



UNITED ARTS FUNDS (UAFS)

RESULTS FROM THE 2015 LOCAL ARTS AGENCY CENSUS

AMERICANS FOR THE ARTS

2015 LOCAL ARTS AGENCY CENSUS

Introduction

In 2015, Americans for the Arts partnered with the National Endowment for the Arts to conduct The Local Arts Agency Census, the most comprehensive survey of the local arts agency (LAA) field ever conducted. Its purpose was to illuminate the ever-adapting role of LAAs in ensuring a vital presence for the arts at the community level.

The survey process was designed by a task force of local arts agency, research, and policy leaders to ensure relevance and rigor. The Census was composed of both a long-form survey and a short-form survey that were sent to the 4,377 LAAs in the U.S tracked by Americans for the Arts. A total of 1,127 LAAs responded (641 submitted the long-form; 486 participated via the short-form), providing invaluable details about their budgets, programs, partnerships, grantmaking, diversity, and staffing.

Americans for the Arts defines a local arts agency (LAA) as a private organization or an agency of local government that promotes, supports, and develops the arts at the local level. LAAs are not discipline-specific. Rather, they work to sustain their entire local arts industry. Each of the 4,500 LAAs in America is unique to the community that it serves and each evolves with its community—no two are exactly alike. What they all share, however, is the goal of enabling diverse forms of arts and culture to thrive, ensuring their broad accessibility to the public, and building healthier communities through the arts.

This report concentrates on United Arts Funds (UAFs), local arts agencies whose main function is to raise money from local individuals, businesses, and foundations to re-grant to local arts institutions and provide support to the cultural community. In total, 37 UAFs responded to the Census (32 completed the long-form and five the short form).

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2015 LAA Census UAF LAAs Overview

- Legal Status: All UAFs are private, nonprofit organizations and operate as independent organizations.
- Staff: 35 of the 37 responding UAFs have at least one year-round full-time paid staff member. On average, UAFs have staffs of 63 people including, full time and part time paid, and volunteers.
- Board: 97 percent are overseen by a board of directors or a commission. The average size of a UAF board or commission is 31 members.
- Partnerships: 92 percent of UAFs partner with at least one community organization, 86 percent partner with 3 or more. 81 percent partner with Convention and Tourism Bureaus, 75 percent with Chambers of Commerce.
- Services: 97 percent provide services to arts organizations, 81 percent to the business community and 68 percent to individual artists.
- Public Art: 35 percent operate a public art program. Of those, 15 percent receive Percent for Arts funds for its operation.
- Local Option Tax: 27 percent of UAF receive funds from a local option tax. Most frequently this is a lodging tax (19 percent).
- Grantmaking: 97 percent are grantmakers: 41 percent give to organizations only, 57 percent to organizations and individual artists.

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UAF Revenue and Expenditures

Sources of Revenue

	ALL LAAS	UAFS
Earned Income	23%	16%
Private Sector Contributions (Corporations)	5%	19%
Private Sector Contributions (Individuals)	11%	23%
Private Sector Contributions (Others)	10%	16%
Government Support (Other)	43%	18%
In-kind/Miscellaneous	9%	8%

Overall, UAFs receive 58 percent of their revenue from private sector contributions: 19 percent from corporations, 23 percent from individuals, and 16 percent from other private sector sources such as foundations. Government support represents only 18 percent of UAF revenues: 16 percent comes from earned income, and 8 percent from miscellaneous sources or in-kind support.

Expenditures

	ALL LAAS	UAFS
Payroll expenses	30%	22%
Grants / contracts	22%	48%
Fund-raising (all fund-raising-related expenses)	3%	4%
Advertising, marketing, and promotion	5%	2%
Public art (planning, development, installation, and maintenance)	4%	1%
Cultural facility management	3%	4%
Administrative overhead (e.g., rent, utilities, supplies)	9%	6%
Delivery of programs and/or services	9%	6%
Cultural programming	10%	2%
Others / miscellaneous / not listed above	5%	3%

UAFs allocate nearly half of their budget to grantmaking activities (48 percent); payroll is their second largest expense (22 percent).

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UAF Board and Staff Demographics

Twenty-eight percent of UAFs agree that their organization has an appropriate level of diversity among staff, board, and volunteers; 56 percent disagreed; and 16 percent had a neutral opinion. At the average¹ UAF, 85 percent of the board is white, 41 percent is female, and 78 percent is over the age of 44. Similarly, at the typical UAF, 85 percent of staff (paid and volunteer) is white, 72 percent is female, and 53 percent is over the age of 44. Compared to LAAs as a whole, UAFs have a much larger proportion of males on their boards (41 percent for all LAAs, 59 percent for UAFs).

Demographic Composition of the average LAA and the average UAF¹

BOARD	NON-HISPANIC WHITE	FEMALE	OVER 44
All LAAs	85%	59%	77%
UAFs	85%	41%	78%
STAFF (PAID AND VOLUNTEER)	NON-HISPANIC WHITE	FEMALE	OVER 44
All LAAs	83%	74%	57%
UAFs	85%	72%	53%

Demographic Composition of UAF Boards and Staff

BOARDS	ALL LAAS	UAFS
100% Non-Hispanic White	34%	10%
50% or more Non-Hispanic White	95%	100%
Less than 50% Non-Hispanic White	5%	0%
YEAR ROUND STAFF (PAID AND VOLUNTEER)	ALL LAAS	UAFS
100% Non-Hispanic White	51%	31%
50% or more Non-Hispanic White	91%	97%
Less than 50% Non-Hispanic White	9%	3%

¹The average LAA means percentages were calculated first individually and then averaged for all LAAs to assign the same weight to every organization regardless of staff and board size.

Partnerships

UAFs are community connectors. They work with a broad range of organizations across their service areas. Ninety-two percent partner with at least one community organization, 86 percent partner with 3 or more. These partnerships provide new opportunities for artists and arts organizations, and bring cultural experiences closer to the public in both traditional and non-traditional arts venues. Eighty-one percent of UAFs partner with Convention and Tourism Bureaus and 75 percent with Chambers of Commerce. These partnerships can take many forms. UAF Census respondents characterized them using five categories: informal conversations; meeting regularly; working together to plan, fund and implement programs; fund them through grants or contracts; and partners who have integrated the arts into their initiatives.

UAF Partnerships with Community Organizations²

	ANY	TALK	MEET	WORK TOGETHER	FUND THEM	INTEGRATED THE ARTS
Convention and Tourism Bureau	81%	27%	54%	42%	0%	35%
Chamber of Commerce	75%	29%	46%	29%	0%	21%
Museums	72%	26%	30%	39%	70%	39%
School districts	72%	22%	30%	65%	30%	39%
Local arts agencies in other cities/states	69%	50%	36%	32%	32%	23%
Colleges / universities / higher education	66%	29%	14%	62%	33%	43%
Schools	59%	26%	21%	63%	42%	37%
Economic development agencies	56%	50%	39%	28%	0%	6%
Parks and Recreation Department	56%	28%	28%	56%	44%	44%
Community development agencies	53%	41%	35%	47%	24%	18%
Cultural districts	50%	19%	19%	69%	6%	38%
Libraries	50%	63%	25%	31%	31%	38%
Humanities organizations	44%	36%	36%	21%	50%	36%
Historical societies	41%	46%	38%	46%	69%	38%
YMCA / YWCA	41%	31%	8%	31%	38%	31%
Community-based education organizations	38%	25%	42%	58%	50%	42%
Entrepreneurial centers	34%	64%	0%	36%	0%	27%
Healthcare providers	34%	18%	9%	55%	27%	36%
Airports / aviation	31%	40%	30%	50%	10%	50%

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	ANY	TALK	MEET	WORK TOGETHER	FUND THEM	INTEGRATED THE ARTS
Economic Development Corporation	31%	70%	40%	10%	0%	0%
Boys and Girls Club(s)	28%	33%	0%	33%	33%	22%
Film commission	28%	56%	0%	11%	33%	11%
Main Street Associations / programs	28%	67%	11%	22%	33%	22%
Professional associations (e.g., realtors)	25%	25%	38%	38%	13%	13%
Sister Cities	22%	86%	0%	0%	14%	14%
Environmental agencies	19%	83%	0%	33%	17%	17%
Faith-based organizations	19%	33%	17%	17%	50%	33%
Social service departments	19%	50%	0%	17%	33%	0%
Transportation agencies / organizations	19%	83%	0%	33%	0%	0%
Law enforcement -- corrections / prisons	13%	25%	0%	25%	50%	25%
Law enforcement -- juvenile justice	13%	50%	25%	0%	25%	25%
Small Business Development Centers	13%	75%	0%	50%	0%	0%
State and national parks	13%	75%	25%	25%	25%	25%
Immigration agencies	9%	33%	33%	33%	67%	67%
Bookstores	6%	0%	0%	50%	50%	100%
Housing agencies / organizations	6%	50%	0%	0%	50%	50%
Agricultural Extension Service(s)	3%	0%	0%	100%	0%	0%
Other / Miscellaneous / Not listed above	3%	0%	0%	0%	0%	100%

²First column to the left is the percentage of UAFs that indicated they partner with that type of organization. For example, 56 percent partner with Parks and Recreation Departments, of those, 28 percent meet regularly, and 44 percent have a Parks and Recreation partner that has integrated the arts into their initiatives.

Grantmaking

Ninety-seven percent are grantmakers: 41 percent give to organizations only, 57 percent to organizations and individual artists. Fifty two percent have funding programs that require applicants to demonstrate diversity in at least one area, most frequently in the board of the organization (39 percent), and the artists and audience being served (32 percent each).

Eighty-one percent of UAFs require—for at least one of their funding programs—that panels consider the issue of diversity when making funding decisions. Most of them do so through informal considerations (45 percent); 35 percent have a written policy. When choosing panelists to review grant applications, 87 percent of UAFs consider diversity—61 percent informally, and 26 percent through a written policy.

UAF Grants by the Numbers (based on responses to the long form Census, n=31):

- UAFs received 3,542 funding requests from organizations during their last fiscal year. Of those, 36 percent full funding, 38 percent partial funding, and 27 percent received no funding.
- The requests received by UAFs from organizations totaled \$124.5 million, of which they awarded \$51 million (41 percent). The largest award was of \$3 million.
- UAFs received 904 funding requests by individuals: 63 percent received no funding, 23 percent received partial funding, and 15 percent were awarded full funding.
- Requests from individuals totaled \$2.4 million. \$692,000 was awarded (29 percent). The maximum amount awarded was \$6,000.

UAF Grantmaking Expenditures total \$51.7 million



■ Grants to Individuals ■ Grants to Organizations

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Services to Arts Organizations

UAF Services to Arts Organizations

SERVICES	
Grants / financial support	97%
Convening / networking opportunities	75%
Publicity and/or promotional services	72%
Seminars and/or workshops	69%
Advocacy trainings, services, and support	66%
Facility space (e.g., meeting, performance)	59%
Technical assistance	53%
Central/shared event calendaring	47%
Referrals	47%
Marketing services	38%
Registry / directory	38%
Arts management training	34%
Equipment loans	31%
Volunteer recruitment	31%
Health insurance	19%
Shared mailing list	19%
Block booking (of shows and events, etc.)	9%
Central accounting	9%
Central box office	9%
Money loans	9%
Central purchasing	3%
Other / Miscellaneous / Not listed above	22%

Ninety-seven percent of UAFs provide services to arts organizations. The most common kind of service are by far grants and financial support, but they also provide networking opportunities (75 percent), advocacy training (66 percent), and more specialized services such as equipment loans (31 percent) or a shared mailing list (19 percent).

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Services to Businesses

Eighty-one percent of UAFs provide services to the business community. Most frequently they offer arts engagement opportunities for their employees (63 percent) as well as board and volunteer placement (56 percent, respectively) and board training programs (19 percent).

UAF Services to Businesses

SERVICE	
Arts experiences for employees (i.e., opportunities to experience the arts and culture)	63%
Board placements	56%
Volunteer placements	56%
Nonprofit board training programs	19%
Arts-based workplace training programs for businesses and their employees	16%
Rotating art exhibits	16%
Volunteer training programs	13%
Art purchase programs	9%
Other	6%

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Planning Documents

UAFs engage in planning efforts that often include reports, planning documents, and/or research studies such as annual reports (69 percent), research about the economic impact of the arts in their service area (63 percent) or strategic planning documents (59 percent short range, 41 percent long range).

Planning Documents Completed or Facilitated by UAFs

PLANNING DOCUMENT	
Annual report	69%
Economic impact of the arts research/report	63%
Strategic plan (short-range)	59%
Strategic plan (long-range)	41%
Cultural asset mapping and/or research	38%
Arts in education plan or research	28%
Cultural facilities plan	25%
Research on participation in or support of the arts by the business community	25%
Public art master plan	16%
Cultural tourism plan	13%
Cultural district plan	9%
Research about the role of the arts in employee recruitment, engagement, and retention	9%
Cultural diversity plan	6%
Social impact of the arts research/report	6%
Cultural equity plan	3%
Other	9%

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Looking to the future

When asked about the financial outlook of their organizations, UAF leaders forecasted a period of **stability: 78 percent described their financial outlook as “about the same as it is in 2015.”** Of those who anticipated a change, 6 percent said it would be easier and 16 percent it would be more difficult. Similarly, 63 percent of UAF leaders believe their organization has the correct mix of financial resources, while 6 percent had a neutral opinion, and 31 percent somewhat disagreed.

UAF leaders feel optimistic about the stability of their funding sources over the next three years. For example, 63 percent anticipated an increase in individual donations, 31 percent thought there would be no change, and 6 percent thought they would decrease. Half anticipated growth in earned revenue (52 percent), 45 percent anticipated no change in earned revenue, and 3 percent predicted a decrease. For corporate contributions, UAF leaders were equally likely to anticipate an increase and a decrease (28 percent each), while 44 percent thought they would remain the same.

Regarding the services they provide, only 19 percent of UAF leaders felt increased competition in the past two years. This was most commonly by another arts organization or arts service organization (13 percent). Seventy-five percent of UAFs anticipated demand for their services would increase in 2016, and 25 percent thought it would stay the same. No one anticipated a decrease in demand for their services.

UAFs remain at the forefront of ensuring the arts have a vital presence in every community across the country—strengthening their arts industries, ensuring equity and access for the public, and connecting the arts to the pressing issues of our times. While the “how” is different for all of them, the “why” always remains: all the arts for all the people.

This report was written by Graciela Kahn, Randy Cohen, and Ben Davidson. June, 2016. The Local Arts Agency Census was funded in part by the National Endowment for the Arts. To learn more about the Local Arts Agency Census and download topic reports please visit: www.AmericansForTheArts.org/LAACensus ·

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About Americans for the Arts

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. For more than 50 years, it has been dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. From offices in Washington, D.C., and New York City, it serves more than 150,000 organizational and individual members and stakeholders.

Americans for the Arts is focused on four primary goals:

1. Lead and serve individuals and organizations to help build environments in which the arts and arts education thrive and contribute to more vibrant and creative communities.
2. Generate meaningful public and private sector policies and more leaders and resources for the arts and arts education.
3. Build individual awareness and appreciation of the value of the arts and arts education.
4. Ensure the operational stability of the organization and its ability to creatively respond to opportunities and challenges.

To achieve its goals, Americans for the Arts partners with local, state, and national arts organizations; government agencies; business leaders; individual philanthropists; educators; and funders throughout the country. It provides extensive arts-industry research and professional development opportunities for community arts leaders via specialized programs and services, including a content-rich website and an annual national convention.

Local arts agencies throughout the United States comprise Americans for the Arts' core constituency. A variety of unique partner networks with particular interests such as public art, united arts fundraising, arts education, and emerging arts leaders are also supported.

Through national visibility campaigns and local outreach, Americans for the Arts strives to motivate and mobilize opinion leaders and decision-makers who can make the arts thrive in America. Americans for the Arts produces annual events that heighten national visibility for the arts, including the National Arts Awards and BCA TEN honoring private-sector leadership and the Public Leadership in the Arts Awards (in cooperation with The United States Conference of Mayors) honoring elected officials in local, state,

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and federal government.

Americans for the Arts also hosts Arts Advocacy Day annually on Capitol Hill, convening arts advocates from across the country to advance federal support of the arts, humanities, and arts education.

For more information about Americans for the Arts, please visit www.AmericansForTheArts.org