



VENTURA COUNTY
AND THE ARTS:
**IMPACT & OPPORTUNITY
FOR COMMUNITY**



VENTURA COUNTY
COMMUNITY FOUNDATION
SEPTEMBER 2008



Cover: *Well* by Dave Rivas

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ArtsLIVE in VENTURA COUNTY

This three-year initiative is funded in part by The James Irvine Foundation's Communities Advancing the Arts initiative and the Ventura County Community Foundation's Community Response Fund among others. Designed to strengthen local arts organizations through training and attracting new charitable capital and to highlight the depth of the art produced and enjoyed in Ventura County, this initiative will include the following:

- Creation of a Advisory Council consisting of community leaders, arts organization leaders and staff, board members, patrons and field experts.
- A multiyear grants program to highlight the art produced in Ventura County, with an emphasis on art produced by youth, seniors and traditionally under-represented groups. Grants to nonprofits will be made by VCCF and grants to individual artists will be made by the Ventura County Arts Council, a partner in the initiative.
- Training programs for local nonprofit arts organizations offered through the VCCF Resource Center for Nonprofit Management, with an emphasis on key disciplines of audience development, fund development, marketing, strategic planning and planned giving.
- Countywide convenings around topics of interest to the wider community of stakeholders.
- Evaluations and publications.
- Development of a new scholarship fund for emerging artists from Ventura County, to be housed at the Ventura County Community Foundation.
- Development of an online community around issues relating to the arts, at www.artsliveinVC.org.

This report on the scope of the arts is the first phase of the ArtsLIVE initiative, and was made possible by grants from The James Irvine Foundation, the Smith Hobson Foundation and the Fairburn Fund for Community Research at the Ventura County Community Foundation. We appreciate their support of this work, as well as the contributions from the Center for Leadership and Values at California Lutheran University, and Drs. Charles Maxey and Jamshid Damooei.



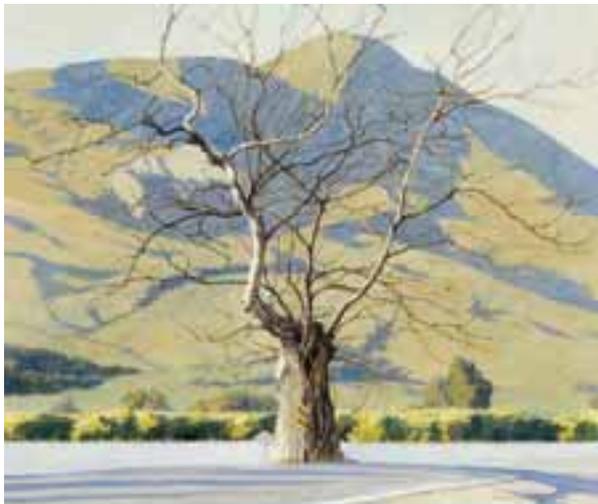
The History of the Chicano Movimiento, acrylic on canvas by Frank Romero, 1999. Carnegie Art Museum Collection, City of Oxnard. Donated in part by the Carnegie Art Museum Cornerstones, Juan J. Gonzales of the Law Offices of Francis & Associates, Howard A. & Estelle Bern, and Amy Cherot.



The Museum of Ventura County plans completion of this \$12 million expansion in 2010. The striking new structure will add 25,000 square feet and triple the original gallery space. Included will be a new children's education center, classrooms, expanded research library and collection storage, and an event pavilion. The project architect is Russel Tyner of Houston/Tyner Architects. The museum is presently holding exhibits and events in their temporary storefront location at 89 S. California Street in downtown Ventura. www.venturamuseum.org.

Ventura County And The Arts: Impact & Opportunity For Community

INTRODUCTION — ARTSLIVE IN VENTURA COUNTY SURVEY



Hangman's Tree by Susan Petty

This study is the first step in a multiphase initiative to strengthen the arts in Ventura County, funded in part by The James Irvine Foundation's Communities Advancing the Arts initiative. The Ventura County Community Foundation undertakes this project out of the belief that the arts are a vital aspect of the quality of life in a community and a bridge to strengthening communities in the midst of significant and rapid change. With its mission to promote and enable philanthropy to improve our community for good for ever, we believe that investing in the arts and working together to strengthen the artists and arts organizations that are part of our community's fabric is an important step.

This study is intended to provide a base of information about the state of the arts in Ventura County, including the scale and scope of the arts (in all their variety and diversity), their economic significance, the nature and needs of arts organizations and artists, and participation in the arts and in arts education.

Follow-on phases of this project will include community engagement, training and capacity building, and fund development – all intended to strengthen the vitality of our arts organizations and to deliver on their tremendous potential for a more engaged, more diverse and more successful arts community.

As additional data is gathered in the project and as other activities and events are planned, information will be posted on the Ventura County Community Foundation Website (at www.vccf.org, and www.artsliveinVC.org) and on the web site of the Center for Leadership and Values at California Lutheran University: <http://www.cal-lutheran.edu/CLV/center/index.php>.

ARE NONPROFIT ARTS ORGANIZATIONS AT RISK? THE IRVINE FOUNDATION PERSPECTIVE

Since its inception in 1937, The James Irvine Foundation has pursued what it terms a “sustained commitment to the arts and cultural organizations” across California. Surveying the broad landscape of the arts in the state today, the Foundation has found reasons for both celebration and concern. In a September 2006 working paper, they reported that, while California is a wellspring of artistic and cultural innovation and creativity, its arts organizations, and particularly its non-profit arts organizations, now face real challenges to their future viability.

If California’s non-profit arts sector is truly “at risk,” the implications are serious. As Irvine’s research consultants reported, for the past 40 years California’s nonprofit cultural organizations have been understood by foundations and government leaders as the primary delivery mechanism for the cultural experience. However, these organizations now face “major, permanent structural changes brought on by technological advances, globalization and shifting consumer behavior.” As a result, the nonprofit sector may have reached or be approaching a “breaking point,” where it must adapt or become increasingly irrelevant.

If such change is indeed occurring, what factors are driving it? We must consider these:

- Demographic changes that may shift interest in and support away from more traditional art forms and organizations.
- Structural changes in the economy which result in less public funding for arts and cultural initiatives, and declining real wages among many of the employed who are arts “consumers.”
- Technological changes that are profoundly changing the music and other entertainment sectors, putting nonprofit arts and cultural organizations increasingly into direct competition with commercial enterprises.
- The continuing struggle to provide arts education in the public schools in sufficient scale and quality to develop longer-term interest in, appreciation for, and participation in the arts.

If these threats are real, how well prepared are nonprofit arts organizations’ members, managers, volunteers and staff to adapt, to find new, more appropriate “business models,” to rejuvenate their organizations and keep them viable? What do they see as their own needs for professional development and more effective management?

Out of these concerns, The Irvine Foundation has launched a broad effort to examine these issues and questions across California. Through their support, we have been able to undertake a study of the arts in Ventura County. This report presents our initial findings, from which we anticipate launching a broader discussion in Ventura County among all the stakeholders for whom the arts are a vital part of community.



R. E. by John Nava, 2005, electronic jacquard

THE SCOPE SCALE OF THE ARTS IN VENTURA COUNTY

What constitutes the arts? To study the arts in Ventura County, we needed first to define the term. This is, of course, no easy task.

The Stanford Encyclopedia of Philosophy begins its attempt with this qualification: “The definition of art is controversial...” Or, as another observer said, “Arts is for many reasons a difficult word to define without starting endless argument!” Rather than becoming mired in this, our approach was to define “the arts” broadly, including at least all of the elements depicted in the figure below, and likely many others as well. We view this not as definitive, but as a place to start.

- Arts**
- Performing Arts**
- Music
 - Theater
 - Dance
 - Opera
 - Film
- Fine Arts**
- Architecture
 - Textile
 - Comics
 - Drawing
 - Electronic Media
 - Avant-Garde Music
- Fine Arts**
- Drawing
 - Painting
 - Photography
 - Filmmaking
 - Sculpture
 - Printmaking
 - Computer Art
 - Video Art
- Fine Arts**
- Poetry
 - Fiction
 - Old Literature
 - Essays

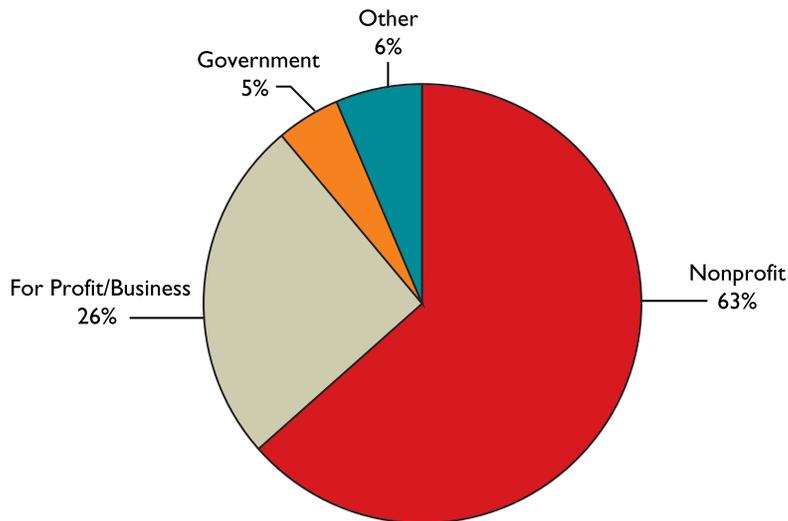
SCOPE AND SCALE OF THE ARTS

The scope and scale of the arts in Ventura County is amazing. There are arts organizations in every part of the county. They embrace a wide variety of artistic forms, engage in a rich variety of activities, involve many staff members, board members and volunteers in arts related activities, and entertain and educate countless residents and visitors each year. Collectively the county’s arts organizations constitute a vital and vibrant cultural and community resource.

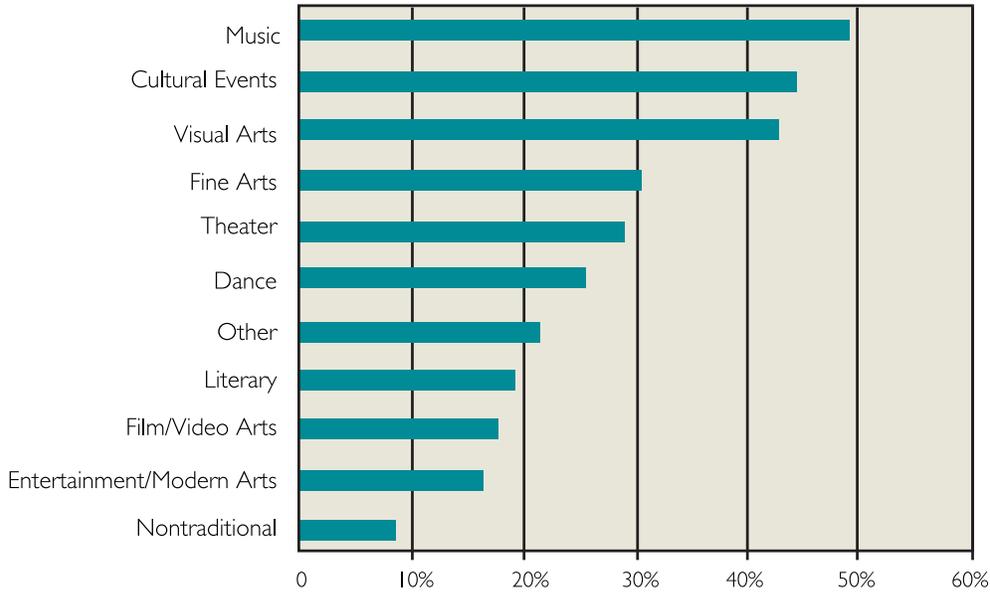
It is not a simple matter to find out even how many arts organizations there are. In our efforts to create a listing of all the county’s arts entities, we have identified over 500 organizations. We are confident there are many, many more and we are continuing the work of cataloguing them. On the basis of the 137 arts organizations that participated in our project survey, we can begin to construct a portrait of the scope and scale of arts in the county.

The arts span all sectors of the economy, involving nonprofit organizations, businesses, and government and, of course, individuals. In our respondent sample, almost two-thirds of the arts organizations are nonprofit organizations.

TYPES OF ARTS ORGANIZATIONS IN VENTURA COUNTY



SELF-CATEGORIZATIONS OF VENTURA COUNTY ARTS ORGANIZATIONS



There is great diversity among these organizations in size, purpose, activities and focus.

Survey participants were asked to identify the areas in the arts in which they were engaged. The results indicate a broad range of arts related interests. Many of the organizations classified themselves in to multiple categories. Among those in the “other” category are organizations involved in crafts (ranging from wood working to light shows), museums, radio and television broadcasting, digital art, historical murals, and educational programs.

We were pleasantly surprised to see that so many of the arts organizations in our respondent sample are so enduring. Some are young, of course (more than a third are less than 10 years old), but many others are, let’s say, venerable. More than 20% are thirty years old or older.

These organizations embrace a wide variety of purposes and activities. Again, organizations were able to list themselves in more than one category and many did. The largest single group is those organizations engaging in performance, exhibits and events. In addition, many of these organizations exist to support the arts (monetarily and otherwise), to provide advocacy and networking opportunities, and to provide instruction and education. They are wide-ranging in their self-described main purposes or missions. For example:

- Highlight the work of local artists.
- Offer youth programs to serve a multicultural community.
- To present the finest artists performing the world’s greatest music.
- To enhance the fine arts as a transformational tool for the empowerment of our community.

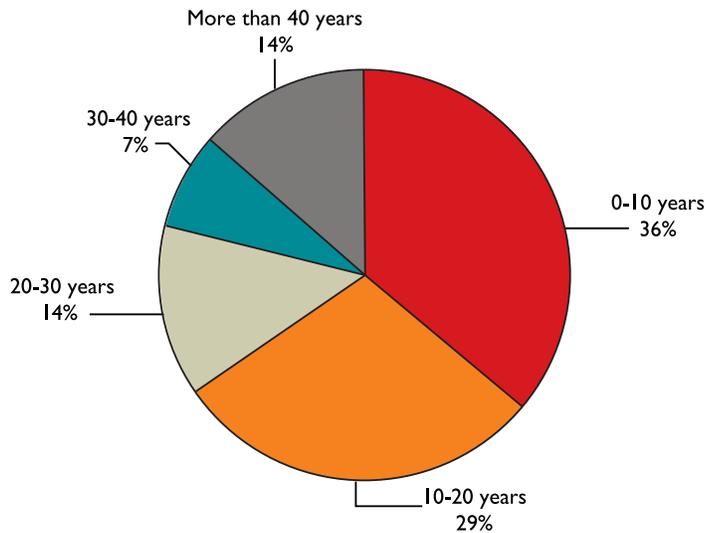


Of One Mind Black by Kathy Waggoner



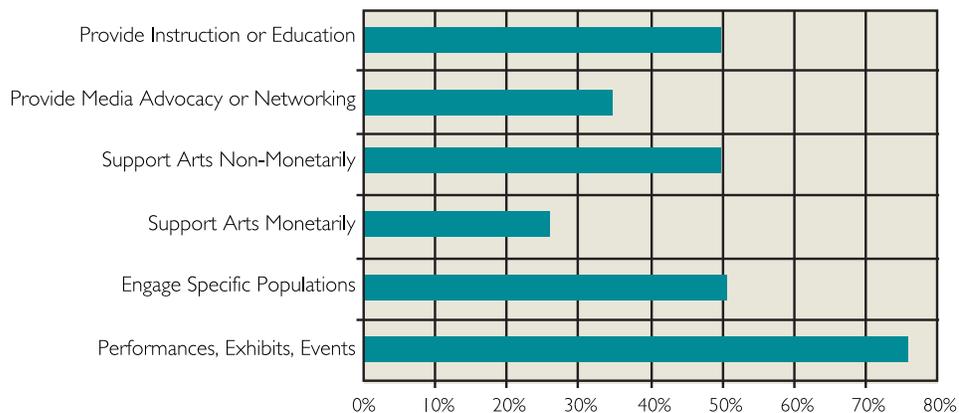
Dancers by Janet Amiri

THE AGE OF VENTURA COUNTY ARTS ORGANIZATIONS



- To fill Ventura County with music, entertainment and the enjoyment of life.
- To foster economic revitalization and cross-cultural understanding.
- To preserve and promote: art education, the religion, Hungarian culture, Chinese calligraphy and brush painting, Scotland, our city, *a capella* barbershop harmony, west coast swing dance, classical guitar, decorative painting and Heifetz's love of teaching.
- To educate about the arts, music, stone carving, dance, the art of writing, painting, drawing skills, culture, the cinematic and theatrical traditions.
- To serve children, the community, seniors, infants, students 5-20, young people, artists, women, youth who are mentally and physically challenged.
- To provide instruction, digital remastering, photographic studio time, a place for visitors to contemplate their roots, guitar lessons and repairs, socializing experiences for seniors, unstructured sketching time with live models, free art programs for children, a spiritual journey, the publication of choral music, fully licensed film clips for youth character education.
- Arts light the candle of imagination!

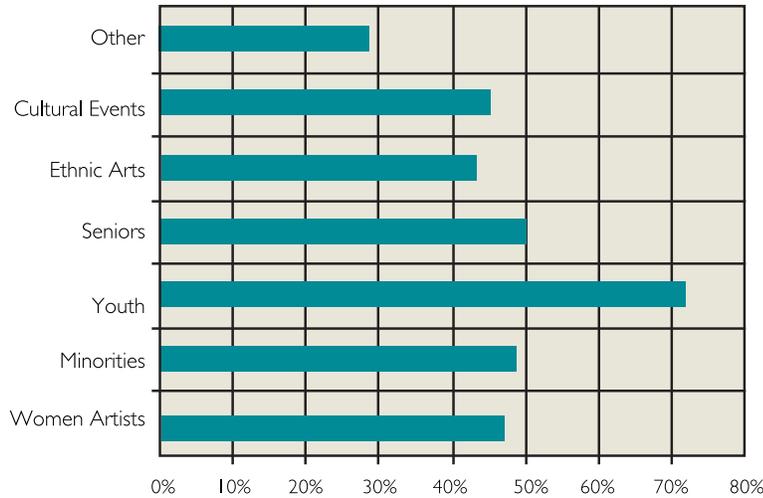
PRIMARY ACTIVITIES OF VENTURA COUNTY ARTS ORGANIZATIONS



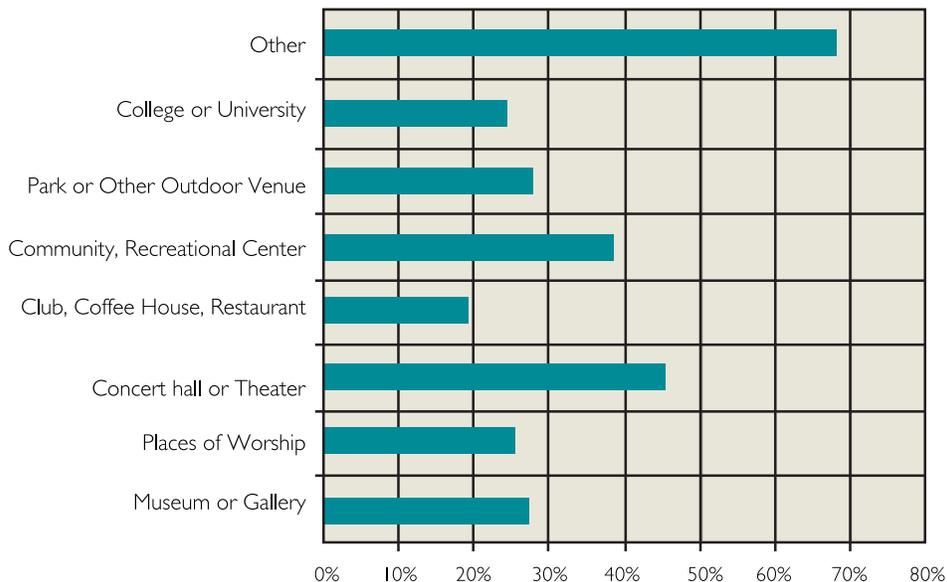
And where do these organizations “do their thing?” Well, for example:

In artist studios, at the Artist’s Union Gallery, the auditorium, the banquet room, public schools, boys & girls clubs, center of town, the backs of pick-up trucks, businesses, private venues, retreat centers, fairgrounds, fairs, festivals, cultural events, art walks, hospitals, museums, the gallery, on the beach, pre-schools, senior care homes, public stages, television, prisons, parades, the Mall, city hall, college theaters and “any place people gather.”

SELF-DESCRIBED FOCUS OF VENTURA COUNTY ARTS ORGANIZATIONS



VENUES FOR VENTURA COUNTY ARTS ORGANIZATIONS



PARTICIPATION IN THE Arts

Many believe that participation in the arts is central to creating the “social capital” that fosters the quality of community life. Beginning in 1982, there have been periodic national surveys of arts participation to monitor trends and to help identify ways in which participation can be increased over time.



Life by Schaf

The most recent published results from the Survey of Public Participation in the Arts (2002 data) indicate that nearly one-third of adults had attended at least one jazz, classical music, opera, musical, play or ballet performance during the prior 12 months. Counting all forms of and types of participation in the arts examined, 76 percent of adults, or 157 million people, made the arts a part of their lives over the same one-year period. The complete study investigates different forms of participation, including viewing or listening to performing arts on television or radio, reading literature, visiting historical sites, performing and creating art, owning art and taking arts classes.

Forms of Participation in the Arts - U. S. Population-2002			
	Watched	Attended	Performed
Performing Arts	51.8%	31.7%	12.6%
Visual Arts	26.3%	41.8%	38.9%
Literature	18.2%	46.7%	7.0%
Any Arts Activity	56.0%	65.1%	43.9%

Source: National Endowment for the Arts, 2004

A Rand study notes that the research literature on participation in the arts generally falls into two categories: empirical studies describing the patterns of participation behavior, and theoretical studies seeking to explain that behavior. Nationally, rates of participation vary with the form of participation (watching versus attending versus performing), and by the type of art (more adults attend musical plays, for example, than non-musical plays, opera or ballet).



Rock Water and Air by Susan Petty

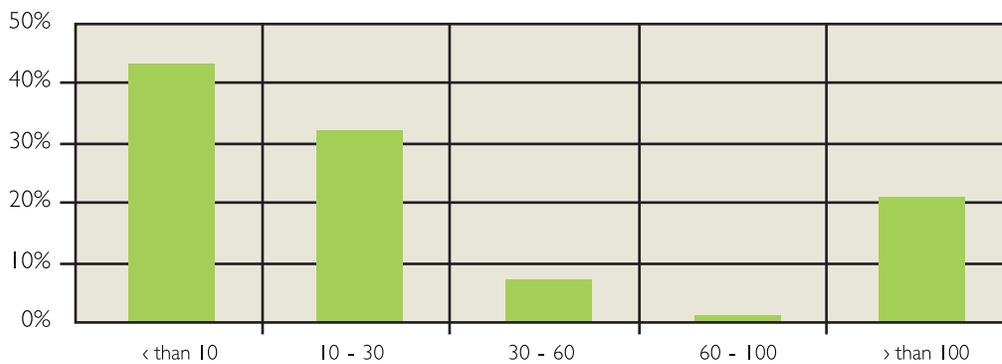


In Transit by Julia Pinkham

There are also important differences in participation among members of different ethnic groups. Participation rates across types of arts events and forms of participation can also vary by gender, age, income, education and geographic region. Efforts have been made to build on this basic participation data to create tools, such as indicators of cultural vitality and, as in the RAND study noted above, models for arts organizations to increase public participation.

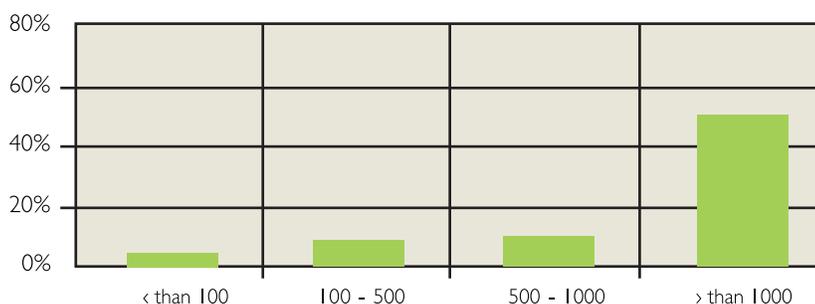
Participation in the arts is important not only as an indicator of the quality of community life, but also for its own sustainability. A 2006 report on cultural indicators in Orange County concluded that, “the key to long-term financial health depends on an (arts) organization’s ability to turn occasional attendees into regular attendees who have a deeper commitment to the organization’s mission and are willing to provide financial support beyond the price of a ticket.” How to do this? The sources listed in the endnotes provide both conceptual/theoretical and practical approaches to building participation.

NUMBER OF EVENTS PER YEAR



Our on-going work will include efforts to be able to create reasonably accurate estimates of the numbers of arts events hosted each year in the county and the numbers of people who participate in them. Even on the basis of the preliminary data, we know that the number of events is in the thousands and the number of people reached by them will be in the hundreds of thousands or more.

HOW MANY PEOPLE DO YOU REACH EACH YEAR?



Arts & THE ECONOMY

In 2007, Americans for the Arts released the results of the third in a series of studies intended to document the nonprofit arts and culture industry's impact on the nation's economy. That report, *The Arts Mean Business*, concluded the following:¹



Gale Lajoie in Snowflake performance, Performances to Grow On

Spending by California Nonprofit Arts Organizations, 2004 Study	
	Expenditures (in \$ millions)
Payroll	\$1,046
Services	\$344
Goods	\$164
Non-Personnel Operating	\$295
Travel	\$28
Artistic Property	\$46
Capital Expenditure	\$183
Grantmaking	\$96
Total	\$2,202

Source: California Arts Council

- America's nonprofit arts and culture industry generates \$166.2 billion in economic activity every year - \$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by audiences.
- Nationally, this economic activity supports 5.7 million jobs and generates \$29.6 billion in government revenue.
- Arts organization spending grew 24% between 2000 and 2005 and audience spending grew 28%.

In California, nonprofit arts and cultural organizations are an important part of the state's economy. Estimated at 10,000 strong, California's nonprofit arts organizations attract an audience of 71.2 million and bring \$5.4 billion to the state's economy, including 66,300 full-time and 95,100 part-time jobs, and generate nearly \$300 million in state and local taxes.² The 2004 study cited here reported total spending by California nonprofits arts organizations as \$2.2 billion, a 300% increase over a decade earlier.

Where does this money come from? About half is generated by the organizations themselves through ticket sales, fees, services, tuition, and investment income. The other half is provided through financial contributions from individuals, corporations, government and foundations. It is also estimated that attendance at arts events generates another \$588 million in off-site spending.

¹ THE ARTS MEAN BUSINESS, AMERICANS FOR THE ARTS, WASHINGTON D. C., 2007.

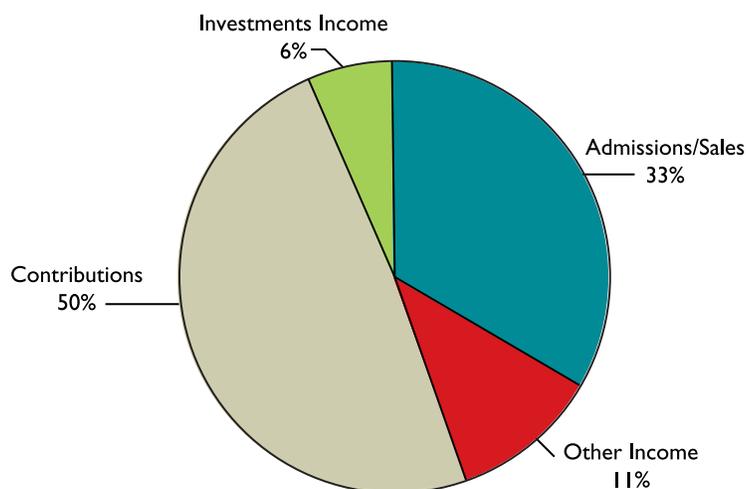
² THE ARTS: A COMPETITIVE ADVANTAGE FOR CALIFORNIA II, CALIFORNIA ARTS COUNCIL, 2004, p.1-2.

The Creative Industries Concept. Other efforts to assess the economic significance of the arts have employed the broader concept of “Creative Industries,” which is defined to include the performing arts, visual arts and photography, Film, Radio, TV, architecture, design, publishing and advertising. By these measures, California in 2004 had 87,719 arts-related businesses (including nonprofit organizations) and more people employed in the creative industries (516,054) than any other state in the nation.

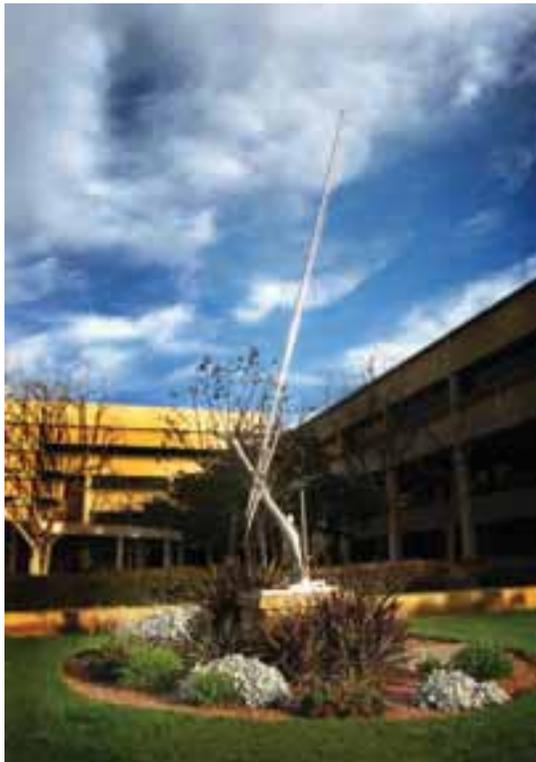
At the Local Level. The first step in estimating the economic impact of an industry is to understand its level of organizational financial activity (for example, revenues taken in or spending) and employment. In this study, we used several published data sources and our own survey of arts organizations. No one of these is definitive because “the arts” span a number of economic sectors: nonprofit, business/proprietary and government. By looking at a number of different sources, we can begin to construct a composite estimate.

The best available data for the nonprofit sector comes from the National Center for Charitable Statistics (NCCS), which reports on data filed by organizations on Internal Revenue Service Form 990; only organizations reporting income of over \$25,000 in a given year are required to file this form. This data provides an estimate of the number of nonprofit organizations in the County under the classification heading Arts, Humanities and Cultural Organizations as well as of their income and assets. Each year, a number of organizations that are registered with the IRS in a nonprofit status do not actually have to file a return because they do not meet the minimum revenue threshold.

SOURCES OF REVENUE FOR CALIFORNIA NONPROFIT ARTS ORGANIZATIONS, 2004 STUDY



Roger Day of Performances to Grow On, with children at a concert



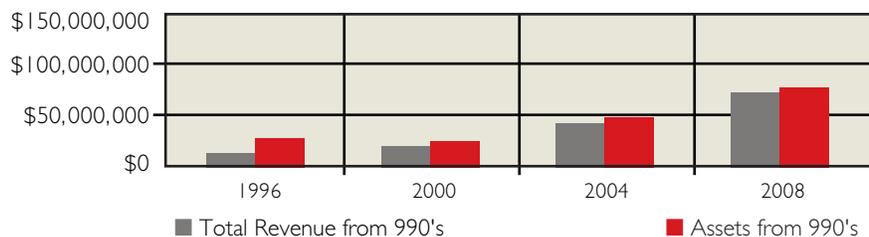
Zorganic Form I - Activity at transition point-defined space by Bill McEwen

Over the past decade the number of nonprofit arts organizations in Ventura County registered with the IRS has grown from 213 to 312. In the same period (1996 to 2008), the number filing 990's increased from 84 to 158. This represents about 10% of all nonprofits filing with the IRS from the county and about 5.8% of nonprofit revenues. As the chart above indicates, the total revenues of these arts organizations have increased dramatically over this period, from \$10.6 million in 1996 to over \$74 million in returns sampled in early 2008. The assets of these organizations grew also, though at a somewhat slower rate.

To include private sector businesses and employment, we can refer to the tabulations created for the 23rd and 24th Congressional Districts by Americans for the Arts. While neither district is exclusively Ventura County, together they present a picture of the extent of arts-related business in this region. The data includes categories falling under the broader concept of "creative industries," so that the readers can get a general sense of activity levels using a narrower or broader definition of "the Arts" as they choose.

Another federal data source identifies businesses with no employees that filed IRS income tax returns. Generally, these are self-employed individuals. For Ventura County, within the larger category of Arts, Entertainment and Recreation, we find about 2300 individuals self-employed as performance artists, independent artists and writers who collectively generated about \$58,000,000 in 2006 (the most recent year available), or about \$25,000 apiece.

GROWTH IN VENTURA COUNTY ARTS ORGANIZATIONS' IRS 990 FILINGS



2008 Arts-Related Businesses and Employment in California Congressional Districts 23 and 24

	Businesses		Employees	
	23rd	24th	23rd	24th
Performing Arts	339	1439	375	1293
Visual Arts/Photography	757	2056	650	1713
Arts Schools and Services	68	160	82	234
Museums and Collections	58	495	37	168
Design and Publishing	617	2371	547	1670
Film, Radio and TV	296	1574	338	4204
Totals	2135	8095	2029	9282

Source: From Dunn and Bradstreet compiled by Americans for the Arts.

CHARACTERISTICS OF ARTS ORGANIZATIONS IN THE SURVEY SAMPLE

On average, the county’s arts organizations are small when judged by the number of employees they have. These data represent ranges of headcount, thus they include full-time and part-time staff members. About 85 percent of these organizations employ 10 people or fewer. Thirty percent have no paid staff members at all and thus are sole proprietorships or use only volunteer staff. There are some larger employers as well.

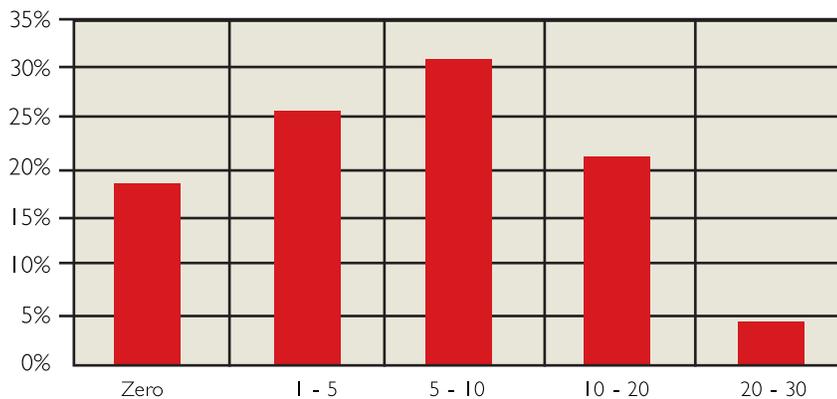
A related question is to what extent these organizations provide employment opportunities to artists per se (as opposed to administrative or other types of personnel). While many do employ some artists (72.7 percent do), the number of organizations that employ very many is small. Based on the individual responses to the survey, we estimate that the total number of employees of the surveyed organizations is about 2,000 and the number of artists employed is just under 1,000.

Naturally, these organizations also involve board members and volunteers. Most of these organizations have board members (about 84 percent), with boards of 5 to 10 members being the most common size. A few organizations (five) have larger boards, ranging from 20 to 30 members.

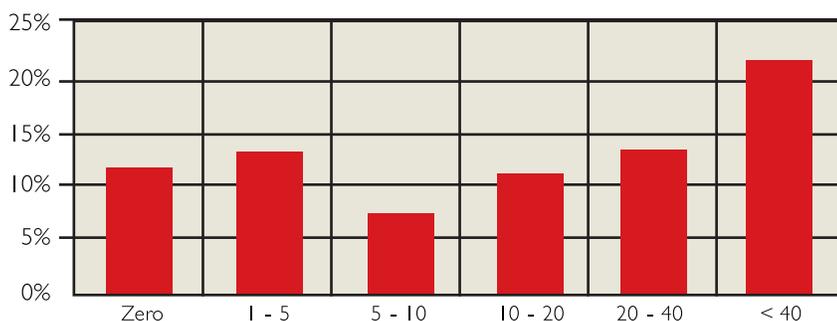
The number of volunteers is, of course, larger. About 85% of the organizations utilize volunteers. About a third have between 10 and 40 volunteers. Twenty-eight percent have more than forty. Based on the individual responses to the survey, we estimate that these organizations collectively have about 900 board members and utilize over 7,000 volunteers. To suggest some interpretive context, if these arts organizations with their 2000 employees were a single employer organization, that employer would tie as the 10th largest in the county with Community Memorial Health System and VC Unified School District. If we counted board members and volunteers as employees, it would be the size of Amgen.

Percentages of Organizations by Numbers of Staff and Artists on Staff		
Range	Employees	Artists
Zero	30.0	27.3
1-5	41.5	45.5
5-10	13.1	13.6
10-20	5.4	5.7
20-40	3.1	2.3
More than 40	6.9	5.7

NUMBER OF BOARD MEMBERS



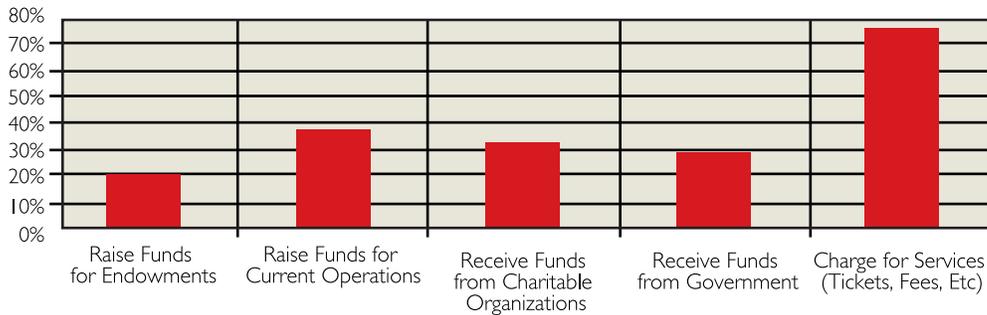
NUMBER OF VOLUNTEERS



HOW ARTS ORGANIZATIONS FUND THEIR OPERATIONS

How do Ventura County arts organizations finance their activities? We asked our survey respondents to indicate whether they employ one or more ways of generating the financial resources to finance annual operations. Each of these sources proved to be important. Three-quarters of the organizations raise money through sales, over 60% have support from one or more types of external organizations, and almost 60% engage in annual fund raising activities for operations and/or endowment. If we look only at the nonprofit organizations in the respondent sample, we see roughly the same incidence of sales and fees as in the overall sample, but as one would expect, higher utilization of annual fundraising activities.

HOW VENTURA COUNTY ARTS ORGANIZATIONS FINANCE THEIR ACTIVITIES



Funding Methods in Nonprofit Arts Organizations

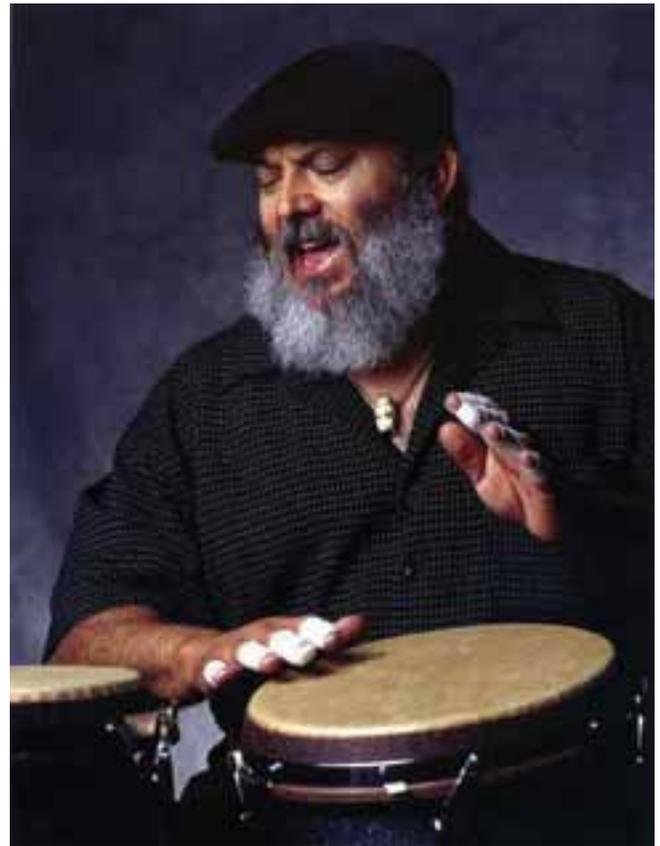
Funding Method	Number	Percent
Ticket Sales, Registration Fees, Etc	63	74.1
Raise Funds for Endowment	26	30.6
Raise Funds for Current Operations	48	56.5
Receive Funds from Charitable Organizations	37	43.5
Receive Funds from Government	32	37.6



Ventura Music Festival Orchestra. Board member Virginia Norris “guest conducting.”



Erotic Poetry Reading 2006

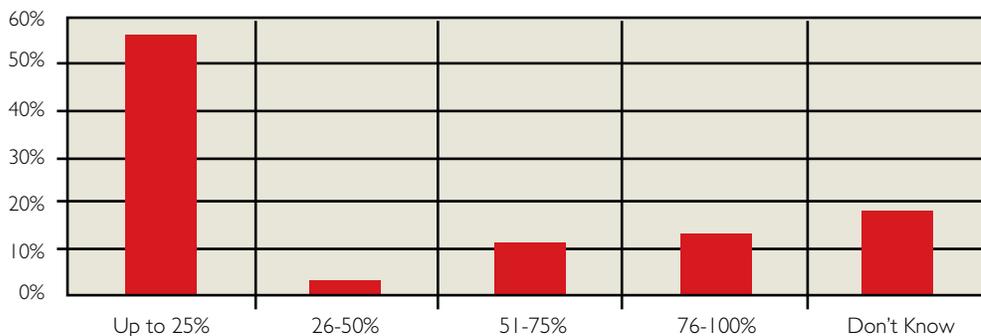


Poncho Sanchez, Ventura Music Festival

About 70 percent of respondents indicated that they covered some portion of their annual operating expenses through fundraising activities other than sales or support from external organizations (foundations or government). Among these, fundraising covered only a relatively small portion of actual expenses for most. Twenty-seven percent of the organizations have one or more dedicated fundraisers on their staffs. These results suggest that while fundraising is an important component of arts organizations operations, there is also a considerable dependence on the support of other organizations. A number of municipalities in the county provide financial support and include the development of the arts as important elements in their overall efforts to enhance the quality of life in their communities.

Finally, we turn to the issue of economic impact. What level of economic activity in the county can be associated with the arts? This is, of course, a difficult question to answer. For the purposes of this analysis, and while it may be painful for some to consider, we will refer to arts organizations and their activities as an industry. Because it is an industry that includes government, nonprofit and proprietary organizations, there is no all-inclusive data source from which to derive estimates of economic activity.

PROPORTION OF ANNUAL OPERATING EXPENSES COVERED BY FUNDRAISING





Teal Rowe in her glass studio



Fluid Green by Teal Rowe

As a first approximation, we conducted two economic impact analyses, the first using the flow of revenue to nonprofit arts organizations in the county referred to earlier in this section and the second, based on the business establishment and employment statistics reported earlier in this section.

An economic impact analysis traces spending within an economy brought about by an economic activity. It measures the cumulative effects of the spending that a specific activity generates. The overall economic effects include:

- Direct effects - Considering that revenue in an industry is indicative of the value of the output for that industry, direct effects show how expenditures stemming from an industry can create jobs and add to the production capacity of a region.
- Indirect effects - The economic activity generated among the region's businesses to meet the industry demand.
- Induced effects - The effects of expenditures made in the county by employees of the industry.

We used IMPLAN (Impact Analyses for Planning), a regional input-output analysis, to identify and measure the economic impact of the project.³ We report two aspects of that analysis here: the total economic impact of these arts organizations on the county's economy based on the revenue data indicated in the NCCS's 2008 reporting and the change in impact between 1996 and 2008 reports.

Data From Ventura County Arts, Humanities and Cultural Organizations IRS Filing, 1996 to 2008

	1996	2000	2004	2008
# of Registered Organizations	231	256	301	312
# Organizations filing 990's	84	93	122	158
Total Revenue from 990's	\$10,648,496	\$19,156,630	\$41,260,566	\$74,262,157
Assets from 990's	\$25,519,344	\$23,760,150	\$46,445,080	\$76,319,449

Source: From Dunn and Bradstreet compiled by Americans for the Arts.

³IMPLAN IS A COMPUTER SOFTWARE PACKAGE THAT CONSISTS OF PROCEDURES FOR ESTIMATING LOCAL INPUT-OUTPUT MODELS AND ASSOCIATED DATABASES. THE ACRONYM IS FOR IMPACT ANALYSES AND PLANNING. IMPLAN WAS ORIGINALLY DEVELOPED BY THE U.S. FOREST SERVICE IN COOPERATION WITH THE FEDERAL EMERGENCY MANAGEMENT AGENCY AND THE U.S. DEPARTMENT OF THE INTERIOR'S BUREAU OF LAND MANAGEMENT TO ASSIST IN LAND AND RESOURCE MANAGEMENT PLANNING. SINCE 1993, THE IMPLAN SYSTEM HAS BEEN DEVELOPED UNDER EXCLUSIVE RIGHTS BY THE MINNESOTA IMPLAN GROUP, INC. (STILLWATER, MINNESOTA) WHICH LICENSES AND DISTRIBUTES THE SOFTWARE TO USERS. CURRENTLY THERE ARE HUNDREDS OF LICENSED USERS IN THE UNITED STATES INCLUDING UNIVERSITIES, GOVERNMENT AGENCIES, AND PRIVATE COMPANIES. CENTER FOR LEADERSHIP AND VALUES IS A LICENSED USER OF IMPLAN SOFTWARE.

The following chart shows the total economic impact of Ventura County Arts, Humanities and Cultural organizations for 2008. Economic impacts are presented in terms of the impacts of these organizations on regional output, employment, and various forms of tax revenues .

As the table shows, these organizations bring about over \$121 million to our regional economy, are responsible for nearly 2100 jobs in the county and contribute a total of \$21 million of tax payment to various branches of the Government.

Ventura County Arts, Humanities and Cultural Organizations in 2008						
	Direct	Indirect	Induced	TOTAL		
Output Impact	74,262,160	21,948,224	301	121,250,446		
Indirect Business Taxes Impact	3,207,106	799,393	1,683,536	5,690,034		
Employment Impact	1476	310	297	2083		
Tax Impact	Employee Compensation	Proprietary Income	Household Expenses	Enterprises	Indirect Business Tax	TOTAL
	4,445,429	543,685	8,973,086	1,428,969	5,690,034	21,081,204

When examined for growth between 1996 and 2008, our estimates show that the Ventura County nonprofit arts organizations represented here experienced a growth rate of nearly seven times in each of these areas of economic contribution (regional output, employment, and tax revenue).

Next, we performed the same kind of analysis for the arts-related businesses in California congressional districts 23 and 24. As indicated before, these two districts do not constitute a precise geographic presentation of Ventura County. However, the two districts together exhibit a close approximation of arts-related business in the region that can be considered as an area encompassing most of Ventura County. The economic impacts shown in the following table have been computed by using an input-output model based on the regional employment numbers provided by Dun and Bradstreet and reported for Americans for the Arts in 2008. We used the total employment reported for the following arts-related businesses to calculate various segments of the economic impacts:

- Performing Arts
- Visual Arts/Photography
- Arts Schools and Services
- Museums and Collections
- Design and Publishing
- Film, Radio and TV



*John Spoor Broome Library at California State University Channel Islands
Designed by Lord Norman Foster, Foster+Partners*

As the table shows, arts-related businesses support nearly 20,000 jobs in the region. The direct contribution of these businesses to the regional output amounts to more than \$1.2 billion. The overall impact on the regional output is nearly \$2.1 billion (by including the indirect and induced impacts). These businesses together pay more than \$192 million in the form of various taxes to different branches of the government, out of which more than \$52 million is paid as indirect business taxes. Taken together, the arts related nonprofits and businesses contribute about the same amount to the regional economy as Ventura County's agricultural production, construction or wholesale trade industries.⁴

These are first estimates. As this project goes forward, we will be able to construct a fuller accounting of the economic impact of art and art-related organizations across the entire spectrum: for profit, nonprofit, and government-sponsored/funded.



Ventura County Ballet Company, A Midsummer Night's Dream

Economic Impacts of 2008 Arts-Related Business in California Congressional Districts 23 and 24						
	Direct	Indirect	Induced	TOTAL		
Output Impact	\$1,240,925,843	\$529,803,232	\$314,674,277	\$2,085,403,362		
Indirect Business Taxes Impact	\$14,078,165	\$17,497,103	\$20,869,340	\$52,444,608		
Employment Impact	11311	5240	3143	19,695		
Tax Impact	Employee Compensation	Proprietary Income	Household Expenses	Enterprises	Indirect Business Tax	TOTAL
	\$21,000,461	\$4,268,911	\$96,071,117	\$18,657,840	\$52,444,608	\$192,442,937



Henry IV, Kingsmen Shakespeare Company, 2008

Arts & EDUCATION

Why should children study the arts in school?

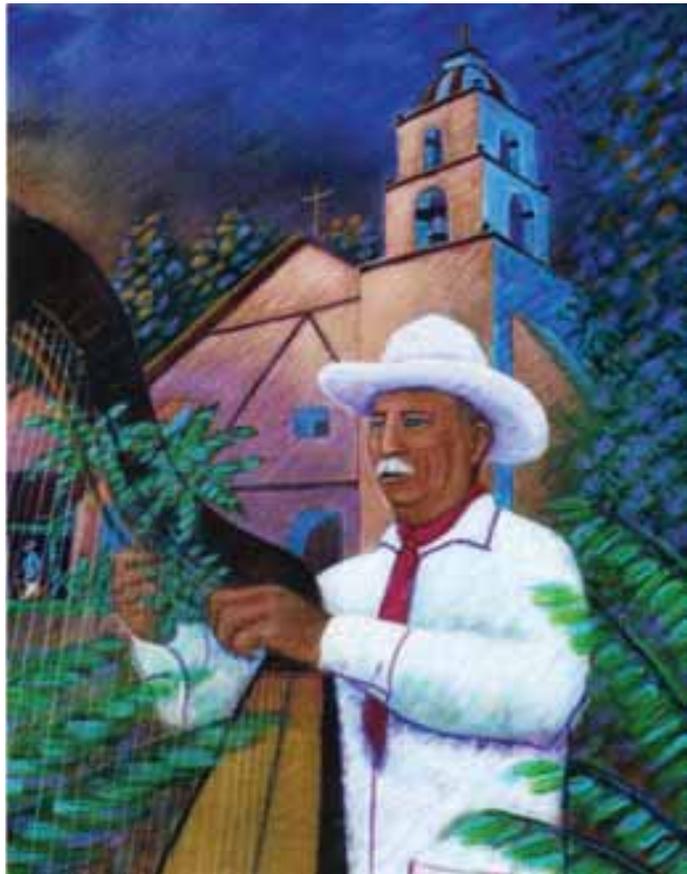
There are many eloquent answers to this question.

Here is one:

The arts are an essential part of American culture as a whole. It is very important that every young person comes into direct contact with the arts—not only as a passive observer, but also as an active participant.

The arts are also a great equalizer in terms of economic and social discrepancies. They have a way of leveling the playing field, allowing individuals to progress in life more effectively. There is also a lot of research that addresses the impact that the arts have on cognitive learning skills. For example, learning to play the piano can aid in developing mathematical skills. Visual arts and dance can affect the spatial perception of students—particularly young students.⁵

Many Americans agree that education in the arts is important. A May 2005 Harris Poll found that 93% of Americans agree that the arts are vital to providing a well-rounded education for children. On a scale of one to ten, over half rated the importance of arts education as a “ten.” Almost 80% thought that incorporating arts into education is the first step to adding back what’s missing in public education today; the same number felt that arts education is important enough for them to get personally involved.⁶



Antonio by Xavier Montes

⁵ FROM “A CONVERSATION WITH DEREK E. GORDON,” (EXECUTIVE DIRECTOR, JAZZ AT LINCOLN CENTER), ARTSEDGE, THE KENNEDY CENTER, UNDATED.

⁶ AMERICANS FOR THE ARTS (2005), “NEW HARRIS POLL REVEALS THAT 93% OF AMERICANS BELIEVE THAT THE ARTS ARE VITAL TO PROVIDING A WELL-ROUNDED EDUCATION,” NEWS RELEASE, [HTTP://WWW.ARTSUSA.ORG](http://www.artsusa.org).



Wolf and Sheep Kissing by Elisse Pogofsky-Harris

A growing body of research suggest that arts education is valuable not only in and of itself, but because it stimulates and aids other aspects of learning and educational development. A 2005 publication titled *Critical Evidence* reviewed over 60 such studies and reported evidence that arts education is associated with higher standardized test scores (e.g. SAT), and improvements in six other areas related to learning:

- Reading and language skills
- Mathematical skills
- Thinking skills
- Social skills
- Motivation to learn
- Positive School Environment

This same study also expresses the concern that while, “we celebrate the arts for the value they add to learning and to life, study of the arts is quietly disappearing from our schools.”⁷

Advocates of arts education report with some optimism that the provisions of the federal No Child Left Behind (NCLB) provides the arts in the schools with “equal billing” with reading, math, science and other “core disciplines.” Forty-nine states have some content and/or performance standards for one or more art forms; 43 states require schools or districts to provide arts instruction.

California’s Education Codes 521210 (grades 1-6) and 51220 (grades 7-12) stipulate that “visual and performing arts, including dance, music, theater, and visual arts, with emphasis upon development of aesthetic appreciation and the skills of creative expression” shall be in the adopted courses of study.

2007-2008 Enrollments in Classes - Ventura Public Schools				
Subject	Number of Classes	As % of # of English Classes	Enrollment	As % of Enrollment in English
English	2967	100%	80522	100%
Mathematics	2251	76%	62535	78%
Art	381	12%	12283	15%
Dance	22	1%	721	1%
Drama	119	4%	3681	5%
Music	278	9%	9286	12%
All Arts	800	27%	25971	32%

Source: California Department of Education

However, the promise of arts education is not an iron-clad guarantee. The State requirements for high school graduation demand one year of visual and performing arts or of foreign language. The content standards are voluntary, and there are no arts assessment requirements.

Certainly, many schools in Ventura County do offer classes in many areas of the arts. However, based on comparative enrollments, the arts do not enjoy anywhere near the same level of student participation as such subjects as English or mathematics.

SHOWCASING AN INNOVATIVE PROGRAM USING DRAMA TO STRENGTHEN LEARNING

To increase teacher quality and student achievement and creativity, a model arts program, Active Collaborative Teaching (ACT), will provide elementary teachers with a research-supported process drama pedagogy that supports the delivery of academic content in language arts, mathematics, and performing arts. For additional teacher and program support, ACT will provide intern undergraduate education students for the classroom, and the Kingsmen Shakespeare Company as “artists-in-residence.”

ACT will evaluate student growth and creativity in language arts and mathematics using a quasi-experimental design as well as formative and summative evaluation methods.

ACT is funded by a Department of Education Arts in Education Model Development and Dissemination Grant, and is a partnership between the Moorpark School District and the California Lutheran University School of Education. Professor Michael McCambridge is the Principal Investigator.



Wavy Line #6 by Hiroko Yoshimoto



Closing-in by Susan Cook

Arts ORGANIZATIONS AND MANAGEMENT

In the introduction to this report, we reviewed the challenges and issues that nonprofit arts organizations face on the basis of research sponsored by The James Irvine Foundation.

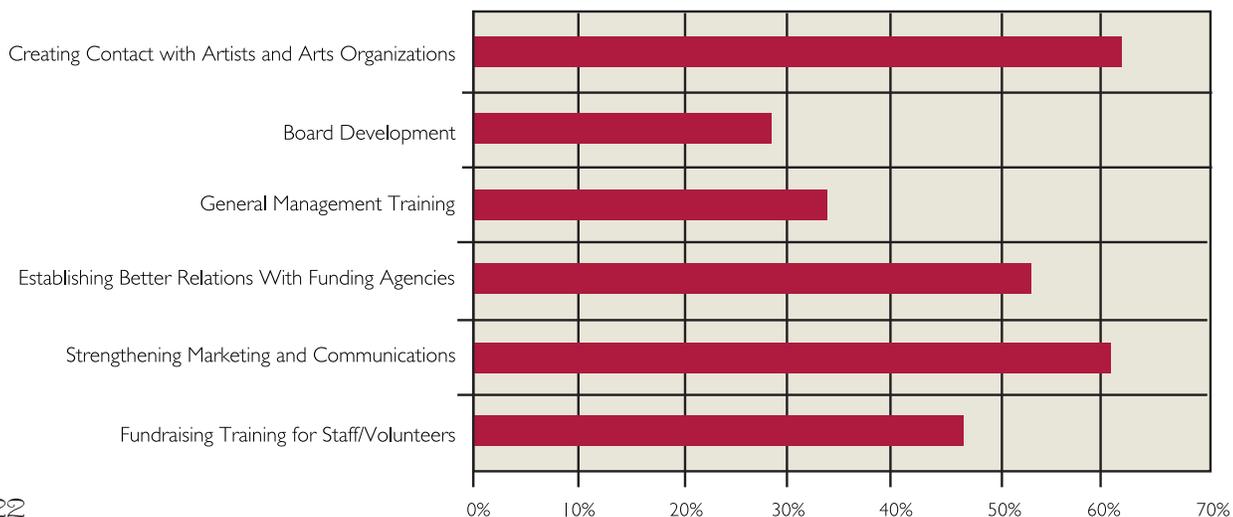
The nonprofit arts sector is changing and increasingly competitive, the report added, but its managers are not being prepared to respond strategically and effectively. Among the skills needed to do so, the report mentioned: board development, program design, public relations and advocacy, marketing and branding, and capital formation and fundraising.

One goal of the ArtsLIVE in Ventura County initiative is to increase the level of training and professional development for arts organizations through the Community Foundation. To strengthen that effort, building on work developed through the Ventura County Community Foundation, we asked our Ventura County arts organization survey respondents to identify the areas in which they felt they needed assistance.



Danza Azteca Cuauhtemoc, Veronica Valadez

SELF-DESCRIBED FOCUS OF VENTURA COUNTY ARTS ORGANIZATIONS





Bell Arts Factory after school arts program

The results certainly reinforce the insights offered in the Irvine report. Over 60 percent of our responding organizations indicated that they need help in creating contacts with artists and arts organizations and to strengthen their communications and marketing. More than half indicated that they needed to develop better relations with funding agencies. Half indicated they need aid in training staff and volunteers for fundraising. More were confident of their skills in general management training and board development but, even in these areas, substantial numbers of organizations see need for assistance.

When we look at the expressed needs of organizations by ownership-type, we see that, in general, nonprofit and government arts organizations express the highest levels of needing assistance. Even in the private sector, however, half the organizations surveyed indicate the need for assistance in strengthening their outreach and networking and more than 40% believe they could use assistance in strengthening their marketing and communication initiatives.

All of this data suggests that there are, indeed, important opportunities for the Ventura County Community Foundation and others to provide developmental and instructional programming for the county’s arts organizations, one of the primary objectives of the ArtsLIVE in Ventura County initiative.

Areas In Which Arts Organization Indicate They Need Help			
Area	Nonprofit	For Profit	Government
Fundraising Training for Staff and Volunteers	58.5%	21.9%	62.5%
Marketing and Communication	73.2%	43.8%	87.5%
Better Relationships with Funders	72%	25%	75%
General Management Training	41.5%	25%	62.5%
Board Development	40.2%	12.5%	37.5%
Forum to Exchange Ideas and Make Contacts	72%	50%	75%

^I 2002 SURVEY OF PUBLIC PARTICIPATION IN THE ARTS, NATIONAL ENDOWMENT FOR THE ARTS, RESEARCH DIVISION REPORT # 45, MARCH 2004.

^{II} KEVIN F. MCCARTHY AND KIMBERLY JINNETT, A NEW FRAMEWORK FOR BUILDING PARTICIPATION IN THE ARTS, RAND, SANTA MONICA CA, 2001.

^{III} FRANCIE OSTROWER, THE DIVERSITY OF CULTURAL PARTICIPATION IN THE ARTS, THE URBAN INSTITUTE, WASHINGTON, D.C., 2005.

^{IV} BONNIE NICHOLS, “DEMOGRAPHIC CHARACTERISTICS OF ARTS ATTENDANCE, 2002,” NATIONAL ENDOWMENT FOR THE ARTS, JULY 2003.

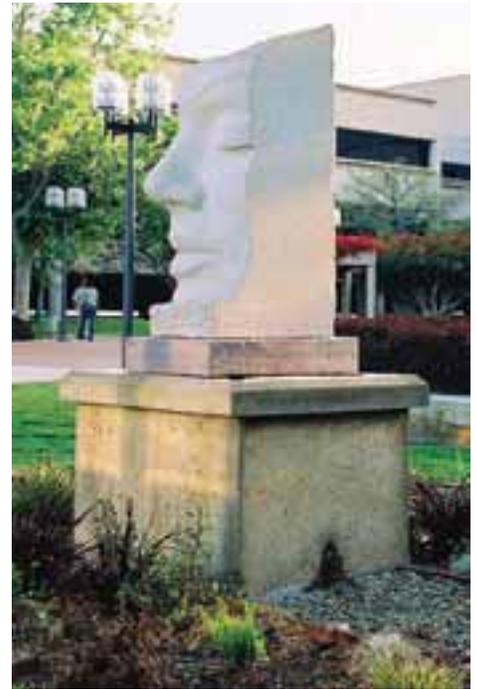
^V MARIA ROSARIO JACKSON, ET. AL., CULTURAL DIVERSITY IN COMMUNITIES: INTERPRETATION AND INDICATORS, THE URBAN INSTITUTE, WASHINGTON, D. C., 2006.

^{VI} ORANGE COUNTY CULTURAL INDICATORS REPORT: MEASURING PROGRESS TOWARD A MORE CREATIVE COMMUNITY, ARTS ORANGE COUNTY AND THE ORANGE COUNTY COMMUNITY FOUNDATION, 2006.

^{VII} IN ADDITION TO THE RAND FRAMEWORK PUBLICATION NOTED ABOVE, SEE ALSO: JERRY YOSHITOMI: NEW FUNDAMENTALS AND PRACTICES TO INCREASE CULTURAL PARTICIPATION AND DEVELOP ARTS AUDIENCES, [HTTP://WWW.ARTSPRESENTERS.ORG/MEMBERS/PDF/NEWFUNDAMENTALS.PDF](http://www.artspresenters.org/members/pdf/newfundamentals.pdf), AND GUIDE TO THE LITERATURE ON PARTICIPATION IN THE ARTS, KEVIN F. MCCARTHY, ET. AL, RAND (IN DRAFT), 2001, [HTTP://WWW.RAND.ORG/PUBS/DRAFTS/2006/DRU2308.PDF](http://www.rand.org/pubs/drafts/2006/DRU2308.pdf).

IN THIS INITIAL LOOK AT OUR ARTS-RELATED ORGANIZATIONS WE FIND:

- That they are broadly engaged in the community, spanning the nonprofit, business and public sectors, employing thousands of people, engaging over 7,000 volunteers, providing thousands of events and reaching hundreds of thousands of audience members and participants each year.
- The county's IRS-reporting nonprofit arts sector alone contributes over \$120 million annually to the economy and produces revenues equal to about three-quarters of those in the nonprofit education and higher education sectors.
- In the 23rd and 24th U. S. Congressional Districts, the totality of the arts generates 20,000 jobs and \$2 billion in direct and indirect economics effects – metrics that are on a par with Ventura County's agricultural production, construction or wholesale trade industries.
- Arts organizations are enduring, but also emerging; preservers of culture, but also innovators and agents of change; accomplished, but also aware of the need to build their capacities for fundraising, marketing, networking, collaboration and overall effectiveness.



Icon by Gordon Punt

IN THE FOLLOW-ON PHASES OF THE ARTSLIVE PROJECT, WE WANT TO MORE FULLY UNDERSTAND AND DOCUMENT:

- The full numbers, identities and contributions of arts organizations of all kinds that serve Ventura County communities, visitors and residents.
- How arts organizations are impacted by changing creative, communications and marketing technologies – how they are adapting to these changes and what opportunities exist to be more effective users of these technologies.
- What sustainability means, and how community and public-private collaboration can bring that closer for local arts organizations.
- What the “new arts” are, and are becoming - how they serve both the young and senior populations, and how they can strengthen communities.

FINALLY, THROUGH THE ON-GOING OUTREACH OF THE ARTSLIVE INITIATIVE, WE EXPECT TO:

- Strengthen the capacities of arts organizations through education, communication and training, and the raising of new charitable capital.
- Raise the visibility of the arts and stimulate artistic creativity through grants, scholarships and convenings, with an emphasis on youth, seniors and traditionally under-represented populations, and on the role of living artists.
- Stimulate an active and ongoing “e-dialogue” and web-based networking system within the arts community, broadly defined, at www.artsliveinVC.org.

We express our sincere appreciation to the 137 arts-related organizations that have so far participated in our survey and we are hopeful that others will do so as they become aware of the on-going ArtsLIVE project.

Organizations wishing to participate should contact the California Lutheran University Center for Leadership and Values at www.callutheran.edu/CLV.

Instructions for participating in the survey will be posted on this website.

Charles Maxey, Ph. D.
Jamshid Damooei, Ph. D.
California Lutheran University
Center for Leadership and Values
www.callutheran.edu/CLV



Medusae the Jellies installation by Gerri Johnson
McMillin



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*Ventura County Ballet Company, The Nutcracker Suite.
Dancer, Taylor Montgomery*

This report was made possible by grants from The James Irvine Foundation, the Smith Hobson Foundation and the Fairburn Fund for Community Research at the Ventura County Community Foundation.