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# NCAR Arts Vibrancy Index: Hotbeds of America's Arts and Culture

Glenn Voss, Zannie Giraud Voss, Rick Briesch, with Marla Teyolia



## EXECUTIVE SUMMARY

What factors make up a community's arts vibrancy, and which cities possess them? While the complex mixture of attributes is a large puzzle to piece together, it is increasingly sought after by civic leaders, funders and policy makers. As a contribution to this growing interest, we have undertaken an analytical assessment of arts vibrancy across U.S. cities and developed the Arts Vibrancy Index, a set of data-based indices that highlight metropolitan areas whose arts and culture scenes pulsate with vigor and activity in a variety of ways.

Since Richard Florida's best seller *Rise of the Creative Class*, creativity has been increasingly recognized as a desirable and necessary element for a thriving community. "Creative placemaking," which centers on promoting arts and culture as a lynchpin in shaping communities' futures, is a growing movement being advanced by leading entities such as ArtPlace America, Artspace, and the National Endowment for the Arts.

Rather than examine arts and culture as a means of achieving something else, we focus on a community's arts and cultural assets as ends unto themselves. Our assessment of arts vibrancy uses multiple measures of supply, demand and public support for arts and culture on a per capita basis. Vibrancy can take different forms so we approach it with a variety of metrics. Specifically, we use the following metrics:

To assess supply, we examine total Arts Providers, an index formed by the following four measures:

Independent artists | Arts and culture employees | Arts, culture and entertainment employees | Arts organizations

Total nonprofit Arts Dollars in the community is a gauge of total arts demand and activity that we form using the following four measures:

Program revenue | Contributed revenue | Total expenses | Total compensation

Our Government Support rates state and federal arts funding on these measures:

State arts dollars | State arts grants | Federal arts dollars | Federal arts grants

Our intention is to stimulate a conversation about how cities vary in their arts vibrancy and what vibrancy can look like, not to engender competition. It is important to keep in mind that we take a per-capita approach, which can sometimes lead to surprising results.

Our measures of vibrancy say nothing about the quality of the art itself, or the multitude of community conditions that make a place ripe for creative activity, or data on who participates in the arts, or the revenues and expenses of commercial arts entities. Might additional measures be added in the future? Certainly. For now, we believe the metrics used in this report are a solid start. Are the data sources perfect? No, but they are, to our knowledge, the most reliable sources available on a national scale. There are not yet national data on some of the important aspects of arts vibrancy. We will incorporate additional data as they become available.

The numbers are the start of the story, not the end. Each of the top cities listed here offers a story about what makes it unique and vibrant. The character of many communities on our list was fleshed out for us by local cultural commissions, convention and visitor bureaus and other agencies. We are grateful for their help.

### **This year's key findings:**

- No region has cornered the market on arts vibrancy. Cities large and small from every region appear in the top 40 cities. Having that said, there is high representation from Western communities in the set of Medium-Small cities.
- Arts vibrancy takes many shapes and forms. Some cities have impressive financial resources invested in nonprofit arts and cultural institutions, others are filled with many smaller organizations and venues, some are tourist destinations and still others are artist colonies. Some cities are strong in numerous arts sectors while others are capitals of a particular art form.
- There are interesting differences across very large Metropolitan Statistical Areas (MSAs). Those that made the list tend either to have a strong concentration of arts vibrancy in an urban core and less going on in surrounding communities, or they are vibrant throughout the greater metropolitan area.
- The majority of arts vibrant cities have a population either under 300,000 or between 1,000,000 and 3,000,000. This is a curious phenomenon that is ripe for future exploration.

### Top 20 Arts Vibrant Large Cities (pop. 1,000,000 or more)

RANK	MSA (*= METRO DIVISION)	REGION	2013 POPULATION
1	Washington-Arlington-Alexandria, DC-VA-MD-WV*	South	4,691,773
2	Nashville-Davidson-Murfreesboro-Franklin, TN	South	1,757,912
3	New York-Jersey City-White Plains, NY-NJ*	Northeast	14,204,421
4	Boston, MA*	Northeast	1,945,220
5	San Francisco-Redwood City-South San Francisco, CA*	West	1,584,815
6	Minneapolis-St. Paul-Bloomington, MN-WI	Midwest	3,459,146
7	Silver Spring-Frederick-Rockville, MD*	South	1,258,086
8	Seattle-Bellevue-Everett, WA*	West	2,790,362
9	Los Angeles-Long Beach-Glendale, CA*	West	10,017,068
10	Chicago-Naperville-Arlington Heights, IL*	Midwest	7,332,640
11	Cambridge-Newton-Framingham, MA*	Northeast	2,315,352
12	Denver-Aurora-Lakewood, CO	West	2,697,476
13	Philadelphia, PA*	Northeast	2,115,138
14	Pittsburgh, PA	Northeast	2,360,867
15	Newark, NJ-PA*	Northeast	2,496,636
16	New Orleans-Metairie, LA	South	1,240,977
17	St. Louis, MO-IL	Midwest	2,801,056
18	Charlotte-Concord-Gastonia, NC-SC	South	2,335,358
19	Richmond, VA	South	1,245,764
20	Rochester, NY	Northeast	1,083,278

### Top 20 Arts Vibrant Medium and Small Cities (pop. under 1,000,000)

RANK	MSA (*= METRO DIVISION)	REGION	2013 POPULATION
1	Glenwood Springs, CO	West	74,681
2	Santa Fe, NM	West	147,423
3	Jackson, WY-ID	West	32,543
4	Breckenridge, CO	West	28,649
5	Edwards, CO	West	52,460
6	Bozeman, MT	West	94,720
7	Pittsfield, MA	Northeast	129,585
8	Missoula, MT	West	111,807
9	San Rafael, CA*	West	258,365
10	Barre, VT	Northeast	59,319
11	Des Moines-West Des Moines, IA	Midwest	599,789
12	Helena, MT	West	76,850
13	Santa Maria-Santa Barbara, CA	West	435,697
14	Steamboat Springs, CO	West	23,513
15	Bennington, VT	Northeast	36,659
16	Vineyard Haven, MA	Northeast	17,256
17	Summit Park, UT	West	38,486
18	Easton, MD	South	37,931
19	Burlington-South Burlington, VT	Northeast	214,796
20	Traverse City, MI	Midwest	146,358

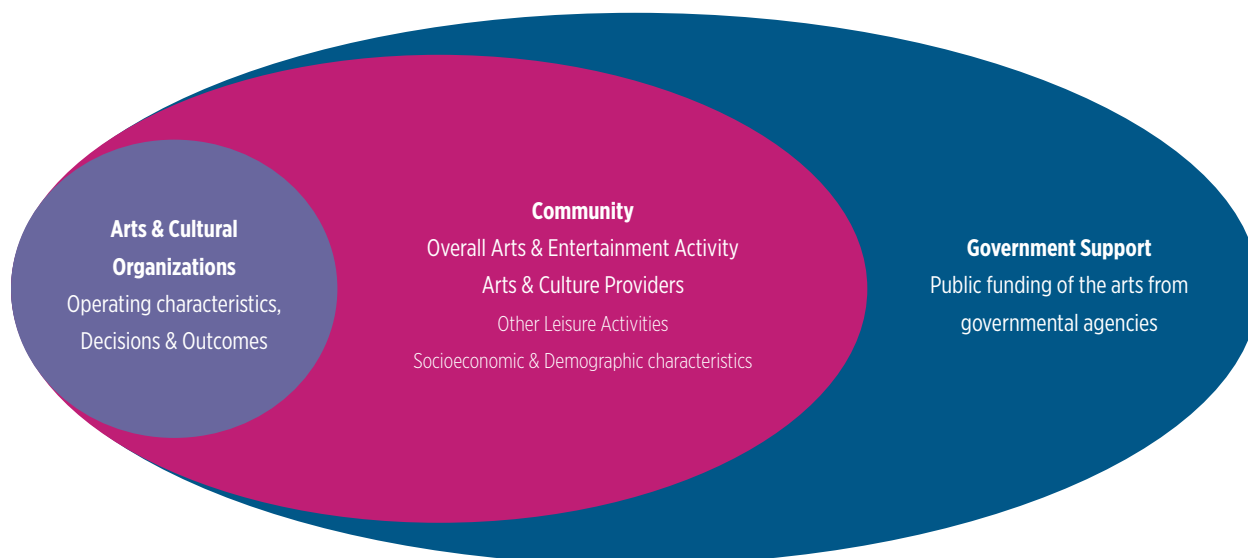
## INTRODUCTION

Arts and cultural organizations do not exist in a vacuum, they exist in communities. In recognition of this, the National Center for Arts Research (NCAR) combines data from non-profit arts and cultural organizations with data on the communities in which they exist<sup>1</sup>. By linking the two, we can identify factors that affect the health and sustainability of arts organizations. We share our findings regarding what drives performance in our NCAR reports ([www.smu.edu/artsresearch](http://www.smu.edu/artsresearch)).

Arts and Culture also play a vital role in a city's livability. The Arts Vibrancy Index can help arts leaders, businesses, government agencies, and engaged citizens understand the overall intensity and capacity of the community's arts and culture sector relative to others. Communities can benchmark themselves against an aspirational set of communities and understand what sets them apart by examining the underlying dimensions of demand, supply and public support for arts and culture. This granular detail provides insights as to why two cities that seem very different on the surface might be close to one another in the ranking.

The Urban Institute started the Arts and Culture Indicators in Community Building Project (ACIP) to integrate arts and culture-related measures into community quality-of-life indicator systems. There are other, published rankings that assess the strength of arts and culture as part of a larger look at a city's attractiveness and livability, and others that focus on the arts and cultural sector's role as part of creative placemaking. We share some metrics with these other studies but, in keeping with our mission, our ranking focuses solely on arts and culture with heavy emphasis on the non-profit sector.

The model for our measures is drawn from a review of the existing literature on arts and culture community indicators and from NCAR's Model of the Arts & Culture Ecosystem. The Arts & Culture Ecosystem features a complex and interdependent set of relationships among: 1) arts organizations; 2) their communities; and 3) the cultural policies that influence the production and consumption of arts and culture (see Figure 1).



**Figure 1: Modeling the Arts & Culture Ecosystem**

In NCAR Reports, we look at factors that affect the performance of arts and cultural organizations and we include socioeconomic and demographic characteristics and other leisure activities like sports teams, cinemas and zoos. But we intentionally leave them out here so that the Arts Vibrancy Index focuses as purely as possible on arts and cultural activity. It would be unfair, for example, to penalize in the ranking a community that is relatively poor but very strong on arts providers, or to elevate a community that has lots of sports teams and restaurants but few artists or arts organizations.

## Definitions

Our measures are aggregated across the 11 arts and cultural sectors that are featured in NCAR's reports: Arts Education, Art Museum, Community, Dance, Music, Opera, Performing Arts Center, Symphony Orchestra, Theater, Other Museum, and General Performing Arts<sup>ii</sup>. Some sectors combine arts and cultural disciplines with similar characteristics. We do not assign organizations to arts disciplines, they self-identify according to the National Taxonomy of Exempt Entities (NTEE), which is a classification system for nonprofit organizations. The National Center for Charitable Statistics website gives an excellent summary description of what NTEEs are and how they came about: <http://nccs.urban.org/classification/NTEE.cfm>. Organizations report their NTEE when filing their IRS 990 and they report it as part of the Cultural Data Project (CDP) survey. If an organization has a parent organization, we opted for their arts discipline NTEE (e.g., performing arts center) rather than their parent organization's NTEE (e.g., university) if available. "Arts and Culture" is one of the NTEE's 10 major groups of tax-exempt organizations (the "A" category), and within Arts and Culture there are 10 subcategories that contain 30 additional subdivisions.

We center geographically on what the Office of Management and Budget (OMB) calls MSAs, or Micro- and Metropolitan Statistical Areas. These are delineated geographic areas consisting of one or more counties that have high social and economic integration with an urban core<sup>1</sup>. Focusing on MSAs captures the network of suburbs that rise up around a city or town rather than considering them separately, as might happen were we to instead focus on counties. Where the OMB breaks down very large MSAs (population cores of 2.5 million or more) into Metropolitan Divisions, we do the same. Metropolitan Divisions function as distinct social, economic, and cultural areas within the larger MSA<sup>2</sup>, kind of like MSAs within MSAs. Some of these may make intuitive sense to analyze together, like Boston and Cambridge. However, others, like the Metro Divisions that make up the MSA of Chicago, are spread across large distances and numerous states. To keep consistent across all analyses, we go with Metropolitan Divisions where they exist and note the comparisons with MSAs and with other Metropolitan Divisions for the same MSA. In total, there are 937 unique MSAs and Metro Divisions.

Although all measures are calculated on a per capita basis, we decided to break cities into 2 categories according to population rather than compare cities of vastly different size: 1) Large MSAs (and Metro Divisions) with populations 1,000,000 or more; 2) Medium MSAs and Small MSAs with populations under 1,000,000.

## METRICS AND MEASURES

- Arts Dollars are a gauge of demand for non-profit arts and cultural programming. If a community were uninterested in the arts or economically depressed and unable to enact demand for the arts, earned revenue from program activities would be low as would contributed revenue, so the organization would not be able to grow or pay well.
- Arts Providers are a gauge of supply and include the number of arts and entertainment employees, arts-related organizations and independent artists in the community.
- Government grant activity is a gauge of public support for arts and culture and is captured as both number of grants and total grant dollars. We have measures of state and federal arts grants but not local funding, for which data are not yet uniformly available. However, local arts funding is captured as part of the Contributed Dollars measure under Arts Dollars.

The table on the next page shows what we measured and how we weighted each area. Since Arts Providers and Arts Dollars are indicators of supply and demand and of critical importance to arts vibrancy, we weight them more heavily than Government Support.

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1 <http://www.census.gov/population/metro/>

2 Zients, Jeffrey D. (2013), OMB Bulletin Number 13-01, Executive Office of the President, Office of Management and Budget.

## Index Components (all per capita measures)<sup>iii</sup>

METRIC	MEASURES	DESCRIPTION	WEIGHT
<b>Arts Providers</b>		<b>County and ZIP code Business Pattern data collected and disseminated by the US Census Bureau</b>	<b>45%</b>
	Independent artists	Freelance artists primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions.	
	Arts and culture employees	Number of employees in museum, historical site, theatre, opera, dance, music, or other performing arts organizations or entities, both nonprofit and commercial.	
	Arts, culture & entertainment employees	A broader look at the number of employees in non-profit and for-profit arts, culture, and entertainment sectors. Expands on those listed above to include festivals, concerts, booking agents, promoters, agents and managers.	
	Arts organizations	Number of arts and cultural organizations and entities, both nonprofit and commercial. Includes museum, historical site, theatre, opera, dance, music, other performing arts, fine arts schools, and recording and motion picture and video production.	
<b>Arts Dollars</b>		<b>Data aggregated from IRS 990s, the Cultural Data Project, and Theatre Communications Group</b>	<b>45%</b>
	Program revenue	All revenue earned due to people participating in the activities of nonprofit arts and cultural organizations	
	Contributed revenue	All revenue from contributions to nonprofit arts and cultural organizations (includes local public funding)	
	Total expenses	All expenses of nonprofit arts and cultural organizations	
	Total compensation	All payment to staff and artists by nonprofit cultural organizations	
<b>Government Support</b>		<b>Data collected and disseminated by the National Endowment for the Arts, Institute of Museum and Library Services, and the National Assembly of State Arts Agencies</b>	<b>10%</b>
	State arts dollars	All state arts dollar funding in the community	
	State arts grants	Number of state arts grants awarded in the community	
	Federal arts dollars	All NEA and IMLS dollar funding in the community	
	Federal arts grants	Number of NEA and IMLS grants awarded in the community	

Our ranking examines 937 unique MSAs and Metro Divisions, so the top 9 are in the top 1% of cities. The following table shows the correspondence between a city's rank on a measure and where it falls as a percentile of all markets.

### Rankings and Percentiles

It is important to note that rankings are ordinal measures – i.e., who came 1st, 2nd, 3rd, etc. – which provides uniformity but no information about the degree of difference between the raw measures. For example, the city in 1st place on independent artists might feature a population that is 10% independent artists while the population in the 2nd place city has only 5% independent artists and the 3rd place city has 4.9% independent artists. The degree of difference between cities 1 and 2 is much bigger than the difference between cities 2 and 3, and yet the ranking makes them look like they are evenly spread apart. This is why the overall arts vibrancy ranking is not an average of the rankings on the three component metrics and the 3 component metrics are not an average of the rankings on their 4 underlying measures. We don't average rankings, we average raw scores.

RANK	PERCENTILE
1-9	Top 1%
1-47	Top 5%
1-94	Top 10%
1-188	Top 20%
1-281	Top 30%
1-375	Top 40%
1-469	Top 50%
470 and higher	Bottom 50%

### Want to see your area's scores in full?

We will provide scores for every county's Arts Dollars, Arts Providers, Government Support, Socio-economic and Other Leisure characteristics on NCAR's website, [www.smu.edu/artsresearch](http://www.smu.edu/artsresearch). This way, when you read in the NCAR report about the characteristics from the community that drive a particular performance measure, you can also see your community's relative strength on these measures. For example, if high levels of state and federal support are linked with high levels of total engagement, you may want to know where your community stands relative to others on its level of government support. We report at the county level rather than MSA level because some counties fall outside of an MSA and we want to be as inclusive as possible in the information we make available. Numerous MSAs consist of several counties so it could be that your county's scores are higher (or lower) than your MSA's scores depending on where the concentration of arts activity occurs in your city.

Rather than focus on overall rankings for cities on the website, we share scores for the component parts described above on a scale from 0-100 with 100 being highest. The scores are akin to percentiles – i.e., if your city's score on a measure is 56, it means it did better than 56% of cities on that measure.

## LARGE MSAs

This section provides details for the top 20 arts vibrant cities with populations over 1,000,000. The rankings on the metrics and measures are from 1 to 937, which represent the 937 unique MSAs and Metro Divisions in our analyses. We offer insights into each city's arts and cultural scene and report city rankings for Arts Providers, Arts Dollars and Government Support, as well as the rankings of the underlying measures. All calculations are made on a per capita basis. Subtle distinctions often emerge that illuminate particular strengths. Again, we weight Arts Providers and Arts Dollars at 45% each and Government Support at 10%.

Fifteen of the top-20 Large Cities have a population under 3 million. Boston, MA, and Cambridge-Newton-Framingham, MA -- two of the three Metro Divisions that make up the larger Boston-Cambridge-Newton, MA-NH, MSA -- made the list. The same can be said of two of the three Metro Divisions comprising the San Francisco-Oakland-Hayward, CA, MSA. These very large MSAs have widespread arts vibrancy.

By contrast, Chicago-Naperville-Arlington Heights, IL, was the only one of four Metro Divisions of the Chicago-Naperville-Elgin, IL-IN-WI MSA, to make the list, and Philadelphia was the only one of four Metro Divisions that make up the larger Philadelphia-Camden-Wilmington, PA-NJ-DE-MD, MSA. These large, metropolitan regions appear to have high arts vibrancy in the core urban area that does not extend to the outlying areas.



### Washington-Arlington-Alexandria, DC-VA-MD-WV (pop. 4,691,773)

The Washington-Arlington-Alexandria Metro Division covers all of the Washington-Arlington-Alexandria MSA except Frederick and Montgomery counties. It is home to some of the best museums in the world and a prolific performing arts scene, as evidenced in its Arts Dollars rank of #1 overall and on each of the 4 measures. Although there are many small and mid-size arts and cultural organizations in every arts and culture sector, DC is especially rich in large organizations: the National Gallery of Art, Corcoran Gallery of Art, The Phillips Collection, the many Smithsonian Institution Museums, the Renwick Gallery, Shakespeare Theater Company, Ford's Theater, The National Theater, and Arena Stage. The John F. Kennedy Center for the Performing Arts houses the Washington National Opera, National Symphony

Orchestra and Suzanne Farrell Ballet in addition to offering its own programming, and its artistic constituents are many. DC is #1 in Arts Dollars for 'other' museums, #2 for PACs, and #4 for theatre and art museums. DC is a thriving hub of arts activity that is home to several of the nation's arts service organizations including Americans for the Arts, Chorus America Association, and Dance USA. Being the nation's capital, it has an international population and a plethora of cultural and ethnic awareness organizations. Although Washington, DC, is not a state, District of Columbia funding is reported as state funding through the National Assembly of State Arts Agencies.

<b>Arts Providers</b>		<b>25th</b>
	Independent artists	87th
	Arts and culture employees	11th
	Arts, culture & entertainment employees	74th
	Arts organizations	43rd
<b>Arts Dollars</b>		<b>1st</b>
	Program revenue	1st
	Contributed revenue	1st
	Total expenses	1st
	Total compensation	1st
<b>Government Support</b>		<b>13th</b>
	State arts dollars	121st
	State arts grants	247th
	Federal arts dollars	8th
	Federal arts grants	7th

#2

**Nashville-Davidson-Murfreesboro-Franklin, TN** (pop. 1,757,912)

Nashville-Davidson-Murfreesboro-Franklin, TN has long been known for its expansive music scene, but the emergence of world-class visual arts and performing arts options has put Nashville – Music City – on the map as an artistic and culturally rich destination. Nashville claims to be the largest songwriter community in the world, with a strong presence of Americana-focused artisans and artists. There is robust public support for the arts at the local level, and individual philanthropists have helped propel some of the larger cultural institutions in the last decade. To attract and nurture emerging artists in all genres, Nashville leaders recently pooled funds to create Periscope, a six week artist boot camp that provides artists with pre-IPO startup training. The Frist Center for the Visual Arts is the anchor for the city’s rapidly expanding visual arts scene. The Tennessee Performing Arts Center and the Schermerhorn Symphony Center are main performing arts venues. Nashville is in the top 10% of all cities on every measure, and it is ranked #1 in the country on Arts Providers.

<b>Arts Providers</b>		<b>1<sup>st</sup></b>
	Independent artists	7 <sup>th</sup>
	Arts and culture employees	4 <sup>th</sup>
	Arts, culture & entertainment employees	29 <sup>th</sup>
	Arts organizations	2 <sup>nd</sup>
<b>Arts Dollars</b>		<b>9<sup>th</sup></b>
	Program revenue	10 <sup>th</sup>
	Contributed revenue	23 <sup>rd</sup>
	Total expenses	8 <sup>th</sup>
	Total compensation	17 <sup>th</sup>
<b>Government Support</b>		<b>22<sup>nd</sup></b>
	State arts dollars	23 <sup>rd</sup>
	State arts grants	86 <sup>th</sup>
	Federal arts dollars	60 <sup>th</sup>
	Federal arts grants	55 <sup>th</sup>

#3

**New York-Jersey City-White Plains, NY-NJ** (pop. 14,204,421)

The New York-Jersey City-White Plains, NY-NJ Metro Division spans the five boroughs of New York City as well as six counties in New Jersey and three Hudson Valley counties. The diversity of options located across New York City’s five boroughs makes the Metro Division unique. These include art in almost every genre imaginable ranging from small, local organizations to large, internationally known icons. New York’s scores on our measures echo its strength in diversity, with Arts Dollars per capita in the top 10% for nearly every arts and cultural sector. It is ranked #2 in number of theatres per capita and #3 in film-related companies per capita. While there are organization clusters such as the Chelsea gallery district, the Downtown Brooklyn Cultural District, Museum Mile on Manhattan’s Upper East Side, and Lincoln Center for the Performing Arts which contains a range of performing and visual arts including the city’s main Philharmonic Orchestra, Ballets and Opera companies, the arts are scattered across the five boroughs and beyond. There is strong local public and private arts funding. As noted by the World Cities Cultural Forum, “New York has long tied its rising power and economic success to investments in arts and culture. The presence of artists is currently helping to revive Bushwick, Brooklyn; Long Island City, Queens; Mott Haven in the Bronx; and St. George, Staten Island. What is perhaps most striking about the approach of local government to supporting culture is its clear understanding of the interconnectedness of different forms and scales of cultural activity, and its willingness to cross the boundaries between profit and non-profit organizations.”

<b>Arts Providers</b>		<b>6<sup>th</sup></b>
	Independent artists	5 <sup>th</sup>
	Arts and culture employees	5 <sup>th</sup>
	Arts, culture & entertainment employees	54 <sup>th</sup>
	Arts organizations	4 <sup>th</sup>
<b>Arts Dollars</b>		<b>24<sup>th</sup></b>
	Program revenue	35 <sup>th</sup>
	Contributed revenue	38 <sup>th</sup>
	Total expenses	25 <sup>th</sup>
	Total compensation	20 <sup>th</sup>
<b>Government Support</b>		<b>8<sup>th</sup></b>
	State arts dollars	45 <sup>th</sup>
	State arts grants	82 <sup>nd</sup>
	Federal arts dollars	14 <sup>th</sup>
	Federal arts grants	5 <sup>th</sup>



#4

**Boston, MA** (pop. 1,945,220)

The **Boston, MA**, Metro Division’s arts community thrives on collaboration, innovation, and partnerships, in the Metro Division itself and with organizations located across the Charles River in Cambridge. Organizations like the Boston Center for the Arts, StageSource, ArtsEmerson, Huntington Theatre Company, and ArtsBoston demonstrate the efficacy of this model. From small outfits like Commonwealth Shakespeare Company and Speakeasy Stage Company, to mid-sized, award-winning production companies like the Huntington to Broadway in Boston and the Citi Performing Arts Center, Boston has multiple tiers dedicated to the Arts. Iconic institutions abound, such as Symphony Hall, the Museum of Fine Arts (MFA), the Isabella Stewart Gardner Museum, and Institute of Contemporary Art-Boston. While arts organizations interact constantly, they are quite spread out geographically. The Boston, MA, Metro Division includes Norfolk, Plymouth and Suffolk Counties. Boston’s arts education, art museum, dance, and symphony sectors rank in the top 10 in the country in Arts Dollars.

<b>Arts Providers</b>		<b>34<sup>th</sup></b>
	Independent artists	205 <sup>th</sup>
	Arts and culture employees	9 <sup>th</sup>
	Arts, culture & entertainment employees	66 <sup>th</sup>
	Arts organizations	56 <sup>th</sup>
<b>Arts Dollars</b>		<b>5<sup>th</sup></b>
	Program revenue	4 <sup>th</sup>
	Contributed revenue	10 <sup>th</sup>
	Total expenses	5 <sup>th</sup>
	Total compensation	5 <sup>th</sup>
<b>Government Support</b>		<b>11<sup>th</sup></b>
	State arts dollars	108 <sup>th</sup>
	State arts grants	33 <sup>rd</sup>
	Federal arts dollars	10 <sup>th</sup>
	Federal arts grants	27 <sup>th</sup>

#5

**San Francisco-Redwood City-South San Francisco, CA** (pop. 1,584,815)

The **San Francisco-Redwood City-South San Francisco, CA** Metro Division’s arts and cultural landscape enjoys strong representation by organizations of every size and sector. San Francisco’s ballet, symphony and opera are highly regarded, tour regularly around the world and are among the highest-budget organizations in the city. Museums range from the Exploratorium to the Cable Car Museum to the San Francisco Museum of Modern Art. Many employees of tech companies direct their giving to the arts. San Francisco has an active and thriving “alternative/ counter culture” arts community as well. Many are active in the annual Burning Man event. San Francisco’s Grants for the Arts/Hotel Tax Fund is a city department that funds arts organizations and supports an arts promotion position within the city’s destination marketing organization. The city has a “1% for Art” program for all new development. Arts Dollars scores for every arts and cultural sector except PACs and Community-based organizations are in the top 10% of all cities. San Francisco is ranked #3 in the country on number of arts and culture employees and number of federal arts grants per capita.

<b>Arts Providers</b>		<b>11<sup>th</sup></b>
	Independent artists	69 <sup>th</sup>
	Arts and culture employees	3 <sup>rd</sup>
	Arts, culture & entertainment employees	46 <sup>th</sup>
	Arts organizations	19 <sup>th</sup>
<b>Arts Dollars</b>		<b>8<sup>th</sup></b>
	Program revenue	17 <sup>th</sup>
	Contributed revenue	13 <sup>th</sup>
	Total expenses	9 <sup>th</sup>
	Total compensation	8 <sup>th</sup>
<b>Government Support</b>		<b>49<sup>th</sup></b>
	State arts dollars	688 <sup>th</sup>
	State arts grants	525 <sup>th</sup>
	Federal arts dollars	11 <sup>th</sup>
	Federal arts grants	3 <sup>rd</sup>

#6

**Minneapolis-St. Paul-Bloomington, MN-WI** (pop. 3,459,146)

Minneapolis-St. Paul-Bloomington, MN-WI, has a vibrant literary and publishing scene, strong theaters, foundations and support for individual artists, a great orchestra as well as support for Native American voices. It attracts more state arts dollars per capita than any other city and is 6th on federal arts dollars. The city also ranks 9th on total compensation to those working in arts and cultural organizations. The Walker Art Center, The Minneapolis Institute of Arts, The Weisman Art Museum, and The Museum of Russian Art anchor the visual arts scene. The area’s dynamic theatre scene includes companies such as the Illusion, Jungle, Mixed Blood, Penumbra, Mu Performing Arts, Bedlam Theatre, Red Eye, Theater Latté Da, In the Heart of the Beast Puppet and Mask Theatre, Lundstrum Center for the Performing Arts and the Children’s Theatre Company. The Guthrie Theater, the area’s largest theater company, occupies a three-stage complex overlooking the Mississippi River. The Minnesota Orchestra and Minnesota Opera are based in Minneapolis and the Science Museum of Minnesota and Minnesota Children’s Museum are in St. Paul. The city is home to Minnesota Fringe Festival, the largest non-juried performing arts festival in the U.S. Minneapolis has the largest literary and book center in the US, Open Book. There are a myriad of community-based organizations that focus on cultural and ethnic awareness and folk arts. The theatre sector ranks #1 in the country in Arts Dollars per capita and the symphony sector #5 on this measure. All sectors except ‘other’ museums and PACs fall in the top 10% of cities on strength of Arts Dollars.

<b>Arts Providers</b>		<b>23<sup>rd</sup></b>
	Independent artists	53 <sup>rd</sup>
	Arts and culture employees	17 <sup>th</sup>
	Arts, culture & entertainment employees	64 <sup>th</sup>
	Arts organizations	33 <sup>rd</sup>
<b>Arts Dollars</b>		<b>11<sup>th</sup></b>
	Program revenue	21 <sup>st</sup>
	Contributed revenue	17 <sup>th</sup>
	Total expenses	12 <sup>th</sup>
	Total compensation	9 <sup>th</sup>
<b>Government Support</b>		<b>5<sup>th</sup></b>
	State arts dollars	1 <sup>st</sup>
	State arts grants	122 <sup>nd</sup>
	Federal arts dollars	6 <sup>th</sup>
	Federal arts grants	13 <sup>th</sup>

#7

**Silver Spring-Frederick-Rockville, MD** (pop. 1,258,086)

Silver Spring-Frederick-Rockville, MD, Metro Division, which encompasses Montgomery County and Frederick County, is part of the greater Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area. Being partly inside the Capital Beltway, its arts and culture vibrancy benefits from being a close suburb of DC, as evidenced in its #3 rank on total compensation to arts and culture employees and 4th on both contributed revenue and total expenses. It includes the cities of Frederick, Bethesda, Rockville, Gaithersburg, and Silver Spring. In addition to access to DC’s arts and cultural offerings, Silver Spring is home to the American Film Institute’s AFI Silver Theatre and Culture Center and AFI Docs, as well as several entertainment, musical, and ethnic festivals, the most notable of which are the Silverdocs documentary film festival and The Silver Spring Jazz Festival. Other notable organizations are the Washington International Piano Festival, the Olney Theatre Center, Round House Theatre, Imagination Stage, and the Weinberg Center for the Arts. Montgomery County has more than two dozen arts education organizations and two dozen dance companies.

<b>Arts Providers</b>		<b>75<sup>th</sup></b>
	Independent artists	98 <sup>th</sup>
	Arts and culture employees	66 <sup>th</sup>
	Arts, culture & entertainment employees	175 <sup>th</sup>
	Arts organizations	72 <sup>nd</sup>
<b>Arts Dollars</b>		<b>4<sup>th</sup></b>
	Program revenue	19 <sup>th</sup>
	Contributed revenue	4 <sup>th</sup>
	Total expenses	4 <sup>th</sup>
	Total compensation	3 <sup>rd</sup>
<b>Government Support</b>		<b>45<sup>th</sup></b>
	State arts dollars	96 <sup>th</sup>
	State arts grants	309 <sup>th</sup>
	Federal arts dollars	30 <sup>th</sup>
	Federal arts grants	39 <sup>th</sup>

#8

**Seattle, WA** (pop. 2,790,362)

In **Seattle, WA**, art is viewed as essential and it is integrated into daily life, whether as artist-designed manhole covers and artist-made building parts for new construction, or the Seattle Department of Transportation’s official “Art Plan.” It has large, established institutions which tend to be clustered in two primary neighborhoods: Downtown and the Seattle Center. It has a large ecosystem of smaller arts organizations in every genre, throughout the city, in just about every neighborhood. Seattle has been recognized nationally and internationally for leadership and innovation in theatre, music, glass art and literary arts, and is one of only a handful of US cities to have a top-tier symphony, ballet and opera. The City’s Office of Arts & Culture is a cabinet-level department that enjoys a dedicated revenue stream and, at the county level, 4Culture provides critical funding for arts, public art, heritage and historic preservation. ArtsFund leads an annual united fund effort for arts & culture. Innovative organizations like Shunpike provide emerging, independent artists and small arts organizations support in the form of critical services, resources and opportunities to create success. Although state funding is low, Seattle attracts strong levels of federal arts grants and dollars. Seattle is ranked #19 on both Arts Providers and Arts Dollars, and all measures of these metrics are well within the top 10% of all cities.

<b>Arts Providers</b>		<b>19<sup>th</sup></b>
	Independent artists	66 <sup>th</sup>
	Arts and culture employees	19 <sup>th</sup>
	Arts, culture & entertainment employees	26 <sup>th</sup>
	Arts organizations	30 <sup>th</sup>
<b>Arts Dollars</b>		<b>19<sup>th</sup></b>
	Program revenue	9 <sup>th</sup>
	Contributed revenue	56 <sup>th</sup>
	Total expenses	18 <sup>th</sup>
	Total compensation	28 <sup>th</sup>
<b>Government Support</b>		<b>134<sup>th</sup></b>
	State arts dollars	711 <sup>th</sup>
	State arts grants	521 <sup>st</sup>
	Federal arts dollars	26 <sup>th</sup>
	Federal arts grants	15 <sup>th</sup>

#9

**Los Angeles-Long Beach-Glendale, CA** (pop. 10,017,068)

**Los Angeles-Long Beach-Glendale, CA’s** signature industries, outstanding art schools, enviable year-round climate, vast, inexpensive options for work space, and welcoming attitude toward nonconformists have been magnets for visual and performing artists looking to push creative boundaries for nearly a century. Today, Los Angeles boasts more artists and arts organizations per capita than any city in the U.S. Moreover, the vast wealth and subsequent generosity of early entrepreneurs have resulted in Los Angeles becoming home to some of the world’s most important art museums and collections, such as The J. Paul Getty Museum, the Hammer Museum, the Los Angeles County Museum of Art, the Norton Simon Museum, and The Huntington Library, Art Collections and Botanical Gardens. L.A. also is home to more than 400 independent art galleries. For the performing arts, Los Angeles is home to the world-renowned Music Center, with its acclaimed buildings and performing arts companies; the Hollywood Bowl, the largest performing arts amphitheater in the world; and hundreds of smaller professional theater companies and music ensembles throughout the region. While state arts funding per capita in Los Angeles is among the lowest in the nation, the city fares better on federal arts grants.

<b>Arts Providers</b>		<b>2<sup>nd</sup></b>
	Independent artists	1 <sup>st</sup>
	Arts and culture employees	45 <sup>th</sup>
	Arts, culture & entertainment employees	34 <sup>th</sup>
	Arts organizations	1 <sup>st</sup>
<b>Arts Dollars</b>		<b>79<sup>th</sup></b>
	Program revenue	78 <sup>th</sup>
	Contributed revenue	112 <sup>th</sup>
	Total expenses	79 <sup>th</sup>
	Total compensation	81 <sup>st</sup>
<b>Government Support</b>		<b>758<sup>th</sup></b>
	State arts dollars	917 <sup>th</sup>
	State arts grants	919 <sup>th</sup>
	Federal arts dollars	217 <sup>th</sup>
	Federal arts grants	135 <sup>th</sup>

**#10****Chicago-Naperville-Arlington Heights, IL** (pop. 7,332,640)

Chicago-Naperville-Arlington Heights, IL, Metro Division has world-class arts and cultural organizations, from the Art Institute of Chicago to the Field Museum of Natural History to Hubbard Street Dance. Renowned Chicago theater companies include the Steppenwolf Theatre Company and Victory Gardens Theater in Lincoln Park; the Goodman Theatre in the Loop; and the Chicago Shakespeare Theater at Navy Pier. Broadway in Chicago offers Broadway-style entertainment at five theaters. Chicago's theater community spawned modern improvisational theater and includes the prominent group The Second City. Classical offerings include the Lyric Opera of Chicago, Chicago Opera Theater, Chicago Symphony Orchestra (CSO) and the Chicago Sinfonietta. Other live-music genres that

are part of the city's cultural heritage include Chicago blues, Chicago soul, jazz, and gospel. The city is the site of an influential hip-hop scene and it has been an epicenter for rave culture since the 1980s. There are many universities that contribute to Chicago's arts scene. Important works of outdoor public art abound, providing free access to masterworks. There is strong local public and foundation arts support, and the Chicago Cultural Alliance exists to strengthen ethnic museums and cultural centers in Chicago. Chicago ranks #12 on Arts Dollars and scores in the top 4% on every Arts Dollar measure. It ranks #6 on Arts Dollars in both the art museum and opera sectors.

<b>Arts Providers</b>		<b>61<sup>st</sup></b>
	Independent artists	103 <sup>rd</sup>
	Arts and culture employees	28 <sup>th</sup>
	Arts, culture & entertainment employees	156 <sup>th</sup>
	Arts organizations	94 <sup>th</sup>
<b>Arts Dollars</b>		<b>12<sup>th</sup></b>
	Program revenue	13 <sup>th</sup>
	Contributed revenue	34 <sup>th</sup>
	Total expenses	11 <sup>th</sup>
	Total compensation	13 <sup>th</sup>
<b>Government Support</b>		<b>92<sup>nd</sup></b>
	State arts dollars	202 <sup>nd</sup>
	State arts grants	248 <sup>th</sup>
	Federal arts dollars	83 <sup>rd</sup>
	Federal arts grants	63 <sup>rd</sup>

**#11****Cambridge-Newton-Framingham, MA** (pop. 2,315,352)

Located just across the Charles River from Boston, the **Cambridge-Newton-Framingham, MA** Metro Division's arts community is inseparable from the dynamism of its world-class universities, Harvard and MIT. Organizations like American Repertory Theatre, the Harvard Art Museums, Harvard Museum of Natural History, Peabody Museum of Archaeology and Ethnology, Semitic Museum, List Visual Arts Center, and MIT Museum are all university-based. Merrimack Repertory Theatre and the Addison Gallery of American Art are well-respected organizations that reside outside of the density of Cambridge institutions. The high concentration of large museums puts the Cambridge Metro Division at #10 in the art museum dollars per capita, and 15 symphony orchestras put the symphony sector arts dollars rank at #8. In addition, arts education organizations in Essex and Middlesex Counties abound.

<b>Arts Providers</b>		<b>66<sup>th</sup></b>
	Independent artists	202 <sup>nd</sup>
	Arts and culture employees	33 <sup>rd</sup>
	Arts, culture & entertainment employees	118 <sup>th</sup>
	Arts organizations	66 <sup>th</sup>
<b>Arts Dollars</b>		<b>15<sup>th</sup></b>
	Program revenue	15 <sup>th</sup>
	Contributed revenue	40 <sup>th</sup>
	Total expenses	17 <sup>th</sup>
	Total compensation	15 <sup>th</sup>
<b>Government Support</b>		<b>38<sup>th</sup></b>
	State arts dollars	227 <sup>th</sup>
	State arts grants	56 <sup>th</sup>
	Federal arts dollars	39 <sup>th</sup>
	Federal arts grants	60 <sup>th</sup>

**#12****Denver-Aurora-Lakewood, CO** (pop. 2,697,476)

In **Denver-Aurora-Lakewood, CO**, The Museum of Contemporary Art Denver, the new Clyfford Still Museum, and the Denver Art Museum anchor the visual art scene. Other prominent museums include the Kirkland Museum, The Denver Museum of Nature and Science and History Colorado Center. The Denver Center for Performing Arts (DCPA), extending four city blocks and with 10 performance spaces, provides extensive and varied arts and education programming. Performing arts organizations which regularly perform at the DCPA include the Colorado Ballet, the Colorado Symphony Orchestra, Opera Colorado and the Denver Center for the Performing Arts’ theatrical divisions — Denver Center Attractions, Denver Center Theatre Company and the National Theatre Conservatory. The art museum, dance, music, opera, ‘other’ museum, multidisciplinary performing arts, PAC, and symphony sectors’ Arts Dollars scores are all in the top 10% of all cities. Denver ranks #9 on federal arts dollars per capita.

<b>Arts Providers</b>		<b>45<sup>th</sup></b>
	Independent artists	57 <sup>th</sup>
	Arts and culture employees	49 <sup>th</sup>
	Arts, culture & entertainment employees	85 <sup>th</sup>
	Arts organizations	82 <sup>nd</sup>
<b>Arts Dollars</b>		<b>28<sup>th</sup></b>
	Program revenue	22 <sup>nd</sup>
	Contributed revenue	27 <sup>th</sup>
	Total expenses	30 <sup>th</sup>
	Total compensation	40 <sup>th</sup>
<b>Government Support</b>		<b>126<sup>th</sup></b>
	State arts dollars	530 <sup>th</sup>
	State arts grants	548 <sup>th</sup>
	Federal arts dollars	9 <sup>th</sup>
	Federal arts grants	111 <sup>th</sup>

**#13****Philadelphia, PA** (pop. 2,115,138)

Both history and the arts pervade the **Philadelphia, PA**, Metro Division. Each arts and cultural sector is well-represented with a multitude of organizations, and there are world-renowned hallmarks such as the Philadelphia Orchestra and the Philadelphia Museum of Art. The city ranks #2 in Arts Dollars in the symphony orchestra sector and #16 in the art museum sector. In addition to the concentration of organizations on the Avenue of the Arts, the arts are alive throughout the city and Philly is home to many outstanding universities with their own arts and cultural offerings. There is a wealth of history and science museums, from the Philadelphia History Museum to the University of Pennsylvania Museum of Archaeology and Anthropology. Philly has three major Performing Arts Centers: the Annenberg Center for the Performing Arts, Kimmel Center, and the Mann Center for the Performing Arts. Dance and theatre companies abound. The Greater Philadelphia Cultural Alliance provides solid support in a myriad of ways and there is strong foundation and local government support for the arts. Philly ranks #20 in Arts Dollars and scores in the top 4% of cities on all Arts Dollar measures.

<b>Arts Providers</b>		<b>102<sup>nd</sup></b>
	Independent artists	208 <sup>th</sup>
	Arts and culture employees	41 <sup>st</sup>
	Arts, culture & entertainment employees	135 <sup>th</sup>
	Arts organizations	159 <sup>th</sup>
<b>Arts Dollars</b>		<b>20<sup>th</sup></b>
	Program revenue	37 <sup>th</sup>
	Contributed revenue	18 <sup>th</sup>
	Total expenses	21 <sup>st</sup>
	Total compensation	19 <sup>th</sup>
<b>Government Support</b>		<b>36<sup>th</sup></b>
	State arts dollars	102 <sup>nd</sup>
	State arts grants	373 <sup>rd</sup>
	Federal arts dollars	32 <sup>nd</sup>
	Federal arts grants	18 <sup>th</sup>

**#14****Pittsburgh, PA** (pop. 2,360,867)

The arts community of the Pittsburgh, PA MSA is unique for its scope, impact, diversity, and accessibility. Pittsburgh is well-known for its Cultural District, a fourteen square-block area in downtown that was transformed in the 1980s from a blighted red-light district to an area with six theaters offering 1,500 performances and other arts programs annually. It is home to notable institutions such as the Pittsburgh Symphony Orchestra, Pittsburgh Ballet Theatre, Public Theatre, August Wilson Center for African American Culture, and Wood Street Galleries. The Greater Pittsburgh area is strong in all disciplines, from those mentioned above to world-class museums to systemic arts education initiatives to creative placemaking initiatives to smaller innovative organizations reflective of particular ethnicities and heritages. Pittsburgh is also fortunate to have an Office of Public Art which advances public art projects throughout Greater Pittsburgh. A means of supporting the arts and culture that is unique to Pittsburgh is the Allegheny Regional Asset District (RAD). RAD is a special purpose unit of local government financed by a .5% sales tax. Through RAD in 2015, 150 arts and culture organizations will receive approximately \$9.5 million for general operating support, special programs (including accessibility programs), capital projects, and shared services partnerships. This program is, no doubt, partly responsible for Pittsburgh's #13 rank on arts and culture employees.

<b>Arts Providers</b>		<b>71<sup>st</sup></b>
	Independent artists	442 <sup>nd</sup>
	Arts and culture employees	13 <sup>th</sup>
	Arts, culture & entertainment employees	41 <sup>st</sup>
	Arts organizations	230 <sup>th</sup>
<b>Arts Dollars</b>		<b>25<sup>th</sup></b>
	Program revenue	3 <sup>rd</sup>
	Contributed revenue	53 <sup>rd</sup>
	Total expenses	23 <sup>rd</sup>
	Total compensation	22 <sup>nd</sup>
<b>Government Support</b>		<b>97<sup>th</sup></b>
	State arts dollars	125 <sup>th</sup>
	State arts grants	531 <sup>st</sup>
	Federal arts dollars	51 <sup>st</sup>
	Federal arts grants	66 <sup>th</sup>

**#15****Newark, NJ-PA** (pop. 2,496,636)

The Newark, NJ-PA Metro Division spans six counties in New Jersey and Pike County, PA, and is part of the larger New York-Newark-Jersey City, NY-NJ-PA MSA. It has strong anchor institutions such as the NJPAC and the Newark Museum, as well as extensive community organizations, festivals and programs. But its arts and culture vibrancy benefits to an extent from being a close neighbor to New York, as evidenced in its rank of #23 on arts organizations and #26 on independent artists per capita. Newark itself has a designated Arts District, but the arts are also dispersed with every ward having its own set of art organizations such as a gallery or performing arts space. The Newark Arts Education Roundtable is a consortium of approximately 40 arts organizations in Newark that are involved in supporting or providing arts education services to children in Newark during in- and out-of-school time. Newark's state and federal arts dollars are in the top 5% of cities, as are its number of federal arts grants.

<b>Arts Providers</b>		<b>24<sup>th</sup></b>
	Independent artists	26 <sup>th</sup>
	Arts and culture employees	30 <sup>th</sup>
	Arts, culture & entertainment employees	158 <sup>th</sup>
	Arts organizations	23 <sup>rd</sup>
<b>Arts Dollars</b>		<b>93<sup>rd</sup></b>
	Program revenue	107 <sup>th</sup>
	Contributed revenue	129 <sup>th</sup>
	Total expenses	90 <sup>th</sup>
	Total compensation	80 <sup>th</sup>
<b>Government Support</b>		<b>32<sup>nd</sup></b>
	State arts dollars	48 <sup>th</sup>
	State arts grants	268 <sup>th</sup>
	Federal arts dollars	48 <sup>th</sup>
	Federal arts grants	32 <sup>nd</sup>

**#16****New Orleans-Metairie, LA** (pop. 1,240,977)

The New Orleans-Metairie, LA, arts community is rooted in its multicultural history, with French, Spanish, African, Cajun/Acadian, and Caribbean influences. This diversity has turned New Orleans into something truly unique, which shows in the art that is created in the city. The obvious example is Jazz, but a lot of visual art in New Orleans shares the same mixture of cultural influences. There are galleries scattered throughout the city with a small concentration in the warehouse district. There is the Contemporary Arts Center, Ogden Museum of Southern Art, World War II Museum, New Orleans Museum of Art, New Orleans Ballet Association, New Orleans Opera Association, The New Orleans Jazz and Heritage Foundation, and The Louisiana Philharmonic. Most arts organizations, however, are small and most of the music groups freelance. New Orleans is home to the National

<b>Arts Providers</b>		<b>46<sup>th</sup></b>
	Independent artists	140 <sup>th</sup>
	Arts and culture employees	35 <sup>th</sup>
	Arts, culture & entertainment employees	42 <sup>nd</sup>
	Arts organizations	91 <sup>st</sup>
<b>Arts Dollars</b>		<b>55<sup>th</sup></b>
	Program revenue	54 <sup>th</sup>
	Contributed revenue	58 <sup>th</sup>
	Total expenses	60 <sup>th</sup>
	Total compensation	89 <sup>th</sup>
<b>Government Support</b>		<b>44<sup>th</sup></b>
	State arts dollars	82 <sup>nd</sup>
	State arts grants	502 <sup>nd</sup>
	Federal arts dollars	25 <sup>th</sup>
	Federal arts grants	26 <sup>th</sup>

Performance Network, a national organization supporting artists in the creation and touring of contemporary performing and visual arts. New Orleans attracts artist from all over the world but it is a city that favors its local artists. Local musicians, some of whom have multi-generational connections, often pull huge audiences from the local community. New Orleans ranks #4 on Arts Dollars in the Music sector, and federal arts support is fairly high.

**#17****St. Louis, MO-IL** (pop. 2,801,056)

The diversity of art produced and shown in St. Louis, MO-IL spans from the world renowned Saint Louis Symphony Orchestra to Hearing Cats performance collective to the sculpture collections at the downtown City Garden and Laumeier Sculpture Park in the southwest suburbs. St. Louis ranks #7 on Arts Dollars in the symphony orchestra sector. Arts and culture are accessible to the residents of the region with the majority of the visual arts institutions such as the Saint Louis Art Museum and the Contemporary Art Museum being free while other venues offer very affordable prices. This is reflected in St. Louis' rank of #19 on contributed revenue but only #59 on program revenue. Shakespeare Festival of St. Louis takes place for free every summer in a variety of neighborhood locations. Forest Park is the site of the Saint Louis Art Museum, the Missouri History Museum, the Muny Theater, and the St. Louis Science Center. Grand Center in mid-town is an arts and entertainment district that includes The Sheldon

<b>Arts Providers</b>		<b>93<sup>rd</sup></b>
	Independent artists	214 <sup>th</sup>
	Arts and culture employees	65 <sup>th</sup>
	Arts, culture & entertainment employees	37 <sup>th</sup>
	Arts organizations	246 <sup>th</sup>
<b>Arts Dollars</b>		<b>29<sup>th</sup></b>
	Program revenue	59 <sup>th</sup>
	Contributed revenue	19 <sup>th</sup>
	Total expenses	26 <sup>th</sup>
	Total compensation	27 <sup>th</sup>
<b>Government Support</b>		<b>55<sup>th</sup></b>
	State arts dollars	47 <sup>th</sup>
	State arts grants	137 <sup>th</sup>
	Federal arts dollars	120 <sup>th</sup>
	Federal arts grants	78 <sup>th</sup>

Concert Hall, the Contemporary Art Museum, the Pulitzer Arts Foundation, Powell Symphony Hall, Jazz at the Bistro, Dance St. Louis, and many others. Clayton, a suburb, is home to the Saint Louis Art Fair. The internationally acclaimed Opera Theatre of St. Louis and the St. Louis Repertory Theater are located in the western suburban county area. In addition, naturally occurring arts and artists clusters like the Cherokee Street neighborhood, Maplewood, and the Old North neighborhood offer some exciting new places to discover the arts. Younger artists are attracted to the relatively inexpensive cost of living and the city is a mecca for artists working in arts-based community development, led by The Regional Arts Commission's Community Arts Training Institute. More people attend and participate in the St. Louis arts than attend all St. Louis baseball, football and hockey events combined.

**#18****Charlotte-Concord-Gastonia, NC-SC** (pop. 2,335,358)

Charlotte-Concord-Gastonia, NC-SC's cultural community is unique because it has been built through strong public/private partnerships that created an \$83 million cultural facilities endowment between 1976 and 2007. The partnership has also supported programmatic efforts that serve the community. Bloomenthal Performing Arts Center, Spirit Square, and the Levine Center for the Arts are all located in the Center City. The Levin Center houses the Knight Theater, which is home to North Carolina Dance Theatre. Other PAC resident companies are Opera Carolina, the Charlotte Symphony, Community School of the Arts, Caroline Calouche & Company, and Charlotte Ballet. Charlotte ranks #6 on Arts Dollars in the PAC sector and #10 in Dance. The city also is home to the Bechtler Museum of Modern Art, Mint Museum, and the Harvey B. Gantt Center for African-American Arts + Culture. The North Davidson District (aka NoDa) has grown to become the center for emerging performing arts and the South End district is home to design and visual art centers. Local support for the arts makes up for modest state arts funding. Arts & Sciences Council is a United Arts Fund that raises more than \$6 million annually (in and out of the workplace).

<b>Arts Providers</b>		<b>47<sup>th</sup></b>
	Independent artists	220 <sup>th</sup>
	Arts and culture employees	64 <sup>th</sup>
	Arts, culture & entertainment employees	11 <sup>th</sup>
	Arts organizations	120 <sup>th</sup>
<b>Arts Dollars</b>		<b>41<sup>st</sup></b>
	Program revenue	20 <sup>th</sup>
	Contributed revenue	91 <sup>st</sup>
	Total expenses	42 <sup>nd</sup>
	Total compensation	63 <sup>rd</sup>
<b>Government Support</b>		<b>187<sup>th</sup></b>
	State arts dollars	86 <sup>th</sup>
	State arts grants	640 <sup>th</sup>
	Federal arts dollars	176 <sup>th</sup>
	Federal arts grants	215 <sup>th</sup>

**#19****Richmond, VA** (pop. 1,245,764)

Greater Richmond, VA, offers an extensive variety of arts and cultural activities. It has a unique way of blending classic and contemporary, southern heritage with progressive art, established with grassroots, honoring the past but making space for the future. The city is home to a concentration of significant state museums including the recently renovated Virginia Museum of Fine Arts, the Science Museum of Virginia, the Children's Museum of Richmond, and the Visual Arts Center of Richmond. Richmond ranks #9 on Arts Dollars in the Art Museum sector and #11 in Dance. Stage entertainment is frequent and accessible, including a full array of dance, theatre, opera, symphony, concerts and other productions at the numerous venues in the region. Richmond is home to the Richmond Symphony, Richmond Ballet, Virginia Opera, Lyric Opera Virginia, and Virginia Repertory Theatre. Local events like the Richmond Folk Festival and First Fridays Art Walk ensure the city stays connected to the Arts scene and bring thousands of visitors. Richmond scores in the top 5% of cities on each of the Arts Dollar measures. With the Virginia Commonwealth University School of the Arts, the forthcoming VCU Institute for Contemporary Art, a newly defined Richmond Arts & Cultural District, as well as studies underway for live/work projects, Richmond's future for the arts is bright.

<b>Arts Providers</b>		<b>94<sup>th</sup></b>
	Independent artists	177 <sup>th</sup>
	Arts and culture employees	27 <sup>th</sup>
	Arts, culture & entertainment employees	131 <sup>st</sup>
	Arts organizations	214 <sup>th</sup>
<b>Arts Dollars</b>		<b>30<sup>th</sup></b>
	Program revenue	46 <sup>th</sup>
	Contributed revenue	37 <sup>th</sup>
	Total expenses	36 <sup>th</sup>
	Total compensation	18 <sup>th</sup>
<b>Government Support</b>		<b>83<sup>rd</sup></b>
	State arts dollars	177 <sup>th</sup>
	State arts grants	214 <sup>th</sup>
	Federal arts dollars	44 <sup>th</sup>
	Federal arts grants	119 <sup>th</sup>



#20

### Rochester, NY (pop. 1,083,278)

Over 100 years ago, George Eastman cultivated the arts in Rochester, NY, to establish a high quality of life that would attract top employees to work at his Eastman Kodak Company. Today, Rochester's arts scene is thriving. Its reputation in Dance is outstanding, being home to award-winning choreographers, a wealth of performances, top university dance programs, exciting festivals, and many nationally and internationally acclaimed companies such as Garth Fagan Dance and The Rochester City Ballet. Additionally, with 25 theatrical companies and first-class venues such as Geva Theatre Center and the Eastman Theatre, this is a city full of passionate theatre professionals. Rochester is home to the University of Rochester's Eastman School of Music, one of the top music schools in the country, and to the Xerox Rochester International Jazz Festival, Rochester Broadway Theatre League, and the Rochester Gay Men's Chorus. Rochester ranks #18 on arts and culture employees per capita and its rankings on the Arts Providers, Arts Dollars, and Government Support metrics are in a fairly tight cluster.

<b>Arts Providers</b>		<b>64<sup>th</sup></b>
	Independent artists	434 <sup>th</sup>
	Arts and culture employees	18 <sup>th</sup>
	Arts, culture & entertainment employees	40 <sup>th</sup>
	Arts organizations	131 <sup>st</sup>
<b>Arts Dollars</b>		<b>49<sup>th</sup></b>
	Program revenue	24 <sup>th</sup>
	Contributed revenue	151 <sup>st</sup>
	Total expenses	49 <sup>th</sup>
	Total compensation	47 <sup>th</sup>
<b>Government Support</b>		<b>56<sup>th</sup></b>
	State arts dollars	52 <sup>nd</sup>
	State arts grants	264 <sup>th</sup>
	Federal arts dollars	63 <sup>rd</sup>
	Federal arts grants	65 <sup>th</sup>

## MEDIUM AND SMALL MSAs

In this section we provide insights into the arts and cultural scene for the top-20 medium and small cities, listing each city's ranking on Arts Providers, Arts Dollars and Government Support. All calculations are made on a per capita basis. The rankings on the metrics and measures are from 1 to 937 since there are 937 unique MSAs and Metro Divisions. Any ranking between 1 and 94 puts that city in the top 10% of cities on that measure, and being ranked in the top 9 means being in the top 1%. We remind you that Arts Providers and Arts Dollars are weighted 45% each and Government Support is weighted 10% in determining the overall ranking.

Many of the top-20 medium and small cities might be described as small artist colonies or tourist destinations supported by part-time residents. As a result, 12 of the 20 cities have fewer than 100,000 full-time residents, and 18 of the 20 have fewer than 300,000 full-time residents. Following are the top-ranked medium and small cities.

#1

### Glenwood Springs, CO (pop. 74,681)

Glenwood Springs, CO, is a small community nestled in the Rocky Mountains with a vibrant arts and culture scene that encompasses visual arts, dance, fine art, theatre, classical and popular music, arts classes, and outdoor entertainment. The largest juried art show in the state has been held there for over half a century. Every discipline is represented by medium-sized organizations. Large marble and metal sculptures are "planted" throughout town, and the vibrant music scene attracts young musicians. Glenwood Springs is ranked #2 in Arts Dollars and either #2 or #3 on every Arts Dollar measure. It is also second in the country on arts, culture and entertainment employees, 8th on federal arts grants, 9th on arts organizations and 10th on independent artist per capita.

<b>Arts Providers</b>		<b>8<sup>th</sup></b>
	Independent artists	10 <sup>th</sup>
	Arts and culture employees	137 <sup>th</sup>
	Arts, culture & entertainment employees	2 <sup>nd</sup>
	Arts organizations	9 <sup>th</sup>
<b>Arts Dollars</b>		<b>2<sup>nd</sup></b>
	Program revenue	3 <sup>rd</sup>
	Contributed revenue	2 <sup>nd</sup>
	Total expenses	2 <sup>nd</sup>
	Total compensation	2 <sup>nd</sup>
<b>Government Support</b>		<b>27<sup>th</sup></b>
	State arts dollars	273 <sup>rd</sup>
	State arts grants	157 <sup>th</sup>
	Federal arts dollars	41 <sup>st</sup>
	Federal arts grants	8 <sup>th</sup>

#2

### Santa Fe, NM (pop. 147,423)

Santa Fe, NM has always been a cultural haven, influenced by a diverse history as part of Spain, Mexico, and the United States. Native Arts are a cultural mainstay that predates Spanish and Anglo contact. Traditional Spanish Colonial Arts made cultural contributions that were in place as Santa Fe became a modern railroad trade center. New Deal government funding placed an enhanced value on the arts through the contracting of murals, pottery and other more traditional art forms in the interest of supporting art as a valued cultural asset. In addition, the art scene in Santa Fe became a national draw as the result of Modernists' relocation there in the 20s and 30s. The popularized contemporary arts scene is a culmination of this rich history and results in a community that values and preserves and

<b>Arts Providers</b>		<b>4<sup>th</sup></b>
	Independent artists	3 <sup>rd</sup>
	Arts and culture employees	7 <sup>th</sup>
	Arts, culture & entertainment employees	28 <sup>th</sup>
	Arts organizations	7 <sup>th</sup>
<b>Arts Dollars</b>		<b>6<sup>th</sup></b>
	Program revenue	6 <sup>th</sup>
	Contributed revenue	6 <sup>th</sup>
	Total expenses	6 <sup>th</sup>
	Total compensation	7 <sup>th</sup>
<b>Government Support</b>		<b>2<sup>nd</sup></b>
	State arts dollars	17 <sup>th</sup>
	State arts grants	11 <sup>th</sup>
	Federal arts dollars	3 <sup>rd</sup>
	Federal arts grants	2 <sup>nd</sup>

promotes all art forms in a modern progressive city. Two major visual arts markets – Indian Market and Spanish Market – take place each year. There is also a thriving contemporary arts scene energized by innovative galleries, the presence of SITE Santa Fe, and small nonprofits devoted to new arts experiences. Santa Fe Opera is a mainstay of the performing arts in Santa Fe, and has a national and international reputation. It puts Santa Fe in the #1 spot for Arts Dollars per capita in the Opera sector. Many organizations present arts programming at the Lensic Performing Arts Center. There is the Chamber Music Festival, Georgia O’Keeffe Museum, and numerous museums and centers dedicated to culture, nature, and science. Many visual artists are attracted to the lifestyle, landscapes, and larger artist community that influences their work, as are writers and musicians. There is strong private and local government support for the arts. Santa Fe ranks in the single digits on every measure except arts, culture and entertainment employees and the two state funding measures.

**#3**

**Jackson, WY-ID** (pop. 32,543)

Jackson, WY-ID, is a mountain community of great beauty and innovation. The range of opportunity is unsurpassed in the state, and in many other communities of similar size. All art forms are represented, sometimes nationally or internationally recognized for excellence. The Center for the Arts houses many non-profit arts and cultural organizations and facilitates sharing and collaboration among them. Additionally, there is access to world class performance spaces, The National Museum of Wildlife Art, the Grand Teton Music Festival and the Community Center for the Arts. Some of the mid-size and smaller organizations are very strong as well, such as Dancers’ Workshop and the Art Association. The Jackson Hole Wildlife Film Festival is an internationally known organization that runs film awards for the wildlife film industry and also is a powerhouse of arts education programming. pARTners is a liaison organization supporting arts education and doing its own programming. Jackson ranks #7 and higher on each of the metrics and in the single digits on every Arts Dollar measure. Local government, individuals and foundations are very supportive with funding, and state and federal arts funding are in the top 4% or better compared to all cities.

<b>Arts Providers</b>		<b>5<sup>th</sup></b>
	Independent artists	8 <sup>th</sup>
	Arts and culture employees	37 <sup>th</sup>
	Arts, culture & entertainment employees	6 <sup>th</sup>
	Arts organizations	3 <sup>rd</sup>
<b>Arts Dollars</b>		<b>3<sup>rd</sup></b>
	Program revenue	8 <sup>th</sup>
	Contributed revenue	3 <sup>rd</sup>
	Total expenses	3 <sup>rd</sup>
	Total compensation	6 <sup>th</sup>
<b>Government Support</b>		<b>7<sup>th</sup></b>
	State arts dollars	20 <sup>th</sup>
	State arts grants	6 <sup>th</sup>
	Federal arts dollars	21 <sup>st</sup>
	Federal arts grants	37 <sup>th</sup>

#4

**Breckenridge, CO** (pop. 28,649)

Steeped in culture and heritage, Breckenridge, CO, is filled with creative and inquisitive people enjoying a vibrant lifestyle amidst stunning scenery. The town has many part-time residents with vacation ski homes in the area. Breckenridge provides a distinctive mix of arts and cultural activities for people of all ages and interests. Through music, film, theatre, visual arts, galleries, museums, historical sites, and educational programs, the community offers a robust mountain experience. Major arts organizations are Breckenridge Backstage Theatre, Breckenridge Music Festival, Riverwalk Performing Arts Center, Mountain Top Children’s Museum, Breckenridge Festival of Film, and National Repertory Orchestra. Breckenridge is in the top 10% of cities on all but 4 of the 12 measures. It has more arts, culture and entertainment employees per capita than any city in the country. The difference between this measure and the measure of only arts and culture employees is the addition of those working in festivals and concerts as well as booking agents, promoters, agents and managers.

<b>Arts Providers</b>		<b>7<sup>th</sup></b>
	Independent artists	20 <sup>th</sup>
	Arts and culture employees	176 <sup>th</sup>
	Arts, culture & entertainment employees	1 <sup>st</sup>
	Arts organizations	18 <sup>th</sup>
<b>Arts Dollars</b>		<b>48<sup>th</sup></b>
	Program revenue	42 <sup>nd</sup>
	Contributed revenue	48 <sup>th</sup>
	Total expenses	57 <sup>th</sup>
	Total compensation	94 <sup>th</sup>
<b>Government Support</b>		<b>133<sup>rd</sup></b>
	State arts dollars	369 <sup>th</sup>
	State arts grants	270 <sup>th</sup>
	Federal arts dollars	72 <sup>nd</sup>
	Federal arts grants	88 <sup>th</sup>

#5

**Edwards, CO** (pop. 52,460)

The Edwards, CO MSA comprises Eagle County and Lake County and is home to the towns of Avon, Gypsum, Minturn, and Vail, the base town for Vail Ski Resort. Like Breckenridge, Vail has many part-time residents with vacation ski homes in the area. Notable cultural organizations in Vail include the Vail Film Festival, the Vail Valley Theatre Company and Vail International Dance Festival, a summer dance festival featuring major ballet and contemporary dance companies. Each summer, The Philadelphia Orchestra and the New York Philharmonic are among the major orchestras in residence through BRAVO! Vail Valley Music Festival. In addition, there are summer art festivals in Vail and Beaver Creek and the Vail Jazz Festival, as well as the Vilar Performing Arts Center in Avon/Beaver Creek and the Vail Performing Arts Academy in Edwards. It ranks in the top 10% of cities on every measure except arts and culture employees and the two state funding measures.

<b>Arts Providers</b>		<b>10<sup>th</sup></b>
	Independent artists	27 <sup>th</sup>
	Arts and culture employees	352 <sup>nd</sup>
	Arts, culture & entertainment employees	3 <sup>rd</sup>
	Arts organizations	13 <sup>th</sup>
<b>Arts Dollars</b>		<b>22<sup>nd</sup></b>
	Program revenue	25 <sup>th</sup>
	Contributed revenue	15 <sup>th</sup>
	Total expenses	20 <sup>th</sup>
	Total compensation	52 <sup>nd</sup>
<b>Government Support</b>		<b>124<sup>th</sup></b>
	State arts dollars	474 <sup>th</sup>
	State arts grants	362 <sup>nd</sup>
	Federal arts dollars	67 <sup>th</sup>
	Federal arts grants	36 <sup>th</sup>

#6

**Bozeman, MT** (94,720)

Bozeman, MT is filled with artists, professors and ranchers whose diverse styles are reflected in all aspects of life. It ranks 6th in the country on independent artists and 10th on arts organizations per capita, driving it to the 9th spot overall on Arts Providers. It has numerous galleries that line the city streets as well as four museums: the American Computer Museum, the Children’s Museum, the Pioneer Museum and the Montana Museum of the Rockies, which houses an extensive collection of fossils. Montana State University’s diverse arts department provides a variety of offerings and there are landmark local organizations such as the Bozeman Symphony, Big Sky Association for the Arts, InterMountain Opera Company, Equinox Theatre Company, Montana Ballet Company, Dance Alliance Company, and Emerson Center for the Arts & Culture, a complex that offers the region’s artists a place to work and sell their work as well as performance space for local performing arts groups, several classrooms, shops, and cafes. State arts support is strong in Bozeman and the city receives a higher number of federal arts grants per capita than 97% of cities.

<b>Arts Providers</b>		<b>9<sup>th</sup></b>
	Independent artists	6 <sup>th</sup>
	Arts and culture employees	77 <sup>th</sup>
	Arts, culture & entertainment employees	12 <sup>th</sup>
	Arts organizations	10 <sup>th</sup>
<b>Arts Dollars</b>		<b>57<sup>th</sup></b>
	Program revenue	27 <sup>th</sup>
	Contributed revenue	44 <sup>th</sup>
	Total expenses	29 <sup>th</sup>
	Total compensation	275 <sup>th</sup>
<b>Government Support</b>		<b>15<sup>th</sup></b>
	State arts dollars	25 <sup>th</sup>
	State arts grants	15 <sup>th</sup>
	Federal arts dollars	117 <sup>th</sup>
	Federal arts grants	28 <sup>th</sup>

#7

**Pittsfield, MA** (pop. 129,585)

For arts and culture, the Pittsfield, MA, MSA is best known as the Berkshires. Berkshire County is home to a myriad of world-class art, theater, dance, music, film and historic sites. Mass MoCA, Berkshire Theatre Group, Jacob’s Pillow, the Norman Rockwell Museum, Barrington Stage, Aston Magna Festival, Berkshire Music School, Williamstown Theatre Festival, and Tanglewood are but a few of the outstanding organizations that call the Berkshires home. The wealth of renowned arts and cultural organizations drives Pittsfield’s Arts Dollar scores to 14th. The Theatre and Dance sectors rank #3 in terms of Arts Dollars. Pittsfield is 10th in the country on Government Support.

<b>Arts Providers</b>		<b>31<sup>st</sup></b>
	Independent artists	70 <sup>th</sup>
	Arts and culture employees	23 <sup>rd</sup>
	Arts, culture & entertainment employees	111 <sup>st</sup>
	Arts organizations	41 <sup>st</sup>
<b>Arts Dollars</b>		<b>14<sup>th</sup></b>
	Program revenue	14 <sup>th</sup>
	Contributed revenue	33 <sup>rd</sup>
	Total expenses	15 <sup>th</sup>
	Total compensation	16 <sup>th</sup>
<b>Government Support</b>		<b>10<sup>th</sup></b>
	State arts dollars	44 <sup>th</sup>
	State arts grants	38 <sup>th</sup>
	Federal arts dollars	15 <sup>th</sup>
	Federal arts grants	30 <sup>th</sup>

#8

**Missoula, MT** (pop. 111,807)

Missoula, MT, has an engaged and active populace, who are just as likely to participate in outdoor recreation as they are to go to the symphony or attend a theatre production. It ranks 15th on Arts Providers and in the top 4% of cities on every Arts Provider measure. Throughout the year there are numerous festivals – film, literary, cultural, theatre, dance, music (Jazz, Roots, Choral, e.g.) – and monthly gallery walks. Missoula is also home to the University of Montana, and there is a strong partnership between the University and the Downtown. Although there is no designated arts district, more than 60 nonprofit arts and cultural organizations operate in Missoula. A handful are nationally known organizations but most are small, with few employees. Missoula is strong in most disciplines and attracts many writers, visual artists and musicians. The Missoula Children’s Theatre and Montana Repertory Theatre are behind Missoula’s Arts Dollars ranking of #6 in the theatre sector. Missoula is 12th in the country on Government Support, with very strong federal support and a high number of state arts grants.

<b>Arts Providers</b>		<b>15<sup>th</sup></b>
	Independent artists	40 <sup>th</sup>
	Arts and culture employees	15 <sup>th</sup>
	Arts, culture & entertainment employees	20 <sup>th</sup>
	Arts organizations	32 <sup>nd</sup>
<b>Arts Dollars</b>		<b>51<sup>st</sup></b>
	Program revenue	12 <sup>th</sup>
	Contributed revenue	247 <sup>th</sup>
	Total expenses	47 <sup>th</sup>
	Total compensation	49 <sup>th</sup>
<b>Government Support</b>		<b>12<sup>th</sup></b>
	State arts dollars	101 <sup>st</sup>
	State arts grants	19 <sup>th</sup>
	Federal arts dollars	24 <sup>th</sup>
	Federal arts grants	21 <sup>st</sup>

#9

**San Rafael, CA** (pop. 258,365)

San Rafael, CA, is the seat of Marin County and one of the Metro Divisions of the larger San Francisco-Oakland-Hayward MSA, located across the Golden Gate Bridge from San Francisco. Filmmaker George Lucas has had a large influence on bringing the entertainment industry to Marin, which is home to Skywalker Ranch, one of Lucasfilm’s campuses. As a result, San Rafael ranks #5 in the country on the number of film-related companies per capita. Marin County is home to a number of world class musicians, internationally recognized artists, authors, and performers because of the attraction to the Greater Bay Area. Each Marin community is well represented with its own theme in the arts, some painting, some sculpting, some musical, and some outdoor theater groups. Some of the outstanding and varied organizations include Sonoma Jazz Plus, Marin Ballet, Marin Dance Theatre, the Marin Symphony, Mill Valley Philharmonic, California Film Institute, Sausalito Film Festival, Marin History Museum, O’Hanlon Center for the Arts, Porchlight Theatre Company, Golden Gate Opera, Marin Museum of Contemporary Art, Lark Theater, MarinMOCA, Marin Theatre Company, and Marin Summer Theater. San Rafael ranks #9 in the country for number of federal arts grants and #14 for arts organizations per capita. It scores in the top 10% of cities on Arts Dollars in 7 of 11 arts sectors.

<b>Arts Providers</b>		<b>17<sup>th</sup></b>
	Independent artists	36 <sup>th</sup>
	Arts and culture employees	16 <sup>th</sup>
	Arts, culture & entertainment employees	79 <sup>th</sup>
	Arts organizations	14 <sup>th</sup>
<b>Arts Dollars</b>		<b>32<sup>nd</sup></b>
	Program revenue	40 <sup>th</sup>
	Contributed revenue	51 <sup>st</sup>
	Total expenses	43 <sup>rd</sup>
	Total compensation	26 <sup>th</sup>
<b>Government Support</b>		<b>165<sup>th</sup></b>
	State arts dollars	773 <sup>rd</sup>
	State arts grants	727 <sup>th</sup>
	Federal arts dollars	28 <sup>th</sup>
	Federal arts grants	9 <sup>th</sup>

#10

**Barre, VT** (pop. 59,319)

The Barre, VT, MSA encompasses Washington County, which includes Barre, Waterbury, Woodbury and Montpelier, the state capital, which is home to the Vermont History Museum, the Fairbanks Museum and Planetarium, the Green Mountain Film Festival, the Vermont Philharmonic and the Vermont Alliance for Arts Education. The Eugene O’Neill Theater Center is a nationally known company based in Waterbury. The O’Neill is home to the National Playwrights Conference, National Music Theater Conference, National Puppetry Conference, Cabaret & Performance Conference, National Theater Institute, and National Critics Institute. The city of Barre has deep, historic roots in stone sculpture and is home to the Vermont Granite Museum, Studio Place Arts (a nonprofit visual arts center), and many independent artists and stone carving studios in the area. Barre is 4th in the country on Government Support, ranking #1 on federal arts dollars per capita and having very high state support. It is in the top 5% of cities on the Arts Dollars metric and each of the underlying measures. The Community-based sector’s Arts Dollars are #1 in the country.

<b>Arts Providers</b>		<b>70<sup>th</sup></b>
	Independent artists	84 <sup>th</sup>
	Arts and culture employees	217 <sup>th</sup>
	Arts, culture & entertainment employees	123 <sup>rd</sup>
	Arts organizations	38 <sup>th</sup>
<b>Arts Dollars</b>		<b>31<sup>st</sup></b>
	Program revenue	47 <sup>th</sup>
	Contributed revenue	29 <sup>th</sup>
	Total expenses	31 <sup>st</sup>
	Total compensation	41 <sup>st</sup>
<b>Government Support</b>		<b>4<sup>th</sup></b>
	State arts dollars	11 <sup>th</sup>
	State arts grants	17 <sup>th</sup>
	Federal arts dollars	1 <sup>st</sup>
	Federal arts grants	14 <sup>th</sup>

#11

**Des Moines-West Des Moines, IA** (pop. 599,789)

The Des Moines-West Des Moines, IA arts and culture scene prospers, thanks to numerous nationally-renowned and lauded festivals, events and arts destinations within the region. The city’s arts scene draws not only locals, but visitors from across the state and region. The Greater Des Moines Public Art Foundation enriches lives by advancing public art, which is abundant throughout the city with more than 100 artworks located within Downtown Des Moines alone. Key performing arts organizations include Des Moines Metro Opera, the Des Moines Community Playhouse, Ballet Des Moines, StageWest, Repertory Theater of Iowa, Iowa Shakespeare Experience, and the Des Moines Symphony. Des Moines Performing Arts runs the Stoner Theater, Cowles Commons, Temple for the Performing Arts, and the Des Moines Civic Center. Des Moines ranks #8 on Arts Dollars in the PAC sector and 7th on Program Revenue per capita. BRAVO Greater Des Moines, which distributes hotel/motel tax to arts organizations, increases cultural awareness, advocacy and funding, as well as fosters collaboration among arts, culture and heritage organizations.

<b>Arts Providers</b>		<b>62<sup>nd</sup></b>
	Independent artists	166 <sup>th</sup>
	Arts and culture employees	156 <sup>th</sup>
	Arts, culture & entertainment employees	23 <sup>rd</sup>
	Arts organizations	67 <sup>th</sup>
<b>Arts Dollars</b>		<b>17<sup>th</sup></b>
	Program revenue	7 <sup>th</sup>
	Contributed revenue	47 <sup>th</sup>
	Total expenses	14 <sup>th</sup>
	Total compensation	31 <sup>st</sup>
<b>Government Support</b>		<b>164<sup>th</sup></b>
	State arts dollars	403 <sup>rd</sup>
	State arts grants	151 <sup>st</sup>
	Federal arts dollars	255 <sup>th</sup>
	Federal arts grants	83 <sup>rd</sup>

#12

### Helena, MT (pop. 76,850)

The Helena, MT MSA comprises both Lewis and Clark and Jefferson counties. It is home to the Myrna Loy Center for the Performing Arts, The Holter Museum of Art, Broadwater Productions, the Iron Theatre, Live at the Civic, the Helena Symphony, and the Archie Bray Foundation for the Ceramic Arts. Dance flourishes through the Montana Dance Arts Association, Ballet Montana, Queen City Ballet, and the Premiere Dance Company. Helena is low-key, down to earth, and home to many professional and amateur artists. There are numerous community-based organizations such as the Last Chance Community Pow Wow, Drumlummon Institute, and Clay Arts Guild of Helena. Helena is in the top 6% of cities on 3 of the 4 Arts Provider measures, with an overall Arts Provider rank of #32. Government Support in Helena is #3 in the country, with both state and federal support ranked in the single digits on every measure.

<b>Arts Providers</b>		<b>32<sup>nd</sup></b>
	Independent artists	35 <sup>th</sup>
	Arts and culture employees	162 <sup>nd</sup>
	Arts, culture & entertainment employees	58 <sup>th</sup>
	Arts organizations	24 <sup>th</sup>
<b>Arts Dollars</b>		<b>106<sup>th</sup></b>
	Program revenue	92 <sup>nd</sup>
	Contributed revenue	122 <sup>nd</sup>
	Total expenses	86 <sup>th</sup>
	Total compensation	136 <sup>th</sup>
<b>Government Support</b>		<b>3<sup>rd</sup></b>
	State arts dollars	4 <sup>th</sup>
	State arts grants	5 <sup>th</sup>
	Federal arts dollars	7 <sup>th</sup>
	Federal arts grants	6 <sup>th</sup>

#13

### Santa Maria-Santa Barbara, CA (pop. 435,697)

Santa Maria-Santa Barbara, CA is a thriving area for the arts. The beaches and mountains of California's Central Coast are the backdrop for an abundance of galleries, the Museum of Contemporary Art, the Santa Barbara Museum of Art, PCPA Theaterfest, Santa Barbara Festival Ballet, Santa Barbara Dance Alliance, Camerata Pacifica, Santa Barbara Symphony Orchestra, Santa Barbara Chamber Orchestra, and numerous chorales and choirs. The natural beauty, light, and exhibition opportunities draw artists to call Santa Barbara County home. This area ranks #4 in the country on Independent Artists and #12 on arts organizations per capita. The Santa Barbara Art Association has over 500 artists who exhibit their original works in diverse media at local venues. The Santa Barbara County Arts Commission organizes exhibitions, and University of Santa Barbara's Arts & Lectures Presents series brings in a variety of world-class artists. Santa Maria-Santa Barbara scores in the top 4% of cities on Arts Dollars and in the top 10% on every Arts Dollar measure.

<b>Arts Providers</b>		<b>29<sup>th</sup></b>
	Independent artists	4 <sup>th</sup>
	Arts and culture employees	254 <sup>th</sup>
	Arts, culture & entertainment employees	465 <sup>th</sup>
	Arts organizations	12 <sup>th</sup>
<b>Arts Dollars</b>		<b>34<sup>th</sup></b>
	Program revenue	89 <sup>th</sup>
	Contributed revenue	20 <sup>th</sup>
	Total expenses	34 <sup>th</sup>
	Total compensation	33 <sup>rd</sup>
<b>Government Support</b>		<b>439<sup>th</sup></b>
	State arts dollars	872 <sup>nd</sup>
	State arts grants	851 <sup>st</sup>
	Federal arts dollars	177 <sup>th</sup>
	Federal arts grants	51 <sup>st</sup>



**#14****Steamboat Springs, CO** (pop. 23,513)

Steamboat Springs, CO's roots are deeply embedded in Western heritage and ranching, but with an abundance of art galleries, a variety of musical entertainment and a large number of artists living in the area, Steamboat is also rich with culture. It ranks #17 in the country on Independent Artists per capita. It has the Steamboat Springs Center for Visual Arts, Steamboat Art Museum, Emerald City Opera, Strings Music Festival, and a free summer concert series and the Steamboat Symphony Orchestra. Steamboat Dance Theater includes 80 local dancers, choreographers and dance teachers, and the Perry-Mansfield Performing Arts School is recognized as one of the oldest and most unique performing arts schools in the nation. Located in downtown Steamboat, the Chief Theater hosts

everything from theater to dance, and from film festivals to battle of the bands. Steamboat Springs Arts Council has a multi-use and performance arts space, an Artist Member Gallery, and main visual arts gallery, and features the "Young at Art" creativity camps throughout the summer to get kids engaged with the visual and performing arts. Steamboat Springs ranks # 37 on Arts Providers and #36 on Arts Dollars – in the top 4% of cities on both measures. But relatively little state and federal funding makes its way to Steamboat Springs.

<b>Arts Providers</b>		<b>37<sup>th</sup></b>
	Independent artists	17 <sup>th</sup>
	Arts and culture employees	383 <sup>rd</sup>
	Arts, culture & entertainment employees	48 <sup>th</sup>
	Arts organizations	29 <sup>th</sup>
<b>Arts Dollars</b>		<b>36<sup>th</sup></b>
	Program revenue	39 <sup>th</sup>
	Contributed revenue	21 <sup>st</sup>
	Total expenses	41 <sup>st</sup>
	Total compensation	102 <sup>nd</sup>
<b>Government Support</b>		<b>250<sup>th</sup></b>
	State arts dollars	392 <sup>nd</sup>
	State arts grants	216 <sup>th</sup>
	Federal arts dollars	180 <sup>th</sup>
	Federal arts grants	418 <sup>th</sup>

**#15****Bennington, VT** (pop. 36,659)

Bennington, VT is home to a diverse population of visual artists who are community oriented and take part in public art projects, individual showings and non-profit events. The MSA includes Bennington and Manchester, VT. There you will find the Bennington Art Guild, Bennington Center for the Arts, the Manchester Music Festival, Bennington Museum, and Vermont Arts Exchange. Visual artists, film makers, and musicians are drawn to the area.

<b>Arts Providers</b>		<b>65<sup>th</sup></b>
	Independent artists	71 <sup>st</sup>
	Arts and culture employees	93 <sup>rd</sup>
	Arts, culture & entertainment employees	189 <sup>th</sup>
	Arts organizations	53 <sup>rd</sup>
<b>Arts Dollars</b>		<b>39<sup>th</sup></b>
	Program revenue	45 <sup>th</sup>
	Contributed revenue	64 <sup>th</sup>
	Total expenses	37 <sup>th</sup>
	Total compensation	38 <sup>th</sup>
<b>Government Support</b>		<b>25<sup>th</sup></b>
	State arts dollars	90 <sup>th</sup>
	State arts grants	98 <sup>th</sup>
	Federal arts dollars	35 <sup>th</sup>
	Federal arts grants	50 <sup>th</sup>

#16

### Vineyard Haven, MA (pop. 17,256)

The density and diversity of businesses in the creative economy makes **Vineyard Haven, MA**, an arts- and culture-rich community. The mile-long footprint of the Vineyard Haven Harbor Cultural District includes wooden ship builders, a vibrant film center, writers, bookmakers, photographers, copper sculptors, musicians, a professional performing arts theater and amphitheater, visual artists, painters and the soon-to-open Martha’s Vineyard Museum. The natural beauty of the island has long attracted and inspired artists of all mediums. Although Vineyard Haven is not ranked in the top 10 on any particular measure, it is in the top 10% of cities on every Arts Dollar measure, on arts and culture employees, number of arts organizations, federal and state grants, and federal arts dollars.

<b>Arts Providers</b>		<b>56th</b>
	Independent artists	137th
	Arts and culture employees	50th
	Arts, culture & entertainment employees	124th
	Arts organizations	37th
<b>Arts Dollars</b>		<b>47th</b>
	Program revenue	55th
	Contributed revenue	46th
	Total expenses	68th
	Total compensation	60th
<b>Government Support</b>		<b>24th</b>
	State arts dollars	145th
	State arts grants	39th
	Federal arts dollars	66th
	Federal arts grants	33rd

#17

### Summit Park, UT (pop. 38,486)

**Summit Park, UT, MSA** includes all of Summit County, UT, home to Park City and its 3 ski resorts. On average, the tourist population of Park City greatly exceeds the number of permanent residents, making the availability of the arts to locals very high on a per capita basis. Additionally the city is the main location of the Sundance Film Festival, the United States’ largest independent film festival. Park City is also home to the Park City Institute, Sundance Institute, Sundance Children’s Theatre, Park City Chamber Music Society, Park City International Jazz, Park City Arts & Music Conservatory, Park City Performances, FilmUtah, and the Deer Valley Music Festival, which is the Utah Symphony/Utah Opera’s summer home in the mountains. Summit Park ranks 5th on arts, culture and entertainment employees, which includes employees of festivals and concerts, booking agents, promoters, agents and managers. The area is strong on independent artists and arts organizations per capita, and the area’s federal arts dollars and grants are both very robust. In terms of strengths in particular sectors, this MSA ranks #13 on film-related businesses and #17 on art schools per capita.

<b>Arts Providers</b>		<b>16<sup>th</sup></b>
	Independent artists	23 <sup>rd</sup>
	Arts and culture employees	394 <sup>th</sup>
	Arts, culture & entertainment employees	5 <sup>th</sup>
	Arts organizations	25 <sup>th</sup>
<b>Arts Dollars</b>		<b>165<sup>th</sup></b>
	Program revenue	154 <sup>th</sup>
	Contributed revenue	165 <sup>th</sup>
	Total expenses	167 <sup>th</sup>
	Total compensation	192 <sup>nd</sup>
<b>Government Support</b>		<b>26<sup>th</sup></b>
	State arts dollars	283 <sup>rd</sup>
	State arts grants	192 <sup>nd</sup>
	Federal arts dollars	13 <sup>th</sup>
	Federal arts grants	23 <sup>rd</sup>

#18

**Easton, MD** (pop. 37,931)

The Easton, MD MSA includes all of Talbot County. The Avalon Theatre is the heart of Easton’s arts scene, showcasing everything from symphony orchestras to blue grass bands. Easton itself has a burgeoning music scene. Notable organizations are Easton Choral Arts Society, Chesapeake Chamber Music, Chesapeake Youth Chorale, and Bach to the Future. Easton’s offerings also include the Plein Air Arts Festival, Chesapeake Film Festival, the Talbot County Visual Arts Center, and the Academy Art Museum. St. Michael’s, MD, which is part of the Easton MSA, is home to the Chesapeake Bay Maritime Museum. Easton is particularly strong in Arts Dollars per capita, ranking 7th in contributed revenue and 10th in both total expenses and total compensation. It is in the top 10% of cities when it comes to both state and federal arts dollars in the community.

<b>Arts Providers</b>		<b>162nd</b>
	Independent artists	154th
	Arts and culture employees	112th
	Arts, culture & entertainment employees	240th
	Arts organizations	220th
<b>Arts Dollars</b>		<b>13th</b>
	Program revenue	70th
	Contributed revenue	7th
	Total expenses	10th
	Total compensation	10th
<b>Government Support</b>		<b>68th</b>
	State arts dollars	65th
	State arts grants	250th
	Federal arts dollars	58th
	Federal arts grants	112th

#19

**Burlington-South Burlington, VT** (pop. 214,796)

The diversity of arts within a city of this size is part of what differentiates Burlington-South Burlington, VT, from other cities. There are two major arts groups (Burlington City Arts and the Southeast Arts District) that support many other arts and music organizations. In addition, the Flynn Theatre and Main Street Landing Theatres serve the performing and performance arts groups. There is fantastic support through both local government funding and private philanthropy. Green Mountain Chamber Music Festival, numerous chamber music and cultural and ethnic awareness groups, the Vermont Symphony and Vermont Mozart Festival, and University of Vermont’s Robert Hull Fleming Museum of Art Burlington all contribute to Burlington’s Arts Dollar scores being in the top

<b>Arts Providers</b>		<b>74<sup>th</sup></b>
	Independent artists	112 <sup>th</sup>
	Arts and culture employees	154 <sup>th</sup>
	Arts, culture & entertainment employees	84 <sup>th</sup>
	Arts organizations	52 <sup>nd</sup>
<b>Arts Dollars</b>		<b>43<sup>rd</sup></b>
	Program revenue	34 <sup>th</sup>
	Contributed revenue	77 <sup>th</sup>
	Total expenses	51 <sup>st</sup>
	Total compensation	43 <sup>rd</sup>
<b>Government Support</b>		<b>18<sup>th</sup></b>
	State arts dollars	243 <sup>rd</sup>
	State arts grants	61 <sup>st</sup>
	Federal arts dollars	17 <sup>th</sup>
	Federal arts grants	10 <sup>th</sup>

10% of cities on every measure as well as in the top 10% of cities in the arts education, art museum, community-based arts, symphony and PAC sectors for Arts Dollars per capita. Burlington attracts progressive, independently-minded folks who like a sense of community, who are attuned to a local-first ethic and who like to work collectively. It ranked 10th in country for the number of federal arts grants per capita and 17th for federal arts dollars per capita.

**Traverse City, MI** (pop. 146,358)

Traverse City, MI, is home to Interlochen Center for the Arts, Sweet Adelines International, the Traverse Symphony Orchestra, and Northwest Michigan Ballet Theatre, among others. Each year, thousands of artists and arts patrons come to Interlochen to experience world-class educational and cultural opportunities, which leads to Traverse City ranking in the top 10 for program revenue, total expenses, and total compensation per capita.

<b>Arts Providers</b>		<b>287<sup>th</sup></b>
	Independent artists	223 <sup>rd</sup>
	Arts and culture employees	612 <sup>th</sup>
	Arts, culture & entertainment employees	302 <sup>nd</sup>
	Arts organizations	168 <sup>th</sup>
<b>Arts Dollars</b>		<b>7<sup>th</sup></b>
	Program revenue	2 <sup>nd</sup>
	Contributed revenue	65 <sup>th</sup>
	Total expenses	7 <sup>th</sup>
	Total compensation	4 <sup>th</sup>
<b>Government Support</b>		<b>178<sup>th</sup></b>
	State arts dollars	241 <sup>st</sup>
	State arts grants	381 <sup>st</sup>
	Federal arts dollars	210 <sup>th</sup>
	Federal arts grants	132 <sup>nd</sup>

**CONCLUSION**

There is no single definition of what makes a city's arts scene vibrant. Vibrancy showcases different strengths depending on the character of a place and the people who live there. Communities that value arts and culture invest in it, and those investments are reflected in the number of arts providers, the arts dollars, and the level of government support available.

In future years we will be able to report on which cities move up in the ranking and which decline, along with the stories behind the movement. We will continue to hone our metrics and measures to capture the most complete and unbiased assessment of arts vibrancy. Also, we will explore not only the strengths of these cities but also their challenges. Doing so will help us better understand shared issues that might be overcome to create even more arts vibrancy.

**About NCAR**

The SMU National Center for Arts Research acts as a catalyst for the transformation and sustainability of the national arts and cultural community. Its mission is to be the leading provider of evidence-based insights that enable arts and cultural leaders to overcome challenges and increase impact. NCAR integrates data from its numerous partners and provides analysis, insights, and tools that enable arts leaders to understand more about the field and their organizations from their own data. For more information, visit [www.smu.edu/artsresearch](http://www.smu.edu/artsresearch).

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## (Endnotes)

- i NCAR's data – and, therefore, the data in this report – come from numerous sources. Organizational data that form the basis of the Arts Dollar measures are from the National Center for Charitable Statistics, the Cultural Data Project and Theatre Communications Group. Community data that form the basis of the Arts Provider measures are from the Census Bureau, some of which is available at the county level and some at the zip code level. State funding data are from the National Assembly of State Arts Agencies and Federal funding data are from the National Endowment for the Arts and the Institute of Museum and Library Services.

Data used for this report were provided in part by the Cultural Data Project (“CDP”), an organization created to empower the nonprofit arts and culture sector with high-quality data and resources in order to strengthen its vitality, performance, and public impact. Any interpretation of the data is the view of NCAR and does not reflect the views of the CDP. For more information on the CDP, visit [www.culturaldata.org](http://www.culturaldata.org).

- ii The 11 categories of arts and cultural sectors and their associated NTEE codes are as follows:

**Arts Education:** Arts Education/Schools (A25) and Performing Arts Schools (A6E)

**Art Museums:** Art Museums (A51)

**Community:** Arts, Cultural Organizations – Multipurpose (A20), Cultural & Ethnic Awareness (A23), Folk Arts (A24), Arts & Humanities Councils/Agencies (A26), Community Celebrations (A27), Visual Arts (A40)

**Dance:** Dance (A62) and Ballet (A63)

**Music:** Music (A68), Singing & Choral Groups (A6B), and Bands & Ensembles (A6C)

**Opera:** Opera (A6A)

**Performing Arts Centers:** Performing Arts Centers (A61)

**Symphony Orchestra:** Symphony Orchestras (A69)

**Theater:** Theater (A65)

**Other Museums:** Museums & Museum Activities (A50), Children's Museums (A52), History Museums (A54), Natural History & Natural Science Museums (A56), and Science & Technology Museums (A57)

**General Performing Arts:** Performing Arts (A60)

- iii See i above.