

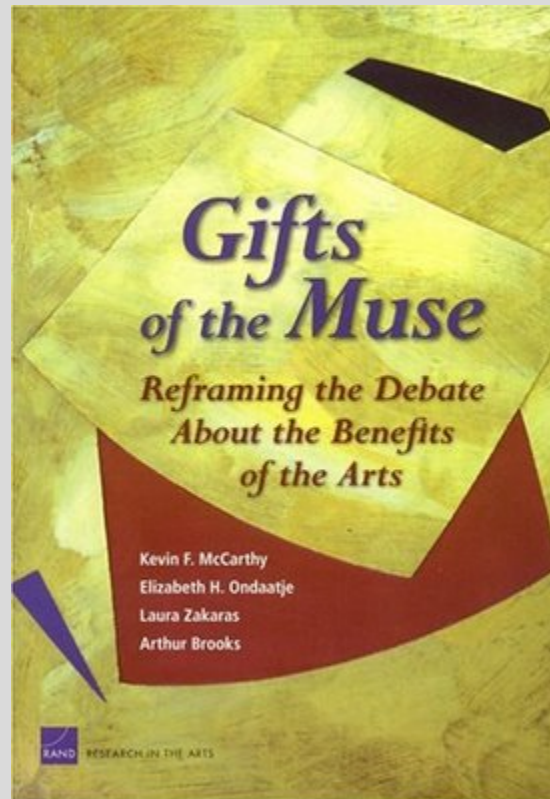


Measuring Intrinsic Impact New Metrics for Valuing Art

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*
- But...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.



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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**.

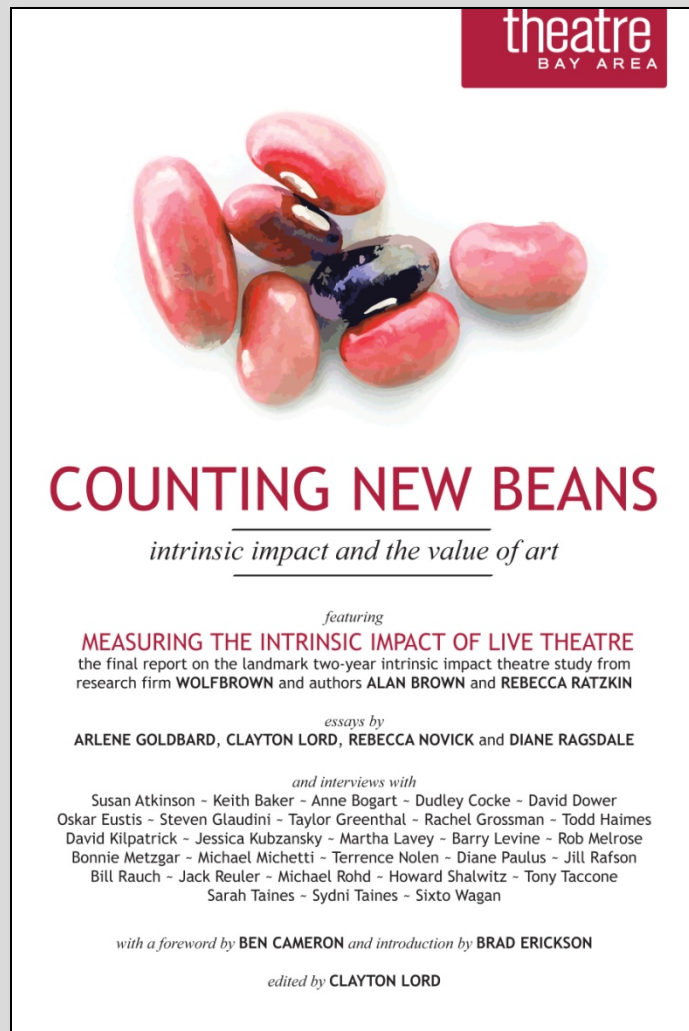


The Andrew W. Mellon Foundation

The
Pew Center
for Arts
& Heritage



theatre
BAY AREA

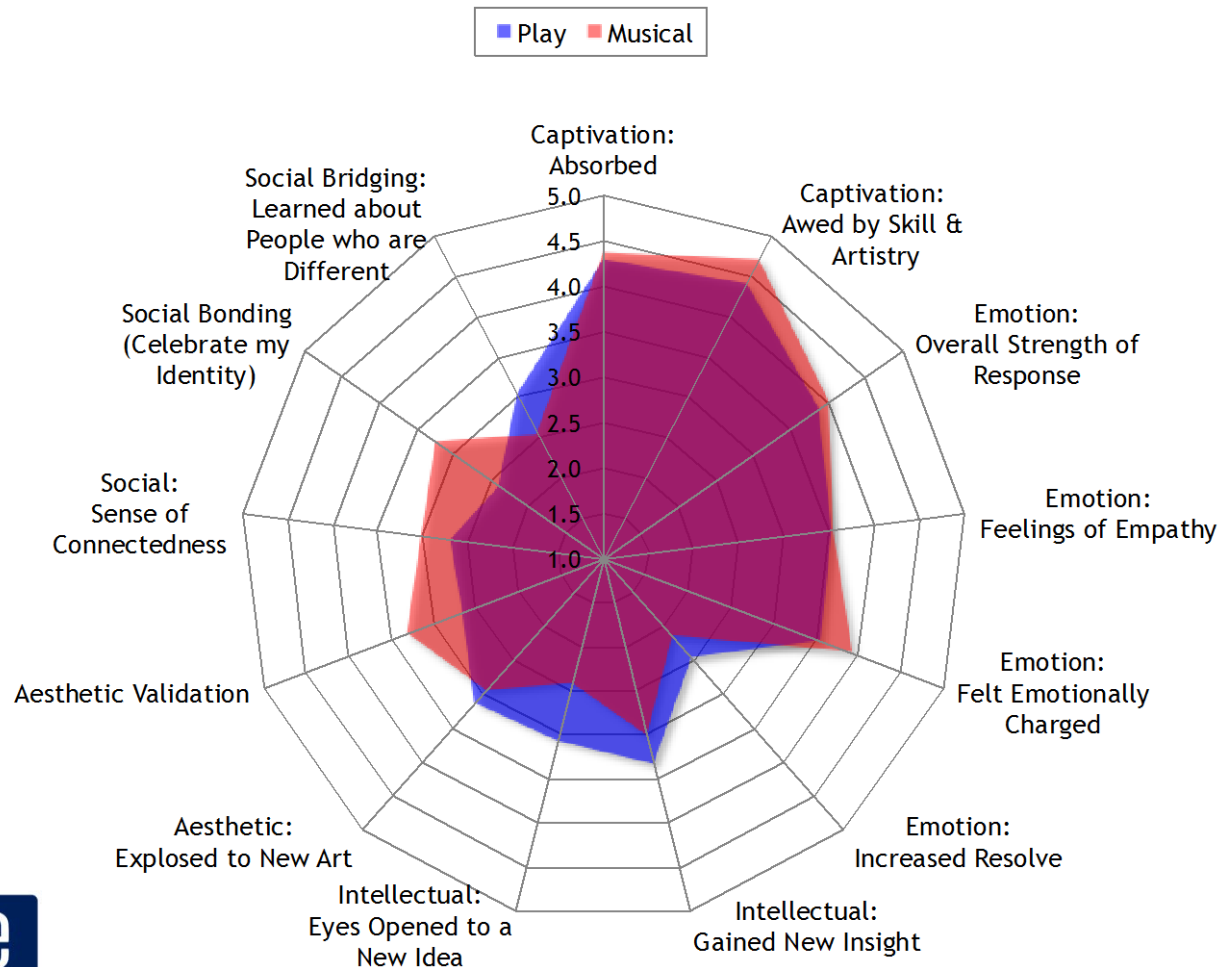


11 months
26 theatres
12 cities
24 interviews
4 original essays
58 productions
60,000 surveys out
19,000 surveys back
>40% response rate

visit theatrebayarea.org/intrinsicimpact

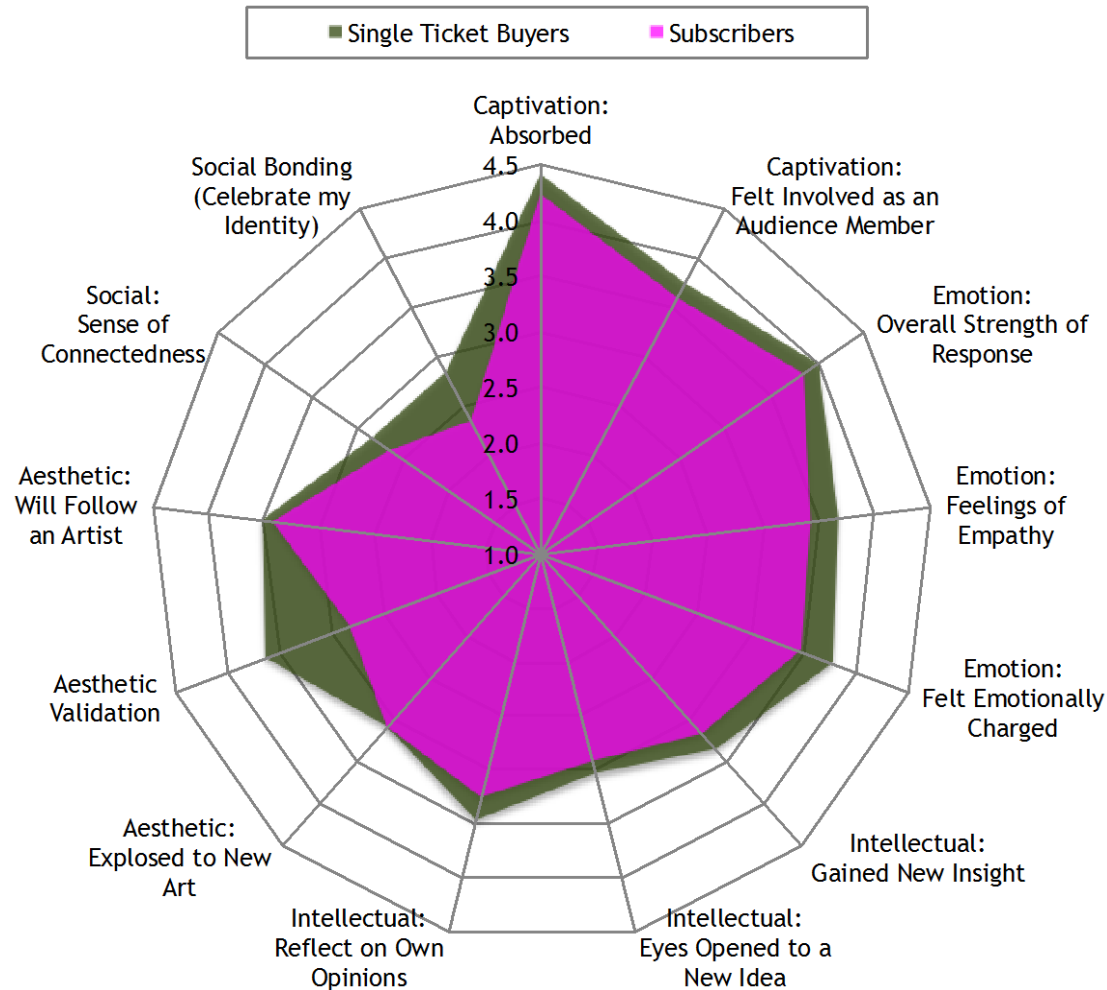
Plays and musicals have different impact footprints

Key Impact Indicators - Plays vs. Musicals



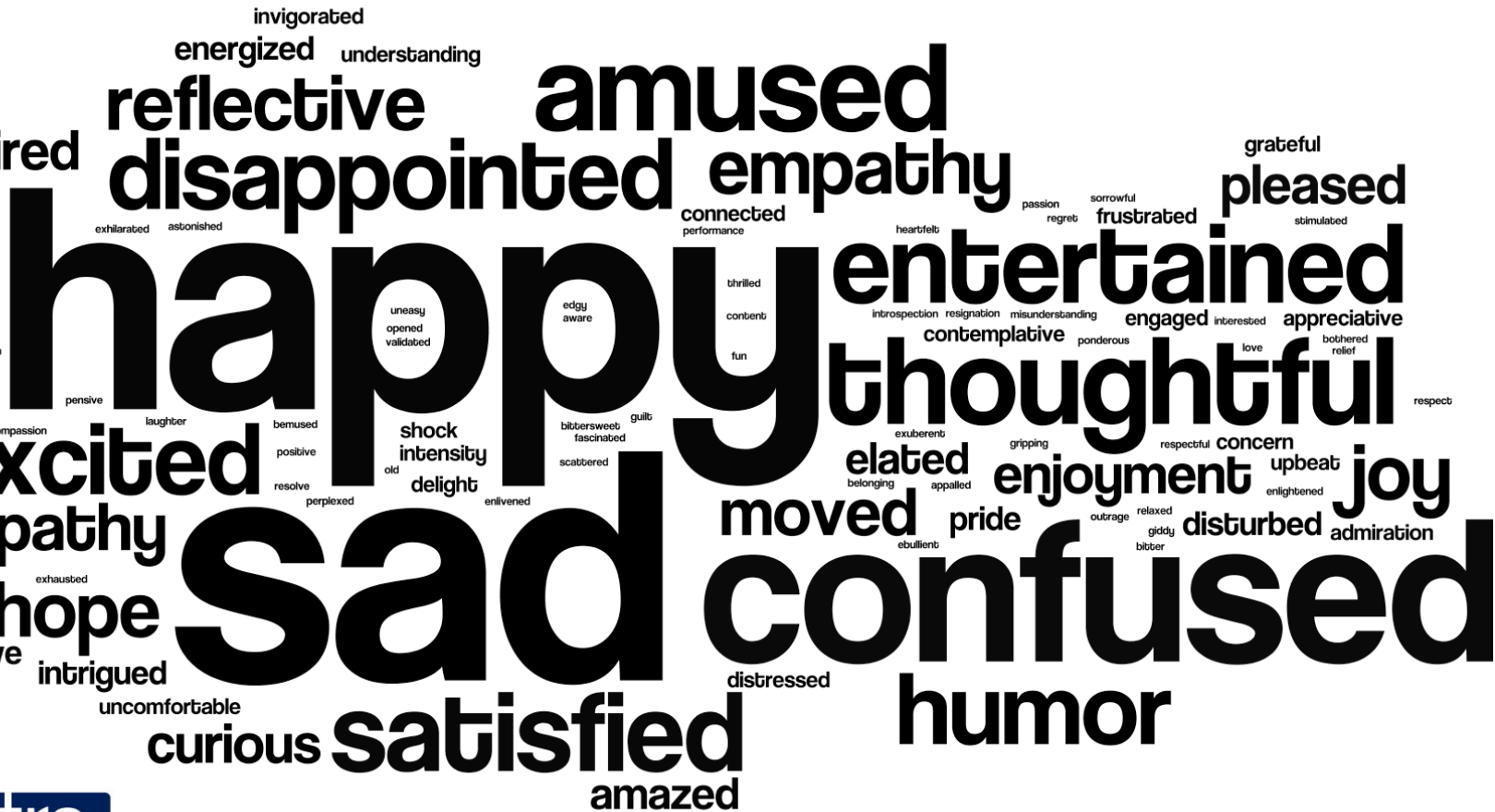
Single Ticket Buyers reported categorically higher levels of impact

Select Impact Indicators - Subscribers vs. Single Ticket Buyers



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