With the submittal of final grant reports for 2018, 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 build 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 general measures. This does not always work the same for every discipline and every type of organization; there is variety in how and what to count in evaluating an organization. The data relies on each organization to make some judgments and provide the best information possible.

About the GOS Grants
> 2018 funds distributed for General Operating Support were $500,000. Grants were provided in increments of $50,000, $20,000, or $10,000 depending on the size of the organization's budget.
> 27 organizations were funded.
> Average percent of an organization's budget that comes from this grant = 10%.
> The funds were used to support the sustainable operation of the organizations.

Community Impacts
What effect do these 27 organizations have in Boulder?
> These organizations presented 2,493 events, performances, and exhibitions. If education programs, such as classes or individual music lessons are included, the number of events jumps to 35,729.
> 108 programs were especially for seniors, while 251 programs were designed specifically to appeal to diverse audiences.
> The audience served by these events was more than 484,000 people.[1] With much variety across different disciplines, these organizations report spending on average $45 per audience member to deliver their programs.
> Communications, marketing, and promotional campaigns by these 27 organizations included:
>> – More than 5.5 million website page views,
>> – 114 print campaigns as well as coverage through 349 articles in newspapers, radio, television, and the internet,
>> – And, an astounding social media following including a community of 123,347 followers on Facebook, 22,228 on Instagram, and 38,515 on Twitter. The average organization has about 8,000 combined social media followers in their network with a wide variation between large and small organizations and across disciplines.
> These organizations report a total workforce of 5,092 individuals:
>> – Of this number, the 2,526 volunteers were critical to the organizations donating about 37,300 hours of their time which has a value of about $900,422.[2]
>> – The employed workforce of these organizations is 1,358 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 combined annual budgets of these 27 organizations was over $14.6 million.

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 more than 100,000 in audience to small organizations reporting under 1,000.
> Ticket prices for programs were somewhat consistent, with an average of $18.99. Most organizations fall into this range, with a few outliers charging as little as $7, and as much as $40-75. If we assume that most organizations are indeed spending about $45 per audience member, then it is useful to note the fact that a typical Boulder organization needs to add about $26 on top of a ticket price through other sources of revenue such as grants and donations.
> This doesn't consider that Boulder organizations tend to provide an average of 6 free programs. And, several organizations produce only free events.
> Regardless of budget size and discipline, most organizations have a balance of income sources with 57% contributed, 41% earned, and 2% other sources.[4]
> Grants can be an important source of revenue for Boulder organizations, with most awarded between 2-10 grants from a variety of government and private sources and a lot of variety in the amount received, from $2,000 to $335,000 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. For those who do, most have a reserve of about 1-20% of their budget.

Economic Impact

To take the temperature of economic impact for the cultural nonprofit sector, in 2015 Boulder participated in the Arts and Economic Prosperity *study from the Americans for the Arts. This gives a reliable snapshot of the cultural nonprofit industry, including organizations not represented in this survey. 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 *can be found on our website.*
A new study is planned for 2020, with data released the following year.

Notes

General Note: This was a voluntary survey. Some organizations did not enter complete data.

[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%.