

AMERICANS FOR THE ARTS *MONOGRAPHS*

VOLUME 2 NUMBER 3

LOCAL ARTS AGENCY **Facts 1998**

Americans for the Arts defines a local arts agency (LAA) as a community organization or an agency of local government that supports cultural organizations, provides services to artists and arts organizations and presents arts programming to the public. LAAs promote the arts at the local level, endeavoring to make them a part of the daily fabric of community living. Each LAA in America is unique to the community that it serves, and each changes as fast as its community changes: no two are exactly alike. However, all share the goals of serving the diverse art forms in their community and making them accessible to each member of that community.

By Randy Cohen, Director of Research and Information, and Benjamin Davidson, Information Services Coordinator

INTRODUCTION

Americans for the Arts receives more than 4,000 information requests about local arts agencies (LAAs) each year. To provide the most accurate answers for these questions, Americans for the Arts conducts an extensive survey to measure the status and condition of the local arts agency field. Here are the in-depth findings from our **1996-97 Survey of Local Arts Agencies**.

The findings in this report are based on 337 local arts agencies (LAAs) who generously provided us with their 1996-97 budget details, a five-year budget history and programming information. We have stratified the survey respondents into five population categories and examined public and private agencies separately. As in past reports, this reveals the sometimes significant differences between public and private LAAs and agencies from different-sized communities.

LOCAL ARTS AGENCY FIELD PROFILE

Number of Local Arts Agencies in the United States.....	4,000
Private, nonprofit agencies.....	75%
Public, agencies of the city or county government.....	25%
LAA's with professional, paid staff	1,150
Annual budget range of LAA's.....	\$100 to \$108,000,000

SERVICES PROVIDED BY LOCAL ARTS AGENCIES

LAA services can be divided into five general categories. All LAAs are involved in one or more of the following:

- 1. Cultural Programming:** Eighty-six percent of LAAs present cultural programming in the form of music, dance, drama, visual arts, arts in education, art in public places, festivals, literature readings and more, as well as "gap programming." Gap programming fills an arts discipline void that may exist due to a limited number of arts organizations in the community, or targets programming to a specific underserved segment of the community.
- 2. Grantmaking:** Sixty-three percent of LAAs provide financial support to arts organizations and artists. LAA funds are provided to both emerging and established organizations for operational support or to produce a special project. The dollars are usually required to be matched by a separate funding source.
- 3. Facility Management:** Sixty-nine percent of LAAs manage one or more cultural facilities such as rehearsal and performance spaces, gallery space, museums or arts organization incubators.
- 4. Services to Artists and Arts Organizations:** Eighty-five percent of LAAs provide services to local artists and arts organizations including seminars and workshops, technical assistance, fund raising, block booking, central accounting and marketing, group health insurance and advocacy.
- 5. Community Cultural Planning:** Thirty-five percent of LAAs lead the community-inclusive process of assessing the cultural needs of the community and mapping a plan of implementation.

REPORT SUMMARY

The findings about LAAs in this report remain consistent with past reports about LAAs and continue to reflect many of our empirical observations about the field. Generally, LAAs in larger communities tend to be public agencies (part of the city or county government); their largest source of revenue is from local government and largest expenditure is for grantmaking to local cultural institutions. In smaller communities an LAA is likely to be private, receive most of its revenue from earned income and its largest expenditure is for producing cultural events and programs.

BUDGETS

LAAs projected a 7.1 percent increase in their 1997 budget—with 70 percent of the responding LAAs expecting an increase in budget. Since 1989, an average of two-thirds of the nation's LAAs have reported increases in their annual budget. Nationally, LAAs have averaged budget increases five of the past six years. *Page 4*

ARTS AND COMMUNITY DEVELOPMENT

LAAAs continue to expand the role of the arts in their communities by using the arts to address social, educational and economic development issues. Local elected leaders are increasingly looking to their LAAAs as a partner in programs ranging from tourism to youth-at-risk. In fact, since 1994 the percentage of LAAAs using the arts to address community development issues has increased from 61 percent to 88 percent. *Page 13*

COLLABORATIONS

Nearly all LAAAs (96 percent) collaborate with community organizations or local government agencies to develop programs and initiatives that increase community livability: economic development departments to develop cultural districts, chambers of commerce to attract new businesses, parks and recreation departments to create after-school programs, convention and visitor bureaus to increase cultural tourism and police departments to prevent crime. Four LAAAs in five report that they have at least three collaborations with other local organizations or agencies (80 percent). *Page 15*

ARTS IN EDUCATION (AIE)

Eighty-nine percent of LAAAs increase the quality of education by supporting artists in the schools, designing AIE curricula and/or advocating for arts in education. Youth who participate in AIE programs demonstrate higher standardized test scores, higher attendance rates and fewer student discipline problems. Studies show that arts participation while young results in a greater likelihood of arts participation as an adult. *Page 13*

COMMUNITY CULTURAL PLANNING

Fully one third of LAAAs have a community cultural plan (35 percent). The findings suggest that LAA budgets and local government revenue increase at a higher rate in LAAAs *with* a cultural plan than in those without. *Page 18*

GRANTMAKING

More than 62 percent of LAAAs make grants to artists or arts organizations in their community (59 percent to arts organizations and 37 percent to individuals). Grants are in the form of general operating support or special projects. These grants provide stability to the arts community and make its diverse art forms more accessible to the public. *Page 11*

SERVICES

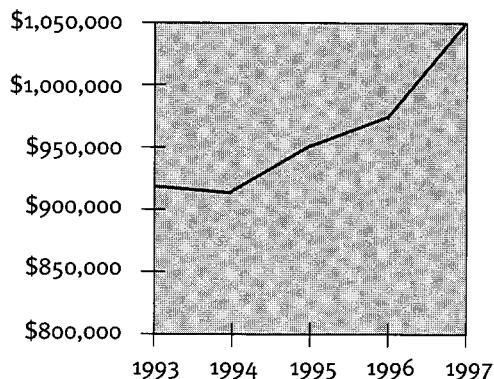
LAAAs provide services and information to both the arts community (technical assistance, marketing, group insurance) and the general public (arts programming schedules, volunteer opportunities). These services facilitate the operation and responsible growth of the arts industry and promote greater community participation in the arts. *Pages 21-22*

WHAT'S IN A NAME?

Just as LAA structures, services and size differ, so too do their names:

- ★ Memphis Arts Council
- ★ Regional Arts and Culture Council
(Portland, Oreg.)
- ★ Arts & Science Council of Charlotte
- ★ Science and Cultural Facilities District
(Denver, Colo.)
- ★ Grants for the Arts/San Francisco
Hotel Tax Fund
- ★ Corporate Council for the Arts
(Seattle, Wash.)
- ★ Public Corporation for the Arts
(Long Beach, Calif.)
- ★ Mayor's Office of Arts, Culture and Film
(Denver, Colo.)
- ★ Ketchikan Arts and Humanities Council
- ★ Middlesex County Cultural & Heritage
Commission (New Jersey)

AVERAGE LOCAL ARTS AGENCY BUDGET



FIVE-YEAR BUDGET HISTORY

Eighty-three percent of the responding LAAs complied with our request for a five-year budget history. LAA budgets have increased an average of 4.9 percent annually since 1993—with a 7.1 percent increase projected for 1997 (Table 1). The City of New York Department of Cultural Affairs is separated from the dollar averages in Table 1 because its large budget size would skew the figures; included in its budget are funding for zoos, botanical gardens and science museums.

TABLE 1

LOCAL ARTS AGENCY BUDGETS: 1993-1997*

POPULATION	1993	1994	1995	1996	1997
Less than 30,000	\$75,560	\$78,234	\$83,449	\$81,577	\$86,905
30,000 to 99,999	\$170,690	\$177,618	\$189,680	\$187,014	\$192,833
100,000 to 499,999	\$482,183	\$538,498	\$556,311	\$596,251	\$626,776
500,000 to 999,999	\$2,154,502	\$2,227,376	\$2,197,839	\$2,278,781	\$2,525,272
1,000,000 or more	\$2,239,368	\$2,275,742	\$2,471,430	\$2,724,534	\$2,821,951
Average LAA	\$916,438	\$915,348	\$954,630	\$978,045	\$1,047,181
Change from previous year	6.85%	-0.12%	4.29%	2.45%	7.07%

*Excludes City of New York Department of Cultural Affairs

City of New York DCA	\$73,000,000	\$90,000,000	\$90,000,000	\$95,038,990	\$95,000,728
Change from previous year		23.29%	0.00%	5.60%	-0.04%

Table 1a, which includes New York City, shows a higher average LAA budget, but maintains the growth trend observed in Table 1 (an average of 5.5 percent annually).

TABLE 1A

LOCAL ARTS AGENCY BUDGETS (INCLUDES NEW YORK CITY): 1993-1997

POPULATION	1993	1994	1995	1996	1997
Less than 30,000	\$75,560	\$78,234	\$83,449	\$81,577	\$86,905
30,000 to 99,999	\$170,690	\$177,618	\$189,680	\$187,014	\$192,833
100,000 to 499,999	\$482,183	\$538,498	\$556,311	\$596,251	\$626,776
500,000 to 999,999	\$2,154,502	\$2,227,376	\$2,197,839	\$2,278,781	\$2,525,272
1,000,000 or more	\$4,053,744	\$4,468,848	\$4,606,273	\$4,922,497	\$5,016,684
Average LAA	\$1,238,240	\$1,280,449	\$1,306,588	\$1,316,394	\$1,397,754
Change from previous year		10.24%	3.08%	6.87%	1.91%

Since 1989, an average of 68.1 percent of the nation's LAAs increased their annual budget; 31.9 percent experienced a flat or decreased annual budget (Table 2). While the recent bull market has brightened the outlook for the nation's economy, some communities are still facing depressed local economies. Diversity remains the rule in the LAA field: some LAAs in economically struggling regions regularly receive budget increases, while others in prosperous regions are facing flat or reduced budgets.

TABLE 2

PERCENTAGE OF LAAS WITH BUDGET INCREASES: 1990-1997

POPULATION	1990	1991	1992	1993	1994	1995	1996	1997
Less than 30,000	57.1%	60.0%	68.6%	61.5%	58.8%	68.4%	71.8%	68.2%
30,000 to 99,999	76.9%	63.0%	71.2%	73.6%	68.1%	74.1%	70.9%	74.1%
100,000 to 499,999	75.0%	64.7%	58.3%	81.2%	70.6%	69.7%	71.8%	73.5%
500,000 to 999,999	58.6%	45.2%	62.5%	62.5%	62.9%	66.7%	71.1%	57.9%
1,000,000 or more	72.7%	54.5%	79.2%	70.8%	61.5%	72.5%	70.7%	71.4%
Average LAA	69.8%	59.4%	66.0%	71.9%	65.5%	70.5%	71.4%	70.2%

1996-97 LOCAL ARTS AGENCY REVENUES

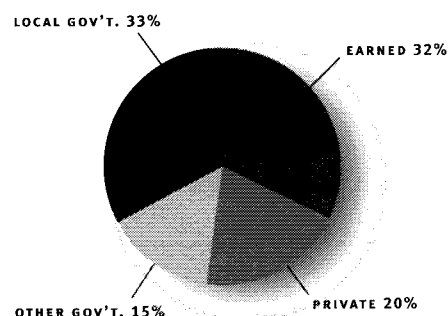
Nationally, the largest sources of LAA funding continue to be local government and earned income (33 and 32 percent respectively). However, a closer examination of LAA revenues reveals significant differences in revenue sources, depending on the size of the community served and whether the agency is public or private.

Table 3 demonstrates that LAAs serving the largest and smallest communities are polar opposites in their percentages of earned revenue (16.5 percent and 53.5 percent respectively) and local government revenue (53.1 percent and 9.3 percent respectively). This is likely because LAAs in smaller communities tend to be presenters (90+ percent) and not be grantmakers—which results in a greater percentage of total revenue being earned. By contrast, larger communities are most likely to regrant public and private funds (80+ percent)—which results in a greater percentage of total revenue being supplied by local government.

TABLE 3

SOURCE OF LOCAL ARTS AGENCY REVENUE: 1996-1997

POPULATION	Local Govt.	Earned	Private	Other Govt.
Less than 30,000	9.3%	53.5%	19.8%	17.5%
30,000 to 99,999	28.1%	32.9%	21.9%	17.2%
100,000 to 499,999	37.2%	29.1%	20.8%	13.0%
500,000 to 999,999	45.8%	21.0%	20.1%	13.0%
1,000,000 or more	53.1%	16.5%	17.9%	12.5%
Average LAA	33.1%	31.8%	20.4%	14.8%

SOURCE OF 1996-97 REVENUES


**MORE THAN THREE-QUARTERS OF
LAAs RECEIVE FUNDING FROM THEIR
CITY AND/OR COUNTY.**

**PERCENT OF LAAs THAT
RECEIVED SUPPORT FROM LOCAL
GOVERNMENT (1996-97)**

POPULATION	
Less than 30,000	57.6%
30,000 to 99,999	77.8%
100,000 to 499,999	87.1%
500,000 to 999,999	79.1%
1 Million+	88.1%
Average	78.3%

We received a five-year history of local government support from 70 percent of the responding LAAs. The average dollar amount of revenue from local government has increased an average of 6.9 percent annually since 1993—and was projected to increase 13.7 percent for 1997 (Table 4).

TABLE 4

**LOCAL ARTS AGENCY REVENUE FROM LOCAL GOVERNMENT:
1993-1997***

POPULATION	1993	1994	1995	1996	1997
Less than 30,000	\$10,974	\$10,975	\$10,508	\$10,319	\$11,116
30,000 to 99,999	\$47,947	\$57,472	\$63,944	\$75,326	\$89,824
100,000 to 499,999	\$263,278	\$301,471	\$306,608	\$340,807	\$453,372
500,000 to 999,999	\$1,708,346	\$1,782,245	\$1,837,910	\$1,994,910	\$2,008,016
1,000,000 or more	\$1,678,512	\$1,810,289	\$2,028,869	\$2,031,562	\$2,297,278
Average LAA	\$616,603	\$633,861	\$672,093	\$705,907	\$802,691
Change from previous year		2.8%	6.0%	5.0%	13.7%

*Excludes City of New York Department of Cultural Affairs

City of New York DCA	\$73,000,000	\$90,000,000	\$96,000,000	\$95,221,728	\$95,000,728
Change from previous year		23.3%	6.7%	-0.8%	-0.2%

During each of the past four years, 54.8 percent of the nation's LAAs received an increase in local government support, while 45.2 percent received a flat or decreased amount (Table 5). There is no clear pattern as to who receives increases or decreases from year to year. Many cities and counties are freezing or cutting annual spending, but increasing arts support. Conversely, some prosperous local governments are holding flat or decreasing arts spending.

TABLE 5

**PERCENTAGE OF LAAs WITH INCREASES IN
LOCAL GOVERNMENT SUPPORT: 1994-1997**

POPULATION	1994	1995	1996	1997
Less than 30,000	28.6%	43.5%	38.5%	38.7%
30,000 to 99,999	56.1%	61.4%	44.2%	58.1%
100,000 to 499,999	50.9%	64.6%	58.6%	47.9%
500,000 to 999,999	54.8%	61.3%	58.8%	50.0%
1,000,000 or more	61.8%	70.6%	61.8%	63.6%
Average LAA	52.2%	61.9%	53.6%	51.4%

Table 6 details the sources of revenue for the 337 survey respondents. Local government support (city and county) is the largest source of total revenue (33.1 percent). The largest source of earned revenue is fund raising (7 percent). Corporations represent the largest private sources of revenue (7.5 percent of total revenue), with foundations and individuals each accounting for five percent of total revenue.

TABLE 6

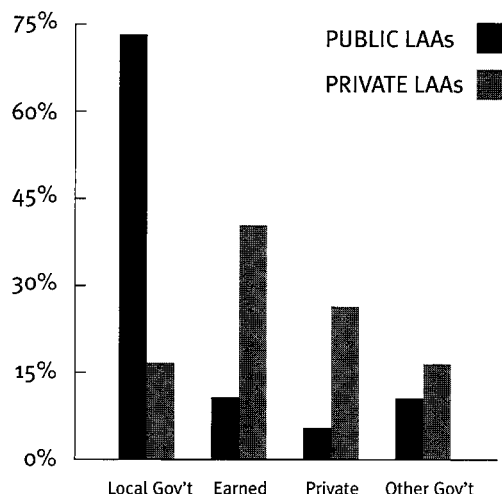
1996-97 LOCAL ARTS AGENCY REVENUES

REVENUE	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
EARNED INCOME						
Admissions	12.4%	6.0%	4.1%	2.9%	2.9%	5.8%
Membership	11.9%	6.8%	4.8%	1.5%	1.8%	5.8%
Tuition	5.9%	4.4%	2.0%	3.5%	1.7%	3.4%
Sales and Rentals	4.6%	2.8%	3.6%	2.4%	1.6%	3.2%
Contracted Services	3.8%	1.8%	3.8%	3.3%	3.2%	3.2%
Interest	1.4%	1.6%	1.2%	0.7%	1.0%	1.2%
Fundraising	11.0%	7.6%	7.0%	5.0%	2.8%	7.0%
Other Earned	2.5%	1.8%	2.6%	1.8%	1.5%	2.2%
PRIVATE SUPPORT						
Corporate	5.1%	8.1%	9.4%	7.3%	5.9%	7.5%
Foundation	5.0%	5.8%	5.0%	4.7%	4.0%	5.0%
Individual	5.8%	6.2%	3.1%	6.8%	4.3%	5.0%
Regional Arts Orgs.	1.8%	0.5%	0.9%	0.1%	0.2%	0.7%
Other Private	2.1%	1.3%	2.4%	1.2%	3.4%	2.0%
GOVERNMENT SUPPORT						
City	7.7%	25.2%	26.2%	31.6%	33.7%	24.2%
County	1.6%	2.8%	11.0%	14.2%	19.3%	8.9%
State Arts Agency	13.2%	12.2%	9.2%	8.1%	9.0%	10.5%
NEA	0.1%	1.1%	1.0%	3.9%	1.1%	1.3%
Other	4.2%	3.9%	2.8%	1.0%	2.4%	3.0%

**START SPREADING THE NEWS...
NEW YORK CITY ON TOP**

New York City's Department of Cultural Affairs will receive \$108 million from the city in 1998, making it the largest single arts funding agency in the country.

SOURCES OF 1996-97 REVENUES: PUBLIC VS. PRIVATE



Differences exist between public and private LAAs (Tables 7 and 8). Private LAAs collect four times more earned income than public LAAs (40.4 percent vs. 10.7 percent), but they receive less than one-quarter of the level of local government support (16.7 percent vs. 73.2 percent). Revenue from private sources is greater in private LAAs (26.4 percent vs. 5.5 percent); public LAAs are rarely in the position to directly receive private funds.

TABLE 7

PUBLIC LOCAL ARTS AGENCY REVENUES: 1996-97

POPULATION	Local Govt.	Earned	Private	Other Govt.
Less than 30,000	23.2%	37.9%	16.7%	22.2%
30,000 to 99,999	75.9%	6.9%	6.1%	11.1%
100,000 to 499,999	78.8%	6.1%	4.8%	10.4%
500,000 to 999,999	76.3%	12.3%	2.8%	8.6%
1,000,000 or more	84.5%	5.2%	3.4%	6.9%
Average LAA	73.2%	10.7%	5.5%	10.6%

TABLE 8

PRIVATE LOCAL ARTS AGENCY REVENUES: 1996-97

POPULATION	Local Govt.	Earned	Private	Other Govt.
Less than 30,000	6.7%	56.3%	20.4%	16.6%
30,000 to 99,999	13.3%	40.9%	26.7%	19.1%
100,000 to 499,999	21.9%	37.6%	26.6%	14.0%
500,000 to 999,999	18.1%	29.0%	35.9%	17.0%
1,000,000 or more	29.5%	25.0%	28.8%	16.7%
Average LAA	16.7%	40.4%	26.4%	16.5%

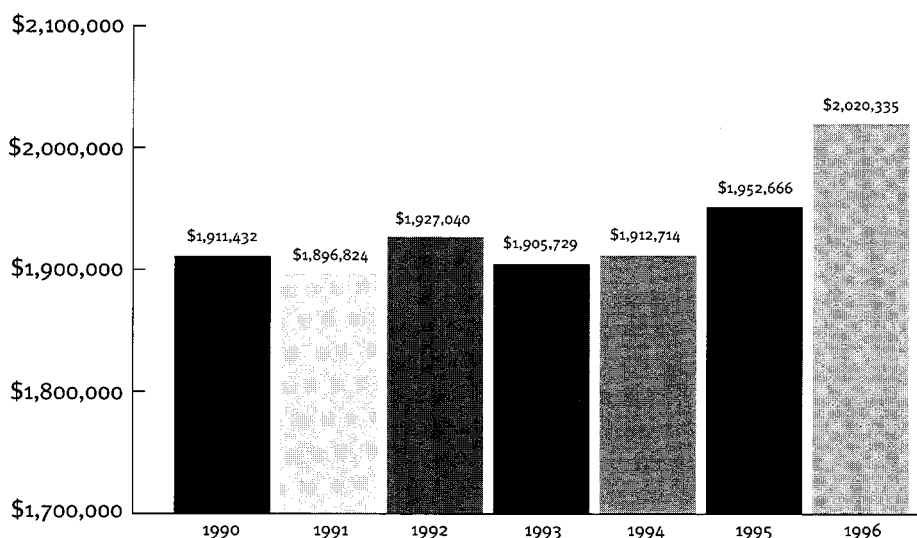
UNITED ARTS FUNDS

In *United Arts Fundraising 1997* (published by Americans for the Arts), researchers report that 59 UAFs raised an aggregate \$83.5 million through their campaigns in 1996. Corporations continue to be the largest source of campaign revenue for UAFs, donating a total of \$42.5 million in 1996 (50.9 percent). Individuals donated \$24.4 million to support their local campaigns, \$12.9 million of which was donated through workplace giving programs.

Thirty-eight of the respondents have provided data about their UAF campaign annually since 1990. Consistent responses—plus the fact that they represent \$76.8 million of the \$83.5 million reported in this year's analysis (92 percent)—make this group a reliable indicator of the year to year changes in UAF campaigns:

- ★ Campaign revenue increased from \$74.2 million in 1995 to \$76.8 million in 1996 (3.47 percent).
- ★ Average budgets grew from \$1.95 million in 1995 to \$2.0 million in 1996 (3.47 percent).
- ★ 1996 marks the third consecutive year of campaign increases.

AVERAGE CAMPAIGN REVENUE OF 38 UAFs: 1990 TO 1996



LOCAL OPTION TAXES

Many LAAs are eligible to receive a portion—if not all—of a local option tax (Table 9). Fully one-quarter report that they receive revenue from a hotel/motel tax in their community (26.1 percent).

TABLE 9

LAAs RECEIVING REVENUE FROM
LOCAL OPTION TAXES: 1996-97

LOCAL OPTION TAX	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Hotel/Motel Tax	8.8%	24.4%	33.0%	27.3%	39.5%	26.1%
Percent for Art	1.5%	11.0%	19.0%	36.4%	41.9%	18.7%
Community Dev. Tax	2.9%	3.7%	16.0%	4.6%	23.3%	9.8%
Admissions Tax	0.0%	1.2%	1.0%	0.0%	7.0%	1.5%
Sales Tax	5.9%	7.3%	6.0%	9.1%	11.6%	7.4%
Video Rental Tax	0.0%	0.0%	0.0%	0.0%	2.3%	0.3%
Lottery/Gambling	1.5%	3.7%	5.0%	4.6%	4.7%	3.9%
Property Tax	2.9%	11.0%	10.0%	15.9%	23.3%	11.3%
Income Tax	0.0%	1.2%	2.0%	2.3%	0.0%	1.2%
Other	8.8%	11.0%	9.0%	6.8%	16.3%	10.1%

1996-97 EXPENDITURES

Expenditures by local arts agencies continue to define the differences between agencies serving large and small communities (Table 10). As the population of the service areas increase, both public and private LAAs spend a greater percentage of their budget on grantmaking. Conversely, as population size of the service area decrease, a greater percentage of the budget is spent on events produced, programs and services.

TABLE 10

1996-97 LOCAL ARTS AGENCY EXPENDITURES

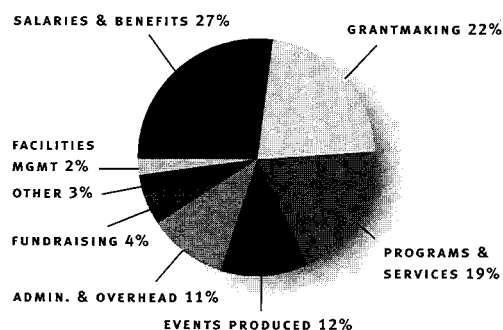
POPULATION	Grant-making	Salaries & Benefits	Pro-grams & Services	Events Produced	Admin. & Overhead	Facilities Management	Fund-raising	Other
Less than 30,000	5.7%	25.5%	24.3%	22.3%	14.0%	1.8%	3.0%	3.5%
30,000 to 99,999	11.9%	29.2%	17.8%	16.1%	14.9%	0.8%	2.9%	6.4%
100,000 to 499,999	24.3%	27.9%	21.3%	7.6%	9.5%	2.6%	2.5%	4.2%
500,000 to 999,999	37.0%	23.7%	15.5%	8.0%	7.3%	3.2%	2.4%	3.0%
1,000,000 or more	41.1%	27.5%	14.7%	3.4%	7.0%	3.5%	1.7%	1.2%
Average LAA	22.0%	27.1%	19.3%	11.9%	11.0%	2.2%	2.6%	4.0%

A Caveat: The percentage of expense on "administration & Overhead" can be misleading because some smaller and single-staffed LAAs include expenses for programs and services as part of "administration."

Local arts agencies have developed innovative funding mechanisms to increase local government support for the arts:

- ★ **Gambling tax** in Deadwood, S.D., generates \$7 million for arts, culture and historic preservation.
- ★ **Property tax** in St. Louis, Mo., generates \$36 million for three museums, the zoo and the botanical garden.
- ★ **Hotel-motel tax** in San Francisco generates \$10 million to arts organizations.
- ★ **Sales tax** in the Metro-Denver area (0.1 percent) generates \$27 million to cultural organizations. Black Mountain, N.C., has a 1 percent sales tax with revenue dedicated to the Community Arts Center.
- ★ **Video rental tax** in Broward County, Fla., generates \$500,000 for the arts.

1996-97 LAA EXPENDITURES



Differences between public and private LAAs (Tables 11 and 12) can be found in the area of grantmaking. Public LAAs spend twice as much of their budget on grantmaking as do private LAAs (35.3 percent vs. 16.6 percent).

TABLE 11

EXPENDITURES BY PRIVATE LAAs: 1996-97

POPULATION	Grant-making	Salaries & Benefits	Pro-grams & Services	Events Produced	Admin. & Over-head	Facilities Management	Fund-raising	Other
Less than 30,000	4.8%	27.7%	24.9%	19.2%	15.4%	2.0%	2.8%	3.3%
30,000 to 99,999	9.9%	28.9%	18.2%	18.4%	15.9%	1.0%	3.7%	3.9%
100,000 to 499,999	20.6%	27.8%	22.0%	7.9%	11.3%	2.3%	3.4%	4.8%
500,000 to 999,999	28.4%	23.2%	17.3%	11.1%	9.0%	4.4%	4.1%	2.5%
1,000,000 or more	33.4%	30.1%	20.0%	4.2%	9.1%	0.3%	2.7%	0.3%
Average LAA	16.6%	27.9%	21.0%	13.0%	12.9%	1.9%	3.3%	3.5%

TABLE 12

EXPENDITURES BY PUBLIC LAAs: 1996-97

POPULATION	Grant-making	Salaries & Benefits	Pro-grams & Services	Events Produced	Admin. & Over-head	Facilities Management	Fund-raising	Other
Less than 30,000	10.2%	15.0%	21.6%	37.0%	7.3%	0.8%	3.7%	4.3%
30,000 to 99,999	18.6%	30.2%	16.5%	8.6%	11.5%	0.1%	0.1%	14.5%
100,000 to 499,999	35.3%	28.4%	19.2%	7.0%	4.2%	3.2%	0.1%	2.6%
500,000 to 999,999	45.7%	24.3%	13.6%	4.9%	5.6%	1.9%	0.7%	3.4%
1,000,000 or more	51.8%	23.9%	7.2%	2.3%	4.2%	7.9%	0.3%	2.4%
Average LAA	35.3%	25.3%	15.1%	9.2%	6.2%	3.0%	0.7%	5.1%

GRANTMAKING

When it comes to grantmaking, 62.6 percent of LAAs make grants to artists and/or arts organizations in their community (Table 13). LAAs provide operational support and/or special project support to emerging and established organizations. Grantees are usually required to match their funding from a separate funding source. Eighty-three percent of LAAs serving communities with 500,000 or more people are grantmakers. Forty percent of grantmaking LAAs are responding to the needs of new and emerging organizations by making grants to non-501(c)(3) arts organizations.

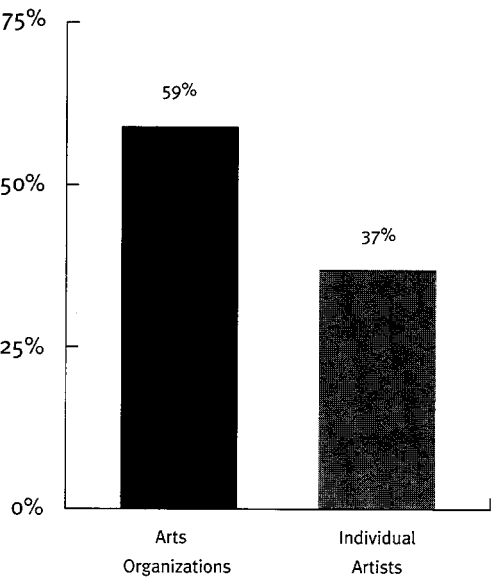
TABLE 13

LOCAL ARTS AGENCIES THAT MAKE GRANTS

POPULATION	Any Type	To Arts Organizations	To Individual Artists	To Non-501(c)(3)
Less than 30,000	30.9%	29.4%	14.7%	71.4%
30,000 to 99,999	53.7%	51.2%	29.3%	31.8%
100,000 to 499,999	74.0%	69.0%	45.0%	44.6%
500,000 to 999,999	75.0%	72.7%	47.7%	33.3%
1,000,000 or more	90.7%	86.1%	58.1%	28.2%
Average LAA	62.6%	59.4%	37.1%	39.8%

*Base reduced to those LAAs who make Any Type of grants

LAAS THAT MAKE GRANTS TO INDIVIDUAL ARTISTS AND ARTS ORGANIZATIONS



The Dallas Department of Cultural Affairs is mandated to spend a minimum of 25 percent of its grantmaking budget on ethnic and minority cultural organizations and artists. This amounts to more than \$1.5 million annually.

The Arts Council of Santa Clara County (San Jose, Calif.) awarded \$16,000 to 15 arts organization which do not possess a 501(c)(3). Since these organizations are not tax-exempt, each is mailed a tax form at the end of the year so taxes can be paid on the grant.

TABLE 14

CATEGORIES FUNDED BY GRANTMAKING LAAs

CATEGORY	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Arts in Education	61.8%	63.4%	76.0%	81.8%	76.7%	70.9%
Arts Service Organizations	16.2%	32.9%	44.0%	54.6%	65.1%	39.8%
Crafts	36.8%	29.3%	51.0%	45.5%	55.8%	42.7%
Dance	42.7%	50.0%	68.0%	72.7%	79.1%	60.5%
Design Arts	14.7%	15.9%	35.0%	34.1%	41.9%	27.0%
Festivals	47.1%	43.9%	66.0%	70.5%	74.4%	58.5%
Film	14.7%	11.0%	29.0%	54.6%	58.1%	28.8%
Folk Arts	30.9%	34.2%	50.0%	56.8%	65.1%	45.1%
Humanities	22.1%	20.7%	42.0%	31.8%	44.2%	31.8%
Literature	42.7%	36.6%	54.0%	52.3%	74.4%	49.9%
Living Collections	2.9%	1.2%	10.0%	6.8%	11.6%	6.2%
Multi-disciplinary	30.9%	46.3%	65.0%	70.5%	69.8%	54.9%
Museum	16.2%	24.4%	51.0%	59.1%	72.1%	41.3%
Music	57.4%	59.8%	73.0%	75.0%	81.4%	68.0%
Opera	13.2%	17.1%	38.0%	50.0%	67.4%	33.2%
Radio	2.9%	7.3%	17.0%	25.0%	41.9%	16.0%
Science Organizations	1.5%	1.2%	14.0%	18.2%	39.5%	12.2%
Television	1.5%	4.9%	9.0%	18.2%	27.9%	10.1%
Theatre	47.1%	56.1%	72.0%	68.2%	74.4%	62.9%
Video	7.4%	13.4%	29.0%	38.6%	55.8%	25.5%
Visual Arts	57.4%	59.8%	82.0%	77.3%	74.4%	70.0%
Other	2.9%	8.5%	9.0%	4.6%	20.9%	8.6%

ARTS IN EDUCATION

Eighty-nine percent of the nation's LAAs are involved in one or more of the following AIE program areas: producing artists in the schools, curriculum design and/or AIE advocacy. More than one third of LAAs have at least a 0.5 full-time equivalent AIE staff member (Table 15).

TABLE 15

ARTS IN EDUCATION PLANS AND PROGRAMS

POPULATION	Any AIE Program	AIE Advocacy	Artists in Schools	Curriculum Design	AIE Staff*
Less than 30,000	83.8%	72.1%	66.2%	42.7%	17.7%
30,000 to 99,999	86.6%	79.3%	64.6%	47.6%	30.5%
100,000 to 499,999	94.0%	88.0%	59.0%	49.0%	37.0%
500,000 to 999,999	90.9%	86.4%	63.6%	59.1%	52.3%
1,000,000 or more	90.7%	88.4%	48.8%	60.5%	48.8%
Average LAA	89.3%	82.5%	61.1%	50.2%	35.0%
1993 Average	83.5%	70.5%	57.0%	41.6%	33.0%

*0.5 Full-Time Equivalent or more

ARTS AND COMMUNITY DEVELOPMENT

LAAs help local leaders better understand that funding the arts does more than improve the quality of life for residents, they are an industry that creates local jobs, generates government revenue, increases tourism, spurs downtown redevelopment, improves education and the labor force and promotes understanding between different cultures. Eighty-eight percent of LAAs manage or support arts programs that address community development issues within their community—a significant increase from 61 percent in 1994 (Table 16). **61.4 percent of LAAs use the arts to address three or more community development issues (Table 17).**

AIE LEADS TO HIGHER SAT SCORES

Data from the College Entrance Examination Board show that students who take four years or more of arts and music classes while in high school score an average of 83 points better on their SATs than students who take only one-half year or less.

ARTS PARTICIPATION = IMPROVED ACADEMIC PERFORMANCE

Longitudinal research on 25,000 students reveals that involvement in the arts is linked to higher academic performance, increased standardized test scores, more community service and lower school drop-out rates. These cognitive and developmental benefits are reaped by students regardless of their socio-economic status (see Vol.1 Num. 9 of *Americans for the Arts' Monographs*)

POSITIVE RESULTS: NATIONAL PROOF YOUTH ARTS PROGRAMS WORK!

Arts programs for youth decrease involvement in delinquent behavior, increase academic achievement and improve youth's attitudes about themselves and their future. The YouthARTS Development Project is a three-year national study in which researchers provided by the U.S. Department of Justice have rigorously evaluated the arts programs for at-risk youth of three LAAs.

Researchers found that participants in these youth-arts programs exhibit the following:

Skills

- ★ Increased ability to express anger in a constructive way
- ★ Increased ability to work on tasks from start to finish

Attitudes and Behavior

- ★ Decreased frequency of delinquent behavior
- ★ Improved attitudes toward school

Court Involvement

- ★ Fewer new court referrals
- ★ New offenses that were less severe

The YouthARTS Project is a partnership between the Regional Arts and Culture Council (Portland, Oreg.), Fulton County Arts Council (Atlanta, Ga.), San Antonio Department of Arts and Cultural Affairs (San Antonio, Texas) and Americans for the Arts.

TABLE 16

LAAs USING THE ARTS TO ADDRESS COMMUNITY DEVELOPMENT ISSUES

POPULATION	Percent
Less than 30,000	72.1%
30,000 to 99,999	89.0%
100,000 to 499,999	91.0%
500,000 to 999,999	95.5%
1,000,000 or more	97.7%
Average LAA	88.1%

TABLE 17

PERCENTAGE OF LAAs ADDRESSING COMMUNITY DEVELOPMENT ISSUES

COMMUNITY DEVELOPMENT ISSUE	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Cultural/ Racial Awareness	54.4%	74.4%	84.0%	81.8%	83.7%	75.4%
Economic Development	47.1%	56.1%	71.0%	72.7%	81.4%	64.1%
Youth-at-Risk	27.9%	52.4%	65.0%	70.5%	81.4%	57.3%
Environment	25.0%	31.7%	38.0%	34.1%	46.5%	34.4%
Crime Prevention	7.4%	24.4%	32.0%	40.9%	53.5%	29.1%
Substance Abuse	14.7%	20.7%	26.0%	29.6%	44.2%	25.2%
Illiteracy	16.2%	14.6%	26.0%	31.8%	48.8%	24.9%
AIDS	7.4%	14.6%	22.0%	31.8%	46.5%	21.7%
Teen Pregnancy	4.4%	7.3%	11.0%	22.7%	34.9%	13.4%
Housing	4.4%	1.2%	10.0%	31.8%	34.9%	12.8%
Homelessness	0.0%	2.4%	13.0%	22.7%	37.2%	12.2%
Other	8.8%	11.0%	13.0%	11.4%	20.9%	12.5%

COLLABORATIONS AND PARTNERSHIPS

Nearly all LAAs (96 percent) have at least one collaboration or partnership with other public or community agencies—up from 89 percent in 1994. More than 80 percent of LAAs have three or more collaborations.

TABLE 18

COLLABORATIONS AND PARTNERSHIPS

PARTNER	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA	1994
School Districts	77.9%	78.1%	73.0%	84.1%	76.7%	77.2%	76.3%
Neighborhood Organizations	55.9%	61.0%	63.0%	70.5%	79.1%	64.1%	59.5%
Chamber of Commerce	69.1%	68.3%	60.0%	61.4%	58.1%	63.8%	N/A
Parks and Recreation Department	41.2%	62.2%	68.0%	63.6%	83.7%	62.6%	60.8%
Convention or Tourism Bureau	38.2%	51.2%	70.0%	52.3%	60.5%	55.5%	71.1%
Library	50.0%	54.9%	47.0%	54.6%	58.1%	51.9%	44.0%
Economic Development Department	35.3%	29.3%	51.0%	38.6%	46.5%	40.4%	38.8%
Social Service Department	14.7%	34.2%	39.0%	43.2%	48.8%	34.7%	33.3%
Law Enforcement	11.8%	18.3%	18.0%	15.9%	23.3%	17.2%	10.0%
Housing	4.4%	8.5%	13.0%	22.7%	20.9%	12.5%	N/A
Other	17.7%	19.5%	14.0%	11.4%	25.6%	17.2%	N/A
Any Collaborations	95.6%	95.1%	95.0%	95.5%	97.7%	95.6%	89.0%

INNOVATIVE PARTNERSHIPS

The Camden County Cultural and Heritage Commission, in New Jersey, sponsors the *Musical Interludes Program: In Home Concerts for the Terminally Ill and Homebound*. This program brings live chamber music concerts into the homes of patients with terminal or debilitating illnesses. This program is a partnership between the Cultural Commission, County Visiting Nurse Association, Samaritan Hospice, Jewish Family and Children's Service, County Board of Social Services, AIDS Coalition of Southern New Jersey, American Cancer Society and Lighthouse Hospice.

CULTURAL FACILITIES

More than two-thirds of the nation's LAAs (68.6 percent) manage one or more cultural facilities such as rehearsal and performance spaces, gallery space, museums or arts organization incubators. Twenty-six percent have a cultural facility masterplan for their community (Tables 19 and 20).

TABLE 19**CULTURAL FACILITIES MANAGEMENT**

POPULATION	Facility Masterplan
Less than 30,000	22.1%
30,000 to 99,999	29.3%
100,000 to 499,999	25.0%
500,000 to 999,999	27.3%
1,000,000 or more	23.3%
Average LAA	25.5%

TABLE 20**FACILITIES OPERATION**

FACILITY	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Gallery/ Exhibition Space	60.3%	53.7%	57.0%	52.3%	48.8%	55.2%
Meeting/ Classroom/ Rehearsal Space	52.9%	45.1%	57.0%	45.5%	34.9%	49.0%
Performance Space	44.1%	32.9%	34.0%	40.9%	23.3%	35.3%
Sales/Retail	23.5%	19.5%	23.0%	13.6%	11.6%	19.6%
Restaurant/Bar	1.5%	1.2%	5.0%	2.3%	7.0%	3.3%
Other	8.8%	7.3%	5.0%	9.1%	7.0%	7.1%
Any Facilities	75.0%	65.9%	71.0%	65.9%	60.5%	68.6%

PRESENTING ARTS PROGRAMS

Eighty-six percent of LAAs present arts programming to the community—primarily exhibitions, performances and festivals. LAAs are usually the agency responsible for providing public cultural opportunities such as free concerts in the park, art exhibitions in city hall and public art. Another area of presenting is “gap programming.” Gap programming fills an arts discipline void that may exist due to a limited number of arts organizations in the community, or targets programming to a specific underserved segment of the community.

TABLE 21

PRESENTING PROGRAMS

SERVICE	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Exhibitions/ Competitions	82.4%	79.3%	72.0%	63.6%	48.8%	71.8%
Festivals	64.7%	53.7%	61.0%	54.6%	34.9%	55.8%
Film/Video	14.7%	23.2%	14.0%	29.6%	14.0%	18.4%
Literature Readings	44.1%	42.7%	31.0%	27.3%	23.3%	35.0%
Performances	80.9%	74.4%	55.0%	52.3%	51.2%	64.1%
Other	10.3%	11.0%	8.0%	13.6%	16.3%	11.0%
Any Presenting Program	95.6%	93.9%	81.0%	77.3%	72.1%	85.5%

PUBLIC ART

The involvement of LAAs in public art ranges from initiating individual projects to managing multi-million dollar percent-for-art programs. Forty-two percent of LAAs have a public art program; 19 percent manage a percent-for-art program. The larger the community, the more likely it is to have a percent-for-art program.

TABLE 22

PUBLIC ART

POPULATION	Public Art Program	Percent for Art Program
Less than 30,000	30.9%	5.9%
30,000 to 99,999	37.8%	11.0%
100,000 to 499,999	47.0%	21.0%
500,000 to 999,999	50.0%	29.6%
1,000,000 or more	46.5%	37.2%
Average LAA	41.8%	18.7%

In Spartanburg, S.C., business, government and arts leaders funded a community cultural plan to ensure that the community's quality of life would keep pace with its rapid economic development. In the first year following the plan's completion, **The Arts Partnership of Greater Spartanburg** was created, a united arts fund was developed which more than doubled private support for the arts, new cultural programs and services for underserved communities (rural and inner city) were instituted and an AIE program for students in grades K-12 was created. In the five years since the plan was developed, local government support has increased from \$43,000 to \$205,000 (377 percent increase). From 1994 to 1996, the united arts fund has grown from \$725,000 to \$800,595 (10.4 percent increase).

INTERNATIONAL PROGRAMMING

Twenty-six percent of LAAs participate in international artist or arts organization exchanges (Table 23).

TABLE 23

INTERNATIONAL PROGRAMMING

POPULATION	International artist or arts organization exchanges	International arts administrator exchanges	Any international program
Less than 30,000	25.0%	2.9%	25.0%
30,000 to 99,999	14.6%	2.4%	15.9%
100,000 to 499,999	24.0%	9.0%	26.0%
500,000 to 999,999	29.6%	9.1%	34.1%
1,000,000 or more	32.6%	18.6%	34.9%
Average LAA	23.7%	7.4%	25.5%

COMMUNITY CULTURAL PLANNING

LAAs are usually the agency to lead community cultural planning, a community-inclusive process of assessing the cultural needs of the community and mapping a plan of implementation. Thirty-five percent of LAAs have a community cultural plan.

Consistent with earlier reports, LAA budgets and local government revenue increase at a higher rate in LAAs *with* a cultural plan, than in those without (Tables 24 and 25). Between 1993 and 1997, the budget growth of LAAs with cultural plans outpaced those LAAs without (33.1 percent vs. 1.1 percent). The same pattern was noted in the area of local government revenue (36.9 percent vs. 14.0 percent).

TABLE 24

THE EFFECT OF CULTURAL PLANS ON LAA BUDGETS

	1993	1994	1995	1996	1997
With Plan	\$1,145,590	\$1,202,780	\$1,229,757	\$1,366,937	\$1,525,102
Change from previous year		5.0%	2.2%	11.2%	11.6%
Without Plan*	\$743,221	\$714,347	\$761,298	\$740,640	\$751,740
Change from previous year		-3.9%	6.6%	-2.7%	1.5%

TABLE 25

THE EFFECT OF CULTURAL PLANS ON LOCAL GOVT. SUPPORT

	1993	1994	1995	1996	1997
With Plan	\$815,964	\$823,814	\$826,563	\$943,638	\$1,116,675
Change from previous year	1.0%	0.3%	14.2%	18.3%	
Without Plan*	\$437,202	\$441,555	\$489,777	\$425,756	\$498,262
Change from previous year	1.0%	10.9%	-13.1%	12.3%	

*Excludes City of New York Department of Cultural Affairs

LAA PLANS AND REPORTS

Ninety-three percent of all LAAs have completed some type of planning (Table 26). More than half of the responding LAAs produce an annual plan, have arts in education plan, annual report and/or a long-range plan.

TABLE 26

PLANS AND REPORTS

PLAN	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Annual Plan	55.9%	50.0%	47.0%	59.1%	65.1%	53.4%
Arts in Education	48.5%	54.9%	48.0%	54.6%	48.8%	50.7%
Annual Report	51.5%	54.9%	55.0%	54.6%	67.4%	55.8%
Community Cultural Plan	17.7%	23.2%	45.0%	52.3%	41.9%	34.7%
Cultural District	0.0%	8.5%	12.0%	18.2%	16.3%	10.1%
Cultural Diversity/Equity	14.7%	11.0%	23.0%	27.3%	48.8%	22.3%
Cultural Tourism	27.9%	19.5%	34.0%	29.6%	37.2%	29.1%
Economic Impact	14.7%	13.4%	38.0%	59.1%	53.5%	32.1%
long-range Plan	48.5%	61.0%	63.0%	61.4%	60.5%	59.1%
Other	2.9%	6.1%	2.0%	11.4%	14.0%	5.9%
Any Plan and/or Report	91.2%	90.2%	94.0%	95.5%	95.4%	92.9%

Arts in the Local Economy, a study completed by Americans for the Arts in 1994, measured the economic impact of the nonprofit arts industry in 33 diverse communities from throughout the country. The following national extrapolations were derived about the nonprofit arts industry in the United States:

Expenditures of nonprofit arts organizations. \$36.8 billion

Total full-time equivalent jobs supported by those expenditures. 1.3 million

Resident income generated locally. \$25.2 billion

Local government revenue generated. \$790 million

State government revenue generated. \$1.2 billion

Federal income tax generated. \$3.4 billion

Jobs, the Arts, and the Economy, Americans for the Arts, 1994

CULTURAL TOURISTS: SPEND MORE AND STAY LONGER

According to a recent study by the Travel Industry Association of America, cultural tourists spend more money than the average traveler per trip (\$615 vs. \$425), take longer trips (4.7 days vs. 3.3 days), shop more (45 percent vs. 33 percent) and are more likely to spend their nights in hotels, motels, and bed and breakfast inns (56 percent vs. 42 percent).

CULTURAL TOURISM

Cultural tourism is one of the fastest growing areas of the tourism industry. Tourists looking for unique experiences are increasingly interested in cultural sites and innovative arts programming. The arts attract a significant number of tourist dollars as well as bring visibility to communities both large and small. More than one-half of LAAs have a working relationship with their community's Convention and Tourism Bureau (56 percent). In fact, 62 percent list cultural tourism as one of their agency's mission or goals (Table 27).

TABLE 27

CULTURAL TOURISM

POPULATION	Work with Tourism Bureau	Cultural tourism Part of Mission	Printed Cultural Tourism Materials
Less than 30,000	38.2%	55.9%	45.6%
30,000 to 99,999	51.2%	56.1%	50.0%
100,000 to 499,999	70.0%	72.0%	67.0%
500,000 to 999,999	52.3%	52.3%	50.0%
1,000,000 or more	60.5%	72.1%	74.4%
Average LAA	55.5%	62.3%	57.3%

CULTURAL DISTRICTS

A cultural district is a well-recognized mixed-use area of a city in which a high concentration of cultural facilities serves as the anchor of attraction. Cultural districts boost urban revitalization in many ways:

- ★ Beautify and animate cities
- ★ Provide employment
- ★ Attract residents and tourists to the city
- ★ Complement adjacent businesses
- ★ Enhance property values
- ★ Expand the tax base
- ★ Attract well-educated employees
- ★ Contribute to a creative, innovative environment

One third of LAAs have cultural districts—one half of which are officially designated by their community.

TABLE 28

CULTURAL DISTRICTS

POPULATION	Community Cultural District	Officially Designated District*
Less than 30,000	11.8%	25.0%
30,000 to 99,999	23.2%	47.4%
100,000 to 499,999	38.0%	47.4%
500,000 to 999,999	54.6%	66.7%
1,000,000 or more	58.1%	68.0%
Average LAA	33.8%	54.4%

*Base reduced to LAAs that have a community cultural district

PROGRAMS, INFORMATION AND SERVICES

The vast majority of LAAs (85 percent) provide services to artists and arts organizations, as well as information and services to members of the community (Tables 29-31).

TABLE 29

ARTIST SERVICES

SERVICE	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Seminars/Workshops	72.1%	69.5%	71.0%	75.0%	81.4%	72.7%
Employment Referrals	22.1%	31.7%	50.0%	45.5%	48.8%	39.2%
Registry	20.6%	40.2%	45.0%	52.3%	55.8%	41.3%
Studio Space	13.2%	9.8%	17.0%	22.7%	4.7%	13.7%
Subsidized Living	2.9%	4.9%	3.0%	2.3%	0.0%	3.0%
Other	2.9%	15.9%	14.0%	4.6%	14.0%	11.0%
Any Artist Service	80.9%	85.4%	86.0%	84.1%	88.4%	84.9%

PITTSBURGH CULTURAL DISTRICT

The site chosen for the Pittsburgh Cultural District was a decaying commercial and warehouse district. In its first decade of operation, the district was revitalized with \$33 million in public investment and \$63 million in private and philanthropic funds, which in turn triggered \$115 million in commercial activity. Tax revenues in the district from real estate and performances increased from \$7.9 million in 1986 to \$19.1 million in 1994. The number of events in the district increased from 250 in 1986 to nearly 600 in 1994, with audiences doubling to more than one million annually.

ARTS INCUBATOR

The Arlington County Cultural Affairs Division has strengthened the county's arts industry by providing space, advice and support services to more than 30 arts organizations and hundreds of local artists. Services include mailboxes, copy machines and a county-run costume shop. This program is a 1996 winner of the Ford Foundation's Innovations in American Government Award.

TABLE 30**ART ORGANIZATION SERVICES**

SERVICE	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Technical Assistance	38.2%	45.1%	67.0%	75.0%	81.4%	58.8%
Seminars/ Workshops	39.7%	50.0%	65.0%	63.6%	83.7%	58.5%
Advocacy Services	36.8%	45.1%	69.0%	68.2%	79.1%	57.9%
Publicity/ Promotion	45.6%	51.2%	59.0%	47.7%	46.5%	51.3%
Volunteer Recruitment	26.5%	36.6%	37.0%	31.8%	20.9%	32.1%
Marketing Services	20.6%	24.4%	41.0%	27.3%	41.9%	31.2%
Management Training	13.2%	12.2%	36.0%	40.9%	67.4%	30.3%
Block Booking	32.4%	20.7%	10.0%	13.6%	7.0%	17.2%
Central Box Office	5.9%	18.3%	12.0%	11.4%	9.3%	11.9%
Central Accounting	5.9%	8.5%	12.0%	4.6%	9.3%	8.6%
Central Purchasing	4.4%	3.7%	6.0%	4.6%	16.3%	6.2%
Loan Money to Org's	1.5%	2.4%	9.0%	13.6%	7.0%	6.2%
Health Insurance	2.9%	1.2%	8.0%	6.8%	11.6%	5.6%
Other	0.0%	12.2%	12.0%	9.1%	11.6%	9.2%
Any Arts Org. Services	67.7%	80.5%	91.0%	90.9%	90.7%	83.7%

TABLE 31**INFORMATION SERVICES**

SERVICE	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Artist/ Org. Directories	33.8%	54.9%	63.0%	59.1%	69.8%	55.5%
Arts Calendar	58.8%	65.9%	77.0%	61.4%	58.1%	66.2%
Cultural Resource Lib.	17.7%	39.0%	45.0%	50.0%	41.9%	38.3%
Newsletter/ Publication	66.2%	75.6%	84.0%	61.4%	79.1%	74.8%
Other	10.3%	9.8%	11.0%	20.5%	34.9%	14.8%
Any Information Service	91.2%	87.8%	97.0%	84.1%	90.7%	91.1%

COMPUTER USAGE

The number of LAAs using technology to conduct business and serve their local arts industry is growing rapidly. About one half of all LAAs subscribe to an on-line service provider such as ArtsWire or America Online, with 32 percent of those LAAs using technology to provide information to the public or their members (Table 32).

TABLE 32**1996-97 LOCAL ARTS AGENCY COMPUTER USAGE**

TYPE OF COMPUTER USAGE	Less than 30,000	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
LAA accesses the Internet or subscribes to an on-line service provider such as ArtsWire, ArtsNet or America Online	27.9%	34.2%	51.0%	56.8%	83.7%	47.2%
If LAA has Internet access, provides member- or public-access*	42.1%	32.1%	37.3%	20.0%	25.0%	31.5%
LAA delivers programs and services online*	7.4%	11.0%	28.0%	31.8%	55.8%	23.7%
LAA subscribes to any listserves or discussion/news groups*	7.4%	6.1%	13.0%	9.1%	23.3%	11.0%
LAA provides Internet training	2.9%	4.9%	9.0%	15.9%	20.9%	9.2%
Any Computer Usage	35.3%	39.0%	61.0%	59.1%	83.7%	53.1%

*Base reduced to those LAAs who subscribe to an on-line service provider

ABOUT THIS REPORT

During Winter/Spring 1997, surveys were mailed to 1,200 LAAs (both members and non-members of Americans for the Arts). We asked detailed questions about their programs, revenues and expenditures and requested a five-year budget history. Usable responses were received from 337 LAAs—a 28.1 percent rate of compliance. These results best represent the approximately 1,150 LAAs with professional, paid staff.

The 337 respondents are stratified into five groups based on the population of their service area. This helps to contrast the variation in LAAs from different-sized communities. Averages of all respondents are provided under the heading “Average LAA.”

SURVEY RESPONDENTS

Seventy percent of the respondents are private LAAs; 30 percent are public LAAs (Table 33). There is a broad geographic representation of respondents (Table 34). It should be noted that both members and non-members of Americans for the Arts were surveyed for this report. This was done to ensure that this report represents the field, not just Americans for the Arts members.

TABLE 33

RESPONDING LOCAL ARTS AGENCIES

POPULATION	Number	Percent	Private LAAs	Public LAAs
Less than 30,000	68	20.2%	54	14
30,000 to 99,999	82	24.3%	64	18
100,000 to 499,999	100	29.7%	71	29
500,000 to 999,999	44	13.0%	23	21
1,000,000 or more	43	12.8%	25	18
Total	337	100.0%	237	100

TABLE 34

GEOGRAPHIC REPRESENTATION OF RESPONDING LAAS

WEST	91
Pacific	56
Mountain	35
MIDWEST	99
East North Central	52
West North Central	47
NORTHEAST	45
Middle Atlantic	32
New England	13
SOUTH	104
South Atlantic	63
East South Central	30
West South Central	11

IN APPRECIATION

Thank You to the local arts agencies listed to the right that responded to our somewhat lengthy survey. To the LAAs that use these data but did not return their survey, we hope that you find these results valuable enough to participate in future Americans for the Arts research projects.

**HOW THIS 1998 REPORT
COMPARES TO LOCAL ARTS
AGENCY FACTS 1994**

This report is based on the responses from 337 local arts agencies; the 1994 report was based on 292 survey responses. With a 15 percent increase in respondents, we were prepared for some variation in the detailed findings. Results from the two reports, however, are remarkably consistent and reflect many of our empirical observations of the LAA field. Based on statistical analysis of the two sample sizes, this 1998 report is more accurate by 9.3 percent.

ALASKA

Homer Council on the Arts*
Homer

ARIZONA

Casa Grande Friends of the Arts, Inc.
Casa Grande
Phoenix Arts Commission*
Phoenix
Scottsdale Cultural Council
Scottsdale
City of Sedona Department of Arts and Culture
Sedona
Tucson Arts Brigade
Tucson
Tucson-Pima Arts Council*
Tucson

ARKANSAS

Batesville Arts Council
Batesville
Waltons Arts Center
Fayetteville
Southwest Arkansas Arts Council
Hope
Crawford County Art Association
Van Buren
Crittenden Arts Council
West Memphis

CALIFORNIA

Cultural Council of Santa Cruz County*
Aptos
The Arts Council of Placer County
Auburn
City of Brea - Community Services Department*
Brea
City of Chico Arts Commission
Chico
Del Norte Association for Cultural Awareness*
Crescent City
City of Cupertino
Cupertino
The Ink People Center for the Arts
Eureka
Fresno Arts Council
Fresno
Gardena Valley Cultural Arts Corporation
Gardena
Orange County Arts Commission
Hillsborough
City of Huntington Beach Cultural Services Division
Huntington Beach
City of La Quinta Cultural Commission
La Quinta
Lake County Arts Council
Lakeport
Livermore Public Art Committee
Livermore
Lodi Arts Commission
Lodi
Public Corporation for the Arts
Long Beach
City of Los Angeles Cultural Affairs Department*
Los Angeles
Los Angeles County Music & Performing Arts Commission*
Los Angeles
Madera County Arts Council
Madera
Mono County Arts Council*
Mammoth Lakes
City of Newport Beach Arts Commission
Newport Beach
City of Norwalk Recreation & Parks Services Department
Norwalk
Alameda County Art Commission
Oakland

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Planning Division****Pasadena***Plumas County Arts Commission***Quincy***Shasta County Arts Council****Redding***City of Richmond Arts and
Culture Commission***Richmond***Sacramento Metropolitan
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and Cultural Services***Santa Cruz***City of Santa Monica,
Cultural Affairs Division****Santa Monica***Sausalito Arts Association, Inc.***Sausalito***City of Sunnyvale Parks, Recreation
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Cultural Affairs Council****Miami***United Arts of Central Florida***Orlando*

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Lawrence
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