



Mapping and Data Analysis for Non-Profits in the Arts and Culture Sector



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- Founded in 2000
- 30+ people
- Geospatial + web + mobile
 - Software development
 - GIS/Data Analytics services



Certified



Corporation™

bcorporation.net



esri

**Partner
Network**

Silver



Founded in 1972

400+ members

- Research
- Advocacy
- Marketing
- Grantmaking



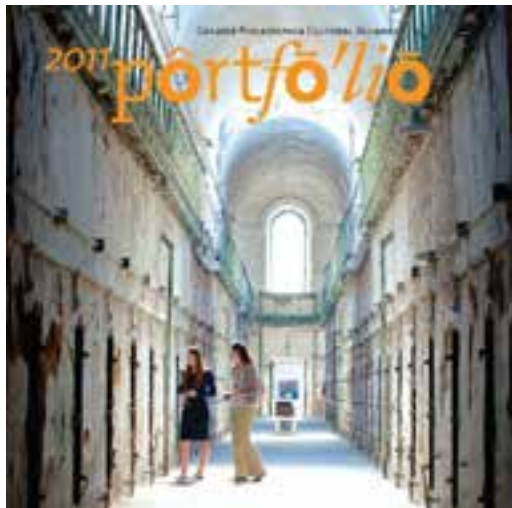
Building Blocks: Data on non-profits

Now: Cultural Data Project

- Standardized data form
- 990 data PLUS more data
- Available for research
- In 12 states and growing
- 12,000 organizations



CULTURAL DATA PROJECT



Building Blocks: Audience Data

Previous: Audience data not centralized
Informal exchanges/time consuming
Proprietary data



Building Blocks: Community Arts Data

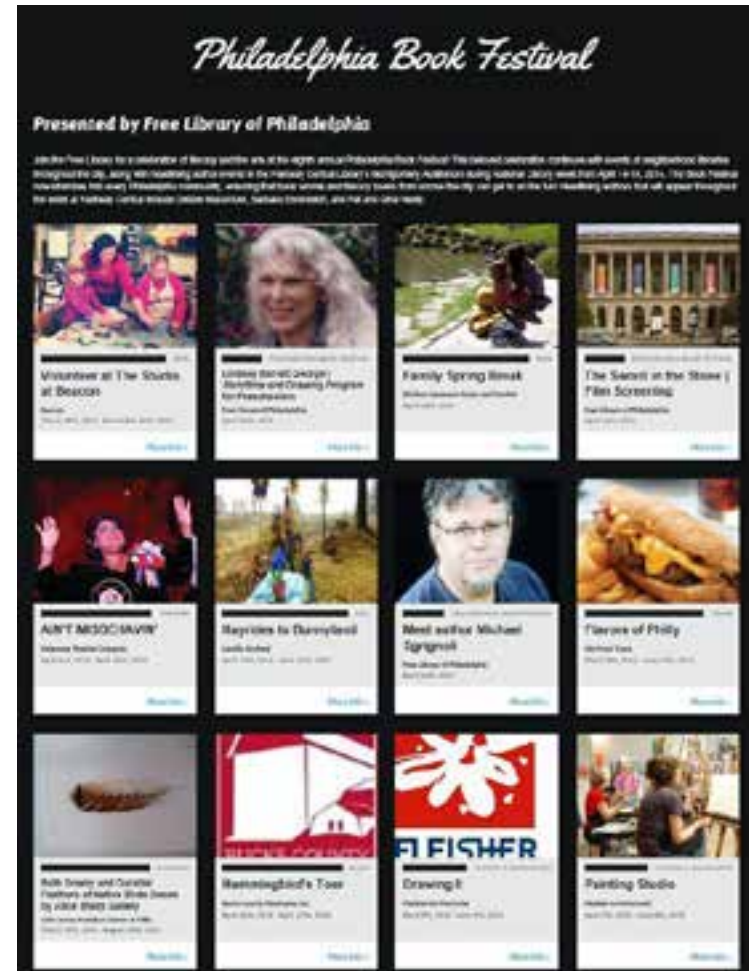
Previous: Nothing!

Now: Geo-coded event data from online calendaring

- Philly: 18,000 events annually
- Segmented by discipline
- 2009 to present
- minimal delay in data access



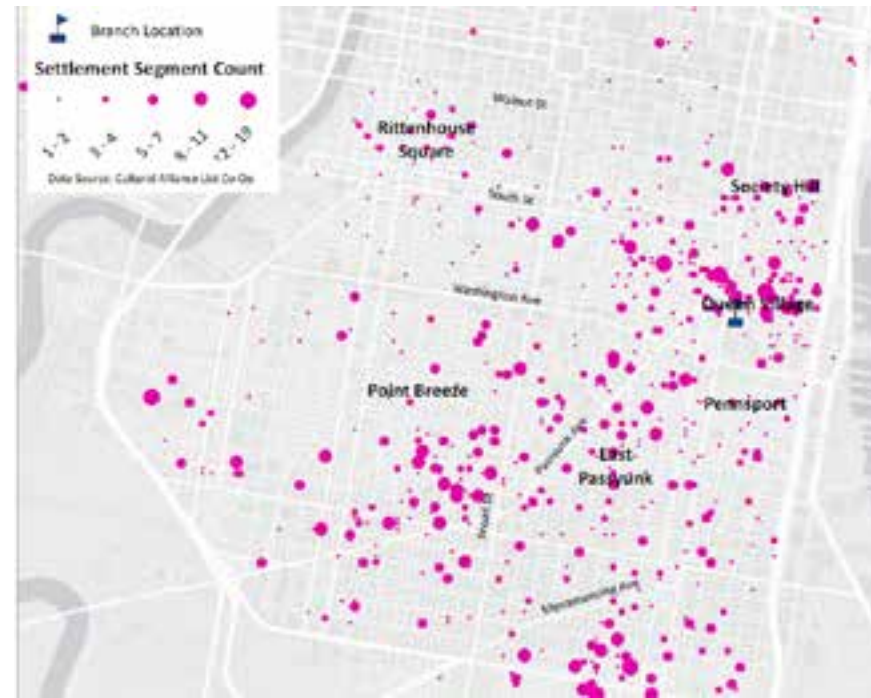
The logo for 'phillyfun GUIDE' features the word 'phillyfun' in a lowercase, sans-serif font. 'philly' is in orange and 'fun' is in blue. To the right of 'fun' are three vertical exclamation marks in orange, pink, and blue. Below 'phillyfun' is the word 'GUIDE' in a blue, uppercase, sans-serif font, followed by a registered trademark symbol (®).



Building Blocks: Audience Data

Now: eMerge Online Exchange

- Formal online list exchanges
- Activity at 164 organizations
- Segmented by discipline
- 1.4 million geocoded records in Philadelphia DMA
- Relational CSV tables
- Import CSV tables to Geodatabase
- Matched to Census identifiers



Demographic Data & Projections

- Population data
- Age & Gender
- Households
- Families
- Racial and ethnic breakdowns
- Median income



Consumer Expenditures

- \$ Spent on musical instruments
- \$ Admission to live entertainment
- \$ Spent on books
- \$ Admission to movies



Market Potential

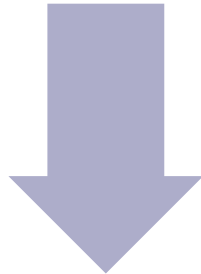
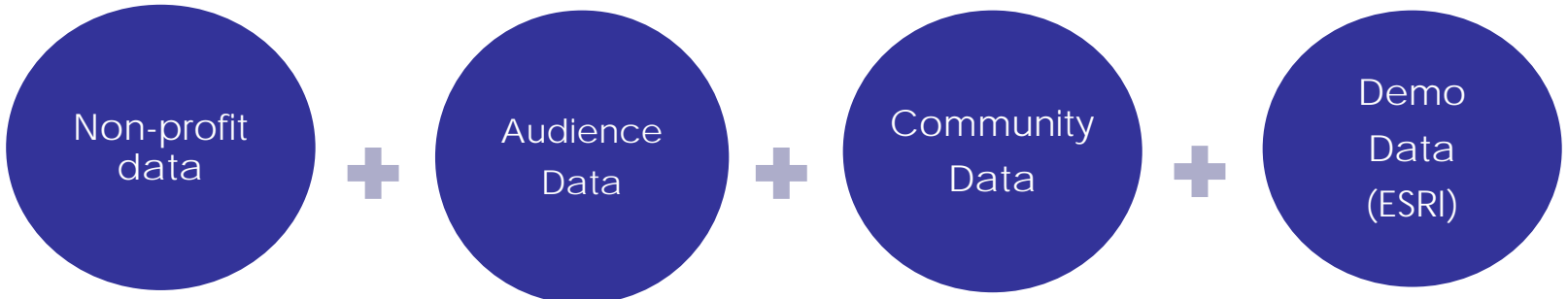
- Attended a dance performance
- Attended a classical music concert
- Did painting/drawing
- Did woodworking



Consumer Behavior - Tapestry

- Laptops and Lattes
- Trendsetters
- Urban Chic
- Dorms to Diplomas

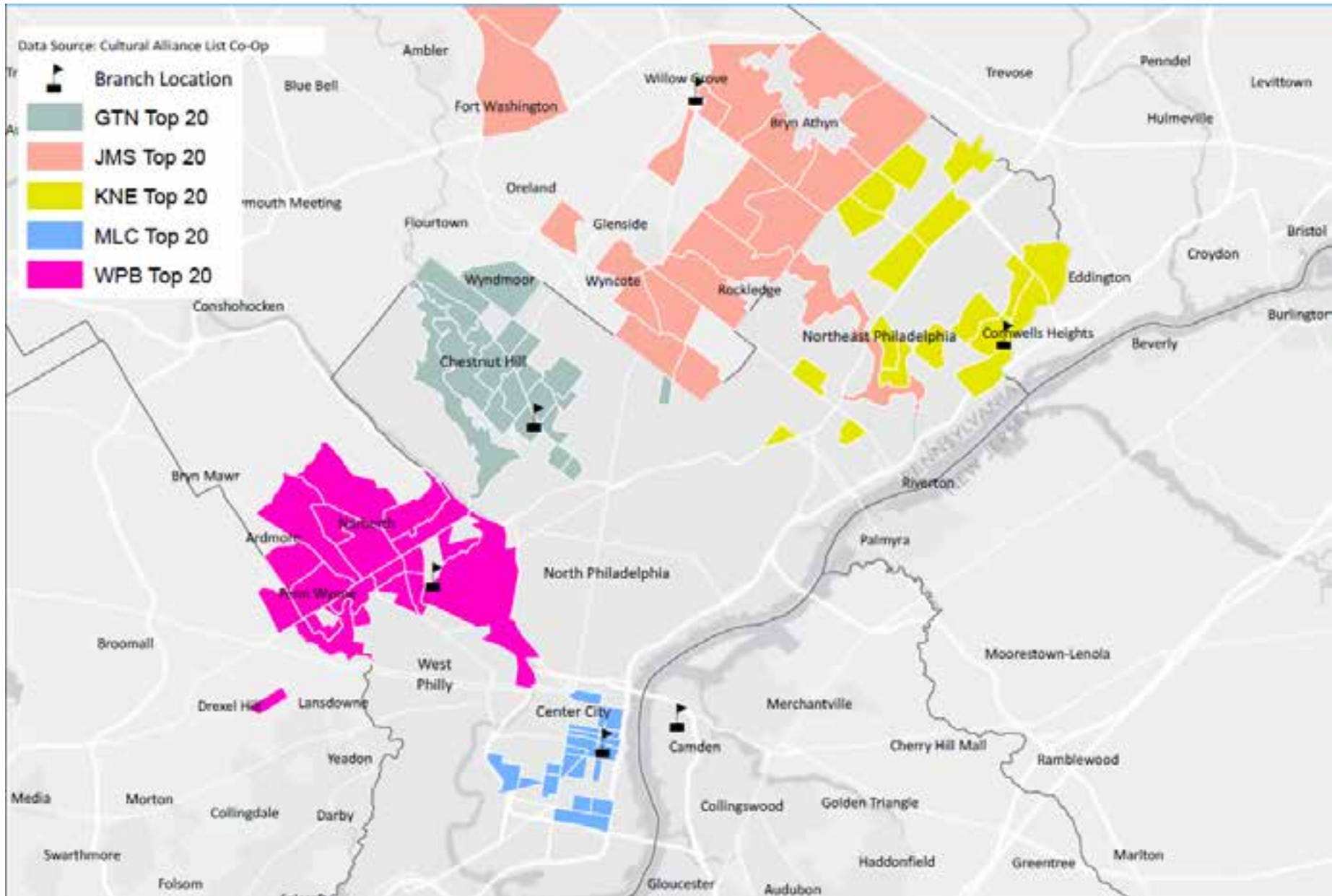




Example #1 “Community Music School”

- Five Branches
- What is market area?
- Demographics?
- Presence of Children?
- Find potential target areas

Primary market area: 5 branches (TRG Audience Data)



Demographic Profile: 5 branches (ESRI/Census)

Branch	Pop '12	Pop '17	Change '12-'17	Median Age	Median HH Income	White %	Black %	Hisp %	Asian %	Avg Travel Time
GTN	60,783	61,651	1.4%	41.8	\$59,761	32%	59%	4%	2%	6.25
JMS	67,859	70,088	3.3%	48.4	\$93,933	78%	10%	3%	8%	10.5
KNE	92,061	94,438	2.6%	42.7	\$54,407	75%	8%	7%	8%	10
MLC	83,898	86,904	3.6%	36	\$40,113	56%	16%	10%	17%	5.5
WPB	71,316	72,976	2.3%	40	\$77,713	55%	35%	3%	4%	6.75

Music background: 1 Branch (ESRI Market Potential)

Attended a Music Performance in last 12 months

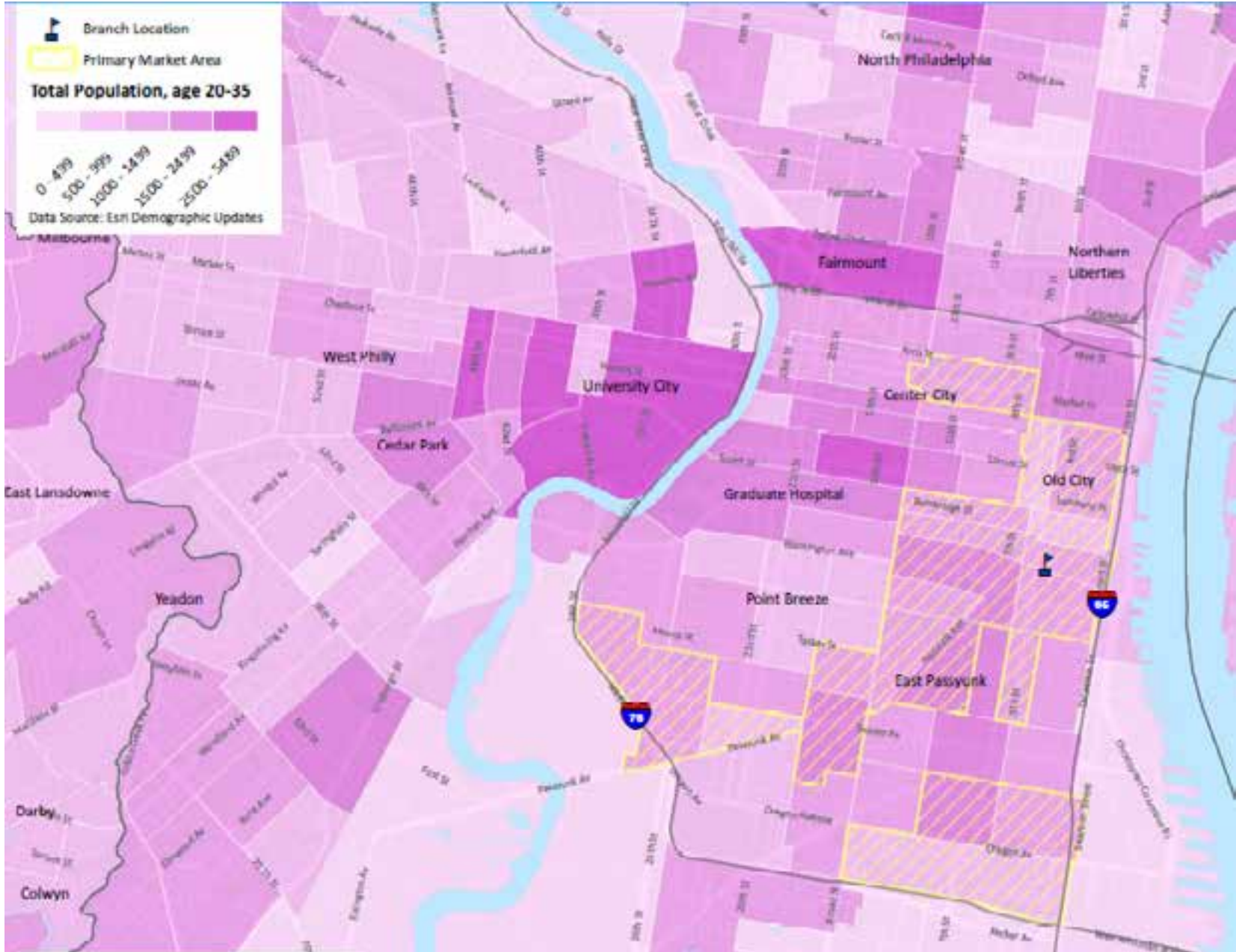
Total # of Attendees



Data Source: Esri Market Potential Index



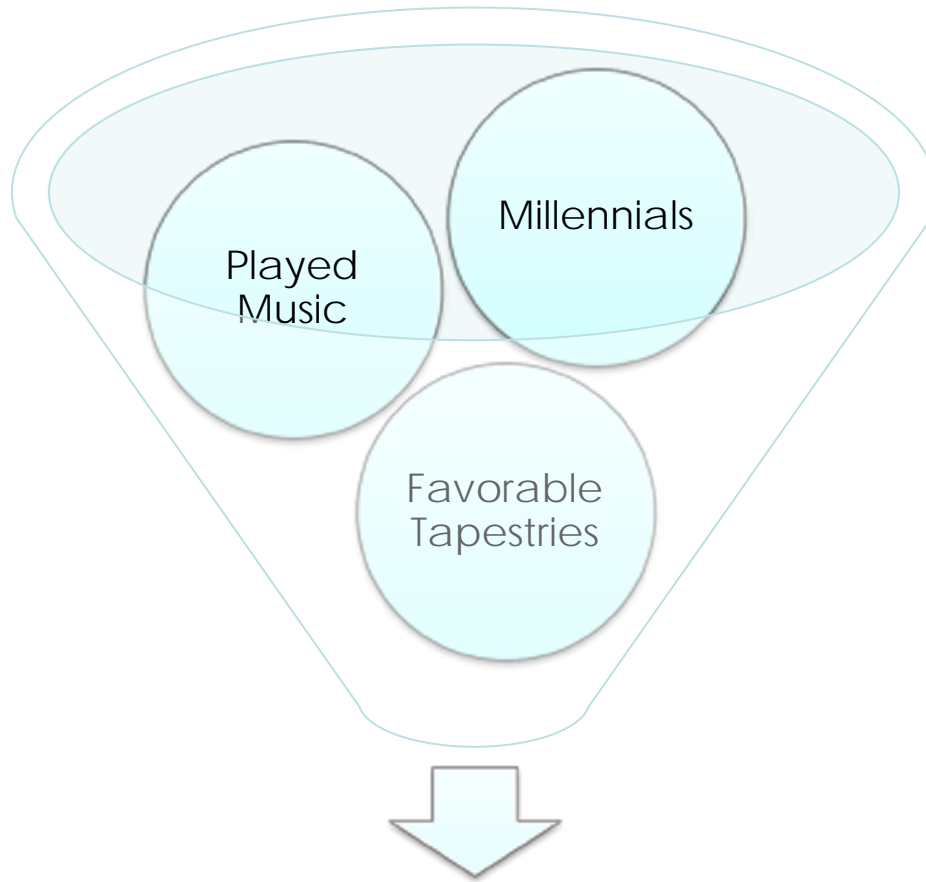
Millenials: (ESRI Demographic Updates)



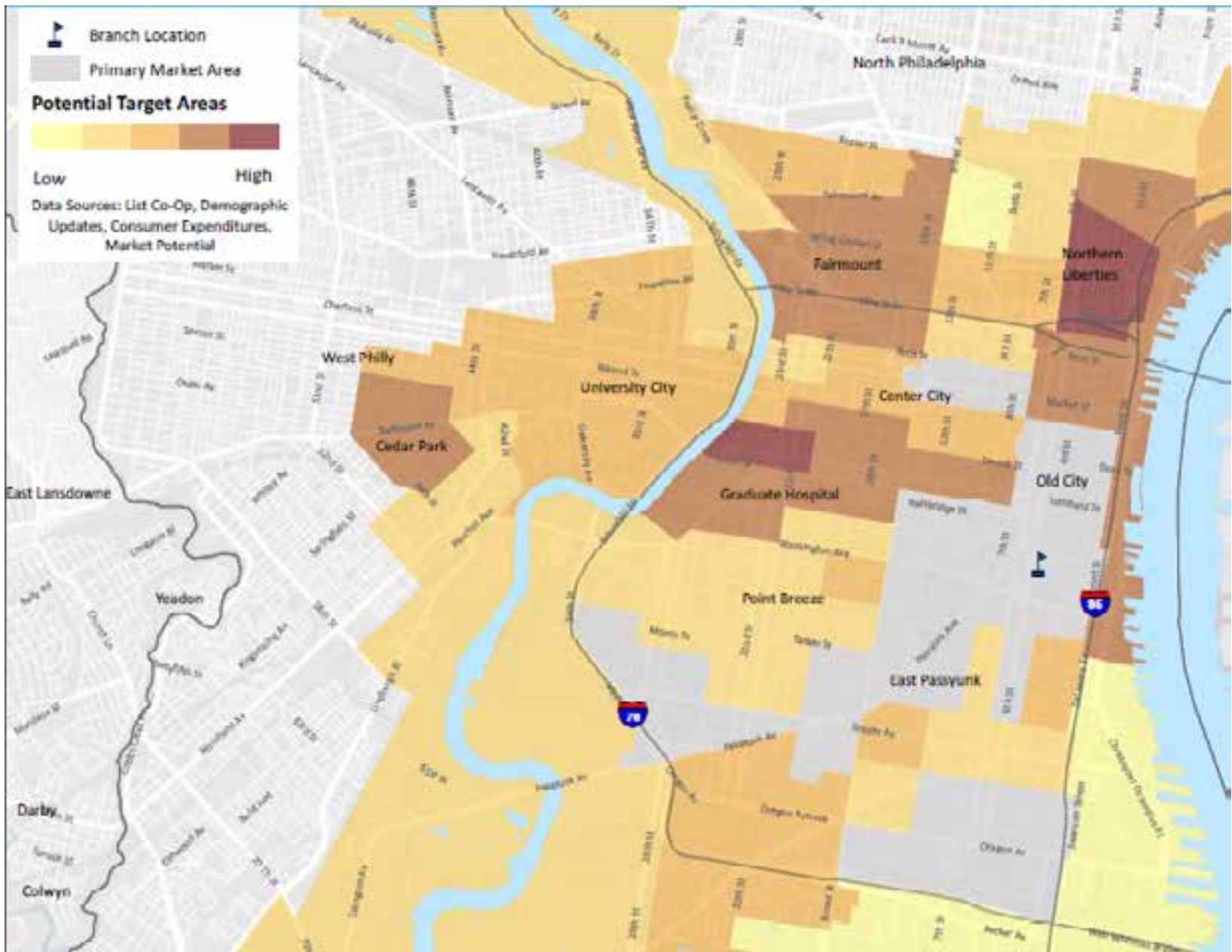
Desirable Segments: (ESRI Tapestry Segments)



Desirability Index

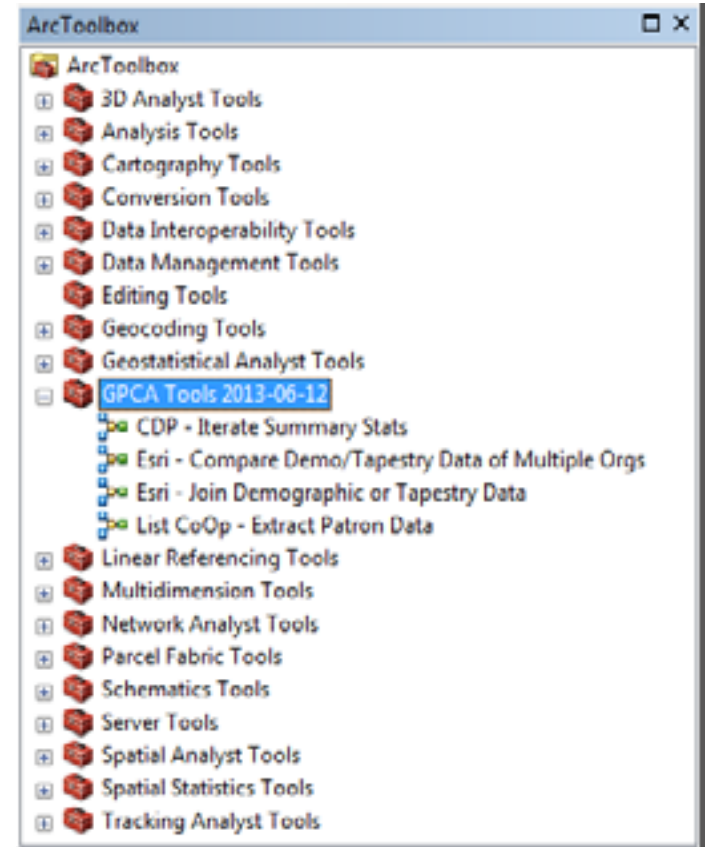


Potential Target Areas



Custom Toolbox

- ArcGIS Model Builder
- Automate common tasks
- Easily export, summarize data



Build Out the Datasets

- PHMC Community Survey
- Artist live/work spaces
- Arts/ed + schools (STAMP)
- Voter records

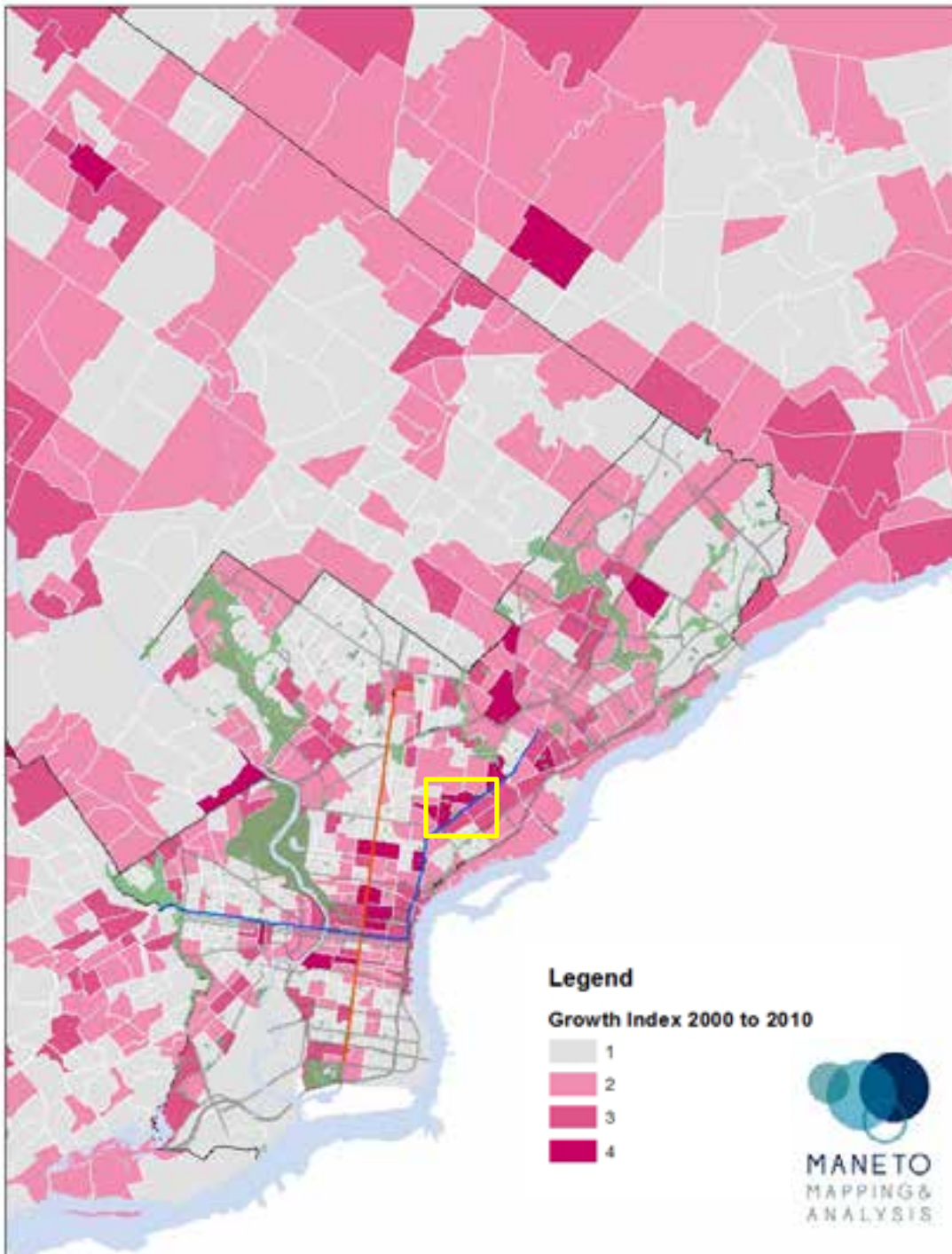
Neighborhood Change Index

Tract level analysis identifying change between 2000 and 2010

- Population increase of 5% or more
- Increase in median income category,
 - used separate measures for Philadelphia and the suburbs
 - Jump from below median income tract → median or above median income tract
 - Jump from median income tract → above median income tract
- Increase in median home value (all home values in 2010 dollars)
- 15% of tract was new over the last year

Example #2

Predicting arts development



Examining traditional nonprofits and their distribution in our area of focus



Adding on Live/Work Space & Arts Grants

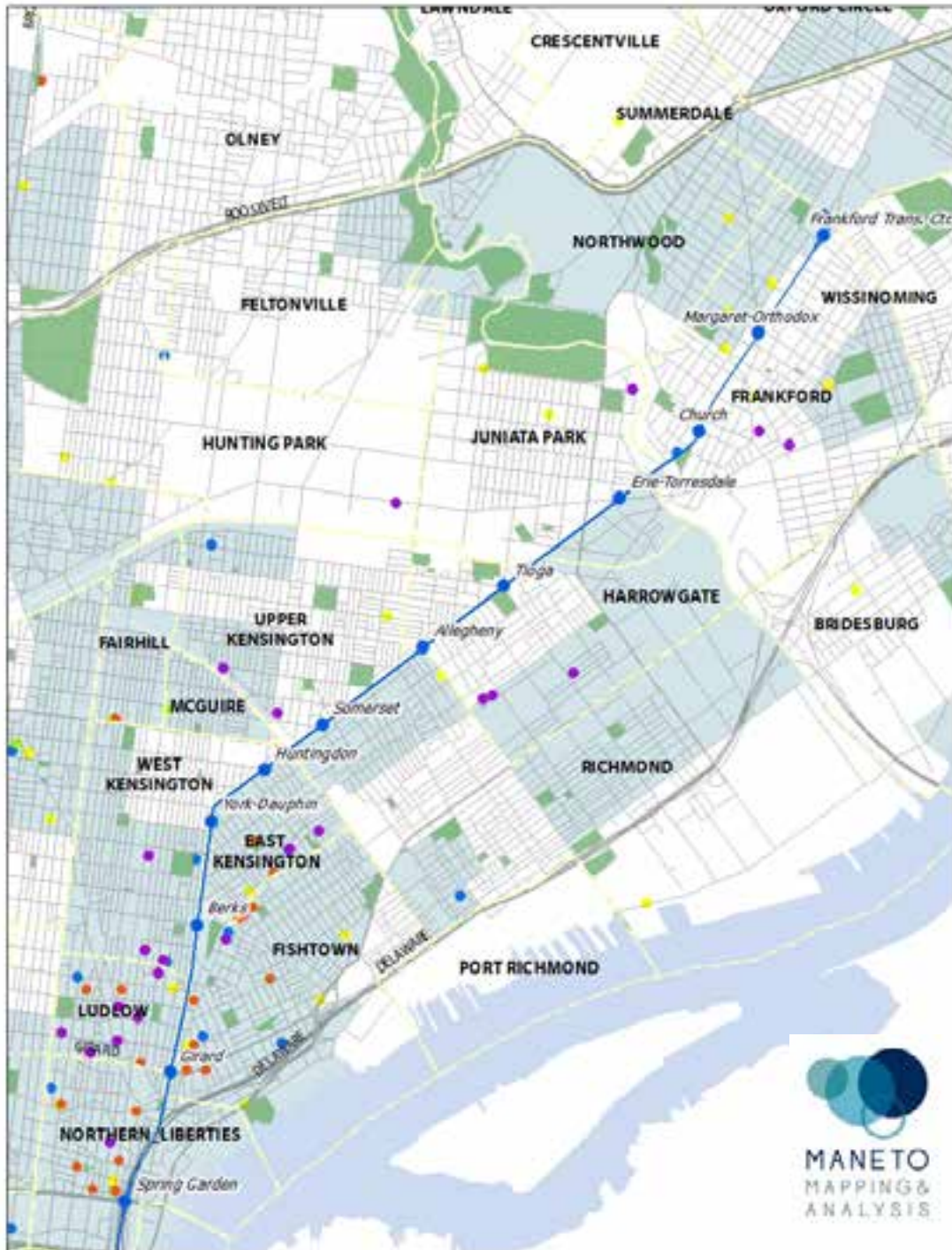


Legend

- # of NCCS Cultural Organizations
 - 1 - 3
 - 4 - 21
 - 22 - 54
 - 55 - 92
- Multi Tenant Art Spaces
- Art Galleries
- NEA Grants
- PA Council for the Arts Grants
- Phila Culture Fund Grants



The region's total revenue from cultural nonprofits



Legend

% of NCCS Revenues

- Less than 1%
- 1.1% - 3%
- 3.1% - 5%
- 5.1% or more

Actual events from Phillyfunguide, an events calendar that includes all arts and cultural activities, not just those from nonprofits



Legend

Phillyfunguide events 2010-12

- 1 - 50
- 51 - 100
- 101 - 700
- 701 or more

Next Projects

- Museum project
- Relocating a pottery/ceramics school
- Theatre project
- Community analysis – Neighborhood Change Index

Questions

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