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LOCAL ARTS FACTS

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National Assembly of Local Arts Agencies

"NALAA conducts an annual
survey of local arts agencies,
and is pleased to present this
report of its findings."

Each year the National Assembly of Local Arts Agencies (NALAA) receives several thousand calls from individuals and agencies seeking information about the programs and budgets of local arts agencies. To provide the best response to these inquiries, NALAA conducts an annual survey of local arts agencies, and is pleased to present this report of its findings.

INTRODUCTION

NALAA defines a local arts agency (LAA) as a community organization or an agency of local government that supports cultural institutions, provides services to the arts community, and arts programming to the citizenry. Local arts agencies promote the arts at the local level, endeavoring to make them part of the daily fabric of community living. Each LAA in America is as unique as the community from which it evolves, and each changes as fast as the community which it serves: no three are exactly alike. However, they all share the goals of serving the diverse art forms in their community and making them accessible to the entire community. Local arts agency activities can be divided into five general areas and all are involved in one or more of these:

- 1) **Cultural Programming:** LAAs present cultural events, arts in education, art in public places, festivals, or "gap programming." Gap programming fills an arts discipline void that may exist due to a limited number of arts organizations in the community or targets a specific underserved segment of the community.
- 2) **Grantmaking:** LAAs provide public and private financial support to organizations and individual artists. LAA funds are provided to both emerging and established organizations for operational support or to produce a special project.
- 3) **Facility Management:** LAAs may manage one or more cultural facilities (e.g., rehearsal and performing spaces, gallery space, museums, meeting rooms).



MONOGRAPHS is one benefit of membership in the National Assembly of Local Arts Agencies, mailed monthly to all members. To discuss ideas for submission, contact Olive Mosier, Executive Vice President, NALAA, 927 15th Street N.W., 12th Floor, Washington, DC 20005. For advertising rates, call Deborah Bissen, Director of Communications, at 202.371.2830.



"There are 3,800 local arts agencies across the country, of which 1,000 have professional paid staff. NALAA estimates that their aggregate budgets exceed \$600 million per year."

- 4) **Services to Artists and Arts Organizations:** LAAs provide a variety of services including technical assistance, fundraising, block booking, central accounting and marketing, and advocacy.
- 5) **Community Cultural Planning:** LAAs often lead the community-inclusive process of assessing the cultural needs of the community and mapping a plan of implementation.

There are **3,800 local arts agencies** across the country, of which 1,000 have professional paid staff. NALAA estimates that their aggregate budgets exceed **\$600 million per year**. Local arts agencies range in budget size from a shoestring to \$88 million per year. Seventy-five percent are private, not-for-profits; 25 percent are part of local government. In the 50 largest cities, however, the reverse is true: 67 percent are agencies of city and/or county government and 33 percent are private, not-for-profit agencies.

NALAA's quantitative data from this survey and empirical data of the field indicate that the local arts agency movement is in sound fiscal health. All LAAs are actively involved in their community, but are distinctly different in budget and programming depending on the size of community they serve.

Local arts agency budgets grew 36 percent from 1988 to 1991 with support from local government increasing 46 percent. While the rate of growth has ebbed, respondents projected their budgets to increase nine percent in 1992.

Services and programs provided by LAAs are meeting the diverse needs of their community: 87 percent present programs such as festivals, performances, or art exhibitions; 67 percent award grants; 56 percent have programs that address social issues, including racism, youth at risk, AIDS, and homelessness; 81 percent are involved in arts in education; 57 percent collaborate with their convention and visitors bureau; 36 percent have programs addressing economic development; and 48 percent have completed community cultural plans.

METHODOLOGY

During the Winter of 1992, surveys were mailed to 600 local arts agencies (both NALAA members and non-members) across the country. We asked detailed questions about their programs, fiscal year 1991 revenues and expenditures, and collected a five year budget history. Two-hundred and eight local arts agencies provided usable responses (35 percent). To contrast the variation in LAAs from different sized communities, we stratified the respondents into five groups based on the population of their service area. In addition, averages of all respondents are provided under the heading **Average LAA**.

WHO RESPONDED TO THE SURVEY?

Sixty-nine percent were from private LAAs; 31 percent were from public LAAs. There was a broad geographic representation of respondents.

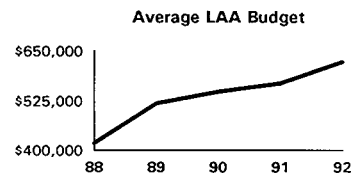
Table 1. Local Arts Agency Respondents

Population	Number	%	Private LAA	Public LAA
0-29,999	42	20%	33	9
30,000-99,999	42	20%	27	14
100,000-499,999	72	35%	52	21
500,000-999,999	27	13%	17	10
1 million+	25	12%	14	11
Total	208	100%	143	65

Table 2. Geographic Representation of Respondents

Population	0 to 29,999	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Total
West						
Pacific	4	8	12	5	3	32
Mountain	14	6	5	4	1	30
Midwest						
West North Central	11	5	8	1	2	27
East North Central	3	6	11	1	6	27
South						
West South Central	2	4	6	3	5	20
East South Central	1	3	5	2	0	11
South Atlantic	5	3	16	6	3	33
Northeast						
Middle Atlantic	1	3	6	3	5	18
New England	1	4	3	2	0	10
Total	42	42	72	27	25	208

Local arts agency budgets increased 36 percent from 1988 to 1991. The largest increases in average budget size were during the late 1980s. While budgets have



slowed in their rate of growth during the recession, they were projected to increase nine percent in 1992. (These data exclude the City of New York Department of Cultural Affairs which, due to its large size, skews the averages. Included in its budget are funds for zoos, botanical gardens, and science museums.)

Table 3. Average Local Arts Agency Budget*

Population	1988	1989	1990	1991	1992 projected
0-29,999	\$57,118	\$61,235	\$64,058	\$68,469	\$77,303
30,000-99,999	\$91,405	\$106,752	\$116,648	\$150,860	\$145,805
100,000-499,999	\$251,593	\$321,238	\$379,741	\$405,682	\$461,455
500,000-999,999	\$963,073	\$1,135,729	\$1,154,380	\$1,148,557	\$1,316,852
1 million+	\$1,472,832	\$1,887,580	\$1,921,101	\$1,957,875	\$2,055,209
Average LAA	\$419,118	\$519,417	\$548,686	\$569,129	\$622,743
Change from previous year		24%	6%	4%	9%

City of New York	\$83,000,000	\$87,000,000	\$91,000,000	\$88,000,000	\$71,600,000
Change from previous year		5%	5%	-3%	-18%

*Excludes City of New York Department of Cultural Affairs

To determine if these budget increases were representative of the respondents or just several highly successful organizations slanting the averages, we measured the percentage of respondents that received budget increases. Table 4 reveals that more than half consistently experienced an increase in budget.

Table 4. Percent of Local Arts Agencies with Budget Increases

Population	1989	1990	1991	1992 projected
0-29,999	57%	64%	55%	45%
30,000-99,999	55%	64%	57%	50%
100,000-499,999	57%	68%	54%	53%
500,000-999,999	67%	59%	44%	44%
1 million+	80%	68%	64%	64%
Average LAA	61%	65%	55%	51%

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From 1988 to 1991, the average *public* LAA budget increased 34 percent; *private* LAAs increased 36 percent. Both groups projected increased budgets in 1992.

Table 5. Average Budget of Public Local Arts Agencies*

Population	1988	1989	1990	1991	1992 projected
0-29,999	\$36,384	\$29,395	\$34,544	\$37,684	\$45,857
30,000-99,999	\$98,510	\$133,606	\$128,413	\$236,288	\$236,118
100,000-499,999	\$267,217	\$296,264	\$361,835	\$441,813	\$486,003
500,000-999,999	\$1,323,680	\$1,393,118	\$1,282,881	\$1,259,492	\$1,585,909
1 million+	\$1,801,160	\$2,644,438	\$2,511,429	\$2,624,751	\$2,554,039
Average LAA	\$602,602	\$761,440	\$744,536	\$808,870	\$864,436
Change from previous year		26%	-2%	9%	7%

*Excludes City of New York Department of Cultural Affairs

(N=64)

Table 6. Average Budget of Private Local Arts Agencies

Population	1988	1989	1990	1991	1992 projected
0-29,999	\$64,435	\$71,849	\$73,895	\$78,023	\$89,282
30,000-99,999	\$89,274	\$98,208	\$115,015	\$112,539	\$112,732
100,000-499,999	\$247,253	\$330,439	\$378,083	\$384,746	\$442,635
500,000-999,999	\$722,669	\$964,135	\$1,082,097	\$1,089,826	\$1,148,691
1 million+	\$1,293,744	\$1,363,601	\$1,467,002	\$1,481,534	\$1,698,902
Average LAA	\$334,208	\$403,400	\$448,517	\$453,767	\$505,731
Change from previous year		21%	11%	1%	11%

SOURCE OF REVENUE

Tables 7 and 8 begin to highlight the differences in LAAs from large and small communities. They are polar in their earned and public revenues.

Average Source of 1991 Revenue

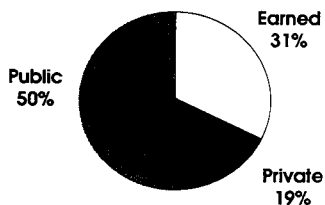


Table 7. Average Source of 1991 Revenue

Population	Earned	Private	Public
0-29,999	51%	16%	33%
30,000-99,999	34%	13%	53%
100,000-499,999	26%	26%	48%
500,000-999,999	23%	21%	56%
1 million+	12%	13%	75%
Average LAA	31%	19%	50%

Local arts agencies in smaller communities are major presenters of cultural programming in their community, which results in more earned income. LAAs in larger communities are likely to regrant funds from local government, resulting in a greater percentage of public support.

Table 8. Average 1991 Expenditures of Local Arts Agencies

Population	Cultural Programming	Grantmaking	Services	Cultural Planning	Administration	Fundraising	Other
0-29,999	44%	5%	13%	2%	29%	4%	2%
30,000-99,999	35%	11%	9%	3%	36%	5%	1%
100,000-499,999	25%	27%	9%	2%	31%	3%	3%
500,000-999,999	28%	34%	8%	1%	22%	4%	3%
1 million+	8%	52%	14%	1%	21%	2%	2%
Average LAA	29%	23%	10%	2%	29%	4%	2%

Eighty-seven percent of the public LAA budget is from public funding sources. Private LAAs have a more even distribution of revenue sources.

Table 9. 1991 LAA Revenue Sources: Public vs. Private

	Public	Earned	Private
Public LAA	87%	9%	4%
Private LAA	38%	38%	24%

Local government support to LAAs increased 46 percent from 1988 to 1991.

While the rate of growth has slowed during the recession, respondents expected their funding from local government to increase 7 percent in 1992. Local government support is considered funds from the city and county government.

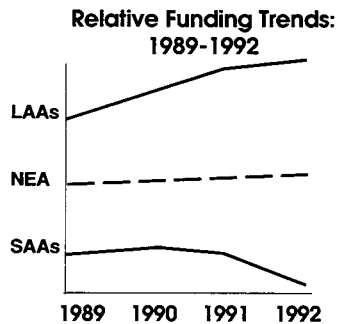
Table 10. Average Funding from Local Government*

Population	1988	1989	1990	1991	1992 projected
0-29,999	\$11,169	\$10,565	\$11,591	\$12,673	\$15,320
30,000-99,999	\$17,416	\$21,152	\$27,920	\$61,096	\$59,756
100,000-499,999	\$88,244	\$110,579	\$127,656	\$144,843	\$154,846
500,000-999,999	\$570,230	\$653,060	\$683,774	\$696,411	\$743,472
1 million+	\$835,254	\$1,369,967	\$1,388,505	\$1,379,222	\$1,489,365
Average LAA	\$210,729	\$294,114	\$307,813	\$321,205	\$344,279
Change from previous year		40%	5%	4%	7%

*Excludes City of New York Department of Cultural Affairs

Table 11. Average Percent of LAA Budget from Local Government

Population	1988	1989	1990	1991	1992 projected
0-29,999	20%	17%	18%	19%	20%
30,000-99,999	19%	20%	24%	40%	41%
100,000-499,999	35%	34%	34%	36%	34%
500,000-999,999	59%	58%	59%	61%	56%
1 million+	57%	73%	72%	70%	72%
Average LAA	34%	36%	36%	41%	40%



The increasing figures in Tables 10 and 11 are a stark contrast to the budgets of state arts agencies (SAAs) and the National Endowment for the Arts. SAAs have experienced an aggregate 27 percent decrease in their state appropriations from 1990 to 1992 (\$292 million to \$214 million); the National Endowment for the Arts has remained static at approximately \$176 million.

75 percent of public support comes from local government. We asked respondents to itemize their sources of public support.

Table 12. Average LAA Source of 1991 Public Support

Population	Local	State Art	NEA	Regional	Other
0-29,999	58%	35%	3%	1%	3%
30,000-99,999	73%	20%	3%	1%	3%
100,000-499,999	80%	13%	3%	0%	4%
500,000-999,999	86%	9%	2%	1%	2%
1 million+	94%	3%	2%	0%	1%
Average LAA	76%	17%	3%	1%	3%

LOCAL ARTS AGENCY PROGRAMMING

Sixty-seven percent of local arts agencies make grants. In communities with more than 500,000 residents, four in five local arts agencies are grantmakers.

Table 13. Percent of LAAs that Award Grants

Population	Percent
0-29,999	46%
30,000-99,999	62%
100,000-499,999	72%
500,000-999,999	80%
1 million+	79%
Average LAA	67%

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The average grantmaking LAA awarded \$323,711 dollars in 1991.

Table 14. Local Arts Agencies that Award Grants*

Population	Avg. Total Granted	Avg. # Grants	Avg. Grant
0-29,999	\$5,424	5	\$1,154
30,000-99,999	\$26,187	10	\$2,542
100,000-499,999	\$191,474	30	\$6,491
500,000-999,999	\$442,729	48	\$9,301
1 million+	\$1,331,868	58	\$23,043
Average LAA	\$323,711	29	\$11,279

*Excludes City of New York Department of Cultural Affairs

Table 15 lists percentages of the LAA grantmaking budget disseminated to individuals and different sized organizations.

Table 15. Average Budget Size of 1991 Grant Recipient

Population	under \$50,000	\$50,000 to \$249,999	\$250,000 to \$999,999	\$1 million to \$10 million	above \$10 million	Individuals
0-29,999	62%	21%	0%	8%	1%	8%
30,000-99,999	19%	11%	67%	0%	0%	3%
100,000-499,999	14%	30%	32%	19%	0%	5%
500,000-999,999	14%	13%	21%	50%	0%	2%
1 million+	4%	12%	16%	50%	18%	1%
Average LAA	4%	24%	20%	30%	20%	2%

Local arts agencies in larger communities provide more money for operating support, while those in smaller communities provide a greater percentage for special projects.

Purpose of 1991 Grants

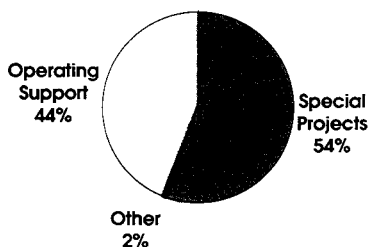


Table 16. Purpose of 1991 Grants from LAAs

Population	Operating Support	Special Projects	Other
0-29,999	13%	85%	2%
30,000-99,999	14%	85%	1%
100,000-499,999	56%	41%	3%
500,000-999,999	70%	26%	4%
1 million+	84%	14%	2%
Average LAA	44%	54%	2%

81 percent of local arts agencies have arts in education (AIE) programs. Respondents were asked if they were *actively* producing artist in the schools programs, collaborating with schools on curriculum design, or involved with AIE advocacy, and if they had an AIE staff person. (Any AIE Program is the percentage of organizations that are actively involved in at least one AIE program.)

Table 17. Arts in Education Programs and Staffing

Program	0 to 29,999	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Artist in the schools	67%	52%	50%	67%	36%	54%
Curriculum design with schools	33%	31%	42%	70%	32%	40%
AIE advocacy	60%	48%	68%	63%	72%	62%
Any AIE Program	83%	74%	72%	93%	80%	81%
AIE Staff	22%	24%	36%	74%	56%	38%

48 percent of local arts agencies have community cultural plans.

Cultural planning is the community-inclusive (e.g., citizens, artists, arts organizations, government officials, school representatives, captains of industry) process of assessing the cultural needs of the community and mapping a plan of implementation.

Local arts agencies with a cultural plan experienced a 61 percent increase in budget from 1988 to 1991. In comparison, those without a cultural plan experienced a modest 12 percent increase in budget.

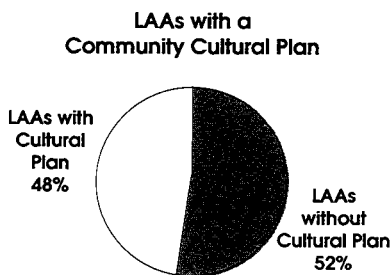


Table 18. Local Arts Agency Budgets and Cultural Plans*

	N=	1988	1989	1990	1991	1992 projected	Change 1988-91
Cultural Plan	99	\$378,830	\$549,891	\$565,944	\$608,034	\$671,278	61%
No Cultural Plan	108	\$467,762	\$480,753	\$516,921	\$521,821	\$563,730	12%

*Excludes City of New York Department of Cultural Affairs

Local government support was significantly higher (1988 to 1991) to LAAs with a community cultural plan: 89 percent vs. 24 percent.

Table 19. Local Government Support and Cultural Plans*

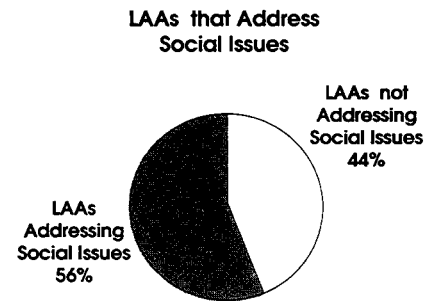
	N=	1988	1989	1990	1991	1992 projected	Change 1988-91
Cultural Plan	99	\$186,909	\$321,216	\$327,971	\$353,519	\$372,145	89%
No Cultural Plan	108	\$227,317	\$260,395	\$278,181	\$282,507	\$312,944	24%

*Excludes City of New York Department of Cultural Affairs

56 percent of local arts agencies have programs that address social issues in their community. In the 50 largest cities, 84 percent are using the arts as a *social change agent*.

Table 20. LAAs that Address Social Issues

Population	Percent
0-29,999	36%
30,000-99,999	41%
100,000-499,999	60%
500,000-999,999	74%
1 million+	84%
Average LAA	56%



Social Programs Addressed by LAAs

1. Racism 66%
2. Youth at Risk 42%
3. Substance Abuse 37%
4. Illiteracy 34%
5. AIDS 32%
6. Crime 31%
7. Teen Pregnancy 27%
8. Homelessness 26%

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Local arts agencies provide services and information to the arts community, collaborate with other bureaus of local government, and actively participate in economic development and tourism.

Table 21. Local Arts Agency Programs

	0 to 29,999	30,000 to 99,999	100,000 to 499,999	500,000 to 999,999	1,000,000 or more	Average LAA
Presenting Programs	93%	93%	92%	82%	60%	87%
Festivals	60%	69%	57%	48%	20%	54%
Art Exhibitions	71%	62%	71%	44%	40%	62%
Art Competitions	50%	50%	47%	26%	24%	43%
Performances	76%	76%	64%	52%	28%	63%
Services to Artists	40%	69%	79%	85%	76%	70%
Artist registry	21%	38%	46%	56%	36%	39%
Exhibition/performance referrals	26%	57%	54%	63%	40%	49%
Business workshops	12%	19%	38%	44%	60%	32%
Services to Organizations	55%	74%	75%	89%	80%	73%
Block booking	26%	29%	13%	7%	4%	17%
Central box office	17%	21%	22%	4%	4%	16%
Central accounting	5%	7%	7%	4%	4%	6%
Central purchasing	10%	64%	6%	4%	0%	17%
Volunteer recruitment/referral	33%	7%	26%	33%	28%	25%
Group insurance	2%	24%	15%	11%	8%	13%
Marketing services	10%	14%	42%	30%	40%	28%
Advocacy	26%	29%	61%	70%	64%	49%
Facility Management	60%	60%	58%	56%	60%	59%
Meeting/classroom	50%	43%	47%	41%	44%	46%
Performance/exhibition	45%	17%	49%	37%	24%	37%
Sales/retail	21%	38%	18%	19%	0%	21%
Information	90%	93%	93%	100%	100%	94%
Arts calendar	62%	74%	81%	67%	72%	73%
Cultural resource library	33%	29%	53%	63%	40%	44%
Artist/organization directory	21%	43%	57%	70%	68%	50%
Newsletter	69%	74%	76%	74%	76%	74%
Publicity in media	64%	71%	75%	52%	56%	67%
Other Programs						
Designated cultural district	5%	14%	17%	26%	60%	20%
Economic development program	14%	19%	33%	19%	36%	25%
United Arts Funds	2%	5%	17%	11%	8%	10%
Sister Cities (international)	14%	24%	42%	26%	36%	30%
Collaborate with Convention or Visitor's Bureau	52%	52%	63%	59%	52%	57%
Art in public places program	24%	21%	36%	52%	32%	32%



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CONCLUSION

While there are distinct differences between LAAs from different sized communities, they have in common the goal of supporting all of the arts in their community and making them accessible to the citizenry. We have seen from this survey that local arts agencies at all levels have received increases in budgets and local government support during the past four years and projected additional increases in 1992. Their success can be linked to the power of art and to the entrepreneurial nature of LAA staffs that are constantly willing to adjust to the unique needs of their community.

A CLOSING NOTE . . .

We are grateful to the 208 LAAs that responded to our somewhat lengthy survey—we promise to trim it next time around. To the local arts agencies that use these data, but did not return their survey, we hope you find the results here valuable enough to send back a complete response to NALAA's 1993 *Survey of Local Arts Agencies*. NALAA's next survey will be mailed to approximately 2,500 local arts agencies during Winter 1993. ▼