CULTURAL VITALITY INDICATORS

Arts, Entertainment & Recreation Employees (EVS ID CU01001)

Recent Performance

The trend recently has been flat.

After a 15% increase in 2011 and a 9% drop in 2012, employment in this sector was essentially flat for 2013. Erie's growth of just 0.4% was significantly less than national growth in the sector of 2.7%. Erie's employment of 2,607 in this sector in 2013 was nearly 59% larger than the 1,643 the industry employed in 1998. This growth was significantly larger than the 33% growth nationally.

Despite being smaller than most of the 12 peer areas for which we have arts employment data, in 2013 Erie had a larger AER sector than nine of them, in absolute terms. Only Allentown, Akron, and Boulder had more AER employees than Erie.

The Basics

This indicator measures the number of employees in the arts, entertainment, and recreation sector.   Both for-profit and nonprofit organizations are included.

Why It's Important

Employment in this sector can be considered a proxy for the size and amount of activity—output—of the industry.

The Details

This indicator includes the number of employees listed under North American Industry Classification System (NAICS) 71: Arts, Entertainment, and Recreation. The annual data are from the week including March 12, so there may be seasonal effects present in the data. (For example, organizations that hire extra workers for the winter holidays would be counted at their March employment level.)

All the Nitty-Gritty Details

This industrial sector includes the following activities:

NAICS	Industry
71	Arts, Entertainment, and Recreation
711	Performing Arts, Spectator Sports, and Related Industries
7111	Performing Arts Companies
71111	Theater Companies and Dinner Theaters
71112	Dance Companies
71113	Musical Groups and Artists
71119	Other Performing Arts Companies
7112	Spectator Sports
711211	Sports Teams and Clubs

711212	Racetracks
711219	Other Spectator Sports
7113	Promoters of Performing Arts, Sports, and Similar Events
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
7115	Independent Artists, Writers, and Performers
712	Museums, Historical Sites, and Similar Institutions
71211	Museums
71212	Historical Sites
71213	Zoos and Botanical Gardens
71219	Nature Parks and Other Similar Institutions
713	Amusement, Gambling, and Recreation Industries
7131	Amusement Parks and Arcades
7132	Gambling Industries
7139	Other Amusement and Recreation Industries
71391	Golf Courses and Country Clubs
71392	Skiing Facilities
71393	Marinas
71394	Fitness and Recreational Sports Centers
71395	Bowling Centers
71399	All Other Amusement and Recreation Industries

Details about the County Business Patterns program: http://www.census.gov/econ/cbp/overview.htm.
-Methodology : http://www.census.gov/econ/cbp/methodology.htm for.
-Definitions: http://www.census.gov/econ/cbp/definitions.htm

Subcategories

This indicator has no subcategories, although the original data source provides data for some of the subindustries listed above.

Peer areas

These variables include data on all 13 of the standard peer areas, along with U.S. data.

Frequency

Annual.

Source

U.S. Census Bureau, *County Business Patterns*: http://www.census.gov/econ/cbp/. County Business Patterns statistics provide the only annual source of complete and consistent county-level data for U.S. business establishments with industry detail.

Arts, Entertainment & Recreation Establishments (EVS ID CU02001)

Recent Performance

This trend is negative or needs improvement.

The number of Arts, Entertainment, and Recreation (AER) establishments has been falling consistently since its peak at 118 in 2009. In 2013, the number stood at just 100, and eight of the 13 peer areas had more AER establishments than Erie County.

However, most of the peer areas are larger than Erie County, also. If we adjust for population, then Erie's number of establishments per thousand residents stands at 4.0, which is greater than that of all its peer areas except Green Bay (7.6) and Boulder (4.4). Erie's number was nearly 13% higher than the average for the 13 peers. So for a city its size, Erie is doing relatively well in terms of the number of AER establishments—even though it has declined recently.

The Basics

This indicator reports the number of establishments in the arts, entertainment, and recreation industry. Each physical location of operations counts as one establishment, regardless of how large it is. Both for-profit and nonprofit organizations are included.

Why It's Important

The number of establishments in this sector can be considered a proxy for the size and amount of activity—output—of the industry.

The Details

This indicator includes the number of establishments listed under North American Industry Classification System (NAICS) 71: Arts, Entertainment, and Recreation. The annual data are from the week including March 12, so there may be seasonal effects present in the data.

A company (or "enterprise") is comprised of all the establishments that operate under the ownership or control of a single organization. A company may be a business, service, or membership organization; consist of one or several establishments; and operate at one or several locations. It includes all subsidiary organizations, all establishments that are majority-owned by the company or any subsidiary, and all the establishments that can be directed or managed by the company or any subsidiary.

A company may have one or many establishments. An establishment is a fixed physical location or permanent structure where some form of business activity is conducted. If the company operated at different physical locations, even if the individual locations were producing the same line of goods, a separate report was requested for each location. If the company operated in two or more distinct lines of manufacturing at the same location, a separate report was requested for each activity.

All the Nitty-Gritty Details

This industrial sector includes the following activities:

NAICS	Industry
71	Arts, Entertainment, and Recreation
711	Performing Arts, Spectator Sports, and Related Industries
7111	Performing Arts Companies
71111	Theater Companies and Dinner Theaters

71112	Dance Companies
71113	Musical Groups and Artists
71119	Other Performing Arts Companies
7112	Spectator Sports
711211	Sports Teams and Clubs
711212	Racetracks
711219	Other Spectator Sports
7113	Promoters of Performing Arts, Sports, and Similar Events
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
7115	Independent Artists, Writers, and Performers
712	Museums, Historical Sites, and Similar Institutions
71211	Museums
71212	Historical Sites
71213	Zoos and Botanical Gardens
71219	Nature Parks and Other Similar Institutions
713	Amusement, Gambling, and Recreation Industries
7131	Amusement Parks and Arcades
7132	Gambling Industries
7139	Other Amusement and Recreation Industries
71391	Golf Courses and Country Clubs
71392	Skiing Facilities
71393	Marinas
71394	Fitness and Recreational Sports Centers
71395	Bowling Centers
71399	All Other Amusement and Recreation Industries

Details about the County Business Patterns program: http://www.census.gov/econ/cbp/overview.htm.
   -Methodology : http://www.census.gov/econ/cbp/methodology.htm for.
   -Definitions: http://www.census.gov/econ/cbp/definitions.htm

Subcategories

This indicator has no subcategories, although the original data source provides data for some of the subindustries listed above.

Peer areas

These variables include data on all 13 of the standard peer areas, along with U.S. data.

Frequency

Annual.

Source

U.S. Census Bureau, *County Business Patterns*: http://www.census.gov/econ/cbp/. County Business Patterns statistics provide the only annual source of complete and consistent county-level data for U.S. business establishments with industry detail.
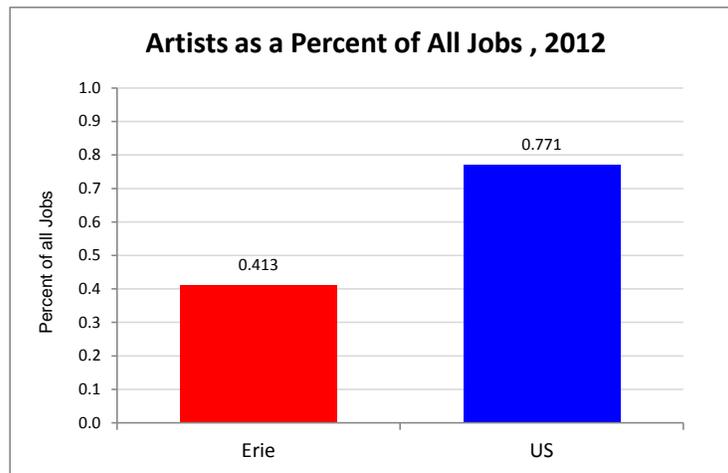
⬇ Artists as a Percent of all Jobs (EVS ID CU10001)

Recent Performance

Erie's performance relative to the nation is weak for this indicator.

Nationally, "artists" account for about 0.77% of all jobs—not quite 8/10 of one percent. In Erie County, that number is about 0.41%--not much more than half the national rate.

We must be a bit cautious about these numbers, though. They reflect people who hold jobs which have a selected group of titles (listed below), and those who have their own one-person businesses as independent artists and that bring in revenue of at least $1,000 a year. By these criteria, it is easy to miss many people who consider themselves artists, but only work part time, or off the books. By the first criterion (artists who work for someone else), Erie County lists no employment at all in the categories of art directors, fine artists (sculptors, painters, illustrators), multimedia artists and animators, musicians, writers and authors, and camera operators (TV, video, motion pictures) among others. Still, the same rules apply nationally as in Erie, yet the resulting percentages are nevertheless quite different.

Artists as a Percent of All Jobs , 2012

	Erie	US
Percent of all Jobs	0.413	0.771

The Basics

As the name says, this indicator presents the number of artists as a percent of all jobs in the local economy. This includes artists either as employees of others, or as self-employed artists.

Why It's Important

According to the Urban Institute: "We think this measure is indicative of support because we know from our research that most artists depend upon a range of formal and informal resources including training, employment, grants, awards, gifts, materials, workspace, and validation. Areas with more people earning money as artists indicate that those communities also may have more of these types of resources—important to artists and also to the robustness of important aspects of the cultural scene in general. In this regard, our interpretation of the density of artists differs from traditional conceptions that consider groups of artists as merely collections of individual artists that happen to aggregate near one another. Instead, we see concentrations of employed artists as signals of an underlying system of formal and informal opportunities and resources that enable artists to be employed or self-employed. From this perspective, a place with a high density of employed artists provides an indication that the place has a cultural ecological system supporting the development of artists in such a way that artists are able to find employment." (Jackson et al, p. 40-41)

The Details

This indicator is one of the Urban Institute's "Tier One" indicators, meaning that these indicators use data from respected sources, that are available annually down to the metro area level, and are comparable across areas.

The Urban Institute's approach to this indicator is an interesting—and hybrid—one. It includes occupational data from the U.S. Bureau of Labor Statistics' *Occupational Employment Statistics (OES) Survey*. This will capture people who work for others in jobs with selected titles that the Urban Institute has identified as "artists." (Details are below.) But it also includes data from the U.S. Census Bureau's *Nonemployer Statistics* program. This source is technically a count of establishments—businesses, not people. But these are businesses that, as the name implies, have no employees. As the Census Bureau says: "Most nonemployers are self-employed individuals operating unincorporated businesses (known as sole proprietorships), which may or may not be the owner's principal source of income." In other words, these are not necessarily full-time jobs, but they bring in enough income to require income tax filing—receipts of at least $1,000 per year.

All the Nitty-Gritty Details
This indicator makes use of the Urban Institute's recommended procedure which, in the OES dataset, counts the following occupational categories as artists:
- Art directors (27-1011)
- Fine artists, including painters, sculptors, and illustrators (27-1013)
- Multimedia artists and animators (27-1014)
- Photographers (27-4021)
- Camera operators, television, video, and motion picture (27-4031)
- Actors (27-2011)
- Producers and directors (27-2012)
- Dancers (27-2031)
- Choreographers (27-2032)
- Music directors and composers (27-2041)
- Musicians and singers (27-2042)
- Writers and authors (27-3043)

From the Nonemployer Statistics, the following industry is also used:
NAICS 7115, Independent Artists, Writers, and Performers.

Subcategories
This indicator has no subcategories.

Peer areas
This indicator include data on Erie County and the United States as a whole.

Frequency
Annual

Sources
-U.S. Bureau of Labor Statistics, *Occupational Employment Statistics (OES) Survey.* http://www.bls.gov/oes/
-U.S. Census Bureau, *Nonemployer Statistics.* http://www.census.gov/econ/nonemployer/

## Additional Studies and Research
Maria Rosario Jackson, Florence Kabwasa-Green, and Joaquín Herranz. *Cultural Vitality in Communities: Interpretation and Indicators.* Culture, Creativity, and Communities Program, The Urban Institute, 2006. Online at: http://webarchive.urban.org/publications/311392.html

Nonprofit Arts Organization per 100,000 population (EVS ID CU09001)

Recent Performance

Erie County has approximately the same number of arts organizations per capita as the nation. Erie's value is slightly higher, in fact. Erie is holding its own on this measure, despite the relatively small size of the Erie metro area.

Nonprofit Arts Organization per 100,000 population, 2012

	Erie	US
Number of orgs per 100,000 population	12.83	12.68
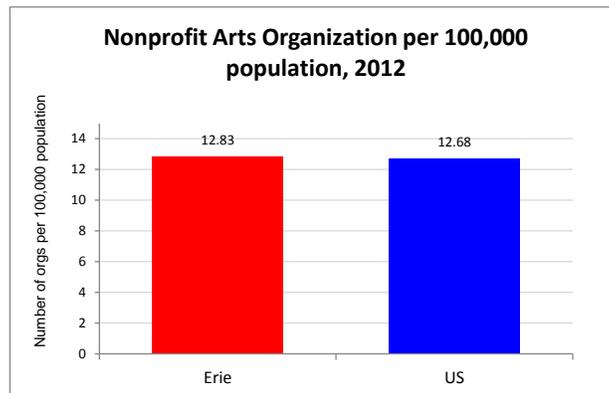
The Basics

As the name says, this indicator shows the number of nonprofit arts organizations per 100,000 population.

Why It's Important

This indicator is a measure of the presence of arts activities in the community. More organizations per capita suggests that there is more art happening.

The Details

This indicator is one of the Urban Institute's "Tier One" indicators, meaning that these indicators use data from respected sources, that are available annually down to the metro area level, and are comparable across areas. To calculate this variable, we used data from the National Center for Charitable Statistics (NCCS) database on the number of organizations in selected NTEE categories. We then used population data from the U.S. Census Bureau's Population Estimates program (rather than data from the American Community Survey, which is less accurate) to calculate the per capita measures. We adjusted these to a "per 100,000 residents" basis to make the numbers a little more user-friendly.

All the Nitty-Gritty Details

This indicator makes use of the Urban Institute's recommended procedure, which uses the following National Taxonomy of Exempt Entities Core Codes (NTEE-CC), from the 2003 National Center for Charitable Statistics (NCCS) database, for our Nonprofit Arts Organization per 10,000 population measure. (The source is given below.) Subsets of the NTEE "Arts, culture and humanities" grouping:
- Support organizations (codes A01, A02, A03, A05, A11, A12, and A19)
- Arts and culture organizations (codes A20, A23, A24, A25, and A26)
- Media and communications (codes A30, A31, A32, A33, A34, and A40)
- Museums (codes A50, A51, A52, A54, A56, A57)
- Performing arts (codes A60, A61, A62, A63, A65, A68, A69, A6A, A6B, A6C, and A6E)
- Other arts, culture, and humanities nonprofits (codes A70, A80, A82, A90, and A99)
    Note: this list excludes categories A27 (Community Celebrations) and A84 (Commemorative Events) since those are included in the "Community Celebrations, Fairs, and Festivals" indicator.

The NCCS database is generally recognized as the broadest and most accurate file for nonprofit research. It starts with the IRS Business Master File of all active organizations that have registered for tax-exempt status with the IRS. Variables such as NTEE codes and FIPS (geographical) codes are added by NCCS to provide additional research capabilities. More information is available here: http://nccs.urban.org/database/overview.cfm

But it is far from a "perfect" database. As the Urban Institute points out: "Data from nonprofits' IRS 990 tax forms provide regularly collected and publicly available information about revenue and expenditures. These data have been further assembled into more analytically ready information by the National Center for Charitable Statistics (NCCS) at the Urban Institute. The main advantage of the NCCS database is that it provides the most reliable regular source of information on nonprofit organizations. Often acknowledged limitations of IRS 990 data include the fact that organizations with annual incomes (gross receipts) of less than $25,000 are not required to file Form 990, that inactive organizations may remain in the dataset, and that religious institutions (i.e., churches or temples) are not required to register with the IRS. In addition, various programs of large nonprofits are aggregated under the main purpose or mission of the organization." (Jackson et al, p. 68.)

Subcategories
This indicator has no subcategories.

Peer areas
This indicator include data on Erie County and the United States as a whole.

Frequency
Annual

Source
-National Center for Charitable Statistics (NCCS): http://nccs.urban.org/
-U.S. Census Bureau, Population Estimates Program:
    https://www.census.gov/popest/data/counties/totals/2012/CO-EST2012-01.html

Additional Studies and Research

Maria Rosario Jackson, Florence Kabwasa-Green, and Joaquín Herranz. *Cultural Vitality in Communities: Interpretation and Indicators.* Culture, Creativity, and Communities Program, The Urban Institute, 2006. Online at: http://webarchive.urban.org/publications/311392.html

Nonprofit Community Celebrations, Festivals, and Fairs per 100,000 Population (EVS ID CU09002)

Recent Performance

Erie County's performance on this indicator in 2012 was very strong—over 2.8 times the national level!

Nonprofit community celebrations, festivals, fairs, and parades per 100,000 population, 2012
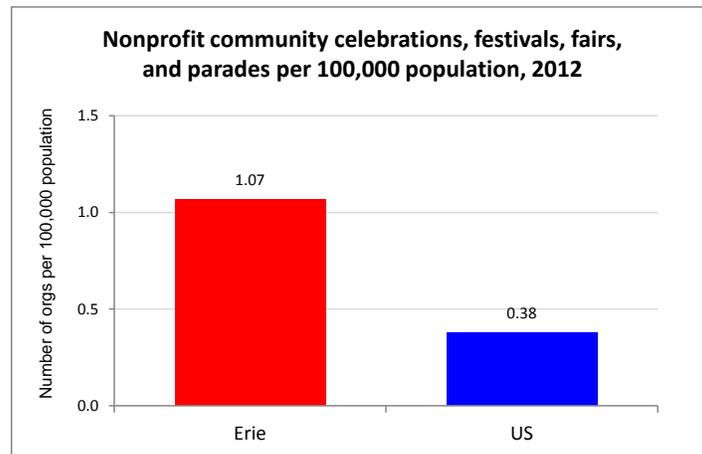
The Basics

This indicator shows the number of nonprofit organizations that are dedicated to providing community festivals, fares and commemorative celebrations, per 100,000 population. Note that this is a measure of organization, technically, so it does not count festivals and fairs put on by organizations who do other things as their primary purpose. Of course, Erie has many beloved and well-attended and events of this type, too.

Why It's Important

According to the Urban Institute, this is a measure of opportunities for cultural participation. Further, it "is of particular interest because we have found this type of arts and cultural activity to be especially significant within a community context. This type of activity typically involves both professional and amateur, formal and informal arts practice as well as collaborations among a range of entities inside and outside the cultural sector (e.g., other arts organizations, artists, community organizations, schools, parks, churches, and local businesses). Moreover, it is within this type of venue or event that we see evidence of collective art making, a particular type of cultural participation with which this project has been especially concerned." (Jackson et al, p. 40)

The Details

This indicator is another of the Urban Institute's "Tier One" indicators, meaning that these indicators use data from respected sources, that are available annually down to the metro area level, and are comparable across areas. To calculate this variable, we used data from the National Center for Charitable Statistics (NCCS) database on the number of organizations in selected NTEE categories. We then used population data from the U.S. Census Bureau's Population Estimates program (rather than data from the American Community Survey, which is less accurate) to calculate the per capita measures. We adjusted these to a "per 100,000 residents" basis to make the numbers a little more user-friendly.

All the Nitty-Gritty Details

This indicator makes use of the Urban Institute's recommended procedure, which uses the following National Taxonomy of Exempt Entities Core Codes (NTEE-CC), from the 2003 National Center for Charitable Statistics (NCCS) database, for our Nonprofit Arts Organization per 10,000 population measure. (The source is given below.) This indicator uses three NTEE codes:
   • A27, Community celebrations
   • A84, Commemorative events
   • N52, Fairs.

The NCCS database is generally recognized as the broadest and most accurate file for nonprofit research. It starts with the IRS Business Master File of all active organizations that have registered for tax-exempt status with the IRS. Variables such as NTEE codes and FIPS (geographical) codes are added by NCCS to provide additional research capabilities. More information is available here:
http://nccs.urban.org/database/overview.cfm

But it is far from a "perfect" database. As the Urban Institute points out: "Data from nonprofits' IRS 990 tax forms provide regularly collected and publicly available information about revenue and expenditures. These data have been further assembled into more analytically ready information by the National Center for Charitable Statistics (NCCS) at the Urban Institute. The main advantage of the NCCS database is that it provides the most reliable regular source of information on nonprofit organizations. Often acknowledged limitations of IRS 990 data include the fact that organizations with annual incomes (gross receipts) of less than $25,000 are not required to file Form 990, that inactive organizations may remain in the dataset, and that religious institutions (i.e., churches or temples) are not required to register with the IRS. In addition, various programs of large nonprofits are aggregated under the main purpose or mission of the organization." (Jackson et al, p. 68.)

Subcategories
This indicator has no subcategories.

Peer areas
This indicator include data on Erie County and the United States as a whole.

Frequency
Annual

Source
   -National Center for Charitable Statistics (NCCS): http://nccs.urban.org/
   -U.S. Census Bureau, Population Estimates Program:
      https://www.census.gov/popest/data/counties/totals/2012/CO-EST2012-01.html

Additional Studies and Research

Maria Rosario Jackson, Florence Kabwasa-Green, and Joaquín Herranz. *Cultural Vitality in Communities: Interpretation and Indicators.* Culture, Creativity, and Communities Program, The Urban Institute, 2006. Online at: http://webarchive.urban.org/publications/311392.html

⬌ **Arts & Cultural Attendance** (EVS ID CU03001-3)

Recent Performance

This trend is mixed or inconclusive.

The attendance and participation data of arts and cultural organizations can lend valuable insight into the health of the local arts and cultural community. Unfortunately, even the best available data sources for the Erie region can have serious limitations. Such is the case with the recent attendance data reported by the Pennsylvania Cultural Data Project. In 2012, only 15 arts and cultural organizations in the region reported data compared to 23 the year before and 27 in 2010. Such limitations prevent accurate year-over-year comparisons of attendance totals.

A better year to benchmark 2012 data against is 2007, when data was reported by 14 local arts and cultural organizations. On one hand, paid attendance in 2012 was significantly lower than in 2007. Total attendance, which includes both free and paid attendance, is a much different story with 2012 total attendance significantly outpacing the total reported by local arts and cultural organizations in 2007.

PLEASE NOTE: The number of organizations that respond to the Pennsylvania Cultural Data Project varies each year. The 2012 data was drawn from only 15 local organizations, which is a significantly lower number than those that reported data in the previous two years.

The Basics

This indicator reports the total attendance at all those organizations that participated in the PA Cultural Data Project in the year indicated. It includes both:

Paid attendance: those who paid an entrance fee to visit an organization, participate in a program, or otherwise experience an organization's work. This includes general visitors, ticket holders, members, subscribers, students taking classes, workshop participants, those attending outreach activities, etc.

Free attendance: those who participated in an organization's programming or otherwise experienced an organization's work and paid no admission fee. This includes cases in which an organization has no admission fee, the visitor entered during a free admission period, or whether the visitor had complimentary tickets to enter or attend. This includes students taking classes, workshop participants, those attending outreach activities, etc.

Total attendance: the sum of total free and total paid attendance.

Why It's Important

Arts and culture create jobs and generate tax revenues. Arts and culture are important for building community and economic development. Art can be a pathway to public discussion, as well as gaining understanding on social issues and building social connections. Restaurants, art galleries, and music venues can be major selling points of an area when an individual is looking to move. Bringing in new residents allows the local economy to expand.

The Details

The Cultural Data Project is a nationwide effort. The CDP database is comprised of self-selected entities that voluntarily submit data either to participate in the data collection effort or for the purpose of applying to a CDP-affiliated grantmaker. It is not a comprehensive collection of all arts and culture-related organizations. The types of data collected include basic organizational information, revenues, expenses, marketing activities,

balance sheet items, investments, loans and a wide range of non-financial information (including contributor numbers, attendance, space, pricing, capital and endowment campaigns, program activity and staffing).

All the Nitty-Gritty Details
Cultural Data Project
-Overview: http://www.culturaldata.org/who-we-serve/researchers/
-FAQs about CDP data: http://www.culturaldata.org/wp-content/uploads/cdp_data_faq.pdf

Subcategories
Paid attendance, free attendance, and total attendance.

Peer areas
None so far.

Frequency
Annual.

Source
Cultural Data Project: http://www.culturaldata.org/who-we-serve/researchers/

⊕ Arts & Cultural Revenue (EVS ID CU04001-2)

Recent Performance

This trend is mixed or inconclusive.

The arts and culture revenue data of arts and cultural organizations can lend valuable insight into the health of the local arts and cultural community. Unfortunately, even the best available data sources for the Erie region can have serious limitations. Such is the case with the recent revenue data reported by the Pennsylvania Cultural Data Project. In 2012, only 15 arts and cultural organizations in the region reported data compared to 23 the year before and 27 in 2010. Such limitations prevent accurate year-over-year comparisons of revenue totals.

A better year to benchmark 2012 data against is 2007, when data was reported by 14 local arts and cultural organizations. On a positive trend, total contributed revenue for arts and cultural organizations has increased significantly from $2,945,558 in 2007 to $4,823,775 in 2012. Total program revenue, however, has dropped from $2,825,760 in 2007 down to $1,620,510 in 2012.

PLEASE NOTE: The number of organizations that respond to the Pennsylvania Cultural Data Project varies each year. The 2012 data was drawn from only 15 local organizations, which is a significantly lower number than those that reported data in the previous two years.

The Basics

This indicator reports the total revenue at all those organizations that participated in the PA Cultural Data Project in the year indicated. It includes both:

Total program revenue: funds received from ticket sales, admissions, tuition, etc. from programs presented by the organization.

Total contributed revenue: the sum of trustee/board contributions, individual contributions, corporate contributions, foundation contributions, city government funding, county government funding, state government funding, federal government funding, tribal contributions, fundraising, other contributions, parent organization support, related organization contributions, in-kind contributions, and net assets released from restrictions.

Why It's Important

Arts and culture create jobs and generate tax revenues. Arts and culture are important for building community and economic development. Art can be a pathway to public discussion, as well as gaining understanding on social issues and building social connections. Restaurants, art galleries, and music venues can be major selling points of an area when an individual is looking to move. Bringing in new residents allows the local economy to expand.

The Details

The Cultural Data Project is a nationwide effort. The CDP database is comprised of self-selected entities that voluntarily submit data either to participate in the data collection effort or for the purpose of applying to a CDP-affiliated grantmaker. It is not a comprehensive collection of all arts and culture-related organizations. The types of data collected include basic organizational information, revenues, expenses, marketing activities, balance sheet items, investments, loans and a wide range of non-financial information (including contributor numbers, attendance, space, pricing, capital and endowment campaigns, program activity and staffing).

All the Nitty-Gritty Details

Cultural Data Project

    -Overview: http://www.culturaldata.org/who-we-serve/researchers/

    -FAQs about CDP data: http://www.culturaldata.org/wp-content/uploads/cdp_data_faq.pdf

Subcategories

Total program revenue, total contributed revenue.

Peer areas

None so far.

Frequency

Annual.

Source

Cultural Data Project: http://www.culturaldata.org/who-we-serve/researchers/

⬌ Arts & Cultural Contributors (EVS ID CU5001-6)

Recent Performance

This trend is mixed or inconclusive.

The arts and cultural contributors data of arts and cultural organizations can lend valuable insight into the health of the local arts and cultural community. Unfortunately, even the best available data sources for the Erie region can have serious limitations. Such is the case with the recent contributors data reported by the Pennsylvania Cultural Data Project. In 2012, only 15 arts and cultural organizations in the region reported data compared to 23 the year before and 27 in 2010. Such limitations prevent accurate year-over-year comparisons of contributors totals.

A better year to benchmark 2012 data against is 2007, when data was reported by 14 local arts and cultural organizations. Overall, the total number of contributors has more than doubled from 5,446 in 2007 to 12,675 in 2012. Since 2007 there has been a slight shift in who gives to arts and cultural organizations. Government and corporate contributors have gone down, while board and foundation contributors have increased slightly. The biggest shift is the substantial increase in the number of individual contributors to arts and cultural organization rising from 5,068 in 2007 to 12,315 in 2012.

PLEASE NOTE: The number of organizations that respond to the Pennsylvania Cultural Data Project varies each year. The 2012 data was drawn from only 15 local organizations, which is a significantly lower number than those that reported data in the previous two years.

The Basics

This indicator reports the total number of contributors to all those organizations that participated in the PA Cultural Data Project in the year indicated. It includes contributors who are individuals, Board Members, corporations, foundations, and governments. A larger number of contributors indicates a broader range of support.

Why It's Important

Arts and culture create jobs and generate tax revenues. Arts and culture are important for building community and economic development. Art can be a pathway to public discussion, as well as gaining understanding on social issues and building social connections. Restaurants, art galleries, and music venues can be major selling points of an area when an individual is looking to move. Bringing in new residents allows the local economy to expand.

The Details

The Cultural Data Project is a nationwide effort. The CDP database is comprised of self-selected entities that voluntarily submit data either to participate in the data collection effort or for the purpose of applying to a CDP-affiliated grantmaker. It is not a comprehensive collection of all arts and culture-related organizations. The types of data collected include basic organizational information, revenues, expenses, marketing activities, balance sheet items, investments, loans and a wide range of non-financial information (including contributor numbers, attendance, space, pricing, capital and endowment campaigns, program activity and staffing).

All the Nitty-Gritty Details

Cultural Data Project

-Overview: http://www.culturaldata.org/who-we-serve/researchers/
-FAQs about CDP data: http://www.culturaldata.org/wp-content/uploads/cdp_data_faq.pdf

Subcategories
-Individual Contributors
-Board Contributors
-Corporate Contributors
-Foundation Contributors
-Government Contributors
-Total Contributors

Peer areas
None so far.

Frequency
Annual.

Source
Cultural Data Project: http://www.culturaldata.org/who-we-serve/researchers/
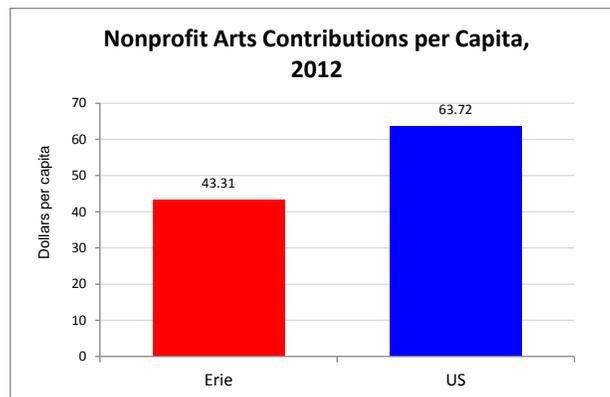
⬇ Nonprofit Arts Contributions per Capita (EVS ID CU11001)

Recent Performance

Erie's performance relative to the nation is weak for this indicator.

Erie's per capita donations to arts and culture organizations amounted to $43.31 per person in 2012—or more than $12,000,000. This includes direct donations as well as grants made with citizens' tax dollars. While this is a large amount of money, it is not much more than 2/3 of the amount given nationally to arts and culture-- $63.72.

A lower level of support for this sector almost certainly has to translate into lower levels of art and culture activities and opportunities.

Nonprofit Arts Contributions per Capita, 2012

The Basics

This indicator reports on the amount of contributions that arts and culture nonprofits have reported on their tax returns to the IRS, adjusted to a per capita basis to allow us to compare Erie data with that for the nation. The indicator thus tells the number of dollars that each person in Erie County contributed to support local arts and culture organizations, on average, whether in the form of individual and direct contributions, or through government grants.

Why It's Important

Looking at the financial reports of nonprofit organizations nationwide, it is clear that arts and culture will not happen—or will occur to a much lower level—without contributions from supporters of the arts.

The Details

This indicator is one of the Urban Institute's "Tier One" indicators, meaning that these indicators use data from respected sources, that are available annually down to the metro area level, and are comparable across areas. To calculate this variable, we used data from the National Center for Charitable Statistics (NCCS) database on the number of organizations in selected NTEE categories. We then used population data from the U.S. Census Bureau's Population Estimates program (rather than data from the American Community Survey, which is less accurate) to calculate the per capita measures.

All the Nitty-Gritty Details

This indicator makes use of the Urban Institute's recommended procedure, which uses the following National Taxonomy of Exempt Entities Core Codes (NTEE-CC), from the 2003 National Center for Charitable Statistics (NCCS) database, for our Nonprofit Arts Organization per 10,000 population measure. (The source is given below.) Subsets of the NTEE "Arts, culture and humanities" grouping:
   • Support organizations (codes A01, A02, A03, A05, A11, A12, and A19)

• Arts and culture organizations (codes A20, A23, A24, A25, A26, and A27)
• Media and communications (codes A30, A31, A32, A33, A34, and A40)
• Museums (codes A50, A51, A52, A54, A56, A57)
• Performing arts (codes A60, A61, A62, A63, A65, A68, A69, A6A, A6B, A6C, and A6E)
• Other arts, culture, and humanities nonprofits (codes A70, A80, A82, A84, A90, and A99)
• Fairs (N52)
  Note: this list INcludes categories A27 (Community Celebrations), A84 (Commemorative Events) and N52 (Fairs.)

The NCCS database is generally recognized as the broadest and most accurate file for nonprofit research. It starts with the IRS Business Master File of all active organizations that have registered for tax-exempt status with the IRS. Variables such as NTEE codes and FIPS (geographical) codes are added by NCCS to provide additional research capabilities. More information is available here: http://nccs.urban.org/database/overview.cfm

But it is far from a "perfect" database. As the Urban Institute points out: "Data from nonprofits' IRS 990 tax forms provide regularly collected and publicly available information about revenue and expenditures. These data have been further assembled into more analytically ready information by the National Center for Charitable Statistics (NCCS) at the Urban Institute. The main advantage of the NCCS database is that it provides the most reliable regular source of information on nonprofit organizations. Often acknowledged limitations of IRS 990 data include the fact that organizations with annual incomes (gross receipts) of less than $25,000 are not required to file Form 990, that inactive organizations may remain in the dataset, and that religious institutions (i.e., churches or temples) are not required to register with the IRS. In addition, various programs of large nonprofits are aggregated under the main purpose or mission of the organization." (Jackson et al, p. 68.)

Subcategories
This indicator has no subcategories.

Peer areas
This indicator include data on Erie County and the United States as a whole.

Frequency
Annual

Source
-National Center for Charitable Statistics (NCCS): http://nccs.urban.org/
-U.S. Census Bureau, Population Estimates Program:
    https://www.census.gov/popest/data/counties/totals/2012/CO-EST2012-01.html

Additional Studies and Research

Maria Rosario Jackson, Florence Kabwasa-Green, and Joaquín Herranz. *Cultural Vitality in Communities: Interpretation and Indicators.* Culture, Creativity, and Communities Program, The Urban Institute, 2006. Online at: http://webarchive.urban.org/publications/311392.html

⬆ Arts & Culture Campaign (EVS ID CU8001)

Recent Performance

This trend is better or improving.

The Arts and Culture Campaign has struggled in the last few years, but the 2014 campaign showed a significant increase over the previous two years. This amount was still below the annual donations that were typical before the Great Recession hit. Contributions since 2009 have been volatile, with an uptick in 2011 surrounded by years of lower amounts. Still the most recent year's data are encouraging.

The Basics

This indicator reports the amount raised in the annual Arts & Culture Campaign by the local organization Erie Arts and Culture.

Why It's Important

Donations to the Arts and Culture Campaign are an indicator of the support that exists for the arts and culture sector in Erie County. Moreover, these are funds that play a crucial role in the budgets of many local arts and culture organizations, so they have a direct impact on the quality of life in Erie.

The Details

The annual Arts & Cultural Campaign, administered by Erie Arts & Culture, continues the tradition of the fund drives of the past to inspire, grow and sustain Erie's cultural treasures. Erie County is one of 59 48 communities in the United States hosting a united fund drive. It remains an important source of revenue to arts and culture organizations and is a critical tool in nurturing the cultural vitality of the Erie Region. Organizations receiving direct operating support from the campaign include Erie Arts & Culture, Dafmark Dance Theater, Erie Art Museum, Erie County Historical Society, the Erie Philharmonic, Erie Playhouse, expERIEnce Children's Museum, Erie Maritime Museum/US Brig Niagara and Lake Erie Ballet. Additionally, the Campaign continues to support an annual grant program for innovative and timely projects throughout Erie County.

All the Nitty-Gritty Details

The Arts and Culture Campaign provides operational funding to Erie Arts & Culture, (the parent organization), and its partners: Erie Art Museum, Erie County Historical Society, Erie Playhouse, Erie Philharmonic, expERIEnce Children's Museum, Dafmark Dance Theater, Erie Maritime Museum/US Brig Niagara, and the Lake Erie Ballet. It also supports local, competitive grants to more than 35 arts and cultural projects annually throughout Erie County.

Subcategories

There are no subcategories for this indicator.

Peer areas

There are no peer areas for this indicator.

Frequency

    Annual

Source

    Erie Arts and Culture: http://www.artserie.org/