Evaluating the Economic and Social Impact
of
Your Cultural Organization

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Outline

- C³D has developed a suite of web applications
  - Evaluate economic and social impacts
  - Communicate impacts to others
  - Manage and program to coordinate impacts
- In this webinar, we will:
  - Review the central ideas behind these applications
  - Review how to use and interpret the applications
  - Review how to draw upon the applications for reporting
- When we are done, you should be able to use the web applications more effectively to evaluate, communicate and coordinate
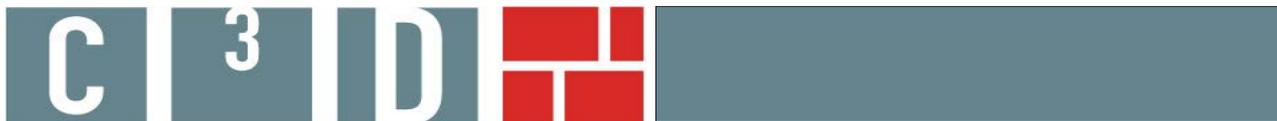
Economy   Neighborhoods

Cultural and creative organizations
Bring change to communities

Social network

C³D web applications

- **An economic model tuned to local conditions and local industries**
  - Income generation
  - Employment

- **A mapping application that identifies local neighborhoods and socio-economic conditions**
  - Display census data
  - Add your own new information

- **A spatial network application that illustrates linkages between organizations and neighborhoods**

Measuring local economic impacts

- **Basic structure of the economy:**
  - Firms and organizations trade with each other
  - Use purchases to produce goods and services
  - Some inputs purchased locally, others brought in from outside the local area
  - Firms and organizations sell products to consumers or end users

- **US government data**
  - On "inter-industry" flows of goods and services
  - On local variations in final consumption

- **C^{3}D applications use these data, along with information about organization and tourism**

"Under the hood" of the economic model

- Our models have hundreds of sectors – including separate sectors for "museums" and "performing arts"
- The web applications present estimates of three effects:
  - **<u>Direct effect</u>** – the initial change in spending

  - **<u>Indirect effect</u>** – the increase in economic activity in sectors from which the expanded sector makes purchases

  - **<u>Induced effect</u>** – the increase in economic activity resulting from increased household income and the sectors in which this income is spent
- Direct effects come from two sources:
  - Expenditure levels by the cultural organization
  - Expenditures by visitors who come from <u>outside</u> of the area
- "Outside" the area means outside the county or outside the zip code cluster
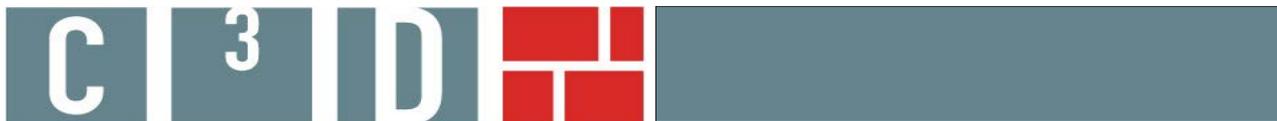
Change in the local economy

- Dynamic online use
- Income generation
- Jobs
- Impact in specific sectors

Economic Impact of MACLA

	Annual Budget	Visitors	% Non-local	Year
	682,000	27460	10%	2008

	Direct	Indirect	Induced	Total
Programming and Events	$682,000	$258,258	$188,351	$1,128,609
Non-local Visitors	$92,681	$22,301	$19,481	$134,463
Total Output Impact	$774,681	$280,559	$207,832	$1,263,071
Total Jobs	32	3	1	36

Sectors With High Employment Impact

Sectors With High Economic Impact
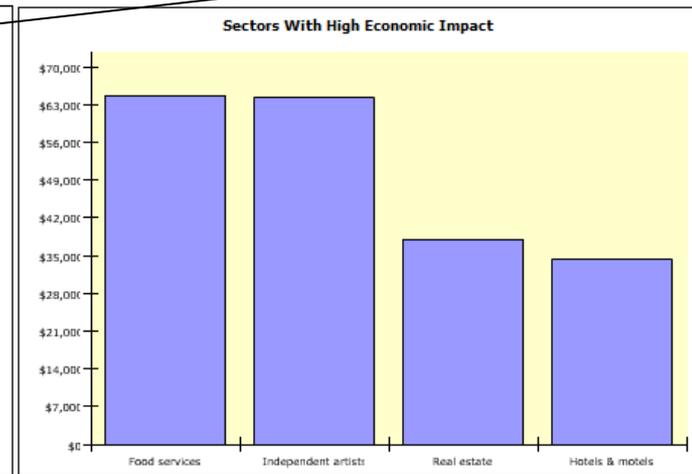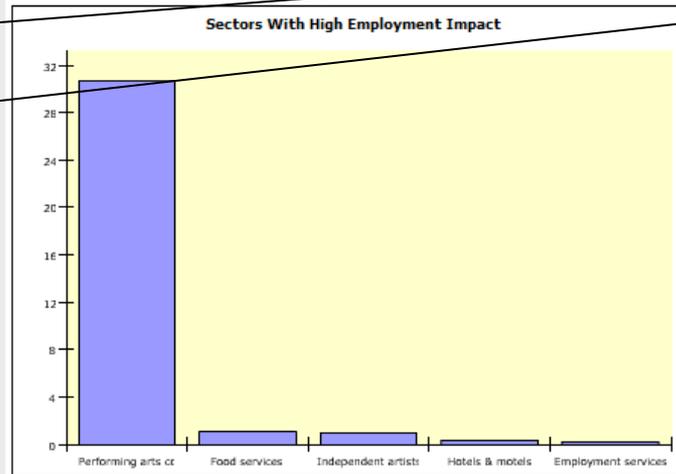
Impact in Specific Economic Sectors

Description	Direct	Indirect	Induced	Total	Jobs
Performing arts companies	$682,000	$414	$150	$682,564	30.7
Food services and drinking places	$48,040	$4,893	$11,767	$64,700	1.1
Independent artists, writers, and performers	$0	$64,175	$87	$64,262	1.0
Real estate	$0	$28,763	$9,264	$38,027	0.2

MACLA
Movimiento de Arte y Cultura Latino Americana

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Let's pause to work through an example for reporting …

Neighborhood

- Every organization works in the context of neighborhoods
  - Social conditions
  - Economic conditions
- Organizations establish connections to their neighborhoods
  - Programming and attendance
  - Mailing lists and information flows
  - Fundraising and support
- The C^{3}D mapping application can help you communicate the context and connections

Neighborhood context

Census data used to show neighborhood conditions

Interpretive key to data

Key: % Poor [+]
0% to 12%
12% to 20%
20% to 35%
35% to 80%

Map data ©2013 Google - Terms of Use
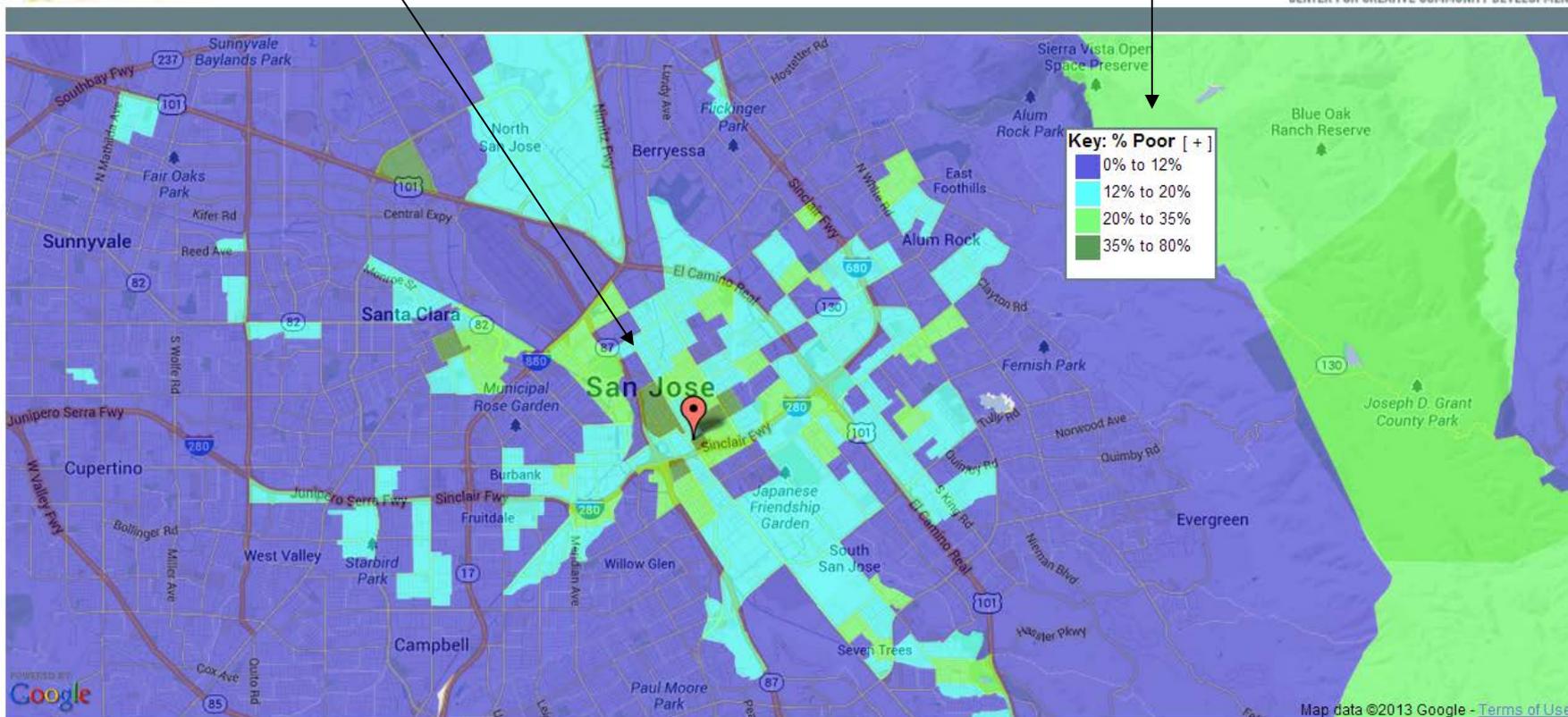
Add contact lists to illustrate connections

Local residential locations of mailing list

Change Census variables to explore characteristics of connected neighborhoods

Scale to show regional connections

Your connections may be regional or national in scope
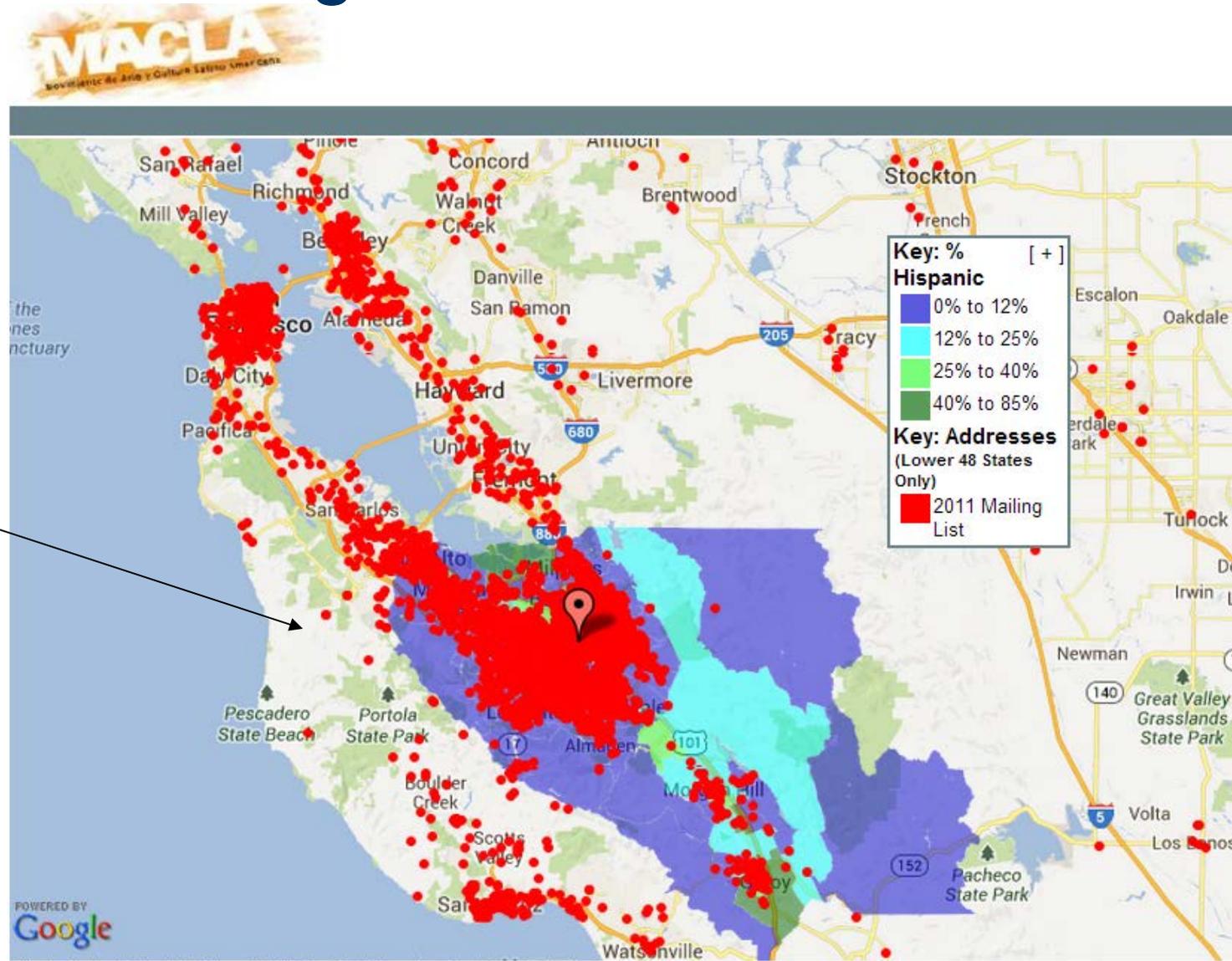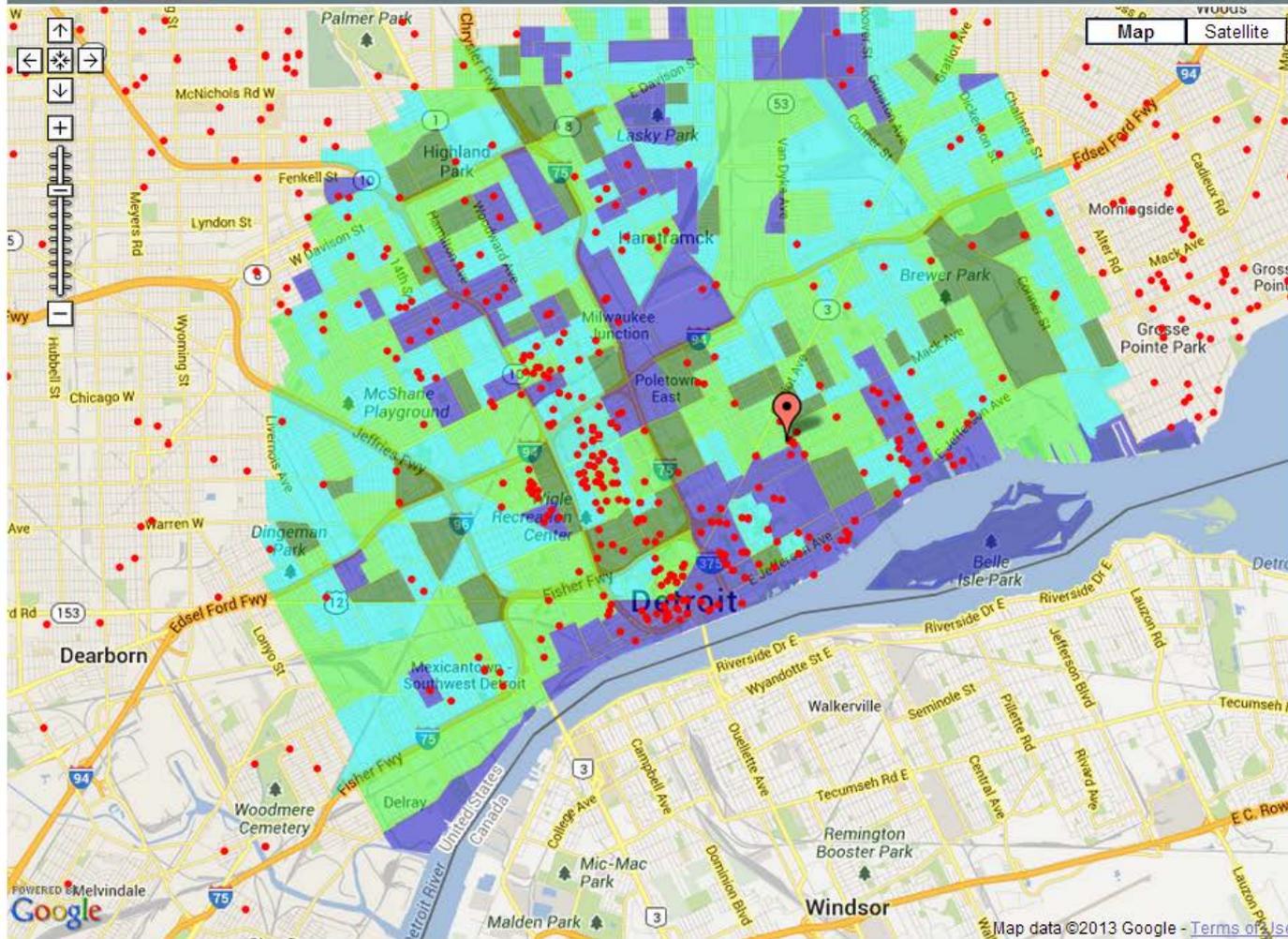
Site design by Nathaniel Walton, © 2012 by C3D. Tiles cut using GMapCreator by CASA.

You can explore new data …

Use the Geocode tool to map new data in context

You can explore new data …

Open the window and paste addresses

Geocoded data are shown on map ...

Colored pins show locations; they can be viewed with Streeview

Let's pause to work through an example for reporting …

Building social networks

- The health of a neighborhood or community depends on the health of its social networks
  - Working to help each other
  - Learning from each other
- Cultural organizations play a crucial role
  - Bringing people and organizations together
  - Providing a forum and means for communication
  - Providing opportunities for collaboration
- The C^{3}D social network application can help to communicate your social network and contribution to the community

Social theory: abstract social networks
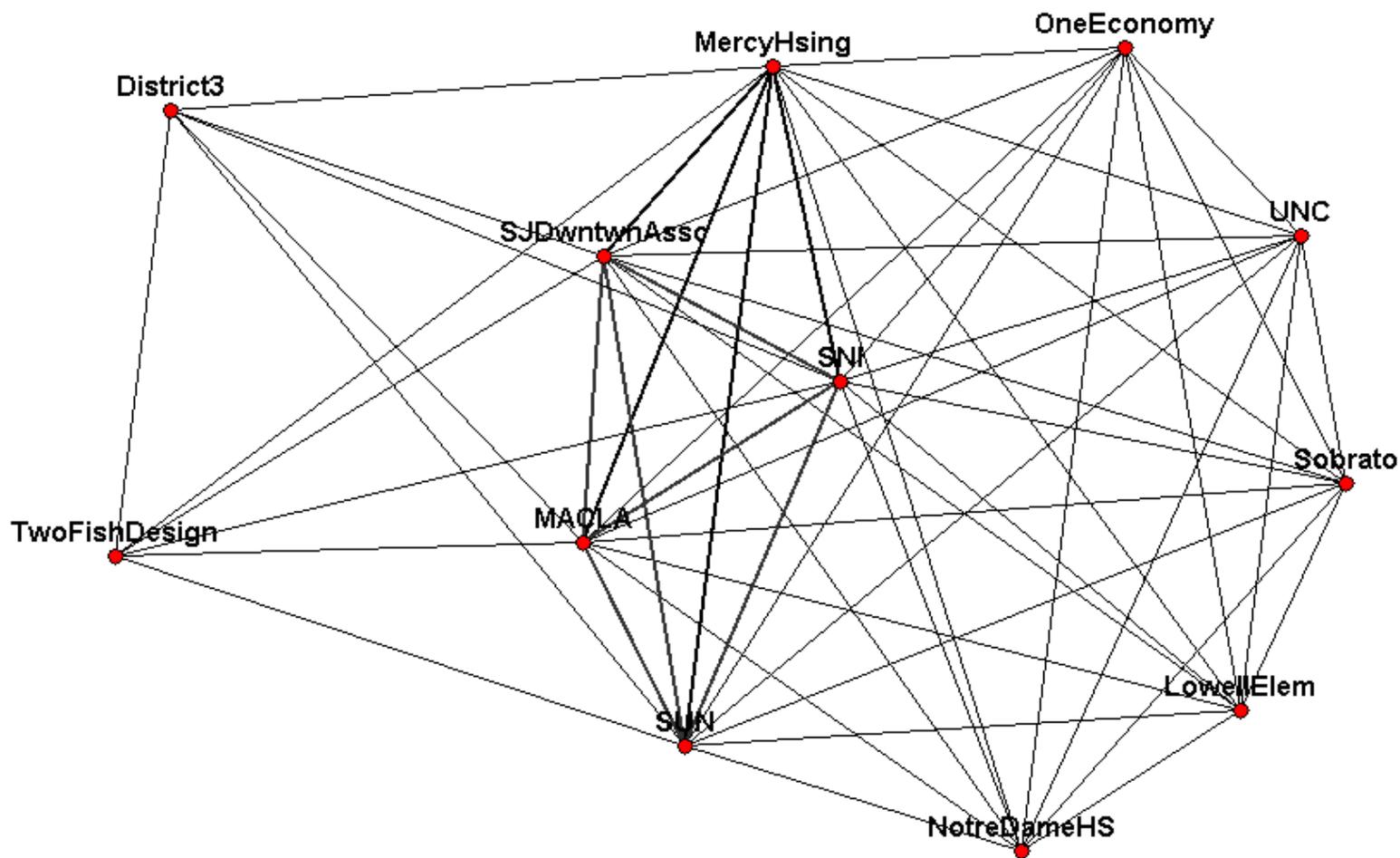
- Economic development network: Nodes=12; Density=0.85

# More intuitive to map the social network
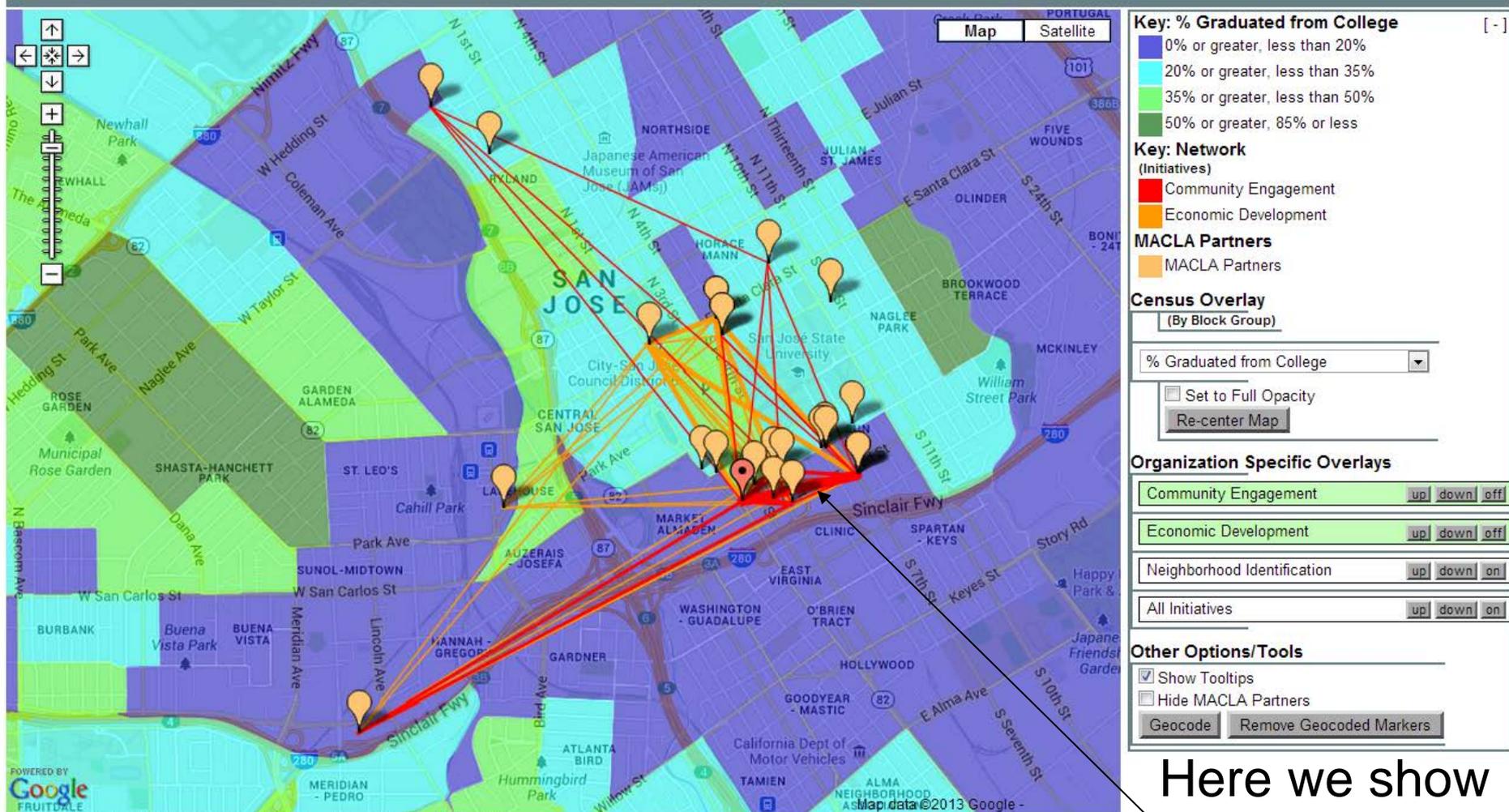
Here we show two distinct networks

Interpreting the social network

- Not all community partners will be involved
- Illustrate different types of sub-network
- Identify local assets and potential for change
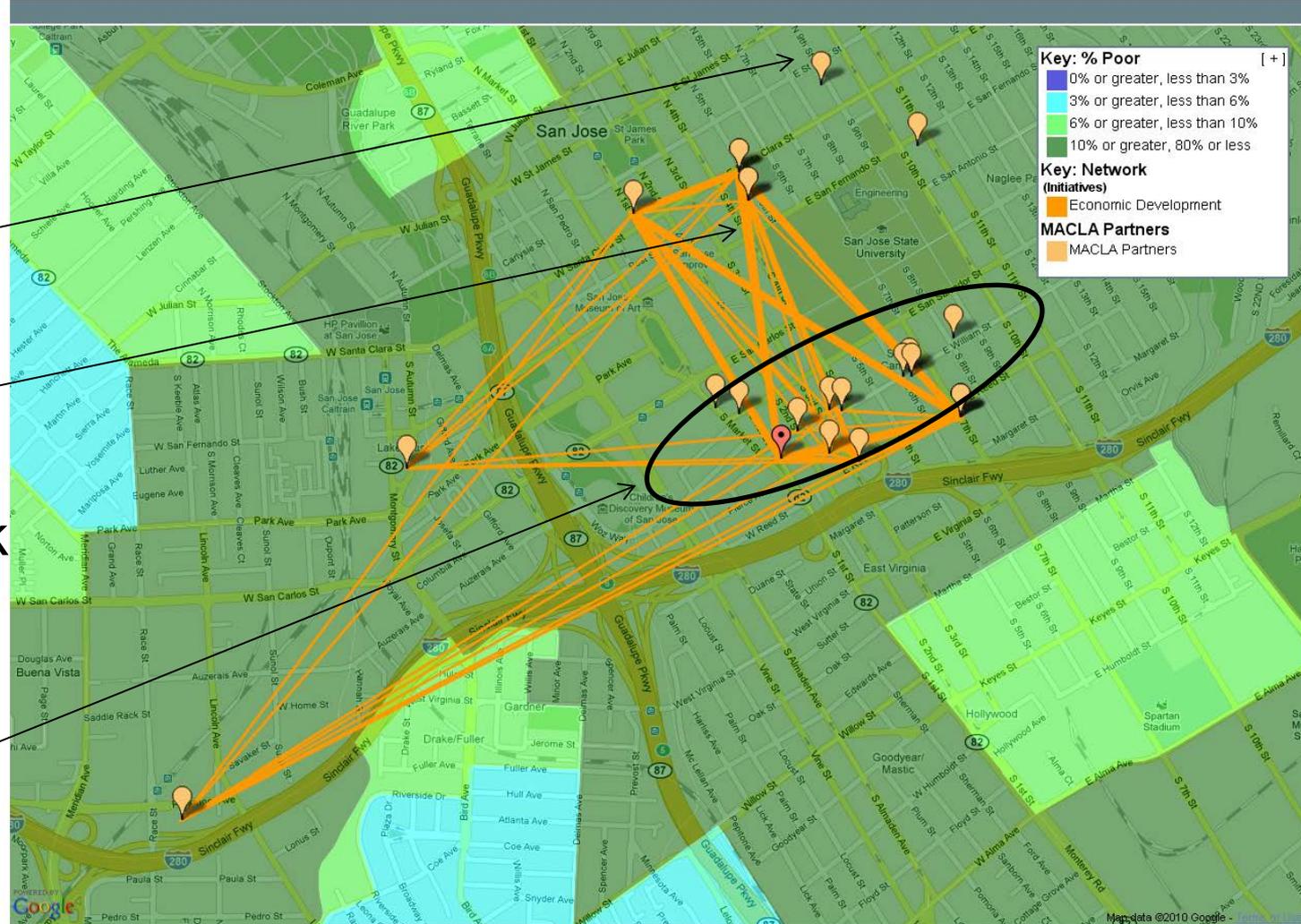
Illustrate the context of the network ...

Here we use property values

Let's pause to work through an example for reporting …

Summary

- Communicating the impact of your organization is similar to other types of teaching

- Different people are motivated by different concepts and presentations
  - Some will want to understand your organization as an economic agent
  - Some will want to understand the neighborhood context of your organization
  - Some will want to understand how your organization is contributing to the social fabric of your community

- These web applications can help communicate and demonstrate your impact

Web applications at www.c-3-d.org

Center for Creative Community Development

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HOME   TOOLKIT   CASE STUDIES   ABOUT   PRESENTATIONS

Mass MoCA

MASS MoCA is the largest center for contemporary arts in the United States. It is located in North Adams, Massachusetts on a 13-acre campus of renovated 19th-century factory buildings. MASS MoCA values and supports both the creation and presentation of visual and performing arts pieces. In addition to its role as nationally significant contemporary arts center, MASS MoCA hosts the educational arts cooperative Kidspace and is an active partner in collaborations to invigorate the life of a region in socioeconomic need.

C³D Toolkit Features
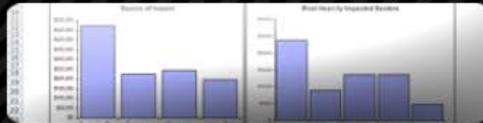
Regional Economic Impact Model

Visitor Origin Map (With Census Overlay)

Property Values Map (With Census Overlay)

North Adams Social Network Map (With Census Overlay)

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Thank you!