

Arts Vibrancy Data and Comparisons

Prepared for the California State University, Chico



SMU | DataArts

NATIONAL CENTER FOR ARTS RESEARCH

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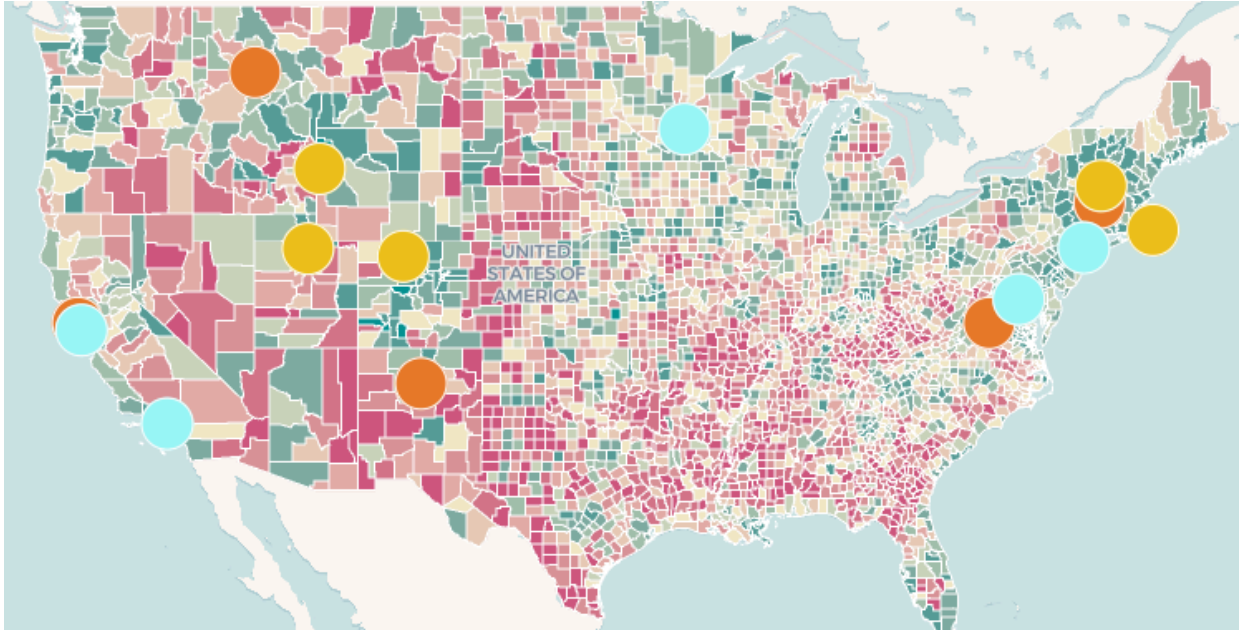
Arts Vibrancy Data Specific to the Chico, CA Metro Area

The contents of this document shed light on Arts Vibrancy in the Chico, CA Metro Area. Table 1 below shows the component Arts Vibrancy percentile scores for Chico. Definitions and methods are described later in this guide. When comparing Chico, CA to other communities in the 2020 Arts Vibrancy Index Report (<https://culturaldata.org/what-we-do/arts-vibrancy/>), Chico is considered a Medium-sized community. The second half of this guide provides a list of more comparable communities for which Chico can be compared against. This data captures the period of time before COVID-19.

Table 1: Chico, CA Metro Area Arts Vibrancy Scores

Measure	Percentile Score (Rank)
Overall Arts Vibrancy	51 (468th)
Arts Providers	61 (370th)
Independent artists	62 (364 rd)
Arts and culture employees	16 (796 th)
Arts and culture organizations	79 (195 th)
Arts, culture & entertainment firms	66 (319 th)
Arts Dollars	45 (521st)
Program revenue	50 (473 rd)
Contributed revenue	43 (537 th)
Total expenses	45 (521 st)
Total compensation	47 (499 th)
Government Support	41 (556th)
State arts dollars	36 (602 nd)
State arts grants	32 (640 th)
Federal arts dollars	37 (596 th)
Federal arts grants	37 (593 rd)
Socio-Economics	38 (584th)
Percentage of the population employed	24 (723 rd)
Percentage of the population with a Bachelor's Degree or higher	64 (339 th)
Per capita income	47 (506 th)
Percentage of households with Income > \$150K	65 (331 st)
Percentage of families and people not living in poverty	17 (790 th)
Other Leisure	51 (468th)
Number of Hotels	51 (468 th)
Number of Restaurants	43 (536 th)
Number of Bars	72 (262 nd)
Number of Zoos & Botanical Gardens	2 (925 th)
Number of Cinemas	34 (621 st)
Number of Professional Sports Teams	18 (775 th)

Understanding Arts Vibrancy



View the 2020 Arts Vibrancy Index Report at:
<https://culturaldata.org/what-we-do/arts-vibrancy/>

View the 2020 National Arts Vibrancy Map at:
<https://sites.smu.edu/Meadows/ArtVibrancyMap/index.html#>

What is Arts Vibrancy?

Arts and cultural organizations are intimately tied to their communities, playing a vital role in a city's livability and social cohesion.¹ Arts Vibrancy analysis can help arts leaders, businesses, government agencies, funders, and engaged citizens understand the overall intensity and capacity of the community's arts and culture sector. Previous arts vibrancy research conducted by SMU DataArts has helped communities get the recognition they deserve from their mayors, city council members, and state legislators for their previously under-appreciated arts activity. Arts leaders have informed us that they use arts vibrancy to consider where to relocate their operations and what markets are ripe for touring performances or exhibitions. Communities can benchmark themselves against aspirational communities and understand what sets them apart by examining the underlying dimensions of demand, supply, and public support for arts and culture.

SMU DataArts' arts vibrancy research attempts to model the arts and culture ecosystem (see Figure 1), which allows for comparison of communities across the United States.

Figure 1: Modeling the Arts & Culture Ecosystem



1. Some content from this guide comes from the 2020 Arts Vibrancy Index report, which can be found at: <https://culturaldata.org/what-we-do/arts-vibrancy/>

Metrics, Measures, and Data Sources

Our intention is to provide information about metrics that are meaningful and consequential, and to stimulate a conversation about how cities vary in their arts vibrancy and what forms vibrancy can take. The three primary metrics are Arts providers (supply), Arts Dollars (demand), and Government Support. Table 2 shows what we measured and how we weighted each area. We weight Arts Providers and Arts Dollars more heavily than Government Support because of their critical importance to arts vibrancy, as they are indicators of supply and demand.

Table 2: Vibrancy Components (all per capita measures)

Metric	Measures	Description	Weight
Arts Providers		County and ZIP code Business Pattern data collected and disseminated by the US Census Bureau. Arts and cultural organization data aggregated from IRS 990s.	45%
	Independent artists	Freelance artists primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions, aggregated at the zip code level	
	Arts and culture employees	Number of people employed by the museum, historical site, theater, dance, music, opera, and other performing arts sectors, as salaried employees or independent contractors, aggregated at the county level	
	Arts and cultural organizations	Number of nonprofit organizations in the museum, arts education, community, dance, music, opera, performing arts center, orchestra, theater, multidisciplinary performing arts, or arts alliance and service organization sectors, aggregated at the zip code level	
	Arts, culture & entertainment firms	Number of arts, culture, and entertainment firms, weighted for size and aggregated at the zip code level. Includes museums, theaters, dance companies, opera companies, music groups and performers, music producers and presenters, fine arts schools, and recording, motion picture, and video production companies	
Arts Dollars		Data aggregated from IRS 990s, SMU DataArts' Cultural Data Profile, and Theatre Communications Group	45%
	Program revenue	All revenue earned due to people participating in the activities of nonprofit arts and cultural organizations*	
	Contributed revenue	All revenue from contributions to nonprofit arts and cultural organizations (includes public funding)*	
	Total expenses	All expenses of nonprofit arts and cultural organizations*	
	Total compensation	All payment to staff and artists by nonprofit cultural organizations*	
Government Support		Data collected and disseminated by the National Endowment for the Arts, Institute of Museum and Library Services, and National Assembly of State Arts Agencies	10%
	State arts dollars	All state arts dollar funding in the community*	
	State arts grants	Number of state arts grants awarded in the community	
	Federal arts dollars	All NEA and IMLS dollar funding in the community*	
	Federal arts grants	Number of NEA and IMLS grants awarded in the community	

* Adjusted by a cost of living index

Calculating Arts Vibrancy

SMU DataArts collects data available for all communities across the United States that relate to Arts Providers, Arts Dollars, and Government Support as these are effective measures of supply, demand, and government support for arts and culture within communities. To provide a fair comparison across diverse communities, all measures are adjusted to account for differences in population, costs of living, and spatial characteristics within communities.

For population adjustments, all measures were analyzed on a per capita basis. Cost of living adjustments were applied to all financial measures as the cost of doing business varies depending on local conditions. Finally, all measures are spatially adjusted to account for geographic implications of organizations and their potential audiences. (The spatial modeling method is described in the following section.)

After data collection and adjustment, scores for all communities in the United States are compared to allow for the generation of percentile-like comparison scores as shown in the national Arts Vibrancy Map, which can be found at:

<https://sites.smu.edu/Meadows/ArtVibrancyMap/index.html#>

To calculate the Overall Arts Vibrancy Scores, SMU DataArts standardizes all data points using factor analysis. Once standardized, the primary metrics, Arts Providers, Arts Dollars, and Government Support, are weighted (45%, 45%, and 10%, respectively) and combined. As above, the overall arts vibrancy scores for all communities are compared against one another, each then receive a percentile-like ranking score. We also provide Socio-economic Rankings and Other Leisure Rankings on the map for informational purposes, but these scores are not incorporated into the Overall Arts Vibrancy Rankings.

Spatial Modeling Method

Researchers at SMU DataArts, the National Center for Arts Research, developed a spatial model to determine arts and culture trade areas based on the geographic locations and other characteristics of organizations and their audiences. This research found that arts and culture are “radically local” as patronage likelihood drops by 80% as distance from an organization to people in a community reaches about 1 mile. A white paper with more detail on this topic can be found at:

<http://dataarts.smu.edu/artsresearch2014/ncar-arts-activity>

To ensure vibrancy measures account for 1) the distance between organizations and people, 2) concentration versus dispersion of organizations and people, and 3) the extent to which a community’s arts and cultural activity attracts or implicates its neighboring community members who commute as visitors or employees, SMU DataArts adjusts all measures using the spatial model.

Peer and Aspirational Communities

The contents of this section identify communities that are similar to the Chico, CA Metro Area from which Chico can identify peer communities and communities that Chico could aspire to. The following method informed the identification of comparable communities:

1. Sort all US Core Based Statistical Areas (CBSAs) by their total population and population density and maintain CBSAs that are most similar to Chico.
2. Sort the remaining CBSAs on their socioeconomic and other leisure scores and maintain CBSAs that are most similar to Chico.
3. Sort the remaining CBSAs on university presence in their communities and maintain CBSAs that are most similar to Chico.
4. CBSAs with Overall Arts Vibrancy Scores within ± 7 points could be considered 'peer' while CBSAs with Overall Arts Vibrancy Scores about 7 or more points higher than Chico could be considered 'aspirational'.

In addition to the communities identified by SMU DataArts, this analysis also includes a group of comparison communities identified by California State University, Chico.

The following chart, Figure 1, shows average the values for the peer, aspirational, and Chico-identified communities to compare against Chico, smoothing out noise from the various individual communities. The subsequent table, Table 3, lists the actual values for each community individually.

The peer communities identified by SMU DataArts include: Johnson City (TN), Tuscaloosa (AL), Lafayette (IN), Gainesville (GA), and Tyler (TX).

Aspirational communities include: College Station (TX), Jackson (MI), Waco (TX), Bangor (ME), and Terre Haute (IN).

Comparison communities identified by California State University, Chico include: Boulder (CO), Medford (OR), Truckee-Grass Valley (CA), Bend-Richmond (OR), Ukiah (CA), Columbia (MO), and Modesto (CA).

Additional tables covering the other Arts Vibrancy Metrics can be found in the Appendix.

Figure 1: Overall Arts Vibrancy and Arts Dollars Comparison Communities (Averages)

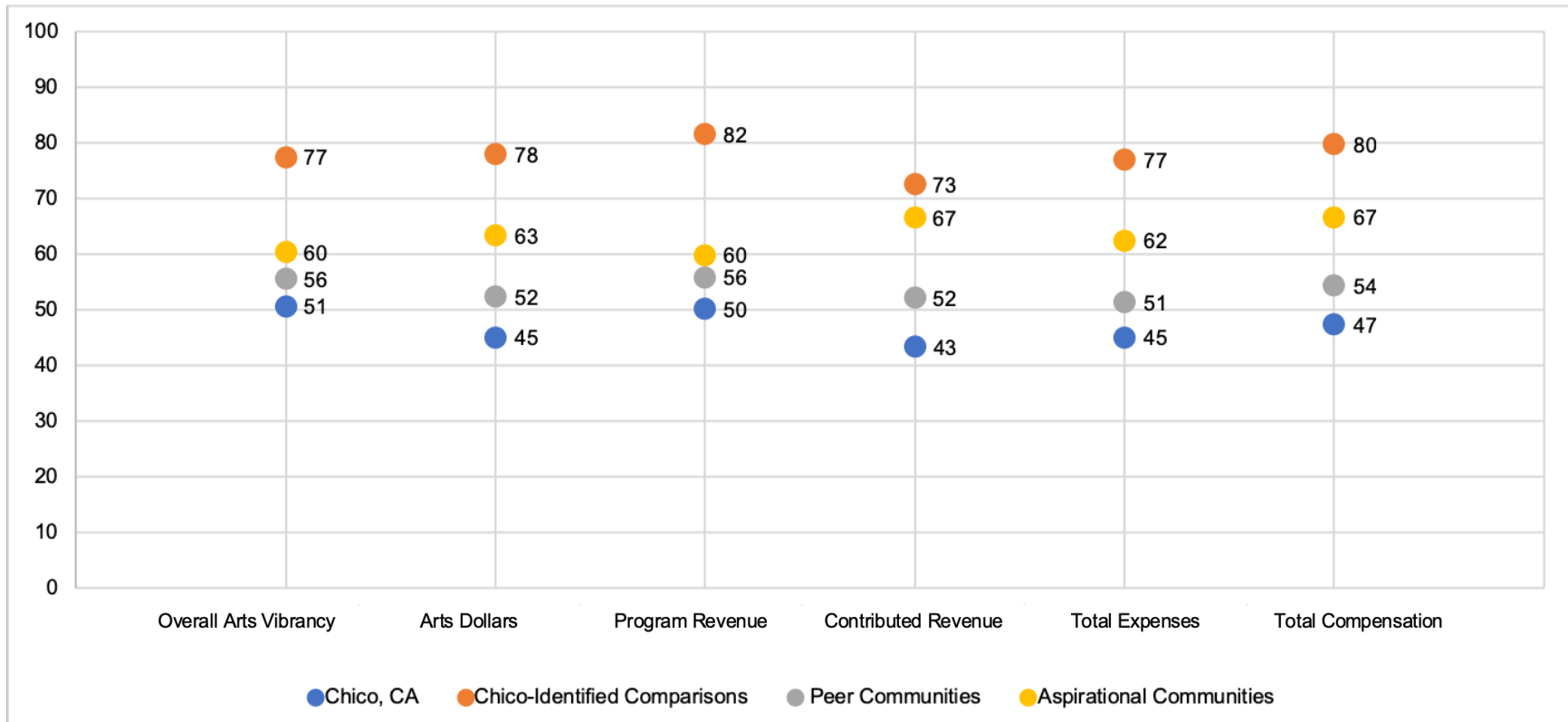


Table 3: Overall Arts Vibrancy and Arts Dollars Comparison Community Values

CBSA Name	Overall Arts Vibrancy	Arts Dollars	Program Revenue	Contributed Revenue	Total Expenses	Total Compensation
Chico, CA Metro Area	50.6	45.0	50.1	43.3	45.0	47.3
Boulder, CO Metro Area	96.6	87.0	91.4	81.7	86.0	86.0
Medford, OR Metro Area	94.6	93.2	97.0	91.3	93.0	94.9
Truckee-Grass Valley, CA Micro Area	83.1	88.6	86.4	88.3	87.2	90.2
Bend-Redmond, OR Metro Area	74.8	67.8	71.3	57.8	66.4	75.6
Ukiah, CA Micro Area	71.4	75.7	80.5	69.7	74.0	74.4
Columbia, MO Metro Area	60.9	54.3	58.4	54.2	54.2	55.8
Modesto, CA Metro Area	60.5	78.9	85.7	64.7	77.6	81.1
Chico-Identified Comparisons (Avg)	77	78	82	73	77	80
Johnson City, TN Metro Area	56.8	52.8	60.6	49.6	50.7	54.2
Tuscaloosa, AL Metro Area	56.5	52.5	60.2	48.9	51.1	54.3
Lafayette, IN Metro Area	56.0	50.5	48.5	57.7	48.4	50.6
Gainesville, GA Metro Area	54.4	57.0	64.9	49.2	56.9	61.9
Tyler, TX Metro Area	54.0	48.7	44.7	55.1	49.6	50.3
Peer Communities (Avg)	56	52	56	52	51	54
College Station-Bryan, TX Metro Area	61.1	57.8	46.9	72.2	57.6	54.8
Jackson, MI Metro Area	61.0	69.1	64.1	68.7	67.3	76.9
Waco, TX Metro Area	60.3	63.4	58.2	71.1	63.8	63.4
Bangor, ME Metro Area	59.8	57.1	62.7	53.6	56.1	62.5
Terre Haute, IN Metro Area	59.5	69.2	66.9	67.1	67.2	75.5
Aspirational Communities (Avg)	60	63	60	67	62	67

Discussion

Arts Vibrancy in Chico, CA is overall in the middle of the pack (50.6 percentile) when compared to all other Core Based Statistical Areas in the United States. Under the umbrella of Overall Arts Vibrancy, the Arts Dollar metric (including program revenue, contributed revenue, total expenses, and total compensation) falls slightly down the rankings to the upper-40 percentiles. The Overall Arts Vibrancy score was boosted by strong performance under the Arts Providers metric.

Identifying peer communities resulted in a short list of similar areas that had similar university presence to Chico. When looking at these communities, the arts dollars metrics tended to be a little higher for the peer communities. The identified aspirational communities further delineated themselves by having higher Arts Dollars rankings. Interestingly, the communities identified by California State University, Chico scored even higher than those identified as peer communities by SMU DataArts.

Arts vibrancy is multifaceted, and its constellations manifest in different ways, depending on strengths that develop out of the character of a place and the people who live there. Communities that value arts and culture invest in it, and those investments are reflected in the number of arts providers, the arts dollars, and the level of government support attracted from state and federal sources. While there is no perfect method for identifying comparison communities for all purposes and questions that arise, the information in this document should provide a starting place to think about how Chico, CA can improve and explore strategies implemented by similar communities to improve Chico's arts and culture sector.

Appendix: Additional Tables

Arts Providers

CBSA Name	Arts Providers	Independent Artists	Arts and Culture Employees	Arts and Culture Organizations	Arts, culture, & entertainment firms
Chico, CA Metro Area	60.9	61.6	15.9	79.4	66.3
Boulder, CO Metro Area	98.8	99	88.1	97.4	98.9
Medford, OR Metro Area	95.2	85.9	99.4	88.4	83.3
Truckee-Grass Valley, CA Micro Area	77.5	83.8	58.9	94.6	64.8
Bend-Redmond, OR Metro Area	78.4	91.6	58	49.1	82.4
Ukiah, CA Micro Area	71.8	75.8	22.5	96	67.8
Columbia, MO Metro Area	68.8	71.5	65.7	68.1	72.4
Modesto, CA Metro Area	50.3	39.4	54.8	48.3	56.5
Chico-Identified Comparisons (Avg)	77.3	78.1	63.9	77.4	75.2
Johnson City, TN Metro Area	57.4	46.5	51.3	49.7	70.6
Tuscaloosa, AL Metro Area	62	73.2	58.5	47.3	65.4
Lafayette, IN Metro Area	62.5	72.7	72.1	50.5	49.7
Gainesville, GA Metro Area	62.6	71.1	72.2	42.4	57.6
Tyler, TX Metro Area	61.1	66.2	70.3	33.2	64.7
Peer Communities (Avg)	61.1	65.9	64.9	44.6	61.6
College Station-Bryan, TX Metro Area	63.5	63.4	67.4	47.4	68.4
Jackson, MI Metro Area	51	43.8	53.2	64.4	46
Waco, TX Metro Area	59.8	48.6	77.9	37.7	56.1
Bangor, ME Metro Area	65.2	80	63.9	52.3	62.2
Terre Haute, IN Metro Area	50.5	37.9	63	54.1	46.1
Aspirational Communities (Avg)	58.0	54.7	65.1	51.2	55.8

Government Support

CBSA Name	Government Support	State Arts Dollars	State Arts Grants	Federal Arts Dollars	Federal Arts Grants
Chico, CA Metro Area	41.3	36.4	32.4	37.1	37.4
Boulder, CO Metro Area	86.7	66.1	80.9	85.1	83
Medford, OR Metro Area	74	49.8	58	87.5	89.7
Truckee-Grass Valley, CA Micro Area	82.9	66.7	59.2	74.3	83.5
Bend-Redmond, OR Metro Area	74.7	43.1	56.5	91.8	83.9
Ukiah, CA Micro Area	46.3	50.7	37.7	38.5	38.4
Columbia, MO Metro Area	49.7	62.1	59.1	60.2	57.6
Modesto, CA Metro Area	25.1	26.1	25.3	65.7	69.4
Chico-Identified Comparisons (Avg)	62.8	52.1	53.8	71.9	72.2
Johnson City, TN Metro Area	76.9	67.5	79.6	79.4	72.5
Tuscaloosa, AL Metro Area	62.4	61.6	65.7	47.7	45.7
Lafayette, IN Metro Area	64.6	78.1	22.4	77.1	83.3
Gainesville, GA Metro Area	25.4	23.8	19.6	42.8	44.6
Tyler, TX Metro Area	58.2	37.6	70.9	72.2	76.7
Peer Communities (Avg)	57.5	53.7	51.6	63.8	64.6
College Station-Bryan, TX Metro Area	70.5	55.1	79.7	31.3	17.5
Jackson, MI Metro Area	77.5	84.2	71	75.6	81
Waco, TX Metro Area	59.2	42.1	72.2	45	47.9
Bangor, ME Metro Area	51.2	27.5	35.1	78	77.6
Terre Haute, IN Metro Area	68.7	65.8	24	90.4	80
Aspirational Communities (Avg)	65.4	54.9	56.4	64.1	60.8

Socio-Economics

CBSA Name	Socio-Economics	Percentage of the population employed	Percentage of the population with a Bachelor's Degree or higher	Percentage of households with Income > \$150K	Per capita income	Percentage of families and people not living in poverty
Chico, CA Metro Area	38.3	23.7	64.2	65	46.6	16.6
Boulder, CO Metro Area	98.3	90.1	99.7	97.6	97.5	62
Medford, OR Metro Area	51.1	41.6	62.9	51.6	57.6	37.2
Truckee-Grass Valley, CA Micro Area	85	26.7	84.7	90.1	93	73.3
Bend-Redmond, OR Metro Area	82.5	66.2	81	76.7	83.7	83.4
Ukiah, CA Micro Area	56.7	34.7	66.3	64.7	69.6	38.6
Columbia, MO Metro Area	78.6	81.3	96	69.6	58.3	16.1
Modesto, CA Metro Area	44	52.6	19.3	75.7	36.4	45.6
Chico-Identified Comparisons (Avg)	70.9	56.2	72.8	75.1	70.9	50.9
Johnson City, TN Metro Area	41	27	68.6	32	42	30.6
Tuscaloosa, AL Metro Area	44.8	28.1	74.9	62.8	35.4	21.1
Lafayette, IN Metro Area	67.8	77.9	91.7	58.9	48.8	18.9
Gainesville, GA Metro Area	71.2	70.9	61.8	83.6	59	60.6
Tyler, TX Metro Area	62.6	52.7	63.6	78.2	62.1	46.4
Peer Communities (Avg)	57.5	51.3	72.1	63.1	49.5	35.5
College Station-Bryan, TX Metro Area	50.8	54.9	90.2	57.7	32.2	7.7
Jackson, MI Metro Area	44.2	34.1	47.1	51.1	49.1	50.2
Waco, TX Metro Area	23.5	45	42.7	45.3	17	13.3
Bangor, ME Metro Area	47.8	44.6	70.1	40.8	47.2	28.3
Terre Haute, IN Metro Area	24.3	32.2	33.9	18.7	24.3	30.4
Aspirational Communities (Avg)	38.1	42.2	56.8	42.7	34.0	26.0

Other Leisure

CBSA Name	Other Leisure	# of Hotels	# of Restaurants	# of Zoos & Botanical Gardens	# of Cinemas	# of Professional Sports Teams	# of Bars	University Presence
Chico, CA Metro Area	50.6	50.6	43.4	2.3	34.4	18.2	72.3	75.6
Boulder, CO Metro Area	80.6	72.1	98.3	79	70.1	76.1	70.6	75.4
Medford, OR Metro Area	77.9	81.1	70.7	83.4	55.9	31.6	84.8	24.9
Truckee-Grass Valley, CA Micro Area	63	71.6	59.8	42	67.3	62.3	58.2	19.9
Bend-Redmond, OR Metro Area	84.8	89.4	88.8	35.3	61.8	18.2	90.5	17.2
Ukiah, CA Micro Area	76.3	86.8	64.5	91.2	54.6	31.6	65.2	32.1
Columbia, MO Metro Area	70.9	78	77.4	7.7	33.2	67.2	77.2	92.4
Modesto, CA Metro Area	32.9	12.5	55.8	39.5	51.7	62.9	41.6	44.1
Chico-Identified Comparisons (Avg)	69.5	70.2	73.6	54.0	56.4	50.0	69.7	43.7
Johnson City, TN Metro Area	42.9	39.6	78.2	42.8	31	18.2	36.9	82
Tuscaloosa, AL Metro Area	46.4	41.2	50.2	51	33.4	5.5	63.6	78.2
Lafayette, IN Metro Area	58.9	29.8	67.6	76	56.5	68.8	75.9	72
Gainesville, GA Metro Area	56.2	16.9	46.8	72.8	23.5	99.5	7	62.8
Tyler, TX Metro Area	62.4	60.3	77.8	93.8	65.4	5.5	24	79
Peer Communities (Avg)	53.4	37.6	64.1	67.3	42.0	39.5	41.5	74.8
College Station-Bryan, TX Metro Area	78.9	70.9	80.8	35.3	59.8	69	92.1	87.5
Jackson, MI Metro Area	24.2	5.7	48.4	54	37.6	53.9	44.7	75.8
Waco, TX Metro Area	62	55.1	66.3	94	43.8	5.5	52.5	63
Bangor, ME Metro Area	35.9	54	43.6	44	18.8	1.1	47.4	75.3
Terre Haute, IN Metro Area	34.3	20.6	37.6	18.5	31.3	71.1	58.8	65.7
Aspirational Communities (Avg)	47.1	41.3	55.3	49.2	38.3	40.1	59.1	73.5

About SMU DataArts

SMU DataArts, the National Center for Arts Research, is a joint project of the Meadows School of the Arts and Cox School of Business at Southern Methodist University. SMU DataArts compiles and analyzes data on arts organizations and their communities nationwide and develops reports on important issues in arts management and patronage. Its findings are available free of charge to arts leaders, funders, policymakers, researchers, and the general public.

The vision of SMU DataArts is to build a national culture of data-driven decision-making for those who want to see the arts and culture sector thrive. Its mission is to empower arts and cultural leaders with high-quality data and evidence-based resources and insights that help them to overcome challenges and increase impact. To work toward these goals, SMU DataArts integrates data from its Cultural Data Profile, its partner TRG Arts, and other national and government sources such as Theatre Communications Group, the National Endowment for the Arts, the Census Bureau, and IRS 990s.

Publications include white papers on [emergence from the COVID-19 crisis](#), [high-performing arts organizations of color](#), [protecting arts organizations through downturns](#), [working capital and the resiliency of BIPOC organizations](#), the [intersection of Funding, Marketing, and Audience DEI](#), exploring what “[Strong and Effective](#)” means for [Culturally Specific organizations](#), and more. Workforce demographics reports shed light on the make-up of various cultural workforces ranging from organizations in [New York City](#) to [Houston](#) to [Los Angeles](#), among other communities. SMU DataArts also publishes reports on the health of the U.S. arts and cultural sector with the annual [Arts Vibrancy Index](#), which highlights the 40 most arts-vibrant communities around the country.

For more information, visit www.smu.edu/dataarts.