

**Persuasive measures of creative vitality**

Arts Build Communities is seeking to learn what types of information will best persuade leaders and communities to support arts and cultural development.

**General Information**

Arts Build Communities (ABC) is Rutgers's Professional Development Institute initiative designed to help leaders of New Jersey's communities and arts organizations make better and more cost-effective decisions about community and economic development related to arts and culture.

For more information, please visit our website: <http://policy.rutgers.edu/abc>

ABC is seeking to learn what types of information will best persuade leaders and communities to support arts and cultural development. What do you think? Please share your thoughts in our short survey.

The survey takes about 5-10 minutes to complete.

**1. Name**

**2. I am a(n) (Check all that apply):**

- Artist
- Board member or commissioner of an arts, cultural or heritage organization
- Elected official
- Member of a business related to the arts, culture or heritage field
- Public administrator with an agency that does not primarily work on arts, culture or heritage (such as a public works department)
- Public administrator with an agency that primarily works on arts, culture or heritage matter.
- Staff member of an arts, cultural or heritage organization
- Urban planner

Other (please specify)

**3. Where do you work or last worked?**

1. City

2. State

3. Country (in not US)

#### 4. What kind of organization do you work for or last worked for?

- Public
- Private
- Nonprofit
- Quasi-Public
- Educational

Other (please specify)

#### 5. Your level in your organization:

- Senior level (For example: President, executive director)
- Mid-level (For example: Division director, manager)
- Line position
- Sole practitioner

Other (please specify)

### Persuasive Measures of Cultural Vitality

In this next set of questions, we want to find out what types of information would most likely persuade communities and their leaders to provide more support to arts and cultural activities. If you have experience in this area, please let us know what information you've found to be most useful. If you don't have experience in cultural community or economic development, what types of information do you think would be most useful in the communities in which you have worked.

**1. Measure of presence of culture: Please pick the five types of information (that is, measures) that would best help persuade communities and their leaders to increase their support for cultural activities. If some measures are not on this list, please feel free to discuss them under "other".**

- Amount of arts activity supported through schools
- Assessment of community reported cultural resources
- Composition of audiences for various activities
- Distribution arts and cultural facilities in relationship to the concentration of children
- Number and type of local creative industries (other than arts)
- Number arts-related businesses per 100,000 residents in selected metropolitan areas
- Number dedicated artist housing units existing or planned, by location

- Number libraries and circulation
  - Number of art schools
  - Number of art teachers, lectures and education workers
  - Number of arts and cultural organizations and Establishments per 1000 total Establishments
  - Number of arts education programs that promote artistic mastery, provide opportunities for experiential learning, and enhance educational attainment
  - Number of arts professionals and workers in arts-related organizations
  - Number of community celebrations, festivals & parades
  - Number of Cultural Nonprofit s per 100,000 Persons
  - Number of major and mid-sized institutions that serve as anchors for the arts
  - Number of new commissions, productions and public art works
  - Number of non-arts venues : parks, libraries, societies, ethnic associations
  - Number of nonprofit, public & commercial arts-related organizations
  - Number of organizations by size and growth
  - Number of other facilities used for arts activities
  - Number of retail arts venues-bookstore, music stores, art supply stores etc
  - Number of voluntary and community arts groups, and groups established and closing each year
  - Percent of artists by arts discipline
  - Percentage of arts organizations creating at least one new original work
  - Percentage of arts organizations working with K-12 schools in long-term Partnerships, by budget size
  - Teachers dedicated to visual arts, music and theatre in K-12 schools (public and private)
- Other (please specify)

**2. Measure of participation in cultural activities: Please pick the five types of information (that is, measures) that would best help persuade communities and their leaders to increase their support for cultural activities. If some measures are not on this list, please feel free to discuss them under "other".**

- Amount of participation in outdoor cultural programs
- Importance of personal artistic activities to one's quality of life
- Number of arts organizations collaborating with social service providers by artistic discipline
- Number of arts-focused media outlets

- Number of community leaders considered to be strong advocates for advancing the arts and culture.
- Number of elementary grade level students receiving arts education, by artistic discipline
- Number of events, exhibitions days, workshops etc.
- Number of live weekly performances, a program involving artist residencies taking place in "hot spot" neighborhoods
- Number of people studying for arts qualifications
- Percentage of local arts groups that have developed new works in the past five years
- Percentage of people from a wide range of social & economic backgrounds participating at both community & regional levels.
- Percentage of population involved in an arts or cultural organization
- Percentage of population who attended performing arts or lectures, art –science or history museum
- Percentage of population who participate directly in artistic/cultural/ literary activity.
- Percentage of those surveyed agreeing that children should have arts in school
- Percentage who support increased taxes to pay for local arts and culture
- Total annual circulation transactions in (arts/cultural) libraries
- Type of hobby or work activity that allows people to be creative
- Type of involvement in education by public sector arts organizations.
- Ways of expressing artistically

Other (please specify)

**3. Measures of impacts on communities and economies: Please pick the five types of information (that is, measures) that would best help persuade communities and their leaders to increase their support for cultural activities. If some measures are not on this list, please feel free to discuss them under "other".**

- Arts- related employment-primary and secondary creative occupations
- Combined turnover and employment of the local cultural sector
- Designated Federal, State and City Funding for the Arts
- Impact on the local and regional tourist industry
- Income of nonprofit arts organizations
- Level of social trust and diversity of friendships

- Measurement of impact on community development, stewardship of place, neighborhood pride, improved public safety, etc
- Nonprofit arts contributions per capita
- Per capita museum and art gallery revenues and ticket and product sales
- Per Capita musical instrument and supply store sales, CD and bookstore, photography store sales
- Percentage County arts organizations with a paid full-time or part-time senior director Position by budget size
- Percentage of artist jobs relative to all jobs
- Percentage of employment in nonprofit and commercial arts establishments
- Percentage of residents that "highly" value participating in artistic activities with others and the percentage that rate the region as a good place to pursue such interests
- Percentage of residents that "highly" value their personal artistic activities and the percentage that rate the region as a good place to pursue such interests
- Rating of the community as a place to attend live performances or visit museums
- Rating of the community as a place to pursue one's own artistic interests
- Total revenue received/raised by county arts/ cultural organizations by discipline Other (please specify)

**4. Measures of representation and accessibility: Please pick the five types of information (that is, measures) that would best help persuade communities and their leaders to increase their support for cultural activities. If some measures are not on this list, please feel free to discuss them under "other".**

- Accessibility of cultural venues to people with disabilities
- Amount of information provided about cultural activities in community-based media
- Demographic representation of leaders of cultural institutions
- Number and percentage of free and reduced priced tickets at cultural institutions and venues
- Number of cross-ethnic performance and expression : Diverse Ethnicities and Traditions
- Number of different kinds of cultural traditions active locally
- Number of free concerts in neighborhoods /outdoors
- Number of indigenous venues of validation: parks, churches, businesses and community centers

- Pricing, access and outreach policies of arts organizations
- Ratio of seats in cultural venues (theaters) to population

Other (please specify)

**5. Measures of support for arts and cultural activities: Please pick the five types of information (that is, measures) that would best help persuade communities and their leaders to increase their support for cultural activities. If some measures are not on this list, please feel free to discuss them under "other".**

- Amount of expenditures by local authorities on arts and cultural activities
- Amount of funding by cultural development agencies
- Amount of nonprofit art expenses per capita as a percentage of total budget
- Available resources (financial, in-kind, organizational, and human) required to bring opportunities for participation in these creative expressions to fruition
- Charitable, sponsorship and other expenditures on arts and cultural activities
- Extent of public support for different cultures or forms
- Grants to cultural nonprofits per capita
- Number of arts organizations that received an individual or corporate gift of \$100,000 or more

Other (please specify)