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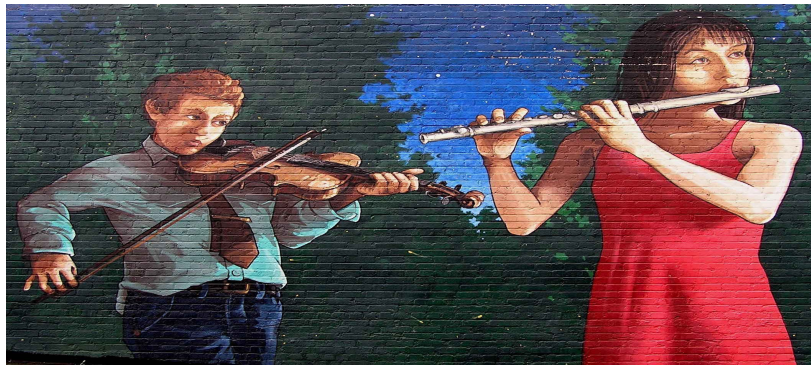


March

ORANGE COUNTY ARTS  
COMMISSION

2011

## Orange County Arts Commission *Orange Arts* E-Newsletter



### Creative Economy Measures: Methodology - Surveys of Arts Audiences & Economic Analysis

#### Measure what matters.

As you may know, the **Orange County Arts Commission (OCAC)** is partnering with **Americans for the Arts (AFTA)** and the **North Carolina Arts Council (NCAC)** in the latest national economic impact study entitled *Arts & Economic Prosperity IV*. This is also the first statewide arts economic impact study in North Carolina! Participation by the OCAC in this important research project will allow the economic impact of the nonprofit arts and cultural industry in Orange County to be quantified. It is well known that this industry creates jobs and generates government revenue. In May 2012, a report will be received that will tell the arts community just how many jobs and how much money we represent.

Orange County nonprofit arts and cultural organizations, including historic sites and museums, are now collecting audience surveys from attendees at their events. The survey is a simple one-page questionnaire that takes less than two minutes to complete, and is completely anonymous.

Audience-intercept surveying, a common and accepted research method, measures spending by audiences. Patrons are asked to complete a short survey while attending an event. The randomly selected respondents provide itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging.

Data is collected throughout the calendar year (to guard against seasonal spikes of drop-offs in attendance) as well as at a broad range of events (a night at the opera will typically yield more spending than a Saturday children's theater production, for example).

Using total attendance data, standard statistical methods are used to derive a reliable estimate of total expenditures by attendees. With an average travel party size of three people,



**Arts & Economic  
Prosperity IV**

this data actually represents the spending patterns of more attendees, significantly increasing the reliability of the data.

A common theory of community growth is that an area must export goods and services if it is to prosper economically. This theory is called **economic-base theory**, and it depends on dividing the economy into two sectors: the **export sector** and the **local sector**. Exporters, such as automobile manufacturers, hotels, and department stores, obtain income from customers outside of the community. This export income then enters the local economy in the form of salaries, purchases of materials, dividends, and so forth, and becomes income to local residents. Much of it is respent locally; some, however, is spent for goods imported from outside of the community. The dollars spent locally have a positive economic impact as they continue to circulate through the local economy. **This theory applies to arts organizations as well as to other producers.**

[AMERICANS FOR THE ARTS: ARTS ECONOMIC PROSPERITY »](#)

[http://www.artsusa.org/information\\_services/research/services/economic\\_impact/default.asp](http://www.artsusa.org/information_services/research/services/economic_impact/default.asp)

## Spring 2011 Grants Deadline: May 31, 2011

Our Spring Arts Grant applications and guidelines are now available. Spring grant categories are:

**Arts Program Grant** - up to \$1,500  
**General Arts Support Grant** - up to \$5,000  
**Arts in Education Grant** - up to \$1,000  
**Arts in Education Coalition** - up to \$5,000  
**Artist Project Grant** - up to \$1,000

**Spring Grants Project Period:** July 1, 2011 - June 30, 2012

**Supportable Projects:** a variety of programs in the visual, performing, literary arts

**ATTENTION: DUNS number** required for all applicants

**Deadline: 5 pm on Tuesday, May 31, 2011**

**Information Session:** free grant-writing workshop from 7 - 8:30 pm on **Thursday, April 7, 2011** in the large conference room downstairs at the Chapel Hill Public Library (100 Library Drive) in Chapel Hill. To register for this workshop, just email [arts@co.orange.nc.us](mailto:arts@co.orange.nc.us) or call 919/968-2011.

**Questions?:** just email [arts@co.orange.nc.us](mailto:arts@co.orange.nc.us) or call 919/968-2011. Arts Commission staff will be happy to answer any questions about your application.

**Applications: Applications and guidelines can be downloaded from the link below** or from the "Grants" section of our website at [www.artsorange.org](http://www.artsorange.org). Hard-copies are available at the Arts Commission office, at all Orange County Public Libraries, and at the Chapel Hill Public Library.

[DOWNLOAD APPLICATIONS HERE »](#)



## 2011 Congressional High School Art Competition

Each spring, Members of the U.S. House of Representatives, committed to the importance of our cultural heritage, join together to recognize the creative spirit of American high school students in a nationwide visual art competition.

The Congressional High School Art Competition is implemented by the Members in the Congressional Districts and features **paintings, drawings, collage, prints, mixed media, computer-generated art, and photography**. Each Member brings a winning entry back to Washington, D.C. to be displayed in the corridor of the U.S. Capitol. Launched in 1982, this nationwide event has produced thousands of local competitions, yielding more than 500,000 high school winners.

This competition is coordinated locally through the office of Fourth District U.S. Representative David Price. High school visual art students in the counties of **Orange, Durham and Wake** are eligible to participate.

If you are a current high school visual art student in Orange County and would like to participate in the 2011 Congressional High School Art Competition, contact your high school **visual art teacher** or the **Orange County Arts Commission (OCAC)** for an application form and guidelines.

**Orange County high school visual art students should deliver their entries to the OCAC office (501 W. Franklin Street, Chapel Hill, NC 27516) during regular business hours (8 am - 5 pm) between Wednesday, April 13 - Friday, April 15, 2011.**

Visit the "Grants" section of the OCAC's website at [www.artsorange.org](http://www.artsorange.org) for more information and to download the application and guidelines or

call 919/968-2011.

[APPLICATION & GUIDELINES »](#)

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## Creativity at Work/Just the Facts

The presence of creative professionals in a given county is the single most important factor associated with the amount that visitors will spend.

The presence of creative workers is also strongly associated with rising household incomes.

Counties with higher proportions of workers in arts-related occupations are more likely to retain current residents and attract new ones.

The creative workforce provides a competitive edge to North Carolina projects and services.

Creative workers are found not only in cultural industries but also contribute to the success of other businesses.

The people and companies who produce creative products and use creativity in their work include micro-enterprises, freelancers, and entrepreneurs, so the reported jobs are vastly underestimated.



[NCARTS.ORG/CREATIVE ECONOMY »](http://www.ncarts.org/creative_economy)

[http://www.ncarts.org/freeform\\_scrn\\_template.cfm?ffscrn\\_id=584](http://www.ncarts.org/freeform_scrn_template.cfm?ffscrn_id=584)

[North Carolina's Creative Industry »](http://www.ncarts.org/elements/docs/NCCreativeIndustryContribution_Overview.pdf)

[http://www.ncarts.org/elements/docs/NCCreativeIndustryContribution\\_Overview.pdf](http://www.ncarts.org/elements/docs/NCCreativeIndustryContribution_Overview.pdf)

[North Carolina Arts Council Fact Sheet »](http://www.ncarts.org/elements/docs/2010FactSheet.pdf)

<http://www.ncarts.org/elements/docs/2010FactSheet.pdf>

[Economic Impact of National Nonprofit Arts »](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/economicimpact2010.pdf)

[http://www.artsusa.org/pdf/get\\_involved/advocacy/research/2010/economicimpact2010.pdf](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/economicimpact2010.pdf)

[Spending by Arts Audiences - National Stats »](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/audiences2010.pdf)

[http://www.artsusa.org/pdf/get\\_involved/advocacy/research/2010/audiences2010.pdf](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/audiences2010.pdf)

[Cultural Tourism »](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/cultural_tourism2010.pdf)

[http://www.artsusa.org/pdf/get\\_involved/advocacy/research/2010/cultural\\_tourism2010.pdf](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/cultural_tourism2010.pdf)

[Arts Education and Workforce Preparedness »](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/ready_innovate2010.pdf)

[http://www.artsusa.org/pdf/get\\_involved/advocacy/research/2010/ready\\_innovate2010.pdf](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/ready_innovate2010.pdf)

[Arts Education and Academic Performance 1 »](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/artsed_involvement2010.pdf)

[http://www.artsusa.org/pdf/get\\_involved/advocacy/research/2010/artsed\\_involvement2010.pdf](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/artsed_involvement2010.pdf)

[Arts Education and Academic Performance 2 »](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/sat_artsed2010.pdf)

[http://www.artsusa.org/pdf/get\\_involved/advocacy/research/2010/sat\\_artsed2010.pdf](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/sat_artsed2010.pdf)

[Arts Education Research and Facts »](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/artsed_facts2010.pdf)

[http://www.artsusa.org/pdf/get\\_involved/advocacy/research/2010/artsed\\_facts2010.pdf](http://www.artsusa.org/pdf/get_involved/advocacy/research/2010/artsed_facts2010.pdf)

[National Governor's Association - Using Arts and Culture to Stimulate State Economic Development »](http://www.nga.org/Files/pdf/0901ARTSANDECONOMY.PDF)

<http://www.nga.org/Files/pdf/0901ARTSANDECONOMY.PDF>

- information compiled by [ARTS North Carolina](http://www.artsnc.org)

<http://www.artsnc.org>

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## We Are the Orange County Arts Commission

The Orange Arts e-newsletter is an online publication of the Orange County Arts Commission (OCAC), the countywide arts agency working to promote the artistic

and cultural development of Orange County.

The Board of County Commissioners appoints the fifteen members of this advisory board. The OCAC is physically located at the Chapel Hill/Orange County Visitors Bureau within the Economic Development Commission. The OCAC sponsors programs to promote the artistic and cultural growth of Orange County, advises the Board of County Commissioners on matters involving the arts, and acts as the granting panel for two annual funding programs available to artists and nonprofit groups sponsoring arts projects in Orange County. Funding comes primarily from Orange County and the North Carolina Arts Council.



If you are an artist, or a citizen interested in the arts, contact the Orange County Arts Commission office and inquire about Board positions and other Volunteer opportunities.



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**For more  
information**

[arts@co.orange.nc.us](mailto:arts@co.orange.nc.us)

919/968-2011

[www.artsorange.org](http://www.artsorange.org)

501 W. Franklin Street  
Chapel Hill, NC 27516

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please let us know.