PROJECT PLAN: ARTS VIBRANCY INDEX

ABSTRACT

Art and culture play a critical role in the health and sustainability of community life. Though often difficult to measure its impact, these entities create connection among community members through the development of third spaces and opportunities for shared interests and experiences. As a way to analyze a community's engagement in local arts and culture, this project seeks to develop an Arts Vibrancy Index by finding and integrating various sources of data from arts and cultural organizations. The index will include measures of art expenditures to assess the participation and prioritization of arts and art funding. The goal is to provide information about how counties within Kansas vary in vibrancy and to better understand the factors that contribute to investment in local arts. This project has been commissioned by the Lied Center of the University of Kansas, which seeks to understand better how the arts are supported across Kansas and how to best expand its own reach.

1 INTRODUCTION

SMU DataArts has developed the Arts Vibrancy Index at a state level by combining data from nonprofits with community characteristics. Drawing from this methodology, the index in this project should include three basic measures: financial support for the arts both at an individual and government level, a measure of art providers/suppliers, and variables that contribute to the supply and demand of local arts. The index should take into consideration the infrastructure in place to support the arts as well as planning efforts and partnerships that promote engagement. Other regulations that create barriers to participation in the arts should be considered.

2 BASELINE OR INITIAL ANALYSIS

The first step involves identifying data sources to include in the index.

- Understanding what data is available related to arts engagement and expenditures on the supply side
    - Wages
    - Sales of instruments and other arts equipment
    - Money spent on productions (set materials, concert materials, programs, etc.)
    - Money spent on infrastructure for the arts (buildings, websites/ticket portals, etc.)
    - Money spent on advertising
- Understanding what data is available on the demand side for the arts:
    - Ticket sales
    - Art purchases
- Understanding what data is available for governmental/nonprofit support for the arts:
    - Public money that goes to the arts in governmental budgets
    - Number of grants supporting the arts and how much funding is available from them
    - Nonprofit support of the arts
- ACS - NEA Artists Extracts & Surveys

The second step for the analysis is to understand how to construct the index overall. What do we want the index to focus on? A good place to start for this would be SMU's DataArts. We can look at their methodology for constructing their index (which is on the CBSA level), and attempt to construct a measure that is similar to that, using our own data. DataArts divides data into three categories: government, provider, and consumer. We could pursue a similar

3 FINAL ANALYSIS

Think about what the final analysis will entail in terms of code, visualizations, statistical models, and communication.

The final analysis provide insight about the factors for Kansas counties that went into the SMU DataArts index. This provides patterns and actionable information about the components of the index and where there are opportunities for the Lied Center to connect with partners in different counties to advance the goals of a more vibrant arts community.

4 Final Goals & Evaluation

The end result should be a detailed map of Kansas counties comparing their levels of arts vibrancy to one another. This requires creating sound vibrancy measures and weighing them based on existing research and literature findings.

5 Related Work

- SMU DataArts
    - https://culturaldata.org/arts-vibrancy-2024/executive-summary/
    - Methodology - DataArts
    - Arts Vibrancy Map 2024 | SMU DataArts
- NANDA – Neighborhood Archive
    - https://www.icpsr.umich.edu/web/NADAC/search/studies

6 Data & Technical Requirements

Provide expected technical requirements and relevant datasets so the course staff can best support your project needs. What software libraries do you plan to use? What datasets are you using or need access to? Anything else we (the course staff) should know?