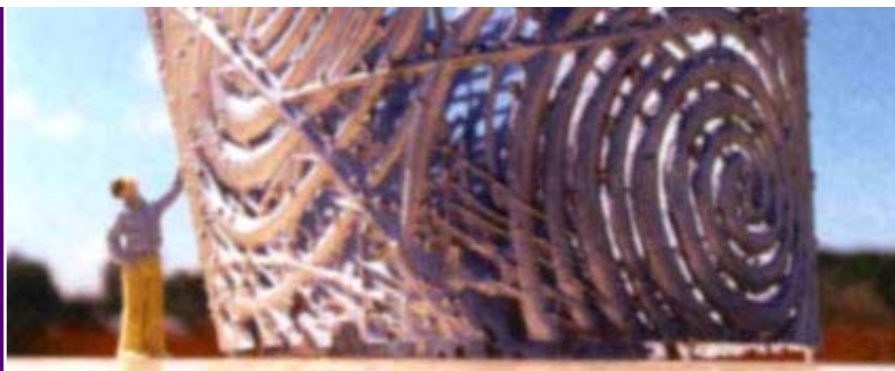




Cultural Vitality

- *Cultural vitality is the practice of creating, disseminating, validating, and supporting arts and culture **as a dimension of everyday community life.***





THE THREE DOMAINS OF CULTURAL VITALITY

presence

of opportunities for cultural participation

participation

cultural participation itself

support

for cultural participation

comprehensive
picture of a
community's
cultural vitality





Selected Phenomena to be Tracked

Presence of Opportunities for Cultural Participation

- Nonprofit, public, and commercial arts-related organizations (with a particular focus on size and function within the cultural and broader community context)
- Retail arts venues—bookstores, music stores, film theaters, craft and art supply stores
- Non-arts venues with arts and cultural programming—parks; libraries; ethnic associations, societies, and centers
- Festivals and parades
- Arts-focused media outlets (print and electronic, including web-based venues)
- Art schools





Selected Phenomena to be Tracked

Participation

- Amateur art making
- Collective/community art making
- K–12 arts education
- Arts after-school programs
- Audience participation
- Purchase of artistic goods (materials for making art as well as final arts products)
- Discourse about arts and culture in the media





Selected Phenomena to be Tracked

Support

- Public expenditures in support of the arts in all sectors (nonprofit, public, and commercial)
- Foundation expenditures in support of the arts (nonprofit, public, and commercial)
- Volunteering and personal giving to the arts
- Presence of working artists

Integration of arts and culture into other policy areas and corresponding allocation of resources (e.g., community development, education, parks and recreation, etc.)





A FOUR-TIERED SYSTEM

1 publicly available, recurrent, nationally comparable data

2 publicly available, recurrent, locally generated data

3 quantitative, sporadic, episodic data

4 qualitative or pre-quantitative documentation (often anthropological or ethnographic)

suitable for development of indicators

examples and rich contextual information helps fill out a community's cultural vitality picture

MSAs	Arts Non-Profit Rank	Arts Estab Rank	Arts Est Job Rank	Arts Contribution Rank	Arts Expenses Rank	Arts Jobs Rank	Non-profit Community Celeb. Rank
San Francisco, CA	1	3	1	2	2	1	14
New York, NY	2	4	2	3	3	2	41
Washington, DC	3	15	7	1	1	10	19
Boston, MA	4	19	19	9	6	23	6
Seattle, WA	5	5	5	5	7	6	61
Minneapolis-St. Paul MN	6	8	4	4	5	7	23
N Havn-Bridgport CT	7	10	12	45	33	50	13
Oakland, CA	8	35	26	37	39	52	48
Hartford, CT	9	34	21	7	8	20	8
Portland-Vancouver, OR-	10	9	15	21	24	13	9

MSAs	Arts Non-Profit Rank	Arts Estab Rank	Arts Est Job Rank	Arts Contribution Rank	Arts Expenses Rank	Arts Jobs Rank	Non-profit Community Celeb. Rank
Los Angeles, CA	33	1	6	10	19	3	46
Nashville, TN	27	2	3	8	18	4	40
San Francisco, CA	1	3	1	2	2	1	14
New York, NY	2	4	2	3	3	2	41
Seattle, WA	5	5	5	5	7	6	61
West Palm Beach, FL	28	6	30	17	26	55	39
Nassau-Suffolk, NY	30	7	41	54	49	56	49
Minneapolis-St. Paul, MN	6	8	4	4	5	7	23
Portland-Vancouver, OR-	10	9	15	21	24	13	9
N Haven Bridgeport, CT	7	10	12	45	33	50	13

MSA	Arts Non-Profit Rank	Arts Estab Rank	Arts Est Job Rank	Arts Contribution Rank	Arts Expenses Rank	Arts Jobs Rank	Non-profit Community Celeb. Rank
Austin-San Marcos, TX	13	13	17	51	38	11	1
Pittsburgh, PA	31	51	40	20	14	45	2
Columbus, OH	25	48	39	22	15	31	3
Salt Lake City-Ogden, UT	35	18	20	26	31	33	4
Louisville, KY	32	28	29	15	17	27	5
Boston, MA	4	19	19	9	6	23	6
Memphis, TN	57	60	31	47	48	40	7
Hartford, CT	9	34	21	7	8	20	8
Portland-Vancouver, OR	10	9	15	21	24	13	9
Buffalo-Niagara Falls, NY	15	55	49	28	28	47	10



Key Questions

- What are the most strategic roles that arts professionals can play in integrating arts and culture into urban policy and planning agendas?
- How can arts professional take advantage of the current interest in topics such as “creative economy,” “cool cities,” and “creative cities”?
- What data are necessary to inform policy choices that advance the creative and cultural vitality of communities?
- What other tools do arts professionals need to create sustained commitments to arts and culture as area of investment?

