

CITY OF BOULDER OFFICE OF ART + CULTURE CULTURAL GRANTS PROGRAM
2017 GOS GRANT SURVEY FINDINGS

With the submittal of the final grant report for 2017, we asked all recipients of the General Operating Support (GOS) Grants to complete a survey with information about key indicators. With this data, we hope to begin building an understanding of a) the effect the grant has on the organizations, b) how the organizations are impacting the community, and c) some insight into the marketplace of cultural organizations across Boulder.

A note: the survey tries to capture some general measures. This does not always work the same for every discipline and type of organization; there is a lot of variety in how and what to count in evaluating an organization. The data relies on the leadership of each organization to make some judgments and provide the best information possible.

The GOS Grants

- > 2017 Grants Budget for General Operating Support was \$500,000. Grants were provided in increments of \$50,000, \$20,000, or \$10,000 depending on the size of the organization's budget.
- > Number of Organizations Funded = 27. This includes 9 organizations which were newly awarded GOS grants in 2017.
- > Average percent of an organization's budget that comes from this grant = 11%.
- > The funds were used to support the sustainable operation of the organizations.

Community Impacts.

What effect do these 27 organizations have on culture in Boulder?

- > These organizations presented 1,958 events, performances, and exhibitions. If education programs, such as classes or individual music lessons are included, the number of events jumps to 34,343.
- > 85 programs were especially for seniors, while 347 programs were designed specifically to appeal to diverse audiences.
- > The audience served by these events is more than 392,000 people.¹ With much variety across different disciplines, these organizations report spending on average \$38 per audience member to deliver their programs.
- > Communications, marketing, and promotional campaigns by these 27 organizations included:
 - More than 2 million website visits,
 - 113 print campaigns as well as coverage through 319 articles in newspapers, radio, television, and the internet,
 - And, an astounding social media following including a community of 98,534 followers on Facebook, 13,007 on Instagram, and 43,274 on Twitter. The average organization has about 8,000 combined social media followers with a wide variation between large and small organizations and across disciplines.
- > These organizations report a total workforce of 4,327 individuals:
 - Of this number, the 2,576 volunteers were critical to the organizations donating about 28,000 hours of their time which has a value of about \$675,920.²
 - The employed workforce of these organizations is 1,751 staff, contractors, and company members. Most organizations are employing between 1-4 full-time staff with a handful of large organizations with 10-15.
 - The total workforce appears to be down compared to 2016.³
- > The combined annual budgets of these 27 organizations was nearly \$12.5 million.

More information about the workforce and economic impact of nonprofits from the Arts and Economic Prosperity 5 Study can be found on the next page.

The Marketplace of Cultural Organizations.

What can this data tell us about all the hundreds of cultural organizations in Boulder? Using the data from this group of 27 organizations as representative of the entire marketplace for cultural nonprofits, we find:

- > Overall attendance for different organizations varied, with the largest organizations recording nearly 100,000 in audience to small organizations reporting around 1,000. When compared with the 2016 survey, attendance change appears to be mixed: some up, some down.³
- > Almost all organizations report that return visitors represent about 65% of the audience, while 33% of people are attending for the first time.⁴
- > Ticket prices for programs were somewhat consistent, with an average of almost \$19. This is nearly the same figure as was recorded last year.³ If we assume that most organizations are indeed spending about \$38 per audience member, then it is useful to note the fact that a typical Boulder organization needs to add \$19 on top of a ticket price through other sources of revenue such as grants and donations.
- > This doesn't consider that Boulder organizations provided an average of 5 free programs in 2017 and several produce only free events.
- > Regardless of budget size and discipline, most organizations have a balance of income sources with 58% contributed, 39% earned, and 3% other sources.⁴
- > Grants can be an important source of revenue for Boulder organizations, with most awarded between 1-10 grants from a variety of government and private sources and a lot of variety in the amount received, from \$8,000 to \$480,000 or more.
- > Maintaining an operating reserve is a healthy practice that most large organizations sustain. A few smaller organizations also keep an operating reserve, but an equal number do not. Most who do, have a reserve of about 1-20% of their budget.

Further details on the marketplace of cultural organizations comes from the Arts and Economic Prosperity 5 study that was conducted in 2015 in collaboration with American's for the Arts. In Boulder, cultural nonprofits and their audiences:

- > Had a direct economic impact of nearly \$70 million.
- > Supported a workforce of 1,832 full-time equivalent (FTE) jobs and directly employed 968 FTEs.
- > Generated more than \$4 million in state and local tax revenues.
- > Had audiences that were 74.7% local to Boulder County and 25.3% from around the state and nation. In considering spending on things other than admission, such as dining and transportation, locals tend to spend \$20.77 per person, per visit. Nonresidents spent \$42.23, and up to \$174 when they included a hotel stay.

Full details about Arts and Economic Prosperity 5 can be found at <https://boulderarts.org/afta-arts-economic-prosperity-study-5>.

Notes.

General Note: This was a voluntary survey. Some organizations did not enter complete data and two organizations chose to not be represented in the survey at all.

- ¹ One organization does not provide an audience count, requiring that we use the qualifier "more than".
- ² The calculation of the value of volunteer time uses the benchmark hourly rate of \$24.14 as provided by the philanthropy industry group, Independent Sector, (<https://independentsector.org/news-post/value-volunteer-time/>).
- ³ Comparisons of the 2017 to the 2016 surveys was done by calculating averages using only data from organizations that provided information both years.
- ⁴ This is an average of all data from that specific category, represented as a percentage. Therefore, adding up the data from each of the distinct category averages will not equal 100%.