

**SMU® DataArts**

# Getting Started with the Cultural Data Profile

A guide to completing your first Cultural Data Profile survey

# About SMU DataArts

For more than a decade, we've provided data-informed insights and resources to the arts and cultural sector.

DataArts began in Pennsylvania as the Cultural Data Project in 2004 as a collaborative venture of visionary funders and arts advocates with a goal to address a longstanding need for detailed, reliable information on nonprofit arts, culture, and humanities organizations, and by doing so, strengthen management, philanthropy, research, and public policy. In 2018, DataArts merged with Southern Methodist University's National Center for Arts Research, a nationally recognized research center developing reports based on a uniquely comprehensive set of data that models the arts and culture ecosystem.

As a combined entity, SMU DataArts employs cutting-edge research techniques and high-powered computing to test hypotheses, build theory, and increase understanding of the arts and cultural sector. Our research efforts range from academic papers published in leading journals, applied research undertaken with community partners, and actionable insights shared directly with arts practitioners.

## Our Mission

As a combined entity, our mission is to provide and engage organizations and individuals with the evidence-based insights needed to collectively build strong, vibrant, and equitable arts communities.

# Our Commitment to Equity, Diversity, Accessibility, and Inclusion

SMU DataArts recognizes that our society is characterized by a complex web of inequities, and we are committed to making research, tools, and resources accessible to all persons regardless of race, age, gender expression, sexual orientation, national origin, disability, and/or socioeconomic status. We strive to conduct our work without bias or preference, and we value input and creativity from diverse perspectives. We prioritize data collection and research projects that celebrate the arts and culture of communities of color, and advance equity in access to art, cultural funding, and the sector at large. We commit to contributing to a more equitable funding model for organizations rooted in, led by, or serving people and communities of color. Our equity work is a continuous process requiring ongoing input from the field, accountability, and evaluation.

- We hold ourselves accountable by sharing progress on our website and providing concrete evidence of our work in this regard.
- We set goals and define the progress we will make.
- We actively invite input from the field on our plans and our actions.
- We regularly address equity, diversity, accessibility, and inclusion (DEAI) concerns within our organization and report updates to all staff at monthly meetings.

## COLLECT

High quality longitudinal data  
on the arts sector

## RESEARCH

The health and vitality of  
the arts and cultural sector

# What We Do

## DEVELOP

Data collection and research  
that responds to evolving  
sector needs

## ENGAGE

The field with insights from  
the data that people can  
use



# The Cultural Data Profile

The Cultural Data Profile (CDP) is a free and secure online survey that collects financial and programmatic data from nonprofit arts, culture, and humanities organizations so they can apply for grants, gather insights, use data to strengthen a case for support, and contribute to nationwide research. As of 2021, over 19,000 organizations have contributed data.

SMU DataArts uses the CDP to collect and organize data from across the arts and cultural sector. Each CDP contains financial and programmatic data for a single fiscal year.

# Because together, we are stronger.



Cultural nonprofits  
complete the CDP



SMU DataArts creates a national  
longitudinal dataset

## Arts & Cultural Organizations

- Use data to streamline the grant application process
- Apply for grants, gather insight, and share your data to strengthen the case for arts and culture

## Grantmakers

- Access data and reports that lead to higher-impact philanthropy
- Standardize data to streamline your grant application process

## Researchers & Advocates

- Explore datasets, answer questions, and communicate about the sector's assets and challenges
- Use evidence-based support to advocate for policy and funding

# Incorporating the Cultural Data Profile into Your Workflow

To make the most of your CDP, we recommend completing it as part of your year-end budgeting process. By aligning the completion of your profile with your fiscal year-end, you can ensure that your financial data is up-to-date and ready for when grant opportunities arise. Below is an example of what that annual workflow might look like:



# Preparing for the Survey

To complete the Cultural Data Profile, you're going to need both financial and non-financial information for your organization.

# Gather Essential Documents

Listed are several documents that will be helpful throughout the process.

Smaller organizations may rely on spreadsheets and other tools used to track financials throughout the year.

**1**

**Audit or review documents** (if available)

**2**

**Year-end profit and loss statement**

**3**

**Balance Sheet/990 Forms**

**4**

**Ticketing and attendance records**

**5**

**Staffing records**

**6**

**Donor records**



# Download the Survey Questions

A copy of the full survey is available for download on our website so you can be sure you have all information needed and make prioritize efficiency when requesting documents from colleagues.

[Visit Our Website](#)

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# Create a CDP Account

If you have not already created an account, this will be your next step. Multiple colleagues from the same organization may create an individual account. Within your individual account, you may connect to all organizations you are personally affiliated with (some may be affiliated with multiple organizations). Only individuals with your login credentials will be able to access your personal account and the connected organizations.

To create an account for the first time, click the 'create an account' link option and follow the instructions.

Login to the CDP

**SMU DataArts**

## Log In

Log in

[Need login help?](#)

[Create an account](#)

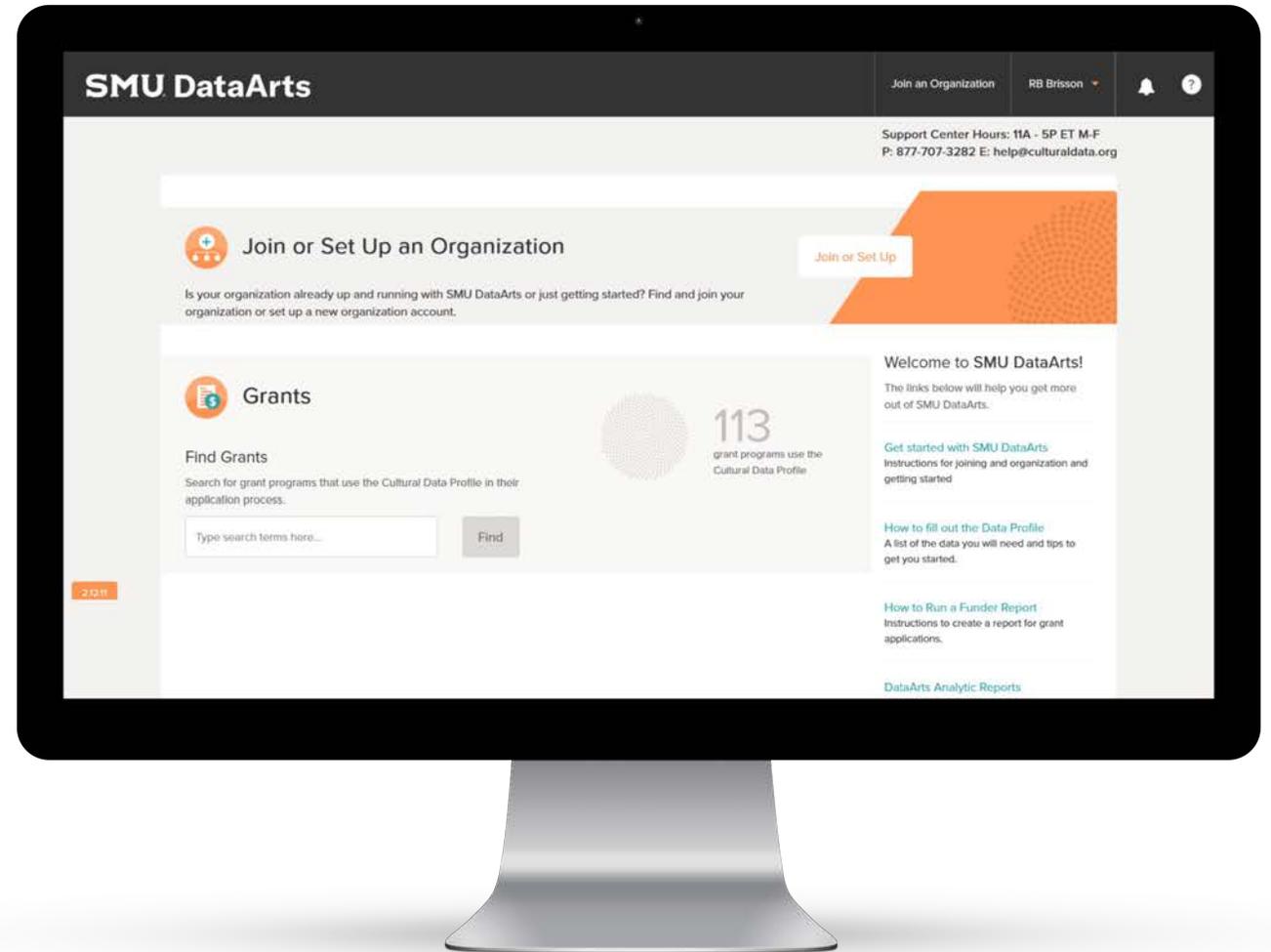
*If you have an adblocker installed in your browser and are having trouble with the site, please try using an [incognito or private browsing window](#), or add [da.culturaldata.org](#) to the safelist for your adblocker. Contact our Support Center at 877-707-3282 for more information.*

# Connect your Organization

To connect your individual account to an organization, select 'Join or Set Up' near the top of your screen and follow the steps outlined below:

- Search for the organization(s) in our database.
- If the organization already exists, request to connect your account to the existing profile.
  - Requests will be sent to the organization's administrator.
  - If the administrator account has been lost or changed, please contact our Support Center to help troubleshoot.
- If the organization does not exist, follow the steps to set up a new organization profile.

smu.edu/dataarts



**SMU DataArts**

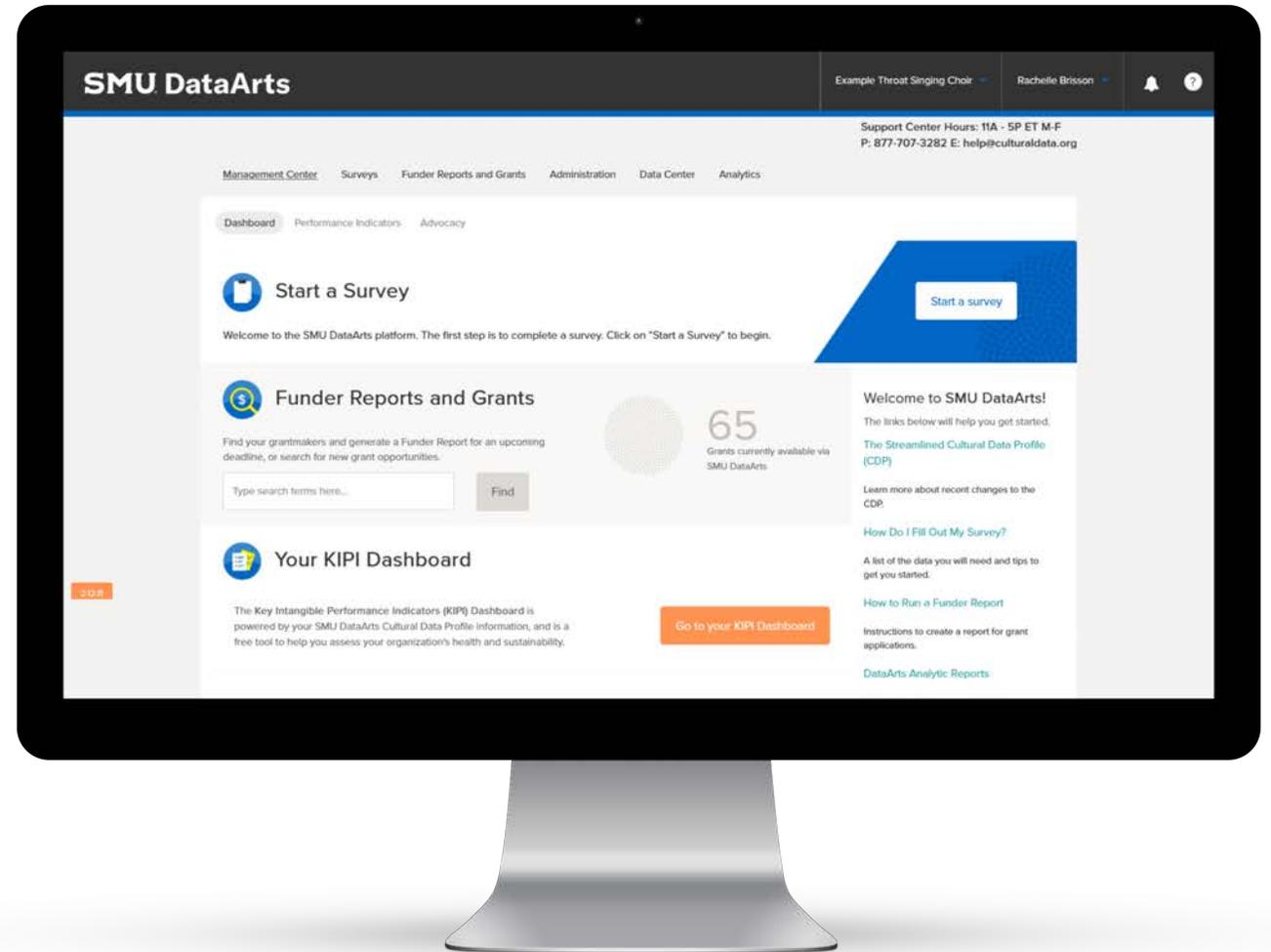
# Customize Survey Settings

As you start a new survey, you will be prompted with a short set of questions that will help the platform determine which survey is most relevant for your organization.

The CDP survey is tailored based on organization size and type to help ensure that questions are relevant to your organization.

From the dashboard select the 'Start a Survey' and respond to the financial and programmatic questions as best as possible. The setup process takes about 5 minutes to complete.

These settings can be modified in future years as your organization grows and changes.



## Customize Your Survey

### Select a Year

Each survey covers one fiscal year. Select the end date of the year you would like to work on.

Which Fiscal Year do you want to work on?

- Select Fiscal Year -



Fiscal Year Length

12 Months  Other

Fiscal Year End Date

June 30, YYYY

[Click here to change your fiscal year end date.](#)

**HOVER OVER THE HELP ICON  
FOR CLARIFICATION AND MORE  
INFO THROUGHOUT THE SURVEY**

[Back to dashboard](#)

[Next](#)

## SURVEY SETTINGS

Select the year you want to work on from the drop-down menu and confirm that the full fiscal year-end date is correct.

## Survey Settings for FY 2024

### Organization Type

Information will not be saved until you have completed all the questions required to customize your survey.

What is your organization type?

Organization Type

- Select Organization Type -

- Select Organization Type -

501(c)3 nonprofit organization

Other nonprofit organization

Unincorporated or fiscally sponsored organization

Program or department within a parent organization

Government agency, department, program, or facility

For-profit corporation

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## SURVEY SETTINGS

Select the organization type from the drop-down menu. Most organizations that complete the CDP are 501(c)3s.

Fiscally-sponsored organizations are new or existing organizations that have not yet acquired 501(c)3 status and rely on a nonprofit sponsor to apply for and receive grant funding.

## Survey Settings for FY 2024

### Organization Type

Information will not be saved until you have completed all the questions required to customize your survey.

What is your organization type?

Organization Type

- Select Organization Type -

- Select Organization Type -

501(c)3 nonprofit organization

Other nonprofit organization

Unincorporated or fiscally sponsored organization

Program or department within a parent organization

Government agency, department, program, or facility

For-profit corporation

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## SURVEY SETTINGS

An entity under a parent organization is a project, program, or department with an arts or cultural focus that is part of a larger organization. The larger organization is called a parent organization and holds oversight on management, operations, and finances. An example would be a history museum run by a university, or an arts therapy program run by a hospital.

## Survey Settings for FY 2024

### Total Expenses

Information will not be saved until you have completed all the questions required to customize your survey.

SMU DataArts recognizes that cultural nonprofits come in all sizes; we seek to meet the needs of even the smallest organizations.

Were your total expenses, including In-kind, less than \$50,000?  Yes  No

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## SURVEY SETTINGS

The next question asks if the organization's total expenses were less than \$50,000 for the fiscal year reported on.

Answering 'yes' to this question will categorize the organization as 'small,' and the survey will be shorter and streamlined for organizations with less detailed data available.

## Survey Settings for FY 2024

### Financial Information Part 1

Information will not be saved until you have completed all the questions required to customize your survey.

Did you have restricted contributions, grants, in-kind, or investment revenue?  Yes  No 

Did you have restricted earned revenue (this is rare)?  Yes  No

Back



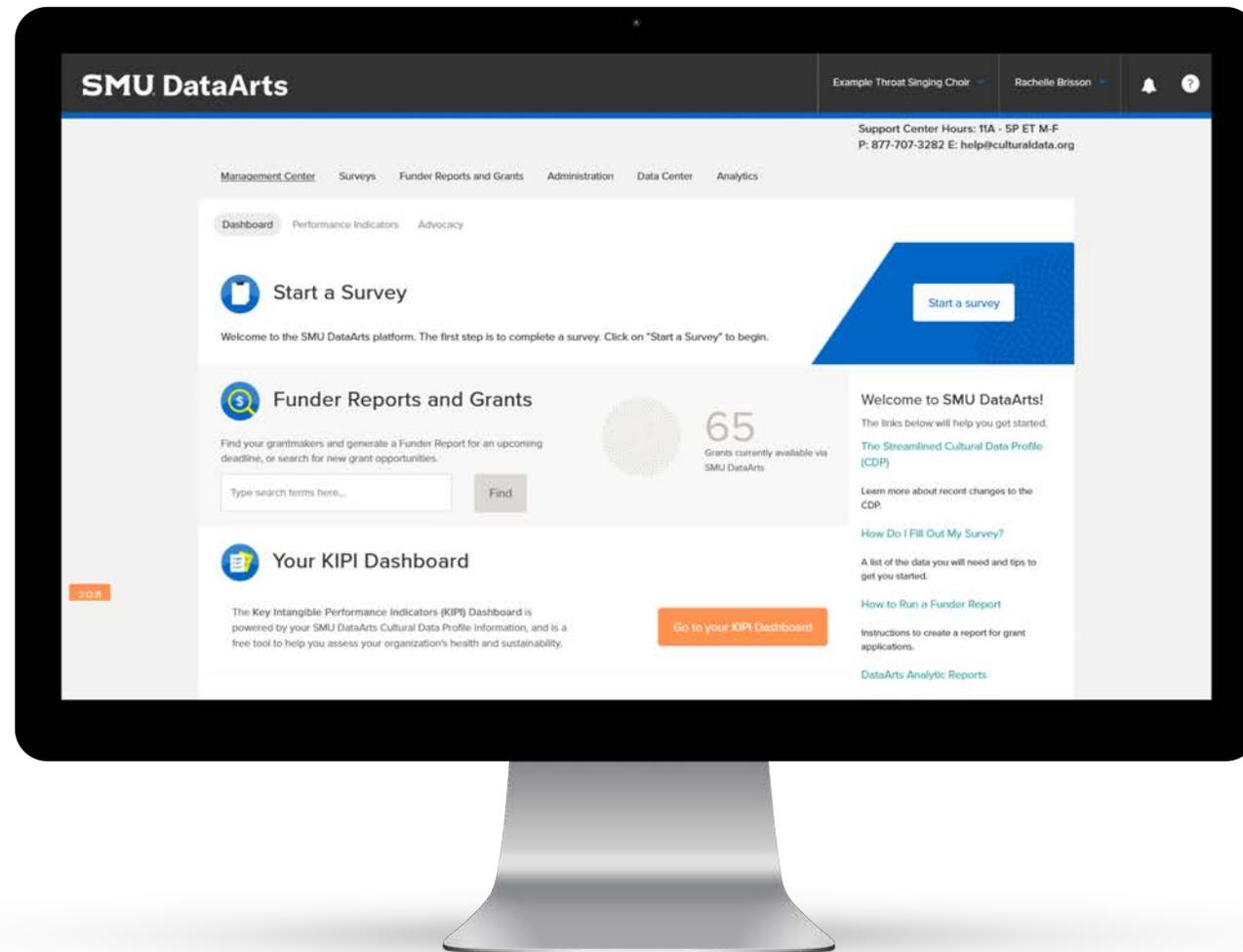
Next

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## SURVEY SETTINGS

The next several questions will ask about your organization's finances in more detail, including whether the organization was reviewed or audited, if the organization has restricted revenue, non-operating revenue, and expenses.

Our platform is designed with you in mind.





### Changes to your Data Profile

We have streamlined the CDP to save you time during data entry. [Read more.](#)

Example Throat Singing Choir

Check and Complete



- Survey Settings
- Welcome**
- Instructions
- Revenue

## Welcome: Instructions

### Welcome to the Cultural Data Profile

All sections of the CDP are required, but you can leave most line items blank if they do not apply to your organization. If a specific question or line item is required, it will be noted with an \* and in the written instructions.

## SURVEY TOUR

On the left-hand side of the screen is the internal navigation for the Data Profile that will help you quickly move around from section to section.

To modify the survey customization, select 'Survey Settings' and edit any the responses.



### Changes to your Data Profile

We have streamlined the CDP to save you time during data entry. [Read more.](#)

Example Throat Singing Choir

Check and Complete



Survey Settings

Welcome

Instructions

Revenue

## Welcome: Instructions

### Welcome to the Cultural Data Profile

All sections of the CDP are required, but you can leave most line items blank if they do not apply to your organization. If a specific question or line item is required, it will be noted with an \* and in the written instructions.

## SURVEY TOUR

Near the top of your screen is a general announcement box. If there is any important news or announcements regarding the CDP platform, such as platform maintenance, information will be posted here.

## Changes to your Data Profile

We have streamlined the CDP to save you time during data entry. [Read more.](#)

Example Throat Singing Choir

Check and Complete ?

### Revenue: Earned Operating Revenue

[More Help on this Section](#)

	Unrestricted ?	Total 2024	
Subscription Revenue ?	<input type="text"/>		<input type="checkbox"/>
Membership Fees - Individuals ?	<input type="text"/>		<input type="checkbox"/>
Membership Fees - Organizations ?	<input type="text"/>		<input type="checkbox"/>
Ticket Sales/Admissions ?	<input type="text"/>		<input type="checkbox"/>

**IF ANY LINE ITEMS DON'T  
APPLY TO YOUR ORGANIZATION,  
LEAVE THEM BLANK**

## SURVEY TOUR

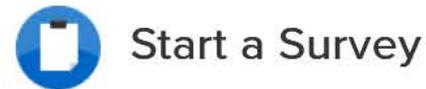
Near the top of each subsection is a link for 'More Help on this Section' which that will redirect you to our Knowledgebase containing helpful articles about the most frequently asked questions for each section.



Support Center Hours: 11A - 5P ET M-F  
P: 877-707-3282 E: help@culturaldata.org

[Management Center](#) [Surveys](#) [Funder Reports and Grants](#) [Administration](#) [Data Center](#) [Analytics](#)

[Dashboard](#) [Performance Indicators](#) [Advocacy](#)



## Start a Survey

Welcome to the SMU DataArts platform. The first step is to complete a survey. Click on "Start a Survey" to begin.

Start a survey



## Funder Reports and Grants

Find your grantmakers and generate a Funder Report for an upcoming

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Welcome to SMU DataArts!

The links below will help you get started.

[The Streamlined Cultural Data Profile](#)

## SURVEY TOUR

In the main navigation bar at the top of your screen is another help icon. This remains active and visible within all sections of the platform and will bring up a search field for our online Knowledgebase, as well as the contact information for our Support Center.

# Quick Facts

1

## **Audits or reviews might be less detailed than the CDP**

An audit might have a line for earned revenue but no further details. Since the CDP asks for a more line items under earned revenue, you might need to look at internal financial statements to find the information needed.

2

## **Financial statements might be more detailed than the CDP**

QuickBooks commonly provides more details than the CDP asks for. In these cases, simply add up the line items from the financial statements and input them as one number in the CDP.

3

## **The CDP might use different terminology than other records**

To help guide you through some of the more common terminology differences, the CDP contains definitions and instructions for line items where possible.



# Help & Support

Our Support Center is available from 10:30am to 7pm ET, Monday through Friday.

Call us at 877-707-DATA (3282) or email [help@culturaldata.org](mailto:help@culturaldata.org).

We offer on-demand interpretation in many languages. Please ask the specialist when you are connected.

*Ofrecemos interpretación a pedido en muchos idiomas, pregunte al especialista cuando esté conectado.*

For the best possible experience, please be sure you are using the latest version of your web browser.

Contact Us

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# Financial Sections

Once the survey settings are complete, you are now at the heaviest lift of the survey. You may save your progress at any point, but please expect to spend most of your time on this portion of survey.

- Survey Settings
- Welcome
- Revenue**
- Audit Totals
- Earned Operating Revenue
- Investment Revenue
- Non-Operating Revenue
- Contributed Revenue
- Revenue Summary
- Expenses
- Balance Sheet

## Revenue: Audit Totals

### Audit Totals

These totals should be taken directly from your audit or review. We will use these numbers to verify that your revenue is entered accurately, by comparing them to the totals that calculate at the bottom of the revenue section.

[More help on this section](#)

	Unrestricted ?	Restricted ?	Total 2024
Total Operating Revenue ?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Non-Operating Revenue ?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Revenue	N/A	N/A	<input type="text"/>

## REVENUE – AUDIT TOTALS

The first section of the survey is Revenue with six subsections that go into specific details. Only organizations that selected audit or review in the survey settings portion will see the subsection for Audit Totals. Enter the key revenue totals from the audit, which will be used as a check against other sections and help ensure correct financials are entered throughout the survey.

- Survey Settings
- Welcome
- Revenue**
- Audit Totals
- Earned Operating Revenue
- Investment Revenue
- Non-Operating Revenue
- Contributed Revenue
- Revenue Summary
- Expenses
- Balance Sheet

## Revenue: Earned Operating Revenue

[More Help on this Section](#)

	Unrestricted ?	Restricted ?	Total 2024	
Subscription Revenue ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Membership Fees - Individuals ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Membership Fees - Organizations ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Ticket Sales/Admissions ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Education Revenue ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>

## REVENUE – EARNED OPERATING REVENUE

The second subsection of the Revenue section is Earned Revenue. Earned operating revenue is any income the organization earned by providing goods or services. In this subsection, we ask you to breakout your earned operating revenue into more specific line items, such as ticket sales, rental revenue, and membership fees.

- Survey Settings
- Welcome
- Revenue**
- Audit Totals
- Earned Operating Revenue
- Investment Revenue
- Non-Operating Revenue
- Contributed Revenue
- Revenue Summary
- Expenses
- Balance Sheet

## Revenue: Investment Revenue

[More Help on this Section](#)

	Unrestricted ?	Restricted ?	Total 2024
Investment Revenue - Operating ?	<input type="text"/>	<input type="text"/>	
Investment Revenue - Non-Operating ?	<input type="text"/>	<input type="text"/>	
<b>Total</b>	\$0.00	\$0.00	\$0.00

Finished with Revenue: Investment Revenue? Click to move on to Revenue: Non-Operating Revenue. Your changes have been saved automatically.

[Continue »](#)

## REVENUE – INVESTMENT REVENUE

Investment Revenue includes interest and other earnings on any investments such as bank accounts, stocks, bonds, mutual funds, or any other investments. Non-operating revenue will only appear if you state that you have non-operating revenue when customizing the survey. This can include any unusual or one-time income that falls outside of the core business and programs (e.g., contributions to a capital campaign or a large bequest).

- Survey Settings
- Welcome
- Revenue**
- Audit Totals
- Earned Operating Revenue
- Investment Revenue
- Non-Operating Revenue
- Contributed Revenue
- Revenue Summary**
- Expenses
- Balance Sheet
- Workforce and Workspaces

# Revenue: Contributed Revenue

 [More Help on this Section](#)

	Unrestricted ?	Restricted ?	Total 2024	Contributors ?	
Trustee/Board ?	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="checkbox"/>
Other Individual ?	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="checkbox"/>
Corporate ?	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="checkbox"/>
Foundation ?	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="checkbox"/>
City Government ?	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="checkbox"/>
County Government ?	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="checkbox"/>

## REVENUE – CONTRIBUTED REVENUE

All organizations will be asked to submit information regarding contributed revenue, but if you indicated that the organization has restricted contributions during the setup, you will see columns for unrestricted and restricted contributed revenue as well as a column for the number of contributors.

- Survey Settings
- Welcome
- Revenue
- Expenses**
- Audit Totals
- Expenses
- Change in Net Assets and Narrative
- Balance Sheet
- Workforce and Workspaces
- Program Activity & Audiences

## Expenses: Expenses

[More Help on this Section](#)

### Personnel Expenses

	Program ?	Management and General ?	Fundraising ?	Total 2024	
W2 Employee Salaries, Benefits, Payroll Taxes ?	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Independent Contractors ?	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Professional Fees ?	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
<b>Total</b>	\$0.00	\$0.00	\$0.00	\$0.00	

## EXPENSES – PERSONNEL EXPENSES

Expenses are subdivided into personnel and non-personnel expenses. Program, Management and General, and Fundraising fall under personnel expenses.

If the organization has an annual budget under \$50,000, you will only have one column in the expenses section.

# Breakout Questions

An additional breakout question asks for the amount paid to visual and performing artists (i.e. an itemized calculation of the total personnel expenses reported above).

In the expenses section, we also have a breakout question that asks organizations to report the portion of its expenses associated with Marketing. This data allows us to provide insights into marketing activities across the sector. We have also added a question about digital program expenses. This data will help us to understand the costs associated with the shift to digital programming that many organizations experienced in 2020. This is an optional question.

## Visual and Performing Artists

Of your organization's total personnel expenses above, what portion was paid to artists and performers?

This is a breakout or further classification of the expenses entered above. This entry is not included in your total expenses at the bottom of this section. This is required, but you can enter a zero.

## Marketing Expenses\*

Of your organization's total operating expenses, how much was spent on marketing personnel and non-personnel expenses? (Required)

This is a breakout or further classification of the expenses entered above. This entry is not included in your total expenses at the bottom of this section. This is required, but you can enter a zero.

## Digital Program Expenses

Of your organization's total operating expenses, how much was spent on programming delivered digitally?

This is a breakout or further classification of the expenses entered above. This entry is not included in your total expenses at the bottom of this section. This is required, but you can enter a zero.

- Survey Settings
- Welcome
- Revenue
- Expenses
- Balance Sheet**
- Audit Totals
- Assets, Liabilities, & Net Assets
- Workforce and Workspaces
- Program Activity & Audiences
- Wrap-up

## Balance Sheet: Assets, Liabilities, & Net Assets

[More Help on this Section](#)

	Unrestricted ?	Restricted ?	Total 2024	
Cash and Cash Equivalents ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Receivables ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Investments - Current ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Current Assets Not Included Above ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
<b>Total Current Assets</b>	N/A	N/A		<input type="checkbox"/>
Investments - Non-Current ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>

### **BALANCE SHEET – ASSETS, LIABILITIES, & NET ASSETS**

- Audited organizations: Complete unrestricted and restricted columns
- Unaudited organizations: Complete a single-column balance sheet
- Fiscally sponsored organizations: Balance sheet is optional
- Small organizations: Balance sheet will not appear

# Workforce & Workspaces Section

This section focuses on your workforce, leadership structure, and locations where your organization does its programmatic and administrative work.

- Survey Settings
- Welcome
- Revenue
- Expenses
- Balance Sheet
- Workforce and Workspaces**
- Workforce
- COVID-19 Impact
- Organization Leadership
- Workspaces (up to 5)

## Workforce and Workspaces: Workforce

[More Help on this Section](#)

	Number of Positions ?	Turnover ?	
Full-Time Permanent ?	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Full-Time Temporary ?	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Part-Time Permanent ?	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Part-Time Temporary ?	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Volunteers ?	<input type="text"/>		<input type="checkbox"/>

### **WORKFORCE AND WORKSPACES – WORKFORCE**

This section has several sub-sections for you to fill out, including Workforce for information about the number of full-time and part-time staff, independent contractors, and volunteers who work for the organization.

There is also a turnover column to report the number of individuals who left their positions within each fiscal year.

# Defining Employee Turnover

Turnover is defined as the number of permanent employees who resigned, retired, or were terminated.

## Include:

- ✓ Resignations
- ✓ Retirements
- ✓ Employment terminations
- ✓ Employment layoffs

## Do not include:

- ✗ Internships
- ✗ Fellowships
- ✗ Temporary positions

2024
📄

Revenue

Expenses

Balance Sheet

**Workforce and Workspaces**

Workforce

COVID-19 Impact

**Organization Leadership**

Workspaces (up to 5)

Program Activity & Audiences

Wrap-up

SAVE PRINT

EXIT

### COVID-19 Workforce Effects

The COVID-19 crisis has necessitated that organizations lay off or furlough employees to remain in operation. The following questions aim to gauge this impact on your organization's workforce. Please only answer these questions if the fiscal year you are reporting on includes a span of time impacted by the COVID-19 pandemic. Answers collected from fiscal years outside of the impact of the COVID-19 pandemic will not be used for research or reporting purposes. This is optional.

**Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization?**

Number of Employees Laid Off ?

---

Number of Employees Furloughed ?

---

Of those furloughed or laid off employees, how many (if any) have been brought back? ?

Finished with Workforce and Workspaces: COVID-19 Impact? Click to move on to Workforce and Workspaces: Organization Leadership. Your changes have been saved automatically.

Continue »

## WORKFORCE AND WORKSPACES – COVID-19 IMPACT

Next there is a COVID-19 impact section. These questions ask you to quantify the effects of the COVID-19 crisis on your workforce.

Revenue	2024
Expenses	
Balance Sheet	
<b>Workforce and Workspaces</b>	
Workforce	
COVID-19 Impact	
Organization Leadership	
<b>Workspaces (up to 5)</b>	
Program Activity & Audiences	
Wrap-up	
All changes saved ✓	

### Organization Leader

Provide information about the person with the highest level of decision-making authority (not including board members). This could be your organization's Executive Director, CEO, or President. You may enter two co-leaders if your organization has a shared leadership structure.

Leader First Name	<input type="text"/>	<input type="checkbox"/>
Leader Last Name	<input type="text"/>	<input type="checkbox"/>
Leader Title	<input type="text"/>	<input type="checkbox"/>
Leader Year Started ?	<input type="text"/>	<input type="checkbox"/>
Leader Email Address	<input type="text"/>	<input type="checkbox"/>

## WORKFORCE AND WORKSPACES – ORG LEADER

In the next subsection we ask about your organization's leadership. Here we are asking for information on whoever has the highest decision-making authority at your organization. We ask for some basic information about your leader, as well as the year they started. If you have a shared leadership structure where two people share equal decision-making authority, you can enter two co-leaders.

- Survey Settings
- Welcome
- Revenue
- Expenses
- Balance Sheet
- Workforce and Workspaces**
- Workforce
- COVID-19 Impact
- Organization Leadership
- Workspaces (up to 5)
- Program Activity & Audiences
- Wrap-up

## Workforce and Workspaces: Workspaces (up to 5)

One workspace is required, and you can include up to 5 different locations your organization has used this year. Use the button below to pre-fill the address in your organizations' profile into the first workspace.

If you do not have a physical workspace  No workspace  
check this box:

### 2024

Address (required) ?

City (required) ?

State (required) ?

# WORKFORCE AND WORKSPACES – WORKSPACES

You can enter up to five workspaces here. If you do not have a physical workspace, you can indicate that and skip this section.

# Program Activity & Audiences

Share the number of programs and types of programs your organization held during the fiscal year. You'll also see questions about admissions, membership programs, and digital participation.

- Survey Settings
- Welcome
- Revenue
- Expenses
- Balance Sheet
- Workforce and Workspaces
- Program Activity & Audiences**
- Tickets/Admissions/Package Prices
- Members and Subscribers
- Programs
- Attendance/Participation

## Program Activity & Audiences: Tickets/Admissions/Package Prices

[More Help on this Section](#)

	Low <sup>?</sup>	High <sup>?</sup>	
Ticket/Admission Prices <sup>?</sup>	<input type="text"/>	<input type="text"/>	
Subscription Package Price <sup>?</sup>	<input type="text"/>	<input type="text"/>	
Individual Membership Price <sup>?</sup>	<input type="text"/>	<input type="text"/>	
Organizational Membership Price <sup>?</sup>	<input type="text"/>	<input type="text"/>	
Subscription Ticket Price <sup>?</sup>	<input type="text"/>	<input type="text"/>	
Ticket/Admission Prices for Individual Members <sup>?</sup>	<input type="text"/>	<input type="text"/>	

## PROGRAM ACTIVITY AND AUDIENCES – TICKETS/ADMISSION/PACKAGE PRICING

Enter the lowest and highest prices offered for each line item. Free is not considered a price point, so \$0 should not be entered as a low price. You will be able to account for free programming under the Attendance/Participation section.

- Survey Settings
- Welcome
- Revenue
- Expenses
- Balance Sheet
- Workforce and Workspaces
- Program Activity & Audiences**
- Tickets/Admissions/Package Prices
- Members and Subscribers
- Programs

## Program Activity & Audiences: Members and Subscribers

[More Help on this Section](#)

	Count ?	Renewal Rate ?	
Subscribers* ?	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Members - Individual(s)* ?	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Members – Organizations* ?	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

Finished with Program Activity & Audiences: Members and Subscribers? Click to move on to Program Activity & Audiences: Programs. Your changes have been saved automatically.

[Continue »](#)

# PROGRAM ACTIVITY AND AUDIENCES – MEMBERSHIPS AND SUBSCRIBERS

This section includes the total count of members and subscribers during the year, as well as the percentage of renewals from last year. Renewal rates are optional.

- Survey Settings
- Welcome
- Revenue
- Expenses
- Balance Sheet
- Workforce and Workspaces
- Program Activity & Audiences**
- Tickets/Admissions/Package Prices
- Members and Subscribers
- Programs
- Attendance/Participation
- Organization Mission

## Program Activity & Audiences: Programs

 [More Help on this Section](#)

2024		
Residencies Awarded ?	<input type="text"/>	
Public Art Installations ?	<input type="text"/>	
Works Commissioned ?	<input type="text"/>	
Films Produced ?	<input type="text"/>	
World Premieres ?	<input type="text"/>	
National Premieres ?	<input type="text"/>	
Local/Regional Premieres ?	<input type="text"/>	

## PROGRAM ACTIVITY AND AUDIENCES – PROGRAMS

Enter the number of programs held for each type. Any line items that are not applicable to the organization can be left blank.

	In Person/Physical Programs		Digital Programs			
	Distinct Offerings	# of Times Offered	Distinct Live-Streamed	# of Times Live-Streamed	On-demand Offerings	
Productions (Self-produced)	<input type="text" value="2"/>	<input type="text" value="6"/>	<input type="text" value="1"/>	<input type="text" value="3"/>	<input type="text" value="2"/>	
Productions (Presented)	<input type="text"/>					
Broadcast Productions			<input type="text"/>	<input type="text"/>	<input type="text"/>	
Classes/Workshops (Outside of Schools)	<input type="text"/>					
Classes/Assemblies/Other Programs in Schools	<input type="text"/>					

## PROGRAM ACTIVITY AND AUDIENCES – IN PERSON PROGRAMS

Enter both the number of distinct programs, and the number of times each program was offered. For example, if an organization had two shows and offered them both at three different times, they would report two distinct programs, and six times offered.

	In Person/Physical Programs		Digital Programs			
	Distinct Offerings ?	# of Times Offered ?	Distinct Live-Streamed ?	# of Times Live-Streamed ?	On-demand Offerings ?	
Productions (Self-produced) ?	2	6	1	3	2	
Productions (Presented) ?						
Broadcast Productions ?						
Classes/Workshops (Outside of Schools) ?						
Classes/Assemblies/Other Programs in Schools ?						

## PROGRAM ACTIVITY AND AUDIENCES – DIGITAL PROGRAMS

Live-streamed refers to programs with a live/real-time performance aspect (e.g., webinars). On-demand programs are pre-recorded and can be watched at any time (e.g., tutorials or behind-the-scenes videos).

- Survey Settings
- Welcome
- Revenue
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- Balance Sheet
- Workforce and Workspaces
- Program Activity & Audiences**

## Program Activity & Audiences: Attendance/Participation

[More Help on this Section](#)

	Paid ?	Free ?	Total 2024	
Total In-Person Participation ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
Total Digital Participation (for mission-related, digitally delivered programming) ?	<input type="text"/>	<input type="text"/>		<input type="checkbox"/>
<b>Total</b>	0	0	0	

## PROGRAM ACTIVITY AND AUDIENCES – ATTENDANCE/PARTICIPATION

Parse attendance numbers by in-person and digital attendance as well as each by paid and free attendance. You will also be asked to breakout the number of attendees to your programs that are under 18 years old.

## Program Activity & Audiences: Organization Mission

Survey Settings

Welcome

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Workforce and Workspaces

**Program Activity & Audiences**

Tickets/Admissions/Package  
Prices

Members and Subscribers

Programs

Attendance/Participation

Organization Mission

### Organization Mission

This section seeks to identify whether it is your organization's mission to create, present, or interpret works, or otherwise support or nurture cultural expression from a specific ethnic, cultural, or other demographic group.

If your organization creates, presents, or interprets works, or otherwise supports or nurtures cultural expression from a wide range of different cultural traditions or demographic groups, answer "no" to this question.

If you select yes, you will see a list of demographic groups to select from.

 [More help with this section](#)

Is your organization's mission rooted in an explicitly identified ethnic, cultural, or other demographic voice?  Yes  No

Finished with Program Activity & Audiences: Organization Mission? Click to move on to Program Activity & Audiences: Organization Audience. Your changes have been saved automatically.

[Continue »](#)

## PROGRAM ACTIVITY AND AUDIENCES – ORGANIZATION MISSION

Specify whether the organization's mission is rooted in a specific ethnic, cultural, or demographic voice (e.g., African American Art Museum, Gay Men's Chorus).

**SMU DataArts**

Welcome

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**Program Activity & Audiences**

Tickets/Admissions/Package  
Prices

Members and Subscribers

Programs

Attendance/Participation

## Organization Audience

This question seeks to identify specific ethnic, cultural, or other demographic groups that your organization serves as audience members or participants. You should only answer "yes" and select a demographic group if your organization's mission is focused on serving them, or if individuals from that group make up a significant\* portion of your overall audience.

We define "significant" as comprising 51% or more of your overall audience. For example, if your audience is 51% Black, Indigenous, or People of Color (BIPOC), please select "yes".

The corresponding sections will then ask you to further select the specific group(s) your organization serves as audience members or participants.

If you do not have audience demographics data available, these answers may be based on estimates or perceptions of your audience or participants.

 [More help with this question](#)

Does your organization primarily serve (or seek to serve) a specific audience?  Yes  No



## PROGRAM ACTIVITY AND AUDIENCES – ORGANIZATION MISSION

Only select 'yes' if serving a specific is the primary mission, or if over 25% of the total participants are from that group. For example, a children's theatre company would answer yes, and select children under 18 as its primary audience.

Survey Settings

Welcome

Revenue

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Workforce and Workspaces

**Program Activity & Audiences**

Tickets/Admissions/Package  
Prices

Members and Subscribers

Programs

Attendance/Participation

## COVID-19 Program Impacts

This question is optional. Please only answer this question if the fiscal year you are reporting on includes a span of time impacted by the COVID-19 pandemic. Answers collected from fiscal years outside of the impact of the COVID-19 pandemic will be eliminated during research analysis.

- During the period of the COVID-19 crisis when in-person gatherings were impossible due to stay-at-home orders and/or government health guidelines, did your organization? 
- Deliver Programming normally
  - Modify program delivery
  - Cease program delivery
  - Not Applicable

Finished with Program Activity & Audiences: Response to COVID-19? Click to move on to Wrap-up: Complete Survey. Your changes have been saved automatically.

[Continue »](#)

## PROGRAM ACTIVITY AND AUDIENCES – RESPONSE TO COVID-19

Providing more details about the impact of COVID-19 will provide more comprehensive insights for the organization, for grantmakers, and for the sector.

## Complete your Survey

Congratulations, you've reached the last section of your survey. Click check and complete to run the error check. This will take a few minutes, and you will see a list of errors and warning.

**❗** Errors must be addressed before you can complete your profile.

**⚠** Warnings do not need to be addressed before you complete your profile.

After you have completed your survey, don't forget about these next steps:

**Run a Funder Report:** If you are applying for grants that require the CDP, don't forget to [run a Funder Report](#).

**Make use of your data:** SMU DataArts offers free reports that can help you understand your data, compare yourself to peer organizations across the country, and assess your performance. Read more about our [Analytic reports](#) and the [KIPI Dashboard](#).

Finished with Wrap-up: Complete Survey? Click to complete this survey. Your changes have been saved automatically.

Check and Complete »

## WRAP-UP – COMPLETE SURVEY

Error check will review for possible errors and discrepancies and financial information.

- Survey Settings
- Welcome
- Revenue
- Expenses
- Balance Sheet
- Workforce and Workspaces
- Program Activity & Audiences
- Wrap-up**
- Complete Survey

All changes saved ✓

SAVE PRINT

EXIT

## Wrap-up: Complete Survey

### Complete your Survey

Congratulations, you've reached the last section of your survey. Click check and complete to run the error check. This will take a few minutes, and you will see a list of errors and warning.

❗ Errors must be addressed before you can complete your profile.

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Finished with Wrap-up: Complete Survey? Click to complete this survey. Your changes have been saved automatically.

Check and Complete »

Collapse ?

← Maximize Errors and Warnings ?

---

❗ Workforce and Workspaces | Workforce | Independent Contractors - Because you entered independent contractor expenses in the expenses section, enter the number of independent contractors here. (Required)

---

⚠ Expenses | Expenses | Please Describe other Non-Personnel - You entered an amount in "Non-Personnel Expenses not Included Above," but have not entered a description. (Recommended).

Print List Close

## WRAP-UP – COMPLETE SURVEY

Once the error check is complete, you will see a complete list of all potential issues with links that take you directly to each question.

Dashboard Performance Indicators Advocacy

## Your Surveys

New survey

FY 2024 Cultural Data Profile ✓ Completed [View](#) [Actions](#) ▾

[View all your surveys »](#)

## Funder Reports and Grants

Find your grantmakers and generate a Funder Report for an upcoming deadline, or search for new grant opportunities.

74 Grants currently available via SMU DataArts

### Welcome to SMU DataArts!

The links below will help you get started.

- [The Streamlined Cultural Data Profile \(CDP\)](#)  
Learn more about recent changes to the CDP.
- [How Do I Fill Out My Survey?](#)  
A list of the data you will need and tips to get you started.
- [How to Run a Funder Report](#)  
Instructions to create a report for grant applications.
- [DataArts Analytic Reports](#)

## WRAP-UP – COMPLETE SURVEY

Once all errors have been resolved, submit the completed survey. A confirmation of your completed survey will appear with a check mark and ‘Completed,’ which can be viewed and/or printed at any time.

# How to Run a Funder Report

A Funder Report uses the data from one or more completed CDP surveys and seamlessly creates a standardized report for you and potential funder(s).



## Your Surveys

New survey

FY 2024 Cultural Data Profile	✓ Completed	View	Actions ▾
FY 2022 Cultural Data Profile	✓ Completed	View	Actions ▾
FY 2023 Cultural Data Profile	✓ Completed	View	Actions ▾

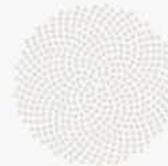
[View all your surveys »](#)



## Funder Reports and Grants

Find your grantmakers and generate a Funder Report for an upcoming deadline, or search for new grant opportunities.

Find



66

Grants currently available via SMU DataArts

## Welcome to SMU DataArts!

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Learn more about recent changes to the CDP.

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A list of the data you will need and tips to get you started.

[How to Run a Funder Report](#)

Instructions to create a report for grant applications.

[DataArts Analytic Reports](#)

A list of analytic reports available to understand trends and benchmark against peers.

[Online Courses in Data Use](#)

# FUNDER REPORT

From the dashboard, run a Funder Report by going to the Funder Report tab, or by searching for the name of the grantmaker you will be applying to in the Funder Reports & Grants search field.

## Funder Reports and Grants

Use the box below to search for grantmakers and grant programs. Click on a grant program and then 'Generate Report' to download a Funder Report. For step by step Instructions, [click here](#).

View Generated Reports

Find

Only show grants available to my organization's location. ?

2 results for "example" found. Modify your search, or review all grant programs in your region below.  
[✕ Clear Search](#)

Grantmaker	Grant Program	Deadline	Details	Number of Profiles Required	Number of Profiles Suggested
Example Corporate Foundation	GOS 3		<a href="#">View ▶</a>	2	3
Example Corporate Foundation	example grant		<a href="#">View ▶</a>	1	1

### FUNDER REPORT – FIND GRANTS

Example Corporate Foundation is accepting applications for two different grants. Select 'View' next to the one you're applying to for more information.

example

Find

Only show grants available to my organization's location. ?

2 results for "example" found. Modify your search, or review all grant programs in your region below.

✕ Clear Search

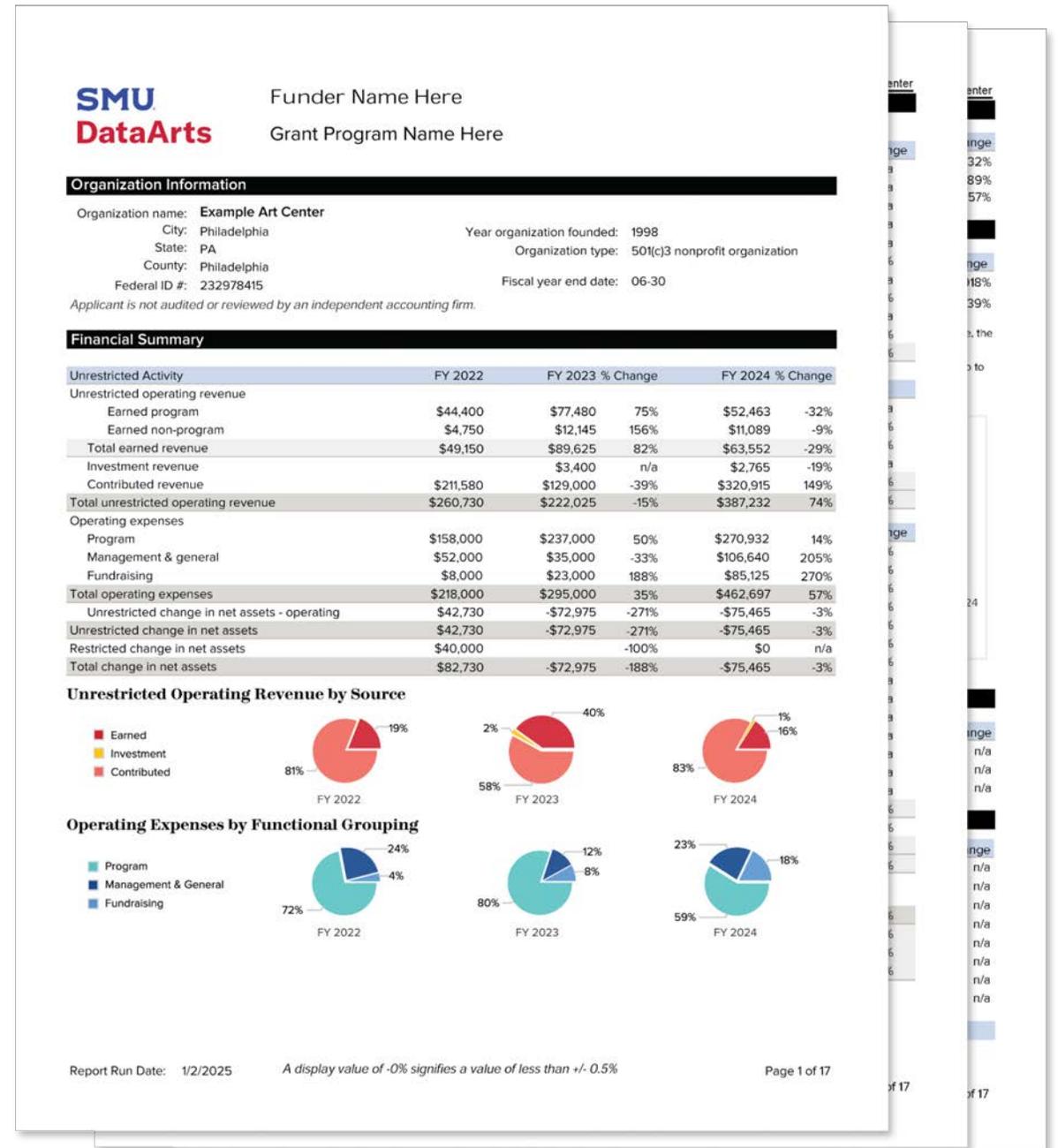
Grantmaker	Grant Program	Deadline	Details	Number of Profiles Required	Number of Profiles Suggested
Example Corporate Foundation	GOS 3		Hide ▾	2	3
<p>Region: United States</p> <p>Requirements: Grantmakers may provide a link to their guidelines here and leave a note about requirements.</p> <p>Notes: Grantmakers may choose to leave an additional note here in addition to requirements.</p>				<p><a href="#">Generate Report</a> ?</p> <p>You can also <a href="#">run a draft report</a> to preview your data. ?</p>	

# FUNDER REPORT – GENERATE REPORT

The expanded details will provide key requirements and the deadline, if this information has been made available to us. To generate a Funder Report, first run a draft report to review your data before you share it with the grantmaker. Once reviewed, select “Generate Report” to download a copy of the final report and send directly to the grantmaker.

# Pro-Tips

- Consult the grantmaker's guidelines for how they want Funder Reports submitted, as well as any other items for the application (e.g., email, a grants management system, or hard copy).
- Before generating a Funder Report, consider running a draft version to check it for accuracy.
- Always be ready to talk about your data. Before sharing the Funder Report with grantmakers, take a moment to review the report, get an understanding of the data and the story it tells.



# Understanding the Data

While you analyze the data in the Funder Report, be sure to look at the trends and percent change columns. If you notice a substantial percent change and dollar amount on any line, make sure you know why that change happened.

Looking at the trends and percentage changes can also help ensure that you used consistent lines when recording your data from year to year.

Funder Name Here  
Grant Program Name Here

---

**Organization Information**

Organization name: **Example Art Center**  
 City: Philadelphia      Year organization founded: 1998  
 State: PA      Organization type: 501(c)3 nonprofit organization  
 County: Philadelphia      Fiscal year end date: 06-30  
 Federal ID #: 232978415

*Applicant is not audited or reviewed by an independent accounting firm.*

---

**Financial Summary**

Unrestricted Activity	FY 2022	FY 2023	% Change	FY 2024	% Change
Unrestricted operating revenue					
Earned program	\$44,400	\$77,480	75%	\$52,463	-32%
Earned non-program	\$4,750	\$12,145	156%	\$11,089	-9%
<b>Total earned revenue</b>	<b>\$49,150</b>	<b>\$89,625</b>	<b>82%</b>	<b>\$63,552</b>	<b>-29%</b>
Investment revenue		\$3,400	n/a	\$2,765	-19%
Contributed revenue	\$211,580	\$129,000	-39%	\$320,915	149%
<b>Total unrestricted operating revenue</b>	<b>\$260,730</b>	<b>\$222,025</b>	<b>-15%</b>	<b>\$387,232</b>	<b>74%</b>
Operating expenses					
Program	\$158,000	\$237,000	50%	\$270,932	14%
Management & general	\$52,000	\$35,000	-33%	\$106,640	205%
Fundraising	\$8,000	\$23,000	188%	\$85,125	270%
<b>Total operating expenses</b>	<b>\$218,000</b>	<b>\$295,000</b>	<b>35%</b>	<b>\$462,697</b>	<b>57%</b>
Unrestricted change in net assets - operating	\$42,730	-\$72,975	-271%	-\$75,465	-3%
Unrestricted change in net assets	\$42,730	-\$72,975	-271%	-\$75,465	-3%
Restricted change in net assets	\$40,000	\$0	-100%	\$0	n/a
<b>Total change in net assets</b>	<b>\$82,730</b>	<b>-\$72,975</b>	<b>-188%</b>	<b>-\$75,465</b>	<b>-3%</b>

**Unrestricted Operating Revenue by Source**

Year	Earned	Investment	Contributed
FY 2022	19%	81%	0%
FY 2023	40%	2%	58%
FY 2024	1%	16%	83%

**Operating Expenses by Functional Grouping**

Year	Program	Management & General	Fundraising
FY 2022	72%	24%	4%
FY 2023	80%	12%	8%
FY 2024	59%	23%	18%

Report Run Date: 1/2/2025      A display value of -0% signifies a value of less than +/- 0.5%      Page 1 of 17

- Survey Settings
- Welcome
- Revenue**
- Earned Operating Revenue
- Investment Revenue
- Contributed Revenue
- Revenue Summary
- Expenses
- Balance Sheet

## Revenue: Earned Operating Revenue

[More Help on this Section](#)

	Unrestricted ?	Total 2024	Total 2023		
Subscription Revenue ?	<input type="text"/>			0%	<input type="checkbox"/>
Membership Revenue ?	<input type="text"/>			0%	<input type="checkbox"/>
Ticket Sales/Admissions ?	<input type="text" value="\$3,080"/>	\$3,080	\$5,000	↘ -39%	<input type="checkbox"/>
Education Revenue ?	<input type="text"/>			0%	<input type="checkbox"/>

## FUNDER REPORT – UNDERSTANDING THE DATA

On the right side of every line in the financial sections of the Data Profile, you'll see a Prior Year Totals column. This column will remind you of which line you used in the previous year and show you the percent change from last entry to this entry. You can see any substantial percentage changes as you are entering data and determine if they reflect accurate changes in your operations or are a result of different categorization in data entry.

Revenue	Unrestricted ?	Total 2024	Total 2023	 ?	
Earned Operating Revenue	Subscription Revenue ?	<input type="text"/>		0%	
Investment Revenue	Membership Revenue ?	<input type="text"/>		0%	
Contributed Revenue	Ticket Sales/Admissions ?	\$3,080	\$5,000	 -39%	
Revenue Summary	<b>Notes ?</b>  <p>Write a note to keep track of how you arrived at the value in the field. You will be able to review the note when completing future surveys. Notes are for your internal use only and will not be shared with anyone outside your organization.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><b>Ticket Sales/Admissions, 2024</b></p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">           Combine ticket sales from show A, show B, and children's show.         </div> </div> <div style="width: 45%;"> <p><b>Historical Notes</b></p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">           2016-06-30T00:00:00.000000  </div> <p><a href="#">Copy to current note</a></p> <p>The following retired line items were combined into this line: Group Ticket Sales, Single Ticket Sales, Admissions. Below are your historic notes from these line items (if you entered any). Your histo...<a href="#">(more)</a></p> </div> </div>				

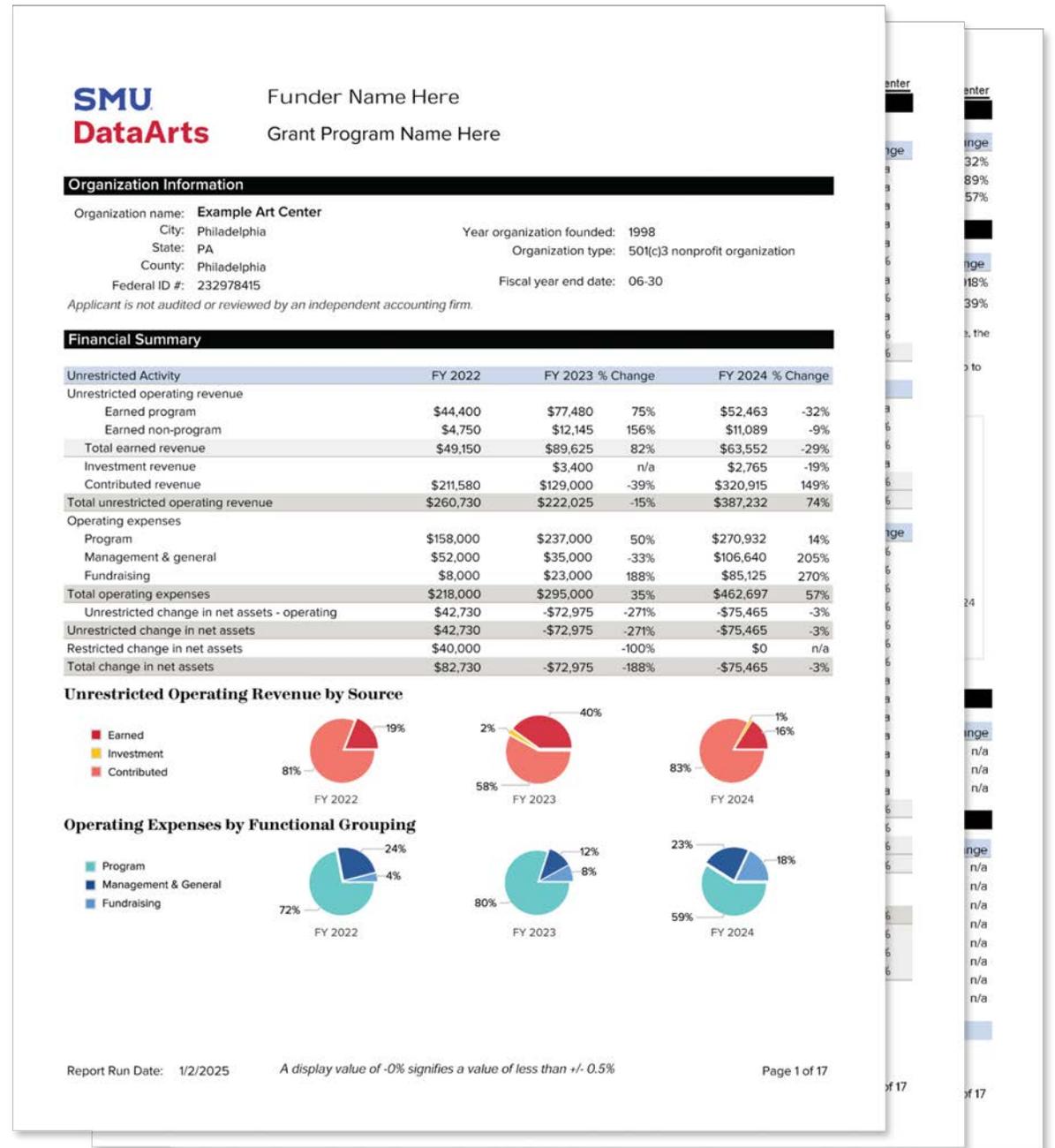
All changes saved ✓

## FUNDER REPORT – UNDERSTANDING THE DATA

Leave notes for you and your colleagues by clicking on the note icon located to the right of each line. In the text box, add meaningful notes to reference in the future. Notes are only visible to the organization, not to the funders.

# Add Context to the Data

If you do have large changes that you would like to explain, or anything else in your data that could use additional context, there is a way to provide annotations to your data is by using the optional narrative sections for your Funder Report. These are brief narrative fields that appear at the end of key sections of the data profile, specifically, in the Revenue, Expenses, Balance Sheet, and Program Activity sections. The narrative fields are intended as annotations and explanations of the data in your report.



2024		Total 2023		
Line of Credit - Limit 	<input type="text" value="\$35,000"/>	\$35,000.00	0%	

**Funder Report Narrative**

This space can be used to add context, explanation, or narrative about your Balance Sheet. This text will appear on your reports to Funders. This narrative is optional.

 [How to utilize the Funder Report Narratives](#)

Funder Report Narrative - Balance Sheet	<div style="border: 1px solid #ccc; padding: 5px;">The Increase in our unrestricted net assets from FY 2022-24 reflects our successful capital campaign. These funds will be placed in a board designated reserve, earmarked for maintenance and preservation projects.</div>	
-----------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------

Finished with Balance Sheet: Assets, Liabilities, & Net Assets? Click to move on to Workforce and Workspaces: Workforce. Your changes have been saved automatically.

[Continue »](#)

## FUNDER REPORT – ADDING CONTEXT TO THE DATA

Here's an example of adding context to data for the funder through the Funder Report Narrative text box. In this example, an organization is explaining that a capital campaign led to a large increase in unrestricted net assets.

# Learn How to Leverage Your Data

SMU DataArts has free tools, resources, and national research to help you understand the context in which your organization does business and plan for the future.

# Free Data Analytic Tools for the Arts



## Key Intangible Performance Indicators (KIPIs)

The KIPI Dashboard provides your organization's financial and operating performance results relative to organizations like yours nationally so you can assess health and sustainability, and hone strategic decisions.



## Analytic Reports

Our easy-to-read Analytic Reports cover a range of topics such as program activity and fundraising to paint a clear picture of both your organization and the sector so you can identify ways to improve your results.

# Data Literacy Courses

## Looking as We Leap: Data for Decisions

A five-step decision-making process to help clarify options and measure what matters. Created by Andrew Taylor from American University.

## Strength in Numbers: Financial Data Essentials

Key financial metrics to gain insight, financial planning aligned with organizational strategy, and tools to determine the full cost of programs. Created with Fiscal Management Associates (FMA).

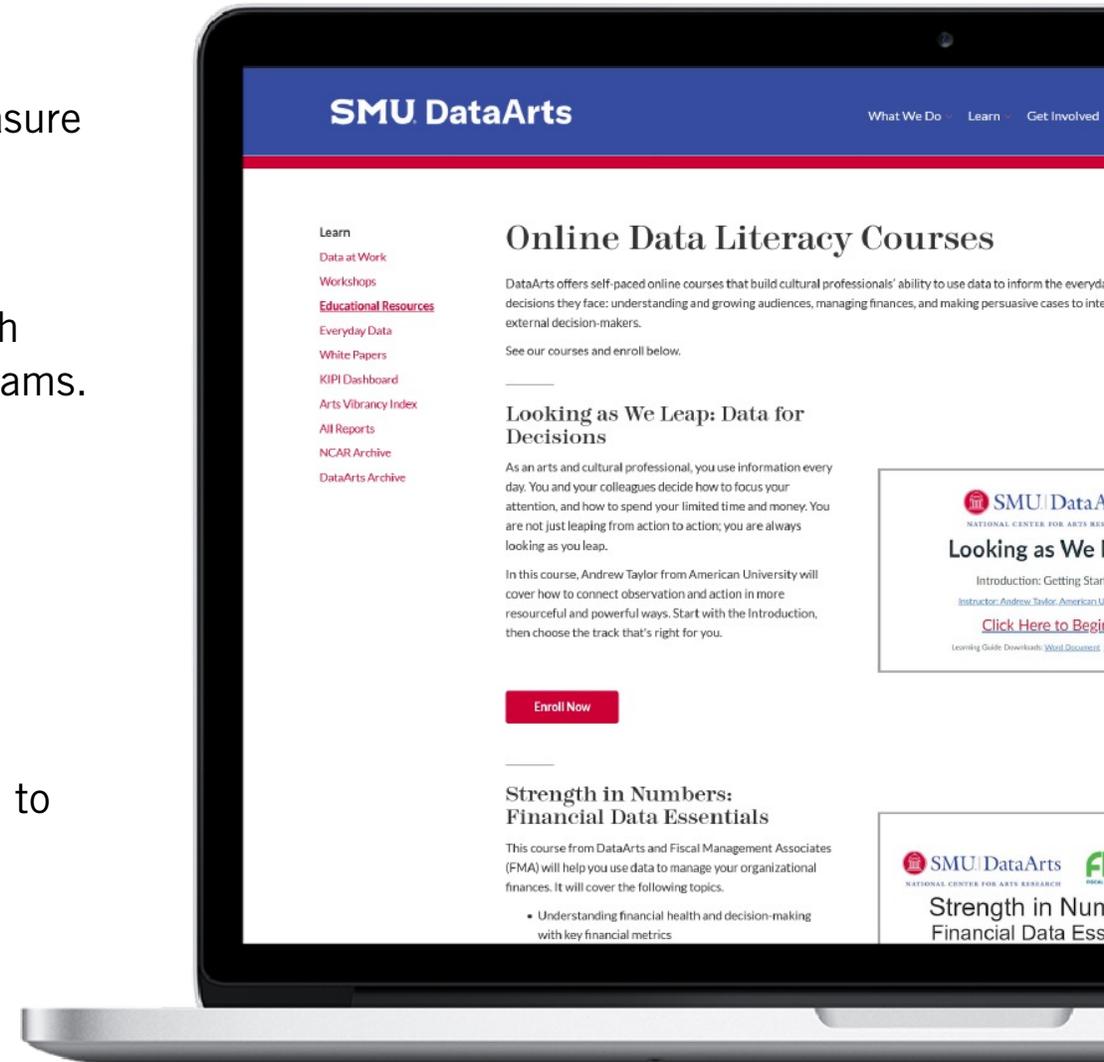
## Connecting the Dots: Audience Data Essentials

Data Capture techniques, key metrics to set goals for success, and basics of audience segmentation. Created with TRG Arts.

## Making the Case: Advocacy Basics for Arts Leaders

Campaign planning techniques, tips for strong messaging, and data to understand your position on issues that matter. Created with Julie Hawkins Goodman from Drexel University.

smu.edu/dataarts



# Data-Driven Insights for the Cultural Sector

SMU DataArts conducts research that provides in-depth insights into the financial and operational health of arts and cultural organizations. Our work highlights both the successes and challenges within the sector, emphasizing issues like equity, funding distribution, and community impact. Through data-driven analysis that inform strategies for sustaining arts organizations and enhancing arts vibrancy across communities, our research serves as a guide for cultural organizations, policymakers, and funders nationwide.

[smu.edu/dataarts](https://smu.edu/dataarts)

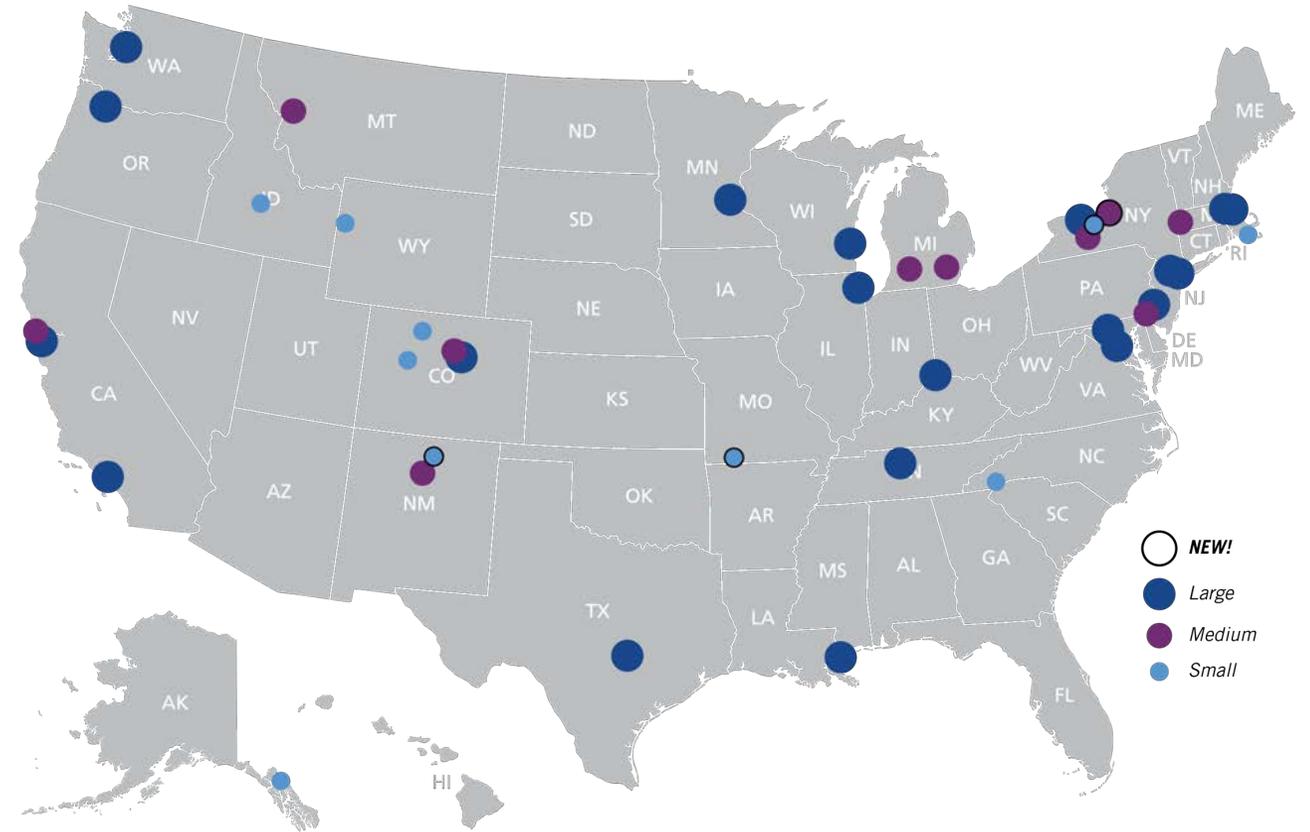


# The Arts Vibrancy Index & Interactive Map

SMU DataArts Arts Vibrancy Index is an annual analysis and ranking of the nation's most arts-vibrant communities and states.

The index is composed of thirteen unique measures which cover aspects of supply, demand, and public support for arts and culture, and are adjusted for cost of living and population differences among communities. All metrics have been adjusted to per capita measures and financial metrics have been adjusted for cost of living.

This report is accompanied by an interactive map that provides scores for every county nationwide.



# SMU DataArts

PO Box 750356  
Dallas, TX 75275-0356

[smu.edu/dataarts](https://smu.edu/dataarts)



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