



# City Cultural Spending Comparison

October 2, 2015

DURANGO  
**STEAMPARK**



# Arts/culture budgets of ten cities were reviewed in comparison with Durango's arts/culture spend

## Conclusions:

- The sample of cities that were reviewed share similar attributes with Durango but each has a different strategy for arts/culture.
- Some smaller cities with smaller overall city budgets spend a larger percentage and more per capita, on arts/culture, than larger cities.
- Smaller cities that rely on tourism for economic development tend to spend more on arts/culture.
- Even though Durango relies on a tourism economy, it currently lags behind other cities in arts/culture spending.

# Standardized data regarding city spending on cultural budgets is not readily available

The Durango STEAM Park team gathered data using the following methods:

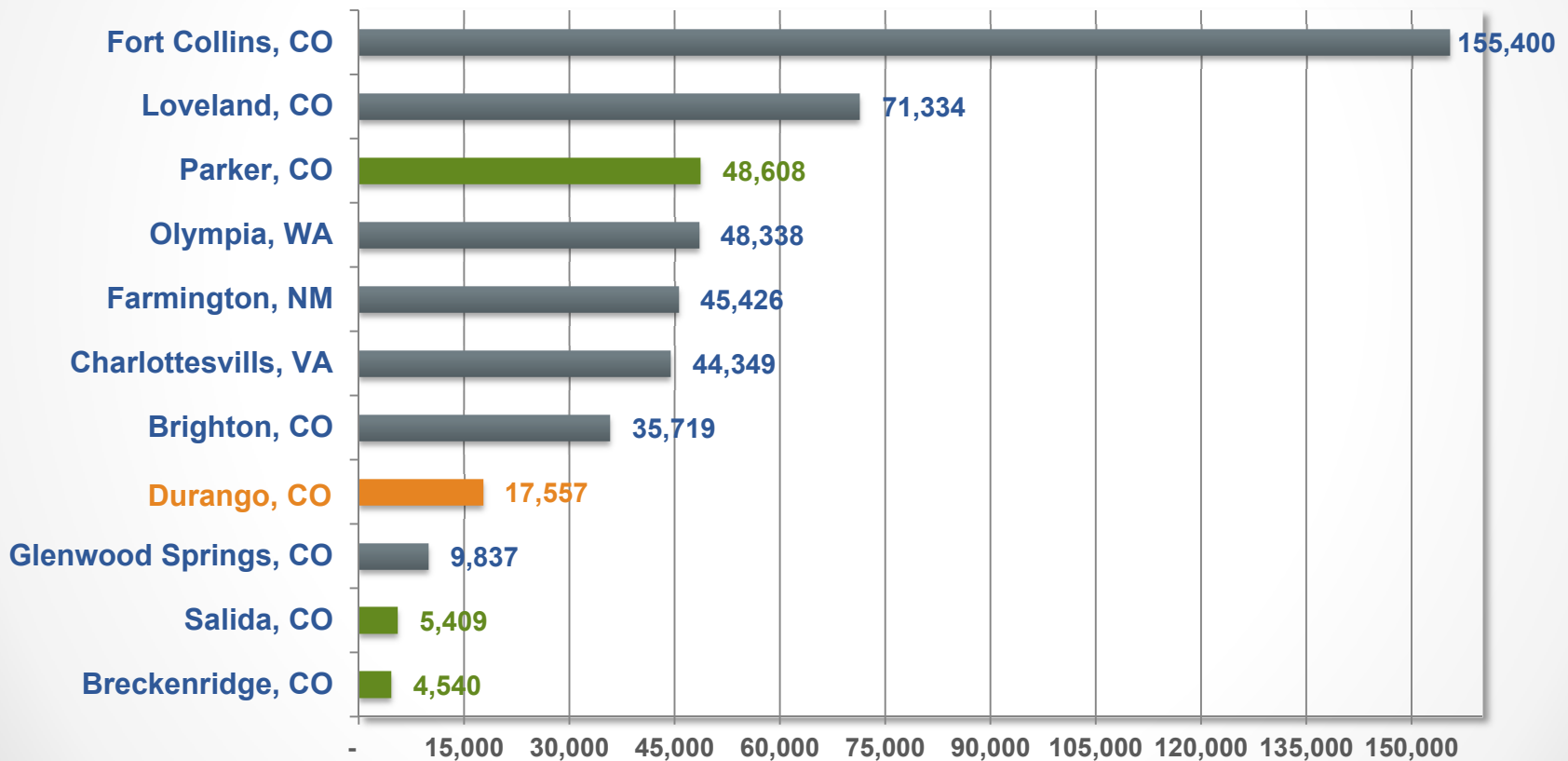
- Contacted the International City/County Management Association (ICMA)
- Reviewed the Southern Methodist University National Center for the Arts Research (NCAR) Group's '*Art Vibrancy Index*'
- Reviewed the Boulder, CO Chamber's '*Municipal Arts Culture Spending Comparisons*'
- Reviewed individual 2015 budgets for multiple cities



## Data collected from city budgets

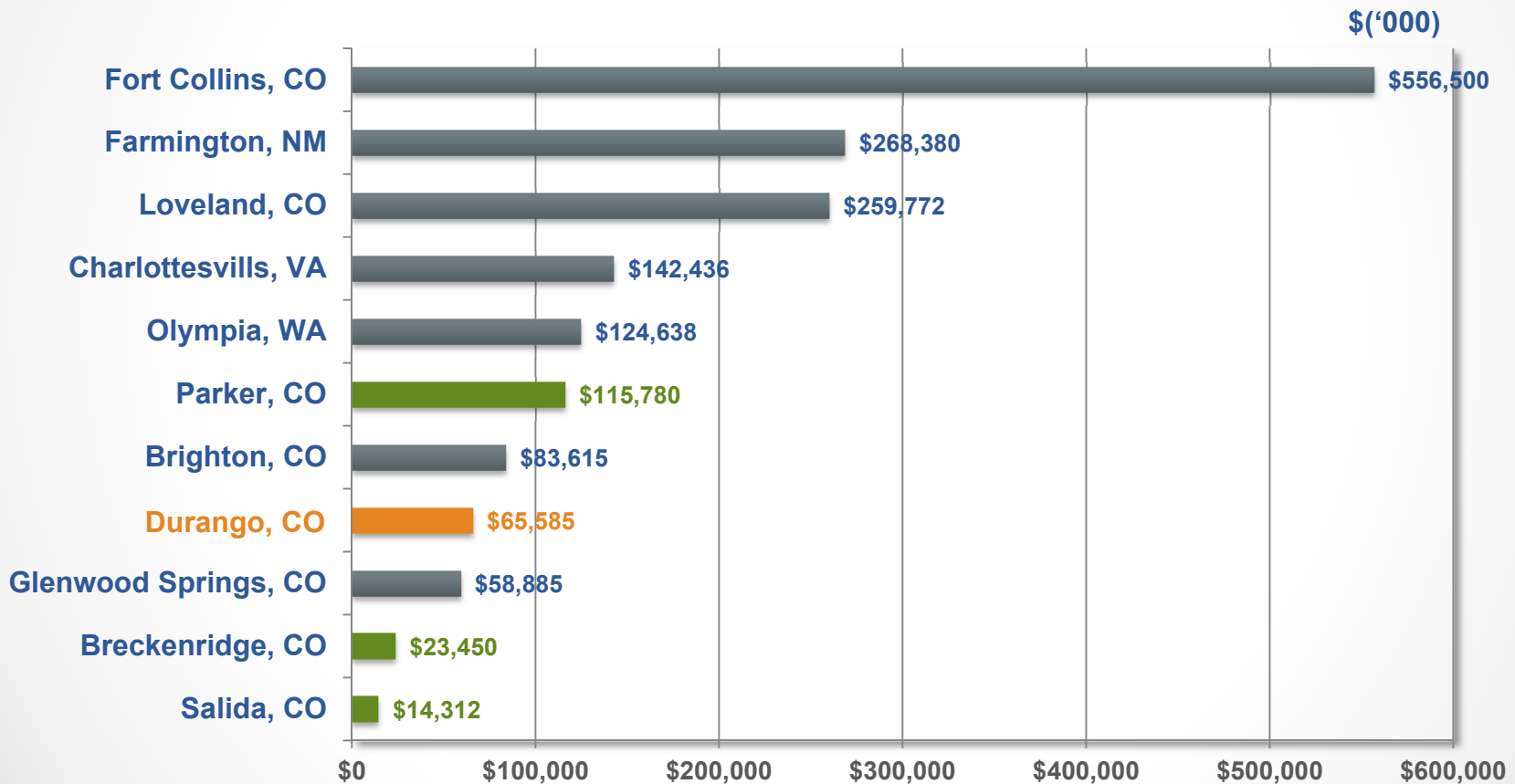
# The budgets of ten cities similar to Durango were reviewed to compare cultural spending

Current **POPULATIONS** of sample cities range from 4,500 to 155,000



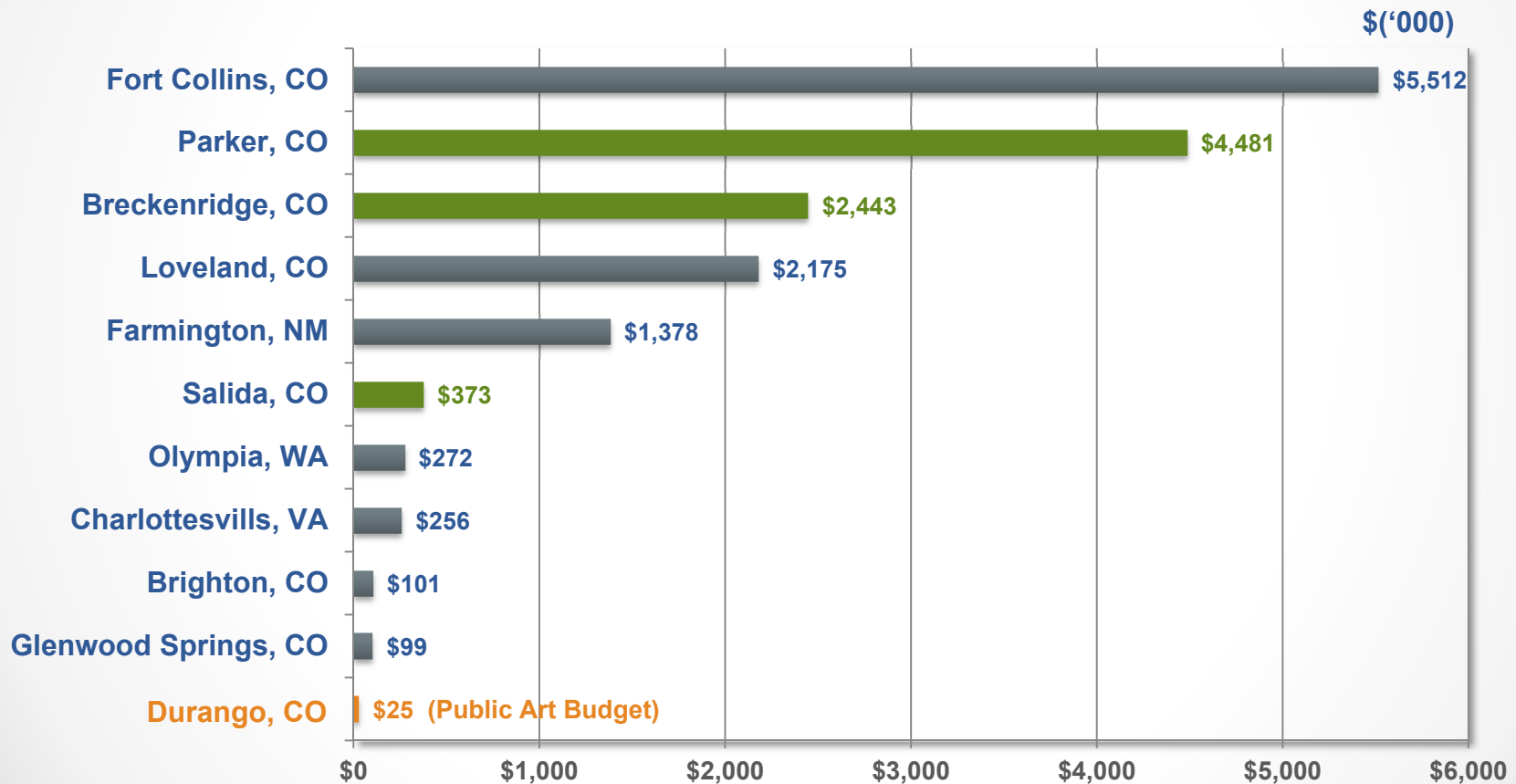
# The budgets of ten cities similar to Durango were reviewed to compare cultural spending

2015 TOTAL city budgets range from \$14M to \$557M



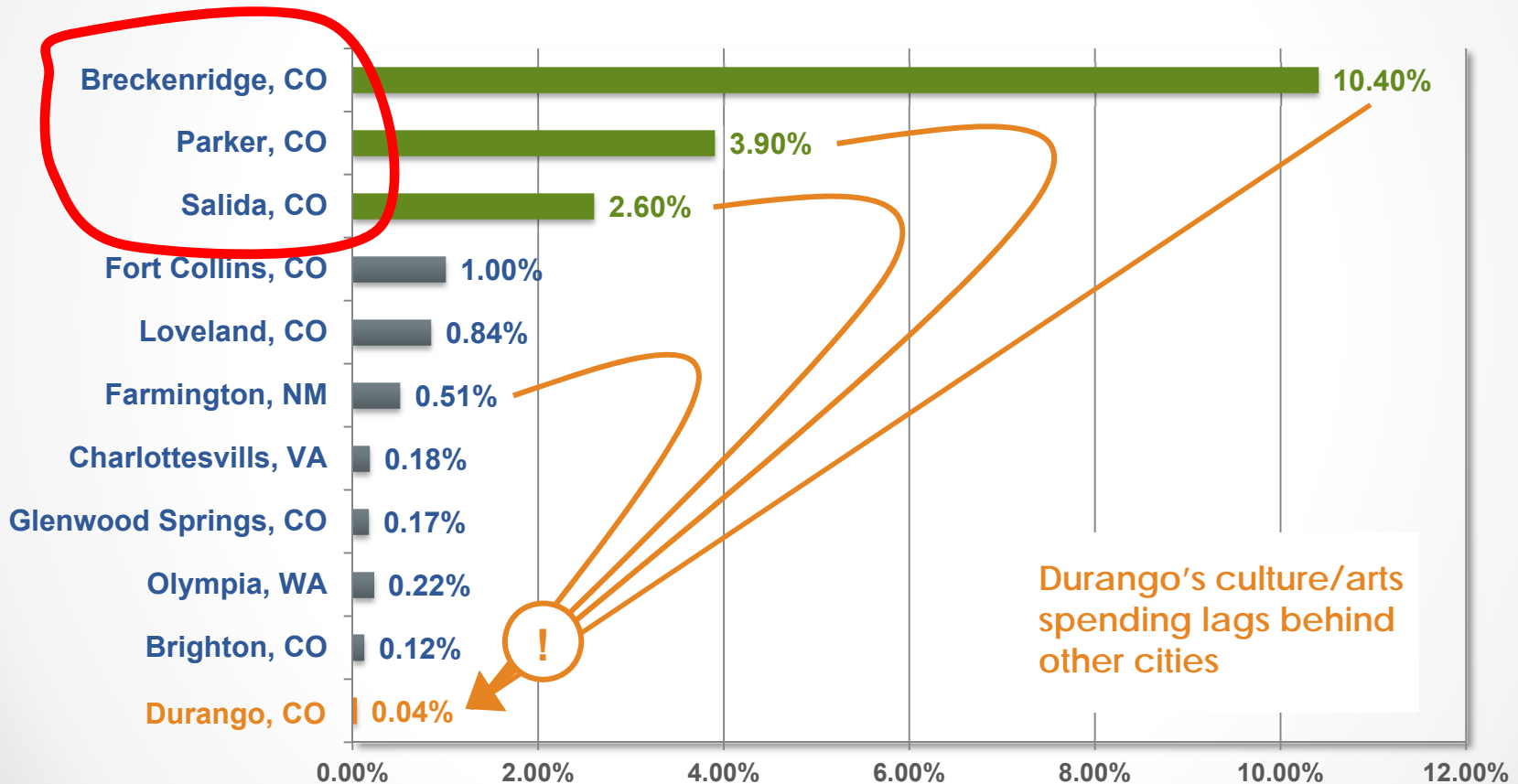
# The budgets of ten cities similar to Durango were reviewed to compare cultural spending

2015 city **CULTURAL** budgets range from \$99K to \$5.5M



# Two of the top three cities in respect to cultural spending had the smallest populations

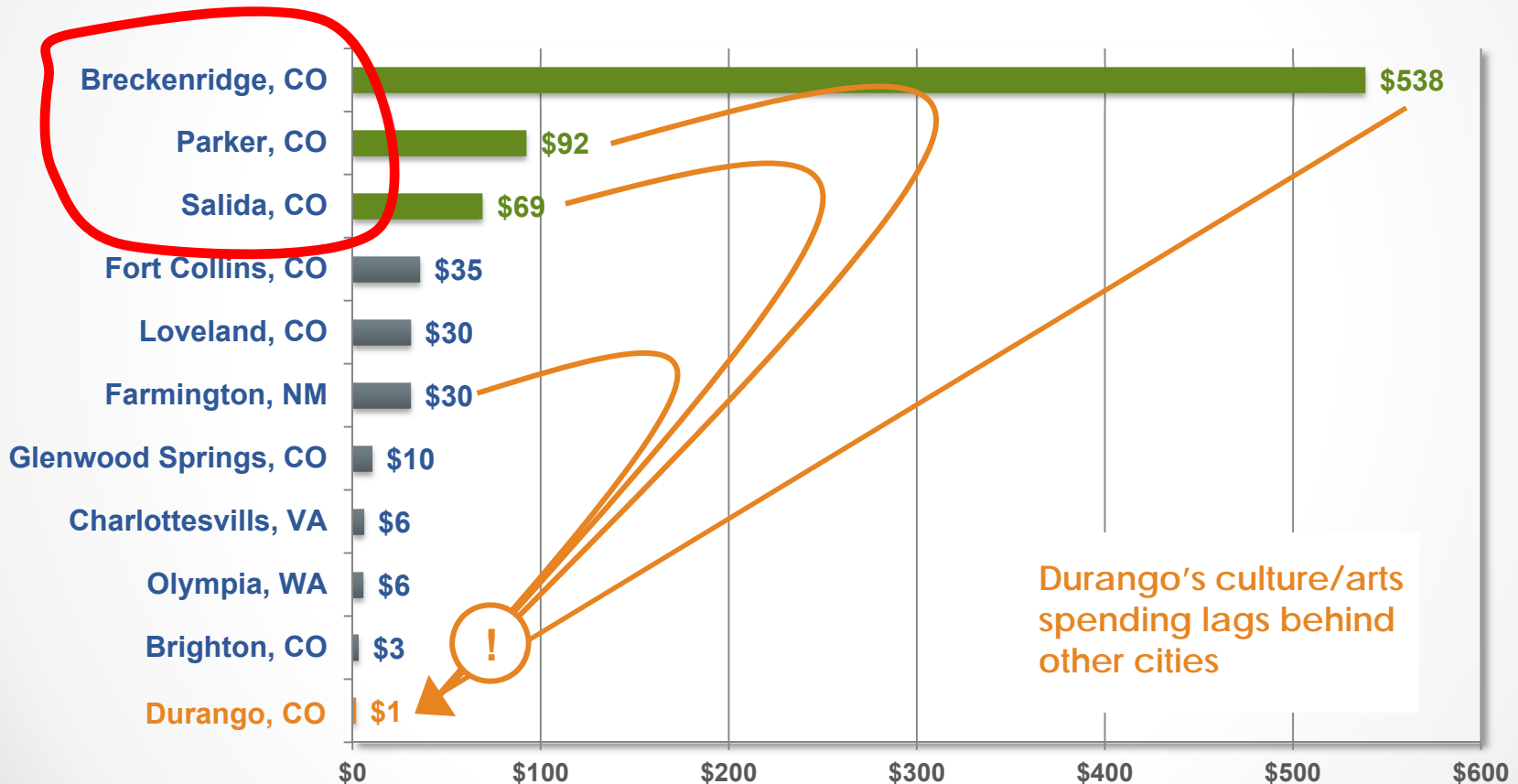
Top three cities have cultural budgets that are 3%-10% of their total city budgets





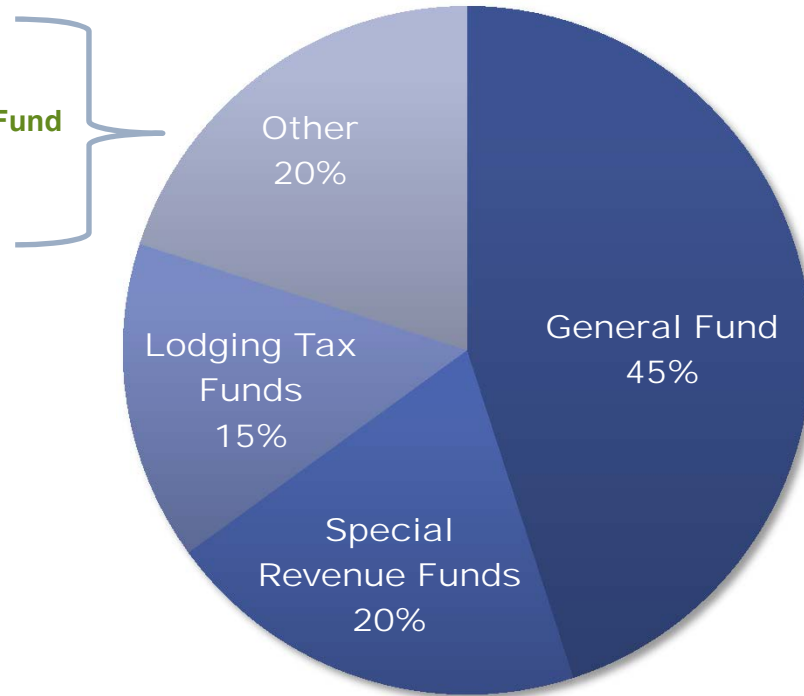
# The same top three cities spend significantly more per capita than the other cities

Top three cities spend \$69-\$538 **per capita** on cultural budgets



# Most of cultural budget funds come from General Fund and Special Revenue Funds

- Community funding grants
- Excise Tax Funds
- Acquisition & Improvement Fund
- Enterprise Funds
- Special Projects Fund





## Additional Information

# Colorado ranks number one when it comes to theater, music and museum visits

**“A new, federal government survey ranks Colorado number one in trips to theaters, concert halls and museums.”**

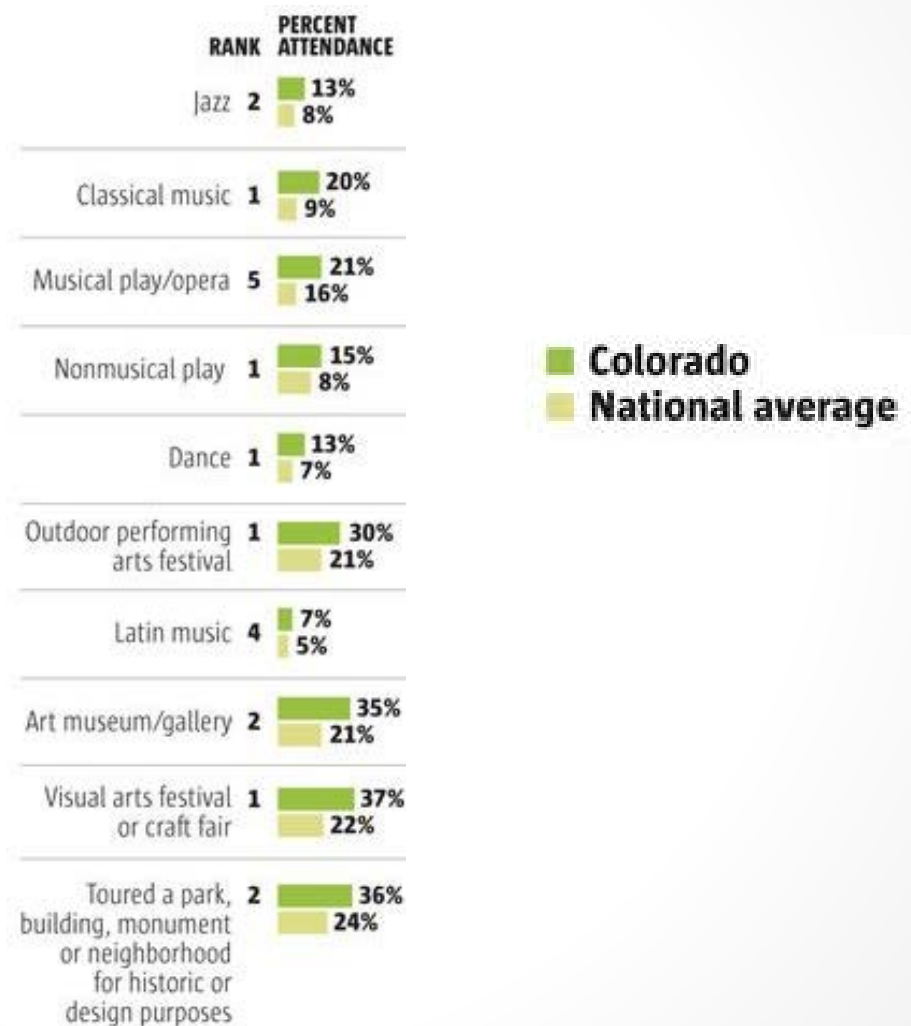
- National Endowment for the Arts data indicates that 52% adults attend performing arts events, above the national average of 37.4%
- An even greater number, 59.2%, say they went to a visual arts event, topping the country’s total of 39%
- Coloradoans attend classical concerts, dance performances and nonmusical plays at twice the rate of the country as a whole

Source: “Colorado ranks No. 1 when it comes to theater, music, museum visits”; *The Denver Post*, January 26, 2015

# Colorado ranks number one when it comes to theater, music and museum visits

## High rankings

Colorado attendance ranks in the top five nationally in all visual and performing arts events.



# Communities that value culture invest in it

## The Southern Methodist University National Center for the Arts Research (NCAR) Group created an 'Art Vibrancy Index'

- Entails an analytical assessment of arts vibrancy across U.S. cities
- Includes a set of data-based indices that highlight metropolitan areas whose arts and culture scenes are highly active
- Both large and small cities appear in the top 40, with a high representation from western communities

***“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 available”***

# Top 20 vibrant art cities topped by Glenwood Springs along with other Colorado cities

**Top 20 Arts Vibrant Medium and Small Cities** (pop. under 1,000,000)

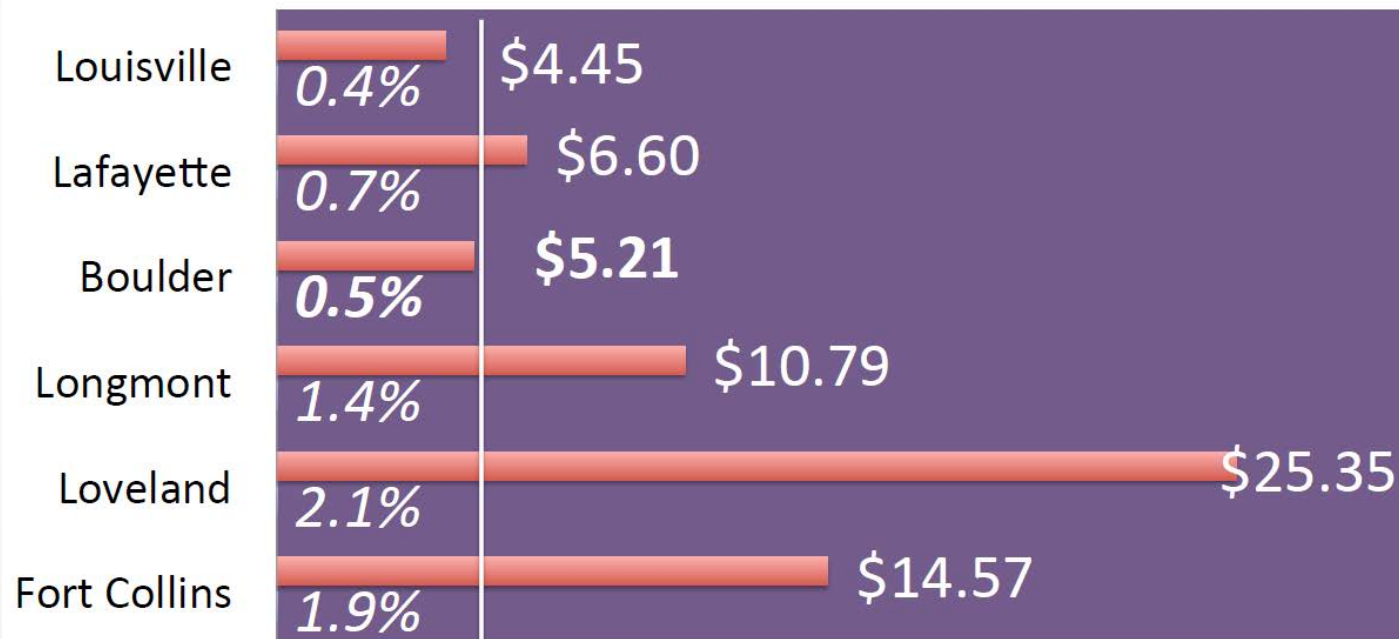
RANK	MSA (*= METRO DIVISION)	REGION	2013 POPULATION
1	Glenwood Springs, CO	West	74,681
2	Santa Fe, NM	West	147,423
3	Jackson, WY-ID	West	32,543
4	Breckenridge, CO	West	28,649
5	Edwards, CO	West	52,460
6	Bozeman, MT	West	94,720
7	Pittsfield, MA	Northeast	129,585
8	Missoula, MT	West	111,807
9	San Rafael, CA*	West	258,365
10	Barre, VT	Northeast	59,319
11	Des Moines-West Des Moines, IA	Midwest	599,789
12	Helena, MT	West	76,850
13	Santa Maria-Santa Barbara, CA	West	435,697
14	Steamboat Springs, CO	West	23,513
15	Bennington, VT	Northeast	36,659
16	Vineyard Haven, MA	Northeast	17,256
17	Summit Park, UT	West	38,486
18	Easton, MD	South	37,931
19	Burlington-South Burlington, VT	Northeast	214,796
20	Traverse City, MI	Midwest	146,358

# Data from Boulder Chamber's 'Municipal Arts Culture Spending Comparisons'

## Arts & Culture Programming – Municipal Support (Excludes Public Art\*)

Source: City Budgets and Staff

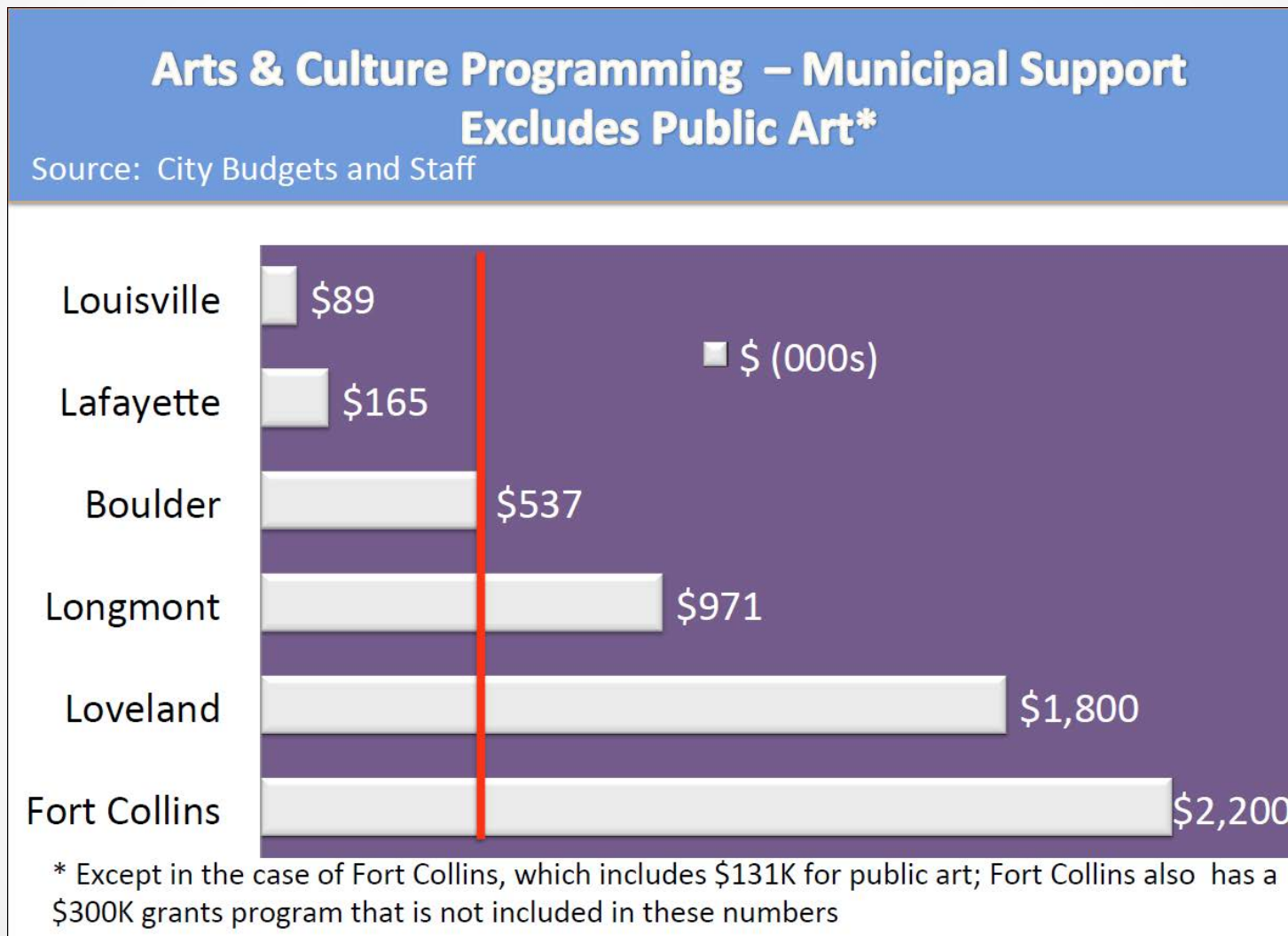
% of General Fund: \$/Capita



\*\* Except in the case of Fort Collins, which includes \$131K for public art; Fort Collins also has a \$300K grants program that is not included in these numbers.



# Data from Boulder Chamber's 'Municipal Arts Culture Spending Comparisons'





# Data Sources

# Data Summary Collected from City Budgets

City Cultural Spending Comparison

	Population	Budget Year	Total City Budget	Cultural Operating Budget \$*	Cultural Budget % of Total City Budget	Cultural Spend per Capita	Cultural Budget Sources	Data Source	Notes
Breckenridge, CO	4,540	2015	\$23,449,887	\$2,443,229	10.42%	\$538	Special Projects Fund	<a href="http://www.townofbreckenridge.com/index.aspx?page=1596">http://www.townofbreckenridge.com/index.aspx?page=1596</a>	p. 36, 143
Brighton, CO	35,719	2015	\$83,614,684	\$101,429	0.12%	\$3	General Fund; Lodging Tax Fund?	<a href="http://www.brightonco.gov/DocumentCenter/View/5737">http://www.brightonco.gov/DocumentCenter/View/5737</a>	p. 98, 135, 144, 146
Charlottesville, VA	44,349	2015	\$142,435,734	\$255,646	0.18%	\$6	General Fund	<a href="http://www.charlottesville.org/index.aspx?page=3671">http://www.charlottesville.org/index.aspx?page=3671</a>	p. 30, 85, 103
Durango, CO	17,557	2015	\$65,585,000	\$25,000	0.04%	\$1	General Fund	<a href="http://www.durangogov.org/DocumentCenter/View/3394">http://www.durangogov.org/DocumentCenter/View/3394</a>	p. 36, 315
Farmington, NM	45,426	2015	\$268,380,379	\$1,377,929	0.51%	\$30	General Fund; Lodging Tax Fund; 402-GRT 2012 Bonds; 217-Museum Gifts & Grants; 214-Parks/Rec Gifts & Grants	<a href="http://www.fmtn.org/DocumentCenter/View/4370">http://www.fmtn.org/DocumentCenter/View/4370</a>	p. 51, 119-160
Fort Collins, CO	155,400	2015	\$556,500,000	\$5,511,800	0.99%	\$35	Enterprise Funds; Special Revenue & Debt Service Funds	<a href="http://www.fcgov.com/citymanager/pdf/city-manager-recommended-budget-2015-2016.pdf">http://www.fcgov.com/citymanager/pdf/city-manager-recommended-budget-2015-2016.pdf</a>	p. 54
Glenwood Springs, CO	9,837	2015	\$58,884,936	\$99,168	0.17%	\$10	General Fund; Acquisition & Improvement Fund	<a href="http://www.ci.glenwood-springs.co.us/transparency/budget/2015Budget.pdf">http://www.ci.glenwood-springs.co.us/transparency/budget/2015Budget.pdf</a>	p. 7, 64
Loveland, CO	71,334	2015	\$259,772,440	\$2,175,260	0.84%	\$30	General Fund; Special Revenue Funds	<a href="http://www.cityofloveland.org/Modules/ShowDocument.aspx?documentID=21557">http://www.cityofloveland.org/Modules/ShowDocument.aspx?documentID=21557</a>	p. 4-5, 4-22, 4-24, 4-30
Olympia, WA	48,338	2015	\$124,638,144	\$271,657	0.22%	\$6	General Fund; Special Revenue Funds; Lodging Tax Funds; General Obligation Bonds	<a href="http://olympiawa.gov/city-government/budget-financial-reports.aspx">http://olympiawa.gov/city-government/budget-financial-reports.aspx</a>	Ordinance = \$1 per person & 1% of major City construction projects for public art; p. 17, 21, 23, 39, 62, 116
Parker, CO	48,608	2015	\$115,779,956	\$4,480,778	3.87%	\$92	General Fund; Special Revenue Funds; Excise Tax Funds	<a href="http://www.parkeronline.org/DocumentCenter/View/21846">http://www.parkeronline.org/DocumentCenter/View/21846</a>	p. 41, 79-81, 141, 149, 157
Salida, CO	5,409	2015	\$14,312,100	\$372,600	2.60%	\$69	General Fund; Community Funding Grants (\$3,600, pg. 19)	<a href="http://cityofsalida.com/?attachment_id=12273">http://cityofsalida.com/?attachment_id=12273</a>	p. 19, 20, 23, 26, 31, 33, 36
* Includes Public Art			Averages:	\$1,555,863	0.38%	\$15	(excludes two largest outliers)		
			Averages:	\$1,555,863	1.81%	\$75			

# Data Sources

## The following sources were used to collect data for this report:

- “Colorado ranks No. 1 when it comes to theater, music, museum visits”; *The Denver Post*; January 26, 2015
- <http://www.smu.edu/~media/Site/Meadows/NCAR/NCARArtsVibrancyWhitepaper>
- <http://boulderchamber.com/business-advocacy/arts/arts-business-resources>
- <http://www.townofbreckenridge.com/index.aspx?page=1596>
- <http://www.brightonco.gov/DocumentCenter/View/5737>
- <http://www.charlottesville.org/Index.aspx?page=3671>
- <http://www.fmtn.org/DocumentCenter/View/4370>
- <http://www.fcgov.com/citymanager/pdf/city-manager-recommended-budget-2015-2016.pdf>
- <http://www.ci.glenwood-springs.co.us/transparency/budget/2015Budget.pdf>
- <http://www.cityofloveland.org/Modules/ShowDocument.aspx?documentID=21557>
- <http://olympiawa.gov/city-government/budget-financial-reports.aspx>
- <http://www.parkeronline.org/DocumentCenter/View/21846>
- [http://cityofsalida.com/?attachment\\_id=12273](http://cityofsalida.com/?attachment_id=12273)
- <http://www.durangogov.org/DocumentCenter/View/3394>