Data Defining PLACE

Ardath Weaver
Research Director
North Carolina Arts Council

Mayberry ...

Surry Arts Council Mayberry Days, Mount Airy

& Metropolis

Bechtler Museum and Knight Theater, Charlotte

Using Data is not “Opening a can of worms”

Tobacco Hornworms, Duke Homestead Festival

Some Data We Use:

- Census and other federal datasets
- Grantee Reporting
- Labor Market Information
- Creative Vitality Index (CVI)
- Surveys
- Anecdotal Evidence

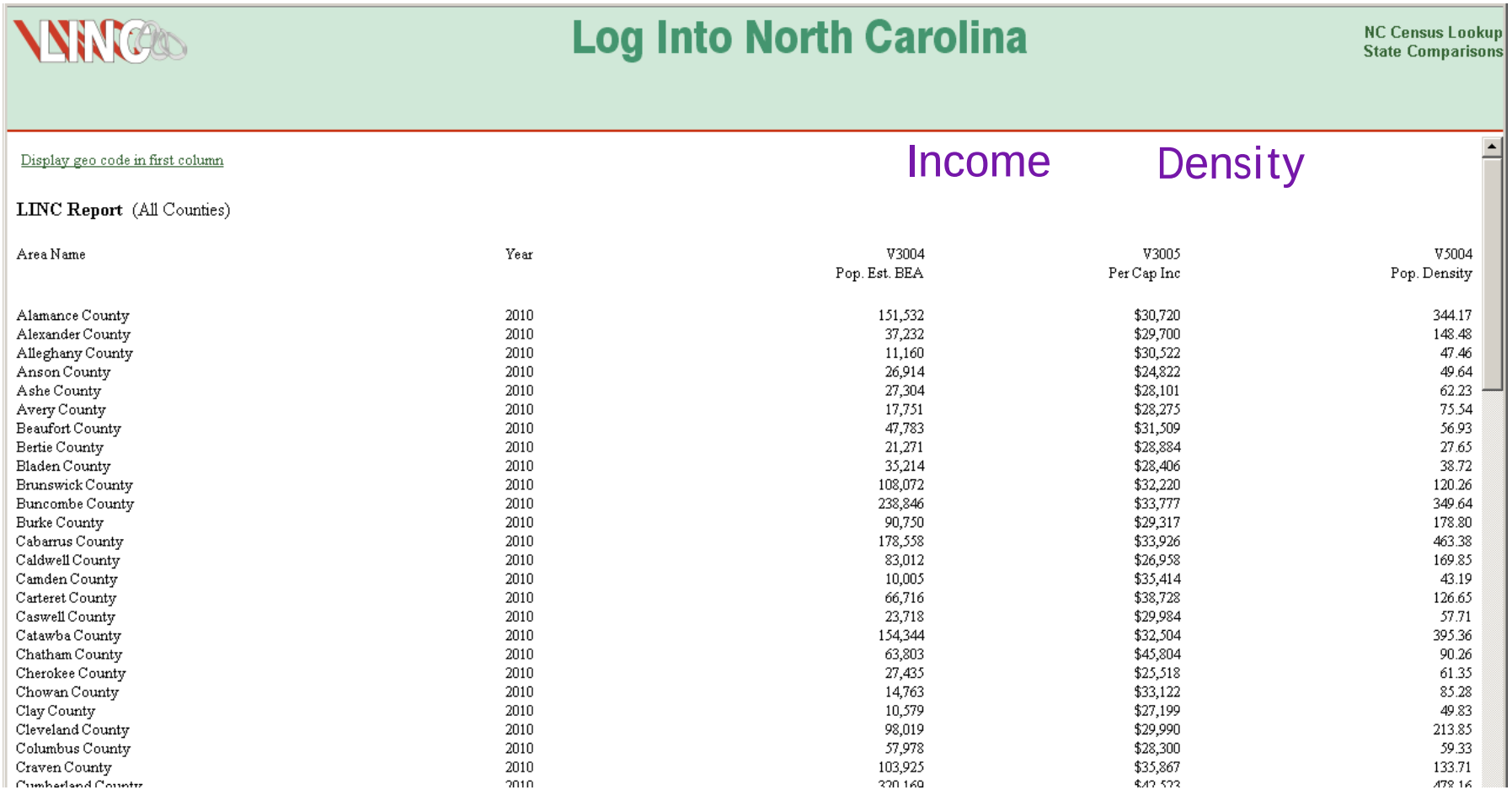
Some Ways We Use Data:

- Identifying Population Patterns
- Examining Funding Equity
- Creative Economy Positioning

Identifying Population Patterns

NORTH CAROLINA arts COUNCIL

Population Data



Log Into North Carolina

NC Census Lookup
State Comparisons

Display geo code in first column

Income

Density

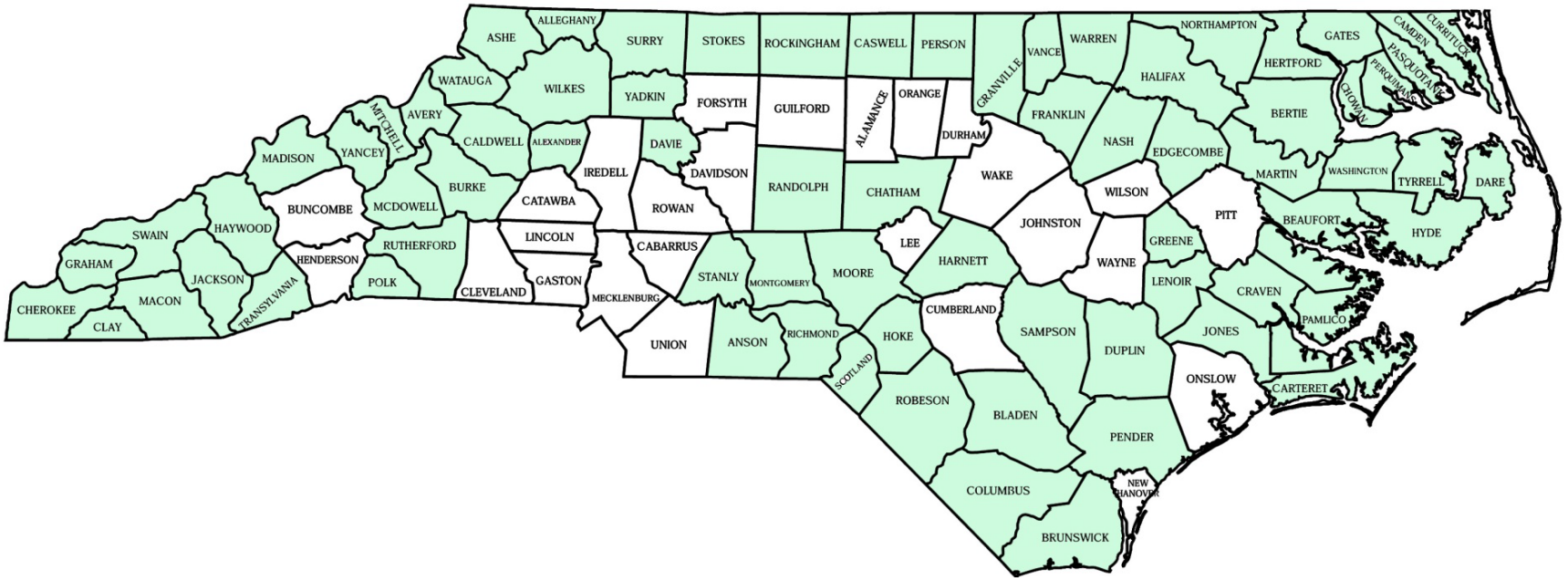
LINC Report (All Counties)

Area Name	Year	V3004 Pop. Est. BEA	V3005 Per Cap Inc	V5004 Pop. Density
Alamance County	2010	151,532	$30,720	344.17
Alexander County	2010	37,232	$29,700	148.48
Alleghany County	2010	11,160	$30,522	47.46
Anson County	2010	26,914	$24,822	49.64
Ashe County	2010	27,304	$28,101	62.23
Avery County	2010	17,751	$28,275	75.54
Beaufort County	2010	47,783	$31,509	56.93
Bertie County	2010	21,271	$28,884	27.65
Bladen County	2010	35,214	$28,406	38.72
Brunswick County	2010	108,072	$32,220	120.26
Buncombe County	2010	238,846	$33,777	349.64
Burke County	2010	90,750	$29,317	178.80
Cabarrus County	2010	178,558	$33,926	463.38
Caldwell County	2010	83,012	$26,958	169.85
Camden County	2010	10,005	$35,414	43.19
Carteret County	2010	66,716	$38,728	126.65
Caswell County	2010	23,718	$29,984	57.71
Catawba County	2010	154,344	$32,504	395.36
Chatham County	2010	63,803	$45,804	90.26
Cherokee County	2010	27,435	$25,518	61.35
Chowan County	2010	14,763	$33,122	85.28
Clay County	2010	10,579	$27,199	49.83
Cleveland County	2010	98,019	$29,990	213.85
Columbus County	2010	57,978	$28,300	59.33
Craven County	2010	103,925	$35,867	133.71
Cumberland County	2010	320,169	$42,523	478.16

- Census Population Estimates, State Data Center
- BEA Bureau of Economic Analysis BEA uses the Bureau of the Census county population totals as of July 1. These population figures should be used only with BEA income figures to calculate per capita estimates.

North Carolina has many diverse places.

- 100 counties
- 74 counties rural

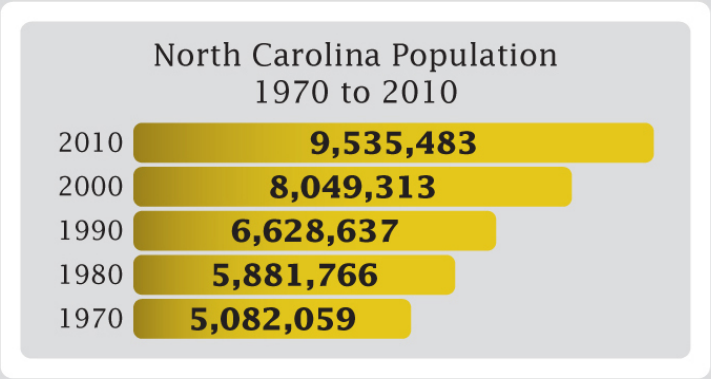


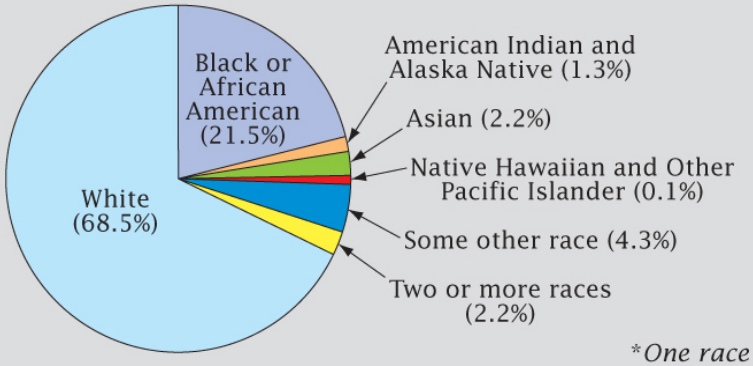
County: unit of government service for education & human resources

Rural: < state average population density of 195 people per square mile

Source: 2010 Census Population Estimates, State Data Center

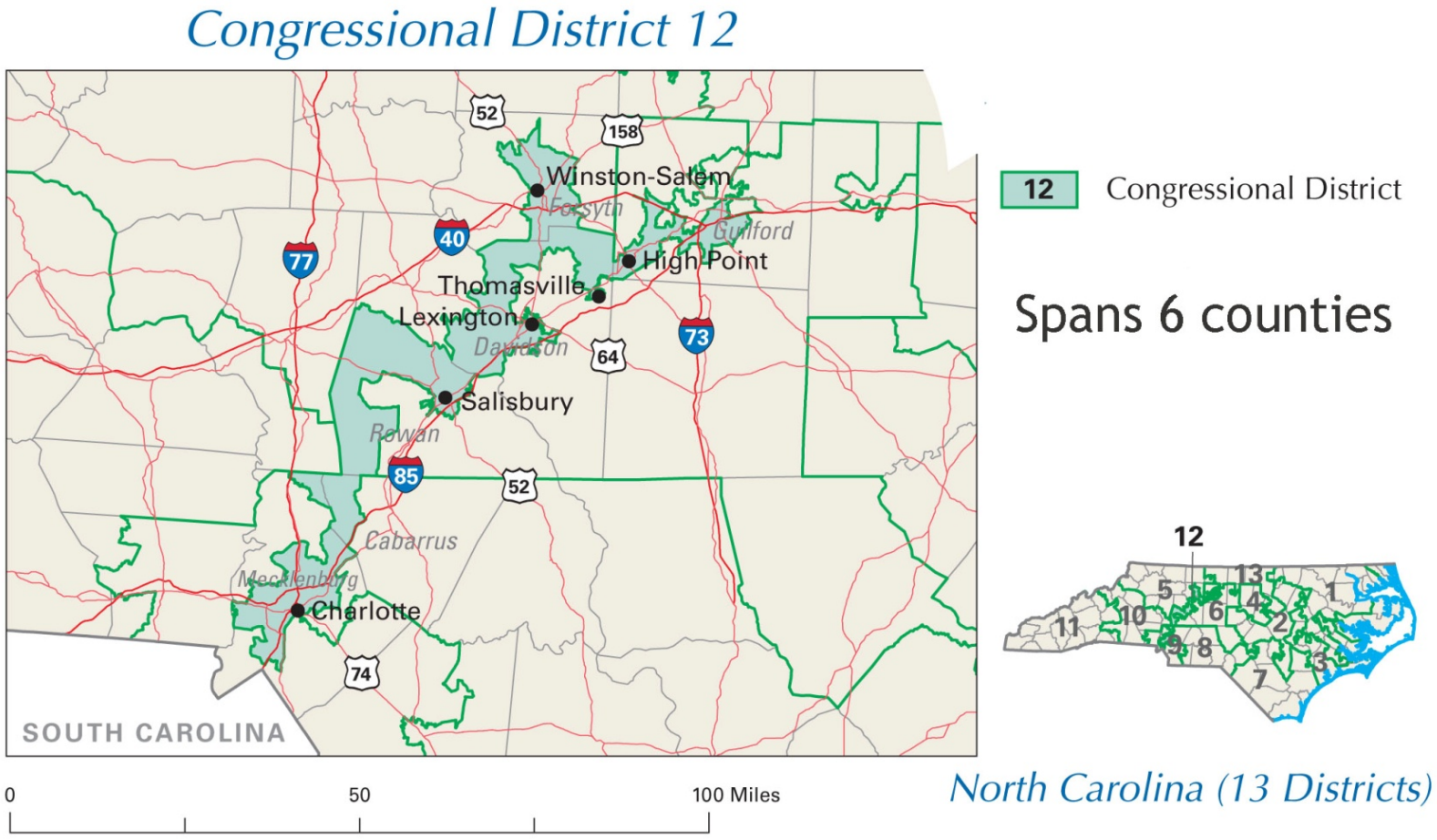
Changing Demographics





Hispanic or Latino (of any race) makes up **8.4%** of the state population.

Changing Politics



Examining Funding Equity

Variable	Measure
Location	**County/Region** [Place]
Amount	% of Total Awarded
Population	Per Capita Impact

How to report Place?

- Payee Zipcode
- Applicant County
- Economic Development Region
- Congressional District
- Legislative District
- Project Location

Question Type: **Select Menu**

Question Title:
(will display to user only if required and not answered) Project County

Question:
Select the county or counties where your project will physically take place.
Exception: If your organization is a K-12 school which serves multiple counties, please select all that apply.

Explanation:(appears in a "help" window)
Do not select multiple counties based on your audience. Project county should define where the project actually takes place, with the exception of some K-12 schools which serve multiple counties. Grassroots and Regional Artist Project applicants should select all counties from which subgrant applications are accepted.

Heading:
(Used as a section title or header. Appears in large text.) Project County

Show Heading on PDF:
(Check this box if you would like the heading to appear on the PDF.) ☑

Footnote:
(Small italic text in parantheses appearing beneath the question. Use for chararcter limit or special instructions.)

Show Footnote on PDF:
(Check this box if you would like the footnote to appear on the PDF.) ☐

culturegrants online℠

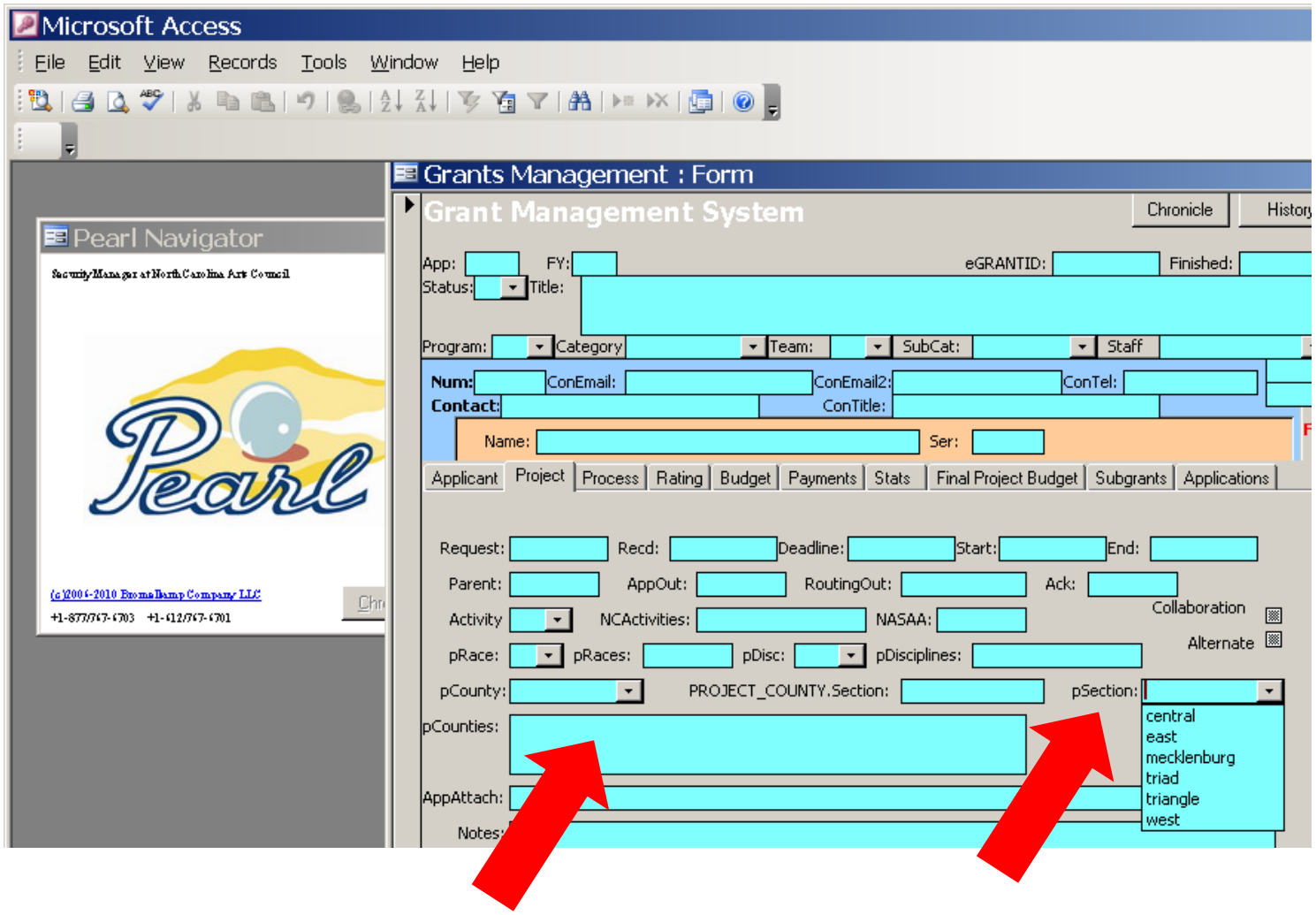
Database Field Name: pcounties

Required? Yes

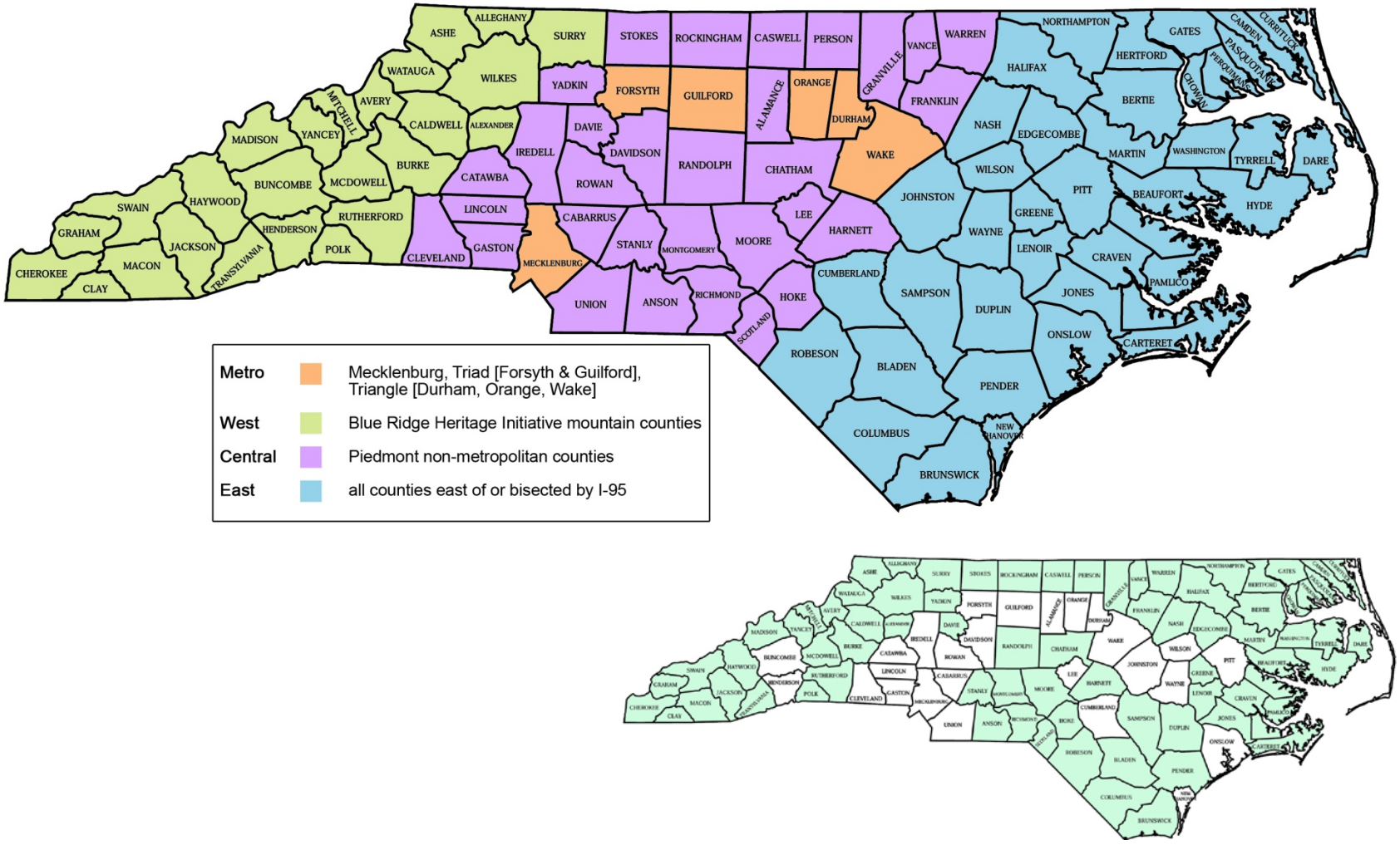
Select Type
- ○ Single Select
- ◉ Multiple Select

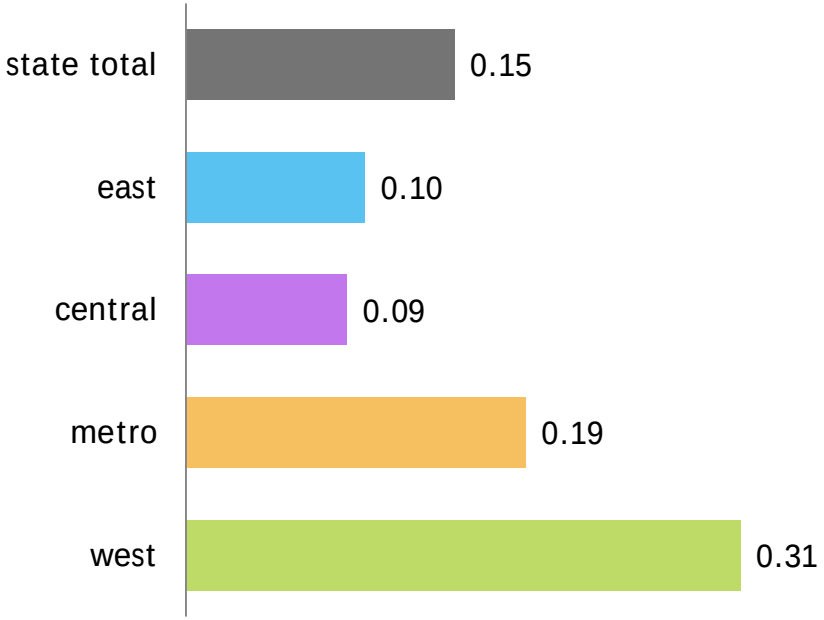
Option	Sequence	Selected	
Alamance	1	No	Delete
Alexander	2	No	Delete
Alleghany	3	No	Delete
Anson	4	No	Delete
Ashe	5	No	Delete
Avery	6	No	Delete

Project Location

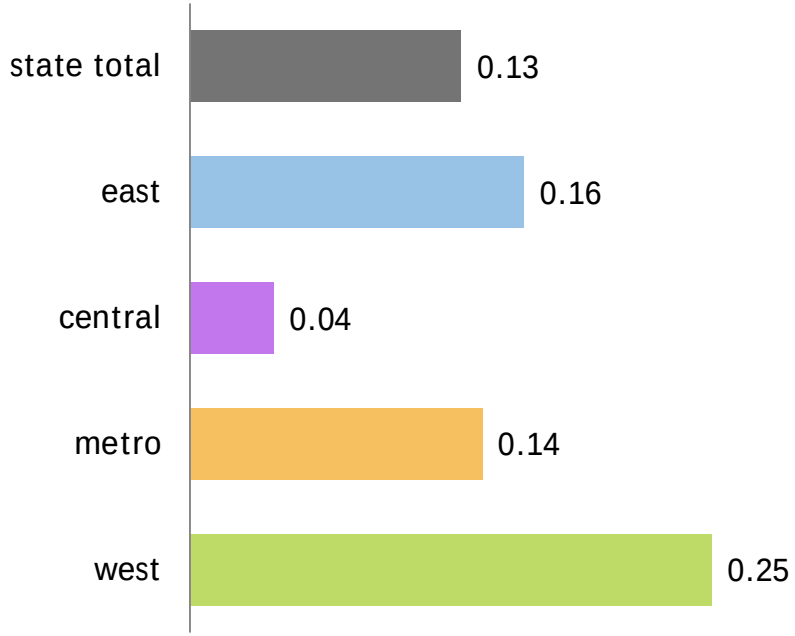


Focus on Place: Regions

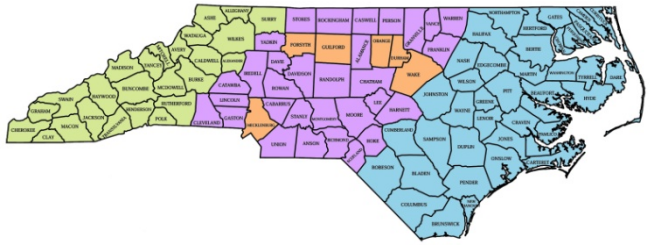




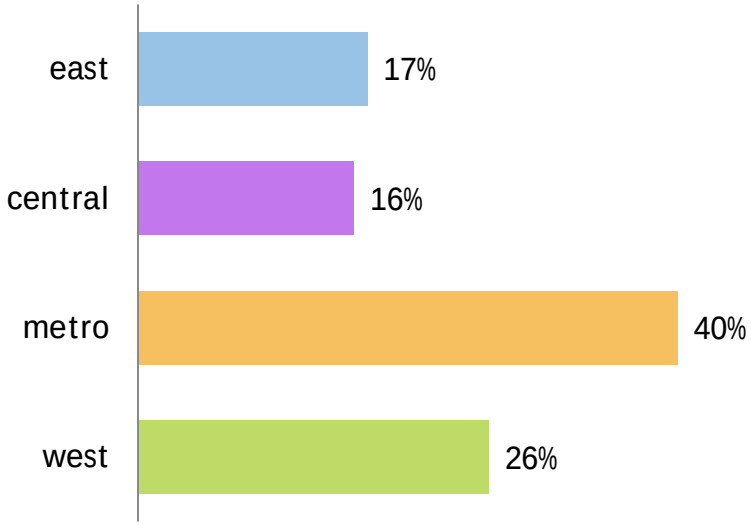
FY07 Per Capita
Impact



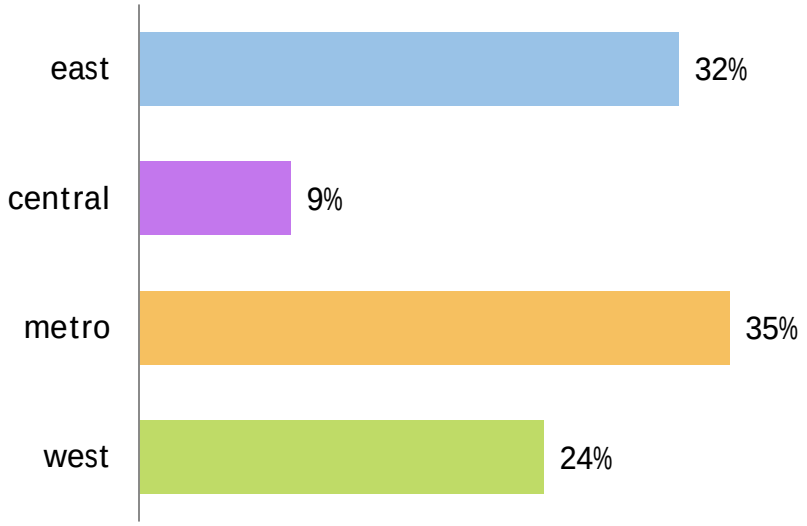
FY12 Per Capita
Impact



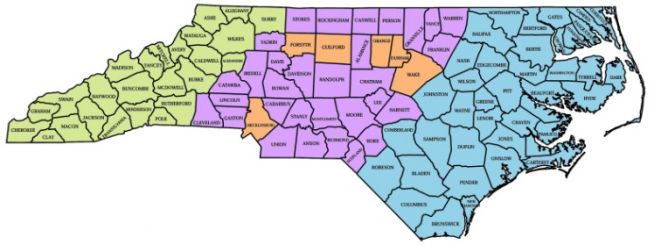
FOCUS EAST:
examining project grants
by region of
Project Location



FY07 Percent Intent

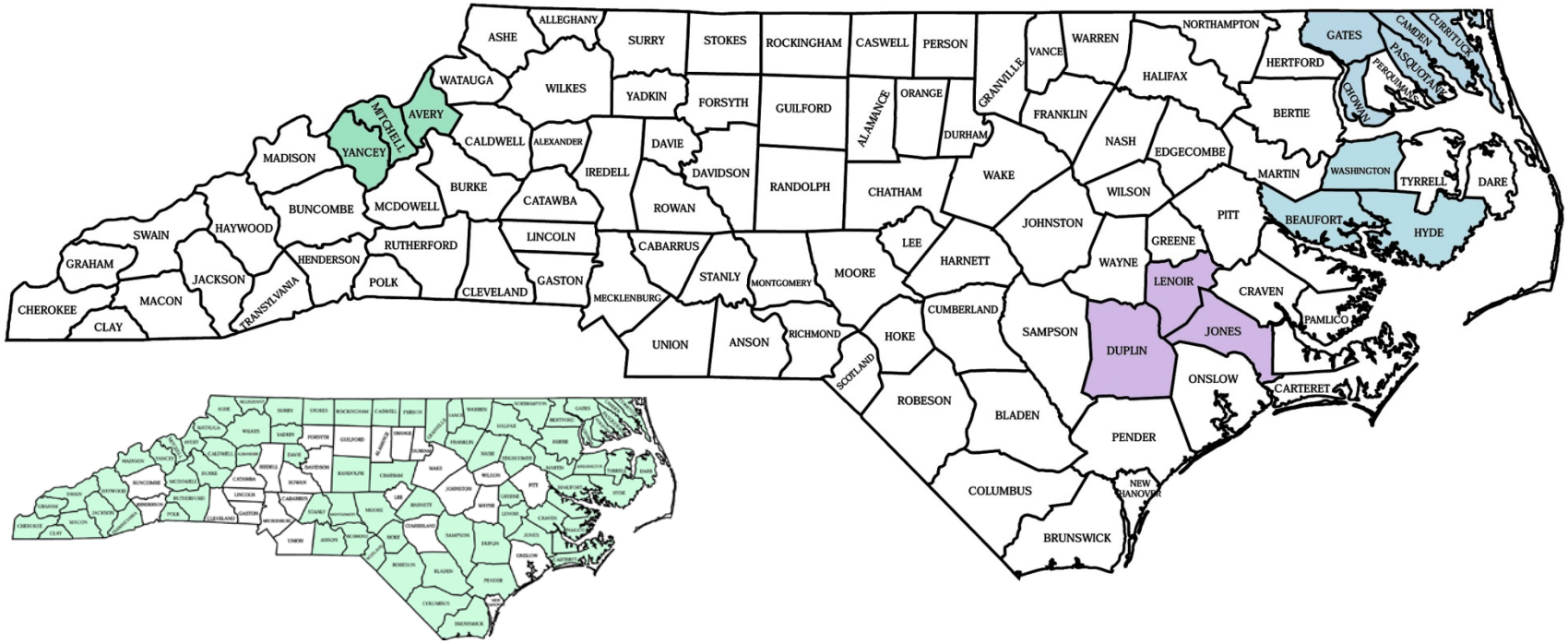


FY12 Percent Intent



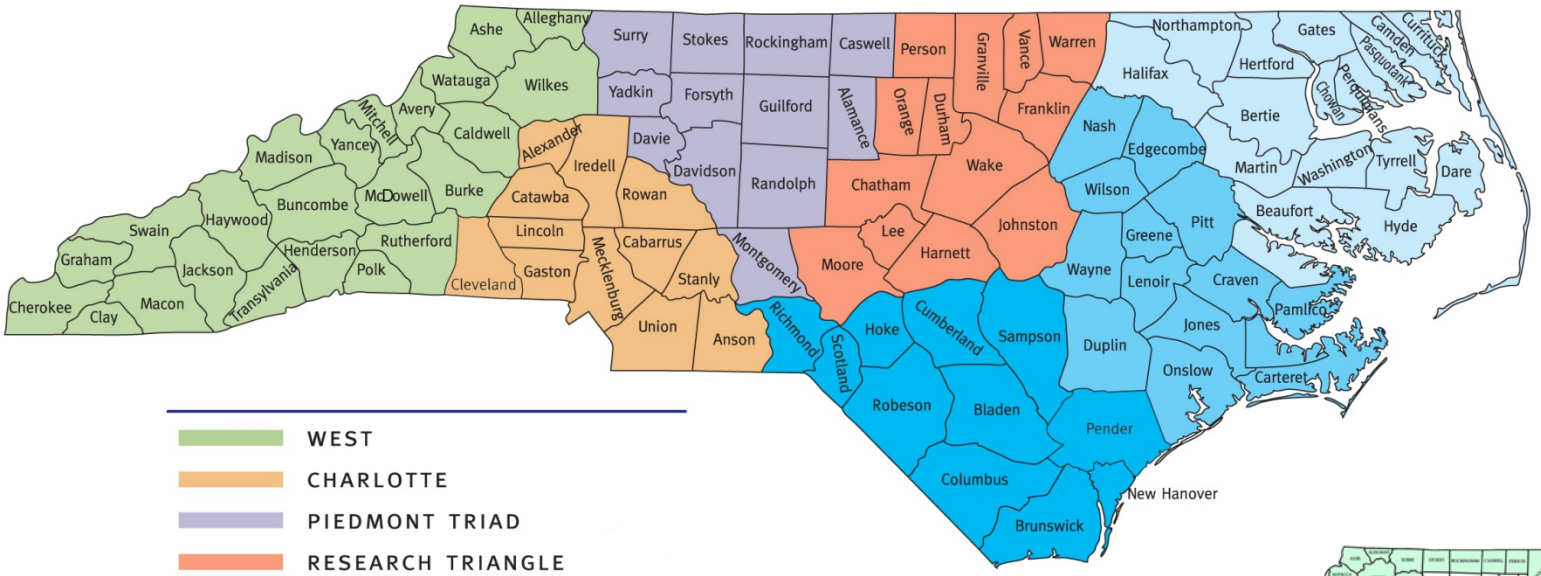
FOCUS EAST after 5 years: more regional balance

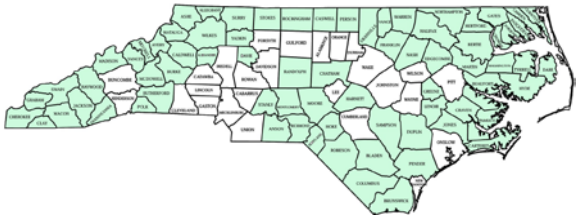
Regional Delivery Networks



Project Location tracking allows regional collaboration using per capita funding allotments

Regional Delivery Networks





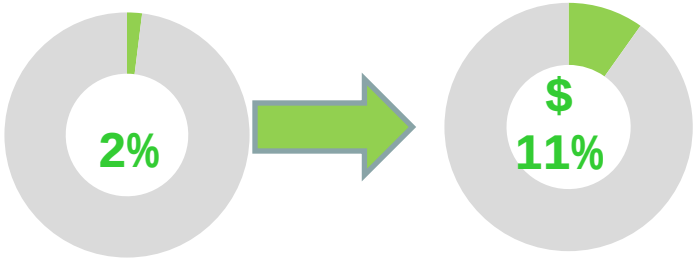
Project Location tracking allows regional collaboration and partnering through Economic Development authorities

Positioning Creative Economy

Statistical Sound-Bites

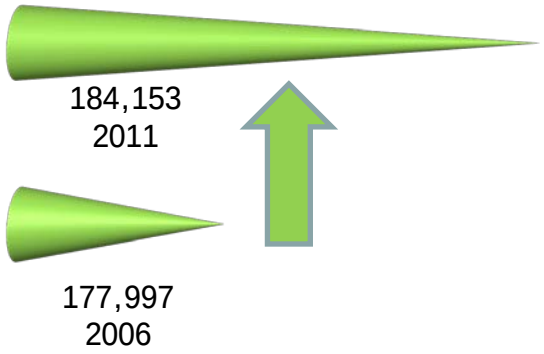
Nonprofit organizations representing 2% of the total creative industry contribute 11% of the direct gross domestic product of the overall industry spending.

Sources: *Economic Contribution of the Creative Industry in North Carolina*, N.C. Department of Commerce, 2009; *Arts and Economic Prosperity IV*, Americans for the Arts, 2012.



Creative workers in North Carolina have kept working despite the recession. Between 2006 and 2011, the number of jobs in creative occupations increased 3.45% from 177,997 to 184,153.

Source: Economic Modeling Specialists, Inc. through WESTAF's *Creative Vitality Index*.



Statistical Sound-Bites

Many rural areas are developing their rich cultural traditions in craft and music as sustainable place-based economic development strategies to replace the loss of jobs in agriculture and manufacturing.

Source: United States Department of Agriculture, Economic Research Services

HANDMADE *in* AMERICA

Cultural offerings create a quality of life that recruits new talent and keeps skilled workers.

Source: Urban Institute, *Cultural Vitality in Communities*

Creative Economy in Wilmington

Promote The Arts As Essential To Economic Development

- The Creative Industry in North Carolina accounts for nearly 300,000 jobs or more than 5.5% of the state's workforce.
- New Hanover County has 4% of North Carolina's creative industry establishments and direct jobs, a high percentage compared to other counties.
- Counties with higher proportions of workers in arts-related occupations are more likely to retain current residents and attract new ones.
- In 2008, nearly 6% of all employment in New Hanover County was in the Creative Industries Sector including artists, musicians, filmmakers, architects, designers, writers, etc.
- Wilmington currently ranks 8th in tourism expenditures in North Carolina. The presence of creative workers is the single most important factor associated with the amount that visitors to an area will spend.

Creative Economy in Wilmington

Arts-Driven Economic Development

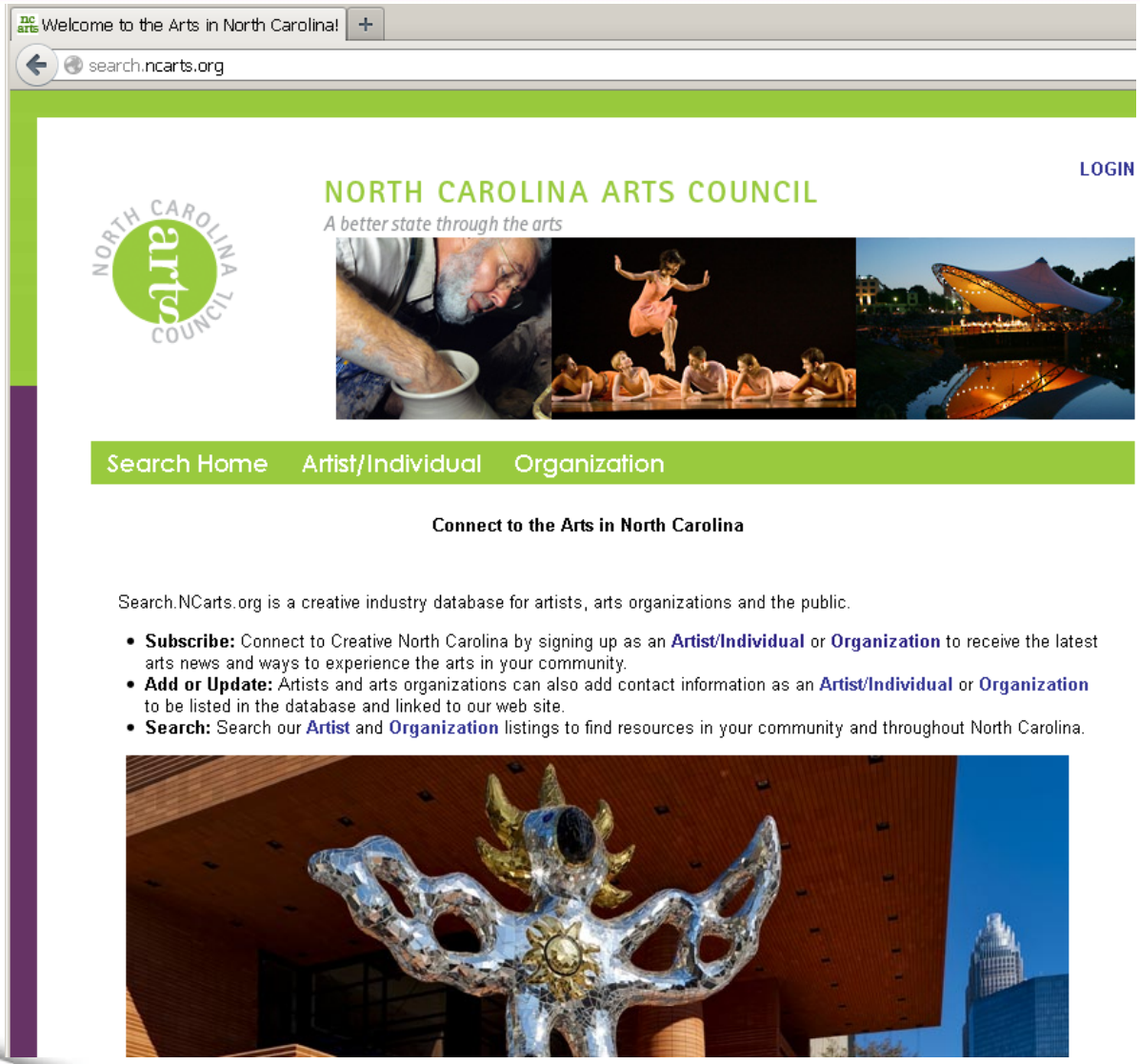
Creative industries are among the fastest growing sectors and, as a result, creative workers are highly valued assets.

Attracting and retaining creative workers is the goal of the Cape Fear Future Commission, an initiative of the Greater Wilmington Chamber of Commerce.

The Quality of Life subcommittee of Cape Fear Future asserts that re-forming a local arts council is an important step towards achieving this goal.

Subcommittee members believe that an arts council will spur the growth of a dynamic local arts community, which research has shown is an important factor in enticing creative workers to relocate to an area.

smART Initiative



Creative Economy Portal

Putting a Face on Place

SOC Code	Creative Occupation	2006	2007	2008	2009	2010	2011	percent change 2006-2011
27-2011	Actors	1,552	1,577	1,853	1,788	1,798	1,400	-9.79%
40-848	Advertising and Promotions Managers	1,187	1,192	1,101	914	909	1,089	-8.26%
13-1011	Agents and Business Managers: Artists,Performers, Athletes	1,261	1,323	1,174	1,130	1,177	1,504	19.27%
19-3091	Anthropologists and archeologists	160	174	178	124	125	121	-24.38%
17-1011	Architects, Except Landscape and Naval	3,919	4,155	3,915	3,395	3,267	3,983	1.63%
25-4011	Archivists	173	181	187	145	147	139	-19.65%
27-1011	Art Directors	2,748	2,806	2,730	2,926	2,941	4,606	67.61%
27-1019	Artists and related workers, all other	2,351	2,547	2,679	2,592	2,627	1,336	-43.17%
27-4011	Audio and Video Equipment Technicians	866	885	963	1,007	1,013	1,275	47.23%
27-4012	Broadcast Technicians	1,184	1,113	1,069	898	900	1,006	-15.03%
27-4031	Camera Operators, Television, Video, and Motion Picture	490	444	483	487	487	587	19.80%
27-2032	Choreographers	348	378	357	399	404	357	2.59%
27-1021	Commercial and Industrial Designers	2,102	2,111	1,869	1,873	1,876	1,285	-38.87%
39-3092	Costume attendants	221	229	245	204	200	112	-49.32%
27-1012	Craft artists	2,405	2,601	2,727	2,618	2,649	879	-63.45%
25-4012	Curators	557	585	604	458	465	464	-16.70%
27-2031	Dancers	470	494	376	353	352	291	-38.09%
27-1029	Designers, all other	1,296	1,458	1,520	1,439	1,461	414	-68.06%
21-2021	Directors, Religious Activities	4,595	4,567	4,627	4,910	5,077	4,470	-2.72%
27-3041	Editors	3,208	3,259	3,282	3,397	3,359	3,244	1.12%
39-3099	Entertainment attendants and related workers, all other	1,686	1,709	1,754	1,836	1,826	1,752	3.91%
27-1022	Fashion Designers	1,339	1,346	1,327	1,456	1,472	518	-61.31%
27-4032	Film and Video Editors	667	637	636	599	589	589	-11.69%
27-1013	Fine Artists including Painters, Sculptors, and Illustrators	2,449	2,520	2,391	2,662	2,693	1,484	-39.40%
27-1023	Floral Designers	2,928	2,909	2,911	2,737	2,719	2,595	-11.37%
27-1024	Graphic Designers	5,807	5,852	6,456	6,749	6,715	10,235	76.25%
19-3093	Historians	87	95	99	69	68	59	-32.18%
27-1025	Interior Designers	2,679	2,699	2,767	2,653	2,641	2,359	-11.94%
51-9071	Jewelers and precious stone and metal workers	1,015	1,122	1,177	1,213	1,203	2,168	113.60%
17-1012	Landscape Architects	1,676	1,712	1,497	1,642	1,585	790	-52.86%
25-4021	Librarians	5,039	5,145	5,313	5,221	5,291	4,989	-0.99%
43-4121	Library assistants, clerical	3,195	3,245	3,321	3,060	3,109	2,954	-7.54%
25-4031	Library technicians	3,709	3,786	3,888	3,783	3,844	3,638	-1.91%
27-4099	Media and Communication Equipment Workers, All Other	474	477	485	432	437	412	-13.08%
27-3099	Media and Communication Workers, All Other	3,462	3,454	3,203	3,242	3,264	1,575	-54.51%
27-1026	Merchandise displayers and window trimmers	1,936	2,115	2,194	2,077	2,100	2,963	53.05%
27-1014	Multi-Media Artists and Animators	2,753	2,825	2,943	3,171	3,208	4,540	64.91%
25-4013	Museum Technicians and Conservators	263	279	289	239	251	246	-6.46%
27-2041	Music Directors and Composers	4,681	4,780	4,692	6,414	6,549	4,301	-8.12%

NORTH CAROLINA arts COUNCIL

Creativity Means Business in North Carolina!

NORTH CAROLINA arts COUNCIL