Measuring Progress

A first step towards measuring impact, enhancing understanding, and activating resources to further leverage arts, culture and heritage to enhance quality of life and economic development.
Process and Timeline

- **Review**: Review RCA existing content
- **Research**: Research exemplary practices in measuring arts impact
- **Apply**: Develop preliminary measures
- **Ideate**: Conduct advisory groups
- **Refine**: Refine and share initial measures

Timeline:
- **Dec ‘19**: Review
- **Jan ‘20**: Research
- **Feb-Mar ‘20**: Apply
- **Apr ‘20**: Ideate
- **May-Aug ‘20**: Refine
Project Background

• The 2017 Regional Cultural Assessment (RCA) built upon extensive work completed by Capital Crossroads, which established the region’s eight catalyst priorities. These were defined as the most effective ways to drive improvements to quality of life and economic development.

• Through additional research, community input, stakeholder conversations, and steering committee leadership, the RCA identified four cultural priorities that directly linked arts, culture, and heritage (ACH) to the advancement of the region’s catalyst priorities:

  Every Day, Everywhere Art
  Strengthen the Creative Economy
  Cultural Tapestry
  Youth Connections
Since 2017, the Regional Cultural Assessment has successfully delivered:

- Framework for Cultural Capital of Capital Crossroads
- Every Day, Everywhere Art pilot projects & additional studies in Youth Connections and Creative Economy
- 46% of Bravo funded organizations using RCA as part of planning
- Bravo mission revised to focus on advancing priorities
Ongoing Sustainability Considerations

The Regional Cultural Assessment clearly strengthened the link between arts, culture, and heritage (ACH) and advancing regional priorities. However, significant limitations exist in establishing metrics and using them to drive improvements:

- The four cultural priorities were defined in 2017 and have not been updated. Proposed metrics support the original intent but may not reflect the changing world and additional insight from the process.

- Proposed metrics rely heavily on data from Bravo and the non-profit ACH organizations Bravo supports, which limits scope and could limit ongoing sustainability and scale.

- There is not adequate existing ACH outcome data to enable baselining or comparison to benchmarks. Proposed metrics are based on data that can be gathered as opposed to more aspirational best-practice measures.

- Absence of funding and human resources to sustain the collection of data, the dissemination of results, and the expedition of propelling change through new partnerships and programs.

- Establishing metrics has been plausible, but authority is lacking to drive action amongst organizations within and outside of the ACH sector.
Every Day, Everywhere Art

Generate more spontaneous artistic and cultural connections in new and different places

Measures

1. % of focus group participants who agree that their community offers engaging public spaces enhanced by spontaneous, creative experiences

2. # of Bravo partner communities with a public art master plan and an engaged public art commission

3. # of organizations funded by Bravo that present public programming at more than one location each year
## Strengthen the Creative Economy

**Develop the talent and skillsets of creative entrepreneurs and artists**

### Measures

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Total economic impact of arts, culture and heritage non-profit organizations (§)</td>
</tr>
<tr>
<td>5</td>
<td>Polk County’s Arts Vibrancy score in the SMU Data Arts Index for independent artists</td>
</tr>
<tr>
<td>6</td>
<td>% of tourists that say cultural experiences were &quot;very influential&quot; in their decision to visit</td>
</tr>
<tr>
<td>7</td>
<td>% focus group participants who agree there are enough opportunities for artists of all types and levels to showcase their work in Greater Des Moines</td>
</tr>
</tbody>
</table>
Cultural Tapestry

Support arts, culture, and heritage as diverse, accessible, inclusive, and equitable throughout Central Iowa

Measures

<table>
<thead>
<tr>
<th></th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>% of focus group participants who agree that cultural programming in Central Iowa embraces the diversity of the community</td>
</tr>
<tr>
<td>9.</td>
<td>% of funds granted by Bravo that are awarded to culturally specific organizations</td>
</tr>
<tr>
<td>10.</td>
<td>% of focus group participants who agree that barriers to engagement with arts, culture, and heritage organizations funded by Bravo are decreasing</td>
</tr>
</tbody>
</table>
Youth Connections

Ensure that all young people in the region have access to a rich array of creative and cultural experiences, both formal and informal, educational and recreational

Measures

11. % of organizations funded by Bravo that provide programming for young people

12. % of HS students enrolled in arts education in Central Iowa districts

13. % of youth in focus group who agree that there are ACH experiences available and of interest to them
Ideal Actions

Looking forward, the aspirational vision for measuring progress remains - the establishment of an ongoing, institutionalized effort that:

1) boasts outstanding metrics which capture the true essence of progress, with sustainable sources of data,
2) relies upon a repeatable process with various roles filled by an adequate number of leaders, and
3) exhibits engaging outputs and forums that directly lead to new and mission-aligned actions/programs/initiatives.

Ideal actions would include the following types of work:

- **Establishing communications:** enhance the RCA web page to serve as the ongoing home for data, materials, and success stories; create a vision document to give community partners a view of how this work will unfold over time (measuring, enhancing, and activating) and the various opportunities to engage; schedule regular announcements of results

- **Gathering data:** conduct focus groups; connect with data partners (Bravo, city leaders, SMU DataArts, CatchDSM, AftA, Iowa Dept of Education)

- **Cultivating involvement:** identify community leaders willing to play a role alongside Bravo; set up digital forums to funnel the public’s ongoing feedback and ideas; host virtual meetings after each wave of results for education and ideation

- **Constructing funds:** discover and submit applications for appropriate grants; raise money for increased capacity or pilot projects; hire someone to do this work continually
### Ideal Actions

<table>
<thead>
<tr>
<th>4Q</th>
<th>1Q</th>
<th>2Q</th>
<th>3Q</th>
<th>4Q</th>
<th>1Q</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Create digital &quot;home&quot; for refreshed content, vision, and public engagement</td>
<td>16. Apply for grants, present business case to funders</td>
<td>17. Hire a part-time RCA resource</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Connect with data partners</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Schedule and conduct 1st round of focus groups</td>
<td>6. Schedule and conduct 4th round of focus groups</td>
<td>18. Set metric targets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Schedule and conduct 2nd round of focus groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Schedule and conduct 3rd round of focus groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Inquire about grants and other funding opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Host virtual meetings with public/leaders to discuss results and ideate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Collect data from cities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Collect data from school districts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Release quarterly results</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. Collect data from school districts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Next Steps

The established metrics make visible the opportunities to leverage arts and culture to enhance quality of life and economic development. It is essential that a broad-based coalition is actively engaged in meeting those needs. In the absence of clearly defined resources, leadership, and protocols, sustainable continuation of this work will be difficult.

Recognizing that the regional and global landscape has changed since this work was started and ideal next steps are not entirely feasible, a pause for reflection and redefinition of the path forward is appropriate. In the interim:

• A limited public distribution of defined metrics will create awareness of the resource and reconnect key stakeholders regarding project status.

• Bravo Greater Des Moines will begin baseline collection for metrics 2, 3, 4, 5, 6, 9, 11, 12 through the 2021 grant cycle.

• Capital Crossroads leadership will reconvene in the first half of 2021 to further define additional partners and actions needed to further strengthen the role of arts and culture as vibrant contributors for powering growth, progress and change.
EVERY DAY, EVERYWHERE ART

% of focus group participants who agree that their community offers engaging public spaces enhanced by spontaneous, creative experiences

1

• Definition:
  “My community offers engaging public spaces enhanced by spontaneous, creative experiences.”

  _Strongly Disagree
  _Disagree
  _Agree
  _Strongly Agree

  Please explain: __________________

• Public spaces such as community buildings, neighborhoods, libraries, trail systems, parks, and civic centers. Creative experiences may include but are not limited to festivals, concerts, art fairs, music, theatre or spoken word performances and/or other temporary public art displays such as sidewalk-chalk murals, youth art exhibitions or art along the trail.

• Source:
  Diverse and inclusive focus groups will allow participants to represent their experiences to enhance the group’s understanding of issues and relationships. Valuable insights and ideas will undoubtedly be realized while dialogue occurs during the sessions (qualitative), followed by a short survey which will allow us to track this metric (quantitative).
EVERY DAY, EVERYWHERE ART

# of Bravo partner communities with a public art master plan and an engaged public art commission

• **Definition:**
  • This is a number out of the 17 communities that support Bravo.
  • Engaged commissions meet at least 4x/year, have a specifically defined function, and report at least annually to the City Council on recommendations and/or opportunities to advance public art master plan objectives.

• **Source:**
  • Cities, collected by Bravo board members
    • Example: [Ankeny Cultural Arts Board](#)
    • Example: [Urbandale Public Art Committee](#)
EVERY DAY, EVERYWHERE ART

3

# of organizations funded by Bravo that present public programming at more than one location each year

- **Definition:**
  - Programming may include exhibits, camps, classes, concerts, performances, festivals or events that are available to the public

- **Source:**
  - Bravo
STRENGTHEN THE CREATIVE ECONOMY

Total economic impact of arts, culture and heritage non-profit organizations ($)

• **Definition:**
  - Non-profit expenditures and audience spending are used to estimate FTE jobs, household income, and government revenue. Those are used in a calculation to derive total economic activity.

• **Source:**
  - Americans for the Arts, *Arts and Economic Prosperity report*, every 3 years
  - [AftA’s 2016 Report](#) for Greater Des Moines
Polk County's Arts Vibrancy score in the SMU Data Arts Index for independent artists

• **Definition:**
  • This is a percentile score that reflects the # of independent artists per capita.
  • For example, 73 means the county had more independent artists per capita than 73% of the other counties in the study.

• **Source:**
  • SMU DataArts, *Arts Vibrancy Report*, annual
    • [2019 Arts Vibrancy Report](#)
    • [2019 Arts Vibrancy Map](#)
% of tourists that say cultural experiences were "very influential" in their decision to visit

• Source:
  • Catch Des Moines and/or Americans for the Arts, *Arts and Economic Prosperity report*, every 3 years
% of focus group participants who agree there are enough opportunities for artists of all types and levels to showcase their work in Greater Des Moines

• Definition:
  • “There are enough opportunities for artists of all types and levels to showcase their work in Greater Des Moines.”
    _Strongly Disagree
    _Disagree
    _Agree
    _Strongly Agree
    Please explain: __________

• Source:
  • Diverse and inclusive focus groups will allow participants to represent their experiences to enhance the group’s understanding of issues and relationships. Valuable insights and ideas will undoubtedly be realized while dialogue occurs during the sessions (qualitative), followed by a short survey which will allow us to track this metric (quantitative).
% of focus group participants who agree that cultural programming in Central Iowa embraces the diversity of the community

• **Definition:**
  • “Cultural programming in Central Iowa embraces the diversity of the community.”
  
  _Strongly Disagree_  _Disagree_  _Agree_  _Strongly Agree_
  
  Please explain: ________

• **Source:**
  • Diverse and inclusive focus groups will allow participants to represent their experiences to enhance the group’s understanding of issues and relationships. Valuable insights and ideas will undoubtedly be realized while dialogue occurs during the sessions (qualitative), followed by a short survey which will allow us to track this metric (quantitative).
% of funds granted by Bravo that are awarded to culturally specific organizations

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>• Definition:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Culturally Specific Organization means organizations led by persons of color and that primarily serve communities of color.</td>
</tr>
<tr>
<td><strong>• Source:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bravo</td>
</tr>
</tbody>
</table>
CULTURAL TAPESTRY

% of focus group participants who agree that barriers to engagement with arts, culture, and heritage organizations funded by Bravo are decreasing

10

- **Definition:**
  - “Barriers to engagement in arts, culture, and heritage experiences are decreasing.”
  - _Strongly Disagree_ _Disagree_ _Agree_ _Strongly Agree_
  - Please explain: ________
  - Barriers such as transportation, cost, distance from home, communication, language, etc.

- **Source:**
  - Diverse and inclusive focus groups will allow participants to represent their experiences to enhance the group’s understanding of issues and relationships. Valuable insights and ideas will undoubtedly be realized while dialogue occurs during the sessions (qualitative), followed by a short survey which will allow us to track this metric (quantitative).
% of organizations funded by Bravo that provide programming for young people

- **Definition:**
  - Programming may include exhibits, camps, classes, concerts, performances, festivals or events offered primarily to youth ages 18 or younger.

- **Source:**
  - Bravo
YOUTH CONNECTIONS

% of high school students enrolled in arts education in Central Iowa districts

12

• Definition:
  • "Arts" includes the five disciplines of dance, music, theatre, visual arts, and media arts/other.

• Source:
  • Iowa Department of Education
  • Arts Education Data Project, annual report
    • Arts Education Data Project
    • Iowa’s Report (coming soon)
% of youth in focus group who agree that there are arts, culture and heritage experiences available and of interest to them

• Definition:
  • “There are arts, culture, and heritage experiences available and of interest to me in the community.”
    _Strongly Disagree _Disagree _Agree _Strongly Agree
  Please explain: __________

• ACH experiences are self-defined and may occur at school, community centers, museum galleries, concert halls, gardens, computer labs, parks, or in neighborhood spaces

• Representative sample of middle and high school students in annual focus groups who agree or strongly agree

• Source:
  • Diverse and inclusive focus groups will allow participants to represent their experiences to enhance the group’s understanding of issues and relationships. Valuable insights and ideas will undoubtedly be realized while dialogue occurs during the sessions (qualitative), followed by a short survey which will allow us to track this metric (quantitative).