

THE STATE OF THE ARTS

A Summary Overview of New York
City's Nonprofit Cultural
Organizations, Their Strengths and
Challenges

June 2011

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The data used for this report was provided by the Cultural Data Project ("CDP"), a collaborative project of the Greater Philadelphia Cultural Alliance, The Greater Pittsburgh Arts Council, Pennsylvania Council on the Arts, The Pew Charitable Trusts, The William Penn Foundation and The Heinz Endowments. The Cultural Data Project was created to strengthen arts and culture by documenting and disseminating information on the arts and culture sector. Any interpretation of the data is the view of the Alliance for the Arts and does not reflect the views of the Cultural Data Project. For more information on the Cultural Data Project, visit www.culturaldata.org.



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INTRODUCTION

The Alliance for the Arts is pleased to present this snapshot of more than 1,100 nonprofit cultural organizations in New York City.

The report shows that these groups continue to be a major industry in the city, raising over \$3.8 billion in earned and contributed income annually, employing over 100,000 people on a full-time, part-time or consultant basis (the equivalent of just under 34,000 full-time employees) and drawing reported audiences of over 98.6 million people to performances, exhibitions, classes and workshops throughout the five boroughs.

However, the study also shows that these groups were hard hit by the recent economic crisis. As we had projected in our two *Recession and the Arts* reports, there was a substantial decrease in funding in 2009 over 2008, and what had been a 5.5% surplus of income over expenses in 2008 became a deficit of more than 10% in 2009. In addition, 183 organizations reported that they had lost over \$1.1 billion from their endowments and reserves as a result of the financial downturn.

This report also shows how critical New York City government support is to the city's cultural community. Seventy-seven percent of the city's nonprofit arts groups (869) receive New York City government support. The 34 members of the Cultural Institutions Group—mostly museums, zoos and botanic gardens located on City property—receive the lion's share, but City support is critical to the survival of many smaller organizations, especially in the boroughs other than Manhattan.

This brief look at the health of New York City's arts organizations is the first in a series of reports that will use data compiled by the Cultural Data Project from information submitted by New York City arts organizations as part of applications to the New York City Department of Cultural Affairs and/or the New York State Council on the Arts.

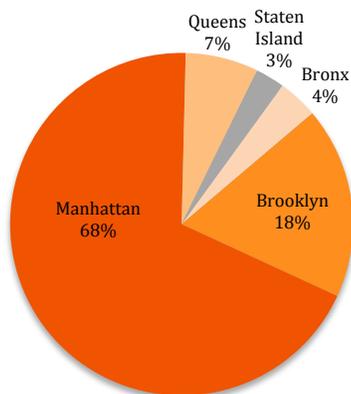
The next State of the Arts report will analyze the responses in depth and compare up to three years of financial and programmatic data: 2008, 2009 and 2010. Particular attention will be paid to the impact of the economic crisis and the current slow recovery on organizations of various sizes and disciplines, in terms of their various funding sources, their expenditures and their programs and audiences.

Anne Coates, Vice President
Alliance for the Arts

New York City has the highest concentration of nonprofit (and for-profit) arts organizations of any city in the United States. This study is drawn from data submitted by 1,133 organizations—ranging in budget size from under \$100,000 to over \$10 million a year in income—that apply for funding annually from the City’s Department of Cultural Affairs and/or the New York State Council on the Arts. These groups are located in every City Council district in the city and bring in more than \$3.8 billion a year in earned and contributed income. The 776 organizations in Manhattan represent the biggest share of this income—nearly \$3.2 billion—but the arts in every borough are significant economic engines for their communities.

The largest number of organizations (562) are in the performing arts: dance, music, opera/musical theater, or theater. Another 336 organizations define themselves as inter- or multi-disciplinary, while 161 are in the visual arts, including design arts, crafts, photography and media arts. Finally, 74 arts groups are in the humanities, literature, traditional arts or offer arts programs within larger, non-arts organizations.

NYC Arts Organizations by Borough

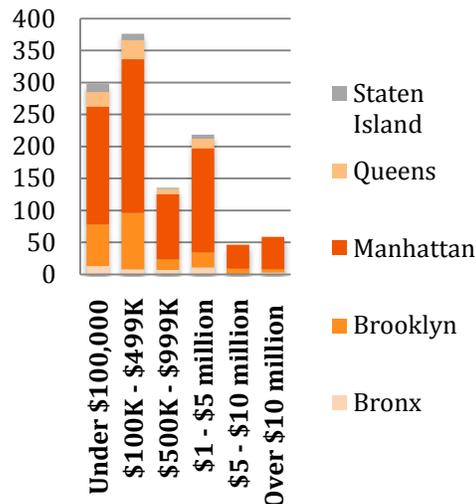


Source: Cultural Data Project

Budget Size

Most groups (809) had budgets of under \$1 million; of these, 511 had budgets under \$250,000. On the other end of the scale, 59 had budgets over \$10 million a year and another 47 had budgets between 5 and 10 million dollars. The remaining 218 organizations had budgets between 1 and 5 million dollars.

Arts Organizations by Budget Size

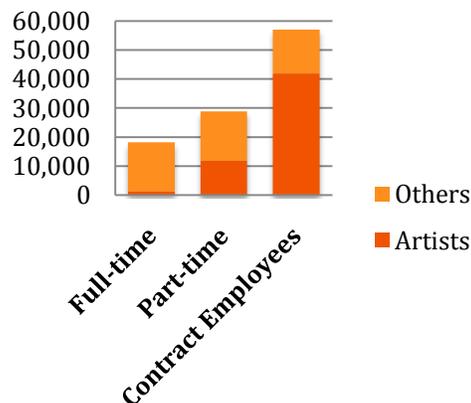


Source: Cultural Data Project

Employment

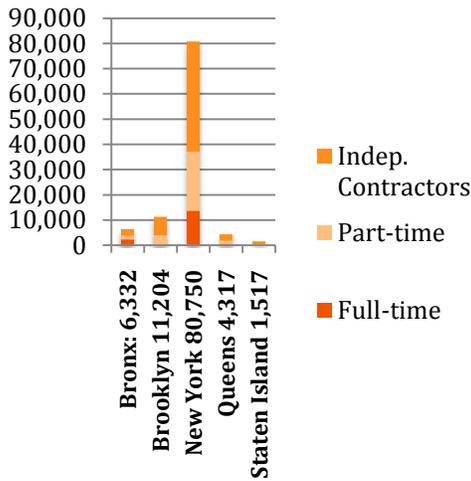
These 1,133 organizations employ a total of 104,120 people (full-time, part-time and contract employees). Over half of these—55,015—are artists, though most are either part-time or contract employees rather than full-time staff. This makes the nonprofit arts a significant employer in this city. With over 47,000 full- or part-time employees (25,924 Full Time Equivalents [FTEs]) and another 57,049 workers (7,972 FTEs) employed as independent contractors—actors, musicians, dancers, directors, visual artists and arts educators, as well as management consultants, lawyers, fundraisers, etc.—it is clear that the arts support the city’s employment picture in all five boroughs.

Employment in the Nonprofit Arts



Source: Cultural Data Project

Total Employment by Borough

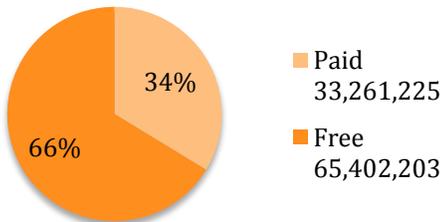


Source: Cultural Data Project

Attendance

Arts organizations report attracting nearly 99 million visitors yearly to over 100,000 events (performances, permanent and temporary exhibitions, classes, etc.). Again, these audiences attend events in all five boroughs, ranging from 1.4 million visits to arts groups in Staten Island to over 80 million visits in Manhattan. Over two-thirds of these visits are free, and children account for over 10% of the total audience—10.3 million visits a year.

Attendance at NYC Arts Events



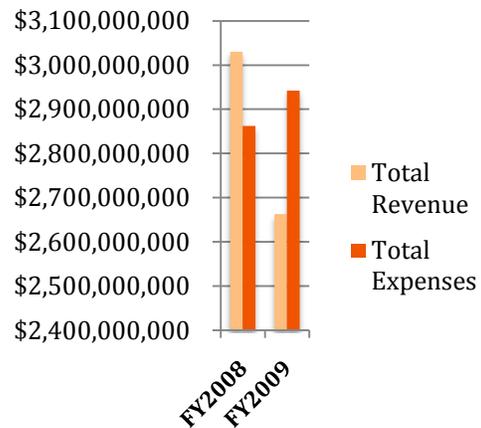
Source: Cultural Data Project

Effects of the Recession

While New York City's arts organizations have continued to serve millions of visitors—residents and tourists alike—the past few years have been hard on their bottom lines. As the Alliance projected in its two *Recession and the Arts* surveys in

2009 and 2010, arts groups have been severely affected by the recession. The 747 groups who contributed data to this study for both FY2008 and FY2009 experienced a 12% decrease in funding in 2009 over 2008—while their expenses increased by 2.7%, leading to a 10.48% shortfall in 2009, as compared to a 5.54% surplus in 2008. On top of this, these organizations saw a \$1.1 billion loss to their endowments and other investments over the two years. While groups may not have been forced to sell any of these assets, the losses still represent an enormous financial strain for many established arts organizations.

Operating Margins: FY2009 vs FY2008

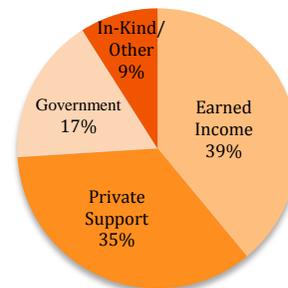


Source: Cultural Data Project

Income Sources

Of the \$3.8 billion in income that these 1,133 groups received last year, over 38% (\$1.5 billion) was earned from admissions and ticket sales, workshop fees, concession sales, bookstores and gift shops, and investment income. (Earned income does not include income from fundraisers and benefits, which is included in individual support.)

Sources of Income

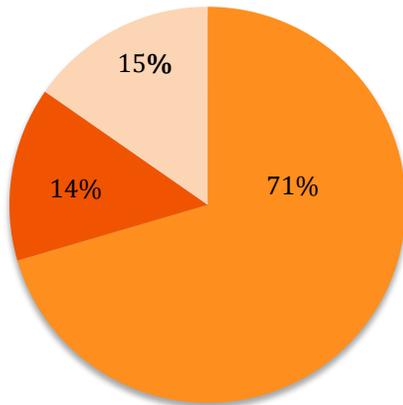


Source: Cultural Data Project

New York City government’s contribution—\$456 million—represents 12% of the \$3.8 billion in total income. The City’s share is especially critical in the boroughs outside of Manhattan, where the City’s contribution ranges from 44.4% of total income for Staten Island organizations to 23.1% for arts groups in the Bronx. For Manhattan groups, the City government’s share goes down to just 9% of the total, behind individual, board and foundation support. But in all the other boroughs, City government support (including both city-wide and county support) represents the single largest source of contributed income and, in all but Brooklyn and Manhattan, the largest single source of total income. While the State and Federal governments both contribute substantial sums to the city’s arts organizations (\$191 million in total), the City government accounts for just over 70% of all government support, ranging from a low of 59% in the Bronx to a high of 91% in Staten Island.

Government Support for NYC Arts

- NYC Support
- NYS Support
- Federal Support



Source: Cultural Data Project

Survey Sample and Methodology

This report is based on data collected by the Cultural Data Project (CDP), an emerging national program operated by The Pew Charitable Trusts that is working with government and with private and community grantmakers to collect accurate and comprehensive data on the financial and programmatic activities of the nonprofit arts. As of 2009, all applicants to either the New York State Council on the Arts (NYSCA) or the New York City Department of Cultural Affairs (DCA) have been required to complete the CDP's standardized online Data Profile, accessed via the state-specific site, New York State Cultural Data Project (www.nysculturaldata.org).

The results presented here represent 1,133 organizations in the city's five boroughs that provided a "review complete" CDP profile as of April 14, 2011. All figures are for the organizations' 2008 or 2009 fiscal year, whichever is the latest available. When comparing income and expenses for 2008 and 2009, this report used information from the 747 organizations that provided information for both years.

For more information on the CDP, visit its website at www.culturaldata.org.

Appendix: Employment at NYC Arts Organizations by New York City Council District

CITY COUNCIL DISTRICT	FULL TIME TOTAL	PART TIME TOTAL	INDEPENDENT CONTRACTORS	
			ARTISTS	TOTAL
1	1,143	1,664	4,019	5,309
2	741	2,005	2,299	3,069
3	3,056	8,235	6,435	10,809
4	3,506	3,035	1,190	2,875
5	132	597	2,484	2,640
6	3,846	6,636	7,386	9,652
7	113	306	658	802
8	147	404	457	750
9	222	302	1,632	1,841
10	202	124	288	293
11	502	433	636	1,163
12			3	4
13	17	50	102	125
14		3	48	48
15	1,631	868	211	746
16	58	63	84	108
17	42	108	312	340
18			26	31
19	109	46	175	215
20	35	16	113	120
21	191	214	106	216
22	34	40	362	479
23	8	250	159	164
24	14	3	31	51
25		6	35	48
26	95	142	444	582
27	23	13	140	213
28	1		12	12
29	1	3	71	89
30	3	366	32	38
32	2	91	14	29
33	318	652	1,663	2,125
34	35	59	968	1,030
35	910	928	1,170	2,070
36	60	40	150	184
37		4	50	57
38	109	148	512	614
39	19	107	174	257
40	1	10	109	133
41	10	1	5,031	5,034
43	13	157	213	217
45	24	4	40	57
46			17	17
47	71	127	43	110
48	76	74	81	95
49	115	169	348	433
50	30	45	600	618
51	4	7	95	96
NO DISTRICT	581	266	645	1,041
Total	18,250	28,821	41,872	57,049

Note: Total Independent Contractors equals contracted artists plus those contracted for program, fundraising and general administrative work.