development and revitalization to youth and education, and health and well-being concerns. The LAI can serve as a tool to frame questions about the roles or arts and culture in pursuing these priorities and aspirations. An added benefit is showing where a community stands relative to national norms.

### — How do I use the Local Arts Index?

There are many potential applications for the Local Arts Index. One is to paint an overall picture towards an understanding of the health and character of the cultural life of a community.

- What is the distinctive nature of our cultural assets?
- How much arts and culture activity is there in our community?
- What are the resources that support them?
- How do arts and culture compete in each local community?

The index can be a point of reference for understanding how one community stands in relation to like communities. Index scores are not a judgment, only a set of facts that can be used in each community pursuing its own local priorities.

### — Arts Indicators

The difficulty faced by most individuals – even those within the arts – is synthesizing many sets of data into a concise, cogent portrayal of the arts. Indicators (from the Latin *indicare* – meaning to announce, show, or point out) are statistical measures that, quite simply, help people understand how things change over time (outputs, opinions, operations). Indicators are not one-time snapshots of current conditions. Rather, they are a systematic data collection initiative that is conducted regularly over time.



An arts indicator is a statistical measure created for the purpose of tracking a value or condition related to the arts. The Local Arts Index compresses many arts indicators into one number that is calculated the same way and at regular time intervals – making it easy to compare performance between time periods.

There are many benefits and uses of these indicators. When reviewing the indicators and comparisons on the “Where I Live” tab, consider the following benefits and possible ways to utilize these indicators:

- **Communications:** Indicators represent a language that is well understood and respected by community leaders. They transform complex information into communication tools that can be readily understood by policy makers and the public.
- **Evaluation:** Indicators enable decision makers to assess progress toward explicitly stated values and goals. Longitudinal data is a marker for results-based accountability, performance standards, and other statistical tracking endeavors.
- **Policy Development:** Reliable trend data play an important role in informing policy makers about community needs and contributing to improved programs.
- **A Foundation for Decision Making:** A solid foundation of awareness about trends can give decision makers the confidence to take next steps and set goals. Indicators can provide early warnings—scanning the environment for emerging opportunities and crises (e.g., budget deficits vs. surpluses).
- **Community Dialogue:** Some people simply like to be informed about the state of their community and how and why it’s changing. Indicators provide a common currency of language among funders, policy makers, and industry professionals. They improve the quality of the public dialogue about the arts and culture by providing understandable quantitative components to what is often a visceral discussion.
- **Planning and Forecasting:** Access to consecutive years of data about one or more specific areas make it easier to forecast the future path of activity in that area.
- **Building Partnerships:** Developing indicators collaboratively can provide arts leaders with a better understanding of the values that drive the community—and how to incorporate the arts into that value system. Indicators help non-arts leaders better understand the value of the arts as a core element of their community which in turn can lead them to become more effective advocates for public support and better partners.

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### How can I find out more about Creative Businesses?

Americans for the Arts publishes [Creative Industries](#) and [Arts and Economic Prosperity](#) reports that also highlight the arts in American communities. Nationally, 703,000 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people. This represents 3.9 percent of all U.S. businesses and 1.9 percent of all U.S. employees. Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 7,500

state legislative districts, and all 3,143 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at [www.AmericansForTheArts.org/CreativeIndustries](http://www.AmericansForTheArts.org/CreativeIndustries). All of Americans for the Arts research projects are available for view at <http://www.americansforthearts.org/research>.

## Funding for the Local Arts Index

Americans for the Arts wishes to express its gratitude to the following organizations that were key in supporting the research, development and launch of the Local Arts Index. These organizations provided critical resources to engage the 100+ local partners across the country in designing, modeling and testing the Local Arts Index as well as a research and technology team.

### Special Thanks:

- **The Kresge Foundation**

Additional support was provided by:

- **The Paul Allen G. Family Foundation**
- **The Rhode Island Foundation**
- **The Morris & Gwendolyn Cafritz Foundation**

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## THANK YOU TO OUR LOCAL PARTNERS IN DEVELOPING THE LOCAL ARTS INDEX

We thank the following partners who participated in the pilot of the Local Arts Index. They have provided their insight and thoughts into development of the LAI and have been instrumental in gathering primary data in their communities in the initial phase of the project.

- Anchorage Opera, Anchorage, AK
- Tucson Pima Arts Council, Tucson, AZ
- Sacramento Metropolitan Arts Commission, Sacramento, CA
- City of San Diego Commission for Arts and Culture, San Diego, CA
- Arts Council of Silicone Valley, San Jose, CA

- Community Development Department – City of Ventura, Ventura, CA
- Pikes Peak Area Arts Council, Colorado Springs, CO
- Colorado Business Committee for the Arts, Denver, CO
- Parker Arts, Culture and Events Center, Parker, CO
- Cultural Services Department, Loveland, CO
- Art on the Corner, Downtown Partnership, Grand Junction, CO
- Wildethyme Art, Monte Vista, CO
- Greater Hartford Arts Council, Inc., Hartford, CT
- Arts Council of Greater New Haven, New Haven, CT
- Cultural Alliance of Greater Washington, Washington, DC
- Gainesville Association for the Creative Arts, Gainesville, FL
- Broward County Cultural Division, Ft. Lauderdale, FL
- Hernando County Fine Arts Council, Brooksville, FL
- City of Tampa, Tampa, FL
- United Arts of Central Florida, Orlando, FL
- Miami-Dade County Department of Cultural Affairs, Miami, FL
- Palm Beach County Cultural Council, Palm Beach, FL
- Cultural Arts Association of Walton County, Inc., Santa Rosa, FL
- City of Savannah Department of Cultural Affairs, Savannah, GA
- Cultural Arts Council of Douglasville/Douglas County, Douglasville, GA
- City of Atlanta Office of Cultural Affairs, Atlanta, GA
- East Hawai'i Cultural Council, Hilo, HI
- City of Dubuque, Iowa, Dubuque, IA
- City of Boise, Department of Arts & History, Boise, ID
- Arts Alliance Illinois, Chicago, IL
- Rockford Area Arts Council, Rockford, IL
- Arts United of Greater Fort Wayne, Fort Wayne, IN
- Columbus Area Arts Council, Columbus, IN
- Arts Place, Inc., Portland, IN
- Arts Council of Indianapolis, Indianapolis, IN
- Tippecanoe Arts Federation, Lafayette, IN
- Johnson County Arts Council, Johnson County, KS
- Manhattan Arts Center, Manhattan, KS
- City of Wichita Arts and Cultural Services, Wichita, KS
- Arts Council of New Orleans, New Orleans, LA
- City of Slidell Department of Cultural & Public Affairs, Slidell, LA
- Baltimore Office of Promotion and The Arts, Baltimore, MD
- Frederick Arts Council, Frederick, MD
- Arts and Humanities Council of Montgomery County, Silver Spring, MD
- Prince George's Arts Council, Hyattsville, MD
- Tibbits Opera Foundation & Arts Council, Inc., Coldwater, MI

- The Art Center aka Anton Art Center, Mount Clemens, MI
- Farmington Hills Cultural Arts Division, Farmington Hills, MI
- Lexington Arts Council, Inc., Lexington, MI
- Cultural Alliance of Southeast Michigan, Detroit, MI
- Metropolitan Regional Arts Council, St. Paul, MN
- United Arts of Central Minnesota, St. Cloud, MN
- Allied Arts Council of St. Joseph, Inc., St. Joseph, MO
- Springfield Regional Arts Council, Springfield, MO
- Arts Council of Metropolitan Kansas City, Kansas City, MO
- St. Louis Regional Arts Commission, St. Louis, MO
- Arts Council of Big Sky, Big Sky, MT
- Missoula Cultural Council, Missoula, MT
- Durham Arts Council, Durham, NC
- Arts & Science Council of Charlotte-Mecklenburg Inc., Charlotte, NC
- City of Raleigh Arts Commission, Raleigh, NC
- United Arts Council of Raleigh and Wake County, Raleigh, NC
- Arts Alliance of Northern New Hampshire, Wonalancet, NH
- Montclair Arts Council, Montclair, NJ
- Monmouth County Arts Council, Red Bank, NJ
- Creative Albuquerque, Albuquerque, NM
- CNYCAC, dba Stanley Center for the Arts, Utica, NY
- Community Arts Partnership of Tompkins County, Ithaca, NY
- Arts Westchester, White Plains, NY
- Arts Wave, Cincinnati, OH
- Arts Commission of Greater Toledo, Toledo, OH
- Portsmouth Area Arts Council, Portsmouth, OH
- The Arts and Humanities Council of Tulsa, Tulsa, OK
- Clackamas County Arts Alliance, Oregon City, OR
- Regional Arts & Culture Council, Portland, OR
- Greater Pittsburgh Arts Council, Pittsburgh, PA
- Jump Street, Harrisburg, PA
- ArtsErie, Erie, PA
- Lehigh Valley Arts Council, Allentown, PA
- City of Philadelphia – Office of Arts, Culture and the Creative Economy, Philadelphia, PA
- The Cultural Alliance, York, PA
- City of Providence, Dept. of Art, Culture + Tourism, Providence, RI
- The Charleston Regional Alliance for the Arts, Charleston, SC
- Cultural Council of Richland and Lexington counties, Columbia, SC
- The Arts Partnership of Greater Spartanburg, Spartanburg, SC
- Arts Council of York County, Rock Hill, SC
- Arts & Business Council of Greater Nashville, Nashville, TN

- Allied Arts of Greater Chattanooga, Chattanooga, TN
- ArtsMemphis, Memphis, TN
- Cultural Arts Division – City of Kingsport, Kingsport, TN
- City of Dallas Office of Cultural Affairs, Dallas, TX
- Greater Denton Arts Council, Denton, TX
- Museums and Cultural Affairs Department (MCAD), El Paso, TX
- Houston Arts Alliance, Houston, TX
- Arts Council of Fort Worth & Tarrant County, Fort Worth, TX
- City of Austin Cultural Arts Division, Austin, TX
- Salt Lake City Arts Council, Salt Lake City, UT
- Alexandria Office of the Arts, Alexandria, VA
- Arlington Cultural Affairs, Arlington, VA
- Fairfax Arts Council, Fairfax, VA
- The Cultural Arts Center at Glen Allen, Glen Allen, VA
- Cultural Alliance of Greater Hampton Roads, Norfolk, VA
- Seattle Office of Arts & Cultural Affairs, Seattle, WA
- Spokane Arts Commission (City of Spokane), Spokane, WA

## Methodology and Appendices

The data on these pages were assembled as part of the Local Arts Index project of Americans for the Arts. The web pages are one of the main project outcomes. The data in these web pages were obtained only from secondary sources in government and the private sector. This section describes how the Local Arts Index was put together, including: prior helpful studies and models, using the county as unit of analysis, how data series were aggregated to the county level, comments on the nature of the data series, other helpful literature, and information on the research team.

## SOME BASICS

- We use the county as our unit of analysis. The 2010 Census lists 3,143 counties or equivalents in the 50 states plus the District of Columbia.
- To measure a wide range of local arts and culture activity, we have gathered several hundred micro-level, specific measures of arts activity, resources, participation, and character, from which we produced a smaller number of useful county-level indicators of arts and culture.
- We set each of the indicators in a conceptual framework, the Community Arts Vitality Model.

- The secondary data sources provide information for varying numbers of counties. Typically, there is ample data to describe urban counties, less for rural counties.
- Data on the web site has been updated every year since it was first presented in 2012. The most recent update was in spring 2015.
- The indicators span multiple years. Almost all are from 2011 or later, and a number are of more recent vintage: 2014 and 2015.

## BENCHMARKS, MODELS, AND INSPIRATION

We drew on numerous models. We brought some concepts from the National Arts Index, though with important differences, especially that while NAI was trying to measure one place across time, the Local Arts Index multiple places for the first time. Some reports that influenced our thinking include studies using the [Cultural Vitality Index](#), [County Health Rankings of the University of Wisconsin Population Health Institute](#), and other indicator projects listed at [Community Indicators Consortium](#). We looked especially closely at about 20 local area studies of creative industries, creative economies, and the like, looking for practical ways to measure the arts at the local level.

## “LOCAL” and “COUNTY”

This project was labeled the “LOCAL” Arts Index, and its strength is partly based on how well it measures every “locality” or place. One aspiration is to measure at the smallest level possible – the block, the neighborhood, the zip code ... but this is an easier goal to state than to achieve; the “local” frame of reference is different for every person. Typically, people think of themselves as living in towns, cities, and regions, and would prefer to see their activities recognized at that level. But there are many thousands of local cities and towns, and data describing many of these designated municipalities is uneven and/or not available for every place. By contrast, dozens of available data series, gathered by the federal government or national companies, provide useful information about the arts in American counties. So, we settled on the county as our unit of analysis. Every county has a unique Federal Information Processing System code that is its key in a variety of databases. Some county equivalents are cities in Virginia and other states, parishes in Louisiana, the District of Columbia, and large areas in Alaska. In total, there are 3,143 counties or equivalents that have their own FIPS code.

This total of 3,143 is the largest number of counties with a measure for every any indicator. In fact, most indicators were measured in fewer counties. Population distribution and density are uneven. Hundreds of counties are sparsely populated, with little systematic data collection there. More than 300 counties have fewer than 5,000 residents, and more than 900 counties fewer than 10,000. These (relatively small) populations make it hard to gather and/or report

data. Some government data is collected for every county, but are reported only at an aggregate level to avoid violating privacy and confidentiality about these smallest places. For commercial data companies, some markets are too small. These data gap problems are not unique to arts and culture reports by any means.

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## LOCAL ARTS INDEX DATA

We obtained secondary data from more than 25 different sources. While some of these data sources are publicly available, many are proprietary and were made available to Americans for the Arts specifically for use in this project.

- Federal government (Bureau of Labor Statistics, Institute for Museum and Library Science, National Endowment for the Arts, Bureau of the Census, Internal Revenue Service, National Parks Service, National Center for Education Statistics, Bureau of Economic Analysis)
  - Private membership organizations, professional societies, and trade groups
    - American Association for State and Local History
    - Americans for the Arts
    - Association of American Museums
    - Chorus America
    - Educational Theatre Association
    - League of American Orchestras
    - League of Historic American Theatres
    - National Art Education Association
    - National Association for Music Education (formerly Music Educators National Conference)
    - National Dance Educators Organization
    - National Guild of Community Schools of the Arts
    - National Office for Arts Accreditation
    - Opera America
    - Theatre Communications Group
  - Research institutions:
    - National Assembly of State Arts Agencies
    - National Center for Charitable Statistics at the Urban Institute
  - Commercial data providers
    - Claritas-Nielsen
    - Scarborough Research
    - Dun & Bradstreet
-

## CRITERIA FOR LAI DATA

As in the National Arts Index project, we used some evaluation criteria to determine whether we could use a particular data point. The relevant criteria for the Local Arts Index are:

1. The indicator has at its core a meaningful measurement of arts and culture activity
2. The data are measured at the county level
3. The data are produced annually by a reputable organization
4. The data are statistically valid, even if based on sample
5. We expect that future years of data will be available for use in the Index
6. The data are affordable within project budget constraints

## AGGREGATING ZIP-CODED DATA INTO COUNTIES

Many secondary data sources have provided data based on FIPS codes. Others were provided based on postal zip codes. We used a commercial product that associates each zip code with one county. This technique, while not uncommon in national studies that use zip code data, is imperfect because not all zip codes are confined to one county. Estimates of errors range from 10 to 15 percent. We accepted the risk of this range of errors because of the vast amount of data that became available from membership and other organizations that were willing to share information with us (and you) for this project.

## BENEFITS AND CAUTIONS

We learned in the National Arts Index the value of transparency and of identifying both advantages and problems of choices we made to measure the arts at the local level. All data collection and manipulation procedures involve tradeoffs between the objective of a robust and informative result on the one hand, limited by method or data or resources on the other.

A major goal was to provide broad-based and deep coverage of arts and culture in counties. We achieve breadth by scanning for secondary sources in a range of places. We achieved depth by engaging local arts leaders across the country as partners during the design stage, and by using multiple measures of some especially important arts phenomena (employment, workers' income). But of course, our methods have both benefits and concerns. Some benefits and advantages of our method include:



- Use of multiple data series from private and public sources to create what we believe is the largest data set ever assembled describing arts and culture at the local level.
- Using a diverse view of artistic businesses and work, rather than limiting to a few modes of artistic activity.
- Using the county as a unit of analysis allows us to explore and measure the arts in smaller communities.
- All data are “ratio scaled,” not measured just as categories, ordinarily, or in intervals. This makes it possible to do some calculations and statistical analysis with county scores.
- We built the “Community Arts Vitality Model” to organize the indicators.
- We set the base for indicator trend analysis. As time goes on, we can use rolling multi-year averages to smooth out year-to-year variation.
- The LAI method can be scaled up to MSA, state or other regional aggregates.

And, there are cautions and concerns:

- Many of the raw data series are based on surveys that are subject to biases, e.g., non-random samples, self-selection, non-response. Private membership organizations especially get their data from annual, voluntary surveys of their members. While their scope may be national, they may still have small sample sizes, and usually don’t have the same respondents in successive years.
- There are lags between when the activity occurred, when data are released for analysis, and when we can incorporate them into reports. The lags are predictable, but persistent, and can be as long as two years. They are longest in the areas of employment and payroll, which are usually issued by the Census Bureau about 28 months after the period they describe.
- The precision of the indicators can be no better than their underlying elements. There is no information available about the variance within individual series (except for a small number of government series). We can’t make assertions about confidence intervals for many of them.
- The indicators do not cover every element of arts and culture activities, and many aspects escape annual measurement. We continue to seek out data sources that meet our criteria.
- Associating each record uniquely with one county was sometimes challenging.
- We made some adjustments for counties that are the sites of state or national headquarters for some arts-related activity, affecting measures in those counties. For example, the measure of NEA funding per capita excludes grants to state arts agencies which would skew per capita measures for the county where the state capital is located. Other data sources have wide variance that produces outliers in county-level analyses.

## — HELPFUL LITERATURE

These articles and sources are by no means a comprehensive listing of helpful reading material, but it does incorporate literature that we examined in 2009-2012 as we prepared this site

- Blau, Judith R. (1989) *The Shape of Culture: A Study of Contemporary Cultural Patterns in the United States*. New York: Cambridge University Press
- Bohne, Silber, Silber and Associates & Carole Rosenstein (2010) "Live From Your Neighborhood. A National Study of Outdoor Arts Festivals" Washington, DC: National Endowment for the Arts, retrieved from <http://arts.gov/publications/live-your-neighborhood-national-study-outdoor-arts-festivals-executive-summary>
- Cohen, Martin, Randy Cohen, and Roland J. Kushner (2011) *Local Arts Index partner handbook*, prepared for Local Arts Index partners.
- Creative Vitality Index studies, retrieved from [http://www.westaf.org/publications\\_and\\_research](http://www.westaf.org/publications_and_research)
- County Health Rankings of the University of Wisconsin Population Health Institute, retrieved from [www.countyhealthrankings.org](http://www.countyhealthrankings.org)
- Community Indicator Consortium projects listed at: <http://www.communityindicators.net/projects>.
- Green, Gary Paul and Anna Haines (2012) *Asset Building and Community Development 3rd ed.* Los Angeles: Sage Publications
- Jackson, Maria R., F. Kabwasa-Green & J. Herranz (2006) *Cultural Vitality in Communities: Interpretation and Indicators*. Washington, DC: Urban Institute
- Kushner, Roland J. and Ariel Fogel (2010) "Measuring Local Arts Vitality: Lessons from Studies in Cities, Counties, States, and Regions" Working paper at Muhlenberg College
- Kushner, Roland J. and Randy Cohen (2010, 2011, 2012). *National Arts Index. An Annual Measure of the Vitality of Arts and Culture in the United States* Washington, DC: Americans for the Arts, retrieved from <http://www.artsindexusa.org/>.
- Savageau, David (2007) *25th Anniversary Places rated Almanac, 7th ed* Washington, DC: Placed Rated Books LLC
- Toffler, Alvin (September 1967) "The Art of Measuring the Arts" *Annals of the American Academy of Political and Social Science*, Vol. 373, Social Goals and Indicators for American Society, Volume 2, 141-155

## — ACKNOWLEDGEMENTS

In this 2015 update, it is important to recognize how the Local Arts Index project benefited from support, kindness, encouragement, and insights of dozens of helpful people in private and public organizations. The help took many forms: providing data series, helping us interpret what they had, developing tools for data gathering and data reporting, advice on technology to enhance the process of sharing data, pointing us towards other potentially helpful sources, and sharing our interest in developing good measurement tools for the vitality of arts and culture.

They are listed below along with the office where they worked at that time. This report would not have been possible without their support. This list only partially recognizes the many supporters of this project. Thank You!

- The leaders, staff, volunteers, and communities of the LAI partners
- The Kresge Foundation: Regina Smith
- Greater Philadelphia Cultural Alliance: Tom Kaiden, John McInerney, Nick Crosson
- York Cultural Alliance: Retired CEO, Joanne Riley
- Drexel University: Cecilia Fitzgibbon
- Urban Institute: Tom Pollak, Pho Palmer, and Jon Durnford
- Muhlenberg College Department of Accounting, Business, and Economics
- Muhlenberg College students Ariel Fogel '11, Ryan M. Lindsay '12, Emily Sakowitz, and Erika L. Davis '16
- Fred Eisenberg and Charles James, database design and programming
- [Kyle David Group](#), Allentown, PA, provides data support, analytics, report structure, and web services: Kyle David, Jim Sullivan, Eric Decker, Joe Lamposana, John Lamont
- ARNOVA, STP&A, AAAE, GIA
- Many kind and collaborative partners in the federal government bureaus, private arts organizations, research institutions, and commercial data providers
- Diane Ehrich, Ginny Cohen, Barbara Kushner

## — THE LOCAL ARTS INDEX RESEARCH TEAM

Martin Cohen, Randy Cohen, and Roland Kushner led the original Local Arts Index project. Randy Cohen continues as project manager and co-author, and Roland Kushner continues as research director and co-author. Martin Cohen remains “of counsel.” Students of Muhlenberg College have provided research support over the years, and our web/analytics/reporting/data partner is Kyle David Group.

**Martin Cohen** is a principal in The Cultural Planning Group ([www.culturalplanning.com](http://www.culturalplanning.com)), and is based near Philadelphia, PA. CPG is a consulting firm focused on the arts and culture sector that works with leading government arts agencies, philanthropic foundations, and arts and cultural organizations to strengthen them, their communities and the economy. He was Project Manager for the Local Arts Index from 2010 to 2012. Martin has been in arts administration for over 30 years having served as Director of the Philadelphia Cultural Management Initiative, a program of the Pew Center for Arts & Heritage; Executive Director of Dance/USA, the Kansas City Ballet and the Washington Ballet. Martin holds a B.S. degree in Arts Administration from Ohio University and certificates in mediation from CDR Associates of Boulder, CO and executive coaching from the Wharton School Executive Education Program.

**Randy Cohen** is Vice President of Research and Policy at Americans for the Arts, the nation's advocacy organization for the arts. A member of the staff since 1991, Randy stands out as one of the most noted experts in the field of arts funding, research, policy, and using the arts to address community development issues. He publishes The National Arts Index, the annual measure of the health and vitality of arts in the U.S. as well as the two premier economic studies of the arts industry—Arts & Economic Prosperity, the national impact study of nonprofit arts organizations and their audiences; and Creative Industries, an annual mapping study of the nation's 750,000 arts establishments and their employees. Randy led the development of the National Arts Policy Roundtable, an annual convening of leaders who focus on the advancement of American culture, launched in 2006 in partnership with Robert Redford and the Sundance Institute. A sought after speaker, Randy has given speeches in 49 states, and regularly appears in the news media—including the Wall Street Journal, The New York Times, and on C-SPAN, CNN, CNBC, and NPR. His board work includes the League of Historic American Theaters, and the Takoma Park Arts & Humanities Commission, a municipal agency which he chaired for three years.

**Roland J. Kushner**, Ph.D., is associate professor of business at Muhlenberg College in Allentown, PA, where he teaches courses in management, strategy, arts administration, and nonprofit management. He has a B.A. in history from Carleton University in Ottawa, Canada, and MBA and Ph.D. degrees from Lehigh University in Bethlehem, PA. He has conducted culture sector research projects for Americans for the Arts, Chorus America, Urban Institute, RAND, C. F. Martin & Company, and OPERA America, and provided management advisory services to many national and community organizations in the arts and other sectors. He wrote the instructor's manual to Arthur C. Brooks' "Social Entrepreneurship. A Modern Approach to Social Value Creation" (Pearson, 2009). With Randy Cohen, he is co-author of the 2009-2014 National Arts Index reports. His work has been published in Nonprofit Management & Leadership, Journal of Cultural Economics, International Journal of Arts Management, Journal of Arts Management, Law, & Society, Nonprofit & Voluntary Sector Quarterly, and by Brookings Institution Press. A native of Ottawa, Canada, he has lived in Bethlehem, PA since 1980.

Other members of the LAI team over the years include students at Muhlenberg College, Allentown, PA, who have made many great contributions to creating this site and keeping it updated: Michael P. Brown, Jr. '09, Ariel Fogel '11, Ryan W. Lindsay '12, Casey Moser '13, Emily Sakowitz, and Erika L. Davis '16.

Local Arts Index web site descriptions

March 10, 2017

Roland J. Kushner

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
SSCAINST 2009-11	1	104	Adult population share playing musical instrument, 2011	<p>Instrumental music is a pathway into artistic expression and awareness, and playing a musical instrument is a central arts experience for many people. Instrumental and vocal music are among the most visible forms of arts education. In 2015 we add a new series to the Local Arts Index to track adult participation in playing musical instruments.</p> <p>Scarborough Research gathered data on adult engagement in music in 81 metropolitan areas that contain about 62 percent of the entire U.S. population, along with data Scarborough collects on attendance at museums and at popular music events.</p> <p>This indicator estimates the percentage of adults in 2011 – those 18 and over – in its survey base who played a musical instrument in the prior 12 months. It uses data from Scarborough Research collected in 525 counties. Because Scarborough first recorded data on musical instrument participation in 2011, it is a single year estimate, unlike other indicators obtained from Scarborough that are averaged over years 2009, 2010, and 2011.</p> <p>Additional Information: Average county indicator value = 12.8%. Median county indicator value = 12.3%.</p>
SSCAINST 2012-14	2	105	Adult population share playing musical instrument, 2012-14	<p>Instrumental music is a pathway into artistic expression and awareness, and playing a musical instrument is a central arts experience for many people. Instrumental and vocal music are among the most visible forms of arts education. In 2015 we add a new series to the Local Arts Index to track adult participation in playing musical instruments.</p> <p>Scarborough Research gathered data on adult engagement in music in 81 metropolitan areas that contain about 62 percent of the entire U.S. population, along with data Scarborough collects on attendance at museums and at popular music events.</p> <p>This indicator estimates the percentage of adults – those 18 and over – in its survey base who played a musical instrument in the prior 12 months. It uses data from 2012, 2013, and 2014 from Scarborough Research. It is limited to the 518 counties where Scarborough gathered data from a minimum of 180 respondents over the three years.</p> <p>Additional Information: Average county indicator value = 11.8%. Median county indicator value = 11.6%</p>
SSCALPA 2009-11	3	106	Adult population share attending live performing arts, 2009-11	<p>For many decades, the performing arts have been associated especially strongly with the fields of dance, ballet, opera, symphony, and theatre. For this reason, we look at attendance at these art forms collectively as well as individually. These kinds of programs are typically presented by nonprofit entities that are often influential not only for their performing arts forms, but also for their role as important cultural institutions. Scarborough Research gathered data on attendance at events in these forms in 2010 in 81 metropolitan areas that contain about 62 percent of the entire U.S. population, along with data Scarborough collects on attendance at museums and at popular music events.</p> <p>This indicator estimates the percentage of adults – those 18 and over – in its survey base who attended one or more live performing arts events (theatre, dance, symphony, opera) in the prior 12 months. It uses data from 2009, 2010, and 2011 from Scarborough Research. It is limited to the 525 counties where Scarborough gathered data from a minimum of 180 respondents over the three years.</p> <p>Additional Information: Average county indicator value = 24.49%. Median county indicator value = 24.13%.</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
SSCALPA 2012-14	4	107	Adult population share attending live performing arts, 2012-14	<p>For many decades, the performing arts have been associated especially strongly with the fields of dance, ballet, opera, symphony, and theatre. For this reason, we look at attendance at these art forms collectively as well as individually. These kinds of programs are typically presented by nonprofit entities that are often influential not only for their performing arts forms, but also for their role as important cultural institutions.</p> <p>This indicator estimates the percentage of adults – those 18 and over – in its survey base who attended one or more live performing arts events (theatre, dance, symphony, opera) in the prior 12 months. It uses data from 2012, 2013, and 2014 from Scarborough Research. It is limited to the 518 counties where Scarborough gathered data from a minimum of 180 respondents over the three years.</p> <p>Additional Information: Average county indicator value = 23.87%. Median county indicator value = 23.12%</p>
SSCAPOP 2009-11	5	114	Adult population share attending popular entertainment, 2009-11	<p>Attending the many varieties of popular music in concert and other forms of live entertainment is one of the main ways that the public hears new songs, styles, and sounds. Live entertainment is dynamic, responding to popular trends, often serving as a bellwether of popular tastes and trends. While the natural domicile of symphonic or operatic music may be the concert hall, pop styles like rock, hip-hop, or country are more likely to be heard in clubs, arenas, outdoor amphitheaters, and stadiums. Comedy and other forms of stage performance may occur in concert halls and multi-use venues as well comedy clubs, bars, and other performance sites.</p> <p>This indicator estimates the percentage of adults – those 18 and over – who attended one or more popular music concerts – country music, R &amp; B, hip-hop, and rock and roll – as well as comedy and other ‘stage’ performances in the prior 12 months. It uses data from 2009, 2010, and 2011 from Scarborough Research. It is limited to the 525 counties where Scarborough gathered data from a minimum of 180 respondents over the three years.</p> <p>Additional Information: Average county indicator value = 20.06%. Median county indicator value = 20.37%.</p>
SSCAPOP 2012-14	6	115	Adult population share attending popular entertainment, 2012-14	<p>Attending the many varieties of popular music in concert and other forms of live entertainment is one of the main ways that the public hears new songs, styles, and sounds. Live entertainment is dynamic, responding to popular trends, often serving as a bellwether of popular tastes and trends. While the natural domicile of symphonic or operatic music may be the concert hall, pop styles like rock, hip-hop, or country are more likely to be heard in clubs, arenas, outdoor amphitheaters, and stadiums. Comedy and other forms of stage performance may occur in concert halls and multi-use venues as well comedy clubs, bars, and other performance sites.</p> <p>This indicator estimates the percentage of adults – those 18 and over – who attended one or more popular music concerts – country music, R &amp; B, hip-hop, and rock and roll – as well as comedy and other ‘stage’ performances in the prior 12 months. It uses data from 2012, 2013, and 2014 from Scarborough Research. It is limited to the 518 counties where Scarborough gathered data from a minimum of 180 respondents over the three years.</p> <p>Additional Information: Average county indicator value = 22.11%. Median county indicator value = 21.95%.</p>
SSCAMUS 2009-11	7	112	Adult population share visiting art museums, 2009-11	<p>Art museums are one of the vital centers of the visual arts world. Even as museum organizations expand and continually redefine their missions and objectives, museums are still most often based in permanent facilities, and are often closely aligned with the identity of communities. Visiting an art museum is among the basic experiences of elementary arts education, and art museums remain one of the central ways in</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				<p>which the art of the past and present are conveyed.</p> <p>This indicator estimates the percentage of adults – those 18 and over – that attended art museums in the prior 12 months. It uses data from 2009, 2010, and 2011 from Scarborough Research. It is limited to the 525 counties where Scarborough had data from a minimum of 180 respondents over the three years.</p> <p>Additional Information: Average county indicator value = 12.46%. Median county indicator value = 11.15%.</p>
SSCAMUS 2012-14	8	113	Adult population share visiting art museums, 2012-14	<p>Art museums are one of the vital centers of the visual arts world. Even as museum organizations expand and continually redefine their missions and objectives, museums are still most often based in permanent facilities, and are often closely aligned with the identity of communities. Visiting an art museum is among the basic experiences of elementary arts education, and art museums remain one of the central ways in which the art of the past and present are conveyed.</p> <p>This indicator estimates the percentage of adults – those 18 and over – that attended art museums in the prior 12 months. It uses data from 2012, 2013, and 2014 from Scarborough Research. It is limited to the 518 counties where Scarborough had data from a minimum of 180 respondents over the three years.</p> <p>Additional Information: Average county indicator value = 12.39%. Median county indicator value = 11.15%.</p>
SSCAZOO 2009-11	9	118	Adult population share visiting a zoo, 2009-11	<p>Zoos are collections-based institutions similar to museums, though their collection is a living collection. They are often viewed as a source of civic pride, can be the site of a variety of activities, and may be viewed by the general population as ‘entertainment.’ They may represent a large, institutional presence in a community, drawing significant annual visitors, or exist on a more modest scale. Regardless they are viewed as part of the ecology of arts and culture in a community.</p> <p>This indicator estimates the percentage of adults – those 18 and over – that attended zoos and/or aquariums in the prior 12 months. It uses data from 2009, 2010, and 2011 from Scarborough Research. It is limited to the 525 counties where Scarborough gathered data from a minimum of 180 respondents over the three years.</p> <p>Additional Information: Average county indicator value = 25.30%. Median county indicator value = 23.50%</p>
SSCAZOO 2012-14	10	119	Adult population share visiting a zoo, 2012-14	<p>Zoos are collections-based institutions similar to museums, though their collection is a living collection. They are often viewed as a source of civic pride, can be the site of a variety of activities, and may be viewed by the general population as ‘entertainment.’ They may represent a large, institutional presence in a community, drawing significant annual visitors, or exist on a more modest scale. Regardless they are viewed as part of the ecology of arts and culture in a community.</p> <p>This indicator estimates the percentage of adults – those 18 and over – that attended zoos and/or aquariums in the prior 12 months. It uses data from 2012, 2013, and 2014 from Scarborough Research. It is limited to the 518 counties where Scarborough gathered data from a minimum of 180 respondents over the three years.</p> <p>Additional Information: Average county indicator value = 25.84%. Median county indicator value = 24.22%.</p>
SSCAMED 2009-11	11	108	Adult population share purchasing music or video online, 2009-11	<p>Individuals consume arts and culture in many different forms. One of the most common is through use of recorded media, including music, videocassettes and DVDs. They are generally for personal use in the home, but also represent a broad form of engagement and consumption. Clearly, the number of downloads is increasing, but this is difficult to measure locally.</p> <p>This indicator estimates the percentage of adults – those 18 and over – who purchased CDs or DVDs (on-</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				line or in stores) in the prior 12 months. It uses data from 2009, 2010, and 2011 from Scarborough Research. It is limited to the 525 counties where Scarborough gathered data from a minimum of 180 respondents over the three years. Additional Information: Average county indicator value = 12.81%. Median county indicator value = 12.63%.
SSCAMED 2012-14	12	109	Adult population share purchasing music or video online, 2012-14	Individuals consume arts and culture in many different forms. One of the most common is through use of recorded media, including music, videocassettes and DVDs. They are generally for personal use in the home, but also represent a broad form of engagement and consumption. Clearly, the number of downloads is increasing, but this is difficult to measure locally. This indicator estimates the percentage of adults – those 18 and over –who purchased CDs or DVDs (on-line or in stores) in the prior 12 months. It uses data from 2012, 2013, and 2014 from Scarborough Research. It is limited to the 518 counties where Scarborough gathered data from a minimum of 180 respondents over the three years. Additional Information: Average county indicator value = 14.84%. Median county indicator value = 14.72%.
SSCAMOV 2009-11	13	110	Adult population share attending movies, 2009-11	Going to the movies is perhaps the most popular and widespread form of participation in the arts. Hundreds of millions of people attend showings of hundreds of films, presented in tens of thousands of movie theatres around the country. While digital video over the internet continues to grow in popularity, and in its impact on how feature films are delivered, cinema showings continue to attract the largest audiences of the activities tracked in this Index. This indicator estimates the percentage of adults – those 18 and over – who saw a movie in a theatre in the prior three months. It uses data from 2009, 2010, and 2011 from Scarborough Research. The indicator is limited to the 525 counties where Scarborough gathered data from a minimum of 180 respondents over the three years. Additional Information: Average county indicator value = 48.79%. Median county indicator value = 48.97%.
SSCAMOV 2012-14	14	111	Adult population share attending movies, 2012-14	Going to the movies is perhaps the most popular and widespread form of participation in the arts. Hundreds of millions of people attend showings of hundreds of films, presented in tens of thousands of movie theatres around the country. While digital video over the internet continues to grow in popularity, and in its impact on how feature films are delivered, cinema showings continue to attract the largest audiences of the activities tracked in this Index. This indicator estimates the percentage of adults – those 18 and over – who saw a movie in a theatre in the prior three months. It uses data from 2012, 2013, and 2014 from Scarborough Research. The indicator is limited to the 518 counties where Scarborough gathered data from a minimum of 180 respondents over the three years. Additional Information: Average county indicator value = 48.56%. Median county indicator value = 48.85%.
SSCASUM 2009-11	15	116	Overall participation in arts and culture activities 100 = 1 activity/year/pe	Some arts consumers are so-called “cultural omnivores” who enjoy arts and culture activity in multiple ways and at multiple times. To capture this tendency of arts consumers to participate widely in the arts, we created a summary measure of overall participation in cultural activities using data from Scarborough. To get to “overall,” we consider attendance at popular entertainment and the live performing arts, and visitation at arts museums and zoos, and on-line purchase of music, and playing musical instruments, and going to movies all together.



Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
			rson, 2009-11	<p>This indicator is created by summing the percentages of adults reported by Scarborough as participating in each of these activities, and multiplying the sum by 100. It is limited to the 525 counties where Scarborough gathered data from a minimum of 180 respondents over three years, from 2009, 2010, and 2011. This makes it only a very rough estimate of overall participation.</p> <p>A score of 100 would be an estimate that adults in that county on average participate in one of those cultural activities per year, regardless of which one. A score of 200 for a county would mean each person on average participates in two cultural activities per year. Both individual arts activity percentages and this overall participation indicator can help local arts managers and leaders understand the breadth of community engagement in arts and culture.</p> <p>Additional Information: Average county indicator value = 143.8, Median county indicator value = 142.7.</p>
SSCASUM 2012-14	16	117	Overall participation in arts and culture activities 100 = 1 activity/year/person, 2012-14	<p>Some arts consumers are so-called “cultural omnivores” who enjoy arts and culture activity in multiple ways and at multiple times. To capture this tendency of arts consumers to participate widely in the arts, we created a summary measure of overall participation in cultural activities using data from Scarborough. To get to “overall,” we consider attendance at popular entertainment and the live performing arts, and visitation at arts museums and zoos, and on-line purchase of music, and playing musical instruments, and going to movies all together.</p> <p>This indicator is created by summing the percentages of adults reported by Scarborough as participating in each of these activities, and multiplying the sum by 100. It is limited to the 518 counties where Scarborough gathered data from a minimum of 180 respondents over three years, from 2009, 2010, and 2011. This makes it only a very rough estimate of overall participation.</p> <p>A score of 100 would be an estimate that adults in that county on average participate in one of those cultural activities per year, regardless of which one. A score of 200 for a county would mean each person on average participates in two cultural activities per year. Both individual arts activity percentages and this overall participation indicator can help local arts managers and leaders understand the breadth of community engagement in arts and culture.</p> <p>Additional Information: Average county indicator value = 144.6. Median county indicator value = 144.0.</p>
SNEXPPC	17	57	Total nonprofit arts expenditures per capita, 2009	<p>This indicator measures how much money the nonprofit arts inject into their local economies for every person. The main impact is not economic, but it is a measure of how many arts dollars are spent on behalf of every resident. Separately, Americans for the Arts conducts extensive studies of the economic impact of the arts through the Arts and Economic Prosperity studies. Form 990 filers make up less than half of all registered nonprofits but they constitute all nonprofit arts organizations with gross revenues over \$25,000.</p> <p>Not all of the money spent by nonprofit arts organizations is on programming activities that directly affect a community. Nonetheless, it is through how they spend their money on all areas – program, administrative, development, marketing, and otherwise – that we can identify them as arts organizations. Other nonprofits also raise donations and use volunteers. But arts organizations are identified as such because their purposes are in the arts arena, the area in which they spend money. That spending can be either direct, such as in artists’ fees, or for support activities, as in the accountant’s salary in a nonprofit theatre, which is still being paid to produce the arts. So we think of all of these arts expenditures in a county as a measure of cultural programming and output.</p> <p>This indicator is total expense data from fiscal year 2009 obtained from <a href="#">National Center for Charitable Statistics</a> (NCCS) Core Files that draw from files on IRS Form 990 for <a href="#">National Taxonomy of Exempt Entities</a> Major Group “A” plus NTEE codes B70, C41, D50, and N52. It is converted to a per capita measure.</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				Additional Information: Counties with indicator value = 2,537. Average county indicator value = \$57.44. Median county indicator value = \$16.55.
SNEXPPC 2010	18	58	Total nonprofit arts expenditures per capita, 2010	<p>This indicator measures how much money the nonprofit arts inject into their local economies for every person. The main impact is not economic, but it is a measure of how many arts dollars are spent on behalf of every resident. Separately, Americans for the Arts conducts extensive studies of the economic impact of the arts through the Arts and Economic Prosperity studies. Form 990 filers make up less than half of all registered nonprofits but they constitute all nonprofit arts organizations with gross revenues over \$25,000.</p> <p>Not all of the money spent by nonprofit arts organizations is on programming activities that directly affect a community. Nonetheless, it is through how they spend their money on all areas – program, administrative, development, marketing, and otherwise – that we can identify them as arts organizations. Other nonprofits also raise donations and use volunteers. But arts organizations are identified as such because their purposes are in the arts arena, the area in which they spend money. That spending can be either direct, such as in artists’ fees, or for support activities, as in the accountant’s salary in a nonprofit theatre, which is still being paid to produce the arts. So we think of all of these arts expenditures in a county as a measure of cultural programming and output.</p> <p>This indicator is data from fiscal year 2010 obtained from <a href="#">National Center for Charitable Statistics</a> (NCCS) Core Files that draw from files on IRS Form 990. This is for nonprofits in all NTEE classification codes in Major Group “A,” plus NTEECC B70, C41, D50, and N52. It is converted to a per capita measure.</p> <p>Additional Information: Counties with indicator value = 2,537. Average county indicator value = \$58.18. Median county indicator value = \$16.93.</p>
SNEXPPC 2012	19	59	Total nonprofit arts expenditures per capita, 2012	<p>This indicator measures how much money the nonprofit arts inject into their local economies for every person. The main impact is not economic, but it is a measure of how many arts dollars are spent on behalf of every resident. Separately, Americans for the Arts conducts extensive studies of the economic impact of the arts through the Arts and Economic Impact studies. Form 990 filers make up less than half of all registered nonprofits but they constitute all nonprofit arts organizations with gross revenues over \$25,000.</p> <p>Not all of the money spent by nonprofit arts organizations is on programming activities that directly affect a community. Nonetheless, it is through how they spend their money on all areas – program, administrative, development, marketing, and otherwise – that we can identify them as arts organizations. Other nonprofits also raise donations and use volunteers. But arts organizations are identified as such because their purposes are in the arts arena, the area in which they spend money. That spending can be either direct, such as in artists’ fees, or for support activities, as in the accountant’s salary in a nonprofit theatre, which is still being paid to produce the arts. So we think of all of these arts expenditures in a county as a measure of cultural programming and output.</p> <p>This indicator is data from fiscal year 2012 obtained from <a href="#">National Center for Charitable Statistics</a> (NCCS) Core Files that draw from files on IRS Form 990. This is for nonprofits in all NTEE classification codes in Major Group “A,” plus NTEECC B70, C41, D50, and N52. It is converted to a per capita measure.</p> <p>Additional Information: Counties with indicator value = 2,510. Average county indicator value = \$59.18. Median county indicator value = \$17.05</p>
SCLAFEE 2015	20	32	Estimated expenditure on admission fees	Within the Local Arts Index, there are several measures examining attendance at arts events. Various Cultural Participation indicators measure the percentage of adults that attend these events once or more per year (for example, see “Adult population share attending popular entertainment”). The participation

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
			per capita, 2015	<p>data estimate personal activity, or the willingness to spend time. Likewise, buying tickets indicates the appetite of county residents to be active audience members at theatres, concerts, and other arts events – but in this case, the metric is not time but money. As with all of the other estimates from Claritas in the Local Arts Index, they form part of the economic foundations of the arts by measuring the potential dollars for which arts producers compete.</p> <p>As with all indicators utilizing data from Claritas, this indicator represents a per capita estimate of dollars to be spent in 2015 by county residents on admissions to entertainment venues – theatres, concert halls, clubs, arenas, outdoor amphitheaters, and stadiums. These estimates combine the most recent Consumer Expenditure Survey data with an annual modeling of spending patterns. Like many other LAI indicators, we believe these should be considered in a regional context, because consumers do not limit their spending to their home county. While the expenditures are by county residents, attendance and the associated expenditures may occur in venues outside of the home county.</p> <p>Additional Information: Counties with indicator value = 3,143. Average county indicator value = \$23.14. Median county indicator value = \$22.40.</p>
SCLAMED 2015	21	33	Estimated expenditures on recorded media per capita, 2015	<p>Individuals consume arts and culture in many different forms. One of the most common is through use of recorded media, including music, videocassettes, and DVDs. These forms are generally for personal use in the home but represent a broad form of engagement and consumption. Clearly, downloading is increasing but this is difficult to measure locally.</p> <p>As with all indicators utilizing data from Claritas, this indicator represents a per capita estimate of dollars to be spent in 2015 by county residents on recorded media, which includes purchase of recorded music and both purchase and rental of videocassettes and DVD's. Like many other LAI indicators, we believe these should be considered in a regional context, because consumers do not limit their spending to their home county.</p> <p>Additional Information: Counties with indicator value = 3,143. Average county indicator value = \$58.33. Median county indicator value = \$56.62.</p>
SCLAMUS 2015	22	34	Estimated expenditures on musical instruments per capita, 2015	<p>Within every community, there are a variety of opportunities for individuals to be engaged with music. This may include learning to play an instrument in school, choosing to have a piano in your home, participating in a community orchestra and more. Along with drawing, painting, and photography, playing a musical instrument is one of the most common ways for individuals to first become involved in the arts and, in many cases, to continue to participate. The nation's cultural traditions, its love for instrumental music, and the role of instruments in supporting live performance by vocalists in pop music are all sources of demand for musical instruments, whether through rental or purchase, as well as maintaining those instruments and purchasing accessories.</p> <p>As with all indicators utilizing data from Claritas, this indicator represents a per capita estimate of dollars to be spent in 2015 by county residents on purchase of musical instruments, musical instrument rental, accessories and repairs. These estimates combine the most recent Consumer Expenditure Survey data with an annual modeling of spending patterns. Like many other LAI indicators, we believe these should be considered in a regional context, because consumers do not limit their spending to their home county.</p> <p>Additional Information: Counties with indicator value = 3,143. Average county indicator value = \$10.01. Median county indicator value = \$9.46.</p>
SCLAPHO 2015	23	35	Estimated expenditures on photo	<p>Even as digital cameras have become the new norm, photography remains a common form of arts activity among individuals. It may be viewed as a hobby that is easily accessible or as a general form of entertainment, as well as a means of documentation. It has become highly accessible with the advent of</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
			equipment per capita, 2015	<p>digital technologies. Taking pictures and using them to tell stories and share ideas is a common form of involvement in arts and creative processes, and photography of course has its own substantial place as an artistic medium.</p> <p>As with all indicators utilizing data from Claritas, this indicator represents a per capita estimate of dollars to be spent in 2015 by county residents on photographic film, equipment and supplies. These estimates combine the most recent Consumer Expenditure Survey data with an annual modeling of spending patterns. Like many other LAI indicators, we believe these should be considered in a regional context, because consumers do not limit their spending to their home county.</p> <p>Additional Information: Counties with indicator value = 3,143. Average county indicator value = \$49.96. Median county indicator value = \$49.65.</p>
SCLABOK 2015	24	31	Estimated expenditures on reading material per capita, 2015	<p>In many communities, bookstores serve as not only a retail outlet for books and other materials, but also as gathering places for cultural activities. Those activities may include reading groups, music or other performance activities, and social and communal activities. Despite rapid changes in book publishing, bookstores have a special place in cultural identity.</p> <p>As with all indicators utilizing data from Claritas, this indicator represents a per capita estimate of dollars to be spent in 2015 by county residents on reading material. These estimates combine the most recent Consumer Expenditure Survey data with an annual modeling of spending patterns. Like many other LAI indicators, we believe these should be considered in a regional context, because consumers do not limit their spending to their home county.</p> <p>Additional Information: Counties with indicator value = 3,143. Average county indicator value = \$204.49. Median county indicator value = \$203.26.</p>
SCLASUM 2015	25	36	Total estimated selected expenditures per capita, 2015	<p>It is helpful to aggregate all of these measures of estimated expenditures on individual products and services into one overall estimate across all of the categories. This measure suggests an overall estimate of 'how much money are you willing to spend on the arts and creative endeavors'. It is simply a sum of the estimated per capita spending by county residents in 2015 on all of the specific categories of arts and culture products and services (admission, music, media, books, photography). It can be also expressed in total dollars per county for a measure of overall market size.</p> <p>Additional Information: Counties with indicator value = 3,143. Average county indicator value = \$345.93. Median county indicator value = \$343.05.</p>
SNPRVPC	26	90	Nonprofit arts program revenue per capita, 2009	<p>This indicator measures program revenue per capita in each county for all arts and culture organizations. Program revenues typically include admission, subscription, and other fees paid by arts consumers. This indicator shows the dollar amount that nonprofit arts organizations in a county have earned from their arts activities for every county resident. Note that it does not actually say how much those residents paid, because arts organizations draw paying customers from outside as well as inside their home counties. Symmetrically, residents in one's own county are able to leave and consume the arts in another county. Even recognizing this, total program revenue is still a good proxy for how the organizations in each community are able to draw in resources from their county and region in exchange for presenting arts programs and services.</p> <p>Data for this indicator are from the 2009 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Program revenues typically include admission, subscription, and other fees paid by arts consumers.</p> <p>Additional Information: Counties with indicator value = 2,155. Average county indicator value = \$24.99. Median county indicator value = \$5.50.</p>
SNPRVPC	27	91	Nonprofit arts	This indicator measures program revenue per capita in each county for all arts and culture organizations.

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
2010			program revenue per capita, 2010	<p>Program revenues typically include admission, subscription, and other fees paid by arts consumers. This indicator shows the dollar amount that nonprofit arts organizations in a county have earned from their arts activities for every county resident. Note that it does not actually say how much those residents paid, because arts organizations draw paying customers from outside as well as inside their home counties. Symmetrically, residents in one's own county are able to leave and consume the arts in another county. Even recognizing this, total program revenue is still a good proxy for how the organizations in each community are able to draw in resources from their county and region in exchange for presenting arts programs and services.</p> <p>Data for this indicator are from the 2010 Core Files at the <a href="#">National Center for Charitable Statistics</a>. Program revenues typically include admission, subscription, and other fees paid by arts consumers. Additional Information: Counties with indicator value = 2,185. Average county indicator value = \$25.85. Median county indicator value = \$5.84.</p>
SNPRVPC 2012	28	92	Nonprofit arts program revenue per capita, 2012	<p>This indicator measures program revenue per capita in each county for all arts and culture organizations. Program revenues typically include admission, subscription, and other fees paid by arts consumers. This indicator shows the dollar amount that nonprofit arts organizations in a county have earned from their arts activities for every county resident. Note that it does not actually say how much those residents paid, because arts organizations draw paying customers from outside as well as inside their home counties. Symmetrically, residents in one's own county are able to leave and consume the arts in another county. Even recognizing this, total program revenue is still a good proxy for how the organizations in each community are able to draw in resources from their county and region in exchange for presenting arts programs and services.</p> <p>Data for this indicator are from the 2012 Core Files at the <a href="#">National Center for Charitable Statistics</a>. Program revenues typically include admission, subscription, and other fees paid by arts consumers. Additional Information: Counties with indicator value = 2,272. Average county indicator value = \$24.08. Median county indicator value = \$5.92.</p>
SNCRVPC	29	54	Nonprofit arts contributions revenue per capita, 2009	<p>Private giving to arts organizations comes primarily from individuals, but also from foundations, corporations, and bequests. Private funds represent about a third of the total income stream of nonprofit arts groups. <a href="#">Giving USA</a> (a reliable annual review of private philanthropy) estimates total private dollars going to arts and culture, one of several areas of nonprofit service. Arts support was \$13.328 billion in 2010 compared to giving of \$100.63 billion to religion, \$41.67 billion to education, \$26.549 billion to human services, \$33 billion to foundations, \$24.24 billion to public society benefit, and \$22.83 billion to health.</p> <p>This indicator measures total private giving to arts and culture organizations in each county in 2009, divided by the county's 2010 population to create a <i>per capita</i> figure. These revenues certainly come from local residents, foundations, and businesses, but may also include outside sources. Like program revenues, contributions may move from place to place. While consumers of program services pay program revenues (they are more likely to be local), contributed revenues might as well come from either individuals or institutions (foundations, businesses) from outside the area, especially when local arts organizations obtain regionally- or nationally-funded grants.</p> <p>In parallel with the program revenue indicator, then, this indicator shows the capacity of local organizations to raise revenue from contributors – recognizing with the distinction that it is more likely that some contributed revenue is imported into the area from outside sources. For example, prominent arts organizations in New York City receive national support. Because arts organizations do not report</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				<p>their funding sources uniformly to the IRS, it is not possible to know how big a share of total this “outside money” is. Still, contribution revenue can be interpreted <i>per capita</i> as a county’s arts organizations’ ability to raise revenue from donors (of all types and in all places) to finance arts programming for county residents.</p> <p>Data for this indicator are from the 2009 Core Files at the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 2,507. Average county indicator value = \$34.33. Median county indicator value = \$9.49.</p>
SNCRVPC 2010	30	55	Nonprofit arts contributions revenue per capita, 2010	<p>Private giving to arts organizations comes primarily from individuals, but also from foundations, corporations, and bequests. Private funds represent about a third of the total income stream of nonprofit arts groups. <a href="#">Giving USA</a> (a reliable annual review of private philanthropy) estimates total private dollars going to arts and culture, one of several areas of nonprofit service. Arts support was \$13.12 billion in 2011 compared to giving of \$100.63 billion to religion, \$38.9 billion to education, \$35.4 billion to human services, \$25.8 billion to foundations, \$21.4 billion to public society benefit, and \$24.8 billion to health. This indicator measures total private giving to arts and culture organizations in each county in 2010, divided by the county’s 2010 population to create a <i>per capita</i> figure. These revenues certainly come from local residents, foundations, and businesses, but may also include outside sources. Like program revenues, contributions may move from place to place. While consumers of program services pay program revenues (they are more likely to be local), contributed revenues might as well come from either individuals or institutions (foundations, businesses) from outside the area, especially when local arts organizations obtain regionally- or nationally-funded grants.</p> <p>In parallel with the program revenue indicator, then, this indicator shows the capacity of local organizations to raise revenue from contributors – recognizing with the distinction that it is more likely that some contributed revenue is imported into the area from outside sources. For example, prominent arts organizations in New York City receive national support. Because arts organizations do not report their funding sources uniformly to the IRS, it is not possible to know how big a share of total this “outside money” is. Still, contribution revenue can be interpreted <i>per capita</i> as a county’s arts organizations’ ability to raise revenue from donors (of all types and in all places) to finance arts programming for county residents.</p> <p>Data for this indicator are from the 2010 Core Files at the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 2,510. Average county indicator value = \$33.88. Median county indicator value = \$9.91.</p>
SNCRVPC 2012	31	56	Nonprofit arts contributions revenue per capita, 2012	<p>Private giving to arts organizations comes primarily from individuals, but also from foundations, corporations, and bequests. Private funds represent about a third of the total income stream of nonprofit arts groups. <a href="#">Giving USA</a> (a reliable annual review of private philanthropy) estimates total private dollars going to arts and culture, one of several areas of nonprofit service. Arts support was \$15.45 billion in 2012 compared to giving of \$105.77 billion to religion, \$47.82 billion to education, \$42.30 billion to foundations, \$40.63 billion to human services, \$30.06 billion to health, and \$23.89 billion to public society benefit.</p> <p>This indicator measures total private giving to arts and culture organizations in each county in 2012, divided by the county’s 2012 population to create a <i>per capita</i> figure. These revenues certainly come from local residents, foundations, and businesses, but may also include outside sources. Like program revenues, contributions may move from place to place. While consumers of program services pay program revenues (they are more likely to be local), contributed revenues might as well come from either</p>



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				<p>individuals or institutions (foundations, businesses) from outside the area, especially when local arts organizations obtain regionally- or nationally-funded grants.</p> <p>In parallel with the program revenue indicator, then, this indicator shows the capacity of local organizations to raise revenue from contributors – recognizing with the distinction that it is more likely that some contributed revenue is imported into the area from outside sources. For example, prominent arts organizations in New York City receive national support. Because arts organizations do not report their funding sources uniformly to the IRS, it is not possible to know how big a share of total this “outside money” is. Still, contribution revenue can be interpreted <i>per capita</i> as a county’s arts organizations’ ability to raise revenue from donors (of all types and in all places) to finance arts programming for county residents.</p> <p>Data for this indicator are from the 2012 Core Files at the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 2,464. Average county indicator value = \$37.77. Median county indicator value = \$10.15.</p>
SNTRVPC	32	95	Total nonprofit arts revenue per capita, 2009	<p>Contributed and earned (program) revenue are the two financing streams with the greatest impact on operations, so they typically are of most interest to arts researchers and managers. But an arts nonprofit’s total revenue may also include elements from investments, membership dues, rents, unrelated businesses, and perhaps other sources. Because of financial reporting regulations, revenues include not only the investment income stream from reserves and endowments, but also the changes in the values of those investments.</p> <p>In the Local Arts Index, we did not analyze those other areas in detail; focusing instead on program and contributed revenues, which have the greatest impact on operations. By contrast, this indicator simply looks at total revenue brought in by local arts organizations from all sources, so it incorporates all of these other revenue streams.</p> <p>The indicator is calculated by taking 2009 total revenues for arts nonprofits in each county, divided by its 2010 population. For any given county, average per capita revenue from these other sources (besides earned and contributed) can be estimated by subtracting the sum of program revenue and contributed revenue from this total.</p> <p>Data for this indicator are from the 2009 Core Files at the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 2,532. Average county indicator value = \$62.28. Median county indicator value = \$18.55.</p>
SNTRVPC 2010	33	96	Total nonprofit arts revenue per capita, 2010	<p>Contributed and earned (program) revenue are the two financing streams with the greatest impact on operations, so they typically are of most interest to arts researchers and managers. But an arts nonprofit’s total revenue may also include elements from investments, membership dues, rents, unrelated businesses, and perhaps other sources. Because of financial reporting regulations, revenues include not only the investment income stream from reserves and endowments, but also the changes in the values of those investments.</p> <p>In the Local Arts Index, we did not analyze those other areas in detail; focusing instead on program and contributed revenues, which have the greatest impact on operations. By contrast, this indicator simply looks at <i>total</i> revenue brought in by local arts organizations from all sources, so it incorporates all of these other revenue streams.</p> <p>The indicator is calculated by taking 2010 total revenues for arts nonprofits in each county, divided by its 2010 population. For any given county, average per capita revenue from these other sources (besides earned and contributed) can be estimated by subtracting the sum of program revenue and contributed</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				<p>revenue from this total.</p> <p>Data for this indicator are from the 2010 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Counties with indicator value = 2533. Average county indicator value = \$63.94. Median county indicator value = \$18.80.</p>
SNTRVPC 2012	34	97	Total nonprofit arts revenue per capita, 2012	<p>Contributed and earned (program) revenue are the two financing streams with the greatest impact on operations, so they typically are of most interest to arts researchers and managers. But an arts nonprofit's total revenue may also have elements from investments, membership dues, rents, unrelated businesses, and perhaps other sources. Because of financial reporting regulations, revenues include not only the investment income stream from reserves and endowments, but also the changes in the values of those investments.</p> <p>In the Local Arts Index, we did not analyze those other areas in detail; focusing instead on program and contributed revenues, which have the greatest impact on operations. By contrast, this indicator simply looks at <i>total</i> revenue brought in by local arts organizations from all sources, so it incorporates all of these other revenue streams.</p> <p>The indicator is calculated by taking 2012 total revenues for arts nonprofits in each county, divided by its 2012 population. For any given county, average per capita revenue from these other sources (besides earned and contributed) can be estimated by subtracting the sum of program revenue and contributed revenue from this total.</p> <p>Data for this indicator are from the 2012 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Counties with indicator value = 2,511. Average county indicator value = \$68.20. Median county indicator value = \$20.26.</p>
SNAGPEC	35	50	NEA grants per 10,000 population, 2005-2009	<p>This measure focuses specifically on National Endowment for the Arts (NEA). Our indicator is total NEA grant dollars per capita in the county—calculated by summing NEA funding to grantees in each county over the years 2005-2009, dividing by the 2010 population, and then presented as a figure for every 1,000 residents. The benefits of aggregating over five years are that this measure avoids single-year spikes and dips, and gives a better sense of how NEA funds serve the county over time rather than in just one moment. This analysis excludes grants to state arts agencies and regional arts organizations (e.g., Mid-Atlantic Arts Federation, Western States Arts Federation). The NEA provided these data.</p> <p>The NEA made grants in 744 counties during these years. The residents in those counties are 73 percent of the U.S. population in 2010. The national average of these county calculations is \$1,485 for every 1,000 residents, with grants of \$520 for every 1,000 people in the median county, which roughly represents 5.6 cents per person each year for five years. Note that in small-population counties, a grant can lead to a high indicator value, as happens when rural communities receive one-time grants.</p>
SSAGPEC	36	100	State arts agency grants per capita, 2003-2009	<p>State governments are important supporters of arts and culture, reaching communities, organizations, and artists through a variety of funding programs. State arts agencies are funded by allocations from their state legislatures as well as by funds from the National Endowment for the Arts. This indicator measures state arts agency funding per capita in each county.</p> <p>We obtained data from the National Assembly of State Arts Agencies (NASAA), which collects data from all 50 states plus the District of Columbia. NASAA provided data for funding by states in fiscal years 2003-2009. Arts funding was grouped by county, aggregated for all of the years, and that sum then divided by the 2010 county population. The indicator can be interpreted as the cumulative state arts agency dollars serving each county resident in the seven-year span of 2003-2009.</p> <p>A point to consider when comparing one county to another: state arts agency funding comparisons will</p>



Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				be most valid <u>within</u> a state, and not to counties in other states. This is because policies and funding amounts vary widely state-to-state. Additional Information: Counties with indicator value = 2,750. Average county indicator value = \$4.92. Median county indicator value = \$1.89.
SAAMMUS	37	4	AAM accredited museums per 100,000 population, 2009	The American Association of Museums (AAM) is the premier support organization for museums. AAM developed its accreditation program in 1971. Since that time it has become widely recognized as a “seal of approval” for museums, regardless of size. The accreditation program examines the professional and ethical practices of a museum in regards to its overall management, governance and general operations, collections management, standards of exhibition, and acquisition of works for the museum. The program is driven by rigorous standards and careful peer review. AAM accreditation is widely accepted as recognizing the highest level of certification of professional standards in the museum field internationally. This indicator tallies museums that have been certified in the AAM accreditation program, presented per capita. There were about 800 such museums in late 2010, found in 392 counties. It is scaled to show the number of such museums per 100,000 county residents. Additional Information: Average county indicator value = 1.5. Median county indicator value = 0.7
SNSOMEM	38	94	National arts service organization members per 100,000 population, 2009	Many other institutional fields are also served by national service organizations devoted to specific artistic genres, disciplines, and institutions. The services and programs that these service organizations provide to their members helps them stay connected with the most exciting and useful national events and trends in their particular artistic domain. Membership in these service organizations gives any local organization a connection to broader national issues affecting that artistic activity. As membership in national service organizations informs and strengthens local organizations, it is a resource for the local community. The performing arts field is especially rich with national service organizations, but it is not the only place where organizations in an industry work together through a service organization. This indicator incorporates the total membership of eight such national service organizations: <input type="checkbox"/> Americans for the Arts <input type="checkbox"/> American Association for State and Local History <input type="checkbox"/> Chorus America <input type="checkbox"/> League of American Orchestras <input type="checkbox"/> League of Historic American Theaters <input type="checkbox"/> National Guild of Community Schools of the Arts <input type="checkbox"/> Opera America <input type="checkbox"/> Theatre Communications Group All of these organizations responded positively to a request to share the zip codes of every one of their members in 2010, a total of almost 13,000 institutions and individuals, with institutions making up the great majority of members. Additional Information: Counties with indicator value = 1,588. Average county indicator value = 7.2. Median county indicator value = 4.5.
SEDUMEM	39	41	National arts education organization members per	In a time period when arts education is imperiled across the country, professional associations serving K-12 arts educators have an especially important role in supporting the teachers who actually deliver arts education services to students. The four main disciplines that make up the bulk of the arts curriculum in the U.S. are art, music, dance, and theatre. The associations for these four fields generously provided

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
			100,000 population, 2009	<p>membership data for the LAI reports:</p> <ul style="list-style-type: none"> <li>• Educational Theater Association</li> <li>• National Art Education Association</li> <li>• National Association for Music Education</li> <li>• National Dance Education Organization</li> </ul> <p>These associations provided postal zip codes on the location of their membership, which were associated with a county using the procedure to convert zip codes to FIPS designations described in the Methodology section (See the FAQ page at <a href="http://www.artsindexusa.org">www.artsindexusa.org</a>). Their total membership exceeded 72,000 nationally in late 2010 and early 2011.</p> <p>This indicator examines the local presence of these national professional societies through summing the total members of the four societies in each county to determine how many serve every 100,000 county residents. This indicator provides a measure of the density of skilled, educated arts professionals in a community. Not surprisingly there is a wide range of per capita membership in these professional societies, with big cities having relatively small per capita numbers, and more sparsely populated counties having large ones – even though they have smaller total numbers.</p> <p>Additional information: Counties with indicator value = 2,702. Average county indicator value = 30.7. Median county indicator value = 25.8</p>
SARTSOL O	40	6	Solo artists per 100,000 population, 2009	<p>Independent artists are one of the most vivid pieces of evidence that the arts are thriving in a place. Solo artists, regardless of artistic medium or discipline, are very often both the fuel and the spark of a local arts scene. Many artists are also entrepreneurs, launching their work into the world through their own studios, performance spaces, and readings. Overall, we think of the presence of solo artists as a marker of the capacity of a community to deliver the arts.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into one or another industry. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site. The Bureau of the Census provides data on the number of “non-employer” businesses in many NAICS codes.</p> <p>This indicator measures the number of solo artists per 100,000 residents of a county. They are identified as solo artists by non-employer establishments in four-digit NAICS code 7115, which describes “Independent artists, writers, and performers.” Nationally, there were 710,000 such solo artists in 2010. This indicator is also in the National Arts Index.</p> <p>Additional Information: Counties with indicator value = 2,491. Average county indicator value = 147.6. Median county indicator value = 113.7.</p>
SARTSOL O2011	41	7	Solo artists per 100,000 population, 2011	<p>Independent artists are one of the most vivid pieces of evidence that the arts are thriving in any location. Solo artists, regardless of artistic medium or discipline, are very often both the fuel and the spark of a local arts scene. Many artists are also entrepreneurs, launching their work into the world through their own studios, performance spaces, and readings. Overall, we think of the presence of solo artists as a marker of a community’s capacity to deliver the arts.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business</p>

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				<p>Patterns web site. The Bureau also provides data on the number of “non-employer” businesses in many NAICS codes.</p> <p>This indicator measures the number of solo artists per 100,000 residents of a county. They are identified as solo artists by non-employer establishments in four-digit NAICS code 7115, which describes “Independent artists, writers, and performers.” Nationally, there were 730,000 such solo artists in 2011. This indicator is also included in the National Arts Index.</p> <p>Additional Information: Counties with indicator value = 2,490. Average county indicator value = 152.65. Median county indicator value = 117.04.</p>
SARTSOL O2012	42	8	Solo artists per 100,000 population, 2012	<p>Independent artists are one of the most vivid pieces of evidence that the arts are thriving in any location. Solo artists, regardless of artistic medium or discipline, are very often both the fuel and the spark of a local arts scene. Many artists are also entrepreneurs, launching their work into the world through their own studios, performance spaces, and readings. Overall, we think of the presence of solo artists as a marker of a community’s capacity to deliver the arts.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site. The Bureau also provides data on the number of “non-employer” businesses in many NAICS codes.</p> <p>This indicator measures the number of solo artists per 100,000 residents of a county. They are identified as solo artists by non-employer establishments in four-digit NAICS code 7115, which describes “Independent artists, writers, and performers.” Nationally, there were 730,000 such solo artists in 2012. This indicator is also included in the National Arts Index.</p> <p>Additional Information: Counties with indicator value = 2,479. Average county indicator value = 157.22. Median county indicator value = 121.89.</p>
SARTSOL O2013	43	9	Solo artists per 100,000 population, 2013	<p>Independent artists are one of the most vivid pieces of evidence that the arts are thriving in any location. Solo artists, regardless of artistic medium or discipline, are very often both the fuel and the spark of a local arts scene. Many artists are also entrepreneurs, launching their work into the world through their own studios, performance spaces, and readings. Overall, we think of the presence of solo artists as a marker of a community’s capacity to deliver the arts.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site. The Bureau also provides data on the number of “non-employer” businesses in many NAICS codes.</p> <p>This indicator measures the number of solo artists per 100,000 residents of a county. They are identified as solo artists by non-employer establishments in four-digit NAICS code 7115, which describes “Independent artists, writers, and performers.” Nationally, there were 740,000 such solo artists in 2013. This indicator is also included in the National Arts Index.</p> <p>Additional Information: Counties with indicator value = 2,495. Average county indicator value = 156.91. Median county indicator value = 121.53.</p>
SCIBSPC	44	22	"Creative	The “Creative Industries” reports from Americans for the Arts are annual tallies of arts-centric businesses

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
			Industries" businesses per 100,000 population, 2009	<p>and employees in communities. The “arts” in the Creative Industries are defined by 644 codes in the Standard Industrial Classification (SIC) system that was used in economic, business, and policy analysis for decades until the mid-1990s. SIC is a legacy system, as the North American Industrial Classification System (NAICS) is more commonly used these days. The SIC system is detailed, with unique codes for specific business types, even those with relatively few enterprises. There are SIC codes for makers of both calliopes and accordions, for example. So, it was a relatively fine-grained system for distinguishing one business type from another. NAICS classification is in commonly used nowadays, and has a broader brush, assigning one code to all musical instrument manufacturers, for example. Click <a href="#">here</a> for a list of SIC Creative Industries codes.</p> <p>Dun &amp; Bradstreet (D &amp; B) is an information services company that gathers and reports information from the vast majority of American businesses and nonprofits, and still categorizes them on the old SIC system. Some years ago, Americans for the Arts selected 644 SIC “arts-centric” codes to describe the “Creative Industries,” and D &amp; B provides county-level tallies of these organizations (both business and nonprofit) and their employment counts using SIC detail. AFTA reports these annually as its “Creative Industries” measure.</p> <p>This indicator measures “Creative Industries” businesses by county for every 100,000 residents. It can be interpreted as a measure of how much is available and how much competition there is for each organization. High per capita numbers may mean there are many options available to residents, but also that each arts business competes with all the others for a share of consumer dollars and time. Comparatively low per capita numbers suggest comparatively few offerings – which could be a positive signal to entrepreneurs of need or market opportunity.</p> <p>Additional Information: Counties with indicator value = 3,107. Average county indicator value = 188.6. Median county indicator value = 163.5.</p>
SCIBSPC2013	45	23	"Creative Industries" businesses per 100,000 population, 2013	<p>The “Creative Industries” reports from Americans for the Arts are annual tallies of arts-centric businesses and employees in communities. The “arts” in the Creative Industries are defined by 644 codes in the Standard Industrial Classification (SIC) system that was used in economic, business, and policy analysis for decades until the mid-1990s. SIC is a legacy system, as the North American Industrial Classification System (NAICS) is more commonly used these days. The SIC system is detailed, with unique codes for specific business types, even those with relatively few enterprises. There are SIC codes for makers of both calliopes and accordions, for example. So, it was a relatively fine-grained system for distinguishing one business type from another. NAICS classification is in commonly used nowadays, and has a broader brush, assigning one code to all musical instrument manufacturers, for example. Click <a href="#">here</a> for a list of SIC Creative Industries codes.</p> <p>Dun &amp; Bradstreet (D &amp; B) is an information services company that gathers and reports information from the vast majority of American businesses and nonprofits, and still categorizes them on the old SIC system. Some years ago, Americans for the Arts selected 644 SIC “arts-centric” codes to describe the “Creative Industries,” and D &amp; B provides county-level tallies of these organizations (both business and nonprofit) and their employment counts using SIC detail. AFTA reports these annually as its “Creative Industries” measure.</p> <p>This indicator measures “Creative Industries” businesses by county in 2014 for every 100,000 residents. It can be interpreted as a measure of how much is available and how much competition there is for each organization. High per capita numbers may mean many options are available to residents, but also that each arts business competes with all the others for a share of consumer dollars and time. Comparatively</p>

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				<p>low per capita numbers suggest comparatively few offerings – which could be a positive signal to entrepreneurs of need or market opportunity. Per capita calculations use the 2013 Census Bureau estimate of county population.</p> <p>Additional Information: Counties with indicator value = 3,104. Average county indicator value = 155.22. Median county indicator value = 134.5.</p>
SCIBSPC2014	46	24	"Creative Industries" businesses per 100,000 population, 2014	<p>The “Creative Industries” reports from Americans for the Arts are annual tallies of arts-centric businesses and employees in communities. The “arts” in the Creative Industries are defined by 644 codes in the Standard Industrial Classification (SIC) system that was used in economic, business, and policy analysis for decades until the mid-1990s. SIC is a legacy system, as the North American Industrial Classification System (NAICS) is more commonly used these days. The SIC system is detailed, with unique codes for specific business types, even those with relatively few enterprises. There are SIC codes for makers of both calliopes and accordions, for example. So, it was a relatively fine-grained system for distinguishing one business type from another. NAICS classification is in commonly used nowadays, and has a broader brush, assigning one code to all musical instrument manufacturers, for example. Click <a href="#">here</a> for a list of SIC Creative Industries codes.</p> <p>Dun &amp; Bradstreet (D &amp; B) is an information services company that gathers and reports information from the vast majority of American businesses and nonprofits, and still categorizes them on the old SIC system. Some years ago, Americans for the Arts selected 644 SIC “arts-centric” codes to describe the “Creative Industries,” and D &amp; B provides county-level tallies of these organizations (both business and nonprofit) and their employment counts using SIC detail. AFTA reports these annually as its “Creative Industries” measure.</p> <p>This indicator measures “Creative Industries” businesses by county in 2014 for every 100,000 residents. It can be interpreted as a measure of how much is available and how much competition there is for each organization. High per capita numbers may mean many options are available to residents, but also that each arts business competes with all the others for a share of consumer dollars and time. Comparatively low per capita numbers suggest comparatively few offerings – which could be a positive signal to entrepreneurs of need or market opportunity. Per capita calculations use the 2013 Census Bureau estimate of county population.</p> <p>Additional Information: Counties with indicator value = 3,089. Average county indicator value = 157.22. Median county indicator value = 122.97.</p>
SCPBSPC	47	37	Arts and culture establishments per 100,000 population, 2009	<p>The prior indicator on Creative Industries businesses per capita used data from Dun &amp; Bradstreet. The federal government provides a similar resource in the County Business Patterns pages on the Census Bureau web site. A key difference is that the government now uses the North American Industrial Classification System (NAICS), which is a system for classifying businesses into different industries. There are about 18,000 different industry classifications in the old SIC system, which had many thousands of codes; NAICS only has about 1,800. That means, necessarily, that some business and nonprofit types as well as many of the more detailed and fine-grained SIC codes are combined into a singular NAICS code. One NAICS code, for example, lumps together several dozen musical instrument manufacturers into one. The Local and National – LAI and NAI – Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. Again, this may include some nonprofit organizations as well as businesses.</p> <p>The federal government provides county-level tallies of establishments, employment, and payroll in the <a href="#">County Business Patterns</a> pages on the Census Bureau web site. This indicator measures the number</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				of arts and culture establishments in 2009 as defined in those 44 codes from the NAICS system for every 100,000 residents. It covers some of the same ground as the Creative Industries studies, but uses a broader brush and publicly available classification system. Like the Creative Industries indicator, it shows the range of choice for residents and the extent of competition, but also the benefits of clustering. Additional Information: Counties with indicator value = 2,870. Average county indicator value = 45. Median county indicator value = 35.3.
SCPBSPC 2011	48	38	Arts and culture establishments per 100,000 population, 2011	The North American Industrial Classification System (NAICS) is a system for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site. This may include some nonprofit organizations as well as businesses. The federal government provides county-level tallies of establishments, employment, and payroll in the <a href="#">County Business Patterns</a> pages on the Census Bureau web site. This indicator measures the number of arts and culture establishments in 2011 as defined in those 44 NAICS codes for every 100,000 residents. It covers some of the same ground as the Creative Industries studies, but uses a broader brush and a publicly available classification system. Like the Creative Industries indicator, it shows the range of choice for residents and the extent of competition, but also the benefits of clustering. Additional Information: Counties with indicator value = 2,835. Average county indicator value = 43.6. Median county indicator value = 34.
SCPBSPC 2012	49	39	Arts and culture establishments per 100,000 population, 2012	The North American Industrial Classification System (NAICS) is a system for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site. This may include some nonprofit organizations as well as businesses. The federal government provides county-level tallies of establishments, employment, and payroll in the <a href="#">County Business Patterns</a> pages on the Census Bureau web site. This indicator measures the number of arts and culture establishments in 2012 as defined in those 44 NAICS codes for every 100,000 residents. It covers some of the same ground as the Creative Industries studies, but uses a broader brush and a publicly available classification system. Like the Creative Industries indicator, it shows the range of choice for residents and the extent of competition, but also the benefits of clustering. Additional Information: Counties with indicator value = 2,839. Average county indicator value = 42.1. Median county indicator value = 32.0.
SCPBSPC 2013	50	40	Arts and culture establishments per 100,000 population, 2013	The North American Industrial Classification System (NAICS) is a system for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site. This may include some nonprofit organizations as well as businesses. The federal government provides county-level tallies of establishments, employment, and payroll in the <a href="#">County Business Patterns</a> pages on the Census Bureau web site. This indicator measures the number of arts and culture establishments in 2013 as defined in those 44 NAICS codes for every 100,000 residents. It covers some of the same ground as the Creative Industries studies, but uses a broader brush and a publicly available classification system. Like the Creative Industries indicator, it shows the range of choice for residents and the extent of competition, but also the benefits of clustering.



Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				Additional Information: Counties with indicator value = 2,833. Average county indicator value = 41.8. Median county indicator value = 32.0.
SNAOSPC	51	51	Total nonprofit arts organizations per 100,000 population, 2009	<p>In many ways, the vigor of the arts rests on the thousands of nonprofit organizations that present and organize arts programs in communities around the country. In many arts disciplines (such as visual and performing arts, historical and museum organizations, and arts education), nonprofit status is the norm. Most are charitable organizations classified under section 501(c)(3) of the Internal Revenue Code. This indicator measures how many nonprofits there are for every 100,000 county residents.</p> <p>The data come from the National Center for Charitable Statistics (NCCS) at the Urban Institute and describe only those organizations that filed IRS Form 990 in 2009. Nationally, the total number of organizations in these categories increased from about 75,000 in 1999 to 113,000 in 2010. It is worth noting that only about 35 percent of these organizations file IRS Form 990 in any given year. The most likely reason that some do not file is that they are small. Organizations with less than \$25,000 in total revenues are not required to file Form 990.</p> <p>With all the attention placed on nonprofit arts in cultural policy and economics, and the nonprofit sector's special impact on the arts in recent decades, it is especially significant to highlight the availability of nonprofit arts groups as part of a county's arts capacity. This indicator shows the overall breadth of the nonprofit arts sector in a community as experienced by its residents.</p> <p>To classify arts organizations, this indicator uses the <a href="#">National Taxonomy of Exempt Entities</a> (NTEE), which includes about 400 different organizational types. Of special interest are those in 43 different categories in NTEE Major Group "A" (Arts Culture and Humanities), such as music, theatre, visual arts, dance, museums, and media, and some in other major NTEE Groups, describing fairs, festivals, libraries, botanical gardens and arboreta, and zoos and aquariums (NTEE B70, C41, D50, and N52). We include these last types in our tally because of their focus on collections and on their continuing educational roles.</p> <p>Additional Information: Counties with indicator value = 2,539. Average county indicator value = 18.6. Median county indicator value = 12.7.</p>
SNAOSPC 2010	52	52	Total nonprofit arts organizations per 100,000 population, 2010	<p>In many ways, the vigor of the arts rests on the thousands of nonprofit organizations that present and organize arts programs in communities around the country. In many arts disciplines (such as visual and performing arts, historical and museum organizations, and arts education), nonprofit status is the norm. Most are charitable organizations classified under section 501(c)(3) of the Internal Revenue Code. This indicator measures how many nonprofits there are for every 100,000 county residents.</p> <p>The data come from the National Center for Charitable Statistics (NCCS) at the Urban Institute and describe only those organizations that filed IRS Form 990 in 2010. Nationally, the total number of organizations in these categories increased from about 75,000 in 1999 to 113,000 in 2010. It is worth noting that only about 35 percent of these organizations file IRS Form 990 in any given year. The most likely reason that some do not file is that they are small. Organizations with less than \$25,000 in total revenues are not required to file Form 990.</p> <p>With all the attention placed on nonprofit arts in cultural policy and economics, and the nonprofit sector's special impact on the arts in recent decades, it is especially significant to highlight the availability of nonprofit arts groups as part of a county's arts capacity. This indicator shows the overall breadth of the nonprofit arts sector in a community as experienced by its residents.</p> <p>To classify arts organizations, this indicator uses the <a href="#">National Taxonomy of Exempt Entities</a> (NTEE), which includes about 400 different organizational types. Of special interest are those in 43 different categories in NTEE Major Group "A" (Arts Culture and Humanities), such as music, theatre, visual arts,</p>

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				dance, museums, and media, and some in other major NTEE Groups, describing fairs, festivals, libraries, botanical gardens and arboreta, and zoos and aquariums (NTEE B70, C41, D50, and N52). We include these last types in our tally because of their focus on collections and on their continuing educational roles. Additional Information: Counties with indicator value = 2,540. Average county indicator value = 18.5. Median county indicator value = 12.7.
SNAOSPC 2012	53	53	Total nonprofit arts organizations per 100,000 population, 2012	<p>In many ways, the vigor of the arts rests on the thousands of nonprofit organizations that present and organize arts programs in communities around the country. In many arts disciplines (such as visual and performing arts, historical and museum organizations, and arts education), nonprofit status is the norm. Most are charitable organizations classified under section 501(c)(3) of the Internal Revenue Code. This indicator measures how many nonprofits there are for every 100,000 county residents.</p> <p>The data come from the National Center for Charitable Statistics (NCCS) at the Urban Institute and describe only those organizations that filed IRS Form 990 in 2012. Nationally, the total number of organizations in these categories increased from about 75,000 in 1999 to 91,000 in 2012. It is worth noting that only about 46 percent of these organizations file IRS Form 990 in any given year. The most likely reason that some do not file is that they are small. Organizations with less than \$25,000 in total revenues are not required to file Form 990.</p> <p>With all the attention placed on nonprofit arts in cultural policy and economics, and the nonprofit sector's special impact on the arts in recent decades, it is especially significant to highlight the availability of nonprofit arts groups as part of a county's arts capacity. This indicator shows the overall breadth of the nonprofit arts sector in a community as experienced by its residents.</p> <p>To classify arts organizations, this indicator uses the <a href="#">National Taxonomy of Exempt Entities</a> (NTEE), which includes about 400 different organizational types. Of special interest are those in 43 different categories in NTEE Major Group "A" (Arts Culture and Humanities), such as music, theatre, visual arts, dance, museums, and media, and some in other major NTEE Groups, describing fairs, festivals, libraries, botanical gardens and arboreta, and zoos and aquariums (NTEE B70, C41, D50, and N52). We include these last types in our tally because of their focus on collections and on their continuing educational roles. Additional Information: Counties with indicator value = 2,522. Average county indicator value = 18.07. Median county indicator value = 12.51.</p>
SNPOEDU	54	63	Arts education nonprofit organizations per 100,000 population, 2009	<p>Arts education nonprofit organizations are an integral element in the mix and ecology of the arts community. They often serve as the primary interface with the broader community as designated hubs for learning and personal participation. This indicator measures nonprofit organizations that focus on arts education, specifically schools of visual and performing arts. This indicator measures the number of arts education organizations with the two NTEE codes below for every 100,000 county residents.</p> <ul style="list-style-type: none"> <li>• A25 Arts Education/Schools</li> <li>• A6E Performing Arts Schools</li> </ul> <p>Data come from the 2009 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 945. Average county indicator value = 3.4. Median county indicator value = 1.6.</p>
SNPOEDU 2010	55	64	Arts education nonprofit organizations per 100,000	<p>Arts education nonprofit organizations are an integral element in the mix and ecology of the arts community. They often serve as the primary interface with the broader community as designated hubs for learning and personal participation. This indicator measures nonprofit organizations that focus on arts education, specifically schools of visual and performing arts. This indicator measures the number of arts education organizations with the two NTEE codes below for every 100,000 county residents.</p>



Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
			population, 2010	<ul style="list-style-type: none"> <li>• A25 Arts Education/Schools</li> <li>• A6E Performing Arts Schools</li> </ul> <p>Data come from the 2010 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 953. Average county indicator value = 3.4. Median county indicator value = 1.6.</p>
SNPOEDU 2012	56	65	Arts education nonprofit organizations per 100,000 population, 2012	<p>Arts education nonprofit organizations are an integral element in the mix and ecology of the arts community. They often serve as the primary interface with the broader community as designated hubs for learning and personal participation. This indicator measures nonprofit organizations that focus on arts education, specifically schools of visual and performing arts. This indicator measures the number of arts education organizations with the two NTEE codes below for every 100,000 county residents .</p> <ul style="list-style-type: none"> <li>• A25 Arts Education/Schools</li> <li>• A6E Performing Arts Schools</li> </ul> <p>Data come from the 2012 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 910. Average county indicator value = 3.0. Median county indicator value = 1.49.</p>
SNPOCOL	57	60	Collections-based nonprofit organizations per 100,000 population, 2009	<p>This group includes nonprofit organizations whose programming centers around their collections, and which are educational and cultural resources for their communities. These organizations tend to be among the most capital intensive of nonprofits as they need facilities to house their collections – think of the land and buildings used by zoos, aquariums, and botanical gardens, as well as libraries and museums. This indicator measures the number of collections-based organizations for every 100,000 county residents, as indicated by nine specific NTEE codes:</p> <ul style="list-style-type: none"> <li>• A50 Museum &amp; Museum Activities</li> <li>• A51 Art Museums</li> <li>• A52 Children’s Museums</li> <li>• A54 History Museums</li> <li>• A56 Natural History, Natural Science Museums</li> <li>• A57 Science &amp; Technology Museums</li> <li>• B70 Libraries</li> <li>• C41 Botanical Gardens and Arboreta</li> <li>• D50 Zoos and Aquariums</li> </ul> <p>This indicator is data from fiscal year 2010 obtained from <a href="#">National Center for Charitable Statistics</a> (NCCS) Core Files. Additional Information: Counties with indicator value = 1,581. Average county indicator value = 6.4. Median county indicator value = 3.8.</p>
SNPOCOL 2010	58	61	Collections-based nonprofit organizations per 100,000 population, 2010	<p>This group includes nonprofit organizations whose programming centers around their collections, and which are educational and cultural resources for their communities. These organizations tend to be among the most capital intensive of nonprofits as they need facilities to house their collections – think of the land and buildings used by zoos, aquariums, and botanical gardens, as well as libraries and museums. This indicator measures the number of collections-based organizations for every 100,000 county residents, as indicated by nine specific NTEE codes:</p> <ul style="list-style-type: none"> <li>• A50 Museum &amp; Museum Activities</li> <li>• A51 Art Museums</li> <li>• A52 Children’s Museums</li> </ul>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				<ul style="list-style-type: none"> <li>• A54 History Museums</li> <li>• A56 Natural History, Natural Science Museums</li> <li>• A57 Science &amp; Technology Museums</li> <li>• B70 Libraries</li> <li>• C41 Botanical Gardens and Arboreta</li> <li>• D50 Zoos and Aquariums</li> </ul> <p>This indicator is data from fiscal year 2010 obtained from <a href="#">National Center for Charitable Statistics (NCCS)</a> Core Files. Additional Information: Counties with indicator value = 1,605. Average county indicator value = 6.5. Median county indicator value = 3.8.</p>
SNPOCOL 2012	59	62	Collections-based nonprofit organizations per 100,000 population, 2012	<p>This group includes nonprofit organizations whose programming centers around their collections, and which are educational and cultural resources for their communities. These organizations tend to be among the most capital intensive of nonprofits as they need facilities to house their collections – think of the land and buildings used by zoos, aquariums, and botanical gardens, as well as libraries and museums. This indicator measures the number of collections-based organizations for every 100,000 county residents, as indicated by nine specific NTEE codes:</p> <ul style="list-style-type: none"> <li>• A50 Museum &amp; Museum Activities</li> <li>• A51 Art Museums</li> <li>• A52 Children’s Museums</li> <li>• A54 History Museums</li> <li>• A56 Natural History, Natural Science Museums</li> <li>• A57 Science &amp; Technology Museums</li> <li>• B70 Libraries</li> <li>• C41 Botanical Gardens and Arboreta</li> <li>• D50 Zoos and Aquariums</li> </ul> <p>This indicator is data from fiscal year 2012 obtained from <a href="#">National Center for Charitable Statistics (NCCS)</a> Core Files. Additional Information: Counties with indicator value = 1,610. Average county indicator value = 6.34. Median county indicator value = 3.86.</p>
SNPOHUM	60	69	Humanities and heritage nonprofit organizations per 100,000 population, 2009	<p>Culture, heritage, history, and study are at the center of these organizations’ activities. In generating reflection and comparison, they preserve important elements of our social character in diverse ways. Organizations of this type include ethnic and racial heritage organizations promoting long-held customs and traditions, as well as those that focus on distinctly local history, commemoration, and attributes. This indicator measures the number of humanities and heritage organizations for every 100,000 county residents, referring to organizations with the following NTEE codes.</p> <ul style="list-style-type: none"> <li>• A23 Cultural/Ethnic Awareness</li> <li>• A70 Humanities Organizations</li> <li>• A80 Historical Societies and Related Activities</li> </ul> <p>Data come from the 2009 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 1,793. Average county indicator value = 7.3. Median county indicator value = 4.</p>
SNPOHU	61	70	Humanities and	Culture, heritage, history, and study are at the center of these organizations’ activities. In generating

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M2010			heritage nonprofit organizations per 100,000 population, 2010	<p>reflection and comparison, they preserve important elements of our social character in diverse ways. Organizations of this type include ethnic and racial heritage organizations promoting long-held customs and traditions, as well as those that focus on distinctly local history, commemoration, and attributes. This indicator measures the number of humanities and heritage organizations for every 100,000 county residents, referring to organizations with the following NTEE codes.</p> <ul style="list-style-type: none"> <li>• A23 Cultural/Ethnic Awareness</li> <li>• A70 Humanities Organizations</li> <li>• A80 Historical Societies and Related Activities</li> </ul> <p>Data come from the 2010 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 1,787. Average county indicator value = 7.1. Median county indicator value = 3.9.</p>
SNPOHUM2012	62	71	Humanities and heritage nonprofit organizations per 100,000 population, 2012	<p>Culture, heritage, history, and study are at the center of these organizations' activities. In generating reflection and comparison, they preserve important elements of our social character in diverse ways. Organizations of this type include ethnic and racial heritage organizations promoting long-held customs and traditions, as well as those that focus on distinctly local history, commemoration, and attributes. This indicator measures the number of humanities and heritage organizations for every 100,000 county residents, referring to organizations with the following NTEE codes .</p> <ul style="list-style-type: none"> <li>• A23 Cultural/Ethnic Awareness</li> <li>• A70 Humanities Organizations</li> <li>• A80 Historical Societies and Related Activities</li> <li>• A82 Historical Societies &amp; Historic Preservation</li> </ul> <p>Data come from the 2012 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 1,755. Average county indicator value = 7.02. Median county indicator value = 3.96.</p>
SNPOMED	63	75	Media arts nonprofit organizations per 100,000 population, 2009	<p>In an increasingly technologically-oriented society, nonprofits in the media arts field generate and transmit information across multiple communication platforms. They house their own creative artists and collaborate with artists in other disciplines. More than most other types of arts organizations, the services of these media arts organizations may be felt both far away and locally, and not all have the same effect on a community that a live performance has on its audience. That being said, this indicator measures the number of media arts organizations in the following NTEE groups for every 100,000 county residents.</p> <ul style="list-style-type: none"> <li>• A30 Media, Communications Organizations</li> <li>• A31 Film, Video</li> <li>• A32 Television</li> <li>• A33 Printing, Publishing</li> <li>• A34 Radio</li> </ul> <p>Data come from the 2009 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 755. Average county indicator value = 3.1. Median county indicator value = 1.6.</p>
SNPOMED2010	64	76	Media arts nonprofit organizations	<p>In an increasingly technologically-oriented society, nonprofits in the media arts field generate and transmit information across multiple communication platforms. They house their own creative artists and collaborate with artists in other disciplines. More than most other types of arts organizations, the services of these media arts organizations may be felt both far away and locally, and not all have the same</p>

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			per 100,000 population, 2010	<p>effect on a community that a live performance has on its audience. That being said, this indicator measures the number of media arts organizations in the following NTEE groups for every 100,000 county residents.</p> <ul style="list-style-type: none"> <li>• A30 Media, Communications Organizations</li> <li>• A31 Film, Video</li> <li>• A32 Television</li> <li>• A33 Printing, Publishing</li> <li>• A34 Radio</li> </ul> <p>Data come from the 2010 Core Files from the <a href="#">National Center for Charitable Statistics</a>.  Additional Information: Counties with indicator value = 759. Average county indicator value = 3.1.  Median county indicator value = 1.6.</p>
SNPOME D2012	65	77	Media arts nonprofit organizations per 100,000 population, 2012	<p>In an increasingly technologically-oriented society, nonprofits in the media arts field generate and transmit information across multiple communication platforms. They house their own creative artists and collaborate with artists in other disciplines. More than most other types of arts organizations, the services of these media arts organizations may be felt both far away and locally, and not all have the same effect on a community that a live performance has on its audience. That being said, this indicator measures the number of media arts organizations in the following NTEE groups for every 100,000 county residents.</p> <ul style="list-style-type: none"> <li>• A30 Media, Communications Organizations</li> <li>• A31 Film, Video</li> <li>• A32 Television</li> <li>• A33 Printing, Publishing</li> <li>• A34 Radio</li> </ul> <p>Data comes from the 2012 Core Files from the <a href="#">National Center for Charitable Statistics</a>.  Additional Information: Counties with indicator value = 738. Average county indicator value = 3.0.  Median county indicator value = 1.6.</p>
SNPOLPA	66	72	Performing arts and events nonprofit organizations per 100,000 population, 2009	<p>Live performance is central to so many kinds of arts organizations in music, theatre, dance, and other performance disciplines. Nonprofits with performing arts programs are typically among the marquee names in a community's set of arts organizations. The medium of performance may be at the center of the artistic vision of these organizations, but educational activities are very often in the programming mix of performing arts and event organizations. This indicator measures the number of performing arts and events organizations for every 100,000 county residents, referring to organizations with the following NTEE codes.</p> <ul style="list-style-type: none"> <li>• A60 Performing Arts</li> <li>• A61 Performing Arts Centers</li> <li>• A62 Dance</li> <li>• A63 Ballet</li> <li>• A65 Theater</li> <li>• A68 Music</li> <li>• A69 Symphony Orchestras</li> <li>• A6A Opera</li> <li>• A6B Singing Choral</li> </ul>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				<ul style="list-style-type: none"> <li>• A6C Music Groups, Bands, Ensembles</li> <li>• A84 Commemorative Events</li> <li>• N52 County/Street/Civic/Multi-Arts Fairs and Festivals</li> </ul> <p>Data comes from the 2009 Core Files from the <a href="#">National Center for Charitable Statistics</a>.  Additional Information: Counties with indicator value = 1,459. Average county indicator value = 6.1.  Median county indicator value = 4.2</p>
SNPOLPA 2010	67	73	Performing arts and events nonprofit organizations per 100,000 population, 2010	<p>Live performance is central to so many kinds of arts organizations in music, theatre, dance, and other performance disciplines. Nonprofits with performing arts programs are typically among the marquee names in a community's set of arts organizations. The medium of performance may be at the center of the artistic vision of these organizations, but educational activities are very often in the programming mix of performing arts and event organizations. This indicator measures the number of performing arts and event organizations for every 100,000 county residents, referring to organizations with the following NTEE codes:</p> <ul style="list-style-type: none"> <li>• A60 Performing Arts</li> <li>• A61 Performing Arts Centers</li> <li>• A62 Dance</li> <li>• A63 Ballet</li> <li>• A65 Theater</li> <li>• A68 Music</li> <li>• A69 Symphony Orchestras</li> <li>• A6A Opera</li> <li>• A6B Singing Choral</li> <li>• A6C Music Groups, Bands, Ensembles</li> <li>• A84 Commemorative Events</li> <li>• N52 County/Street/Civic/Multi-Arts Fairs and Festivals</li> </ul> <p>Data come from the 2010 Core Files from the <a href="#">National Center for Charitable Statistics</a>.  Additional Information: Counties with indicator value = 1,449. Average county indicator value = 6.1.  Median county indicator value = 4.2.</p>
SNPOLPA 2012	68	74	Performing arts and events nonprofit organizations per 100,000 population, 2012	<p>Live performance is central to so many kinds of arts organizations in music, theatre, dance, and other performance disciplines. Nonprofits with performing arts programs are typically among the marquee names in a community's set of arts organizations. The medium of performance may be at the center of the artistic vision of these organizations, but educational activities are very often in the programming mix of performing arts and event organizations. This indicator measures the number of performing arts and event organizations for every 100,000 county residents, referring to organizations with the following NTEE codes:</p> <ul style="list-style-type: none"> <li>• A60 Performing Arts</li> <li>• A61 Performing Arts Centers</li> <li>• A62 Dance</li> <li>• A63 Ballet</li> <li>• A65 Theater</li> <li>• A68 Music</li> <li>• A69 Symphony Orchestras</li> </ul>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				<ul style="list-style-type: none"> <li>• A6A Opera</li> <li>• A6B Singing Choral</li> <li>• A6C Music Groups, Bands, Ensembles</li> <li>• A84 Commemorative Events</li> <li>• N52 County/Street/Civic/Multi-Arts Fairs and Festivals</li> </ul> <p>Data come from the 2012 Core Files from the <a href="#">National Center for Charitable Statistics</a>.  Additional Information: Counties with indicator value = 1,419. Average county indicator value = 6.01.  Median county indicator value = 4.06.</p>
SNPOSRV	69	84	Field service arts nonprofit organizations per 100,000 population, 2009	<p>“Field service” is used to group together the variety of nonprofit organizations that support arts organizations. Providing technical assistance, professional membership, research, and resource development help are critical supports for a county’s nonprofit arts community. Organizations like these tend to cluster more in larger communities, where there is a bigger pool of nonprofits to work with. This indicator measures the number of field service arts organizations in the following NTEE groups for every 100,000 county residents.</p> <ul style="list-style-type: none"> <li>• A02 Management &amp; Technical Assistance</li> <li>• A03 Professional Societies &amp; Associations</li> <li>• A05 Research Institutes and/or Public Policy Analysis</li> <li>• A11 Single Organization Support</li> <li>• A12 Fundraising and/or Fund Distribution</li> <li>• A19 Nonmonetary Support Not Elsewhere Classified</li> <li>• A26 Arts Council/Agency</li> <li>• A90 Arts Service Activities/ Organizations</li> </ul> <p>Data come from the 2009 Core Files from the <a href="#">National Center for Charitable Statistics</a>.  Additional Information: Counties with indicator value = 1,220. Average county indicator value = 4.4.  Median county indicator value = 2.6</p>
SNPOSRV 2010	70	85	Field service arts nonprofit organizations per 100,000 population, 2010	<p>“Field service” is used to group together the variety of nonprofit organizations that support arts organizations. Providing technical assistance, professional membership, research, and resource development help are critical supports for a county’s nonprofit arts community. Organizations like these tend to cluster more in larger communities, where there is a bigger pool of nonprofits to work with. This indicator measures the number of field service arts organizations in the following NTEE groups for every 100,000 county residents.</p> <ul style="list-style-type: none"> <li>• A02 Management &amp; Technical Assistance</li> <li>• A03 Professional Societies &amp; Associations</li> <li>• A05 Research Institutes and/or Public Policy Analysis</li> <li>• A11 Single Organization Support</li> <li>• A12 Fundraising and/or Fund Distribution</li> <li>• A19 Nonmonetary Support Not Elsewhere Classified</li> <li>• A26 Arts Council/Agency</li> <li>• A90 Arts Service Activities/ Organizations</li> </ul> <p>Data come from the 2010 Core Files from the <a href="#">National Center for Charitable Statistics</a>.  Additional Information: Counties with indicator value = 1,195. Average county indicator value = 4.4.  Median county indicator value = 2.5.</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
SNPOSRV 2012	71	86	Field service arts nonprofit organizations per 100,000 population, 2012	<p>“Field service” is used to group together the variety of nonprofit organizations that support arts organizations. Providing technical assistance, professional membership, research, and resource development help are critical supports for a county’s nonprofit arts community. Organizations like these tend to cluster more in larger communities, where there is a bigger pool of nonprofits to work with. This indicator measures the number of field service arts organizations in the following NTEE groups for every 100,000 county residents.</p> <ul style="list-style-type: none"> <li>• A02 Management &amp; Technical Assistance</li> <li>• A03 Professional Societies &amp; Associations</li> <li>• A05 Research Institutes and/or Public Policy Analysis</li> <li>• A11 Single Organization Support</li> <li>• A12 Fundraising and/or Fund Distribution</li> <li>• A19 Nonmonetary Support Not Elsewhere Classified</li> <li>• A26 Arts Council/Agency</li> <li>• A90 Arts Service Activities/ Organizations</li> </ul> <p>Data come from the 2012 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 1,176. Average county indicator value = 4.43. Median county indicator value = 2.54.</p>
SNPOVIS	72	87	Visual arts nonprofit organizations services per 100,000 population, 2009	<p>Visual arts organizations are typically sites for education, display, and promotion of specific visual arts genres and styles in a community. They may either provide technical assistance, promotion, and representation to individual visual artists, or be centers of education or mentorship in the visual arts. This indicator measures the number of visual arts organizations for every 100,000 county residents. This only represents the tally of one specific NTEE code, A 40, unlike those in other groups, which contain two or more related types of arts nonprofits grouped together to make per capita measures. Data come from the 2009 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 799. Average county indicator value = 3.1. Median county indicator value = 1.4.</p>
SNPOVIS2 010	73	88	Visual arts nonprofit organizations services per 100,000 population, 2010	<p>Visual arts organizations are typically sites for education, display, and promotion of specific visual arts genres and styles in a community. They may either provide technical assistance, promotion, and representation to individual visual artists, or be centers of education or mentorship in the visual arts. This indicator measures the number of visual arts organizations for every 100,000 county residents. This only represents the tally of one specific NTEE code, A 40, unlike those in other groups, which contain two or more related types of arts nonprofits grouped together to make per capita measures. Data come from the 2010 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 790. Average county indicator value = 3.1. Median county indicator value = 1.4.</p>
SNPOVIS2 012	74	89	Visual arts nonprofit organizations services per 100,000 population, 2012	<p>Visual arts organizations are typically sites for education, display, and promotion of specific visual arts genres and styles in a community. They may either provide technical assistance, promotion, and representation to individual visual artists, or be centers of education or mentorship in the visual arts. This indicator measures the number of visual arts organizations for every 100,000 county residents. This only represents the tally of one specific NTEE code, A 40, unlike those in other groups, which contain two or more related types of arts nonprofits grouped together to make per capita measures. Data come from the 2012 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 841. Average county indicator value = 3.10.</p>



Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				Median county indicator value = 1.50.
SNPOOTH	75	78	Other arts nonprofit organizations per 100,000 population, 2009	<p>The last indicator of specific nonprofit types includes the “catch-all” or miscellaneous types of organizations. Organizations in this group either span multiple types of arts and culture – and are thus too broad to fit into any of the other NTEE codes – or conduct some kind of activity that is in the arts and culture domain, but with small counts such that it has not been assigned an NTEE code. This indicator measures the number these other arts organizations for every 100,000 county residents. The two NTEE codes included are:</p> <ul style="list-style-type: none"> <li>• A20 Arts, Cultural Organizations – Multipurpose</li> <li>• A99 Other Art, Culture, Humanities Organizations/Services Not Elsewhere Classified</li> </ul> <p>Data come from the 2009 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 619. Average county indicator value = 2.7. Median county indicator value = 1.2.</p>
SNPOOTH 2010	76	79	Other arts nonprofit organizations per 100,000 population, 2010	<p>The last indicator of specific nonprofit types includes the “catch-all” or miscellaneous types of organizations. Organizations in this group either span multiple types of arts and culture – and are thus too broad to fit into any of the other NTEE codes – or conduct some kind of activity that is in the arts and culture domain, but with small counts such that it has not been assigned an NTEE code. This indicator measures the number these other arts organizations for every 100,000 county residents. The two NTEE codes included are:</p> <ul style="list-style-type: none"> <li>• A20 Arts, Cultural Organizations – Multipurpose</li> <li>• A99 Other Art, Culture, Humanities Organizations/Services Not Elsewhere Classified</li> </ul> <p>Data come from the 2010 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 619. Average county indicator value = 2.8. Median county indicator value = 1.3.</p>
SNPOOTH 2012	77	80	Other arts nonprofit organizations per 100,000 population, 2012	<p>The last indicator of specific nonprofit types includes the “catch-all” or miscellaneous types of organizations. Organizations in this group either span multiple types of arts and culture – and are thus too broad to fit into any of the other NTEE codes – or conduct some kind of activity that is in the arts and culture domain, but with small counts such that it has not been assigned an NTEE code. This indicator measures the number these other arts organizations for every 100,000 county residents. The two NTEE codes included are:</p> <ul style="list-style-type: none"> <li>• A20 Arts, Cultural Organizations – Multipurpose</li> <li>• A99 Other Art, Culture, Humanities Organizations/Services Not Elsewhere Classified</li> </ul> <p>Data comes from the 2012 Core Files from the <a href="#">National Center for Charitable Statistics</a>. Additional Information: Counties with indicator value = 657. Average county indicator value = 2.68. Median county indicator value = 1.30.</p>
SLIBRARI ES2012	78	42	Public libraries per 100,000 population, 2012	<p>Public libraries are part of community engagement in arts and culture through their collections and their frequent use as venues for presenting performing and visual arts . Additionally, their core function of curating and maintaining collections of books and other media also have an inherent cultural function . Access to public library services varies across the country . This indicator is new to the Local Arts Index in 2015, reflecting the availability of data from the federal government <a href="#">Institute of Museum and Library Services</a>. It measures the number of public libraries in every county for every 100,000 residents, using the most recent data file, for information gathered in 2012. Additional Information: Counties with indicator value = 3,099. Average county indicator value = 18.7 Median county indicator value = 10.6.</p>



Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
SMUSEU MS2015	79	49	Museums per 100,000 population, 2015	<p>In recent years, the federal government's <a href="#">Institute for Museum and Library Services</a> has engaged in a major effort to document the population of museums in the U.S. The IMLS dataset includes all manner of museums – of art, public history, natural history, and many other museums subsectors, including those that are private (commercial and nonprofit) and public, i.e., operated by a government body . While other museum databases have been prepared by private sector organizations, the IMLS data represent the most comprehensive tally of museums . It includes about 35,000 individual museums available to U.S. residents This measure represents the number of those museums located in every county for every 100,000 county residents.</p> <p>Additional Information: Counties with indicator value = 2,973. Average county indicator value = 26.3. Median county indicator value = 15.8.</p>
SCIBUSSH	80	25	"Creative Industries" share of all businesses, 2009	<p>These data are obtained every year from Dun &amp; Bradstreet for the annual “Creative Industries” studies published by Americans for the Arts. The data includes a tally of the total number of businesses in all industries, as well as the number of businesses in the 644 SIC codes that designate “Creative Industries” firms.</p> <p>This indicator helps to describe the weight of the arts sector in a community’s overall business population. It is the percentage of all businesses in a community that are arts-centric. This is not measured per capita, but only within the population of all businesses tracked by D &amp; B. Overall, it shows how competitive the arts are in the business sector of a community. Like many other indicators in this report, the county value establishes a baseline that can be used in later years as it is updated in the LAI</p> <p>Additional Information: Counties with indicator value = 3,110. Average county indicator value = 2.50%. Median county indicator value = 2.30%.</p>
SCIBUSSH 2013	81	26	"Creative Industries" share of all businesses, 2013	<p>The “Creative Industries” reports from Americans for the Arts are annual tallies of arts-centric businesses and arts-centric employees in communities. The “arts” in the Creative Industries are defined by 644 codes in the Standard Industrial Classification (SIC) system that was used in economic, business, and policy analysis for decades until the mid-1990s. SIC is a legacy system, as the NAICS or North American Industrial Classification System is more commonly used these days, including in many Local Arts Index indicators. The SIC system is detailed, with unique codes for specific business types, even those with relatively few such enterprises. There are SIC codes for makers of both calliopes and accordions, for example. So, it was a relatively fine-grained system for distinguishing one business type from another. NAICS or North American Industrial Classification System is in common use nowadays, and has a broader brush, assigning one code to all musical instrument manufacturers. Click <a href="#">here</a> for a list of SIC Creative Industries codes.</p> <p>Dun &amp; Bradstreet (D &amp; B) is an information services company that gathers and reports information from the vast majority of American businesses and nonprofits, and still categorizes businesses them on the old SIC system. Some years ago, Americans for the Arts selected 644 SIC “arts-centric” codes to describe the “Creative Industries,” and D &amp; B provides county-level tallies of these arts-centric organizations (both business and nonprofit) and their employment counts using SIC detail. AFTA reports these annually as its “Creative Industries” measure.</p> <p>This indicator helps describe the weight of the arts sector in a community’s overall business population, or the arts slice of the business pie. It is the percentage of all businesses and nonprofits in a community that are arts-centric. This is not measured per capita, only within the population of all businesses tracked by D &amp; B. Overall, it shows how competitive the arts are in the business sector of a community. This indicator is based on data gathered in 2013</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				Additional Information: Counties with indicator value = 3,143. Average county indicator value = 2.50%. Median county indicator value = 2.20%.
SCIBUSSH 2014	82	27	"Creative Industries" share of all businesses, 2014	<p>The "Creative Industries" reports from Americans for the Arts are annual tallies of arts-centric businesses and arts-centric employees in communities. The "arts" in the Creative Industries are defined by 644 codes in the Standard Industrial Classification (SIC) system that was used in economic, business, and policy analysis for decades until the mid-1990s. SIC is a legacy system, as the NAICS or North American Industrial Classification System is more commonly used these days, including in many Local Arts Index indicators. The SIC system is detailed, with unique codes for specific business types, even those with relatively few of such enterprises. There are SIC codes for makers of both calliopes and accordions, for example. So, it was a relatively fine-grained system for distinguishing one business type from another. NAICS or North American Industrial Classification System is in common use nowadays, and has a broader brush, assigning one code to all musical instrument manufacturers. Click <a href="#">here</a> for a list of SIC Creative Industries codes.</p> <p>Dun &amp; Bradstreet (D &amp; B) is an information services company that gathers and reports information from the vast majority of American businesses and nonprofits, and still categorizes businesses them on the old SIC system. Some years ago, Americans for the Arts selected 644 SIC "arts-centric" codes to describe the "Creative Industries," and D &amp; B provides county-level tallies of these arts-centric organizations (both business and nonprofit) and their employment counts using SIC detail. AFTA reports these annually as its "Creative Industries" measure.</p> <p>This indicator helps describe the weight of the arts sector in a community's overall business population, or the arts slice of the business pie. It is the percentage of all businesses and nonprofits in a community that are arts-centric. This is not measured per capita, only within the population of all businesses tracked by D &amp; B. Overall, it shows how competitive the arts are in the business sector of a community. This indicator is based on data gathered in 2014.</p> <p>Additional Information: Counties with indicator value = 3,089. Average county indicator value = 2.33%. Median county indicator value = 2.11%.</p>
SCIEMPS H	83	28	"Creative Industries" share of all employees, 2009	<p>Like the data used to assess the "Creative Industries" share of all businesses, these data are obtained every year from Dun &amp; Bradstreet for the annual "Creative Industries" studies published by Americans for the Arts. The data includes a tally of the total number of employees in all industries, as well as the number of employees in the 644 SIC codes that designate "Creative Industries" firms.</p> <p>This indicator helps to describe the weight of the arts sector in a community's overall labor market. It is the percentage of all employees in a community that work in arts-centric businesses. The fact that these numbers are smaller than the corresponding arts share of all businesses illustrates how likely it is that arts and culture businesses are likely to be smaller than other kinds of businesses. Like many other indicators in this report, the county value establishes a baseline that can be used in later years as it is updated in the LAI.</p> <p>Additional Information: Counties with indicator value = 3,108. Average county indicator value = 1.20%. Median county indicator value = 1.00%.</p>
SCIEMPS H2013	84	29	"Creative Industries" share of all employees, 2013	<p>The "Creative Industries" reports from Americans for the Arts are annual tallies of arts-centric businesses and arts-centric employees in communities. The "arts" in the Creative Industries are defined by 644 codes in the Standard Industrial Classification (SIC) system that was used in economic, business, and policy analysis for decades until the mid-1990s. SIC is a legacy system, as the NAICS or North American Industrial Classification System is more commonly used these days, including in many Local Arts Index</p>

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				<p>indicators. The SIC system is detailed, with unique codes for specific business types, even those with relatively few such enterprises. There are SIC codes for makers of both calliopes and accordions, for example. So, it was a relatively fine-grained system for distinguishing one business type from another. NAICS or North American Industrial Classification System is in common use nowadays, and has a broader brush, assigning one code to all musical instrument manufacturers. Click <a href="#">here</a> for a list of SIC Creative Industries codes.</p> <p>Dun &amp; Bradstreet (D &amp; B) is an information services company that gathers and reports information from the vast majority of American businesses and nonprofits, and still categorizes businesses on the old SIC system. Some years ago, Americans for the Arts selected 644 SIC “arts-centric” codes to describe the “Creative Industries,” and D &amp; B provides county-level tallies of these arts-centric organizations (both business and nonprofit) and their employment counts using SIC detail. AFTA reports these annually as its “Creative Industries” measure.</p> <p>This indicator helps to describe the weight of the arts sector in a community’s overall labor market. It is the percentage of all employees in a community that work in arts-centric businesses or nonprofits. This indicator is based on data gathered in 2013. These numbers are smaller than the corresponding arts share of all businesses, implying that arts and culture businesses are probably smaller than other kinds of businesses.</p> <p>Additional Information: Counties with indicator value = 3,143. Average county indicator value = 1.10%. Median county indicator value = 0.90%.</p>
SCIEMPS H2014	85	30	"Creative Industries" share of all employees, 2014	<p>The “Creative Industries” reports from Americans for the Arts are annual tallies of arts-centric businesses and arts-centric employees in communities. The “arts” in the Creative Industries are defined by 644 codes in the Standard Industrial Classification (SIC) system that was used in economic, business, and policy analysis for decades until the mid-1990s. SIC is a legacy system, as the NAICS or North American Industrial Classification System is more commonly used these days, including in many Local Arts Index indicators. The SIC system is detailed, with unique codes for specific business types, even those with relatively few such enterprises. There are SIC codes for makers of both calliopes and accordions, for example. So, it was a relatively fine-grained system for distinguishing one business type from another. NAICS or North American Industrial Classification System is in common use nowadays, and has a broader brush, assigning one code to all musical instrument manufacturers. Click <a href="#">here</a> for a list of SIC Creative Industries codes.</p> <p>Dun &amp; Bradstreet (D &amp; B) is an information services company that gathers and reports information from the vast majority of American businesses and nonprofits, and still categorizes businesses on the old SIC system. Some years ago, Americans for the Arts selected 644 SIC “arts-centric” codes to describe the “Creative Industries,” and D &amp; B provides county-level tallies of these arts-centric organizations (both business and nonprofit) and their employment counts using SIC detail. AFTA reports these annually as its “Creative Industries” measure.</p> <p>This indicator helps to describe the weight of the arts sector in a community’s overall labor market. It is the percentage of all employees in a community that work in arts-centric businesses or nonprofits. This indicator is based on data gathered in 2014. These numbers are smaller than the corresponding arts share of all businesses, implying that arts and culture businesses are probably smaller than other kinds of businesses.</p> <p>Additional Information: Counties with indicator value = 3,086. Average county indicator value = 1.06%. Median county indicator value = 0.85%.</p>

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SCBETSH	86	14	Arts and culture share of all establishments, 2009	<p>An important attribute of the arts economy is its weight in the total makeup of the establishments and businesses in an economy. The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>This particular indicator measures the share of all establishments in a county that are arts and culture industries, using 2009 County Business Patterns data from the Census Bureau.</p> <p>Additional Information: Counties with indicator value = 2,865. Average county indicator value = 1.80%. Median county indicator value = 1.70%.</p>
SCBETSH 2011	87	15	Arts and culture share of all establishments, 2011	<p>An important attribute of the arts economy is its weight in the total makeup of the establishments and businesses in an economy. The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>This particular indicator measures the share of all employees in a county who work in arts and culture industries, using 2011 County Business Patterns data from the Census Bureau. There are data available on establishments for 2,835 of the 3,143 American counties.</p> <p>Additional Information: Average county indicator value = 1.70%. Median county indicator value = 1.60%.</p>
SCBETSH 2012	88	16	Arts and culture share of all establishments, 2012	<p>An important attribute of the arts economy is its weight in the total makeup of the establishments and businesses in an economy. The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>This particular indicator measures the share of all employees in a county who work in arts and culture industries, using 2012 County Business Patterns data from the Census Bureau. There are data available on establishments for 2,839 of the 3,143 American counties.</p> <p>Additional Information: Average county indicator value = 1.67%. Median county indicator value = 1.51%.</p>
SCBETSH 2013	89	17	Arts and culture share of all establishments, 2013	<p>One of the most substantial ways in which arts and culture affect their communities is through the labor market. A healthy arts economy has many employees working in many businesses and earning high levels of payroll.</p> <p>It is worth noting that employees in arts industries are not necessarily the same as workers in arts occupations. How can this be? It reflects the fact that some arts workers work in industries that do not, mainly, produce arts goods or services. A designer working in a department store would be one example. Similarly, there are many non-arts workers in cultural organizations – e.g., the accountant in a theatre company. In the National Arts Index, the number of workers in arts occupations is shown at the national level. This cannot be replicated for counties, because the data are only available for arts occupations at a multi-county level, and are not broken down for individual counties.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census</p>

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				<p>Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>This particular indicator measures the share of all employees in a county who work in arts and culture industries, using 2013 County Business Patterns data from the Census Bureau. There are data available on employees for 923 of the 3,143 American counties. The Census Bureau does not report local employee data when the count in a locale is so low that an observer could identify the employees or employers – such as if there were only one musical instrument manufacturer in a county. This is part of the reason that there is no data reported for many counties.</p> <p><u>Additional Information: Average county indicator value = 0.47%. Median county indicator value = 0.31%.</u></p>
SCBEMSH	90	10	Arts and culture share of all employees, 2009	<p>One of the most substantial ways in which arts and culture affect their communities is through the labor market. A healthy arts economy has many employees working in many businesses and earning high levels of payroll.</p> <p>It is worth noting that employees in arts industries are not necessarily the same as workers in arts occupations. How can this be? It reflects the fact that some arts workers work in industries that do not, mainly, produce arts goods or services. A designer working in a department store would be one example. Similarly, there are many non-arts workers in cultural organizations – e.g., the accountant in a theatre company. In the National Arts Index, the number of workers in arts occupations is shown at the national level. This cannot be replicated for counties, because the data are only available for arts occupations at a multi-county level, and are not broken down for individual counties.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>This particular indicator measures the share of all employees in a county who work in arts and culture industries, using 2009 County Business Patterns data from the Census Bureau. There are data available on employees for 1,080 of the 3,143 American counties. The Census Bureau does not report local employee data when the count in a locale is so low that an observer could identify the employees or employers – such as if there were only one musical instrument manufacturer in a county. This is part of the reason that there is no data reported for many counties.</p> <p><u>Additional Information: Average county indicator value = 0.80%. Median county indicator value = 0.70%.</u></p>
SCBEMSH 2011	91	11	Arts and culture share of all employees, 2011	<p>One of the most substantial ways in which arts and culture affect their communities is through the labor market. A healthy arts economy has many employees working in many businesses and earning high levels of payroll.</p> <p>It is worth noting that employees in arts industries are not necessarily the same as workers in arts occupations. How can this be? It reflects the fact that some arts workers work in industries that do not, mainly, produce arts goods or services. A designer working in a department store would be one example. Similarly, there are many non-arts workers in cultural organizations – e.g., the accountant in a theatre company. In the National Arts Index, the number of workers in arts occupations is shown at the national level. This cannot be replicated for counties, because the data are only available for arts occupations at a multi-county level, and are not broken down for individual counties.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS</p>

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				<p>codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>This particular indicator measures the share of all employees in a county who work in arts and culture industries, using 2011 County Business Patterns data from the Census Bureau. There are data available on employees for 997 of the 3,143 American counties. The Census Bureau does not report local employee data when the count in a locale is so low that an observer could identify the employees or employers – such as if there were only one musical instrument manufacturer in a county. This is part of the reason that there is no data reported for many counties.</p> <p><u>Additional Information: Average county indicator value = 0.50%. Median county indicator value = 0.30%.</u></p>
SCBEMSH 2012	92	12	Arts and culture share of all employees, 2012	<p>One of the most substantial ways in which arts and culture affect their communities is through the labor market. A healthy arts economy has many employees working in many businesses and earning high levels of payroll.</p> <p>It is worth noting that employees in arts industries are not necessarily the same as workers in arts occupations. How can this be? It reflects the fact that some arts workers work in industries that do not, mainly, produce arts goods or services. A designer working in a department store would be one example. Similarly, there are many non-arts workers in cultural organizations – e.g., the accountant in a theatre company. In the National Arts Index, the number of workers in arts occupations is shown at the national level. This cannot be replicated for counties, because the data are only available for arts occupations at a multi-county level, and are not broken down for individual counties.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site .</p> <p>This particular indicator measures the share of all employees in a county who work in arts and culture industries, using 2012 County Business Patterns data from the Census Bureau. There are data available on employees for 869 of 3,143 counties. The Census Bureau does not report local employee data when the count in a locale is so low that an observer could identify the employees or employers – such as if there were only one musical instrument manufacturer in a county. This is part of the reason that there is no data reported for many counties.</p> <p><u>Additional Information: Average county indicator value = 0.51%. Median county indicator value = 0.30%</u></p>
SCBEMSH 2013	93	13	Arts and culture share of all employees, 2013	<p>One of the most substantial ways in which arts and culture affect their communities is through the labor market. A healthy arts economy has many employees working in many businesses and earning high levels of payroll.</p> <p>It is worth noting that employees in arts industries are not necessarily the same as workers in arts occupations. How can this be? It reflects the fact that some arts workers work in industries that do not, mainly, produce arts goods or services. A designer working in a department store would be one example. Similarly, there are many non-arts workers in cultural organizations – e.g., the accountant in a theatre company. In the National Arts Index, the number of workers in arts occupations is shown at the national level. This cannot be replicated for counties, because the data are only available for arts occupations at a multi-county level, and are not broken down for individual counties.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying</p>

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				<p>businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>This particular indicator measures the share of all employees in a county who work in arts and culture industries, using 2013 County Business Patterns data from the Census Bureau. There are data available on employees for 923 of the 3,143 American counties. The Census Bureau does not report local employee data when the count in a locale is so low that an observer could identify the employees or employers – such as if there were only one musical instrument manufacturer in a county. This is part of the reason that there is no data reported for many counties.</p> <p>Additional Information: Average county indicator value = 0.47%. Median county indicator value = 0.31%.</p>
SCBPYSH	94	18	Arts and culture share of all payroll, 2009	<p>One of the most substantial ways in which arts and culture affect their communities is through the labor market. A healthy arts economy has many employees working in many businesses and earning high levels of payroll.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>Absolute payroll dollars give a sense of scale, but not of the impact on an overall economy. To understand that impact, these figures can be compared to total payrolls for all industries. This particular indicator measures the share of all employees' payroll in a county that is generated in the arts and culture industries, using 2009 County Business Patterns data from the Census Bureau. This is done using the same 44 NAICS codes used to estimate numbers of employees and establishments in arts and culture industries.</p> <p>The Census Bureau does not report local employee data when the count in a locale is so low that an observer could identify the employees or employers – such as if there were only one musical instrument manufacturer in a county. Partly because of this policy, and partly because there are no arts-related businesses in some counties, there are data available on employees for 1,293 of the 3,143 American counties.</p> <p>Additional Information: Average county indicator value = 0.70%. Median county indicator value = 0.50%.</p>
SCBPYSH 2011	95	19	Arts and culture share of all payroll, 2011	<p>One of the most substantial ways in which arts and culture affect their communities is through the labor market. A healthy arts economy has many employees working in many businesses and earning high levels of payroll.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>Absolute payroll dollars give a sense of scale, but not of the impact on an overall economy. To understand that impact, these figures can be compared to total payrolls for all industries. This particular indicator measures the share of all employees' payroll in a county that is generated in the arts and culture industries, using 2011 County Business Patterns data from the Census Bureau. This is done using the</p>



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				<p>same 44 NAICS codes used to estimate numbers of employees and establishments in arts and culture industries.</p> <p>The Census Bureau does not report local employee data when the count in a locale is so low that an observer could identify the employees or employers – such as if there were only one musical instrument manufacturer in a county. Partly because of this policy, and partly because there are no arts-related businesses in some counties, there are data available on payroll for 997 of the 3,143 American counties</p> <p>Additional Information: Average county indicator value = 0.50%. Median county indicator value = 0.30%.</p>
SCBPYSH 2012	96	20	Arts and culture share of all payroll, 2012	<p>One of the most substantial ways in which arts and culture affect their communities is through the labor market. A healthy arts economy has many employees working in many businesses and earning high levels of payroll .</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>Absolute payroll dollars give a sense of scale, but not of the impact on an overall economy. To understand that impact, these figures can be compared to total payrolls for all industries. This particular indicator measures the share of all employees' payroll in a county that is generated in the arts and culture industries, using 2012 County Business Patterns data from the Census Bureau. This is done using the same 44 NAICS codes used to estimate numbers of employees and establishments in arts and culture industries.</p> <p>The Census Bureau does not report local employee data when the count in a locale is so low that an observer could identify the employees or employers – such as if there were only one musical instrument manufacturer in a county. Partly because of this policy, and partly because there are no arts-related businesses in some counties, there are data available on payroll for 1,144 of the 3,143 American counties</p> <p>Additional Information: Average county indicator value = 0.42%. Median county indicator value = 0.20%.</p>
SCBPYSH 2013	97	21	Arts and culture share of all payroll, 2013	<p>One of the most substantial ways in which arts and culture affect their communities is through the labor market. A healthy arts economy has many employees working in many businesses and earning high levels of payroll.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site.</p> <p>Absolute payroll dollars give a sense of scale, but not of the impact on an overall economy. To understand that impact, these figures can be compared to total payrolls for all industries. This particular indicator measures the share of all employees' payroll in a county that is generated in the arts and culture industries, using 2013 County Business Patterns data from the Census Bureau. This is done using the same 44 NAICS codes used to estimate numbers of employees and establishments in arts and culture industries.</p> <p>The Census Bureau does not report local employee data when the count in a locale is so low that an observer could identify the employees or employers – such as if there were only one musical instrument manufacturer in a county. Partly because of this policy, and partly because there are no arts-related</p>



Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				businesses in some counties, there are data available on payroll for 1,016 of the 3,143 American counties Additional Information: Average county indicator value = 0.41%. Median county indicator value = 0.2
SOLORCP T2012	98	98	Individual artists average receipts, 2012	<p>Independent artists are one of the most vivid pieces of evidence that the arts are thriving in any location. Solo artists, regardless of artistic medium or discipline, are very often both the fuel and the spark of a local arts scene. Many artists are also entrepreneurs, launching their work into the world through their own studios, performance spaces, and readings. Overall, we think of the presence of solo artists as a marker of a community's capacity to deliver the arts. However, more than their presence is needed to show that there is not only capacity to provide the arts; it also needs demand by arts consumers . One indication that there is arts demand is the abilities of individual artists to generate revenue streams for themselves</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site. The Bureau also provides data on the number of "non-employer" businesses in many NAICS codes including total revenues of these self-employed, non-employer artists. These would turn into smaller net earnings after the costs of the artistic endeavors are subtracted . By way of context, 2012 median earnings for all workers in artistic occupations were \$52,388, as shown in the National Arts Index.</p> <p>This indicator estimates the average revenues for each of the solo artists of a county. They are identified as solo artists by non-employer establishments in four-digit NAICS code 7115, which describes "Independent artists, writers, and performers." Nationally, there were 730,000 such solo artists in 2012. Additional Information: Counties with indicator value = 2,479. Average county indicator value = \$13,800 Median county indicator value = \$12,800.</p>
SOLORCP T2013	99	99	Individual artists average receipts (\$000), 2013	<p>Independent artists are one of the most vivid pieces of evidence that the arts are thriving in any location. Solo artists, regardless of artistic medium or discipline, are very often both the fuel and the spark of a local arts scene. Many artists are also entrepreneurs, launching their work into the world through their own studios, performance spaces, and readings. Overall, we think of the presence of solo artists as a marker of a community's capacity to deliver the arts. However, more than their presence is needed to show that there is not only capacity to provide the arts; it also needs demand by arts consumers. One indication that there is arts demand is the abilities of individual artists to generate revenue streams for themselves.</p> <p>The North American Industrial Classification System (NAICS) is a system of 1,800 codes for classifying businesses into different industries. The Local and National Arts Index reports use a set of 44 NAICS codes that we selected as the best representation of arts and culture from those 1,800 codes. The Census Bureau provides county-level tallies of establishments, employment, and payroll in the County Business Patterns web site. The Bureau also provides data on the number of "non-employer" businesses in many NAICS codes including total revenues of these self-employed, non-employer artists. These would turn into smaller net earnings after the costs of the artistic endeavors are subtracted. By way of context, 2012 median earnings for all workers in artistic occupations were \$52,388, as shown in the National Arts Index.</p> <p>This indicator estimates the average revenues for each of the solo artists of a county. They are identified as solo artists by non-employer establishments in four-digit NAICS code 7115, which describes</p>

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				<p>"Independent artists, writers, and performers." Nationally, there were 740,000 such solo artists in 2013. Additional Information: Counties with indicator value = 2,475. Average county indicator value = \$13,920 Median county indicator value = \$12,430.</p>
SSAGSUC	100	101	State arts grant success rate, 2009	<p>State governments are important supporters of arts and culture, reaching communities, organizations, and artists through different funding programs. State arts agencies are funded by allocations from their state legislatures and from the National Endowment for the Arts.</p> <p>State arts councils invariably face requests from more organizations than they can support, and for more dollars than they can award, so only some programs and organizations receive funding, and many receive partial funding. Obtaining state arts grants is a mark of success in competition, as every grant applicant waiting for a funder's positive response knows well. The National Assembly of State Arts Agencies (NASAA) collects data from all 50 states plus the District of Columbia, and provided data for funding by states in fiscal years 2003-2009. Recipients of arts funding were associated with counties using the "zip-to-FIPS" procedure described in the Methodology section, then aggregated for 2003-2009.</p> <p>This indicator measures how successful county arts recipients were in the awards they received relative to those they requested, thus this indicator is total state arts dollars awarded divided by state arts dollars requested. To reduce the influence of large requests or awards in a specific year, the indicator sums grant requests and awards over all years. Also, to reduce the effect of outliers, it was limited to counties receiving at least \$70,000 in funds over the seven year span (an average of \$10,000 per year). The indicator represents the percentage of dollars requested from county applicants that were awarded to county grantees. A value of 100% means that the amount awarded equals the amount requested.</p> <p>Arts leaders can look at their measures to see how local state arts applicants are faring, explore how to improve their success rate if it is low performance, or maintain high performance if it is strong. This indicator does not differentiate between arts disciplines with varied funding needs. This would likely generate a different mix of applications from each county based on its population of arts organizations. Comparisons will be most valid for counties within the same state as policies and funding amounts vary state-to-state.</p> <p>Additional Information: Counties with indicator value = 1,211. Average county indicator value = 70.85%. Median county indicator value = 73.53%.</p>
SSCADON 2009-11	101	102	Household share donating to public broadcasting or arts and culture, 2009-11	<p>Support for arts and culture can be indicated not only by dollars, but also by how commonly people and households donate to arts nonprofits. A community's collective willingness to support the arts is clearly an element of the competitiveness of the arts in a community. It helps to understand local philanthropic behavior towards the arts.</p> <p>This indicator uses data from 2009, 2010, and 2011 from Scarborough Research. It measures the three-year average percentage of respondents whose households supported arts and culture organizations including public broadcasting. It is limited to the 525 counties where Scarborough gathered data from a minimum of 180 respondents over the three years.</p> <p>This provides another view of the generosity of county residents to the arts, supplementing what can be seen in the measure of nonprofit arts contribution revenue per capita. For example, evidence that a county's nonprofit arts organizations have high per capita contributions in a county with a small population share contributing to the arts indicates that those organizations do well raising contributions from local businesses and foundations, out-of-county donors, and local residents.</p> <p>Additional Information: Average county indicator value = 19.41%. Median county indicator value = 18.93%.</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
SSCADON 2012-14	102	103	Household share donating to public broadcasting or arts and culture, 2012-14	<p>Support for arts and culture can be indicated not only by dollars, but also by how commonly people and households donate to arts nonprofits. A community's collective willingness to support the arts is clearly an element of the competitiveness of the arts in a community. It helps to understand local philanthropic behavior towards the arts.</p> <p>This indicator uses data from 2012, 2013, and 2014 from Scarborough Research. It measures the three-year average percentage of respondents whose households supported arts and culture organizations including public broadcasting. It is limited to the 518 counties where Scarborough gathered data from a minimum of 180 respondents over the three years.</p> <p>This provides another view of the generosity of county residents to the arts, supplementing what can be seen in the measure of nonprofit arts contribution revenue per capita. For example, evidence that a county's nonprofit arts organizations have high per capita contributions in a county with a small population share contributing to the arts indicates that those organizations do well raising contributions from local businesses and foundations, out-of-county donors, and local residents.</p> <p>Additional Information: Average county indicator value = 20.19%. Median county indicator value = 19.73%</p>
SMLNSHR	103	43	Millennial share of all arts nonprofits, 2009	<p>It is well known that the number of arts nonprofits grew substantially in the 2000s. To explore the relative impact of new versus existing arts organizations, we created an indicator that measures the share of all nonprofit arts organizations that are "millennial," with an IRS ruling date of January 2000 or later. Nationally, they represented over 30% of all arts nonprofits, providing clear evidence of entrepreneurship in the arts. This indicator shows where that growth has occurred in communities around the country.</p> <p>A larger or smaller share of new arts organizations is one element of the character of a nonprofit arts community: to what extent does it favor older institutions over newer? Does it provide an environment that encourages or discourages new organizations? Newer organizations are generally innovative in their approach to their specific discipline and serve as incubators to test new ideas – though established organizations are also innovators.</p> <p>This indicator measures the percentage of all nonprofits that are "millennial," in 425 counties with 20 or more arts nonprofits. Data for this indicator are from the 2009 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Average county indicator value = 31.62%. Median county indicator value = 31.14%.</p>
SMLNSHR 2010	104	44	Millennial share of all arts nonprofits, 2010	<p>It is well known that the number of arts nonprofits grew substantially in the 2000s. To explore the relative impact of new versus existing arts organizations, we created an indicator that measures the share of all nonprofit arts organizations that are "millennial," with an IRS ruling date of January 2000 or later. Nationally, they represented over 30% of all arts nonprofits, providing clear evidence of entrepreneurship in the arts. This indicator shows where that growth has occurred in communities around the country.</p> <p>A larger or smaller share of new arts organizations is one element of the character of a nonprofit arts community: to what extent does it favor older institutions over newer? Does it provide an environment that encourages or discourages new organizations? Newer organizations are generally innovative in their approach to their specific discipline and serve as incubators to test new ideas – though established organizations are also innovators.</p> <p>This indicator measures the percentage of all nonprofits that are "millennial," in 417 counties with 20 or</p>

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				<p>more arts nonprofits Data for this indicator are from the 2010 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Average county indicator value = 33.48%. Median county indicator value = 33.33%.</p>
SMLNSHR 2012	105	45	Millennial share of all arts nonprofits, 2012	<p>It is well known that the number of arts nonprofits grew substantially in the 2000s. To explore the relative impact of new versus existing arts organizations, we created an indicator that measures the share of all nonprofit arts organizations that are “millennial,” with an IRS ruling date of January 2000 or later. Nationally, they represented over 30% of all arts nonprofits, providing clear evidence of entrepreneurship in the arts. This indicator shows where that growth has occurred in communities around the country.</p> <p>A larger or smaller share of new arts organizations is one element of the character of a nonprofit arts community: to what extent does it favor older institutions over newer? Does it provide an environment that encourages or discourages new organizations? Newer organizations are generally innovative in their approach to their specific discipline and serve as incubators to test new ideas – though established organizations are also innovators.</p> <p>This indicator measures the percentage of all nonprofits that are “millennial,” in 427 counties with 20 or more arts nonprofits filing Form 990 financial information with the IRS. Data for this indicator are from the 2012 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Average county indicator value = 37.61%. Median county indicator value = 37.21%.</p>
SMLSHRV	106	46	Revenue share of millennial arts nonprofits, 2009	<p>The number of millennial arts organizations is just part of the “institutional or entrepreneurial” factor in cultural character. Generally, new organizations have less revenue than established organizations, and their revenue may have a different profile. While close to one-third of arts organizations are new, they are bringing in less than one fifth of total revenue.</p> <p>There are several possible explanations for this difference. Millennial organizations may be more productive and efficient, with a smaller infrastructure that needs less support. They may rely on the drive of a founder. Or, they may face a very tough competitive environment that makes it hard to build revenue. These possible scenarios may be seen in many counties, and are part of the character of that county’s arts economy. This indicator measures the share of total arts nonprofit revenue in each county that was recorded by arts nonprofits founded since 2000, in 425 counties with 20 or more arts nonprofits. Data for this indicator are from the 2009 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Average county indicator value = 18.75%. Median county indicator value = 14.01%.</p>
SMLSHRV 2010	107	47	Revenue share of millennial arts nonprofits, 2010	<p>The number of millennial arts organizations is just part of the “institutional or entrepreneurial” factor in cultural character. Generally, new organizations have less revenue than established organizations, and this revenue may have a different profile. While close to one-third of arts organizations are new, they are bringing in less than one fifth of total revenue.</p> <p>There are several possible explanations for this difference. Millennial organizations may be more productive and efficient, with a smaller infrastructure that needs less support. They may rely on the drive of a founder. Or, they may face a very tough competitive environment that makes it hard to build revenue. These possible scenarios may be seen in many counties, and are part of the character of that county’s arts economy. This indicator measures the share of total arts nonprofit revenue in each county that was recorded by arts nonprofits founded since 2000, in 417 counties with 20 or more arts nonprofits. Data for</p>

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				this indicator are from the 2010 Core Files at the <a href="#">National Center for Charitable Statistics</a> . Additional Information: Average county indicator value = 19.27%. Median county indicator value = 14.87%.
SMLSHRV 2012	108	48	Revenue share of millennial arts nonprofits, 2012	<p>The number of millennial arts organizations is just part of the “institutional or entrepreneurial” factor in cultural character. Generally, new organizations have less revenue than established organizations, and this revenue may have a different profile. While 38 percent of arts organizations are new, they are bringing in just over one fifth of total revenue.</p> <p>There are several possible explanations for this difference. Millennial organizations may be more productive and efficient, with a smaller infrastructure that needs less support. They may rely on the drive of a founder. Or, they may face a very tough competitive environment that makes it hard to build revenue. These possible scenarios may be seen in many counties, and are part of the character of that county’s arts economy. This indicator measures the share of total arts nonprofit revenue in each county that was created by arts nonprofits founded since 2000, in 427 counties with 20 or more arts nonprofits filing Form 990 financial information with the IRS. Data for this indicator are from the 2012 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Average county indicator value = 21.70%. Median county indicator value = 16.33%.</p>
SNPOFFX	109	66	Revenue concentration in the nonprofit arts, 2009	<p>Another way to characterize a community’s nonprofit arts population is to look at the mix of small and large organizations. Some communities have a handful of “major” arts institutions that consume a relatively high share of resources and get a lot of attention because they produce large-scale, high volume arts activities. In other places, the arts are more evenly distributed among larger and smaller organizations. We are curious about how concentrated the nonprofit arts marketplaces are in individual communities. For example, the “big 3” auto makers in the 1960’s and 1970’s had virtually all of the market share for US auto sales. Presently, a small handful of companies control the market for wireless service.</p> <p>A “four-firm concentration ratio” is the share of the total market that is captured by the four largest arts organizations in that market. We used 2009 Core File data from the <a href="#">National Center for Charitable Statistics</a> for 426 counties with 20 or more arts nonprofits. This indicator measures the share of total expenditures made by the four largest arts organizations in each county. We interpret this as a proxy for what percentage of the arts those top four deliver, as across the arts field, program expenses account for the majority of all spending.</p> <p>In counties across the country, the top four organizations spend an average of 58 percent of total expenditures. In the median county, the concentration ratio is even higher, 65 percent. This indicator is “reverse scored,” meaning that comparatively lower values on this ratio for a given county suggest more competition, while a higher number is a place more dominated by the biggest players.</p> <p>Additional Information: Average county indicator value = 58.23%. Median county indicator value = 57.98%.</p>
SNPOFFX 2010	110	67	Revenue concentration in the nonprofit arts, 2010	<p>Another way to characterize a community’s nonprofit arts population is to look at the mix of small and large organizations. Some communities have a handful of “major” arts institutions that consume a relatively high share of resources and get a lot of attention because they produce large-scale, high volume arts activities. In other places, the arts are more evenly distributed among larger and smaller organizations. We are curious about how concentrated the nonprofit arts marketplaces are in individual communities. For example, the “big 3” auto makers in the 1960’s and 1970’s had virtually all of the</p>

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				<p>market share for US auto sales. Presently, a small handful of companies control the market for wireless service.</p> <p>A “four-firm concentration ratio” is the share of the total market that is captured by the four largest arts organizations in that market. We used 2010 Core File data from the <a href="#">National Center for Charitable Statistics</a> for 417 counties with 20 or more arts nonprofits. This indicator measures the share of total expenditures made by the four largest arts organizations in each county. We interpret this as a proxy for what percentage of the arts those top four deliver, as across the arts field, program expenses account for the majority of all spending.</p> <p>In counties across the country, the top four organizations spend an average of 58 percent of total expenditures. In the median county, the concentration ratio is even higher, 65 percent. This indicator is “reverse scored,” meaning that comparatively lower values on this ratio for a given county suggest more competition, while a higher number is a place more dominated by the biggest players.</p> <p>Additional Information: Average county indicator value = 57.65%. Median county indicator value = 57.45%.</p>
SNPOFFX 2012	111	68	Revenue concentration in the nonprofit arts, 2012	<p>Another way to characterize a community’s nonprofit arts population is to look at the mix of small and large organizations. Some communities have a handful of “major” arts institutions that consume a relatively high share of resources and get a lot of attention because they produce large-scale, high volume arts activities. In other places, the arts are more evenly distributed among larger and smaller organizations. We are curious about how concentrated the nonprofit arts marketplaces are in individual communities. For example, the “big 3” auto makers in the 1960’s and 1970’s had virtually all of the market share for US auto sales. Presently, a small handful of companies control the market for wireless service.</p> <p>A “four-firm concentration ratio” is the share of the total market that is captured by the four largest arts organizations in that market. We used 2012 Core File data from the <a href="#">National Center for Charitable Statistics</a> for 427 counties with 20 or more arts nonprofits. This indicator measures the share of total expenditures made by the four largest arts organizations in each county. We interpret this as a proxy for what percentage of the arts those top four deliver, as across the arts field, program expenses account for the majority of all spending.</p> <p>In counties across the country, the top four organizations spend an average of 58 percent of total expenditures. In the median county, the concentration ratio is even higher, 65 percent. This indicator is “reverse scored,” meaning that comparatively lower values on this ratio for a given county suggest more competition, while a higher number is a place more dominated by the biggest players.</p> <p>Additional Information: Average county indicator value = 58.32%. Median county indicator value = 58.46%</p>
SNPOSHR	112	81	Nonprofit share of arts establishments, 2009	<p>There is no single paradigm or standard for what constitutes the “arts community” in any place; in fact, the populations of arts organizations differ from place to place around the U.S. One way in which they vary is the mix of commercial and nonprofit organizations.</p> <p>This indicator measures that blend of arts and business as the arts nonprofits’ share of all arts establishments. The first figure, total arts nonprofits, comes from the 2009 Core data used in other LAI indicators; the second figure, total arts-centric businesses, is from the “Creative Industries” data collected in 2011 by Dun &amp; Bradstreet. To be clear, this indicator measures numbers of organizations, not revenues or expenses.</p> <p>A large or small share of arts organizations is not a matter of strength or weakness for any given arts</p>

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				community so much as it is an element of individual character or nature. Many major perspectives of arts success are based primarily on the nonprofit arts sector, but commercial arts companies surely make very significant contributions to the makeup of the arts in communities, such as when a well-known nightspot or commercial gallery is a significant part of a community's arts identity. Additional Information: Counties with indicator value = 2,536. Average county indicator value = 10%. Median county indicator value = 7%.
SNPOSHR 2010	113	82	Nonprofit share of arts establishments, 2010	There is no single paradigm or standard for what constitutes the "arts community" in any place; in fact, the populations of arts organizations differ from place to place around the U.S. One way in which they vary is the mix of commercial and nonprofit organizations. This indicator measures that blend of arts and business as the arts nonprofits' share of all arts establishments. The first figure, total arts nonprofits, comes from the 2010 Core data used in other LAI indicators; the second figure, total arts-centric businesses, is from the "Creative Industries" data collected in 2011 by Dun & Bradstreet. To be clear, this indicator measures numbers of organizations, not revenues or expenses. A large or small share of arts organizations is not a matter of strength or weakness for any given arts community so much as it is an element of individual character or nature. Many major perspectives of arts success are based primarily on the nonprofit arts sector, but commercial arts companies surely make very significant contributions to the makeup of the arts in communities, such as when a well-known nightspot or commercial gallery is a significant part of a community's arts identity. Additional Information: Counties with indicator value = 2,538. Average county indicator value = 11%. Median county indicator value = 7%.
SNPOSHR 2012	114	83	Nonprofit share of arts establishments, 2012	There is no single paradigm or standard for what constitutes the "arts community" in any place; in fact, the populations of arts organizations differ from place to place around the U.S. One way in which they vary is the mix of commercial and nonprofit organizations. This indicator measures that blend of arts and business as the arts nonprofits' share of all arts establishments. The first figure, total arts nonprofits, comes from the 2012 Core data used in other LAI indicators; the second figure, total arts-centric businesses, is from the "Creative Industries" data collected in 2011 by Dun & Bradstreet. To be clear, this indicator measures numbers of organizations, not revenues or expenses. A large or small share of arts organizations is not a matter of strength or weakness for any given arts community so much as it is an element of individual character or nature. Many major perspectives of arts success are based primarily on the nonprofit arts sector, but commercial arts companies surely make very significant contributions to the makeup of the arts in communities, such as when a well-known nightspot or commercial gallery is a significant part of a community's arts identity. Additional Information: Counties with indicator value = 2,509. Average county indicator value = 13.14% Median county indicator value = 9.30%.
SA23100	115	1	Cultural and ethnic awareness nonprofits per 100,000 population, 2009	The National Arts Index shows that the number of nonprofit organizations with missions to support ethnic activity in the community has increased around the country. These organizations are identified using the "National Taxonomy of Exempt Enterprises" or NTEE. One of those codes (A23) refers to "cultural and ethnic awareness organizations" that support the cultural life of particular ethnic groups in a community. There were 619 counties with one or more organizations with an NTEE code of A23 in the 2009 Core File from the National Center for Charitable Statistics. This indicator measures the number of such



Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				<p>organizations for every 100,000 residents as another aspect of a community's particular cultural character, especially when viewed in context of both the language diversity and ethnic diversity of the population. A larger number of such organizations in a community shows how the nonprofit sector in a community serves its ethnic population.</p> <p>Data for this indicator are from the 2009 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Average county indicator value = 2.72. Median county indicator value = 1.23.</p>
SA23100 2010	116	2	Cultural and ethnic awareness nonprofits per 100,000 population, 2010	<p>The National Arts Index shows that the number of nonprofit organizations with missions to support ethnic activity in the community has increased around the country. These organizations are identified using the "National Taxonomy of Exempt Enterprises" or NTEE. One of those codes (A23) refers to "cultural and ethnic awareness organizations" that support the cultural life of particular ethnic groups in a community.</p> <p>There were 619 counties with one or more organizations with a NTEE code of A23 in the 2010 Core File from the National Center for Charitable Statistics. This indicator measures the number of such organizations for every 100,000 residents as another aspect of a community's particular cultural character, especially when viewed in context of both the language diversity and ethnic diversity of the population. A larger number of such organizations in a community shows how the nonprofit sector in a community serves its ethnic population.</p> <p>Data for this indicator are from the 2010 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Average county indicator value = 2.8. Median county indicator value = 1.33.</p>
SA23100 2012	117	3	Cultural and ethnic awareness nonprofits per 100,000 population, 2012	<p>The National Arts Index shows that the number of nonprofit organizations with missions to support ethnic activity in the community has increased around the country. These organizations are identified using the "National Taxonomy of Exempt Enterprises" or NTEE. One of those codes (A23) refers to "cultural and ethnic awareness organizations" that support the cultural life of particular ethnic groups in a community.</p> <p>There were 657 counties with one or more organizations with an NTEE code of A23 in the 2012 Core File from the National Center for Charitable Statistics. This indicator measures the number of such organizations for every 100,000 residents as another aspect of a community's particular cultural character, especially when viewed in context of both the language diversity and ethnic diversity of the population. A larger number of such organizations in a community shows how the nonprofit sector in a community serves its ethnic population.</p> <p>Data for this indicator are from the 2012 Core Files at the <a href="#">National Center for Charitable Statistics</a>.</p> <p>Additional Information: Average county indicator value = 2.68. Median county indicator value = 1.30.</p>
SNRH100	118	93	National Register of Historic Places sites per 100,000 population, 2009	<p>While the expressive arts are one of the main focus areas for the LAI, we see strong relationships with historic preservation as another important element of cultural identity. Historic homes and sites serve as an important element in the cultural and educational life of a community. They provide a sense of a community's approach to heritage sites and provide a context for addressing questions, including: Are these historic sites of high value to a community? Is there ongoing investment in preservation? What is the correlation between the age of the community and the number of historic properties on the National Register? Who are the community actors who can help identify them?</p> <p>This indicator measures the number of historic places per 100,000 people on the National Register of Historic Places, which is "the official list of the Nation's historic places worthy of preservation," according to the Register's web pages on the National Park Service site. The Register is in constant development, as new sites around the country are identified and evaluated, and then listed. In early 2011, there were</p>



Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				about 86,000 sites in total. Additional Information: Counties with indicator value = 3,069. Average county indicator value = 78.41. Median county indicator value = 43.03.
SACCDEG 2014	119	5	Accredited degree granting programs per 100,000 population, 2014	Arts education is delivered in arts conservatories and academies as well as colleges and universities. Across the country, the number of institutions granting associates, bachelors, masters, and doctoral degrees grew to 2,219 from 1,809 between 2002 and 2013. Of these, 1,256 are accredited by the National Office for Arts Accreditation. This includes schools of music, art and design, theatre, and dance. This indicator measures the number of accredited schools in each community using the schools' zip code location data, which we aggregated in counties using the "zip-to-FIPS" procedure described in the Methodology section. There are accredited programs in 508 counties. The indicator describes the number of accredited degree-granting programs for every 100,000 county residents. Additional Information: Average county indicator value = 1.97. Median county indicator value = 1.12.
SVPADEG 0205	120	120	Visual and performing arts degrees awarded per 100,000 population, 2002-05	Higher education provides many avenues for interaction with community arts and culture. Three main ways are evident: One is that the campus is an arts and culture destination for local arts audiences. Arts students in a community are especially likely to consume and participate in arts and culture activities in their own communities. A third is through the community life of the faculty, who may have studios or be members of local ensembles. All of these together make campuses with arts programs centers of activity that both radiate into the community, and invite the community in. Ideally, we would measure all of these multiple roles as consumers, producers and participants in arts and culture. A more compact proxy for these kinds of engagement, especially the last two, is the number of visual and performing arts graduates from colleges, universities, and arts academies and conservatories in different communities. The larger this number, the more the cultural life of the community is likely to be affected by the educational program through those three channels. This indicator measures the number of degrees in the visual and performing arts issued by degree-granting institutions in each community from graduating years 2002 to 2005 for every 100,000 county residents. This tally includes associate's, bachelor's, master's, and doctoral degrees. The data come from the National Center for Education Statistics in the federal Department of Education. We scaled the number of degrees issued by local institutions to the size of the community by dividing by its 2005 population and multiplying by 100,000. This provides a common scale for schools and communities of different sizes. Additional Information: Counties with indicator value = 947. Average county indicator value = 226.97. Median county indicator value = 105.38.
SVPADEG 0609	121	121	Visual and performing arts degrees awarded per 100,000 population, 2006-09	Higher education provides many avenues for interaction with community arts and culture. Three main ways are evident: One is that the campus is an arts and culture destination for local arts audiences. Arts students in a community are especially likely to consume and participate in arts and culture activities in their own communities. A third is through the community life of the faculty, who may have studios or be members of local ensembles. All of these together make campuses with arts programs centers of activity that both radiate into the community, and invite the community in. Ideally, we would measure all of these multiple roles as consumers, producers and participants in arts and culture. A more compact proxy for these kinds of engagement, especially the last two, is the number of visual and performing arts graduates from colleges, universities, and arts academies and conservatories in different communities. The larger this number, the more the cultural life of the community is likely to be affected by the educational program through those three channels.

Indicator	Web Site Position	Alpha Order	Indicator Label	Indicator Description
				<p>This indicator measures the number of degrees in the visual and performing arts issued by degree-granting institutions in each community from graduating years 2005 to 2009 for every 100,000 county residents. This tally includes associate's, bachelor's, master's, and doctoral degrees. The data come from the National Center for Education Statistics in the federal Department of Education. We scaled the number of degrees issued by local institutions to the size of the community by dividing by its 2009 population and multiplying by 100,000. This provides a common scale for schools and communities of different sizes. Additional Information: Counties with indicator value = 968. Average county indicator value = 237.67. Median county indicator value = 110.9.</p>
SVPADEG 1013	122	122	Visual and performing arts degrees awarded per 100,000 population, 2010-13	<p>Higher education provides many avenues for interaction with community arts and culture. Three main ways are evident: One is that the campus is an arts and culture destination for local arts audiences. Arts students in a community are especially likely to consume and participate in arts and culture activities in their own communities. A third is through the community life of the faculty, who may have studios or be members of local ensembles. All of these together make campuses with arts programs centers of activity that both radiate into the community, and invite the community in. Ideally, we would measure all of these multiple roles as consumers, producers and participants in arts and culture. A more compact proxy for these kinds of engagement, especially the last two, is the number of visual and performing arts graduates from colleges, universities, and arts academies and conservatories in different communities. The larger this number, the more the cultural life of the community is likely to be affected by the educational program through those three channels.</p> <p>This indicator measures the number of degrees in the visual and performing arts issued by degree-granting institutions in each community from graduating years 2009 to 2013 for every 100,000 county residents. This tally includes associate's, bachelor's, master's, and doctoral degrees. The data come from the National Center for Education Statistics in the federal Department of Education. We scaled the number of degrees issued by local institutions to the size of the community by dividing by its 2013 population and multiplying by 100,000. This provides a common scale for schools and communities of different sizes.</p> <p>Additional Information: Counties with indicator value = 1,022. Average county indicator value = 248.15. Median county indicator value = 119.86.</p>

May 18, 2017 update: These descriptions were coined in 2011 for the initial posting of LAI data on the web. They have not been altered since then. Readers should overlook the time-specific references below, and rely instead on the updated indicator descriptions.

Factor	Factor Description
ARTISTS AND ARTS BUSINESSES	Indicators in this factor show elements of the commercial capacity of the arts, looking at the numbers of businesses and individual artists that serve each community
ARTS NONPROFITS	The nonprofit arts are a central character in the cultural vitality of American communities. Indicators in this factor show the nonprofit arts sector in total, and are classified by the type of program they offer. Organization counts and per capita measures from 2009 and 2010 are presented.
CONSUMER EXPENDITURES	Consumer expenditures in the arts are a key resource, providing the financial fuel to both nonprofit and commercial arts enterprises. Consumer expenditures include spending on admission fees, books, recorded music and other media, photography, movies and more. Data for indicators in this factor come from Claritas Research. They are county-level estimates of total consumer expenditure in the selected area, converted to dollars per capita.
CULTURAL PARTICIPATION	Indicators in the Cultural Participation Factor measure the extent of participation by adults and households in arts and culture activities. Scarborough Research, a partnership of The Nielsen Company and Arbitron, annually gathers consumer behavior information via telephone, direct mail, and other survey methods from over 210,000 adults (18 years and older) in 81 market areas comprising 1,643 counties in 2009-2011. Indicators in this factor show the percentage of adults who participate in the specific cultural activity.
CULTURAL PROGRAMMING	A key part of overall activities is the extent of cultural programming provided by arts and culture organizations in the nonprofit and other sectors. Relatively few data points are available across all counties, so this factor only includes expenditures by nonprofit arts organizations.
ESTABLISHMENTS, EMPLOYEES, AND PAYROLL	Indicators in this factor show the relative weight of the arts in the local economic context, featuring the share that arts establishments, employees, and payroll have in a county's economy.
GOVERNMENT SUPPORT	The arts are supported by public funds from municipal, regional, state, and federal governments. Two indicators show arts county funding per capita over multiple years to grantees by the National Endowment for the Arts and state arts agencies.
INSTITUTIONAL AND ENTREPRENEURIAL ARTS	Each community will have a unique and distinctive mix of arts organizations. In addition to focusing on different programs, they may also vary in size and age. There are several well-known, archetypal community populations: some old and established, some in middle age with new generations of leadership, some that have come into being in the social enterprise era. The balance of institutional and entrepreneurial makeup of the arts is one attribute of the character or personality of a community. The indicators in this factor all share a focus on the blend of different kinds of arts organizations in each county as a matter of distinct character.
LOCAL AND GLOBAL REPRESENTATION	Any community's cultural character will be influenced by the mix of local cultural expressions, traditions, and culture, and how they are combined with broader regional, national, and even global effects. This factor has three indicators available from secondary, nation-wide data that available for most counties.
LOCAL CONNECTION TO NATIONAL ORGANIZATIONS	Most professional societies for individuals and field service associations for arts organizations serve their members with information, advocacy, centralized study of the field, convenings, and communication. Such

	<p>organizations often have magazines and web sites, create marketplaces at their annual conferences, and convey information about the field as a whole to individual members whether they are people or organizations. In some cases they maintain national standards, codes of ethics and accreditation programs. The indicators in this factor measure the presence of members of national arts service organizations in counties. Three indicators are included - the number of accredited museums; the sum of national field service organization members; and the sum of national arts education teachers association members – all per capita.</p>
NONPROFIT ARTS REVENUES	<p>Using data from the National Center for Charitable statistics, indicators in this factor measure nonprofit contributed revenue, program revenue, and earned revenue.</p>
PROFESSIONAL ARTS TRAINING	<p>Many counties host institutions providing professional (post-secondary) arts training. Two indicators examine that aspect of the arts, one looking at the number of arts degrees awarded in counties around the country, and the second at the kinds of arts training institutions that are in each county.</p> <p>Higher education provides many avenues for interaction with community arts and culture. One is the campus as an arts and culture destination for local arts audiences. Secondly, arts students in a community are especially likely to consume and participate in arts and culture activities of-campus. A third is through the community life of the faculty, who may have studios or be part of local ensembles. All these together make campuses with arts programs centers of activity that both radiate into the community, and invite the community in.</p> <p>These indicators can help understand the ways in which “town and gown” relate to each other around issues of arts and culture. The number of arts students and the presence of recognized arts education institutions can be a part of developing and promoting the image of a particular community. Community leaders can seek ways to improve their interactions with cultural life on campus.</p>
SUPPORT OF THE ARTS	<p>Two indicators show the vigor of philanthropy in the region. The first indicator evaluates the success of local arts organizations in obtaining state grants, while in the second, Scarborough data provide insight into private contributions.</p>