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

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EXECUTIVE SUMMARY

Welcome to the second annual NCAR Arts Vibrancy Index Report, an assessment of arts vibrancy across U.S. communities using a set of data-informed indices.

We are not alone in our belief that creativity is a desirable and necessary element for a thriving community. Creative placemaking, which promotes arts and culture as essential to creating more livable and prosperous communities, is a growing movement being advanced by leading entities such as The National Consortium for Creative Placemaking, ArtPlace America, Artspace and the National Endowment for the Arts. But what factors make up a community's arts vibrancy, and which cities possess them?

To assess arts vibrancy across America, we incorporate four measures each under three main rubrics: demand, supply and public support for arts and culture on a per capita basis. Demand was gauged by measures of total nonprofit arts dollars in the community, supply as total arts providers, and public support as state and federal arts funding. We use multiple measures since vibrancy can manifest in many ways. One might criticize our measures of vibrancy because they say nothing about artistic quality, 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 entertainment. Might additional measures be added in the future? Certainly. For now, we believe the metrics used in this report represent a solid start using the most reliable sources of data available on a nationwide scale.

The stories begin with the numbers but don't stop there. Each community has a story of what makes it unique and vibrant. We share these highlights so that others can understand the values behind the numeric values. The character of many communities on our list was fleshed out for us by local arts commissions, convention and visitor bureaus, and other agencies. We are grateful for their help.

This year's key findings:

- **Arts vibrancy is dynamic!** Six communities (15%) are new to our lists this year from three new states: Hawaii, Oregon and Texas. Three new communities – Portland, OR; Austin, TX; and Kansas City, MO – claim a spot on our top-20, large-MSA list, and three new communities – Maui, HI; St. Cloud, MN; and Medford, OR – appear for the first time on our top-20 medium and small list.
- This reshuffling still leaves **every region of the country represented on both lists**, but there is an undeniable prevalence of western and midwestern communities on the list of medium and small communities.
- **Arts vibrancy continues to take many shapes and forms.** Some communities have large, impressive nonprofit arts and cultural institutions, some burst with smaller organizations and venues, and others are tourist destinations or artist colonies. Numerous arts sectors are vibrant in some places while other cities are capitals of a particular art form.
- **Vibrancy in very large metropolitan statistical areas takes two distinct forms.** Some large MSAs feature a strong concentration of arts vibrancy in the urban core with less going on in outlying districts, whereas others feature vibrancy that is dispersed throughout the metropolitan area.
- Like last year, the **overwhelming majority of arts-vibrant cities have a population either under 300,000 or between 1,000,000 and 3,000,000.** Is this coincidence or are there natural zones in which population mass is optimal for vibrant demand, supply and public support for the arts?

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

RANK	MSA (*= METRO DIVISION)	REGION	2014 POPULATION
1	Washington-Arlington-Alexandria, DC-VA-MD-WV*	South	4,759,615
2	Nashville-Davidson-Murfreesboro-Franklin, TN	South	1,792,649
3	New York-Jersey City-White Plains, NY-NJ*	Northeast	14,327,098
4	San Francisco-Redwood City-South San Francisco, CA*	West	1,611,050
5	Los Angeles-Long Beach-Glendale, CA*	West	10,116,705
6	Boston, MA*	Northeast	1,966,530
7	Minneapolis-St. Paul-Bloomington, MN-WI	Midwest	3,495,176
8	Silver Spring-Frederick-Rockville, MD*	South	1,274,122
9	Seattle-Bellevue-Everett, WA*	West	2,839,550
10	Denver-Aurora-Lakewood, CO	West	2,754,258
11	New Orleans-Metairie, LA	South	1,251,849
12	Chicago-Naperville-Arlington Heights, IL*	Midwest	7,343,641
13	St. Louis, MO-IL	Midwest	2,806,207
14	Newark, NJ-PA*	Northeast	2,508,124
15	Philadelphia, PA*	Northeast	2,123,257
16	Cambridge-Newton-Framingham, MA*	Northeast	2,339,406
17	Portland-Vancouver-Hillsboro, OR-WA	West	2,348,247
18	Austin-Round Rock, TX	South	1,943,299
19	Kansas City, MO-KS	Midwest	2,071,133
20	Charlotte-Concord-Gastonia, NC-SC	South	2,380,314

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

RANK	MSA (*= METRO DIVISION)	REGION	2014 POPULATION
1	Jackson, WY-ID	West	33,271
2	Glenwood Springs, CO	West	75,087
3	Santa Fe, NM	West	148,164
4	Breckenridge, CO	West	29,404
5	Edwards, CO	West	52,921
6	Bozeman, MT	West	97,308
7	Missoula, MT	West	112,684
8	Steamboat Springs, CO	West	23,865
9	San Rafael, CA*	West	260,750
10	Traverse City, MI	Midwest	147,610
11	Santa Maria-Santa Barbara, CA	West	440,668
12	Pittsfield, MA	Northeast	128,715
13	Des Moines-West Des Moines, IA	Midwest	611,549
14	Kahului-Wailuku-Lahaina, HI	West	163,108
15	Burlington-South Burlington, VT	Northeast	216,167
16	St. Cloud, MN	Midwest	192,418
17	Bennington, VT	Northeast	36,445
18	Summit Park, UT	West	39,105
19	Easton, MD	South	37,643
20	Medford, OR	West	210,287

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 nonprofit arts and cultural organizations with data for the communities in which they reside.ⁱ 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).

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 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 NCAR's mission, our ranking focuses solely on arts and culture with heavy emphasis on the nonprofit sector.

Our measures are drawn from a review of the existing literature on arts and culture 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) government funding that influences the production and consumption of arts and culture (see Figure 1).



Figure 1: Modeling the Arts & Culture Ecosystem

When we look at factors that affect the performance of arts and cultural organizations in our NCAR reports, 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.

Key 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.ⁱⁱ Some sectors combine arts and cultural disciplines with similar characteristics.ⁱⁱⁱ

Communities are defined by the Office of Management and Budget (OMB) as 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.¹ 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,² kind of like MSAs within MSAs. Some of these are fairly compact and may make intuitive sense to analyze together, like Boston and Cambridge. However, others, like the Metropolitan 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 two categories according to population rather than compare cities of vastly different size: Large MSAs (and Metro Divisions) with populations of 1,000,000 or more; and Medium MSAs and Small MSAs with populations under 1,000,000. Taking a per-capita approach can sometimes lead to surprising results.

METRICS AND MEASURES

Our intention is to stimulate a conversation about how cities vary in their arts vibrancy and what vibrancy looks like. Arts Dollars are a gauge of demand for nonprofit 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 organizations 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 readily 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. We weight Arts Providers and Arts Dollars more heavily than Government Support because of their critical importance to arts vibrancy, since they are indicators of supply and demand.

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)^{iv}

METRIC	MEASURES	DESCRIPTION	WEIGHT
Arts Providers		County and ZIP code Business Pattern data collected and disseminated by the US Census Bureau	45%
	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 nonprofit 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 museums, historical sites, theatres, operas, dance, music, other performing arts, fine arts schools, and recording and motion picture and video production.	
Arts Dollars		Data aggregated from IRS 990s, the Cultural Data Project, Theatre Communications Group, and the League of American Orchestras	45%
	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 public funding)	
	Total expenses	All expenses of nonprofit arts and cultural organizations	
	Total compensation	All payment to staff and artists by nonprofit cultural organizations	
Government Support		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	10%
	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	

Because there are 937 unique MSAs and Metro Divisions, any ranking between 1 and 93 still puts that community in the top 10% of cities on that measure, and a ranking of 94-187 means the community is in the top 20th percentile, etc. Being ranked in the top 10 roughly means being in the top 1%.

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 community in 1st place on independent artists might feature a population that is 10% independent artists while the population in the 2nd place community has only 5% independent artists and the 3rd place community 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 three component metrics are not an average of the rankings on their four underlying measures. We don't average rankings, we average raw scores.

Want to see your area's scores in full?

We provide scores for every county's Arts Dollars, Arts Providers, Government Support, Socio-economic and Other Leisure characteristics on NCAR's website, with sub-scores on every item that make up each of these 5 areas: <https://sites.smu.edu/meadows/heatmap/index.html>. 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 state and federal 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 community.

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 community has a score of 56, it means it did better than 56% of communities on that measure.

LARGE MSAs

This section provides details for the top 20 arts-vibrant communities with population over 1,000,000. The rankings on the metrics and measures are from 1 to 937 since there are 937 unique MSAs and Metro Divisions. We offer insights into each community’s arts and cultural scene and report rankings for Arts Providers, Arts Dollars and Government Support, as well as the rankings of the underlying measures. 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 20 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. Philadelphia was the only Metro Division on the list of the four 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 is not prevalent in the surrounding areas.



Washington-Arlington-Alexandria, DC-VA-MD-WV (pop. 4,759,615)

The Washington-Arlington-Alexandria Metro Division covers all of the Washington-Arlington-Alexandria MSA except Frederick and Montgomery counties. Home to many world-class museums and a dynamic performing arts scene, Washington ranked #1 overall in Arts Dollars and on each of the four sub-measures: contributed revenue, program revenue, total compensation and total expenses. 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

Arts Providers		57th
	Independent artists	91st
	Arts and culture employees	16th
	Arts, culture & entertainment employees	109th
	Arts organizations	46th
Arts Dollars		1st
	Program revenue	1st
	Contributed revenue	1st
	Total expenses	1st
	Total compensation	1st
Government Support		28th
	State arts dollars	134th
	State arts grants	293rd
	Federal arts dollars	47th
	Federal arts grants	6th

Washington National Opera, National Symphony Orchestra and Suzanne Farrell Ballet in addition to offering its own programming, and its artistic constituents are many. The Washington community’s Art Museum, Other Museum, PAC, Symphony and Theater sectors all rank in the top 1% on Arts Dollars per capita. The DC Metro Division 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 organizations that promote cultural and ethnic awareness. Although Washington, DC, is not a state, District of Columbia funding is reported as state funding through the National Assembly of State Arts Agencies.

#2

Nashville-Davidson-Murfreesboro-Franklin, TN (pop. 1,792,649)

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 growth of 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. Music and recording activity in Nashville exceeds the level found in 99% of other communities. The Frist Center for the Visual Arts is the anchor for a 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 5% of all cities on the Arts Dollars, Arts Providers and Government Support measures.

Arts Providers		7th
	Independent artists	9 th
	Arts and culture employees	7 th
	Arts, culture & entertainment employees	39 th
	Arts organizations	2 nd
Arts Dollars		12th
	Program revenue	10 th
	Contributed revenue	23 rd
	Total expenses	11 th
	Total compensation	16 th
Government Support		16th
	State arts dollars	31 st
	State arts grants	78 th
	Federal arts dollars	57 th
	Federal arts grants	47 th

#3

New York-Jersey City-White Plains, NY-NJ (pop. 14,327,098)

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 dispersed throughout 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 and diversity across art forms, with Arts Dollars per capita ranked in the top 10% for nearly every arts and cultural sector. It is worth pointing out that our Arts Dollars measures do not include for-profit Broadway theaters, but our Arts Providers measures capture the employees and independent artists who work in the commercial theater sector. The arts are scattered

Arts Providers		10th
	Independent artists	6 th
	Arts and culture employees	12 th
	Arts, culture & entertainment employees	45 th
	Arts organizations	3 rd
Arts Dollars		18th
	Program revenue	21 st
	Contributed revenue	31 st
	Total expenses	14 th
	Total compensation	15 th
Government Support		9th
	State arts dollars	43 rd
	State arts grants	28 th
	Federal arts dollars	143 rd
	Federal arts grants	5 th

across the five boroughs and beyond, and there are numerous clusters of arts and cultural activity 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 collectively represent a range of performing and visual arts including the Philharmonic Orchestra, ballets and opera companies. New York's historical and future role in the arts is captured by the World Cities Culture Forum: "From the Yiddish theatre tradition of Manhattan's Lower East Side, to the evolution of Broadway, to the jazz and literary contributions of the Harlem Renaissance, to the cultivation of Hip Hop in the Bronx,

New York’s cultural communities have played a central role in fostering both the diversity and the vibrancy crucial to the future success of the city... The Mayor has committed to building 1,500 units of affordable living and working space for artists and 500 work spaces for artists available at below-market rates over the next decade. As well as directly benefitting individual artists, these new facilities will be focal points for arts-based organisations and provide gallery and performance spaces open to residents and the surrounding neighbourhood.”

#4

San Francisco – Redwood City- South San Francisco, CA (pop. 1,611,050)

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 community. Museums range from the Exploratorium to the Cable Car Museum to the San Francisco Museum of Modern Art. The city is home to over 1,000 murals, which are funded in part by the Art Enrichment Ordinance. The Ordinance requires that 2% of gross construction costs of civic building projects be allocated to public art, enabling public spaces to reflect the multicultural histories and political movements of San Francisco. 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. 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. 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 #4 in the country on number of arts and culture employees and #6 on total compensation to arts and culture employees.

Arts Providers		20th
	Independent artists	66 th
	Arts and culture employees	4 th
	Arts, culture & entertainment employees	63 rd
	Arts organizations	14 th
Arts Dollars		7th
	Program revenue	11 th
	Contributed revenue	9 th
	Total expenses	6 th
	Total compensation	6 th
Government Support		102nd
	State arts dollars	737 th
	State arts grants	580 th
	Federal arts dollars	38 th
	Federal arts grants	4 th

#5

Los Angeles – Long Beach – Glendale, CA (pop. 10,116,705)

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 community 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, The

Arts Providers		3rd
	Independent artists	1 st
	Arts and culture employees	188 th
	Arts, culture & entertainment employees	32 nd
	Arts organizations	1 st
Arts Dollars		78th
	Program revenue	76 th
	Contributed revenue	84 th
	Total expenses	90 th
	Total compensation	84 th
Government Support		852nd
	State arts dollars	921 st
	State arts grants	923 rd
	Federal arts dollars	383 rd
	Federal arts grants	121 st

Huntington Library, Art Collections and Botanical Gardens, and most recently The Broad Museum. L.A. also features 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 community fares better on federal arts grants.

#6

BOSTON, MA (pop. 1,966,530)

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 the 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.

Arts Providers		65th
	Independent artists	162 nd
	Arts and culture employees	25 th
	Arts, culture & entertainment employees	92 nd
	Arts organizations	45 th
Arts Dollars		9th
	Program revenue	6 th
	Contributed revenue	14 th
	Total expenses	7 th
	Total compensation	8 th
Government Support		29th
	State arts dollars	104 th
	State arts grants	71 st
	Federal arts dollars	118 th
	Federal arts grants	22 nd

#7

MINNEAPOLIS – ST. PAUL – BLOOMINGTON, MN-WI (pop. 3,495,176)

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 ranks #6 in Government Support and attracts more state arts dollars per capita than any other statistical area. Minneapolis-St. Paul also ranks #12 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 theater 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

Arts Providers		38th
	Independent artists	52 nd
	Arts and culture employees	29 th
	Arts, culture & entertainment employees	137 th
	Arts organizations	29 th
Arts Dollars		14th
	Program revenue	19 th
	Contributed revenue	20 th
	Total expenses	15 th
	Total compensation	12 th
Government Support		6th
	State arts dollars	1 st
	State arts grants	47 th
	Federal arts dollars	114 th
	Federal arts grants	10 th

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. 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 U.S., Open Book. There are numerous community-based organizations that focus on cultural and ethnic awareness and folk arts. All sectors except ‘Other’ Museums and PACs fall in the top 10% of cities on strength of Arts Dollars.

#8

SILVER SPRING – FREDERICK – ROCKVILLE, MD (pop. 1,274,122)

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 by its #5 ranking on compensation to arts & culture employees and total expenses, as well as a #4 ranking on contributed revenue. In addition to access to DC’s arts and cultural offerings, Silver Spring is home to the Strathmore, the American Film Institute’s AFI Silver Theatre and Culture Center, as well as several entertainment, musical and ethnic festivals, the most notable of which are AFI DOCS 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.

Arts Providers		110th
	Independent artists	103 rd
	Arts and culture employees	67 th
	Arts, culture & entertainment employees	317 th
	Arts organizations	76 th
Arts Dollars		5th
	Program revenue	23 rd
	Contributed revenue	4 th
	Total expenses	5 th
	Total compensation	5 th
Government Support		56th
	State arts dollars	82 nd
	State arts grants	281 st
	Federal arts dollars	113 th
	Federal arts grants	32 nd

#9

SEATTLE – BELLEVUE – EVERETT, WA (pop. 2,839,550)

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 that 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, 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 U.S. 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

Arts Providers		30th
	Independent artists	65 th
	Arts and culture employees	46 th
	Arts, culture & entertainment employees	56 th
	Arts organizations	25 th
Arts Dollars		25th
	Program revenue	15 th
	Contributed revenue	53 rd
	Total expenses	27 th
	Total compensation	27 th
Government Support		114th
	State arts dollars	709 th
	State arts grants	393 rd
	Federal arts dollars	25 th
	Federal arts grants	12 th

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 #30 on Arts Providers and #25 on Arts Dollars, and all of its sub-measures in these areas are well within the top 10% of all cities. Nine of 11 arts sectors in the Seattle community are in the top 10% nationally on Arts Dollars.

#10

DENVER – AURORA – LAKEWOOD, CO (pop. 2,754,258)

In Denver-Aurora-Lakewood, CO, The Museum of Contemporary Art Denver, the 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 the 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 that 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, ‘Other’ Museum, and PAC sectors’ Arts Dollars scores are all in the top 5% of all cities. Denver ranks #24 on federal arts dollars per capita.

Arts Providers		32nd
	Independent artists	59 th
	Arts and culture employees	122 nd
	Arts, culture & entertainment employees	71 st
	Arts organizations	89 th
Arts Dollars		23rd
	Program revenue	20 th
	Contributed revenue	29 th
	Total expenses	23 rd
	Total compensation	31 st
Government Support		153rd
	State arts dollars	537 th
	State arts grants	431 st
	Federal arts dollars	24 th
	Federal arts grants	94 th

#11

NEW ORLEANS – METAIRIE, LA (pop. 1,251,849)

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. 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 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 #18 on federal arts support and #47 on Arts Dollars. Its Music sector’s Arts Dollars per capita are in the top 1%.

Arts Providers		26th
	Independent artists	159 th
	Arts and culture employees	52 nd
	Arts, culture & entertainment employees	12 th
	Arts organizations	84 th
Arts Dollars		47th
	Program revenue	49 th
	Contributed revenue	56 th
	Total expenses	53 rd
	Total compensation	71 st
Government Support		45th
	State arts dollars	86 th
	State arts grants	305 th
	Federal arts dollars	87 th
	Federal arts grants	18 th

#12

CHICAGO – NAPERVILLE – ARLINGTON HEIGHTS, IL (pop. 7,343,641)

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 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 #10 on Arts Dollars and scores in the top 5% on every Arts Dollar measure. Its Art Museum and Opera sectors are in the top 1% for Arts Dollars.

Arts Providers		93rd
	Independent artists	96 th
	Arts and culture employees	111 th
	Arts, culture & entertainment employees	199 th
	Arts organizations	81 st
Arts Dollars		10th
	Program revenue	8 th
	Contributed revenue	33 rd
	Total expenses	9 th
	Total compensation	10 th
Government Support		59th
	State arts dollars	155 th
	State arts grants	120 th
	Federal arts dollars	123 rd
	Federal arts grants	50 th

#13

ST. LOUIS, MO – IL (pop. 2,806,207)

The diversity of art produced and presented in St. Louis, MO-IL, spans from the world-renowned Saint Louis Symphony Orchestra to HEARding Cats performance collective to the sculpture collections at the downtown City Garden and Laumeier Sculpture Park in the southwest suburbs. St. Louis scored #26 on Arts Dollars, ranking it in the top 5% of all cities. 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 #16 on contributed revenue but only #41 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 Muni Theater and the St. Louis Science Center. Grand Center in mid-town is an arts and entertainment district that includes The Sheldon 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

Arts Providers		117th
	Independent artists	275 th
	Arts and culture employees	120 th
	Arts, culture & entertainment employees	77 th
	Arts organizations	220 th
Arts Dollars		26th
	Program revenue	41 st
	Contributed revenue	16 th
	Total expenses	32 nd
	Total compensation	23 rd
Government Support		55th
	State arts dollars	48 th
	State arts grants	80 th
	Federal arts dollars	244 th
	Federal arts grants	109 th

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.

#14

NEWARK, NJ – PA (pop. 2,508,124)

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, the Newark Museum and Paper Mill Playhouse, 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 #22 on arts organizations and #19 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 arts organizations such as galleries and performing arts spaces. 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 arts dollars are in the top 5% of cities, as are its number of federal arts grants.

Arts Providers		46th
	Independent artists	19 th
	Arts and culture employees	90 th
	Arts, culture & entertainment employees	189 st
	Arts organizations	22 nd
Arts Dollars		71st
	Program revenue	72 nd
	Contributed revenue	101 st
	Total expenses	75 th
	Total compensation	60 th
Government Support		41st
	State arts dollars	38 th
	State arts grants	149 th
	Federal arts dollars	250 th
	Federal arts grants	25 th

#15

PHILADELPHIA, PA (pop. 2,123,257)

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 and, not surprisingly, the city ranks high in Arts Dollars in the Symphony Orchestra sector and in the Art Museum sector. In addition to the concentration of organizations on the Avenue of the Arts, Philly is home to many outstanding institutions with arts and cultural offerings, including The Curtis Institute, the Academy of Vocal Arts, Pennsylvania Academy of Fine Arts and The Moore College of Art and Design. 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

Arts Providers		135th
	Independent artists	209 th
	Arts and culture employees	108 th
	Arts, culture & entertainment employees	59 th
	Arts organizations	133 rd
Arts Dollars		27th
	Program revenue	40 th
	Contributed revenue	35 th
	Total expenses	26 th
	Total compensation	25 th
Government Support		35th
	State arts dollars	73 rd
	State arts grants	221 st
	Federal arts dollars	116 th
	Federal arts grants	15 th

abound. Many of Philadelphia’s arts and culture nonprofits were founded over 100 years ago, pointing to a long history of support. Today, 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 #27 in Arts Dollars and scores in the top 5% of cities on all Arts Dollar measures.

#16

CAMBRIDGE – NEWTON – FRAMINGHAM, MA (pop. 2,339,406)

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 in the top 2% in art museum dollars per capita, and 15 symphony orchestras put the Symphony sector Arts Dollars rank in the top 5%. In addition, arts education organizations in Essex and Middlesex Counties abound.

Arts Providers		114th
	Independent artists	171 st
	Arts and culture employees	112 th
	Arts, culture & entertainment employees	284 th
	Arts organizations	54 th
Arts Dollars		31st
	Program revenue	22 nd
	Contributed revenue	63 rd
	Total expenses	29 th
	Total compensation	24 th
Government Support		96th
	State arts dollars	276 th
	State arts grants	119 th
	Federal arts dollars	201 st
	Federal arts grants	55 th

#17

PORTLAND – VANCOUVER – HILLSBORO, OR – WA (pop. 2,348,247)

Portland-Vancouver-Hillsboro, OR-WA’s cultural community is a relatively young yet vibrant arts community that has thrived in recent years. In order to bolster support for the arts community, voters took action in 2012, passing an annual \$35 income tax to support certified art and music teachers in every Portland elementary school, provide operating support for over 45 arts organizations and to create an arts access fund for grants to underserved populations. The metro area has a diverse artistic landscape that showcases artistic strength in many genres. Arts and culture institutions include the Portland Art Museum, Portland Center Stage, Oregon Symphony and Oregon Museum of Science and Industry, as well as mid- and small-size offerings in all disciplines. Portland features a number of eclectic, neighborhood-based arts districts. And the city attracts young and creative talent because of its natural environment, relative affordability, liberal reputation and passion for all things creative.

Arts Providers		52nd
	Independent artists	46 th
	Arts and culture employees	62 nd
	Arts, culture & entertainment employees	277 th
	Arts organizations	37 th
Arts Dollars		77th
	Program revenue	52 nd
	Contributed revenue	151 st
	Total expenses	88 th
	Total compensation	65 th
Government Support		47th
	State arts dollars	237 th
	State arts grants	151 st
	Federal arts dollars	29 th
	Federal arts grants	45 th

#18

AUSTIN – ROUND ROCK, TX (pop. 1,943,299)

Well known for its music and movie scenes, **Austin – Round Rock, TX**, also has a robust, multifaceted arts scene. Billed as the “Live Music Capital of the World,” it is no surprise that Austin attracts young musicians. But there has also been an influx of festivals and multicultural events attracting a growing number of visual and film artists. Despite Austin being the 11th largest city in the nation, the majority of arts organizations are small with only about 20 large organizations with budgets exceeding \$1 million, the largest being the Long Center for the Performing Arts. The dynamism of the small arts organizations is reflected in the large number of state (ranked #34) and federal (ranked #24) government grants, even though the level of funding dollars remains relatively low. Additionally, the large number of arts organizations and independent artists per capita leads to an Arts Providers score in the top 5% of all cities.

Arts Providers		35th
	Independent artists	80 th
	Arts and culture employees	166 th
	Arts, culture & entertainment employees	232 nd
	Arts organizations	27 th
Arts Dollars		96th
	Program revenue	84 th
	Contributed revenue	112 th
	Total expenses	115 th
	Total compensation	134 th
Government Support		94th
	State arts dollars	258 th
	State arts grants	34 th
	Federal arts dollars	815 th
	Federal arts grants	24 th

#19

KANSAS CITY, MO – KS (pop. 2,071,133)

The **Kansas City, MO-KS**, metro area features a vibrant, growing and active arts community that is notable for its size, quality, breadth and entrepreneurial characteristics. There has been a resurgence in the arts scene over the last decade, despite challenging economic circumstances, with over \$1.5 billion invested in new arts and cultural venues in the 21st century. The arts in Kansas City are known for being on the leading edge, regularly receiving international acclaim for their artists and arts venues. Kansas City is home to over 165 nonprofit arts and cultural organizations of various sizes, as well as 61 local stages. The demand for these venues is reflected in Kansas City’s #28 overall ranking for Arts Dollars, with each Arts Dollar measure falling in the top 5% of cities. Although the majority of the arts groups

Arts Providers		167th
	Independent artists	201 st
	Arts and culture employees	237 th
	Arts, culture & entertainment employees	299 th
	Arts organizations	168 th
Arts Dollars		28th
	Program revenue	35 th
	Contributed revenue	19 th
	Total expenses	31 st
	Total compensation	36 th
Government Support		40th
	State arts dollars	51 st
	State arts grants	107 th
	Federal arts dollars	109 th
	Federal arts grants	84 th

can be found in the urban parts of Kansas City, Missouri, over 6,000 independent artists and arts groups can be found throughout the community. Kansas City has strong arts organizations in multiple areas, including a professional symphony, opera and ballet. Kansas City is also home to the Nelson-Atkins Museum of Art and the Kansas City Repertory Theater. Historically, Kansas City has been home to many visual artists, but more recently has welcomed a great many musicians, writers and performance artists. Additionally, Kansas City is home to the Kansas City Art Institute and the Artist INC, both of which attract young artistic entrepreneurs to the area. The local arts scene finds support from the Kansas City Community Foundation, the Muriel McBrien Kauffman Foundation and corporate funders, enabling artists and arts organizations to continue thriving in the changing landscape.

CHARLOTTE – CONCORD – GASTONIA, NC – SC (pop. 2,380,314)**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 Levine 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 in the top 5% in Arts Dollars in the PAC, Dance, and Symphony sectors and 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 is organized through the Arts & Sciences Council, a United Arts Fund that raises more than \$6 million annually (in and out of the workplace).

Arts Providers		81st
	Independent artists	198 th
	Arts and culture employees	147 th
	Arts, culture & entertainment employees	51 st
	Arts organizations	119 th
Arts Dollars		50th
	Program revenue	27 th
	Contributed revenue	114 th
	Total expenses	51 st
	Total compensation	62 nd
Government Support		165th
	State arts dollars	74 th
	State arts grants	498 th
	Federal arts dollars	149 th
	Federal arts grants	222 nd

MEDIUM AND SMALL MSAs

In this section we provide insights into the arts and cultural scene for the top 20 medium and small MSAs, listing each community's ranking on Arts Providers, Arts Dollars and Government Support. The rankings on the metrics and measures are from 1 to 937 since there are 937 unique MSAs and Metro Divisions. Many of these communities might be described as small artist colonies or tourist destinations supported by part-time residents. We remind readers that Arts Providers and Arts Dollars are weighted 45% each and Government Support is weighted 10%. With 937 unique MSAs and Metro Divisions, any ranking between 1 and 93 on a measure puts that community in the top 10% of cities on that measure, and a ranking of 94-187 means the community is in the top 20th percentile, etc. Being ranked in the top 10 roughly means being in the top 1%.



JACKSON, WY – ID (pop. 33,271)

Jackson, WY-ID, is a mountain community of great beauty and innovation. All art forms are represented, at times recognized nationally or internationally for excellence. The Center for the Arts houses many nonprofit arts and cultural organizations and facilitates sharing and collaboration among them. There is also access to world-class performance spaces, The National Museum of Wildlife Art, the Grand Teton Music Festival and the Community Center for the Arts. Strong mid-size and smaller organizations include the 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 school and community partnership that serves as a liaison organization supporting arts education and does its own programming. Jackson ranks #14 and higher on each of the Arts Dollar metrics and in the top 1% overall in this area. Local government, individuals and foundations are very supportive with funding, and overall Government Support ranks in the top 1% of all cities.

Arts Providers		1st
	Independent artists	5 th
	Arts and culture employees	347 th
	Arts, culture & entertainment employees	7 th
	Arts organizations	5 th
Arts Dollars		4th
	Program revenue	14 th
	Contributed revenue	6 th
	Total expenses	2 nd
	Total compensation	7 th
Government Support		8th
	State arts dollars	12 th
	State arts grants	3 rd
	Federal arts dollars	171 st
	Federal arts grants	49 th

#2

GLENWOOD SPRINGS, CO (pop. 75,087)

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. Large marble and metal sculptures are “planted” throughout town, and the vibrant music scene attracts young musicians. Glenwood Springs is ranked #2 in overall Arts Dollars per capita and in the top five on every Arts Dollar measure. It also ranks high on arts, culture and entertainment employees, federal arts grants, number of arts organizations and independent artists per capita.

Arts Providers		4th
	Independent artists	14 th
	Arts and culture employees	23 rd
	Arts, culture & entertainment employees	2 nd
	Arts organizations	6 th
Arts Dollars		2nd
	Program revenue	3 rd
	Contributed revenue	2 nd
	Total expenses	3 rd
	Total compensation	2 nd
Government Support		58th
	State arts dollars	290 th
	State arts grants	124 th
	Federal arts dollars	176 th
	Federal arts grants	8 th

#3

SANTA FE, NM (pop. 148,164)

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 enhanced the role of the arts as a valued asset 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 Santa Fe art scene became a national draw as the result of Modernists’ relocation there in the ‘20s and ‘30s. The popular contemporary arts scene is a culmination of this rich history and results in a community that values and preserves and

Arts Providers		11th
	Independent artists	7 th
	Arts and culture employees	11 th
	Arts, culture & entertainment employees	82 nd
	Arts organizations	19 th
Arts Dollars		3rd
	Program revenue	4 th
	Contributed revenue	5 th
	Total expenses	4 th
	Total compensation	3 rd
Government Support		2nd
	State arts dollars	34 th
	State arts grants	4 th
	Federal arts dollars	8 th
	Federal arts grants	2 nd

promotes all art forms in a modern, progressive city. Two major visual arts markets – Indian Market and Spanish Market – take place each year. Innovative galleries, the presence of SITE Santa Fe, and small nonprofits devoted to new arts experiences energize the thriving contemporary arts scene. Santa Fe Opera is a performing arts mainstay that attracts an international audience. 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. Santa Fe’s ranking in the top 1% on independent artists attests to the many writers, musicians and visual artists who are attracted to the lifestyle, landscapes and larger artist community that influences their work. Santa Fe ranks in the top 1% for Arts Dollars overall and on every measure, and in the top 1% on federal arts dollars and grants, state arts grants and overall Government Support.

#4

Breckenridge, CO (pop. 29,404)

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. Established in 2014, Breckenridge Creative Arts, or BreckCreate, was

developed by the Town of Breckenridge to support and promote arts, culture and creative experiences. This multidisciplinary nonprofit organization is responsible for a series of programs and partnerships that collectively animate and populate a cultural corridor in the heart of downtown Breckenridge. Breckenridge is in the top 10% of cities on all but four of the 12 measures and ranks #1 on the arts, culture and entertainment employees per capita measure. 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.

Arts Providers		2nd
	Independent artists	23 rd
	Arts and culture employees	114 th
	Arts, culture & entertainment employees	1 st
	Arts organizations	16 th
Arts Dollars		33rd
	Program revenue	37 th
	Contributed revenue	34 th
	Total expenses	39 th
	Total compensation	55 th
Government Support		167th
	State arts dollars	375 th
	State arts grants	238 th
	Federal arts dollars	88 th
	Federal arts grants	197 th

#5

Edwards, CO (pop. 52,921)

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 three of the Government Support measures and number of arts and culture employees per capita, which skyrockets when entertainment employees are added to the mix.

Arts Providers		6th
	Independent artists	38 th
	Arts and culture employees	318 th
	Arts, culture & entertainment employees	14 th
	Arts organizations	10 th
Arts Dollars		30th
	Program revenue	39 th
	Contributed revenue	18 th
	Total expenses	28 th
	Total compensation	49 th
Government Support		200th
	State arts dollars	620 th
	State arts grants	424 th
	Federal arts dollars	133 rd
	Federal arts grants	34 th

#6

Bozeman, MT (pop. 97,308)

Bozeman, MT, is a small, mountain town filled with artists, professors and ranchers whose diverse styles are reflected in all aspects of life. It ranks 4th in the country on independent artists and 7th on arts organizations per capita, driving it to the 9th spot overall on Arts Providers. Public art, provided by The Gallatin Art Crossing, can be found throughout the city. 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. These propel the community to a top 1% ranking for Arts Dollars in the ‘Other’ Museum sector. 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. The Bozeman Public Library has also played a supportive role in the cultural community by hosting arts events year round and is home to the Bozeman Sculpture Park. Bozeman ranks high on both federal and state support for the arts.

Arts Providers		9th
	Independent artists	4 th
	Arts and culture employees	17 th
	Arts, culture & entertainment employees	316 th
	Arts organizations	7 th
Arts Dollars		60th
	Program revenue	32 nd
	Contributed revenue	46 th
	Total expenses	33 rd
	Total compensation	326 th
Government Support		5th
	State arts dollars	17 th
	State arts grants	7 th
	Federal arts dollars	7 th
	Federal arts grants	37 th

#7

MISSOULA, MT (pop. 112,684)

Missoula, MT, has an engaged and active population, 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 18th on Arts Providers and in the top 10% 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 home to the University of Montana, and there is a strong town-gown partnership. 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 attracts many writers, visual artists and musicians. Recently, Missoula partnered with the Kennedy Center’s Any Given Child initiative, ensuring local children equal access to arts education in the public schools. The Missoula Children’s Theatre and Montana Repertory Theatre are behind Missoula’s top 1% ranking for Arts Dollars in the theatre sector. Missoula also cultivates a high ranking in federal and state government arts grants.

Arts Providers		18th
	Independent artists	35 th
	Arts and culture employees	5 th
	Arts, culture & entertainment employees	78 th
	Arts organizations	36 th
Arts Dollars		45th
	Program revenue	13 th
	Contributed revenue	239 th
	Total expenses	43 rd
	Total compensation	46 th
Government Support		19th
	State arts dollars	62 nd
	State arts grants	9 th
	Federal arts dollars	709 th
	Federal arts grants	16 th

#8

STEAMBOAT SPRINGS, CO (pop. 23,865)

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 #13 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, 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 battles of the bands. Steamboat Springs Arts Council manages a multi-use arts space, an Artist Member Gallery, a 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 in the top 5% of cities on Arts Providers and on Arts Dollars. However, relatively little state and federal funding makes its way to Steamboat Springs.

Arts Providers		16th
	Independent artists	13 th
	Arts and culture employees	287 th
	Arts, culture & entertainment employees	119 th
	Arts organizations	13 th
Arts Dollars		34th
	Program revenue	44 th
	Contributed revenue	27 th
	Total expenses	34 th
	Total compensation	77 th
Government Support		208th
	State arts dollars	340 th
	State arts grants	128 th
	Federal arts dollars	145 th
	Federal arts grants	418 th

#9

San Rafael, CA (pop. 260,750)

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 that focuses on sound design post-production. As a result, San Rafael ranks #9 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 has its own specialization in the arts; for example, painting, sculpting, musical and 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 scores in the top 5% of cities on all Arts Dollars measurements and ranks #7 in the country for number of federal arts grants and #11 for arts organizations per capita.

Arts Providers		31st
	Independent artists	40 th
	Arts and culture employees	21 st
	Arts, culture & entertainment employees	175 th
	Arts organizations	11 th
Arts Dollars		22nd
	Program revenue	28 th
	Contributed revenue	25 th
	Total expenses	21 st
	Total compensation	18 th
Government Support		241st
	State arts dollars	809 th
	State arts grants	778 th
	Federal arts dollars	50 th
	Federal arts grants	7 th

#10

TRAVERSE CITY, MI (pop. 147,610)

Traverse City, MI, is home to Interlochen Center for the Arts, Sweet Adelines International, Traverse City Film Festival, Traverse Symphony Orchestra, Great Lakes Children’s Museum and Northwest Michigan Ballet Theatre, among others. With its historically intact Victorian architecture, City Opera House is a one-of-a-kind venue that attracts national and international arts programs. 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. It also puts the community’s Arts Education Arts Dollars in the top 1%.

Arts Providers		141st
	Independent artists	161 st
	Arts and culture employees	316 th
	Arts, culture & entertainment employees	544 th
	Arts organizations	97 th
Arts Dollars		6th
	Program revenue	2 nd
	Contributed revenue	45 th
	Total expenses	8 th
	Total compensation	4 th
Government Support		53rd
	State arts dollars	97 th
	State arts grants	207 th
	Federal arts dollars	40 th
	Federal arts grants	120 th

#11

SANTA MARIA – SANTA BARBARA, CA (pop. 440,668)

Santa Maria-Santa Barbara, CA, is a thriving area for the arts. The beaches and mountains of California’s Central Coast provide 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 #3 in the country on independent artists and #8 on arts organizations per capita. The Santa Barbara Art Association has over 500 artists who exhibit original works in diverse media at local venues. The Santa Barbara County Arts Commission organizes exhibitions, and the University of California, Santa Barbara’s Arts & Lectures Presents series brings in a variety of world-class artists. Santa Maria-Santa Barbara scores in the top 5% of cities on Arts Dollars per capita and in the top 10% on every Arts Dollar measure.

Arts Providers		15th
	Independent artists	3 rd
	Arts and culture employees	637 th
	Arts, culture & entertainment employees	456 th
	Arts organizations	8 th
Arts Dollars		39th
	Program revenue	93 rd
	Contributed revenue	28 th
	Total expenses	40 th
	Total compensation	38 th
Government Support		761st
	State arts dollars	887 th
	State arts grants	853 rd
	Federal arts dollars	792 nd
	Federal arts grants	51 st

#12

PITTSFIELD, MA (pop. 128,715)

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 among the outstanding organizations that call the Berkshires home. The wealth of renowned arts and cultural organizations drives Pittsfield’s Arts Dollar ranking to #20, with every measure of Arts Dollars ranking in the top 5%. The Art Museum, Theatre and Dance sectors rank in the top 1% in terms of Arts Dollars. Pittsfield ranks in the top 5% in overall Government Support and Arts Dollars.

Arts Providers		66th
	Independent artists	60 th
	Arts and culture employees	39 th
	Arts, culture & entertainment employees	201 st
	Arts organizations	34 th
Arts Dollars		20th
	Program revenue	18 th
	Contributed revenue	42 nd
	Total expenses	16 th
	Total compensation	20 th
Government Support		22nd
	State arts dollars	57 th
	State arts grants	50 th
	Federal arts dollars	153 rd
	Federal arts grants	19 th

#13

DES MOINES – WEST DES MOINES, IA (pop. 611,549)

The **Des Moines-West Des Moines, IA**, arts and culture scene prospers, thanks to numerous nationally renowned festivals, events and arts destinations. The city’s arts scene draws not only locals but also 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. Des Moines Performing Arts runs the Stoner Theater, Cowles Commons, Temple for the Performing Arts and the Des Moines Civic Center. 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

Arts Providers		76th
	Independent artists	136 th
	Arts and culture employees	368 th
	Arts, culture & entertainment employees	69 th
	Arts organizations	82 nd
Arts Dollars		21st
	Program revenue	9 th
	Contributed revenue	44 th
	Total expenses	17 th
	Total compensation	34 th
Government Support		107th
	State arts dollars	338 th
	State arts grants	331 st
	Federal arts dollars	60 th
	Federal arts grants	66 th

Symphony. Des Moines ranks in the top 1% for Arts Dollars in the PAC sector and 9th on program revenue per capita. The Community Foundation of Greater Des Moines and BRAVO Greater Des Moines, which distributes hotel/motel tax to arts organizations, increase cultural awareness, advocacy and funding, as well as foster collaboration among arts, culture and heritage organizations.

#14

KAHALUI – WAILUKU – LAHAINA, HI (pop. 163,108)

Kahului – Wailuku – Lahaina, HI, highlights its cultural past through a thriving arts scene infused with the spirit of aloha. The Maui Arts and Cultural Center is the largest mainstream arts venue, and the Hui No’eau Visual Arts Center provides a space for visual arts. There are a large number of culturally specific dance and music organizations, and local artisans create and participate in a number of events, ranging from traditional crafts to cultural and musical festivals, throughout the year. This small but vibrant concentration of energy and activity is evidenced by the #13 ranking in the Arts Providers category and a ranking in the top 1% of Arts Dollars in the Community-based arts sector.

Arts Providers		13th
	Independent artists	20 th
	Arts and culture employees	14 th
	Arts, culture & entertainment employees	64 th
	Arts organizations	203 rd
Arts Dollars		185th
	Program revenue	81 st
	Contributed revenue	341 st
	Total expenses	139 th
	Total compensation	235 th
Government Support		148th
	State arts dollars	623 rd
	State arts grants	287 th
	Federal arts dollars	28 th
	Federal arts grants	98 th

#15

BURLINGTON – SOUTH BURLINGTON, VT (pop. 216,167)

The diversity of arts supported by local government funding and private philanthropy 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. Thanks to these organizations and others (e.g., Green Mountain Chamber Music Festival, Vermont Symphony, Vermont Mozart Festival, and University of Vermont’s Robert Hull Fleming Museum of Art Burlington), Burlington scores in the top 10% on every Arts Dollar per capita measure. Burlington attracts progressive, independent-minded folks who like a sense of community, who are attuned to a local-first ethic and who like to work collectively. It ranked 9th in the country for the number of federal arts grants per capita.

Arts Providers		44th
	Independent artists	87 th
	Arts and culture employees	177 th
	Arts, culture & entertainment employees	181 st
	Arts organizations	41 st
Arts Dollars		41st
	Program revenue	38 th
	Contributed revenue	69 th
	Total expenses	45 th
	Total compensation	47 th
Government Support		21st
	State arts dollars	283 rd
	State arts grants	55 th
	Federal arts dollars	42 nd
	Federal arts grants	9 th

#16

ST. CLOUD, MN (pop. 192,418)

St. Cloud, MN, is a unique arts community that is well known for its music scene, ranking in the top 5% at #38 for music-related businesses. While there are only a couple of large organizations in the community, there are many small- and mid-sized organizations that contribute to the local arts scene. The majority highlight music, but have a broad range of genres from chorale and chamber music to musical theatre and tribute bands. The historic Paramount Theatre & Visual Arts Center hosts visual and performance art events for multiple organizations throughout the year, and the Wirth Center for the Performing Arts enriches the area’s cultural environment with exceptional performing arts education and performances. St. John’s University and the College of St. Benedict attract visual artists of all mediums to the area. St. Cloud enjoys strong financial support from the state, regional arts council and the culture legacy fund as shown in its #10 ranking in state grant dollars. It also scores in the top 5% on every Arts Dollar measure and in the top 1% of communities in the PAC sector’s Arts Dollars.

Arts Providers		294th
	Independent artists	258 th
	Arts and culture employees	591 st
	Arts, culture & entertainment employees	743 rd
	Arts organizations	210 th
Arts Dollars		8th
	Program revenue	5 th
	Contributed revenue	3 rd
	Total expenses	22 nd
	Total compensation	28 th
Government Support		92nd
	State arts dollars	10 th
	State arts grants	380 th
	Federal arts dollars	568 th
	Federal arts grants	90 th

#17

BENNINGTON, VT (pop. 36,445)

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 nonprofit events. The MSA includes Bennington and Manchester, VT, which feature the Southern Vermont Arts Center, Bennington Art Guild, Bennington Center for the Arts, Bennington Museum, Vermont Arts Exchange, the Manchester Music Festival and the American Museum of Fly Fishing. Visual artists, filmmakers and musicians are drawn to the area.

Arts Providers		72nd
	Independent artists	71 st
	Arts and culture employees	77 th
	Arts, culture & entertainment employees	141 st
	Arts organizations	52 nd
Arts Dollars		42nd
	Program revenue	51 st
	Contributed revenue	65 th
	Total expenses	41 st
	Total compensation	44 th
Government Support		51st
	State arts dollars	94 th
	State arts grants	93 rd
	Federal arts dollars	174 th
	Federal arts grants	42 nd

#18

SUMMIT PARK, UT (pop. 39,105)

Summit Park, UT, MSA includes all of Summit County, home to Park City and its three ski resorts. On average, the tourist population of Park City greatly exceeds the number of permanent residents, making the availability of the arts 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, the Sundance Institute, Sundance Children’s Theatre, Park City Institute, 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. The area is strong on independent artists and arts organizations per capita, and the area’s federal arts dollars are robust. In terms of strengths in particular sectors, this MSA ranks #19 on film-related businesses and #9 on art schools per capita.

Arts Providers		28th
	Independent artists	16 th
	Arts and culture employees	280 th
	Arts, culture & entertainment employees	273 rd
	Arts organizations	18 th
Arts Dollars		119th
	Program revenue	124 th
	Contributed revenue	132 nd
	Total expenses	134 th
	Total compensation	129 th
Government Support		70th
	State arts dollars	94 th
	State arts grants	210 th
	Federal arts dollars	29 th
	Federal arts grants	193 rd

#19

EASTON, MD (pop. 37,643)

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 bluegrass bands. The burgeoning music scene features notable organizations such as the 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 8th in contributed revenue, 10th in total expenses and 11th in total compensation. It is also in the top 5% for state arts dollars in the community.

Arts Providers		190th
	Independent artists	144 th
	Arts and culture employees	76 th
	Arts, culture & entertainment employees	295 th
	Arts organizations	219 th
Arts Dollars		13th
	Program revenue	56 th
	Contributed revenue	8 th
	Total expenses	10 th
	Total compensation	11 th
Government Support		67th
	State arts dollars	47 th
	State arts grants	168 th
	Federal arts dollars	147 th
	Federal arts grants	136 th

#20

MEDFORD, OR (pop. 210,287)

Medford, OR, has a robust variety of performing arts outlets and venues in the Rogue Valley. The area boasts a thriving visual arts community in the semi-rural, culturally conservative area of southern Oregon. Medford is home to the world-famous Oregon Shakespeare Festival and the popular Britt Festival summertime musical amphitheater. Building on the demand created by these well-known festivals, Medford has invested in performance space, completing the renovation of one historic theater and currently working on a second historic 1929-era theater. As a result, the community enjoys an above-average number of smaller, diverse performing arts companies that thrive in the rich natural environment, stellar scenery and unparalleled outdoor recreation. This diversity and dynamism are reflected in their overall #11 ranking for Arts Dollars and #2 ranking in arts and culture employees. Although most funding comes from earned revenue sources, city government and Lithia Motors support a rich blend of cultural activities and venues for local citizens.

Arts Providers		157th
	Independent artists	110 th
	Arts and culture employees	2 nd
	Arts, culture & entertainment employees	228 th
	Arts organizations	149 th
Arts Dollars		11th
	Program revenue	7 th
	Contributed revenue	41 st
	Total expenses	19 th
	Total compensation	9 th
Government Support		306th
	State arts dollars	405 th
	State arts grants	344 th
	Federal arts dollars	643 rd
	Federal arts grants	168 th

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.

Going forward, we will continue to track 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.

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.

(Endnotes)

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

DataArts is a nonprofit organization that empowers the arts and cultural sector with high-quality data and resources in order to strengthen its vitality, performance, and public impact. Any interpretation of the data is that of the authors, not DataArts. For more information, visit us at 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 Organizations are assigned to arts disciplines using the National Taxonomy of Exempt Entities (NTEE), which is a classification system for nonprofit organizations. The NCCS 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 DataArts' Cultural Data Profile 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.

- iv See i above.