Agenda

• Start-up Question
• Project Overview
• Indicators Origins
• Final Indicators
• AirTable Overview
• Next steps after Phase 1
What has been the most successful strategy to support COVID recovery in the arts that you have seen?
Project Partners

Town of Arlington
City of Boston
City of Beverly
Town of Franklin
Purpose:

REVIVE seeks to help municipalities chart a path to response and recovery for local arts and culture.

Document the impact of COVID-19 on:

• artists, arts and culture organizations, and creative enterprises
• events, programming, and activities
Recommendations:

1: Provide Culturally-Inclusive Access
2: Foster Partnerships to Increase Capacity
3: Transparent & Efficient Permitting
4: Build Municipal Support Capacity
5: Improve Access to Public Outdoor Venues
6: Clear & Consistent Public Health Protocols
Updated Timeline

- Database Orientation      May 2022
- AirTable of Indicator Data June 2022
- Guidance Summary for AirTable June 3, 2022
Municipal Cultural Planning
Indicators and Performance Measures

GUIDEBOOK

2011
Indicator Categories

• REVIVE indicators mostly fall within Inputs and Processes
• Indicators reflect readily available data
Final Categories and Indicators

1. Context
   - Population Context
   - Covid Context
     - Cases / Vaccinations
     - Lost Wages / Revenue

2. Strategy
   - Financial Investment
   - Planning / Policy

3. Access
   - Public Art & Events
   - Engagement and Inclusion

Production
- People (Artists / Creative Workers)
- Organizations
  - Establishments, Orgs, Venues, Facilities

Financial Impact
- Tax revenue
- Wages
- Employment
WHO LIVES HERE?

**Category**
- Population Context

**Data**
- Community Subtype
- Population Estimates
- Population Estimates and Share of Population by
  - race and ethnicity
  - age (< 18 yo, > 65 yo)
  - poverty
  - linguistic isolation
- years: 2016-2020
How did Covid affect this place?

**Category**

- **Cases / Vaccinations**
  - Case counts by municipality
    - Cases per 100,000 persons
  - Vaccinations by municipality
    - Vaccination status (At least 1 dose, Fully Vaccinated)
    - Vaccination status by Race/Ethnicity

- **Lost Wages/Revenue**
  - Lost creative income by municipality
  - Lost creative jobs by municipality
  - Lost organization revenue by municipality
<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
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</thead>
<tbody>
<tr>
<td>Financial Investment</td>
<td>• Business improvement districts</td>
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<tr>
<td></td>
<td>• Cultural council allocations</td>
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<tr>
<td>Planning/Policy</td>
<td>• Establishment of Cultural Districts</td>
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<td>• Artist Live/Work Zoning</td>
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How do we access arts & Culture?

**Access**

**Category**

**Public Art & Events**

- Museums
- Known Public Art
- Known Arts and Cultural Events
- Publicly-accessible Outdoor Spaces
- Sites with Cultural or Historical Significance

**Engagement and Inclusion**

- Sites with Cultural or Historical Significance, More recently developed
- Sites with Cultural or Historical Significance, Ethnic/Social significance
Production: How is arts & culture produced?

**Category**
- People
  - Known Artists/Creatives
  - Known Artists/Creatives of Color
  - Income Reported by Known Artists/Creatives
  - Employment at Creative Establishments
  - Average Annual Wage at Creative Establishments

- Organizations
  - Creative Establishments
  - Arts and Cultural Organizations
  - Performing Arts Companies
  - Museums
  - Known Arts and Cultural Units (or Spaces)
  - Known Arts and Cultural Buildings (or Sites)
  - Municipally-owned Venues
## Financial Impact

### What are its financial impacts?

<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
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<tbody>
<tr>
<td>Tax revenue</td>
<td>• Local option tax revenue</td>
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<tr>
<td>Wages</td>
<td>• Wages at creative establishments</td>
</tr>
<tr>
<td>Employment</td>
<td>• Employment at creative establishments</td>
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Indicators Airtable – Public View

• https://mapc.ma/reviveartsindicators
Questions the data can answer

• How does my community compare with similar communities in terms of creative establishments, creative employment and wages?
• How many artists reported living or working in a Revive partner community during the pandemic?
Discussion
Share your thoughts!

• How would you use this data?
• Are there ways you would want to work with us to expand the data?
• Are there strategies you would suggest to maintain the data?
Let us know how we can help.

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