

Data Driven Decision Making

National Assembly of State Arts Agencies

October 5, 2012



Arizona
Commission
on the Arts



CULTURAL DATA
PROJECT

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Executive Director

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Special Projects Coordinator

Lora Gordon
Associate



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BUILDING STRENGTH
THROUGH INFORMATION

HOME

ABOUT THE CDP

WHO WE SERVE

OUR PARTNERS

CDP IN RESEARCH

NEWSROOM

EVENTS

CONTACT US

CULTURAL ORGANIZATIONS

Visit your state CDP site to login

Arizona



GO

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National Aquarium in Baltimore, MD

VIEW CDP'S STORY 
2.5 minutes

Operated by The Pew Charitable Trusts, the **Cultural Data Project** is a powerful online management tool designed to strengthen arts and cultural organizations. This groundbreaking project gathers reliable, longitudinal data on the sector.

Our emerging national standard enables participating organizations to track trends and benchmark their progress through sophisticated reporting tools, empowers researchers and advocates with information to make the case for arts and culture, and equips funders with data to plan and evaluate grantmaking activities more effectively.

INFORMATION FOR:

Grantmakers



Researchers

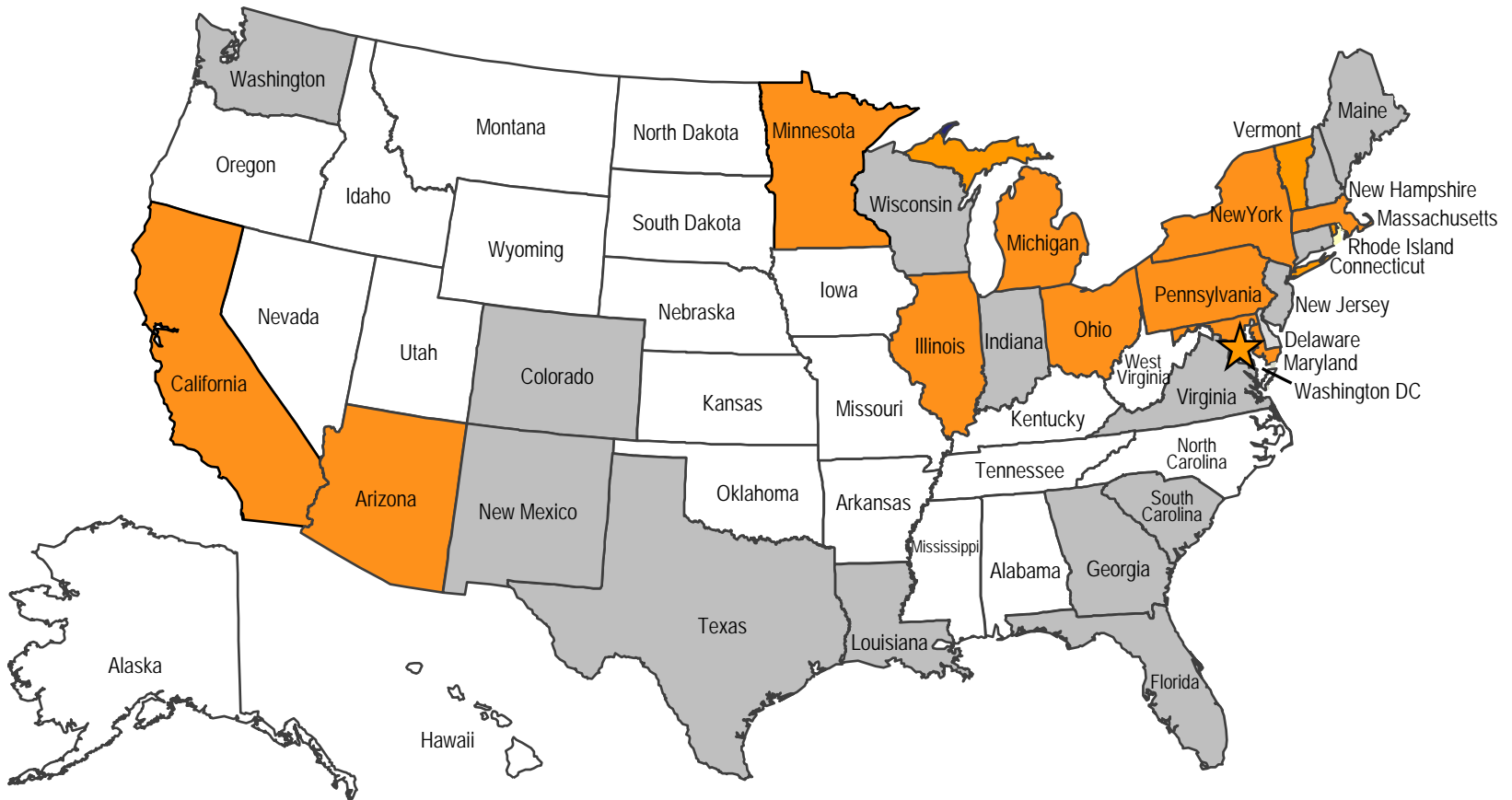


Cultural Organizations




13 states in operation
14,500+ organizations
200+ grant Programs

- States in operation
- States working to launch CDP
- States that have expressed interest



Arts & Cultural Organizations



ORGANIZATION

Organization Name Example
 Address 123 F
 County Philad
 Web Address exam
 Contact Person Liz Ou
 Accounting Method Accru

This applicant is audited or

Data Profile Status: FY 20
FY 20

EXECUTIVE SUM

Financial Activity

Unrestricted Activity

Revenue

Earned
 Investment & Transfers
 Contributed

Total Unrestricted Revenue

Expenses

Total Program Expense
 Total Fundraising Expense
 Total General & Administrative Expense

Total Expenses

Balance Sheet Summary

Current Assets
 Fixed Assets
 Total Assets

Current Liabilities
 Non-Current Liabilities

Total Liabilities
 Net Assets

Un
 Temporarily F
 Permanently F

Total Liabilities & Net Assets

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Arizona Commission on the Arts

Example Historic House
Program Activity Trend Report

[TELL ME MORE](#)

This report looks at the t

Attendance

Total paid attendance
 Physical
 Virtual

Total free attendance
 Physical
 Virtual

Total attendance
 Physical
 Virtual

Children 18 and under a
 Physical
 Virtual

Number of groups of chi
 Physical
 Virtual

Number of other groups
 Physical
 Virtual

Class and workshop atte
 Physical
 Virtual

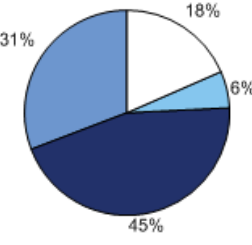
Total attendance figure i

Salaries and Fringe Benefits

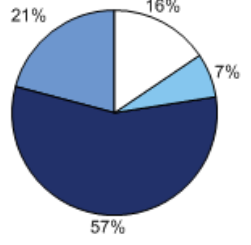
	Average		Median	
	FY 2010	% of total	FY 2010	% of total
Program				
Artists & performers	\$2,386,578	31%	\$2,306,350	21%
Program - all other	3,488,039	45%	5,591,056	57%
Total Program	5,874,617	76%	7,897,406	77%
Fundraising	448,134	6%	669,258	7%
General & Administrative	1,429,302	18%	1,343,583	16%
Total Salaries and Fringe	\$7,752,053	100%	\$9,910,247	100%
Total Expenses	\$14,396,863		\$22,989,450	
As a % of Total Expenses	54%		47%	
			\$7,281,513	52%

Personnel Expense as a % of Total

Your Organization



Comparison Group - Average



This graph shows the salaries and fringe benefits for each group as a percentage of total salaries and fringe benefits for your organization and the average of the comparison group.

- Artists & Performers
- Program - All Other
- Fundraising
- General & Administrative

9 Me

10 Su


\$0

\$0

217

\$56,510

Grantmakers



ORGANIZATION

Organization Name
Address
County
Web Address
Contact Person

This applicant is n
~0% signifies a value

FINANCIAL SU

Financial Activity

Unrestricted Activity
Revenue

Earned
Program
Non-program

Total Earned
Investment & Transfer
Contributed

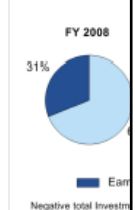
Total Unrestricted R
Total Unrestricted R

Expenses
Program
Fundraising
General & Administrat

Total Expenses

Net Unrestricted Act
Net Temporarily Res
Net Permanently Res

Net Total Activity



Balance Sheet Su

Total Assets
Total Liabilities
Total Net Assets
Total Liabilities & Ne

Example Performing Arts Organization

Recently Viewed: [Show All](#)

General Operating
Support FY 2012

ORGANIZATIONS

Search

Recently Viewed: [Show All](#)

Sample Arts Center

ANALYTICS

Select Program / Organization
Select Program
Select Report
Select Trend / Comparison
Select Years
View Main Report

Detail Reports

■ **Program Revenue**

Non-Program Revenue
Investment Revenue
Contributed Revenue
Government Revenue

Program Expense
Program Salaries & Fringe

Fundraising Expense
Fundraising Salaries & Fringe

General & Administrative Expense
General & Administrative Salaries & Fringe

COMPLETED EXPORTS

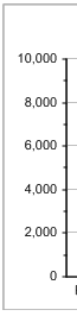
MY ACCOUNT
TERMS OF SERVICE & PRIVACY POLICY
CONTACT
HELP
LOGOUT

This detail r

Program

Admissions
Ticket sales
Tuition
Workshop &
Touring fee
Non-fundra
Gallery/pub
Membershi
Performanc
Media subs
Contracted
Royalties/ri
Sponsorshi
Other earne

Total Progr



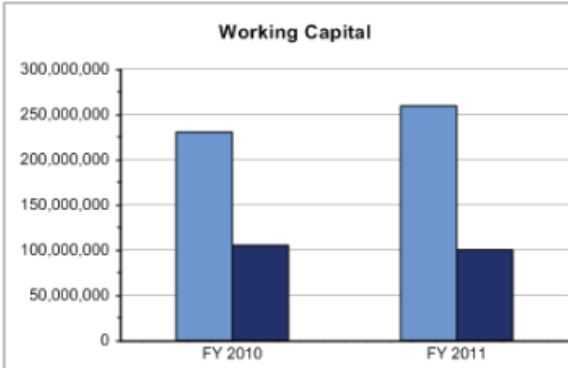
Disclaimer: D
Cultural Data
the accuracy

General Operating Support FY 2012

Unrestricted Activity Trend Report

Report Data [PRINT](#)

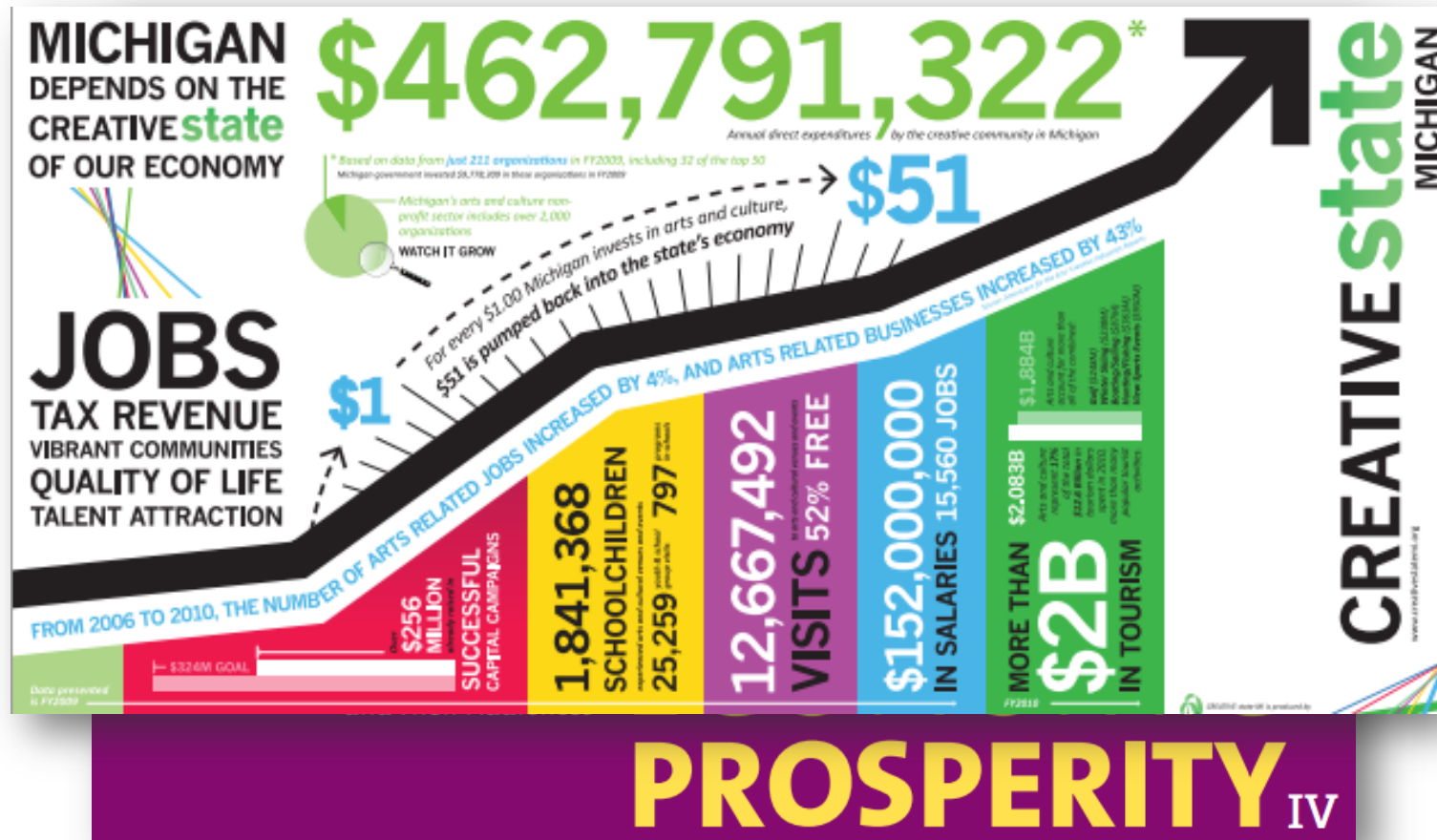
Working Capital ?	Total FY 2010	% of total	Total FY 2011	% of total
Unrestricted Current Assets				
Cash and other marketable securities	\$168,134,668	73%	\$192,919,495	74%
Receivables	35,320,614	15%	36,851,877	14%
Prepaid expenses & other	27,030,476	12%	29,518,195	11%
Total Unrestricted Current Assets	\$230,485,758	100%	\$259,289,567	100%
Unrestricted Current Liabilities				
Accounts payable & other	\$46,725,617	44%	\$43,463,177	43%
Loans & other debt	14,072,532	13%	11,603,506	12%
Deferred revenue	44,556,598	42%	45,126,508	45%
Total Unrestricted Current Liabilities	\$105,354,747	100%	\$100,193,191	100%
Total Working Capital	\$125,131,011		\$159,096,376	



The graphs show trends in total unrestricted current assets and liabilities.

Legend:
■ Unrestricted Current Assets
■ Unrestricted Current Liabilities

Researchers and Advocates



<http://www.culturaldata.org/research>

Arizona Cultural Data Project Timeline

- **July 2010:** Initial meeting of Arizona Cultural Data Project Task Force
- **February 1, 2011:** Launch of Arizona CDP
- **September 30, 2011:**
Arts & Economic Prosperity IV Inclusion Deadline
- **March 15, 2012:**
AZ Arts Commission Grant Application Deadline

Arizona CDP Task Force Publication

- **June 2012:** Initiate push to increase “Review Complete” profiles
- **August 1, 2012:** Deadline for Inclusion
- Increased number of “Review Complete” Organizations by 27%
- Blog posts, email blasts, direct mailings, phone calls, in-person meetings, social media, training sessions



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Using humor to drive home our message





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Using CDP data to engage in conversations

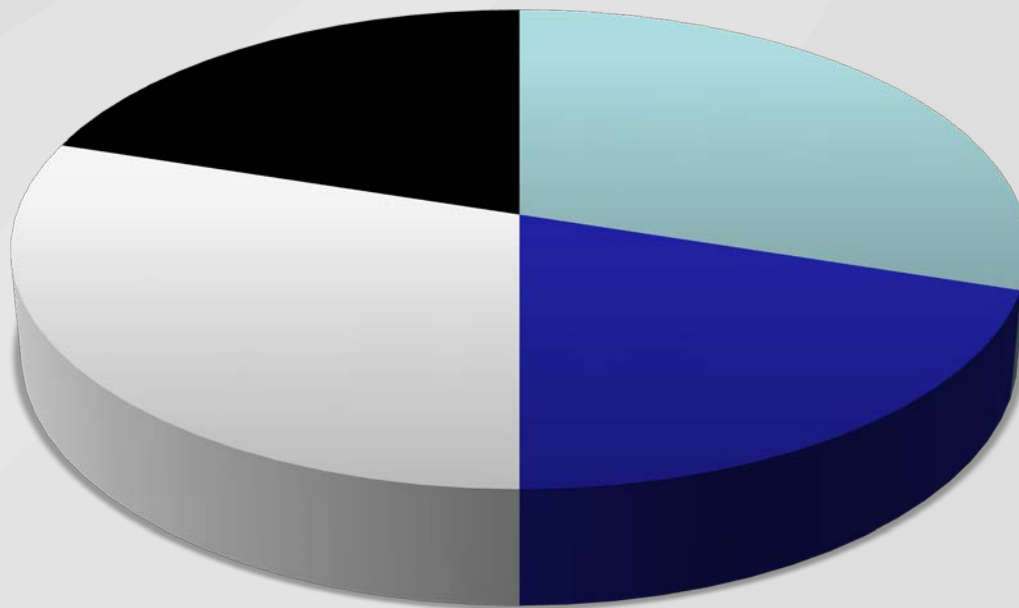
- Board to Board
- House parties
- Workshops and conferences
- Elected officials
- Leadership gatherings
- Faith, Business Community





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The focus of our conversation



- Inclined
- Interested
- Independent
- Disinclined

Using data to build public value – public good

- The fluoride in your drinking water
- The playlist of your local radio station
- The dollar amount of your last speeding ticket
- The number of strip malls on your street



How do we see the arts as Public Good?

- Arts Organization + Historic Preservation = Economic Impact
- Festival + Cultural Tourists = Hotel Room Sales
- Arts Education + Engaged students = More Graduates
- Arts Participation + Civic engagement = Safer Neighborhoods



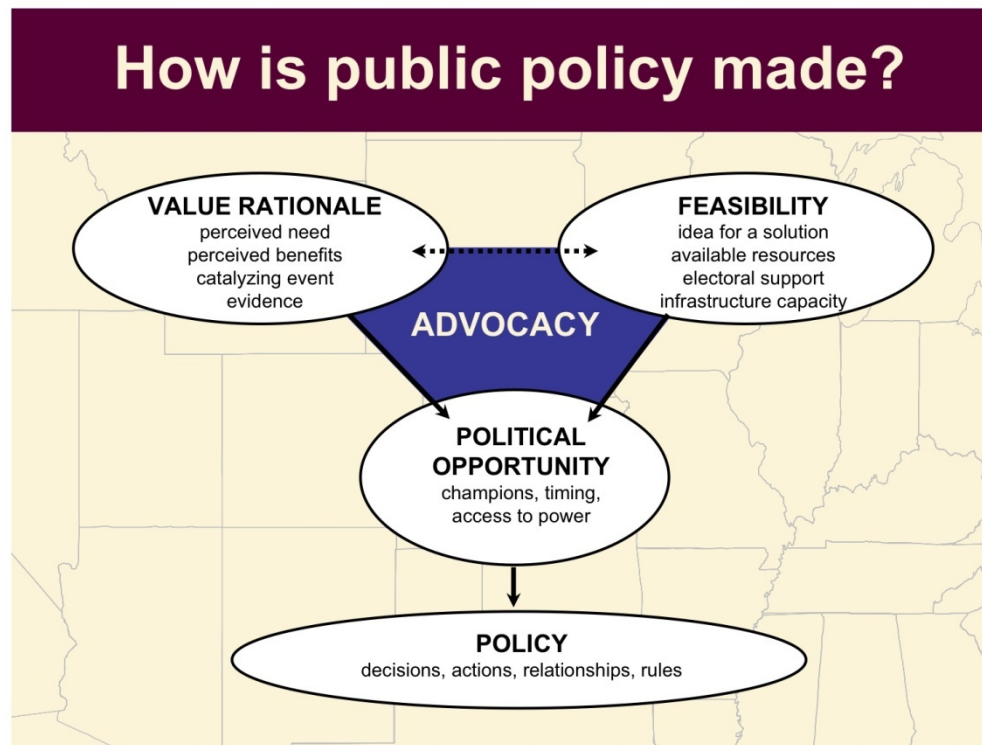
Developing new policy through Advocacy

- A good value rationale-
- political opportunity, and-
- the feasibility of the policy.





Advocacy and information = the development of Public Policy



Using CDP data to revise grants policy

■ Awareness

- Financial liquidity
- History
- Planning
- Audience

■ Action

- Serving Arizonans
- Fiscal creativity
- Participation
- Engagement



Using CDP data to change behavior

- Increase use of CDP tools
- Promote comparison
- Promote openness and transparency
- Engage a wider circle of players





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