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WESTAF

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Introduction

This report details the findings of research on the overall health of a region's arts-related creative economy. The strongest indicator of this health is a region's score on the Creative Vitality Index™ (CVI™). The CVI™ is a robust and inclusive measure of the economic vitality of the arts and arts activities in a specified geographic or political region of the United States. Rigorously constructed and updated annually, a region's CVI™ is a credible and clear data source for arts research and advocacy purposes.

What is an Index?

An index is generally an efficient means of summarizing quantities of interrelated information and describing complex relationships. An index can be, as in the case of the CVI™, a single indicator of multiple variables and interaction between these variables. Changes in an index will reflect changes in the data used to generate the index. Standardization and unification of data mean that indexes are ideally suited for comparative analysis. The comparative nature of the CVI™ has added analytical and policy value.

What is the Creative Vitality Index™?

The Creative Vitality Index™ (CVI™) measures annual changes in the economic health of an area by integrating economic data streams from both the for-profit and nonprofit sectors. Using per capita measurements of revenue data from both for-profit and nonprofit entities as well as job data from a selection of highly creative occupations, the research aggregates the data streams into a single index value that reflects the relative economic health of a geography's creative economy. The CVI™ provides an easily comprehensible measure of economic health to help communicate information from a broad arts coalition to policy makers and stakeholders. This longitudinal data allows for compelling year-to-year comparisons as well as cross-city, county, and state comparisons. The CVI research system also provides users with a series of reports on the rise and fall of key data factors measured by the Index. The CVI™ goes beyond an annual tally of what is often inflation-driven growth in the non-profit art sector. Instead, it is a more inclusive reporting mechanism that is rooted in robust data streams that reflect the entire arts-based creative economy.

The Creative Vitality Index™ is a resource for informing public policy and supporting the work of advocates for creative economies. CVI™ reports have been used as a way to define the parameters of an area's creative economy and as a means of educating communities about the components and dynamics of a creative economy. The CVI™ is frequently used as a source of information for arts advocacy messaging and to call attention to significant changes in regional creative economies. This research has also been used to underscore the economic relationships between the for- and nonprofit sectors and as a mechanism for diagnosing a region's creative strengths and weaknesses.

What does the Creative Vitality Index™ Measure?

The CVI measures a carefully selected set of economic inputs related to the arts and creativity in a given geographic area, with measurements of both for-profit and nonprofit arts-related activities. The index has two major components including measurements of community participation based on per capita revenues of arts-related goods and services, and measurements of per capita occupational employment in the arts. The weighted indicators within the community participation portion of the index are the following: nonprofit arts organization income, nonprofit humanities organizational income, per capita book store sales, per capita music store sales, per capita photography store sales, per capita performing arts revenues, and per capita art gallery and individual artist sales. These indicators account for sixty percent of the overall index values. A forty percent weighting has been assigned to

occupational employment in the arts that captures the incidence of jobs associated with measurably high levels of creative output.

The rationale for this approach is the cause-and-effect relationship between participation levels and jobs. The underlying theory is that public participation in the arts or public demand for arts experiences and events ultimately drives budgets and organizational funding levels, which in turn support artists and art-related jobs within the economy.

Where does Creative Vitality Index™ Data Come From?

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Inc (EMSI). The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by nonprofit 501(c) organizations with annual gross receipts of \$25,000 or more; however, organizations with smaller revenues also occasionally report.

EMSI uses a proprietary economic modeling technique to capture industry and occupational employment data. A brief synopsis of the data sources employed in this model are outlined as follows:

Industry Data

In order to capture a complete picture of industry employment, EMSI combines covered employment data from Quarterly Census of Employment and Wages (QCEW), produced by the Department of Labor, with total employment data in Regional Economic Information System (REIS), published by the Bureau of Economic Analysis (BEA) and augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES), published by the U.S. Census Bureau.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

Communicating CVI™ Data

Different state, local and regional organizations have undertaken multiple communication strategies for publicizing the CVI™. WESTAF has found that the best strategy for communicating CVI™ information often relies on the specifics of organizational needs. WESTAF is willing to consult individual agencies free of charge regarding communication strategies after CVI™ data have been finalized. Potential strategies include: creating low-cost communication pieces and press releases “in-house”; creating more formalized communication; using a professional designer; including a number of stories related to the local creative economies; forming working groups to discuss the creative economy and long term messaging strategies given CVI™ data; commissioning in-depth research to investigate certain aspects of CVI™ data apparent in the overall CVI™ results; and using CVI™ data as an internal policy formulation document, while communicating data to specific key stakeholders, such as legislators and executives.

Table# 1
Creative Vitality Index, Summary of Inputs 2009

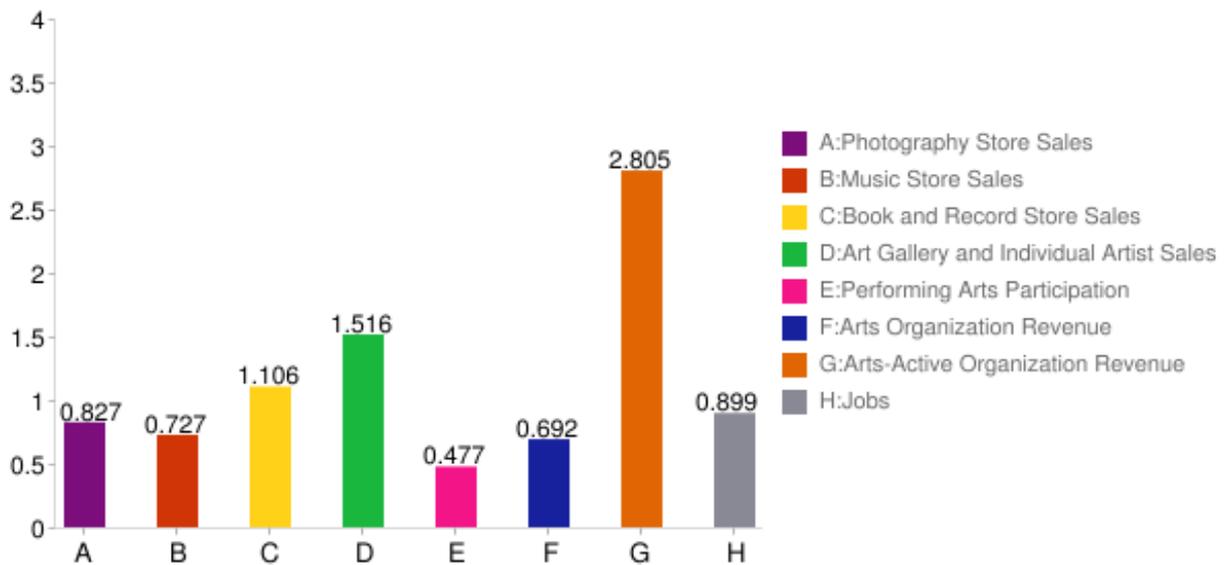
Region A: Alaska

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2009			
Population	698,473	307,006,550	
Industry Data			
Photography Store Sales	\$2,163,000	\$1,150,165,000	0.827
Music Store Sales	\$4,827,000	\$2,916,567,000	0.727
Book and Record Store Sales	\$20,521,000	\$8,154,589,000	1.106
Art Gallery and Individual Artist Sales	\$131,754,000	\$38,192,381,000	1.516
Performing Arts Participation	\$16,559,000	\$15,252,498,000	0.477
Non Profit Data			
Arts Organization Revenue	\$23,480,864	\$14,911,005,244	0.692
Arts-Active Organization Revenue	\$103,453,044	\$16,212,378,473	2.805
Occupation Data			
Total Jobs	9,167	4,483,793	0.899
Total CVI : 1.081			

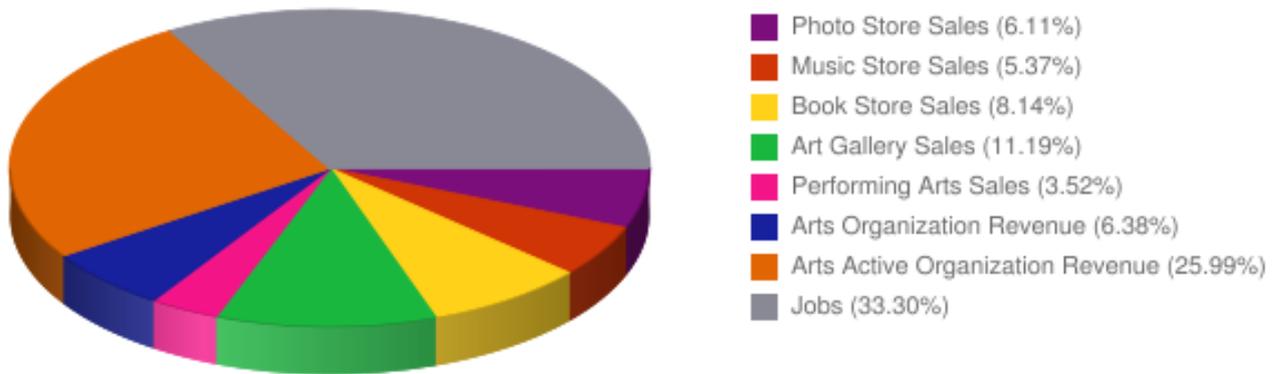
Source: WESTAF

Chart# 1
CVI Values by Category 2009



Source: WESTAF

Chart# 2
Contributions to the CVI after Weighting Inputs 2009



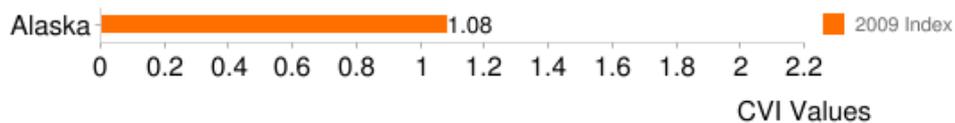
Source: WESTAF

Table# 2
Comparative CVI (Summary)

Region	Index 2009
Alaska	1.08
Totals	1.08

Source: WESTAF

Chart# 3
Comparative CVI



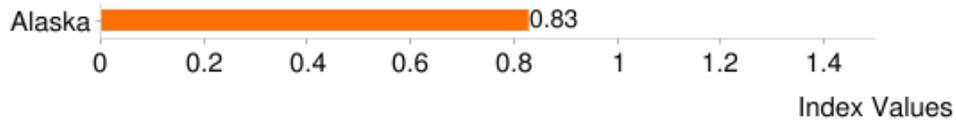
Source: WESTAF

Table# 3
Per Capita Photography Store Sales 2009 (Summary)

Region	Photography Store Sales	Per Capita	Index
Alaska	\$2,163,000	3.10	0.83
Totals	\$2,163,000	3.10	0.83

Source: Economic Modeling Specialists, Inc.

Chart# 4
Photography Store Sales Index, 2009



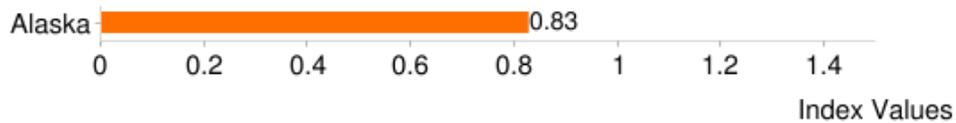
Source: Economic Modeling Specialists, Inc.

Table# 4
Per Capita Photography Store Sales 2009 (Summary)

Region	Camera and photographic supplies stores	Per Capita	Index
Alaska	\$2,163,000	3.10	0.83
Totals	\$2,163,000	3.10	0.83

Source: Economic Modeling Specialists, Inc.

Chart# 5
Camera and photographic supplies stores Sales Index, 2009



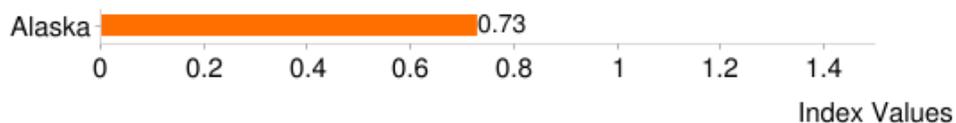
Source: Economic Modeling Specialists, Inc.

Table# 5
Per Capita Music Store Sales 2009 (Summary)

Region	Music Store Sales	Per Capita	Index
Alaska	\$4,827,000	6.91	0.73
Totals	\$4,827,000	6.91	0.73

Source: Economic Modeling Specialists, Inc.

Chart# 6
Music Store Sales Index, 2009



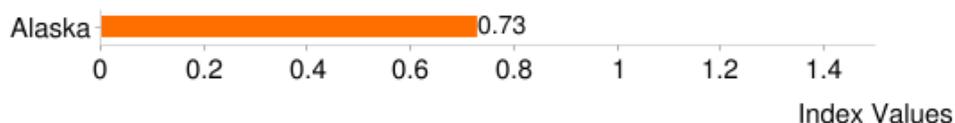
Source: Economic Modeling Specialists, Inc.

Table# 6
Per Capita Music Store Sales 2009 (Summary)

Region	Musical instrument and supplies stores	Per Capita	Index
Alaska	\$4,827,000	6.91	0.73
Totals	\$4,827,000	6.91	0.73

Source: Economic Modeling Specialists, Inc.

Chart# 7
Musical instrument and supplies stores Sales Index, 2009



Source: Economic Modeling Specialists, Inc.

Table# 7
Per Capita Bookstore and Record Store Sales 2009 (Summary)

Region	Bookstore and Record Store Sales	Per Capita	Index
Alaska	\$20,521,000	29.38	1.11
Totals	\$20,521,000	29.38	1.11

Source: Economic Modeling Specialists, Inc.

Chart# 8
Bookstore and Record Store Sales Index, 2009



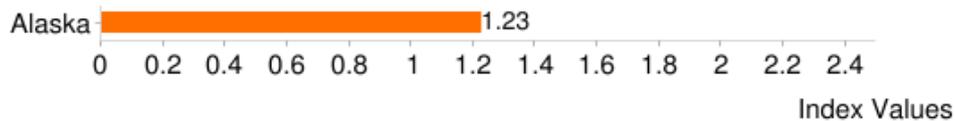
Source: Economic Modeling Specialists, Inc.

Table# 8
Per Capita Bookstore and Record Store Sales 2009 (Summary)

Region	Book stores	Per Capita	Index
Alaska	\$18,344,000	26.26	1.23
Totals	\$18,344,000	26.26	1.23

Source: Economic Modeling Specialists, Inc.

Chart# 9
Book stores Sales Index, 2009



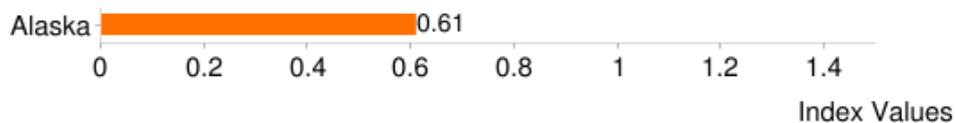
Source: Economic Modeling Specialists, Inc.

Table# 9
Per Capita Bookstore and Record Store Sales 2009 (Summary)

Region	Precoded tape, CD, and record stores	Per Capita	Index
Alaska	\$2,177,000	3.12	0.61
Totals	\$2,177,000	3.12	0.61

Source: Economic Modeling Specialists, Inc.

Chart# 10
Precoded tape, CD, and record stores Sales Index, 2009



Source: Economic Modeling Specialists, Inc.

Table# 10
Per Capita Art Gallery and Individual Artist Sales 2009 (Summary)

Region	Art Gallery and Individual Artist Sales	Per Capita	Index
Alaska	\$131,754,000	188.63	1.52
Totals	\$131,754,000	188.63	1.52

Source: Economic Modeling Specialists, Inc.

Chart# 11
Art Gallery and Individual Artist Sales Index, 2009



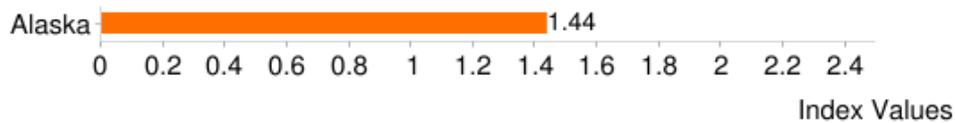
Source: Economic Modeling Specialists, Inc.

Table# 11
Per Capita Art Gallery and Individual Artist Sales 2009 (Summary)

Region	Art dealers	Per Capita	Index
Alaska	\$14,443,000	20.68	1.44
Totals	\$14,443,000	20.68	1.44

Source: Economic Modeling Specialists, Inc.

Chart# 12
Art dealers Sales Index, 2009



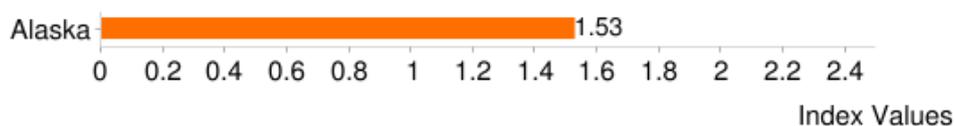
Source: Economic Modeling Specialists, Inc.

Table# 12
Per Capita Art Gallery and Individual Artist Sales 2009 (Summary)

Region	Independent artists, writers, and performers	Per Capita	Index
Alaska	\$117,311,000	167.95	1.53
Totals	\$117,311,000	167.95	1.53

Source: Economic Modeling Specialists, Inc.

Chart# 13
Independent artists, writers, and performers Sales Index, 2009



Source: Economic Modeling Specialists, Inc.

Table# 13
Per Capita Performing Arts Participation 2009 (Summary)

Region	Performing Arts Participation	Per Capita	Index
Alaska	\$16,559,000	23.71	0.48
Totals	\$16,559,000	23.71	0.48

Source: Economic Modeling Specialists, Inc.

Chart# 14
Performing Arts Participation Index, 2009



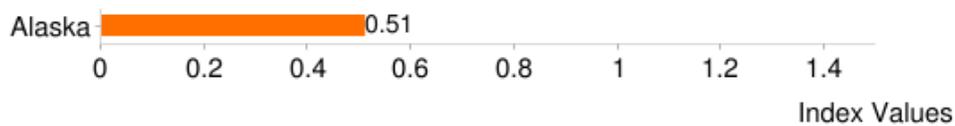
Source: Economic Modeling Specialists, Inc.

Table# 14
Per Capita Performing Arts Participation 2009 (Summary)

Region	Theater companies and dinner theaters	Per Capita	Index
Alaska	\$6,578,000	9.42	0.51
Totals	\$6,578,000	9.42	0.51

Source: Economic Modeling Specialists, Inc.

Chart# 15
Theater companies and dinner theaters Sales Index, 2009



Source: Economic Modeling Specialists, Inc.

Table# 15
Per Capita Performing Arts Participation 2009 (Summary)

Region	Dance companies	Per Capita	Index
Alaska	\$170,000	0.24	0.07
Totals	\$170,000	0.24	0.07

Source: Economic Modeling Specialists, Inc.

Chart# 16
Dance companies Sales Index, 2009



Source: Economic Modeling Specialists, Inc.

Table# 16
Per Capita Performing Arts Participation 2009 (Summary)

Region	Musical groups and artists	Per Capita	Index
Alaska	\$3,978,000	5.70	0.23
Totals	\$3,978,000	5.70	0.23

Source: Economic Modeling Specialists, Inc.

Chart# 17
Musical groups and artists Sales Index, 2009



Source: Economic Modeling Specialists, Inc.

Table# 17
Per Capita Performing Arts Participation 2009 (Summary)

Region	Other performing arts companies	Per Capita	Index
Alaska	\$5,833,000	8.35	2.77
Totals	\$5,833,000	8.35	2.77

Source: Economic Modeling Specialists, Inc.

Chart# 18
Other performing arts companies Sales Index, 2009



Source: Economic Modeling Specialists, Inc.

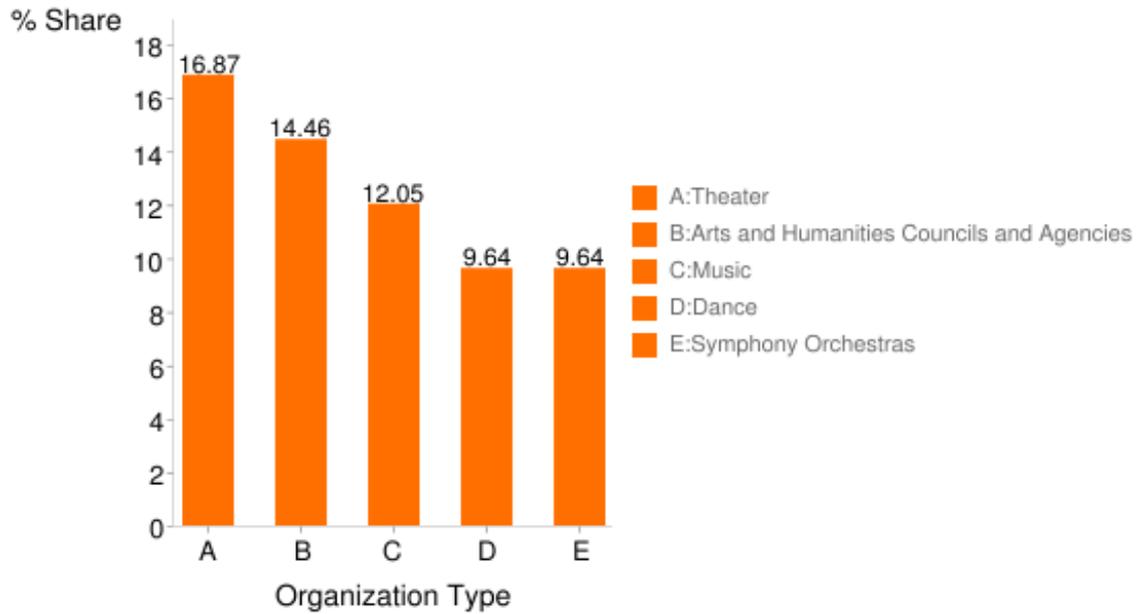
Table# 18
Arts Organizations by Type 2009

Regions : Alaska

Arts Organizations 2009	Number	Share	Arts-Active Organizations 2009	Number	Share
Art Museums	0	0.00%	Other Arts & Culture Organizations	4	3.23%
Arts & Culture	3	3.61%	Fund Raising & Fund Distribution	1	0.81%
Arts & Humanities Councils & Agencies	12	14.46%	Management & Technical Assistance	2	1.61%
Arts Education	2	2.41%	Professional Societies & Associations	3	2.42%
Arts Services	0	0.00%	Single Organization Support	10	8.06%
Alliances & Advocacy	0	0.00%	Other Arts & Culture Support Organizations	1	0.81%
Ballet	0	0.00%	Children's Museums	0	0.00%
Bands & Ensembles	2	2.41%	Commemorative Events	2	1.61%
Dance	8	9.64%	Community Celebrations	0	0.00%
Film & Video	2	2.41%	Cultural/Ethnic Awareness	19	15.32%
Folk Arts	2	2.41%	Fairs	8	6.45%
Music	10	12.05%	Folk Arts Museums	1	0.81%
Opera	3	3.61%	Historical Organizations	8	6.45%
Performing Arts	3	3.61%	Historical Societies & Historic Preservation	22	17.74%
Performing Arts Centers	3	3.61%	History Museums	6	4.84%
Singing & Choral Groups	7	8.43%	Humanities	3	2.42%
Symphony Orchestras	8	9.64%	Media & Communications	13	10.48%
Theater	14	16.87%	Museums	5	4.03%
Visual Arts	4	4.82%	Natural History & Natural Science Museums	1	0.81%
	0	0.00%	Performing Arts School	2	1.61%
	0	0.00%	Printing & Publishing	1	0.81%
	0	0.00%	Radio	7	5.65%
	0	0.00%	Research Institutes & Public Policy Analysis	0	0.00%
	0	0.00%	Science & Technology Museums	3	2.42%
	0	0.00%	Television	2	1.61%
Totals	83	100%	Totals	124	100%

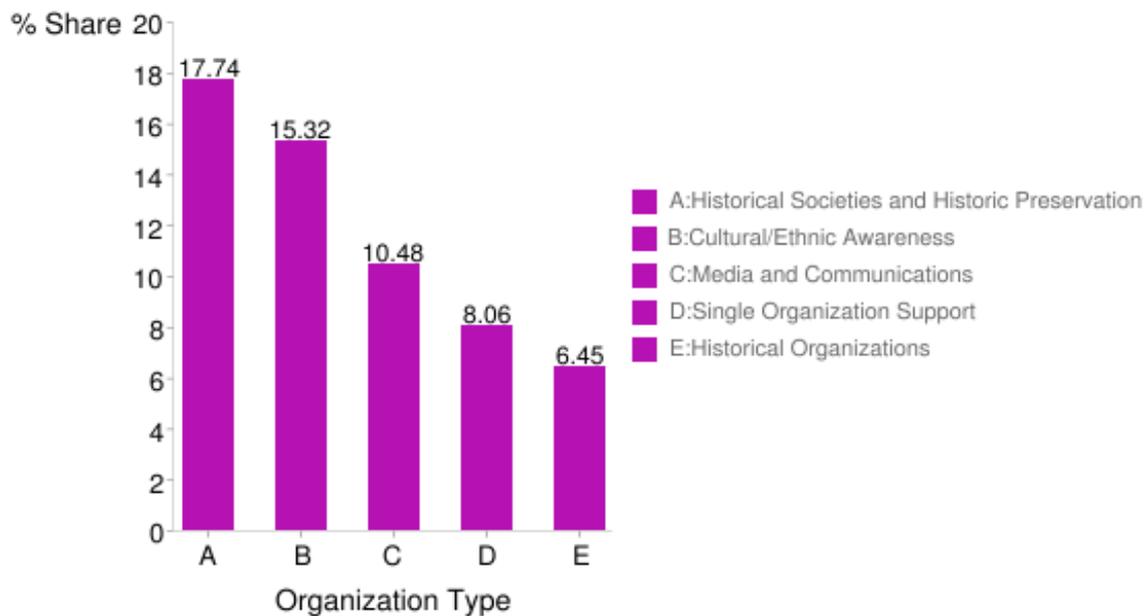
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart# 19
Arts Organizations %Share 2009



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart# 20
Arts-Active Organizations %Share 2009



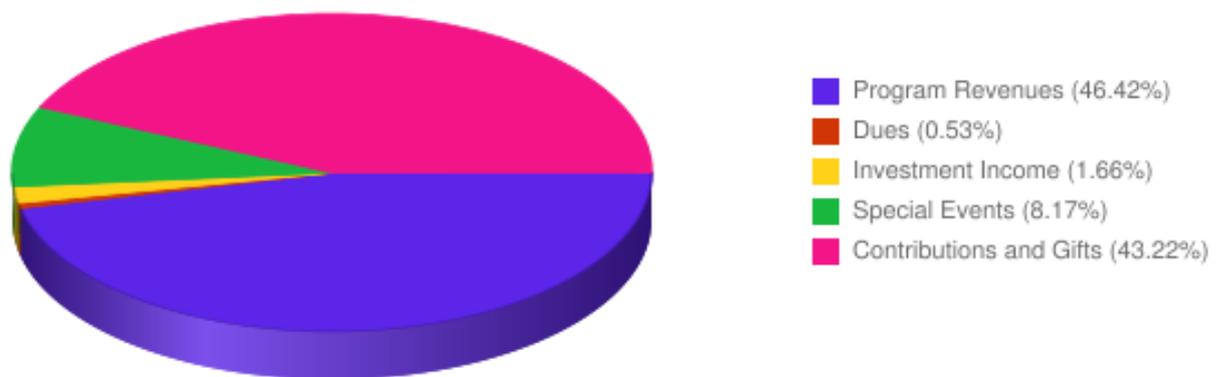
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Table# 19
Nonprofit Arts Organizations Income 2009 (Summary)

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Alaska	\$10,899,020	\$389,599	\$1,917,979	\$10,148,841	\$125,425	\$23,480,864
Totals	\$10,899,020	\$389,599	\$1,917,979	\$10,148,841	\$125,425	\$23,480,864

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart# 21
Nonprofit Arts Organizations Income 2009



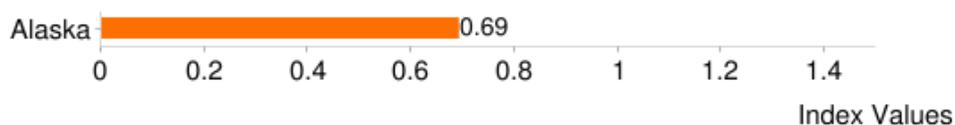
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 19
Nonprofit Arts Organizations Index 2009 (Summary)

Region	Total Revenues	Per Capita	Index
Alaska	\$23,480,864	33.62	0.69
Totals	\$23,480,864	33.62	0.69

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Chart# 21
Nonprofit Arts Organizations Index 2009



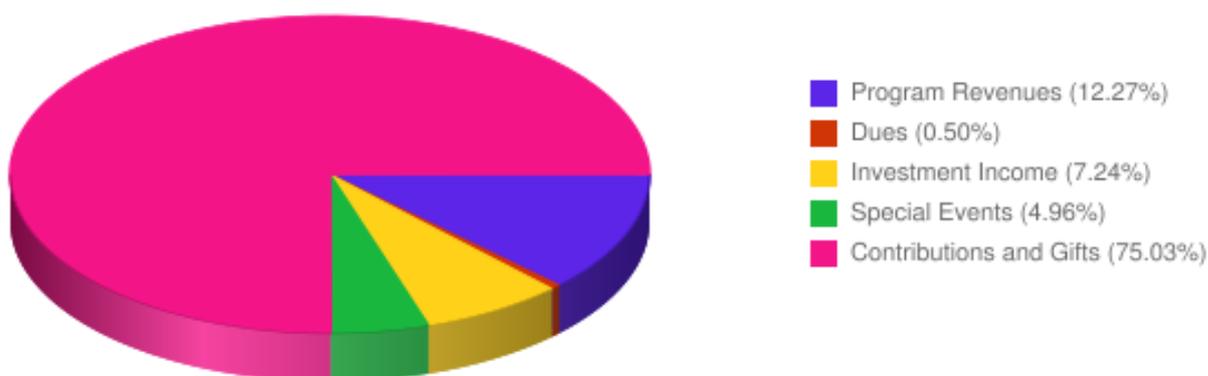
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 19
Nonprofit Arts-Active Organizations Income 2009 (Summary)

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Alaska	\$12,690,367	\$7,489,101	\$5,136,092	\$77,620,076	\$517,408	\$103,453,044
Totals	\$12,690,367	\$7,489,101	\$5,136,092	\$77,620,076	\$517,408	\$103,453,044

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart# 21
Nonprofit Arts-Active Organizations Income 2009



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 19
Nonprofit Arts-Active Organizations Index 2009 (Summary)

Region	Total Revenues	Per Capita	Index
Alaska	\$103,453,044	148.11	2.81
Totals	\$103,453,044	148.11	2.81

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Chart# 21
Nonprofit Arts-Active Organizations Index 2009



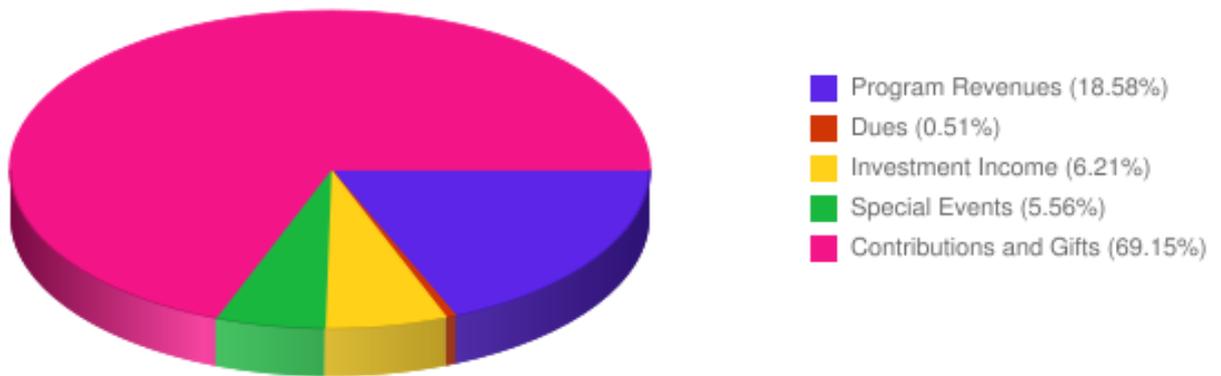
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 19
Nonprofit All Organizations Income 2009 (Summary)

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Alaska	\$23,589,387	\$7,878,700	\$7,054,071	\$87,768,917	\$642,833	\$126,933,908
Totals	\$23,589,387	\$7,878,700	\$7,054,071	\$87,768,917	\$642,833	\$126,933,908

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart# 21
Nonprofit All Organizations Income 2009



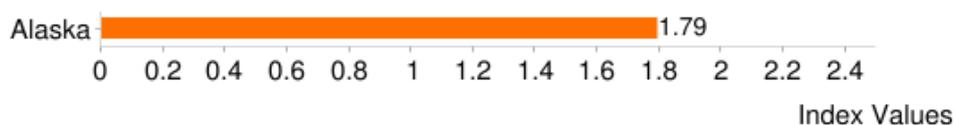
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 19
Nonprofit All Organizations Index 2009 (Summary)

Region	Total Revenues	Per Capita	Index
Alaska	\$126,933,908	181.73	1.79
Totals	\$126,933,908	181.73	1.79

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Chart# 21
Nonprofit All Organizations Index 2009



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table# 19
Area Population by County (Summary)

County	2009 pop
Alaska	698,473
Totals	698,473

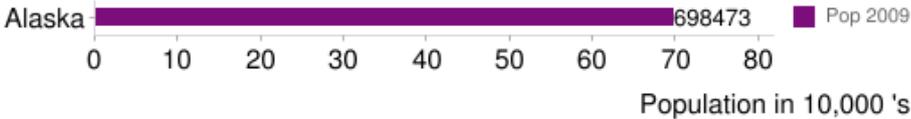
Source: US Census Bureau

Table# 20
Area Population by County

County	2009 pop
Alaska	698,473
Totals	698,473

Source: US Census Bureau

Chart# 21
Area Population by County



Source: US Census Bureau

Table# 21

All Occupations in the Occupational Index

Regions : Alaska

Occupation Type	2009 Jobs
Actors	195
Advertising and Promotions Managers	147
Agents and Business Managers of Artists, Performers, and Athletes	103
Architects, Except Landscape and Naval	290
Art Directors	304
Audio and Video Equipment Technicians	133
Broadcast Technicians	119
Camera Operators, Television, Video, and Motion Picture	35
Choreographers	38
Commercial and Industrial Designers	112
Dancers	30
Directors, Religious Activities	194
Editors	246
Fashion Designers	100
Film and Video Editors	23
Fine Artists including Painters, Sculptors, and Illustrators	279
Floral Designers	167
Graphic Designers	304
Interior Designers	127
Landscape Architects	150
Librarians	384
Media and Communication Equipment Workers, All Other	52
Media and Communication Workers, All Other	348
Multi-Media Artists and Animators	285
Music Directors and Composers	471
Musical Instrument Repairers and Tuners	28
Musicians and Singers	514
Photographers	1,772
Producers and Directors	188
Public Relations Managers	208
Public Relations Specialists	394
Radio and Television Announcers	224
Set and Exhibit Designers	102
Sound Engineering Technicians	15
Technical Writers	123
Writers and Authors	963
Total	9,167

Source: Economic Modeling Specialists, Inc. Complete Employment

Table# 22
All Occupations Location Quotients 2009

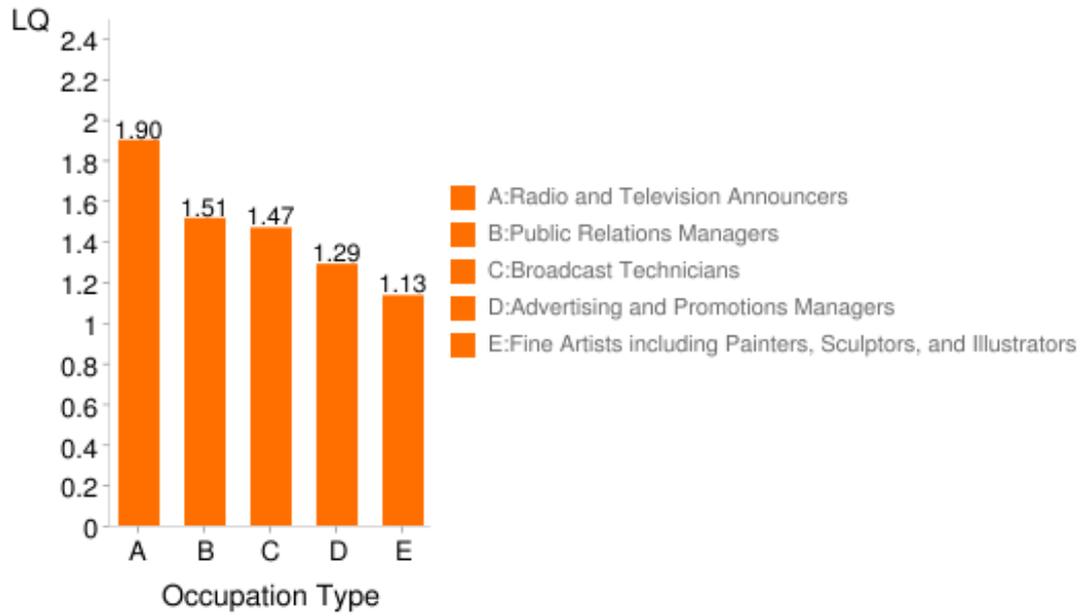
Regions : Alaska

Occupation Type	2009 National LQ
Actors	0.88
Advertising and Promotions Managers	1.29
Agents and Business Managers of Artists, Performers, and Athletes	0.92
Architects, Except Landscape and Naval	0.91
Art Directors	1.01
Audio and Video Equipment Technicians	1.07
Broadcast Technicians	1.47
Camera Operators, Television, Video, and Motion Picture	0.58
Choreographers	0.68
Commercial and Industrial Designers	0.65
Dancers	0.66
Directors, Religious Activities	0.67
Editors	0.67
Fashion Designers	0.70
Film and Video Editors	0.37
Fine Artists including Painters, Sculptors, and Illustrators	1.13
Floral Designers	0.75
Graphic Designers	0.53
Interior Designers	0.60
Landscape Architects	1.12
Librarians	1.05
Media and Communication Equipment Workers, All Other	1.04
Media and Communication Workers, All Other	1.11
Multi-Media Artists and Animators	0.98
Music Directors and Composers	0.94
Musical Instrument Repairers and Tuners	0.90
Musicians and Singers	0.86
Photographers	0.98
Producers and Directors	0.62
Public Relations Managers	1.51
Public Relations Specialists	0.60
Radio and Television Announcers	1.90
Set and Exhibit Designers	0.81
Sound Engineering Technicians	0.32
Technical Writers	0.92
Writers and Authors	1.10

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart# 22

Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment