

LIFE of Arts & Culture



Photo courtesy of Boys & Girls Club of Green Bay

LEADING INDICATORS

Current

Trend

- | | | |
|---|---|---|
| ▷ | △ | Tickets sold at arts and cultural organizations |
| ▷ | △ | Revenues of arts-related public charities |
| ▷ | ▷ | Employment in arts-related fields |

△ Good

▷ Fair

▽ Poor

--- Not Rated

ARTS AND CULTURE “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community members experience:

- + Affordable opportunities for music, visual arts, performing arts, and humanities as offered by vibrant arts organizations of all sizes and types
- + Opportunities to develop their own creative and artistic skills
- + Community events that bring residents together to enjoy arts that are culturally rich and diverse
- + A workforce rich with talented, creative, critically thinking individuals
- + A community in which arts are viewed as integrated into the quality of life, not as extracurricular activities

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Status on Progress

At the same time the Great Recession took a toll on community support for arts organizations nationwide, high-tech lifestyles drove a great deal of change in how Americans engage with the arts, both in creating art and enjoying it. While the arts have become widely accessible and affordable through new forms of creation and experience, the shift has led to challenges and opportunities for the Brown County arts sector.

According to the 2016 community survey, 67% of Brown County community members said arts and cultural opportunities were good or excellent. Community leaders held similar views, with 63% rating the availability of arts and cultural opportunities as good or excellent.

The Brown County area had some promising new artistic developments. Locally, the expression of public art has grown — an indicator of a community's artistic vitality. Sculptures, murals, and even colorful flower gardens adorn municipal streets and buildings.

As Green Bay's downtown has developed, creative activities have developed as well. A critical mass of ongoing, stimulating, creative opportunities led to an emergence of new energy and events. The summer brings out the best in the vibrant public arts scene, with free concerts throughout the area. Aside from Green Bay's Meyer Theatre, Backstage at the Meyer, Olde Main, CityDeck, and Broadway districts with flourishing arts scenes, surrounding communities offered creative events such as De Pere's EastWest Music Series, Pulaski's Polka Days, Ashwaubenon's Concerts in the Park, and weekly farmers markets with live entertainment and sales of artistic creations. Major events such as Artstreet and ArtiGras attract artists to the area and enable the community to experience high-end arts. Some of the largest performing arts organizations saw increased ticket sales recently. The Weidner Center for the Performing Arts, Civic Symphony of Green Bay, and Green Bay Botanical Garden have served more patrons in recent years. The Green Bay Botanical Garden's capital campaign worked to raise \$9 million for a new Amphitheatre. In the fall of 2016, the Kroc Center's Academy of the Arts began a 30-week Studio Dance program in ballet and jazz/hip-hop for youth ages 2-18.

To date, there is little data that tells the story of how local artists and the arts economy contribute to our quality of life, but there have been positive developments on this front. The re-focusing of the area's arts advocacy organization, Mosaic, was good news locally. Mosaic was the lead agency partnering with Americans for the Arts (in one of only 321 U.S. cities to do so) to study the economic impact of the arts on our area. The organization has inventoried local providers of all forms of arts and developed a strategic plan to enhance the area's appeal.

New efforts by local nonprofits are engaging youth in the arts — including low-income youth. The Birder Studio partnered with the YMCA After-School Program to bring performing arts into several high-poverty Green Bay elementary schools. In 2014, the Boys & Girls Club of Green Bay was one of a select group of clubs nationwide to receive a significant grant from the Wallace Foundation to develop innovative, high-quality arts programming for underserved youth. The Production Farm, a new nonprofit established by professional cinematographers, worked with foster youth to teach filmmaking and urban gardening while building the motivation and skills of these at-risk youth. According to the 2016 community and leader surveys, 54% of community members rated the opportunities for children and youth in the arts as good or excellent, compared to 48% of leaders. Notably, 43% of leaders and 28% of community members rated arts and cultural opportunities for young people as fair or poor.

As a final note, the data in this section indicate financial health has been returning to nonprofit arts organizations in Brown County. There were 63 arts-related registered public charities in 2015 (501(c)(3) organizations filing 990s), with average revenue of \$394,653 annually compared to an average of \$183,451 reported in 2011. Many arts organizations, however, remain small and lean — still greatly challenged to compete with larger or for-profit organizations. Experts with knowledge of arts and culture in Brown County have reported optimism about the growing awareness by funders and community leaders about the value of the arts to a community in the broad sense.

Participation and Support

Data Highlights

Figure 1 Arts-Related Registered Public Charities

In 2015, the National Center for Charitable Statistics reported 63 registered 501(c)(3) public charities in the National Taxonomy of Exempt Entities Code broad category of Arts, Culture, and Humanities. Sixty-five such organizations were listed in 2011. In Brown County, the number of large arts-related nonprofit organizations (filing form 990) and smaller, non-filing arts-related nonprofits remained evenly split.

Mosaic, a local organization that advances the arts and creative activity in Green Bay, identified 104 arts-related public and nonprofit organizations in Brown County (including smaller organizations that were not registered with the Internal Revenue Service). Using a somewhat broader definition of arts-related organizations, Mosaic included organizations such as the Brown County Veterans Memorial Arena, UW-Green Bay's Lawton Gallery, Lifelong Learning Institute (formally Learning in Retirement), Celebrate De Pere, and the Dudley Birder Chorale.

Figure 2 Annual Tickets Sold by Major Nonprofit Venues*

A number of significant nonprofit art and cultural venues attracted people to the area and brought in quality national acts. Notable increases in ticket sales were seen by the Weidner Center and the Green Bay Botanical Garden, which embarked on a capital campaign to raise money for an amphitheater. Unfortunately, the Green Bay Symphony closed its doors in 2015. Due to a change in how they count attendance, data from the Neville Public Museum was not available before 2015. Data also were unavailable for 2015 for the performing arts at St. Norbert College.

Figure 3 Availability of Arts and Cultural Opportunities

Community members reported positive views about the availability of arts and cultural opportunities in Brown County. In 2016, 67% of surveyed community members said arts and cultural opportunities were good or excellent. Similarly, 63% of leaders rated the availability of arts and cultural opportunities as good or excellent.

*Data on outdoor arts venues in the area can be found in the Recreation and Leisure section.

Figure 1

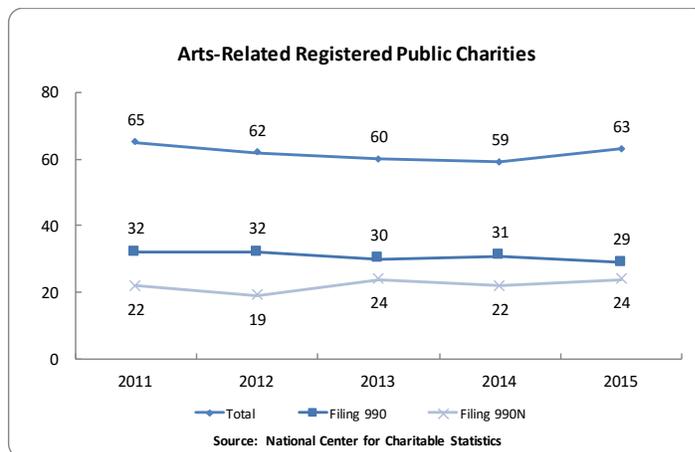


Figure 2

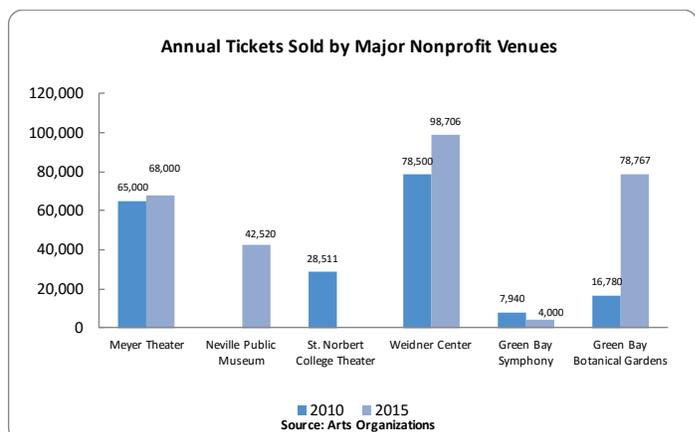
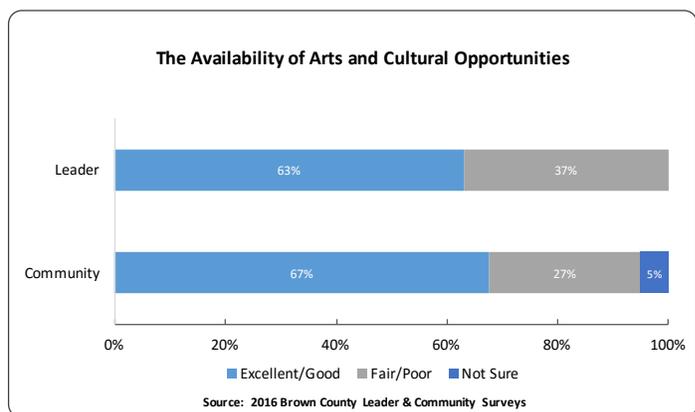


Figure 3



Economic Impact and Support

Data Highlights

Table 1 Per-Capita Budget Appropriations for the Arts

According to the National Assembly of State Arts Agencies, in 2016 Wisconsin allocated \$0.14 per person for the arts, ranking 47th in the U.S. This level of funding was a decline from 2011, when Wisconsin allocated \$0.43 per person and ranked 38th nationally. Nearby states offered greater public support for the arts, including Minnesota, where the legislature passed the Legacy Act, which greatly increased funding for the arts starting in 2010.

Mosaic was a partner in a national Economic Impact Study by Americans for the Arts. This study, scheduled for release in 2017, estimates the financial impact of the arts on the Green Bay area.

Figure 2 Revenue Per Arts-Related Public Charity

The financial performance of large public charity arts organizations improved significantly between 2011 and 2015. Of the 63 registered public charities reported by the National Center for Charitable Statistics in Brown County in 2015, the average revenue was \$394,653 annually compared to an average of \$183,451 reported in 2011.

Figure 3 Number of People Employed in the Arts

While the U.S. Bureau of Labor Statistics reported that the number of persons employed in arts-related careers remained level between 2011 and 2015, local experts advised that typical industry reports of employment within a sector may not apply well to the arts sector. Many artists hold different full-time jobs while pursuing creative activities on a part-time basis.

Perceptions of Investing in the Vitality of Arts Opportunities

The 2016 survey of community leaders and community members asked respondents to rate the extent to which Brown County was investing needed resources to ensure the continued viability of arts opportunities for residents. Among leaders, 37% said the area was doing an excellent or good job, while 51% said the area was doing a fair or poor job (13% of leaders said they were not sure). Among community members, 44% said the area was doing an excellent or good job, while 36% said the area was doing fair or poor on this issue (20% of community members said they were not sure).

Table 1

State	Dollars per Capita FY 2016	U.S. Ranking
Minnesota	\$6.26	1
Michigan	\$0.91	20
Illinois	\$0.63	31
Indiana	\$0.50	36
Iowa	\$0.39	41
Wisconsin	\$0.14	47

Source: National Assembly of State Arts Agencies

Figure 2

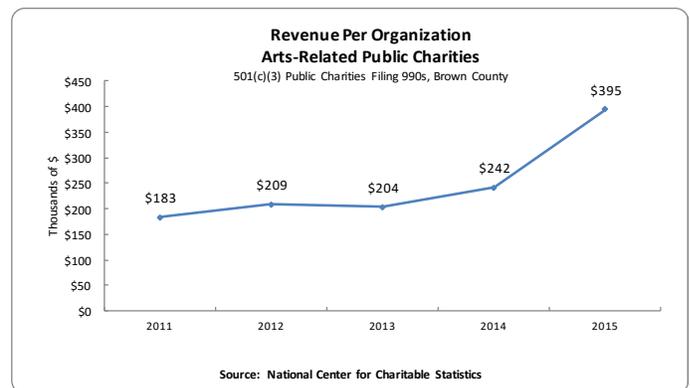
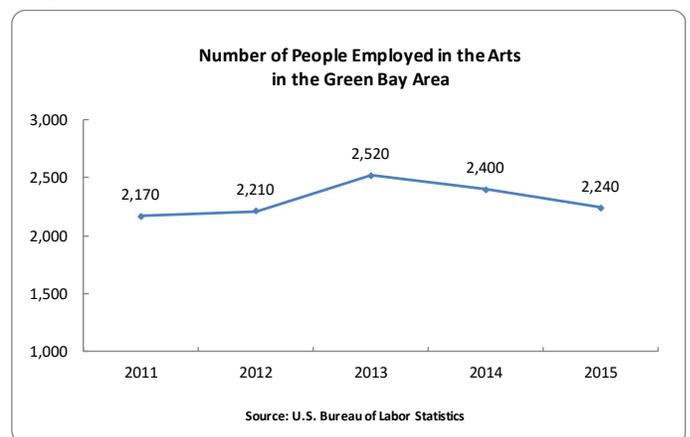


Figure 3



Young People and the Arts

Data Highlights

Figure 1 Children Served by Major Brown County Arts Organizations

Local nonprofit arts organizations served thousands of Brown County children in 2015. The Neville Public Museum instituted a different method to count children served, so past data are not shown in Figure 1. Since the 2011 LIFE Study, two major new venues serving children opened: the ARTgarage, which offers programs for children year-round, including summer camps, and a relocated, new Children's Museum of Green Bay. Notably, the number of children visiting the Green Bay Botanical Garden grew by 193% since 2010.

Figure 1

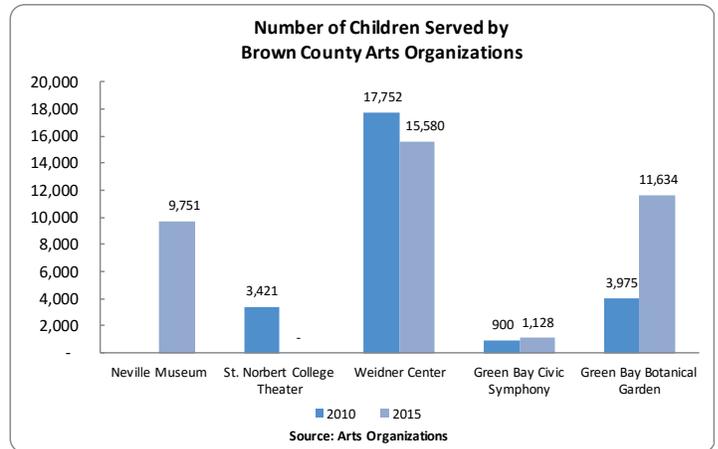


Figure 2 Extracurricular Music Participation by District

Public schools offer access to arts experiences for all children. According to the Wisconsin Department of Public Instruction, area school districts reported a variety of levels of student participation in extracurricular music programs (the only category of arts reported by schools). While the Ashwaubenon School District and the Green Bay Area Public School District maintained historical rates of participation in extracurricular music, other districts showed increasing music participation since 2009-2010 (De Pere, Denmark, and Pulaski). However, several districts did not sustain the level of involvement seen in 2009-2010 (Howard-Suamico, West De Pere, and Wrightstown). In Denmark, over one-third of students participated in extracurricular music opportunities.

Figure 2

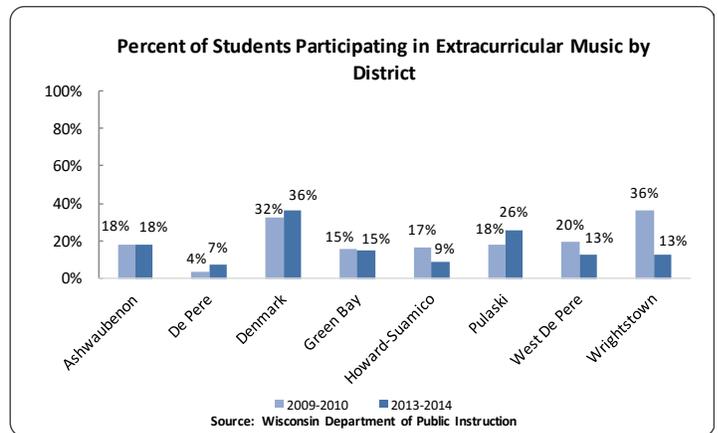
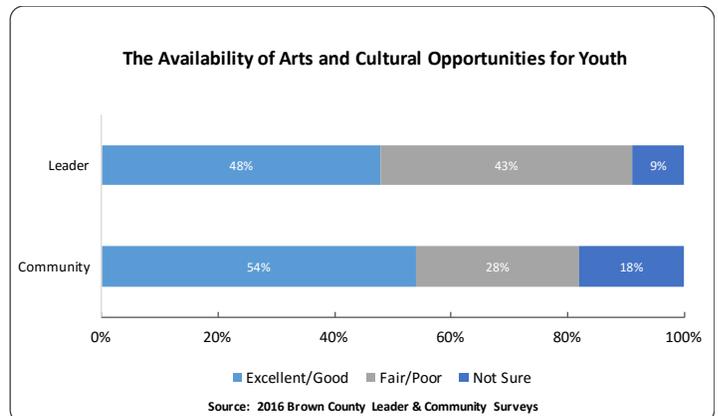


Figure 3 Perceptions of Arts and Cultural Opportunities for Youth

Approximately half of residents surveyed felt opportunities for youth to participate in the arts were good or excellent: 54% rated them good or excellent, compared to 48% of leaders. Notably, 43% of leaders (and 28% of community members) rated arts and cultural opportunities for young people as fair or poor.

Figure 3



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Challenges and Opportunities

As noted, the Arts & Culture sector has been undergoing a transition – shifting from the emphasis on attending formal, paid performances to experiences more apt to be free, ‘come as you are,’ and very informal. The community must embrace these emerging forms of art along with traditional forms of art and find ways to support and grow arts opportunities that reflect this new participation trend. People who want to support the arts must think of the arts in expanded ways.

Experts in this area reported concerns with the narrow base of financial support for the arts and arts organizations in Green Bay. Although the data reported in this section indicated revenue in large arts organizations increased since 2011, these organizations often rely heavily on earned income and receive little broader, sustaining support, such as from public entities. As reported, the level of support for the arts in Wisconsin dropped from a ranking of 38th among states in 2011 to a new low of 47th in 2015. (Iowa was next lowest at 41st, while Minnesota ranked 1st in the U.S.) This amounts to an investment rate of \$0.14 per capita in arts infrastructure in Wisconsin, well below that of neighboring states. It is worth noting that many local organizations rely heavily on earned income (from ticket sales) for the majority of revenue, a position that puts them on less-secure financial ground and unable to invest in program development or infrastructure. There has been a great deal of pressure on arts organizations’ philanthropic efforts, leading to competition and potentially, in difficult economic times, funding shortfalls. The Green Bay Symphony, despite the fact that it was celebrating its 100th season, closed its doors in 2015.

According to Mosaic, most of the area’s arts organizations remain small. As a result, they were likely to be underfunded and understaffed in recent years, which means their viability is constantly at risk. They are often not able to afford the marketing approaches needed to attract audiences, build a brand, or maintain a social media presence. Moreover, the area was home to a relatively small number of professional artists and performers because it was difficult to become employed as a full-time artist in this area.

It appears survey respondents concur that the nonprofit arts sector continues to be at risk. Community leaders were asked to rate Brown County on “investing needed resources to ensure the continued viability of arts opportunities.” According to the 2016 survey, 37% rated the area as excellent or good, while 51% rated it as fair or poor.

In terms of engaging young people in arts experiences, 43% of leaders and 28% of community members rated arts and cultural opportunities for young people as fair or poor. Data on the opportunities for local youth are sorely lacking – it is unclear whether public school students were gaining access to visual and design arts, performing arts and dance, or musical instruction opportunities. With the one available measure -- extracurricular music participation -- some schools had success in engaging many youth in music, while others had seen participation drop significantly. Since many youth were unable to participate in after-school experiences, providing and monitoring participation in arts opportunities during the school day, for all students, was a strong need in Brown County. The community may want to discuss this issue in the future.

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Data Sources

The following sources were used in the Arts & Culture section:

- www.bls.gov/oes
- nccsweb.urban.org/tablewiz/showreport.php
- www.nasaa-arts.org/Research/Funding/State-Budget-Center/FY12AppropriationsReport.pdf
- www.nasaa-arts.org/Research/Funding/FY2013-Leg-Approp-Preview.pdf
- www.nasaa-arts.org/Research/Funding/NASAAFY2014SAAREvenuesReport.pdf
- www.nasaa-arts.org/Research/Funding/NASAAFY2015SAALegAppropPreview.pdf
- www.nasaa-arts.org/Research/Funding/FY2016_SAA_Legislative_Appropriations_Preview.pdf
- apps2.dpi.wi.gov/sdpr/spr.action
- Other sources: Downtown Green Bay, On Broadway, Mosaic Ticket sales data provided directly by Meyer Theatre, Neville Public Museum, St. Norbert College, Weidner Center for the Performing Arts, Civic Symphony of Green Bay, and Green Bay Botanical Garden. Data on children served provided directly by Neville Public Museum, St. Norbert College, Weidner Center for the Performing Arts, The Children’s Museum of Green Bay