

#### Measuring Intrinsic Impact New Metrics for Valuing Art



### How it is now

- We have gotten very good at measuring "things financial"
- We express our "value" and "impact" in sales numbers, butts in seats, community economic impact
- As artists and arts administrators, we've turned ourselves into bean counters because the people we deal with, what they count is beans."
  - David Kilpatrick, executive director, La Crosse Community Theatre, Wisconsin
- <u>But</u>...we know that the true value of art is much deeper than that.



Intrinsic Impact: the intellectual, social, emotional and empathetic impact of a piece of art on an individual, measured using standard metrics and a common vocabulary.







### captivation aesthetic growth social bridging and bonding intellectual stimulation emotional resonance



## If you can describe something, you can measure it.







### The Project and talk about Learning to measure the **intellectual**, emotional, social, empathic effect of art on an individual using standard metrics and a common vocabulary.







ENDOWMENT

The Andrew W. Mellon Foundation

The PewCenter forArts &Heritage





Theatre Development Fund







#### COUNTING NEW BEANS

intrinsic impact and the value of art

featuring

MEASURING THE INTRINSIC IMPACT OF LIVE THEATRE the final report on the landmark two-year intrinsic impact theatre study from research firm WOLFBROWN and authors ALAN BROWN and REBECCA RATZKIN

essays by ARLENE GOLDBARD, CLAYTON LORD, REBECCA NOVICK and DIANE RAGSDALE

and interviews with Susan Atkinson - Keith Baker - Anne Bogart - Dudley Cocke - David Dower Oskar Eustis - Steven Glaudini - Taylor Greenthal - Rachel Grossman - Todd Haimes David Kilpatrick - Jessica Kubzansky - Martha Lavey - Barry Levine - Rob Melrose Bonnie Metzgar - Michael Michetti - Terrence Nolen - Diane Paulus - Jill Rafson Bill Rauch - Jack Reuler - Michael Rohd - Howard Shalwitz - Tony Taccone Sarah Taines - Sydni Taines - Sixto Wagan

with a foreword by BEN CAMERON and introduction by BRAD ERICKSON

edited by CLAYTON LORD

**11** months

**26** theatres

**12** cities

24 interviews

4 original essays

**58** productions

60,000 surveys out

19,000 surveys back

>40% response rate

visit theatrebayarea.org/intrinsicimpact



#### Plays and musicals have different impact footprints



## Single Ticket Buyers reported categorically higher levels of impact





# What emotions were you feeling as you left the theatre?

Booty Candy (Woolly Mammoth Theatre Company)



### Summary of Results

- Familiarity and pre-performance engagement (preparation) positively impact anticipation
- Anticipation positively impacts intrinsic impact
- Intrinsic impact positively impacts the stickiness of the memory (estimated impression left in a year)
- Post-performance engagement positively impacts stickiness
- Stickiness impacts likelihood to recommend (loyalty)
- Less-frequent theatregoers/single ticket buyers report higher impacts than more frequent ones/subscribers
- Intentionality and preparation matter. Decision makers were more impacted than guests.



## Next Steps

- Increase uptake by fostering use by more organizations.
- Piloting in-depth consultancies to encourage action out of the research.
- Instigate field-wide conversations -- in-person and virtually -- across the country.



## accessible affordable standardized understood routine



#### **Surveying Audiences**

- + Speaking to Artists
- + Speaking to Audiences
- + Making It Accessible

## Changing the Conversation about Impact and Success



## Thank you!

### Counting New Beans is available at bit.ly/ImpactArt

