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ARTS VIBRANCY INDEX REPORT VI:

Hotbeds of America's Arts and Culture

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Image courtesy of Pony Box Dance Theatre at Disney Hall. Image credit: Tracy Kumono

Executive Summary

For the sixth consecutive year, SMU DataArts, the National Center for Arts Research, is pleased to provide the Arts Vibrancy Index Report, which draws upon a set of data-informed indices to recognize arts-vibrant communities across the United States.

We acknowledge and honor the fact that the COVID-19 pandemic and recent racial and social justice uprisings have altered U.S. communities in unparalleled ways since 2019, the year that data in this report draws upon. Arts and cultural organizations across the country were forced to close their doors in March 2020 due to COVID-19. Few have reopened and it is still uncertain when the remainder will be able to follow suit as of the publication of this year's report. Many arts organizations in forced closure have adapted and served their communities' needs in innovative ways in response to stay-at-home orders, new norms of social distancing, and protests.

So why report on arts vibrancy from a pre-pandemic time? At a moment of such considerable environmental hostility and uncertainty about the future, we offer this report as a celebration and reminder of the arts' enduring importance, resiliency, and vibrancy. We should not forget the essential role that the arts play in fueling community development, emotional health, cultural literacy, social cohesion and integration, and creative expression.¹ Ultimately, the communal nature of arts participation will be a strength to communities hungry to come together again and affirm existential meaning after prolonged isolation, trauma, and polarization.² This is true for communities throughout the U.S. Arts activity in all 50 states, the District of Columbia, and each of the five U.S. territories receives support from the National Endowment for the Arts.³ This year the U.S. Congress recognized the importance of the arts in allocating \$75 million of Coronavirus Aid, Relief, and Economic Security Act funds to support nonprofit arts and cultural organizations across the country.

Every city has something to learn from others' strengths. This report celebrates communities big and small in every region of the country that have developed higher levels of arts activity per person living in the community. Our use of the term "vibrancy" is in keeping with Merriam-Webster's definition of the word to mean "pulsating with life, vigor, or activity," and "resonant."⁴

We take a data-driven approach to assessing characteristics that make up a community's vibrancy rather than base the ranking on our own opinion about locations or on a popular vote. We assess arts vibrancy across the United States by analyzing four measures under each of three main rubrics: supply, demand, and public support for arts and culture on a per capita basis. We gauge supply as total arts providers, demand with measures of total nonprofit arts dollars in the community, and public support as state and federal arts funding. We use multiple measures since vibrancy reveals itself in a constellation of ways.

Measuring community traits is more than a counting exercise. For example, we examine the per capita number of arts and cultural organizations. All else being equal, more arts and cultural organizations means more availability of arts experiences for people to engage with in that community, as well as greater variety for people to choose from. A community with 50 organizations likely provides a greater range of options than a community of comparable population size with only five organizations, so more interests, preferences, and cultural expressions can be met.

While we stand by the robustness and focus of our approach, it is important to recognize that there are additional characteristics of vibrancy that are not captured on a national scale and, therefore, are outside of the scope of this work. To avoid bias, we intentionally exclude sources of data that are available only for some cities but not others. We openly admit that our measures of vibrancy do not capture artistic quality or the many cultural offerings that take place in organizations whose core mission lies outside of the arts such as hospitals, military bases, libraries, and human service organizations. Nor do they say anything about who participates in the arts in each community, or measure the quality of participants' experience with art. As new rubrics and additional geolocatable measures become available on a national scale, we will continue to add them in order to capture the most unbiased and complete assessment of arts vibrancy possible. For now, we base the metrics in this report on the most reliable and geographically inclusive sources of data available.

1 ArtPlace America's online Library for links to numerous resources, <http://www.artplaceamerica.org/resources>.

2 *In It for the Long Haul*, SMU DataArts and TRG Arts, May 2020, <https://culturaldata.org/pages/long-haul/>.

3 National Endowment for the Arts (2020), National Endowment for Arts Announces Second Round of Fiscal Year 2020 Funding, <https://www.arts.gov/news/2020/national-endowment-arts-announces-second-round-fiscal-year-2020-funding>. Accessed 26 June 2020.

4 Merriam-Webster Dictionary, <https://www.merriam-webster.com/dictionary/vibrant>. Accessed 26 June 2020.

Accompanying each community's ranking on the metrics and measures are highlights that reflect the story of what makes it unique and vibrant. Doing so portrays the activity, life, and vigor that are reflected in the numbers. Local arts councils, arts alliances, convention and visitor bureaus, and other agencies provided these descriptions of their community's exceptional characteristics. We thank them for their help.

2020 Key Findings:

- **No part of the country has cornered the market on arts vibrancy. Every region of the country has vibrant arts communities that appear in this report** (see Figure 1 and Tables 1, 2, and 3). This finding arises naturally out of objective analysis of the data, not from hand selection of communities to achieve geographic representation. Large and medium metropolitan areas are represented in all regions of the country, whereas the list of small communities is dominated by those located in the West (Colorado, Idaho, Oregon, Utah, Wyoming) and Northeast (Massachusetts, New York, Vermont).
- **Very large metropolitan statistical areas (MSAs) experience vibrancy through high concentration or extensive dispersion of arts and culture.** 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. Concentration versus dispersion of people and organizations is important to consider given the influence that distance has on attendance.⁵
- **Arts vibrancy continues to take many shapes.** Some top Arts-Vibrant Communities have a profusion of smaller and mid-sized organizations and venues; others have a concentration of large nonprofit arts and cultural institutions and little else; some benefit from their close proximity and ties to another arts-vibrant community; and others are artist magnets or tourist destinations. Numerous arts sectors flourish in some communities, while other cities are known for their strength in a particular art form, which emerges through the data.
- **A community's arts vibrancy is dynamic, but changes tend to be evolutionary, not revolutionary. New communities made the list this year, and there is reshuffling in the rankings of communities that made the list in prior years.** Ten percent of the communities are entirely new to our lists this year, while another 10 percent return after not being included in the 2019 report.
 - **Hailey, ID**, a small community, made the list for the first time. **Hood River, OR**, and **Glenwood Springs, CO**, reappear on the small community list following a hiatus. **Jackson, WY-ID**, **Bennington, VT**, and **Heber (formerly Summit Park), UT**, have made the list every year since 2015.
 - Two new medium communities are on this year's top-10 list of medium communities – **Wilmington, DE-MD-NJ**, and **Oxnard-Thousand Oaks-Ventura, CA**. **Santa Fe, NM**, **San Rafael, CA**, and **Pittsfield, MA**, have appeared on the list of top communities every year since 2015, while **Bozeman, MT**, and **Traverse City, MI**, reappear after a hiatus.
 - One new community made our top-20, large metropolitan area list for the first time: **Cincinnati, OH-KY-IN**. Fourteen large communities have made the list every year since 2015, although their rankings have shifted over time.

Fluctuations in the rankings occur from year to year for several reasons:

1. A community's arts and cultural scene may have experienced the opening of an arts district or closing of a performance space. Next year's Arts Vibrancy Index Report will no doubt reveal a changed landscape due largely to the coronavirus' impact on organizations' ability to open their doors.
2. Because we calculate the measures on a per capita basis, it could be that growth in arts and culture was on a different trajectory than that of the total population. For instance, a city experiencing a high influx of new residents will drop in the rankings if the area's supply and demand for the arts and inflow of state and federal grants for the arts do not increase at a commensurate level.
3. We added a cost-of-living adjustment to all financial metrics in order to level the playing field, and the cost of living changes in communities over time. The cost of doing business varies based on local conditions, so the same dollar goes further in some communities than others.
4. We continue to incorporate fresh data and learn about the role of distance, how concentration versus dispersion of arts organizations and people factors in, and the extent to which a community's arts and cultural activity attracts or implicates its neighboring community members who commute as attendees or employees, for example.⁶ This has led us to make adjustments to our calculations every year.

⁵ *At What Cost? How Distance Influences Arts Attendance*, SMU National Center for Arts Research, October 2017.

⁶ *Ibid.*

FIGURE 1: Top 40 Arts-Vibrant Communities, by Location and Size

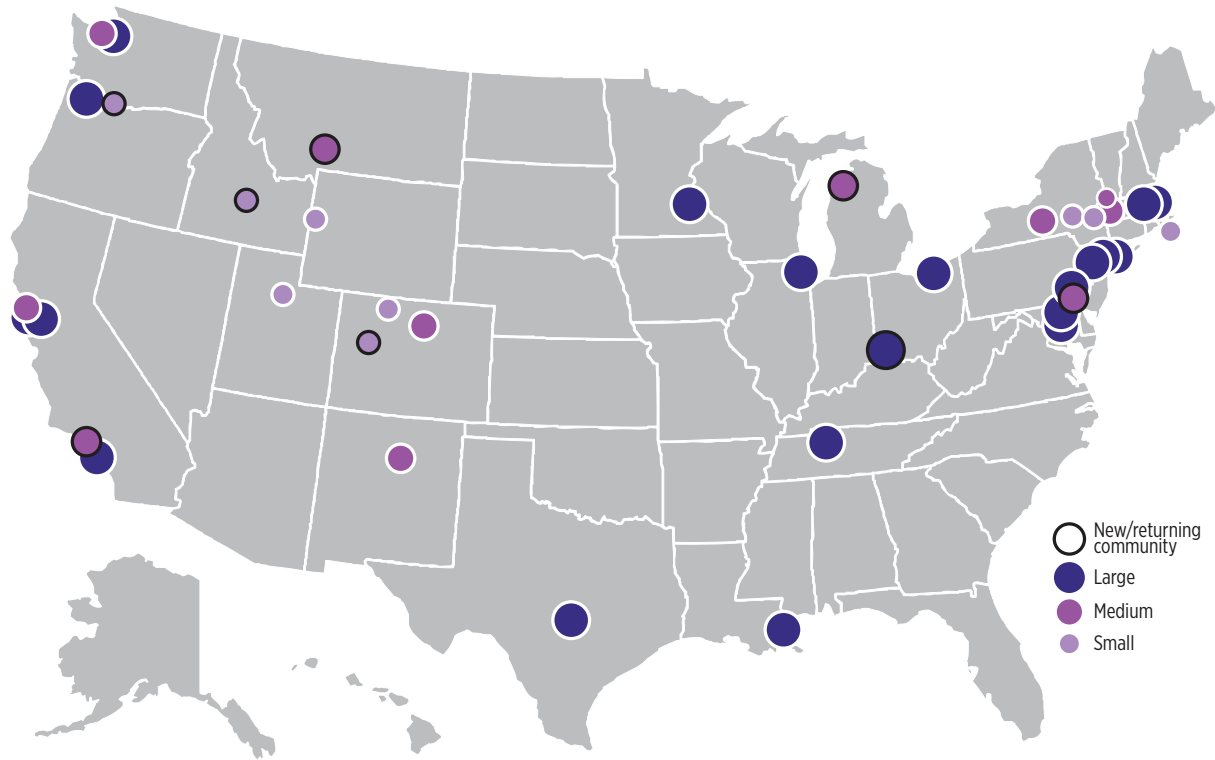


TABLE 1: Top 20 Arts-Vibrant Large Communities (MSAs or Metro Divisions with population over 1,000,000)

Rank	MSA (*= Metro Division)	Region	2019 Population
1	New York-Jersey City-White Plains, NY-NJ*	Northeast	11,834,851
2	San Francisco-San Mateo-Redwood City, CA*	West	1,648,122
3	Los Angeles-Long Beach-Glendale, CA*	West	10,039,107
4	Washington-Arlington-Alexandria, DC-VA-MD-WV*	South	4,970,252
5	Nashville-Davidson-Murfreesboro-Franklin, TN	South	1,934,317
6	Boston, MA*	Northeast	2,031,884
7	Newark, NJ-PA*	Northeast	2,167,829
8	Minneapolis-St. Paul-Bloomington, MN-WI	Midwest	3,640,043
9	Frederick-Gaithersburg-Rockville, MD*	South	1,310,235
10	New Orleans-Metairie, LA	South	1,270,530
11	Philadelphia, PA*	Northeast	2,150,811
12	Cambridge-Newton-Framingham, MA*	Northeast	2,400,733
13	Cleveland-Elyria, OH	Midwest	2,048,449
14	Oakland-Berkeley-Livermore, CA*	West	2,824,855
15	Chicago-Naperville-Arlington Heights, IL*	Midwest	7,122,725
16	Seattle-Bellevue-Everett, WA*	West	3,074,865
17	Portland-Vancouver-Hillsboro, OR-WA	West	2,492,412
18	Austin-Round Rock, TX	South	2,227,083
19	Nassau County-Suffolk County, NY	Northeast	2,833,525
20	Cincinnati, OH-KY-IN	Midwest	2,221,208

TABLE 2: Top 10 Arts-Vibrant Medium Communities (MSAs or Metro Divisions with population 100,000 to 1,000,000)

Rank	MSA (*= Metro Division)	Region	2019 Population
1	Santa Fe, NM	West	150,358
2	San Rafael, CA*	West	258,826
3	Pittsfield, MA	Northeast	124,944
4	Ithaca, NY	Northeast	102,180
5	Boulder, CO	West	326,196
6	Wilmington, DE-MD-NJ*	South	723,993
7	Bozeman, MT	West	114,434
8	Oxnard-Thousand Oaks-Ventura, CA	West	846,006
9	Bremerton-Silverdale, WA	West	271,473
10	Traverse City, MI	Midwest	150,653

TABLE 3: Top 10 Arts-Vibrant Small Communities (MSAs with population under 100,000)

Rank	MSA	Region	2019 Population
1	Jackson, WY-ID	West	35,606
2	Steamboat Springs, CO	West	25,638
3	Heber, UT	West	76,236
4	Hailey, ID	West	24,127
5	Glenwood Springs, CO	West	77,828
6	Vineyard Haven, MA	Northeast	17,332
7	Oneonta, NY	Northeast	59,493
8	Hudson, NY	Northeast	59,461
9	Bennington, VT	Northeast	35,470
10	Hood River, OR	West	23,382

Introduction

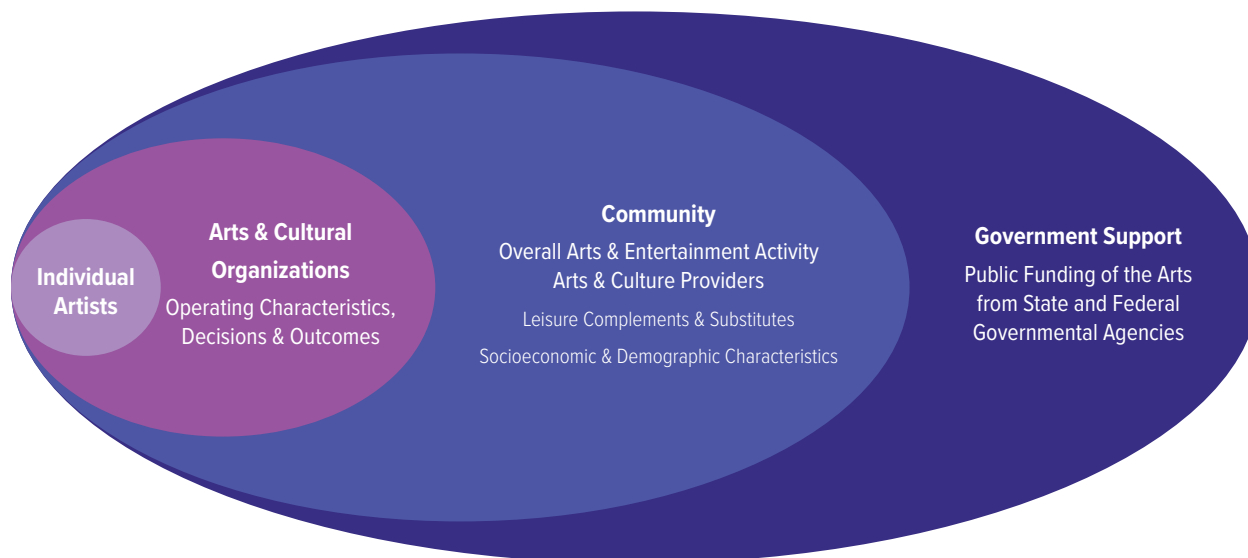
Arts and cultural organizations do not operate in a vacuum. They are inextricably tied to their communities. SMU DataArts recognizes this and combines data from nonprofit arts and cultural organizations with data for the communities in which they reside.¹ By geolocating organizations and linking them to their community’s characteristics in the data, we can identify factors that affect the health and sustainability of arts organizations. We know from our research that each of the factors from the ecosystem included in this report has an influence on a variety of financial, operating, and attendance outcomes for arts and cultural organizations. We share our findings regarding the operating and community characteristics that drive performance – and how they affect performance – in our quarterly reports (see, for example, The Earned Revenue Report at <https://culturaldata.org/reports-home/earned-revenue-home/>).

Given the symbiotic relationship between arts organizations and their communities, the Arts Vibrancy Index (AVI) can help arts leaders, businesses, government agencies, funders, and engaged citizens understand the overall intensity and capacity of the community’s arts and culture sector. Past AVI reports have helped communities get the recognition they deserve from their mayors, city council members, and state legislators. Arts leaders have informed us that they use the AVI reports and interactive map on our website to consider where to relocate their operations and what markets are ripe for touring performances or exhibitions. 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. Numerous funders have engaged with the AVI data to better understand how investments to increase arts vibrancy might be best directed in the communities they serve, given existing strengths and opportunities for improvement. The AVI’s multidimensional framework provides insights as to why two cities that seem very different on the surface might be close to one another in the ranking.

There are valuable frameworks that chronicle a neighborhood’s cultural resources such as the Social Impact of the Arts Project’s Cultural Asset Index, the National Endowment for the Arts’ Exploring Our Town Projects, and the Baltimore-focused interactive tool GeoLoom. 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 and tools but, in keeping with SMU DataArts’ mission, our ranking focuses solely on arts and culture with heavy emphasis on the nonprofit sector.

The measures are drawn from a review of the existing literature on arts and culture indicators and from our Model of the Arts & Culture Ecosystem (see Figure 2), which features a complex and interdependent set of relationships among: 1) artists and arts organizations; 2) their communities; and 3) government funding that influences the production and consumption of arts and culture.

FIGURE 2: Modeling the Arts & Culture Ecosystem



When we look at factors that affect the performance of arts and cultural organizations in our quarterly reports and in the Arts Vibrancy Map online, we include socioeconomic and demographic characteristics and other leisure activities like cinemas, professional sports teams, and zoos. We have intentionally omitted these factors from the AVI Report in order to focus the rankings as purely as possible on arts and cultural activity. It would be inequitable, for example, to penalize a community that is relatively low on per capita income but very strong on arts providers, or to elevate a community that has a relatively high number of professional sports teams and restaurants but few artists or arts organizations.

Key Definitions

We aggregate measures across the 12 arts and cultural sectors that are included in SMU DataArts' research and KIPi Dashboard: Arts Alliances and Service Organizations, Arts Education, Art Museum, Community, Dance, Music, Opera, Performing Arts Center, Symphony Orchestra, Theater, Other Museum, and Multidisciplinary Performing Arts.ⁱⁱ Some sectors combine arts and cultural disciplines with similar characteristics (e.g., Other Museums includes History Museums, Natural History & Natural Science Museums, and Science & Technology Museums, etc.).ⁱⁱⁱ

Communities are defined by the Office of Management and Budget (OMB) as **MSAs, or Micro- and Metropolitan Statistical Areas**. As described on the OMB website:

“Metropolitan Statistical Areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

Micropolitan Statistical Areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.”⁷

Micro- and Metropolitan Statistical Areas are comprised of one or more counties. For this reason, readers will find descriptions of countywide activity in the latter half of this report. The OMB is careful to point out that, since MSAs encompass entire counties, they do not equate to an urban-rural classification since many counties hold both rural and urban characteristics.⁸

The Census Bureau and other government agencies use MSAs when collecting, organizing, and analyzing data. Focusing on MSAs provides a nationally standardized, objective approach to delineating markets. MSAs are frequently centered on one large city or twin cities, but they capture the network of suburbs that rise up around a city or town rather than considering them separately. **A key feature, as quoted above, is the “high degree of social and economic integration with the core as measured by commuting ties.”**

For some, the notion of MSAs feels off target because they think about the character of their city in very different terms than they do that of surrounding suburbs or the rest of the county. And yet visitors, audience members, artists, and employees of arts organizations live in the surrounding suburbs, particularly when real estate prices make living in the urban core cost-prohibitive. Off-site production facilities and storage are frequently located in less expensive parts of town that may or may not fall within the city's official boundaries. Main airports often lie outside of the city limits and yet they serve arts and cultural organizations in the city through air transportation of artists, visitors, and materials. For these reasons, the OMB's approach has practical implications for arts and cultural ecosystems.

Where the OMB breaks down very large MSAs with populations over 2.5 million into Metropolitan Divisions, we do the same. Metropolitan Divisions function as distinct social, economic, and cultural areas within the larger MSA, kind of like MSAs within MSAs.⁹ 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 947 unique MSAs and Metro Divisions in the U.S.

Although all measures are calculated on a per capita basis to examine as level a playing field as possible, we report rankings on cities in three size categories rather than compare cities of vastly different size: Large MSAs (and Metro Divisions) with populations over 1,000,000; Medium MSAs (and Metro Divisions) with populations of 100,000 to 1 million; and Small MSAs, all of which are Micropolitan Statistical Areas. Taking a per capita approach, and capturing the activity of MSAs rather than cities (i.e., urban cores only), sometimes leads to surprising results.

7 Office of Management and Budget, OMB Bulletin No. 20-01. <https://www.whitehouse.gov/wp-content/uploads/2020/03/Bulletin-20-01.pdf>. Accessed 28 May 2020, page 2.

8 Office of Management and Budget, OMB Bulletin No. 20-01. <https://www.whitehouse.gov/wp-content/uploads/2020/03/Bulletin-20-01.pdf>. Accessed 28 May 2020.

9 Ibid.

Metrics and Measures

With this report, our goals are to provide information about metrics that are meaningful and consequential, and to stimulate a conversation about how cities vary in their arts vibrancy and the forms vibrancy can take. Arts Providers are a gauge of supply and include the number of independent artists, arts and culture employees, nonprofit arts and cultural organizations, and arts, culture, and entertainment firms in the community. Arts Dollars represent a gauge of demand for nonprofit arts and cultural programming, including earned revenue from program activities, contributed revenue supporting the arts, total compensation to artists and staff, and total expenses. Government grant activity is a gauge of public support for arts and culture, captured as the number of state and federal grants and total government grant dollars in the community.

Table 4 shows what we measured, the sources of data for each measure, 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, as they are indicators of supply and demand. We adjust revenue and expense figures by a cost-of-living index.

TABLE 4: 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. Arts and cultural organization data aggregated from IRS 990s.	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, aggregated at the zip code level	
	Arts and culture employees	Number of people employed by the museum, historical site, theater, dance, music, opera, and other performing arts sectors, as salaried employees or independent contractors, aggregated at the county level	
	Arts and cultural organizations	Number of nonprofit organizations in the museum, arts education, community, dance, music, opera, performing arts center, orchestra, theater, multidisciplinary performing arts, or arts alliance and service organization sectors, aggregated at the zip code level	
	Arts, culture & entertainment firms	Number of arts, culture, and entertainment firms, weighted for size and aggregated at the zip code level. Includes museums, theaters, dance companies, opera companies, music groups and performers, music producers and presenters, fine arts schools, and recording, motion picture, and video production companies	
Arts Dollars		Data aggregated from IRS 990s, SMU DataArts' Cultural Data Profile, and Theatre Communications Group	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 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	

* Adjusted by a cost-of-living index

Because there are 947 unique MSAs and Metro Divisions, **any ranking between 1 and 95 still puts that community in the top 10% of cities on that measure**, and a ranking of 96-190 means the community is in the top 20th percentile, etc. **Being ranked in the top 10 roughly means being in the top 1%.**

Rankings are ordinal measures – i.e., who came in 1st, 2nd, 3rd, etc. This provides the order of the results but no information about the degree of difference between the raw measures. This is an important distinction to keep in mind. For example, the community ranked 1st on independent artists might feature a population that is 10% independent artists while the 2nd place community has only 5% of the population who are independent artists and the 3rd place community has 4.7% 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 appear to be 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 underlying measures.¹⁰ We don't average rankings, we average raw scores.**

The Top 20 Large Communities

Here you will find details and profiles on the top 20 arts-vibrant communities with population of 1,000,000 or more. The rankings on the metrics and measures range from a high of 1 to a low of 947 since there are 947 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, in determining the ranking, we weight Arts Providers and Arts Dollars at 45% each and Government Support at 10%.

The two Metro Divisions that make up the larger Washington-Arlington-Alexandria, DC-VA-MD-WV, MSA — Washington-Arlington-Alexandria, DC-VA-MD-WV and Frederick-Gaithersburg-Rockville, MD — made the list for the sixth year in a row. 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 each of the past six years. Chicago appears to have high arts vibrancy in the urban core that is less prevalent in the surrounding areas.

The dispersion of arts vibrancy has increased over the years for the larger MSAs of Philadelphia-Camden-Wilmington, PA-NJ-DE-MD, New York-Newark-Jersey City, NY-NJ-PA, and San Francisco-Oakland-Berkeley, CA. More of the Metropolitan Divisions that constitute these three, large MSAs have made the list over time.

Want to see your area's scores in full?

On our **Arts Vibrancy Map**, we provide scores for every county's Arts Providers, Arts Dollars, Government Support, Socioeconomics, and Other Leisure characteristics, with sub-scores on every item that makes up each of these 5 areas. Even if your community did not make this year's report, you still have free access to this information on every county.

Also, when you read about the community characteristics that drive a particular performance measure in our quarterly reports, you can see your community's relative strength on these measures on the map. For example, since high levels of state and federal support in the overall community have an inverse relationship with generation of earned revenue from subscribers and members for the organizations in that community,¹⁰ you may want to know where your county stands relative to others on its level of state and federal support.

Rather than focus on overall county rankings on the Arts Vibrancy Map, there 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 county has a score of 60, it means it did better than 60% of communities on that measure. 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 area.

On the Arts Vibrancy Map, we report at the county level rather than MSA level because 41% of U.S. counties do not have an MSA (i.e., they do not have an urban core with a population of at least 10,000 people), and we want to be as inclusive as possible in the information we make available. Opportunities for participation in arts and culture exist for the 5.6% of Americans who live in the small towns and rural areas that fall outside of an MSA, and they deserve to be recognized.¹¹

Check out Story Mode on the Arts Vibrancy Map to view the top 5 small, medium, and large communities featured in the Arts Vibrancy Index along with key insights for each.

¹⁰ Earned Relational Revenue Report, SMU DataArts, <https://www.culturaldata.org/reports/relational-revenue/performance-drivers/>. Accessed 11 July 2020.

¹¹ <https://www.whitehouse.gov/wp-content/uploads/2020/03/Bulletin-20-01.pdf>. Accessed 28 May 2020.

1 New York – Jersey City – White Plains, NY-NJ (pop. 11,834,851)

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. Visitors and residents can experience cultural offerings in a vast range of artistic genres and from numerous cultural perspectives. Venues range from large, internationally known icons such as the Whitney Museum, Carnegie Hall, Alvin Ailey American Dance Theater, MoMA, Metropolitan Museum of Art, Brooklyn Academy of Music, Metropolitan Opera, New York Philharmonic, American Museum of Natural History, and Solomon R. Guggenheim Museum to smaller but no less vital organizations including the Louis Armstrong House Museum, Flushing Town Hall, Weeksville Heritage Center, Sugar Hill Children’s Museum, Alice Austen House, and Bronx River Arts Center.

ARTS PROVIDERS		2nd
	Independent artists	8th
	Arts and culture employees	5th
	Arts and culture organizations	36th
	Arts, culture & entertainment firms	2nd
ARTS DOLLARS		9th
	Program revenue	23rd
	Contributed revenue	9th
	Total expenses	9th
	Total compensation	7th
GOVERNMENT SUPPORT		11th
	State arts dollars	69th
	State arts grants	116th
	Federal arts dollars	27th
	Federal arts grants	8th

Not surprisingly, New York is ranked 2nd in the country on overall Arts Providers and 9th on Arts Dollars per capita. Nearly every measure of both Arts Providers and Arts Dollars is in the top 1% or better. It is worth pointing out that our Arts Dollars measures do not include commercial galleries or Broadway theaters. The New York City Department of Cultural Affairs has significant impact through its commitment to supporting and strengthening the city’s vibrant cultural life. There are numerous clusters of arts and cultural activity such as the Chelsea and Lower East Side gallery districts, the Downtown Brooklyn Cultural District, Museum Mile on Manhattan’s Upper East Side, Lincoln Center for the Performing Arts, Snug Harbor on Staten Island, and Flushing Meadows/Corona Park in Queens, which collectively represent a range of performing and visual arts activity. New York’s historical and future role in the arts is captured by the World Cities Culture Forum: “The creativity driving this success is grounded in New York’s neighbourhoods, which have played an often revolutionary role in developing artforms. These include Yiddish theatre in the Lower East Side, hip hop and graffiti in the Bronx, pop art and punk rock in the East Village, the jazz and literature of the Harlem Renaissance, and the continued evolution of the Broadway theatre district. Culture is deeply ingrained in communities across all five boroughs of New York...The Mayor has committed to building 1,500 units of affordable living and working space for artists and 500 work spaces for artists over the next decade, to be available at below-market rates.”¹²

¹² <http://www.worldcitiescultureforum.com/cities/new-york>. Accessed 13 July 2020.

2 San Francisco – San Mateo – Redwood City, CA

(pop. 1,648,122)

The **San Francisco-San Mateo-Redwood City, CA**, Metro Division’s arts and cultural landscape enjoys strong representation by organizations of every size and sector. Many arts and cultural organizations are clustered in neighborhoods: SOMA, Civic Center, Union Square, Potrero Hill/Dogpatch, and the Mission. 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 San Francisco Museum of Modern Art, which is the largest contemporary art museum in the country, to the Exploratorium to the Cable Car Museum to the Fine Arts Museums of San Francisco. ART BIAS, based in Redwood City, supports individual artists through artist studios, professional development events and resources, exhibition opportunities, and a thriving community of artists interested in each other’s success. San Francisco is home to over 1,000 murals, and thousands of public artworks, which were funded by the city’s Art Enrichment Ordinance. The Ordinance requires that 2% of gross construction costs of civic building projects be allocated for permanent public art, ultimately helping enrich and beautify public spaces throughout the city, from the airport to hospitals. San Francisco also has a 1%-for-art program requiring large downtown-area construction projects to provide public art equal to at least 1% of construction cost. 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. The San Francisco Arts Commission is the city agency that champions the arts as essential to daily life by investing in a vibrant arts community, enlivening the urban environment and shaping innovative cultural policy. Grants for the Arts is a division of the City Administrator’s Office that funds arts organizations’ public programs and supports an arts promotion program within the city’s destination marketing organization. On a per capita basis, San Francisco is in the top 1% on Arts Providers and Arts Dollars overall, as well as every underlying measure of Arts Dollars. It is ranked 3rd on total compensation paid to arts and culture employees and 4th on federal arts grants.

ARTS PROVIDERS		9th
	Independent artists	55th
	Arts and culture employees	3rd
	Arts and culture organizations	8th
	Arts, culture & entertainment firms	13th
ARTS DOLLARS		3rd
	Program revenue	3rd
	Contributed revenue	4th
	Total expenses	4th
	Total compensation	3rd
GOVERNMENT SUPPORT		12th
	State arts dollars	315th
	State arts grants	235th
	Federal arts dollars	11th
	Federal arts grants	4th

3 Los Angeles – Long Beach – Glendale, CA

(pop. 10,039,107)

Los Angeles boasts more artists and more arts, culture, and entertainment firms per capita than any other community in the U.S., ranking 1st on Arts Providers and independent artists. Strong financial support from the city has helped to build a diverse and vibrant arts community. Additionally, government-funded arts education programs have been developed with a particular emphasis on inclusion, diversity, equity, excellence, and accessibility. The City of Los Angeles Department of Cultural Affairs (DCA) operates 36 arts and cultural centers, theaters, galleries, and historic sites across Los Angeles. In addition, the agency provides millions annually in grant funding, and produces public and performing arts as well as arts education programming for children, teens, young people, adults, and seniors.

The City of Los Angeles mandates that 1% of the total cost of all construction, improvements, or renovation projects undertaken by the city be set aside for engaging public art projects. The L.A.

ARTS PROVIDERS		1st
	Independent artists	1st
	Arts and culture employees	4th
	Arts and culture organizations	174th
	Arts, culture & entertainment firms	1st
ARTS DOLLARS		72nd
	Program revenue	74th
	Contributed revenue	72nd
	Total expenses	72nd
	Total compensation	59th
GOVERNMENT SUPPORT		231st
	State arts dollars	583rd
	State arts grants	647th
	Federal arts dollars	95th
	Federal arts grants	107th

County Arts Commission funds, among other initiatives, free concerts at venues throughout L.A. County as part of the annual Free Concerts in Public Sites Program. The vast wealth and subsequent generosity of early entrepreneurs 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 Huntington Library, Art Museum and Botanical Gardens, and most recently, The Broad Museum. Independent art galleries with offerings for every art lover can be found all over the city. For the performing arts, Los Angeles is home to the world-renowned Music Center, one of the largest performing arts centers in the United States, with its four acclaimed venues and world-class resident companies: Center Theatre Group, Los Angeles Philharmonic, Los Angeles Master Chorale, and Los Angeles Opera. The Hollywood Bowl is the largest performing arts amphitheater in the world. These iconic institutions live in harmony with the Geffen Playhouse, Wallis Annenberg Center for the Performing Arts, the L.A. Chamber Orchestra, and hundreds of smaller professional theater companies, dance companies, and music ensembles.

4 Washington – Arlington – Alexandria, DC-VA-MD-WV (pop. 4,970,252)

The **Washington-Arlington-Alexandria, DC-VA-MD-WV**, Metropolitan Division covers the District of Columbia and surrounding counties, including Prince George’s County in Maryland, and Fairfax and Arlington counties and the city of Alexandria in Virginia, among others. Home to many world-class museums and a dynamic performing arts scene, the Washington, DC, region ranked 2nd overall in Arts Dollars. 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 Shakespeare Theatre Company, Ford’s Theatre, The National Theatre, the Warner Theatre, and Arena Stage. The John F. Kennedy Center for the Performing Arts houses the Washington National Opera and the National Symphony Orchestra in addition to offering its own programming, drawing two million visitors yearly. Both Virginia’s Wolf Trap Center for the Performing Arts and Maryland’s Strathmore and Clarice Smith Center for the Performing Arts are large contributors to the region’s art scene, as is the DC Black Theatre & Arts Festival. The DC Metro Division is a thriving hub of arts activity that is home to several of the nation’s arts service organizations, including the American Alliance of Museums, Association for Performing Arts Professionals, Americans for the Arts, Chorus America, and National Assembly of State Arts Agencies. Being the nation’s capital, it has an international population and a plethora of organizations that promote cultural and ethnic awareness. The DC Commission on the Arts and Humanities (CAH) provides grant funding, professional opportunities, education enrichment, and other programs and services to individuals and organizations in all communities within the District of Columbia. It is joined by the Arlington Commission for the Arts, the Alexandria Commission on the Arts, the Prince George’s Arts and Humanities Council, and the Arts Council of Fairfax County in granting funds and supporting programs that benefit the arts in the greater DC metropolitan area. This community ranks 1st in per capita contributed revenue and 2nd in total compensation paid to those working in arts and culture. Although Washington, DC, is not a state, District of Columbia funding is reported as state funding through the National Assembly of State Arts Agencies.

ARTS PROVIDERS		64th
	Independent artists	111th
	Arts and culture employees	42nd
	Arts and culture organizations	62nd
	Arts, culture & entertainment firms	68th
ARTS DOLLARS		2nd
	Program revenue	5th
	Contributed revenue	1st
	Total expenses	2nd
	Total compensation	2nd
GOVERNMENT SUPPORT		16th
	State arts dollars	36th
	State arts grants	170th
	Federal arts dollars	34th
	Federal arts grants	20th

5 Nashville – Davidson – Murfreesboro – Franklin, TN

(pop. 1,934,317)

Nashville-Davidson-Murfreesboro-Franklin, TN, has long been known for its expansive music scene, but the emergence of world-class visual arts and fashion has put Nashville – Music City – on the map as an artistic and culturally rich destination. Nashville claims to have the largest concentration of songwriters in the world, with a strong presence of Americana-focused artisans and artists. These claims are evidenced and supported by the ranking on independent artists per capita, where Nashville is in the top 2% of communities. 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. Metro Arts is the arts and cultural division of the city of Nashville. It provides over \$2.7 million in grant funding annually to organizations and projects that strengthen the creative workforce, increase creative and cultural participation, and establish vibrant, creative neighborhoods. To attract and nurture emerging artists in all genres, Nashville arts and business leaders partner on Periscope, an eight-week artist entrepreneur training hosted at the Nashville Entrepreneur Center (EC) that empowers working artists to see their vision through an entrepreneurial lens. In addition, Learning Lab is a public program that trains local artists to work with community partners on civic and social practice projects. The city is home to diverse artists and creators who contribute to neighborhood economies and create an exciting, authentic, creative city. Nashville is in the top 5% of all MSAs on overall Arts Dollars and the top 1% on Arts Providers, with particular strength in arts, culture, and entertainment firms per capita and the local employment that they provide, as evidenced by the ranking on these two sub-measures in the top 1%.

ARTS PROVIDERS		5th
	Independent artists	15th
	Arts and culture employees	6th
	Arts and culture organizations	258th
	Arts, culture & entertainment firms	3rd
ARTS DOLLARS		33rd
	Program revenue	27th
	Contributed revenue	64th
	Total expenses	33rd
	Total compensation	39th
GOVERNMENT SUPPORT		34th
	State arts dollars	94th
	State arts grants	80th
	Federal arts dollars	50th
	Federal arts grants	64th

6 Boston, MA

(pop. 2,031,884)

The **Boston, MA**, Metro Division’s arts community thrives on innovation and collaboration amongst organizations in the city’s arts sector and between arts organizations, neighboring communities, and other industries. From small organizations like The Record Co. and Company One to mid-sized, award-winning organizations like the Huntington Theatre Company, to icons such as the Boston Symphony Orchestra and the Museum of Fine Arts, Boston has a wide variety of arts programming and venues. ArtsBoston serves 175 arts and cultural organizations with research and audience-building programs. Now and There brings art out into the community, exhibiting public art in common gathering places. Iconic cultural institutions can be found all over the city, such as the Institute of Contemporary Art, Boston Children’s Museum, and Isabella Stewart Gardner Museum. Furthermore, the Mayor’s Office of Arts and Culture supports hundreds of organizations and serves around 1,500 artists annually through grants, technical assistance, and programs. Boston’s Percent for Art Program allocates 1% of the city’s annual capital borrowing budget to the commissioning of public art. Boston organizations rank in the top 1% for per capita contributed revenue, total expenses, and total compensation paid to those working in arts and culture. The city ranks in the top 5% for Arts Providers, with particular strength in the number of arts and culture employees, organizations, and entertainment firms per capita.

ARTS PROVIDERS		44th
	Independent artists	186th
	Arts and culture employees	9th
	Arts and culture organizations	29th
	Arts, culture & entertainment firms	56th
ARTS DOLLARS		6th
	Program revenue	11th
	Contributed revenue	8th
	Total expenses	7th
	Total compensation	5th
GOVERNMENT SUPPORT		14th
	State arts dollars	132nd
	State arts grants	46th
	Federal arts dollars	23rd
	Federal arts grants	18th

7 Newark, NJ-PA (pop. 2,167,829)

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. Newark is a desirable place for artists and arts employees to live, as evidenced by the ranking on independent artists per capita in the top 3% and arts and culture employees in the top 2% of communities, with easy access to employment not only locally but also in nearby New York. Newark Arts is a nonprofit that “powers the arts” to transform lives of those who live in, work in, and visit Newark. Art Education Newark, formerly Newark Arts Education Roundtable, comprises more than 90 partners in a cross-sector collaborative to ensure that all schoolchildren receive high quality, sequential arts education. Cultural anchor institutions include the world-class New Jersey Performing Arts Center.

NJPAC serves more than 700,000 people per year. Other anchors include the Newark Museum of Art; New Jersey Symphony Orchestra; Newark Public Library; historic Newark Symphony Hall; world-renowned jazz station WBGO-FM; and Rutgers University-Newark’s Institute of Jazz Studies, the world’s largest and most comprehensive library and archive of jazz and jazz-related materials. The city is home to Audible.com, which has worked with more than 20,000 actors during the past six years, providing significant income to actors in the tri-state area. A major anchor is the 50,000-sq.-ft. Express Newark, a Rutgers University-Newark “collaboratory” in a renovated former department store. Express Newark engages the community, artists, faculty, and staff to collaborate, experiment, and innovate in printmaking, photography, painting, video, and more. Local and international artists partnered with key developers and the city of Newark to create Four Corners Public Arts, a collaboration of multiple public art initiatives, including 14 world-class murals – the largest being on an 8-story wall of the historic RKO Theater. Local and international artists also created the country’s second-longest mural, the 1.39-mile Gateways to Newark: Portraits project. Striking structures and artwork by architect Sir David Adjaye and myriad artists encircle PSEG’s new Fairmount Heights Electric Switching Station. Artists have blanketed all five wards of the city with culturally rich murals. The city’s art scene is fortified by numerous galleries and studios, including Akwaaba Gallery, Artfront Galleries, Barat Foundation, Gallery Aferro, Project for Empty Space, GlassRoots, Index Art Gallery, Newark Print Shop, Newark School of the Arts, NJIT’s College of Architecture and Design, Paul Robeson Galleries, RyArMo Photography Studio, and more. The GRAMMY Museum Experience – housed at Prudential Center, one of the nation’s top sports and entertainment arenas – is the only GRAMMY installation on the East Coast and boasts personal artifacts of Whitney Houston, Bruce Springsteen, Frank Sinatra, the Fugees, and more. Every first Saturday, Bethany Baptist Church hosts Jazz Vespers, a free concert featuring today’s hottest jazz artists. Trilogy, An Opera Company presents exciting contemporary performances reflective of the Black experience. Newark Boys Chorus has presented concerts at venues across five continents and throughout the United States. Festivals abound, including the Portugal Day Parade, the 50,000-person Lincoln Park Festival, the biennial Dodge Poetry Festival (the largest poetry event in North America), the James Moody Jazz Festival, the Newark International Film Festival, and the Newark Black Film Festival. The four-day Newark Arts Festival – voted New Jersey’s favorite visual arts festival by the People’s Choice Awards for two consecutive years – features some 500 artists, and draws 15,000 attendees and participants to 100 venues throughout the city. Mayor Ras J. Baraka launched the city of Newark’s first arts grant program, the \$750,000 Creative Catalyst Fund, to ensure the diverse community of local artists and arts groups continues to thrive. It will provide grants to individual artists and small to mid-sized arts and cultural nonprofits, and will be administered by the city’s Division of Arts and Cultural Affairs in partnership with Newark Arts. The Fund is largely informed by Newark Creates, a community cultural plan, which found that sustaining Newark as an artistic hub requires funding, space, and coordination.

ARTS PROVIDERS		10th
	Independent artists	21st
	Arts and culture employees	15th
	Arts and culture organizations	110th
	Arts, culture & entertainment firms	9th
ARTS DOLLARS		26th
	Program revenue	40th
	Contributed revenue	30th
	Total expenses	28th
	Total compensation	21st
GOVERNMENT SUPPORT		27th
	State arts dollars	34th
	State arts grants	236th
	Federal arts dollars	51st
	Federal arts grants	28th

8 Minneapolis – St. Paul – Bloomington, MN-WI (pop. 3,640,043)

The **Minneapolis-St. Paul-Bloomington, MN-WI**, MSA has revered music, literary and publishing scenes, strong theaters, foundations, support for individual artists, a great orchestra, a wealth of performance and dance troupes, public art, and many opportunities for visual artists in the region’s renowned advertising sector. Expanded support for Native American, African American, Asian, and Latinx voices is a priority. It ranks 5th in the nation in Government Support. The Walker Art Center, Minneapolis Institute of Art, Weisman Art Museum, and The Museum of Russian Art are anchors in a visual art scene that includes over 400 working studios within just the NE quadrant of Minneapolis alone. The area’s dynamic theater scene includes companies such as Illusion, Jungle, Mixed Blood, Penumbra, Mu Performing Arts, Bedlam, Red Eye, Theater Latté Da, In the Heart of the Beast Puppet and Mask Theatre, Lundstrum Performing Arts, and the Children’s Theatre Company. The Guthrie Theater, the area’s largest theater company, occupies a three-stage complex overlooking the Mississippi River. The Minnesota Orchestra performs in Minneapolis at the recently renovated Orchestra Hall, and Minnesota Opera performs in St. Paul’s Ordway Theater. The Science Museum of Minnesota and Minnesota Children’s Museum are also in St. Paul. The city is home to the Minnesota Fringe Festival, the largest non-juried performing arts festival in the U.S., and Art-A-Whirl, the largest open studio tour organized by the Northeast Minneapolis Arts Association. In addition, Minneapolis has the largest literary and book center in the country, Open Book, and launched its inaugural literary festival, Wordplay, in May 2019. Minneapolis also is home to five specialized visual arts centers, including Highpoint Center for Printmaking, Minnesota Center for Book Arts, Minnesota Textile Center, Northern Clay Center, and Film North. There are numerous community-based organizations that focus on cultural and ethnic practice and exchange, sharing knowledge of folk arts and celebratory events. ArtPlace America has helped to fund “Irrigate,” a three-year community development initiative created through the partnership between Springboard for the Arts, the city of Saint Paul, and Twin Cities Local Initiatives Support Corporation. Irrigate developed in response to the disruptive construction of a new rail line through the urban core, concerning many business owners in the area. Likewise, the city of Minneapolis’ Office of Arts, Culture and the Creative Economy directs a Kresge-funded initiative offering multiple opportunities for artists and city departments to leverage and apply the skills and resources of the creative community toward city goals. Bloomington, a first-tier suburb south of Minneapolis, boasts its own impressive art scene; five resident arts organizations are housed in the city’s Civic Plaza, including Artistry, a small professional theater and multidisciplinary art center, and creative placemaking partner with the city of Bloomington; Angelica Cantanti Youth Choirs, serving 400+ youth and performing across the state of Minnesota; Bloomington Symphony Orchestra, a 78-person orchestra; Medalist Band, a 70-musician, nationally reputable and award-winning concert band; and Continental Ballet Company, a professional dance company and school.

ARTS PROVIDERS		25th
	Independent artists	63rd
	Arts and culture employees	11th
	Arts and culture organizations	65th
	Arts, culture & entertainment firms	49th
ARTS DOLLARS		18th
	Program revenue	20th
	Contributed revenue	26th
	Total expenses	16th
	Total compensation	17th
GOVERNMENT SUPPORT		5th
	State arts dollars	2nd
	State arts grants	78th
	Federal arts dollars	5th
	Federal arts grants	16th

9 Frederick-Gaithersburg-Rockville, MD

(pop. 1,310,235)

The **Frederick-Gaithersburg-Rockville, MD**, Metro Division, which encompasses Montgomery County and Frederick County, exists within the greater Washington Metropolitan Statistical Area. Until recently, its name was the Silver Spring-Frederick- Rockville, MD, Metro Division. Partially inside the Capital Beltway, its arts and culture vibrancy benefit from the close proximity to Washington, DC, as evidenced by its 11th place ranking in total compensation to arts and culture employees, as well as its 12th place ranking in total expenses. In addition to close social and economic ties to DC’s arts and cultural offerings, Silver Spring is home to the American Film Institute’s AFI Silver Theatre and Cultural Center, Round House Theatre, and Maryland Youth Ballet, as well as several entertainment, musical, and ethnic festivals including the most notable, AFI DOCS and the Silver Spring Jazz Festival. Montgomery County’s Silver Spring, Bethesda and Wheaton Arts & Entertainment Districts include venues for live music, theater, independent films, visual arts, dance, and more. These designated districts spur arts vibrancy through tax credits for new construction or renovation of buildings that create live-work space for artists and/or space for arts and entertainment enterprises, tax benefits for income derived from artistic work sold by qualifying residing artists, and a tax exemption for arts and entertainment enterprises and resident artists. Other notable area organizations include The Music Center at Strathmore, Olney Theatre Center, The Writer’s Center, BlackRock Center for the Arts, InterAct Story Theatre, National Capital Trolley Museum, and Adventure Theatre-MTC. In Rockville, there is a civic ballet, civic chorus, and civic concert band. VisArts in Rockville provides arts education classes and camp programs, as well as gallery space for local artists. In the Frederick Arts and Entertainment District you will find the Delaplaine Arts Center, Griffin Art Center, Weinberg Center for the Arts, the annual Frederick Festival of the Arts, and a vibrant independent artist scene in downtown Frederick. This combined area has more than two dozen arts education organizations and two dozen dance companies. Frederick has a new public arts master plan and an innovative outdoor amphitheater and public arts project called Sky Stage, which has been recognized with an NEA Our Town grant. The Arts and Humanities Council of Montgomery County and the Frederick Arts Council foster environments where the arts flourish through grantmaking, technical assistance, cultural promotion, professional development, and capacity-building support programs.

ARTS PROVIDERS		57th
	Independent artists	103rd
	Arts and culture employees	58th
	Arts and culture organizations	75th
	Arts, culture & entertainment firms	48th
ARTS DOLLARS		11th
	Program revenue	18th
	Contributed revenue	13th
	Total expenses	12th
	Total compensation	11th
GOVERNMENT SUPPORT		21st
	State arts dollars	25th
	State arts grants	162nd
	Federal arts dollars	49th
	Federal arts grants	34th

10 New Orleans – Metairie, LA (pop. 1,270,530)

The **New Orleans-Metairie, LA**, arts community is rooted in its multicultural history, with French, Spanish, African, Cajun/Acadian, and Caribbean influences, among others. This diversity, rich artistic and cultural traditions, and a post-Katrina wave of energy have turned New Orleans into something truly unique. It is the birthplace of jazz and continues to earn its reputation for prominence in jazz and funk music with an abundance of musicians, an explosion of music clubs, the annual New Orleans Jazz and Heritage Festival, the New Orleans Jazz Museum at the Old U.S. Mint, and a plethora of jazz education available through entities such as the New Orleans Center for Creative Arts and the New Orleans Jazz and Heritage Foundation. In 2019, the New Orleans Museum of Art opened a newly expanded Sydney and Walda Besthoff Sculpture Garden, more than doubling its acreage and adding an amphitheater. The city is also home to the Ashé Cultural Arts Center, Contemporary Arts Center, Ogden Museum of Southern Art, World War II Museum, New Orleans Ballet

Association, Junebug Productions, New Orleans Opera Association, Southern Rep, the McKenna Museum of African American Art, and The Louisiana Philharmonic. There are galleries scattered throughout the city, with a small concentration in the Warehouse Arts District and French Quarter. New Orleans attracts artists from all over the world, but it is a city that favors its local artists, many of whom are freelance. Local musicians, some of whom have multi-generational connections, mingle and transform sounds from cultures around the world, attracting huge audiences from the Crescent City. In the past decade, artist-run collectives have made a home along St. Claude Avenue. Arts Council New Orleans developed LUNA Fete in 2014, a free weeklong festival of contemporary art, light, and technology in which local and international artists are commissioned to create large-scale public installations along Lafayette Street in the heart of downtown. The Council also hosts Arts Market New Orleans, an open-air artwork marketplace for New Orleans artists, and has over 400 art sites across the city. 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. It is interesting to note that New Orleans achieves its rank of #10 despite having greater socioeconomic challenges than all other Large MSAs. It ranks in the top 3% of communities on Arts Dollars as well as on all four of its sub-measures.

ARTS PROVIDERS		48th
	Independent artists	70th
	Arts and culture employees	25th
	Arts and culture organizations	166th
	Arts, culture & entertainment firms	67th
ARTS DOLLARS		15th
	Program revenue	14th
	Contributed revenue	14th
	Total expenses	14th
	Total compensation	27th
GOVERNMENT SUPPORT		32nd
	State arts dollars	328th
	State arts grants	228th
	Federal arts dollars	31st
	Federal arts grants	21st

11 Philadelphia, PA

(pop. 2,150,811)

The convergence of history, multiculturalism, and creativity drives the arts and cultural sector of the **Philadelphia, PA**, Metro Division. Organizations of every size and discipline, representing myriad cultures and cultural traditions, serve the city’s diverse communities. From longstanding institutions like the Philadelphia Museum of Art, The Philadelphia Orchestra, and the African American Museum in Philadelphia to community-oriented organizations like Taller Puertorriqueño, Fleisher Art Memorial, and the Village of Arts and Humanities, Philadelphia’s arts and culture sector thrives on its diversity and is rooted in the city’s history. Institutions such as the Philadelphia Clef Club for Jazz and Performing Arts, Curtis Institute of Music, Settlement Music School, and Pennsylvania Academy of Fine Arts continue to nurture students into internationally renowned artistic talent. The city has three major performing arts centers: the Annenberg Center for the Performing Arts, the Kimmel Center, and the Mann Center for the Performing Arts. Dance and theater companies abound, which include the world-renowned Pennsylvania Ballet and PHILADANCO! Sites such as the Franklin Institute Science Museum, the University of Pennsylvania Museum of Archaeology and Anthropology, the Museum of the American Revolution, and Independence Mall reveal that Philadelphia is not just bursting with culture, but also with history. Philadelphia is also home to more than 11,000 acres of public space, making the city ideal for festivals such as FringeArts and the Philadelphia International Festival of the Arts (PIFA), and the creation of site-specific works to engage residents where they live. The Greater Philadelphia Cultural Alliance provides solid support in advocacy and audience engagement to ensure ongoing support for the arts. Philadelphia is the location for one of the offices of SMU DataArts, tracking data and sharing knowledge about arts and culture nationally. The city of Philadelphia promotes equity and access to cultural experiences in every Philadelphia neighborhood through two means: funding the Philadelphia Cultural Fund and its grantmaking to enhance the cultural life and vitality of the city and its residents, and supporting the Office of Arts, Culture and the Creative Economy as it works with artists and organizations to present free, high-quality arts programming to Philadelphians in their neighborhoods. Philadelphia ranks 10th in Arts Dollars and scores in the top 3% of cities on all Arts Dollar measures.

ARTS PROVIDERS		81st
	Independent artists	156th
	Arts and culture employees	24th
	Arts and culture organizations	57th
	Arts, culture & entertainment firms	163rd
ARTS DOLLARS		10th
	Program revenue	29th
	Contributed revenue	10th
	Total expenses	11th
	Total compensation	8th
GOVERNMENT SUPPORT		33rd
	State arts dollars	110th
	State arts grants	347th
	Federal arts dollars	38th
	Federal arts grants	27th

12 Cambridge – Newton – Framingham, MA (pop. 2,400,733)

The **Cambridge-Newton-Framingham, MA**, Metro Division is located just across the Charles River from Boston, and is home to Cambridge’s state-designated Central Square Cultural District. Its arts and cultural 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. The city of Cambridge’s Percent-for-Art ensures that 1% of the construction costs on municipal capital investment are designated for use in developing site-responsive public artwork. This has resulted in the creation of more than 200 artworks in locations across the city. In fact, the city of Cambridge public art program represents the largest collection of contemporary public art in the New England region. In addition to exhibitions and educational programming presented in Gallery 344, Cambridge Arts stages high-profile events such as the Cambridge River Festival, featuring music, dance, theater, and visual art. The Cambridge Art Association has been committed to exhibiting and promoting the work of regional New England artists for over 70 years. Cambridge is home to the American Academy of Arts and Sciences, one of the oldest learned societies in the United States. Merrimack Repertory Theatre and the Addison Gallery of American Art are well-respected organizations that reside in the Metro Division but outside of the density of Cambridge institutions. In addition, arts education organizations in Essex and Middlesex counties abound. This Metro Division is in the top 3% of communities in overall Arts Dollars and the top 4% in Government Support.

ARTS PROVIDERS		65th
	Independent artists	180th
	Arts and culture employees	28th
	Arts and culture organizations	42nd
	Arts, culture & entertainment firms	58th
ARTS DOLLARS		25th
	Program revenue	33rd
	Contributed revenue	31st
	Total expenses	24th
	Total compensation	15th
GOVERNMENT SUPPORT		38th
	State arts dollars	244th
	State arts grants	73rd
	Federal arts dollars	43rd
	Federal arts grants	50th

13 Cleveland – Elyria, OH (pop. 2,048,449)

For over a century, the **Cleveland-Elyria, OH**, MSA has been home to a historic, nationally recognized arts and cultural community. Many of these longstanding arts and cultural treasures established a legacy during the city’s economic and industrial prime. Several of these anchor institutions include the Cleveland Museum of Art, The Cleveland Orchestra, the Cleveland Museum of Natural History, Playhouse Square, and Karamu House, which is the country’s oldest African American theater. These anchor institutions exist in the midst of high-quality, arts-based educational institutions, including Oberlin College, Baldwin Wallace University, the Cleveland Institute of Music, and the Cleveland Institute of Art. There are multiple thriving arts districts in the Cleveland area. Residents and visitors can access University Circle and Waterloo arts districts on the east side, Playhouse Square theater district centrally, and Gordon Square arts district on the west side. Organizations and collectives throughout these districts include GroundWorks Dance Theater, Zygotte Press, the Morgan Art of Papermaking Conservatory, Twelve Literary Arts, Praxis Fiber Workshop, Maelstrom Collaborative Arts, ArtHouse, Cleveland Public Theater, and SPACES Gallery. Music has been and still is a huge part of Cleveland’s cultural fabric. The Rock and Roll Hall of Fame is seated downtown and many music artists, live music clubs, and music educational institutions call the city home. Local support is strong, fueled by a cigarette excise tax

ARTS PROVIDERS		78th
	Independent artists	278th
	Arts and culture employees	49th
	Arts and culture organizations	93rd
	Arts, culture & entertainment firms	38th
ARTS DOLLARS		16th
	Program revenue	24th
	Contributed revenue	20th
	Total expenses	17th
	Total compensation	14th
GOVERNMENT SUPPORT		73rd
	State arts dollars	39th
	State arts grants	177th
	Federal arts dollars	142nd
	Federal arts grants	105th

that created Cuyahoga Arts & Culture in 2006 and by the city of Cleveland’s Percent for Art program that increases public artworks, particularly in public transportation areas. The arts community is also starting to closely examine how racial inequities impact the sector. Funders and arts nonprofits are participating in ongoing racial equity training and beginning to implement organizational changes to ensure that their funding and artistic work benefit all local residents. There is a wide variety of arts festivals and events in Cleveland, including art and technology festival IngenuityFest, Parade the Circle, Waterloo Arts Festival, and the most recent addition of FRONT International: Cleveland Triennial for Contemporary Art. There have been growing investments in the writing community, as well as an effort to unite the city’s writers, including Cleveland Book Week, the development of Literary Cleveland, and the Brews + Prose monthly readings. Cleveland is also home to the nationally acclaimed Anisfield-Wolf Book Awards. Given this support base, it is no surprise that Cleveland ranks in the top 2% of all communities on overall Arts Dollars, with particular strength in total compensation per capita.

14 Oakland – Berkeley – Livermore, CA (pop. 2,824,855)

The **Oakland-Berkeley-Livermore, CA, MSA** is a dynamic hub of arts and culture. At the geographic center of the Bay, Oakland boasts over 30 art galleries and performing art venues; invests in public art, including public art installations that display cultural and environmental themes; and has a “Public Art for Private Development” ordinance that contributes to this city’s rich visual culture. Oakland, Hayward and Berkeley have designated Art Districts located downtown, providing clusters of theater, music, dance, and visual arts, including the Hayward Arts Council and Sun Gallery in Hayward, and Tony and Grammy award-winning Berkeley Repertory Theater, Freight & Salvage, and Berkeley Art Museum and Pacific Film Archive (BAMPFA) in Berkeley. In Oakland, the Black Arts Movement District is anchored by the Malonga Casquelourd Center for the Arts – home to Oakland’s African Diaspora dance community and the African American Museum & Library. Other notable arts and cultural organizations abound in this MSA, including the Oakland Museum of California, Oakland East Bay Symphony, Museum of Children’s Art in Oakland, Kala Art Institute, Aurora Theatre Company, Shotgun Players, Cal Performances, and the Sawtooth Building in Berkeley. The area is also home to many arts-related festivals and events such as the Bay Area Book Festival in downtown Berkeley. In Oakland, Art & Soul, Black Joy Parade, Dia de los Muertos Festival, Chinatown Lunar New Year Bazaar, Oakland Pride, Life Is Living, and the Oakland Art Murmur galleries events are a few examples of how cultural diversity is celebrated in the city. Berkeley in particular is known nationwide for its excellence in music, while Oakland evolved its legacy as a bustling jazz and blues music scene into a creative playground for world-renowned spoken word and hip-hop artists. The California Jazz Conservatory, which offers many public performances, is the only accredited jazz school in the nation. Berkeley is also known for its diversity in cultural organizations, such as Gamelan Sekar Jaya (GSJ), an internationally acclaimed performing arts troupe specializing in Balinese gamelan. This MSA is in the top 3% of markets that attract federal arts grants.

ARTS PROVIDERS		34th
	Independent artists	76th
	Arts and culture employees	32nd
	Arts and culture organizations	54th
	Arts, culture & entertainment firms	36th
ARTS DOLLARS		35th
	Program revenue	34th
	Contributed revenue	50th
	Total expenses	41st
	Total compensation	28th
GOVERNMENT SUPPORT		64th
	State arts dollars	386th
	State arts grants	404th
	Federal arts dollars	52nd
	Federal arts grants	25th

15 Chicago – Naperville – Evanston, IL

(pop. 7,122,715)

The **Chicago-Naperville-Evanston, IL**, Metro Division is home to world-class arts and cultural organizations and a diverse array of creative forms originating from across Chicago’s neighborhoods, reinforcing Chicago’s reputation as an arts powerhouse and global cultural destination. Live-music genres that are part of the city’s cultural heritage include Chicago blues, soul, jazz, gospel, and house. The site of an influential hip-hop scene, Chicago also launched new dance styles such as juke and footwork. Chicago is also credited as the birthplace of storefront and improv theater, slam poetry, and more than 250 theater companies including an unprecedented five Tony Award-winning regional theater companies: Goodman Theatre, Steppenwolf Theatre, Victory Gardens Theater, Chicago Shakespeare Theater, and Lookingglass Theatre Company. Cultural institutions include the Art Institute of Chicago and the Field Museum, Hubbard Street Dance Chicago and The Joffrey Ballet, the National Museum of Mexican Art, and Black Ensemble Theater, among hundreds of others. Classical offerings include the globally renowned Chicago Symphony Orchestra, Lyric Opera of Chicago, Chicago Opera Theater, and Chicago Sinfonietta. The Chicago Cultural Alliance works to strengthen ethnic museums and cultural centers located across Chicago neighborhoods. Numerous universities contribute to Chicago’s arts scene as well, providing top education and training in the arts and media that make Chicago a draw for young talent. Through the Chicago Department of Cultural Affairs and Special Events (DCASE), the city provides vital support to the arts, from individual and organizational grants to capacity-building programs, residencies, and performance opportunities. DCASE is also known for its role in producing a number of free, citywide music and cultural festivals that draw international audiences. There is strong local public and foundation arts support, and several non-arts agencies have a long tradition of advancing the arts across Chicago’s neighborhoods, including cultural centers and arts residency programs in the city’s 80 neighborhood branch libraries and 580 parks. Important outdoor public art abounds, providing free access to works from both established masters and contemporary street artists. Chicago’s Millennium Park, featuring interactive public artworks Cloud Gate, Crown Fountain, and Jay Pritzker Pavilion, is the top tourist attraction in the state and regularly sees 20 million annual visitors. Chicago also is the headquarters for numerous government advocacy and support agencies, including Arts Alliance Illinois and the Illinois Arts Council Agency.

ARTS PROVIDERS		31st
	Independent artists	74th
	Arts and culture employees	13th
	Arts and culture organizations	150th
	Arts, culture & entertainment firms	40th
ARTS DOLLARS		42nd
	Program revenue	44th
	Contributed revenue	54th
	Total expenses	44th
	Total compensation	31st
GOVERNMENT SUPPORT		78th
	State arts dollars	283rd
	State arts grants	241st
	Federal arts dollars	75th
	Federal arts grants	62nd

16 Seattle – Bellevue – Kent, WA

(pop. 3,074,865)

Art is viewed as essential in the **Seattle, WA, MSA**, and it is integrated into daily life. Whether as artist-designed manhole covers and public art for new construction, or the Seattle Department of Transportation’s official “Art Plan,” bringing beauty and art to the streets of Seattle is high priority for city officials. It has large, established institutions that tend to be clustered in two neighborhoods: Downtown and the Seattle Center. Seattle has a large ecosystem of smaller arts organizations that exist in every genre, in just about every neighborhood, and in four official arts and cultural districts: Capitol Hill, Central Area, Uptown, and Columbia/Hillman City. Seattle boasts more than 140 producing theater companies. It has been recognized nationally and internationally for leadership and innovation in theater, music, glass art, and literary arts. It is one of only a handful of U.S. cities to have a top-tier symphony, ballet, and opera, and it has been designated a City of Literature in UNESCO’s Creative Cities Network. The city’s Office of Arts & Culture is a cabinet-level department that is supported by a dedicated revenue stream and, at the county level, 4Culture provides critical funding for the arts, public art, heritage, and historic preservation. Seattle citizens use art and culture to preserve the environment as well, through festivals and art installations dedicated to appreciating and saving Seattle’s natural beauty. Innovative organizations like Shunpike provide emerging, independent artists and small arts organizations with support in the form of critical services, resources, and opportunities to create success. The Office of Arts & Culture recently intensified its commitment to racial equity and social justice. It offered intensive basic training to artists ready to translate their studio or gallery experience into the public realm through “Public Art Boot Camp”; Artists Up, a collaborative effort between the Seattle Office of Arts & Culture, 4Culture, and ArtsWA, serves historically marginalized or underrepresented artists in Washington state; and its CityArtist program continues to support the work of Seattle-based individual artists and curators. Seattle is ranked in the top 2% of communities on Arts Providers, and all of its sub-measures in this area are within the top 10% of all cities. Despite substantial city support and programs that drive the arts and Seattle being among the top 8% of markets for federal arts dollars, per capita state funding in Washington is among the lowest in the nation.

ARTS PROVIDERS		20th
	Independent artists	59th
	Arts and culture employees	21st
	Arts and culture organizations	95th
	Arts, culture & entertainment firms	23rd
ARTS DOLLARS		52nd
	Program revenue	39th
	Contributed revenue	91st
	Total expenses	47th
	Total compensation	55th
GOVERNMENT SUPPORT		137th
	State arts dollars	737th
	State arts grants	524th
	Federal arts dollars	71st
	Federal arts grants	38th

17 Portland – Vancouver – Hillsboro, OR-WA

(pop. 2,492,412)

The **Portland-Vancouver-Hillsboro, OR-WA, MSA** continues to attract makers, creatives, artists, and designers with a stunning natural environment, excellent transportation system, relative affordability, liberal reputation, and passion for all things creative. Since 2012, Portland residents have invested millions in support of arts education in schools and expanded arts access through a voter-approved \$35 annual income tax, the Arts Education & Access Fund. As a result, every K-5 school in Portland has at least one art, music, or dance teacher, and millions of dollars are invested annually in a wide variety of arts and culture organizations. New regional investment in the arts includes the 2019 groundbreaking for a new state-of-the-art facility, the Patricia Reser Center for the Arts, by the Beaverton Arts Foundation. The Regional Arts & Culture Council, an independent nonprofit local arts agency, has helped to steward the city of Portland’s and region’s investments in arts and culture since

ARTS PROVIDERS		22nd
	Independent artists	44th
	Arts and culture employees	29th
	Arts and culture organizations	67th
	Arts, culture & entertainment firms	30th
ARTS DOLLARS		67th
	Program revenue	99th
	Contributed revenue	60th
	Total expenses	79th
	Total compensation	46th
GOVERNMENT SUPPORT		72nd
	State arts dollars	318th
	State arts grants	226th
	Federal arts dollars	60th
	Federal arts grants	51st

1995, in partnership with many individual artists and organizations, including Tualatin Valley Creates and the Clackamas County Arts Alliance, among countless others. This investment in the arts is further evidenced by high scores for federal arts grants, which rank in the top 6%.

18 Austin – Round Rock, TX (pop. 2,227,083)

While **Austin-Round Rock, TX**, may be well known for its music and filmmaking scenes, it also has a robust, multifaceted arts scene marked by a collaborative ethos that includes a cutting-edge theater community, a burgeoning visual arts scene, and emerging art/tech intersections. This is also evidenced by the fact that it ranks within the top 3% of communities on Arts Providers, with particular strengths in arts, culture, and entertainment firms as well as arts and culture employees. Billed as the “Live Music Capital of the World,” Austin has more than 250 live venues that fill the city with music every night of the week and is a magnet for young musicians and audiences. Austin is also a festival town with long-running annual events such as Austin City Limits, South by Southwest, Austin Film Festival, Fusebox Festival, Texas Book Festival, and cultural celebrations like Dia de los Muertos. Austin’s experimental theater may be due in part to the widely regarded Michener Center for Writers at the University of Texas (UT), with its focus on playwriting and screenwriting, as well as innovative productions by the Rude Mechs collective, The Vortex theater, and by Proyecto Teatro, which presents all programming entirely in Spanish. Museums like UT’s Blanton Museum of Art, one of the largest university art museums in the U.S., and The Contemporary Austin, Mexic-Arte Museum (the Official Mexican and Mexican American Museum in the Southwest), and the East Austin Studio Tour (E.A.S.T.), among others, have nurtured the rising visual arts scene. While Austin is home to the Long Center for the Performing Arts with its resident companies Austin Symphony Orchestra, Ballet Austin, and Austin Lyric Opera, the city is also home to cultural facilities that serve as gathering places for the African American, Latinx, and Asian communities. Despite Austin being the 11th largest city in the nation, the majority of arts organizations are small; however, the dynamism of the city’s arts organizations is reflected in the attraction of high numbers of state and federal government grants. Austin ranks in the top 3% of communities on Government Support, and within the top 5% on three out of four sub-measures. Austin’s high ranking in these measures is not surprising; Austin is home to several statewide arts organizations, making it a hub for arts leadership in the state. These organizations include the Texas Cultural Trust, Texans for the Arts, Texas Commission on the Arts, Center for Educator Development in the Fine Arts, and Texas Music Educators Association. The Cultural Arts Division of the city’s Economic Development Department provides leadership and management for Austin’s cultural arts programs and for the economic development of arts and cultural industries. With its strength in technology, Austin has achieved the distinction of being the first (and only) city in the U.S. to receive a City of Media Arts designation within UNESCO’s Creative Cities Network.

ARTS PROVIDERS		21st
	Independent artists	51st
	Arts and culture employees	34th
	Arts and culture organizations	105th
	Arts, culture & entertainment firms	20th
ARTS DOLLARS		87th
	Program revenue	80th
	Contributed revenue	108th
	Total expenses	93rd
	Total compensation	82nd
GOVERNMENT SUPPORT		22nd
	State arts dollars	221st
	State arts grants	42nd
	Federal arts dollars	36th
	Federal arts grants	26th

19 Nassau County – Suffolk County, NY

(pop. 2,833,525)

The **Nassau County-Suffolk County, NY**, MSA is comprised of the two counties of Long Island that fall outside of New York City’s five boroughs. From the Sagamore Hill National Historic Site to the Parrish Art Museum in Watermill, Long Island’s history is rich and filled with the tales of many famous Americans who have called the island home. It is rich in arts venues and vibrant in cultural life. Long Island’s more than 100 museums include the Nassau County Museum of Art, Heckscher Museum, Parrish Art Museum, Islip Art Museum, Cradle of Aviation Museum, and Long Island Museum of American Art, History and Carriages. The Heckscher Museum is celebrating its 100th anniversary this year.

Many townships have their own local art museum in addition to a variety of galleries that depict landscapes that trace the changes in the island’s history. The Gold Coast region is known for its many mansions and arboretums immortalized by F. Scott Fitzgerald in his classic novel *The Great Gatsby*. Today Long Island continues to attract artists as evidenced by its rank in the top 3% of communities on independent artists as well as arts and culture employees per capita. It is home to esteemed artist residency programs at Watermill Center and Fire Island, and there is a long roster of Montauk Artists Association members. Gateway Playhouse, Bay Street Theater, Tilles Center for the Performing Arts, Staller Center for the Performing Arts, and many community theaters house ballet, classical music, spoken word art, and theatrical productions. Guild Hall in East Hampton is one of the United States’ first multidisciplinary cultural institutions. In 2017, a consortium of 10 Long Island arts councils came together to increase the collaboration, synergy, and exchange of ideas among the area’s communities.

ARTS PROVIDERS		16th
	Independent artists	25th
	Arts and culture employees	18th
	Arts and culture organizations	237th
	Arts, culture & entertainment firms	14th
ARTS DOLLARS		94th
	Program revenue	144th
	Contributed revenue	109th
	Total expenses	98th
	Total compensation	79th
GOVERNMENT SUPPORT		110th
	State arts dollars	289th
	State arts grants	396th
	Federal arts dollars	114th
	Federal arts grants	75th

20 Cincinnati, OH-KY-IN

(pop. 2,221,208)

NEW COMMUNITY Cincinnati, OH-KY-IN, boasts a diverse economy, ranging from sectors in manufacturing to financials to marketing, providing an incubator for growth. The city’s German heritage and prominence in the mid and late 19th century created deep arts roots and a vision as an arts city by early founders and philanthropists. The city is adorned with mural art painted over the last 25 years by arts apprentices in a youth employment program, and is home to architecturally significant buildings ranging from preserved Italianate brownstones to Zaha Hadid’s first U.S. commission, the Contemporary Arts Center (CAC). Cincinnati refers to itself as “the city that sings.” The May Festival is the longest-running choral festival in the Western Hemisphere, dating back to 1873. A newly formed Young Professionals Choral Collective is the fastest-growing group of its kind in the nation, with more than 1,200 members. Cincinnati is home to a top-10 U.S. orchestra, the Cincinnati Symphony and Pops Orchestra; the second-oldest opera company in the country, Cincinnati Opera; the Cincinnati Ballet; Tony Award-winning Playhouse in the Park; Ensemble Theatre Cincinnati; and one of the few Shakespearean theaters to complete the canon, Cincinnati Shakespeare Company. Cincinnati is also home to a professional school of music, the College-Conservatory of Music (CCM), and a leading College of Design, Art,

ARTS PROVIDERS		136th
	Independent artists	254th
	Arts and culture employees	81st
	Arts and culture organizations	231st
	Arts, culture & entertainment firms	120th
ARTS DOLLARS		14th
	Program revenue	12th
	Contributed revenue	17th
	Total expenses	15th
	Total compensation	16th
GOVERNMENT SUPPORT		91st
	State arts dollars	60th
	State arts grants	281st
	Federal arts dollars	130th
	Federal arts grants	153rd

Architecture and Planning (DAAP), both at the University of Cincinnati. The Art Academy of Cincinnati got its start at the Cincinnati Art Museum, which was founded in 1881 and became the first art museum west of the Alleghenies. The Taft Museum is a small art museum housed in a National Historic Landmark, with European and American masterworks. Cincinnati is recognized as a top city in North America for film production because of its locally based on- and off-camera talent. Locals often note that Cincinnati has more festivals than it has weekends. In 2017 and again in 2019, Cincinnati created a new four-day festival called BLINK®, one of the largest light, art, and projection mapping events in the nation. In 2019, nearly 1.5 million people visited Cincinnati to experience BLINK, which spanned 30 city blocks and two states by crossing over the Ohio River into Kentucky. Cincinnati is home to the nation's first and largest community arts campaign, the ArtsWave Community Campaign, which has raised and invested over \$340 million in the region's arts since 1949. ArtsWave funds 125 organizations every year through an impact-based framework called the Blueprint for Collective Action in the Arts Sector, which drives a more vibrant regional economy and more connected community. Given this commitment to the arts, it is no surprise that Cincinnati ranks in the top 2% on all Arts Dollars measures. Over the last two decades, ArtsWave has committed to broaden support for small, mid-sized, emerging, and multicultural arts organizations, which has helped create a greater balance in the arts landscape. There has been significant capital investment in the arts in the last several years as well: a \$160M restoration of historic Music Hall; expansion of Ensemble Theatre; construction of a new home for Cincinnati Shakes; creation of the outdoor "Art Climb" staircase at the Art Museum; and more. Underway is a new Center for Dance and home of Cincinnati Ballet; new 4,500-seat music venue at The Banks built by the Cincinnati Symphony; and new main-stage theater at Playhouse in the Park.

Top 10 Medium-sized Communities

This section provides insights into the arts and cultural vibrancy of the top 10 medium MSAs, listing each community's ranking on Arts Providers, Arts Dollars and Government Support. Each community on this list has a population between 100,000 and 1,000,000. The Census Bureau names the MSA for the principal city rather than the county. However, it is important to keep in mind that all MSAs consist of at least one county, so we capture the activity of the entire county, not just the principal city.

We remind readers that Arts Providers and Arts Dollars are weighted at 45% each in determining the rankings, and Government Support is weighted at 10%. The rankings on the metrics and measures are from a high of 1 to a low of 947 since there are 947 unique MSAs and Metro Divisions. Any ranking between 1 and 95 still puts that community in the top 10% of cities on that measure, and a ranking of 96-190 means the community is in the top 20th percentile, etc. Being ranked in the top 10 roughly means being in the top 1%.

1 **Santa Fe, NM** (pop. 150,358)

Santa Fe, NM, is a cultural haven, with more artists, writers, and designers than just about any city in the country, and it is home to one of the largest art markets in the country. Native arts are a cultural mainstay that predates Spanish and Anglo contact. New Deal government funding enhanced the role of the arts as a valued asset through the contracting of murals, pottery, and other traditional art forms. The visual arts are particularly strong with seven museums and over 150 galleries in Santa Fe. Three major visual arts markets – International Folk Art Market Santa Fe, 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. Meow Wolf's House of Eternal Return, which is an immersive art experience created by an artist collective in 2016, has become a major arts-related business in Santa Fe. In 2019, the exhibit drew a total annual attendance of 475,000 visitors. The Santa Fe Opera is a performing arts mainstay that attracts an international audience. Dance is heavily represented with companies such as Aspen Santa Fe Ballet, Entreflamenco, and Arte Flamenco Society featuring Juan Siddi Flamenco. There are the Santa Fe Chamber Music Festival, Georgia O'Keeffe Museum, and numerous museums and centers dedicated to culture, nature, and science. In addition, the New Mexico Museum of Art is moving forward with construction plans for a new contemporary museum, the Vladem Contemporary, in the Railyard District. Plans also continue to move forward on Siler Yard, Creative Santa Fe's Arts + Creativity Center, which will provide affordable live-work housing for low-income artists. The Santa Fe MSA ranks in the top 1% of communities on overall Arts Providers, Arts Dollars, and Government Support. Its strengths in the top 1% are manifest in all underlying measures except the two related to state support.

ARTS PROVIDERS		3rd
	Independent artists	3rd
	Arts and culture employees	16th
	Arts and culture organizations	2nd
	Arts, culture & entertainment firms	7th
ARTS DOLLARS		1st
	Program revenue	1st
	Contributed revenue	2nd
	Total expenses	1st
	Total compensation	1st
GOVERNMENT SUPPORT		4th
	State arts dollars	147th
	State arts grants	55th
	Federal arts dollars	6th
	Federal arts grants	2nd

2 San Rafael, CA (pop. 258,826)

San Rafael-Marin County, CA, located across the Golden Gate Bridge from San Francisco, is one of the Metro Divisions of the larger Bay Area including San Francisco and the East Bay. While Novato, San Rafael, and Mill Valley are Marin’s largest cities, each has its own cluster of arts organizations, including galleries, museums, and performing arts venues. Marin County is home to many world-class musicians, artists, authors, and performers. The Marin Center offers year-round music, theater, and dance performances on its two stages and is located adjacent to the Marin Civic Center in San Rafael, the complex designed by architect Frank Lloyd Wright. Downtown San Rafael was recently designated a California Cultural Arts District, one of California’s premier state-designated arts and culture districts. The District includes Art Works Downtown with galleries and artist studios, Youth in Arts (which is Marin’s premier provider of arts education), the Smith Rafael movie theater, and Falkirk Cultural Center, among other cultural venues. World-renowned tourist destination Sausalito hosts the annual Sausalito Art Festival. Marin Headlands for the Arts provides artist residencies within the National Park Conservancy. Performing arts organizations include Marin Theatre Company, Throckmorton Theatre, Marin Shakespeare Company, the Mountain Play, Ross Valley Players, Marin Ballet, Marin Symphony, Mill Valley Philharmonic, Marin Dance Theatre, and others. Museums include MarinMOCA, the Marin History Museum, and the Marin Museum of the American Indian. Artist studios are found in Sausalito at the ICB Building, in San Rafael at Art Works Downtown, and in Novato at MarinMOCA. Numerous galleries offer exhibits throughout the county, such as Gallery Route One in Pt. Reyes Station and Seager Gray Gallery in Mill Valley. Marin Open Studios produces a countywide tour of artists’ studios each May. The California Film Institute produces the international Mill Valley Film and DocLands Documentary Film festivals. Marin also hosts the Sausalito Film, Jewish Film, and Italian Film festivals. Lark Theater is a repertory movie theater that sometimes stages live performances. Filmmaker George Lucas has been influential in bringing the entertainment industry to Marin, which is home to Skywalker Ranch, a sound design post-production facility. Book Passage, Copperfield Books, Pt. Reyes Books, and Dominican University offer speakers’ series and book readings for all ages. The community scores in the top 1% of communities on Arts Providers and Arts Dollars and in the top 3% on Government Support. While California state arts funding is relatively low, Marin County is in the top 1% in the country for securing federal arts grants on a per capita basis.

ARTS PROVIDERS		7th
	Independent artists	22nd
	Arts and culture employees	7th
	Arts and culture organizations	12th
	Arts, culture & entertainment firms	10th
ARTS DOLLARS		7th
	Program revenue	7th
	Contributed revenue	18th
	Total expenses	8th
	Total compensation	6th
GOVERNMENT SUPPORT		29th
	State arts dollars	330th
	State arts grants	271st
	Federal arts dollars	26th
	Federal arts grants	11th

3 Pittsfield, MA

(pop. 124,944)

The **Pittsfield, MA**, MSA is best known as the Berkshires. Berkshire County is home to a variety of world-class art, theater, dance, music, film, and historic sites along with expansive outdoor recreation options. Berkshire Theatre Group, Jacob’s Pillow, the Norman Rockwell Museum, Barrington Stage, Aston Magna Festival, Berkshire Music School, MASS MoCA, Williamstown Theatre Festival, and Tanglewood are among the outstanding organizations that call the Berkshires home. MASS MoCA’s vast galleries and numerous indoor and outdoor performing arts venues allow it to embrace all forms of art: music, sculpture, dance, film, painting, photography, theater, and new, boundary-crossing works of art that defy easy classification. In Pittsfield’s Upstreet Cultural District, The Lichtenstein Center for the Arts features a gallery/performance space, a ceramic studio, and working artist studios, and many of our historic homes such as The Mount (Edith Wharton’s home), Chesterwood, and Arrowhead (Herman Melville’s home) host outdoor sculpture exhibits along with offering gallery space and on-site artist residencies. The creative economy is one of the five pillars of Berkshire’s countywide economic development strategy and is actively a part of the fabric that makes up this county in which Pittsfield is the largest city. Local resources include the Berkshire Art Association, Berkshire Film & Media Collaborative, DownStreet Art, IS183 Art School of the Berkshires, and Pittsfield Office of Cultural Development. The abundance of renowned arts and cultural activity and support drives Pittsfield to rank in the top 1% of communities on Arts Dollars and Government Support, holding the top 2% or better in each area’s underlying measures.

ARTS PROVIDERS		46th
	Independent artists	127th
	Arts and culture employees	10th
	Arts and culture organizations	4th
	Arts, culture & entertainment firms	260th
ARTS DOLLARS		4th
	Program revenue	4th
	Contributed revenue	5th
	Total expenses	3rd
	Total compensation	4th
GOVERNMENT SUPPORT		2nd
	State arts dollars	15th
	State arts grants	5th
	Federal arts dollars	13th
	Federal arts grants	6th

4 Ithaca, NY

(pop. 102,180)

The **Ithaca, NY**, MSA is home to both Cornell University, with its world-class H.F. Johnson Museum of Art and Schwartz Center for the Performing Arts, and Ithaca College, which has a well-known theater department and School of Music. Ithaca hosts both the Ithaca Festival of the Arts and the Spring Writes Literary Festival, which features up to 125 local writers in workshops, panels, readings, and performances. Ithaca is also home to the Hangar Theatre, Kitchen Theatre Company, The State Theatre of Ithaca, Cherry ArtSpace, Opera Ithaca, The Ithaca Shakespeare Company, and Civic Ensemble, as well as the celebrated Cayuga Chamber Orchestra and Cinemapolis, Ithaca’s community movie theater. Community choruses abound. The Community School of Music and Arts and Opus Ithaca School of Music make arts education accessible to students of all ages, skill levels, and socioeconomic backgrounds. Community organizations like the Southside Community Center and Greater Ithaca Activities Center engage local young people in performing and visual arts. The Sciencenter boasts over 250 interactive exhibits and the Museum of the Earth offers residents earth-science exhibits and science-related art exhibits. Tompkins County distributes over a quarter million dollars each year in grants for arts and culture that are funded by a room occupancy tax, while grants to individual artists in the area are made through the Community Arts Partnership. The area hosts many festivals including Porchfest and the Finger Lakes GrassRoots Festival of Music and Dance. Ithaca ranks 15th in arts and cultural organizations and 1st in federal arts dollars per capita.

ARTS PROVIDERS		19th
	Independent artists	65th
	Arts and culture employees	22nd
	Arts and culture organizations	15th
	Arts, culture & entertainment firms	18th
ARTS DOLLARS		48th
	Program revenue	55th
	Contributed revenue	58th
	Total expenses	51st
	Total compensation	42nd
GOVERNMENT SUPPORT		3rd
	State arts dollars	7th
	State arts grants	35th
	Federal arts dollars	1st
	Federal arts grants	49th

5 Boulder, CO (pop. 326,196)

Boulder, CO, has a strong concentration of artists, venues, creative businesses, and cultural destinations. There is a tempting variety of nationally and regionally respected arts venues in the community, including eTown Hall, the Colorado Chautauqua, the NoBo Art District, the Boulder Museum of Contemporary Art (BMoCA), and the Dairy Arts Center. In addition to incredible resources at the University of Colorado and several mid-sized organizations with a significant following, Boulder County is home to many, mostly small cultural nonprofits. Ranking among the top 2% of communities on Arts Providers and 14th on independent artists, the community is home to a high concentration of photographers, authors, musicians and singers, visual artists, craft artists, music directors, and composers. Boulder has a vibrant musical scene. The town has a concentration of classical music organizations: three orchestras, two chamber music societies, six chorale groups, two youth orchestras, and three significant classical music festivals. There is also a healthy popular music scene, especially concentrated around The Boulder Theater and The Fox Theatre. In addition, Boulder has a strong contemporary dance and theater scene. The community is recognized for contemporary visual art, mostly because of the many practicing local artists, supported also by contemporary art nonprofits like BMoCA, EcoArts Connections, Open Studios, and the Boulder Creative Collective. Boulder Arts Week is an inclusive celebration of Boulder's vibrant arts and cultural offerings and the city's thriving creativity, with over 100 diverse events annually. Boulder is an emerging place for mural artists with the city's public art program as well as the commissioning of new public artwork. Moreover, there is a commitment to make Boulder a laboratory for public artists to interact with the community through the Experiments in Public Art series. The support from Boulder's municipal government is significant, providing government spending of about \$16 per resident that mostly returns to the community through grants and other spending on public art. There is also much support from the regional Scientific and Cultural Facilities District (SCFD) tax.

ARTS PROVIDERS		14th
	Independent artists	14th
	Arts and culture employees	88th
	Arts and culture organizations	41st
	Arts, culture & entertainment firms	12th
ARTS DOLLARS		111th
	Program revenue	98th
	Contributed revenue	146th
	Total expenses	116th
	Total compensation	102nd
GOVERNMENT SUPPORT		124th
	State arts dollars	451st
	State arts grants	291st
	Federal arts dollars	86th
	Federal arts grants	97th

6 Wilmington, DE-MD-NJ (pop. 723,993)

NEW COMMUNITY The **Wilmington, DE-MD-NJ**, Metro Division includes Wilmington, the largest city in Delaware, as well as Cecil County in Maryland and Salem County, New Jersey. Situated where the Brandywine, Christina, and Delaware rivers come together, Wilmington uses art to bring people together for shared experiences. The area-wide support for arts in Wilmington leads to the area's ranking among the top 3% in per capita state funding. The Delaware Arts Alliance has three major partners at the state government level that focus on cultivating and supporting arts and arts education: Delaware Division of the Arts, Delaware State Arts Council, and Delaware Department of Education. The region boasts 23 organizations dedicated to historic preservation, assisted by Delaware's Historic Preservation Tax Credit Program, which has helped preserve over 230 historic buildings since 2001. The Delaware Art Museum, founded in 1911 and reconfigured in 2005, contains substantial exhibitions as well as the six-acre Copeland Sculpture Garden, the first in the region.

The Wilmington Art Loop offers free, self-guided events to the downtown community, allowing participants to experience

ARTS PROVIDERS		99th
	Independent artists	115th
	Arts and culture employees	71st
	Arts and culture organizations	186th
	Arts, culture & entertainment firms	162nd
ARTS DOLLARS		22nd
	Program revenue	8th
	Contributed revenue	96th
	Total expenses	19th
	Total compensation	19th
GOVERNMENT SUPPORT		41st
	State arts dollars	24th
	State arts grants	114th
	Federal arts dollars	62nd
	Federal arts grants	158th

20 arts venues across neighborhoods via shuttle. In addition, Wilmington has a strong theater scene, supported by community-based organizations like the Wilmington Drama League and the Delaware Theatre Company, which was the first arts and culture organization on Wilmington’s riverfront. Nearby, the Elkton Arts & Entertainment District features the work of over 100 local artists in its unique galleries, working studios, and live performances. The MSA ranks 8th overall for per capita program revenue and is in the top 2% for all but one sub-measure of Arts Dollars.

7 **Bozeman, MT** (pop. 114,434)

RETURNING FROM 2017 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 9th in the country on independent artists and 11th on arts, culture and entertainment firms per capita, driving it to the 13th spot overall on Arts Providers. Public art, provided by The Gallatin Art Crossing, can be found throughout the city and Bozeman has numerous galleries that line the city streets. The Bozeman Art Museum opened in January 2020, offering art education, exhibits, lectures, and workshops for the southwest Montana community. The Bozeman Art Museum is the fifth of Bozeman’s museum offerings, which also include the American Computer Museum, Children’s Museum, Pioneer Museum, and Montana Museum of the Rockies, home to an extensive collection of fossils. Montana State University’s diverse arts department provides a variety of offerings, and there are landmark local organizations such as the Bozeman Symphony, the Arts Council of Big Sky, 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 it is home to the Bozeman Sculpture Park.

ARTS PROVIDERS		13th
	Independent artists	9th
	Arts and culture employees	159th
	Arts and culture organizations	56th
	Arts, culture & entertainment firms	11th
ARTS DOLLARS		154th
	Program revenue	102nd
	Contributed revenue	211th
	Total expenses	125th
	Total compensation	188th
GOVERNMENT SUPPORT		156th
	State arts dollars	239th
	State arts grants	89th
	Federal arts dollars	293rd
	Federal arts grants	173rd

8 **Oxnard - Thousand Oaks - Ventura, CA** (pop. 846,006)

NEW COMMUNITY Ventura County, California’s southernmost county along the central coast, has all the iconic imagery of Southern California with blue skies and palm-fringed streets lined with whitewashed, red-tiled Spanish revival architecture. Events like the annual ArtWalk invite the community to take part in self-guided tours of dozens of galleries, studios, and pop-up venues in Ventura’s Westside Cultural District and Downtown. Oxnard is home to the Carnegie Arts Museum, Oxnard Performing Arts Center, Inlakech Cultural Arts Center, Elite Theatre Company, Channel Islands Maritime Museum, and Mullin Automotive Museum. The California Museum of Art Thousand Oaks and Bank of America Performing Arts Center add vibrancy to the region, along with Rubicon Theatre Company. The Museum of Ventura County houses the Agriculture Museum, which pays homage to one of the county’s most important industries. Ventura County has an ever-growing collection of outdoor murals,

ARTS PROVIDERS		6th
	Independent artists	2nd
	Arts and culture employees	177th
	Arts and culture organizations	274th
	Arts, culture & entertainment firms	4th
ARTS DOLLARS		337th
	Program revenue	355th
	Contributed revenue	314th
	Total expenses	347th
	Total compensation	347th
GOVERNMENT SUPPORT		624th
	State arts dollars	638th
	State arts grants	715th
	Federal arts dollars	344th
	Federal arts grants	323rd

catalogued by the Ventura County Mural Project, which focuses on showcasing local artists' work. The annual Ventura Art & Street Painting Festival transforms the sidewalks along the water of Ventura Harbor into canvases for street artists creating colorful chalk pastel murals. The WAV – Working Artists Ventura – is a state-of-the-art community designed for artists and creative businesses, located in the Downtown Cultural District. It offers affordable living and workspace for artists across disciplines as well as a community room space that comes to life with performances, films, exhibitions, concerts, workshops, and classes. The integration of independent artists with local businesses in WAV reflects the benefits of community integration in Ventura. Ventura County is also home to over a dozen film production companies. It is no wonder then that Oxnard-Thousand Oaks-Ventura, CA, ranks 2nd overall on independent artists and 4th on arts, culture and entertainment firms per capita.

9 **Bremerton – Silverdale, WA** (pop. 271,473)

Bremerton-Silverdale, WA, takes a unique approach to creating cohesion between city spending and arts and cultural spending. Kitsap County, where Bremerton and Silverdale are located, enacted the One Percent for Art Program Ordinance in 2001, stating that all Kitsap County capital improvement projects must set aside 1% of construction funds to “enhance common public areas or structures either associated with the funding or as a general community improvement from pooled funds.” And the city of Bremerton enacted its One Percent for the Art Program Ordinance in 2005. The city of Bremerton has a robust Arts District with several fine art galleries, three museums, and three performing arts venues. It is home to the Admiral Theatre, Bremerton Community Theatre, Bremerton Symphony, Kitsap Opera, Peninsula Dance Theatre, and West Sound Arts Council. Bremerton is currently focusing its efforts to revitalize a downtown street with a housing-based “day to night” urban center, honoring musician Quincy Jones. To preserve the history of a 1970 relief wall, Bremerton also created an “Open Air Gallery” (outside) to enhance revitalization through public art. Bremerton is now home to a unique arts festival, Wayzgoose Kitsap, where local artists hand-carve linoleum blocks and print them with full-sized steamrollers. Bainbridge Island has its namesake’s Museum of Art and Historical Society, as well as Bainbridge Performing Arts, home to the EDGE Improv, Bainbridge Dance Center, and Bainbridge Symphony Orchestra. Located in Port Gamble is the Museum of Shells and Marine Life, which contains one of the largest shell collections in the U.S. KitsapArt provides art education for children on the Kitsap Peninsula. Bremerton-Silverdale, WA, ranks in the top 4% of cities in overall Arts Providers and scores high in sub-measures on arts and culture employees, as well as arts, culture and entertainment firms per capita.

ARTS PROVIDERS		32nd
	Independent artists	54th
	Arts and culture employees	39th
	Arts and culture organizations	102nd
	Arts, culture & entertainment firms	33rd
ARTS DOLLARS		55th
	Program revenue	42nd
	Contributed revenue	97th
	Total expenses	46th
	Total compensation	62nd
GOVERNMENT SUPPORT		157th
	State arts dollars	693rd
	State arts grants	539th
	Federal arts dollars	65th
	Federal arts grants	55th

10 Traverse City, MI (pop. 150,653)

RETURNING FROM 2018 Despite being one of the smaller cities in the medium-size category, **Traverse City, MI**, possesses a well-developed arts scene. The city is best known culturally for the Interlochen Center for the Arts, which hosts the Interlochen Arts Camp where student actors, artists, musicians, and dancers from around the world flock to spend the summer. Notable alums include Josh Groban and Jewel. Interlochen Center is also home to the Interlochen Arts Festival, as well as some 750 concerts and theatrical productions held throughout the year. Several other theaters and auditoriums dot the landscape throughout the city, boasting a variety of musical and dramatic performances, including specializations in world music, acoustic music, and the blues. Other events include the Downtown Art Walks, the Traverse City Film Festival, and Paint Grand Traverse. The city is home to the City Opera House, built in 1891 and one of only six historically intact Victorian opera houses in the state. In addition to the performance series throughout the year, the House also hosts the National Writers Series. Traverse City is filled with commercial and public galleries, as well as several museums and arts centers such as Crooked Tree Arts Center and The Dennon, which undertook a 15,000-square-foot expansion last year. In 2014 Traverse City established an Arts Commission, where public dollars are allocated annually toward public art programs in the city. In 2019, through a collaboration with the Grand Traverse Band of Ottawa & Chippewa Indians, an exhibition of 19 murals was installed in a pedestrian tunnel to honor the Anishinabee ancestral connections to the region from an Indigenous perspective. Traverse City is ranked 10th on total compensation paid to arts and culture employees and is in the top 3% of communities for three of the four sub-measures that make up Arts Dollars.

ARTS PROVIDERS		134th
	Independent artists	92nd
	Arts and culture employees	263rd
	Arts and culture organizations	99th
	Arts, culture & entertainment firms	168th
ARTS DOLLARS		21st
	Program revenue	15th
	Contributed revenue	56th
	Total expenses	27th
	Total compensation	10th
GOVERNMENT SUPPORT		43rd
	State arts dollars	20th
	State arts grants	111th
	Federal arts dollars	104th
	Federal arts grants	119th

Top 10 Small Communities

This section provides insights into the arts and cultural scene for the top 10 small MSAs, listing each community’s ranking on Arts Providers, Arts Dollars and Government Support. All 10 communities listed here are considered Micropolitan Statistical Areas by the Census Bureau, meaning they are counties with a principal city that has a population between 10,000 and 50,000, plus adjacent territory that has a high degree of integration with that core city. The Census Bureau names the MSA for the principal city rather than the county. However, it is important to keep in mind that all MSAs are comprised of at least one county, so we capture the activity of the entire county, not just the principal city.

The rankings on each metric and measure are from a high of 1 to a low of 947, because there are 947 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 at 45% each in determining the rankings, and Government Support is weighted at 10%. Any ranking between 1 and 95 still puts that community in the top 10% of cities on that measure, and a ranking of 96-190 means the community is in the top 20th percentile, etc. Ranking in the top 10 roughly means being in the top 1% on that measure.

1 Jackson, WY-ID (pop. 35,606)

The **Jackson, WY-ID**, MSA is a mountain community of great beauty and innovation that includes both Teton County, ID, and Teton County, WY. All art forms are represented here, and at times have been recognized nationally or internationally for excellence. The area is home to the National Museum of Wildlife Art, which offers a Sculpture Trail in addition to its indoor, permanent collection. With a 78,000-sq.-ft. campus, Center for the Arts is a community-wide cultural and educational facility that serves to shelter and nurture the artistic core of Jackson. The Center provides a space for 21 independent cultural and educational Resident organizations to flourish. The theater, studios, and classrooms are abuzz with activity nearly every day of the year, thanks to programs offered by Residents, community organizations, and the Center’s own creative initiatives. Some of the Resident organizations include Off Square Theatre Company, the Jackson Hole Community Band, Jackson Community Theater, the Jazz Foundation of Jackson Hole, the Jackson Hole Chorale, and pARTners, an organization that integrates arts into school curriculum. The Grand Teton Music Festival is a summer classical music festival that brings prestigious soloists and musicians from renowned orchestras to Jackson Hole to share their passion with the local community. Strong mid-sized and smaller organizations include the Dancers’ Workshop, Jackson Hole Public Art, and the Art Association. The Jackson Hole Wildlife Film Festival is an internationally known organization that provides film awards for the wildlife film industry and is a powerhouse in arts education programming. Jackson ranks 12th on independent artists per capita and 11th on overall Arts Providers. Local individuals, foundations and government are very supportive with funding. This community is in the top 1% in Government Support and Arts Dollars, ranking in the top 1% on all sub-measures of Arts Dollars.

ARTS PROVIDERS		11th
	Independent artists	12th
	Arts and culture employees	35th
	Arts and culture organizations	10th
	Arts, culture & entertainment firms	19th
ARTS DOLLARS		5th
	Program revenue	6th
	Contributed revenue	6th
	Total expenses	6th
	Total compensation	9th
GOVERNMENT SUPPORT		7th
	State arts dollars	70th
	State arts grants	20th
	Federal arts dollars	16th
	Federal arts grants	7th

2 Steamboat Springs, CO

(pop. 25,638)

Steamboat Springs, CO, was founded on a love of the arts, from the Ute and Fremont Indigenous peoples who created artwork on rocks and in caves throughout the area to the first white homesteaders – the Crawford family, who brought paints and an organ when they first arrived. In 1915, Perry-Mansfield Performing Arts School and Camp opened permanently in Strawberry Park and has brought national renown to the area. Today, Steamboat Springs is thriving with arts and culture from art galleries, opera, music, dance, theater, distilleries, breweries, and unique architecture and design. This community ranks 1st in arts and cultural organizations and 4th on independent artists per capita. Through its evolution from a rural community to a nationally recognized outdoor recreation destination, Steamboat Springs has stayed true to its heritage through infusing cultural design elements in its city planning, recognition and celebration of its roots, and continual expansion of arts and culture. Steamboat was the first Certified Colorado Creative District to have multiple satellite locations, which extend beyond downtown Steamboat. Strings Music Festival and Perry-Mansfield Performing Arts School & Camp are the two largest arts organizations in the community, bringing visitors from across the country. There are also numerous smaller nonprofit arts organizations that deliver big impact to the community and its visitors, including Opera Steamboat, Yampa Valley Choral Society, Piknik Theatre, Steamboat Symphony Orchestra, Chief Theater, Elevation Dance, Steamboat Dance Theatre, Steamboat Art Museum, Tread of Pioneers Museum, over 15 art galleries, and 75 published authors. Steamboat Springs is strong in dance, visual arts, heritage, music, writing, design, and opera. The majority of professional artists tend to be over the age of 40, but there are also younger, emerging artists. Despite low rankings on state and federal Government Support, there is strong financial support from the community through memberships, donors, and sponsors. Over the past five years, the city and chamber have become increasingly supportive of arts and culture, thanks in part to a better understanding of the economic impact that the arts have on the community.

ARTS PROVIDERS		4th
	Independent artists	4th
	Arts and culture employees	280th
	Arts and culture organizations	1st
	Arts, culture & entertainment firms	6th
ARTS DOLLARS		12th
	Program revenue	10th
	Contributed revenue	15th
	Total expenses	10th
	Total compensation	13th
GOVERNMENT SUPPORT		257th
	State arts dollars	122nd
	State arts grants	58th
	Federal arts dollars	793rd
	Federal arts grants	690th

3 Heber, UT

(pop. 76,236)

The **Heber (formerly Summit Park), UT**, MSA includes all of Wasatch County and Summit County, home to Park City and its two ski resorts. At certain times of the year, 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 home to the Sundance Film Festival, which is the United States' largest independent film festival, the Sundance Institute, Park City Institute, Park City Chamber Music Society, Park City Arts & Music Conservatory, Egyptian Theatre, Park City Film, and the Deer Valley Music Festival, which is the Utah Symphony/Utah Opera's summer home. Park City Summit County Arts Council has incubated numerous arts and culture organizations, built audiences for established and emerging artists, and helped promote the area as a world-class cultural tourist destination. It produces annual programs such as Art on the Trails, Summit Arts Showcase, Monster Drawing Rally, and the County Fair Fine Arts exhibit and works in partnership with other nonprofits to connect creative content to the community. Wasatch County is home to the Heber Valley Western Music and

ARTS PROVIDERS		8th
	Independent artists	5th
	Arts and culture employees	124th
	Arts and culture organizations	73rd
	Arts, culture & entertainment firms	8th
ARTS DOLLARS		40th
	Program revenue	41st
	Contributed revenue	40th
	Total expenses	37th
	Total compensation	45th
GOVERNMENT SUPPORT		10th
	State arts dollars	63rd
	State arts grants	47th
	Federal arts dollars	9th
	Federal arts grants	14th

Cowboy Poetry Gathering. The area ranks 8th on overall Arts Providers and in the top 1% on both independent artists (5th) and arts, culture and entertainment firms per capita (8th). Furthermore, Summit Park ranks 9th and 14th in the U.S. on federal arts dollars and arts grants, respectively.

4 Hailey, ID (pop. 24,127)

NEW COMMUNITY Hailey, ID, is “Idaho’s Hometown in the Mountains” and is nestled in the majestic Central Idaho Rockies, 150 miles from Boise. Hailey shares the Metropolitan Division with Sun Valley, also rich in arts and culture. Hailey has an abundance of arts and cultural activities and events, including theater, renowned music festivals, and a thriving community of artists living in a city that supports the arts in its many diverse forms. The Hailey Arts Commission manages the Percent for Art Program, which mandates that 1% of the total cost of all construction, improvements, or renovation projects undertaken by the city be set aside for public art projects. Sun Valley is home to the Sun Valley Museum of Art, the annual Sun Valley Jazz and Music Festival, Company of Fools Theatre, and The Spot. The area has more than a dozen galleries, the lauded Writers' Conference, the Sun Valley Film Festival, Argyros Performing Arts Center, and free summer symphony concerts in the Sun Valley Pavilion. Art, culture, and agriculture intersect at the annual Trailing of the Sheep festival, which celebrates Basque cultural heritage with folk dancers and storytelling. The festival is rated as one of the top 10 fall festivals in the world by msn.com and has international appeal, drawing over 25,000 visitors from around the world. Hailey is in the top 1% on independent artists per capita and ranks 9th on program revenue.

ARTS PROVIDERS		23rd
	Independent artists	7th
	Arts and culture employees	459th
	Arts and culture organizations	16th
	Arts, culture & entertainment firms	75th
ARTS DOLLARS		13th
	Program revenue	9th
	Contributed revenue	11th
	Total expenses	21st
	Total compensation	18th
GOVERNMENT SUPPORT		338th
	State arts dollars	245th
	State arts grants	83rd
	Federal arts dollars	690th
	Federal arts grants	690th

5 Glenwood Springs, CO (pop. 77,828)

RETURNING FROM 2016 The Glenwood Springs, CO, MSA is nestled in the Rocky Mountains with a vibrant arts and culture scene that encompasses visual arts, dance, fine art, theater, classical and popular music, arts classes, and outdoor entertainment. It is comprised of Glenwood and Pitkin counties, home to the towns of Glenwood Springs and Aspen. 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. The Glenwood Springs Arts Council, located in a restored hydroelectric plant, has a rich tradition of arts education and celebration, hosting events such as International Jazz Day and A Woman’s Touch Art Show. Throughout the year, internationally acclaimed gatherings, art exhibitions, performances, and lectures define Aspen’s unique culture at organizations such as the Aspen Art Museum, Red Brick Center for the Arts, and Theatre Aspen. Glenwood Springs is in the top 4% on every Arts Dollar measure. It also ranks high on the number of arts organizations per capita.

ARTS PROVIDERS		68th
	Independent artists	45th
	Arts and culture employees	565th
	Arts and culture organizations	11th
	Arts, culture & entertainment firms	54th
ARTS DOLLARS		23rd
	Program revenue	19th
	Contributed revenue	25th
	Total expenses	34th
	Total compensation	23rd
GOVERNMENT SUPPORT		134th
	State arts dollars	365th
	State arts grants	277th
	Federal arts dollars	186th
	Federal arts grants	59th

6 Vineyard Haven, MA

(pop. 17,332)

The **Vineyard Haven, MA**, MSA is comprised of Dukes County, and named for Vineyard Haven, a small village in the town of Tisbury, located on the beautiful island of Martha's Vineyard. The density and diversity of businesses in the creative economy make Vineyard Haven a very distinctive arts and culture-rich community. Most notably, Vineyard Haven ranks 3rd in arts and cultural organizations, 12th on contributed revenue, and 3rd on federal arts grants per capita. The Vineyard Haven Harbor Cultural District boasts myriad successful projects, including the Martha's Vineyard Playhouse, the Martha's Vineyard Museum, historic Williams Street, Owen Park, and the Martha's Vineyard Hebrew Center. Vineyard Haven's arts and culture landscape includes wooden ship builders, a vibrant film center, architects, interior designers, writers, clothing designers, bookmakers, photographers, copper sculptures, wooden sign makers, musicians, a professional performing arts theater and amphitheater, jewelry designers, historic tall ships, ceramic and glass designers, wampum designers, and visual artists. Vineyard Arts Project is an incubator for new works in dance and theater. Featherstone Center for the Arts, The Aquinnah Cultural Center, Beach Road Weekend, the Martha's Vineyard Chamber Music Society, Martha's Vineyard Jazz and Blues Summerfest, and the Martha's Vineyard International Film Festival are just a few of the other arts and culture attractions one can find on Martha's Vineyard.

ARTS PROVIDERS		137th
	Independent artists	204th
	Arts and culture employees	213th
	Arts and culture organizations	3rd
	Arts, culture & entertainment firms	439th
ARTS DOLLARS		17th
	Program revenue	25th
	Contributed revenue	12th
	Total expenses	18th
	Total compensation	25th
GOVERNMENT SUPPORT		6th
	State arts dollars	182nd
	State arts grants	15th
	Federal arts dollars	21st
	Federal arts grants	3rd

7 Oneonta, NY

(pop. 59,493)

Otsego County, represented as the **Oneonta, NY**, MSA, takes community development and living green to heart. Culture is abundant with world-class opera, national art exhibitions, theater, concerts, and a rich historical past. The National Baseball Hall of Fame and Museum can be found in Cooperstown, which draws nearly 300,000 visitors per year. Cooperstown is also home to the Fenimore Art Museum, The Farmers' Museum, and the famous Glimmerglass Opera. The Foothills Performing Arts and Civic Center serves a three-county area with performing arts events and educational outreach. The center was also deemed the "greenest" building to ever go through the NYSERDA program, which earned the venue a financial award. Arts in Oneonta is supported through the Community Arts Network of Oneonta and the Upper Catskill Community Council of the Arts. The community is ranked 17th on both arts and culture employees and program revenue. It scores in the top 3% of communities on Arts Dollars, as well as on each of the four underlying measures.

ARTS PROVIDERS		111th
	Independent artists	862nd
	Arts and culture employees	17th
	Arts and culture organizations	31st
	Arts, culture & entertainment firms	386th
ARTS DOLLARS		19th
	Program revenue	17th
	Contributed revenue	24th
	Total expenses	20th
	Total compensation	20th
GOVERNMENT SUPPORT		48th
	State arts dollars	43rd
	State arts grants	213th
	Federal arts dollars	40th
	Federal arts grants	151st

8 Hudson, NY (pop. 59,461)

The **Hudson, NY**, MSA encompasses the charming riverfront city of Hudson and all of Columbia County, which is surrounded by the Catskills and Berkshires. Over the centuries, Hudson has been able to reinvent itself from a whaling town to a vibrant cultural community. Many artists, as well as many weekend visitors, have relocated to Hudson full-time. Today the city is known for its arts, architecture, antique shops, galleries, and restaurants. There are numerous cultural venues including Basilica Hudson, a multidisciplinary arts center housed in a solar-powered 1880s factory; Club Helsinki, an acoustically designed, multitiered live music venue; and Hudson Hall at the historic Hudson Opera House, a multidisciplinary arts center housing the state's oldest surviving theater. Just a short drive from Hudson's main center is a major draw for art enthusiasts, the Olana State Historic Site, home of Frederic Edwin Church, a major figure in the Hudson River School of landscape painting. More broadly in the county, one finds Ancram Opera House, Mac-Haydn Theatre, PS21, and Art Omi, a 200-acre sculpture park. This vibrant community is in the top 2% on Government Support, ranking 8th on state arts dollars.

ARTS PROVIDERS		38th
	Independent artists	32nd
	Arts and culture employees	65th
	Arts and culture organizations	21st
	Arts, culture & entertainment firms	146th
ARTS DOLLARS		69th
	Program revenue	50th
	Contributed revenue	88th
	Total expenses	74th
	Total compensation	63rd
GOVERNMENT SUPPORT		19th
	State arts dollars	8th
	State arts grants	22nd
	Federal arts dollars	124th
	Federal arts grants	52nd

9 Bennington, VT (pop. 35,470)

Bennington County, VT, is home to a diverse population of visual and performing artists who are community oriented and take part in public art projects, individual showings, and nonprofit events. From the earliest days of the American Craft Movement when artisans of Bennington Potters established the area as an economy defined by the arts, to today, where avant-garde expression is being fervently cultivated at Bennington College, Bennington and cultural vibrancy have been synonymous. Positioned along the cultural corridor, Bennington County stretches to the Berkshires in the east, to the rolling hills and farmland of upstate NY in the south and west, and all the way up to Dorset, VT, and the edge of the Green Mountains in the north. There are literally hundreds of artistic activities and opportunities, including myriad galleries and studios, classroom and skill instruction for all ages, multiple theaters presenting both community and equity productions, and an endless array of platforms offering visual and musical entertainment choices. The breadth of opportunity for engagement and participation truly defines the cultural vibrancy of both the North and South Shires of Bennington County. The South Shire is home to Bennington College, which has long been a bastion for visual and performing artists at the forefront of their fields across all genres. Nearby, the Vermont Arts Exchange provides studio-based programs and camps for children and also hosts an annual Basement Music Series that features nationally touring groups. In downtown Bennington, Sonata, an educational piano retreat for children and adults of all ages, celebrated its 50th birthday last year. Nearby, you will find Oldcastle Theater, an equity house in its 48th season, and Bennington Museum, which holds the world's largest collection of Grandma Moses original paintings and has an impressive representation of modernist works on display. Bennington is also home to the Southern Vermont Art and Craft Festival, which draws thousands of artists and tourists to the area each summer. Meanwhile, the North Shire is the home of

ARTS PROVIDERS		146th
	Independent artists	218th
	Arts and culture employees	180th
	Arts and culture organizations	7th
	Arts, culture & entertainment firms	376th
ARTS DOLLARS		20th
	Program revenue	32nd
	Contributed revenue	28th
	Total expenses	13th
	Total compensation	12th
GOVERNMENT SUPPORT		24th
	State arts dollars	81st
	State arts grants	87th
	Federal arts dollars	83rd
	Federal arts grants	23rd

the Manchester Music Festival, a monthlong concert program for chamber and operatic music. Southern Vermont Arts Center boasts a large pavilion for those performances; it also offers workshops and summer camps for children and adults, along with extensive gallery space for its permanent collection and other exhibitions. Finally, the Dorset Playhouse is a staple, presenting a community theater troupe during the winter months and hosting the acclaimed Dorset Theater Festival during the summer. The town of Bennington, in conjunction with the Bennington Area Arts Council, commissioned a Cultural Plan that was completed in May 2019. This plan encompasses all shires within Bennington County and will provide a road map for how towns can help to facilitate and promote a healthy economy. Being identified as one of the top 10 most vibrant small arts communities in the U.S. for the sixth year in a row, Bennington ranks 7th on arts and cultural organizations, 13th on total expenses, and 12th on total compensation paid to those working in arts and culture.

10 Hood River, OR (pop. 23,382)

RETURNING FROM 2018 Despite of (or perhaps because of) its small population, the **Hood River, OR**, MSA is home to a great number and range of artists. While individual artists comprise the bulk of the arts landscape, there are also several arts organizations—in addition to several world-class museums—within 20 miles of the heart of town. The MSA includes the Columbia Center for the Arts and the Western Antique Aeroplane and Automobile Museum. It is no surprise, then, that Hood River is in the top 3% of communities for independent artists as well as arts and culture organizations per capita. The city hosts a Big Art Walk every year, which has nearly doubled the number of installations since its inception four years ago. Support for the arts is strong, coming from a diverse set of advocates: the city, the Chamber of Commerce, and several foundations, with a significant amount coming from the city’s citizens themselves. Hood River ranks 3rd in per capita contributed revenue.

ARTS PROVIDERS		43rd
	Independent artists	11th
	Arts and culture employees	269th
	Arts and culture organizations	35th
	Arts, culture & entertainment firms	128th
ARTS DOLLARS		45th
	Program revenue	190th
	Contributed revenue	3rd
	Total expenses	57th
	Total compensation	113th
GOVERNMENT SUPPORT		328th
	State arts dollars	223rd
	State arts grants	82nd
	Federal arts dollars	793rd
	Federal arts grants	690th

Conclusion

This year's Arts Vibrancy Index Report is a celebration of the variety of ways that the arts contribute to the character of a place and the people who live there. The severe effects of the coronavirus on arts and cultural organizations, their employees, the artists whom they hire and whose work they present, and the communities they serve have been felt since March 2020. Many organizations have already made the decision to postpone reopening plans until 2021. The landscape of the nation's arts and culture field for the year 2020 will no doubt be a considerable departure from that of 2019. It is important, however, not to forget how the arts can make a community pulsate with life, vigor, and activity. This report serves as a reminder that 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 secured from state and federal sources. These 40 communities each have their own unique character, as do all counties across the country. To see the strengths of your county and potential areas of growth, visit smu.edu/artsvibrancymap.

About SMU DataArts

SMU DataArts, the National Center for Arts Research, is a joint project of the Meadows School of the Arts and Cox School of Business at Southern Methodist University. SMU DataArts compiles and analyzes data on arts organizations and their communities nationwide and develops reports on important issues in arts management and patronage. Its findings are available free of charge to arts leaders, funders, policymakers, researchers and the general public. The vision of SMU DataArts is to build a national culture of data-driven decision-making for those who want to see the arts and culture sector thrive. Its mission is to empower arts and cultural leaders with high-quality data and evidence-based resources and insights that help them to overcome challenges and increase impact. It collects data on organizational finances and operations through its Cultural Data Profile platform, as well as workforce demographic data. Publications include white papers on emergence from the COVID-19 crisis, culturally specific arts organizations, protecting arts organizations through downturns, gender equity in art museum directorships, and more. SMU DataArts also publishes reports on the health of the U.S. arts and cultural sector. For more information, visit smu.edu/dataarts.

Endnotes

- i The data that SMU DataArts has integrated for this report comes from numerous sources. Organizational data that forms the basis of the Arts Dollar measures is from the Internal Revenue Service, DataArts' Cultural Data Profile, and Theatre Communications Group. Community data that forms the basis of the Arts Provider measures is from the Internal Revenue Service and the Census Bureau, which is reported by county, zip code, and census tract. 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.
- ii The 12 categories of arts and cultural sectors and their associated NTEE codes are as follows:
 - Arts Alliance and Service Organizations:** Alliances & Advocacy (A01), Management & Technical Assistance (A02), Professional Societies & Associations (A03), Fund Raising & Fund Distribution (A12)
 - Arts Education:** Arts Education/Schools (A25) and Performing Arts Schools (A6E)
 - Art Museums:** Art Museums (A51)
 - Community:** Arts and 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)
 - Multidisciplinary Performing Arts:** Performing Arts (A60)

iii We assign organizations to arts sectors 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 its arts discipline NTEE (e.g., performing arts center) rather than its 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.

v All measures are calculated on a per capita basis, and all financial measures are adjusted for cost of living. To combine measures for score calculations, we standardize each metric using factor analysis. The factor analysis process applies weights to the measures based on the calculated "quality" of each measure. The weighted measures are then combined to create a standardized factor score for each of the metrics. The standardized scores have means of zero and standard deviations of one. Once the three metrics are standardized, we weight them 45% for Arts Providers, 45% for Arts Dollars, and 10% for Government Support. These weighted metrics are then added to generate the Arts Vibrancy score for a particular community. Arts Vibrancy scores for all communities are then compared to determine Top Arts-Vibrant Communities and allow for the generation of percentile-like scores as shown on the Arts Vibrancy Map.



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