



Goal 7: Community and Cultural Engagement

Desired Community Condition: Residents participate in community organizations and sporting and cultural events.



Indicator: Participation in Community Organizations and Cultural, Sporting, Entertainment Event Attendance

Progress Rating: **Local Trend: POSITIVE** **National Comparison: BETTER**

Indicator Description

This indicator contains two similar elements - participation in community organizations and attendance at cultural, sporting, and entertainment events. For the first element - participation in community organizations - survey data from Research and Polling Inc. was used to examine participation through volunteerism. This data was also presented in an earlier indicator in this Goal. Here it is used with more specificity, defining what groups or types of groups Albuquerque residents volunteered for. For the second element - cultural, sporting, and entertainment event attendance - survey data from the City of Albuquerque Indicators Progress Commission and actual attendance figures were analyzed to determine local trends and a national comparison. Ticketed visitors or patrons are presented for the Biopark, Albuquerque Museum, Casa San Ysidro, and New Mexico Symphony concerts, as well as per game attendance at the following sporting activities: UNM football, men's basketball, women's basketball, and Albuquerque Isotope baseball games. The Biopark includes the zoo, aquarium, and botanic gardens. Attendance is in visitor days per year (the number of visitors each day for a year).

Why is this indicator important?

In addition to the economic vitality and tourism impacts, research has shown that high levels of participation in cultural, sporting, and entertainment events creates significant increases in community visibility, enhanced community image and what is known as social/psychic impact (increased enjoyment by residents - an aspect of quality of life). The number of people attending events and facilities suggests the extent to which residents are taking advantage of opportunities that create a sense of community. Often artistic, cultural, entertainment, and sporting events can bring diverse interests together, help overcome barriers, and develop relationships based on interests in these events. This is even more meaningful when looking at volunteer participation that benefits the community or segments of the community in need. Whether it involves giving something back to the community or not, the process of connecting with others provides benefits to the participant.

Data Sources

Cultural Attitudes and Behaviors Survey of Albuquerque Households 2003 by City of Albuquerque Indicators Progress Commission; City of Albuquerque *Citizen Perception of Community Conditions Surveys 2001 and 2003* by Research and Polling, Inc.; City of Albuquerque Proposed 2005 Performance Plan, Office of Management and Budget

What can we tell from the data?

- Community participation through volunteerism has increased in Albuquerque.

- Significant portions of Albuquerque residents attend artistic, cultural, sporting, and entertainment events.
- Attendance trends are generally positive, especially for sporting events, ranking very highly nationally.

Sporting & Cultural Events*			2003	Community Organizations**		
Attendance as indicated in Survey Response	within 12 months	over 1 year ago		Participation Through Volunteerism	2001	2003
				# volunteering	482	535
Albuquerque Little Theatre	11.00%	34.20%		% of survey sample	36%	40%
Visual Arts at NM State Fair	27.70%	32.40%		Place of worship	20%	24%
New Mexico Symphony	17.00%	28.80%		Youth	22%	22%
Ovation Series at Popejoy	24.30%	22.90%		Education	12%	15%
New Mexico Ballet	6.40%	16.90%		Neighborhood Association	14%	9%
Chamber Orchestra of Alb	4.30%	12.60%		Neighborhood Watch	--	3%
Opera Southwest	4.20%	9.40%		Neighborhood Clean Up	3%	2%
Magnifico Arts	4.70%	8.20%		Seniors	8%	8%
National Institute of Flamenco	3.50%	6.10%		Homeless	7%	6%
				Hospital	5%	4%
Movies	82.60%	no data		Food Service	4%	4%
Hiking and Outdoor Activities	70.10%	no data		Civic Clubs	5%	3%
Watch a Youth Game	44.90%	no data		Habitat for Humanity	1%	3%
Isotopes Baseball	42.20%	no data		Political	2%	2%
UNM Football	38.40%	no data		Disabled	2%	2%
Participate in Sporting Event	37.10%	no data		Fund Raising walks/runs	1%	2%
UNM Men's Basketball	33.00%	no data		Animal	2%	1%
Concert at Journal Pavilion	33.00%	no data		Cultural	2%	1%
Concert at Casinos	32.10%	no data		Arts	1%	1%
UNM Women's Basketball	26.20%	no data		Military	1%	1%
				United Way	2%	--

* City of Albuquerque Indicators Progress Commission Cultural Attitudes and Behaviors 2003

** Research and Polling, Inc. for the City of Albuquerque 2001 and 2003

ATTENDANCE	2001	2002	2003
Total Annual Attendance – arts and culture			
ABQ Museum	157,774	102,460	104,595
Biopark	919,719	953,585	957,321
Casa San Ysidro	6,014	7,043	8,487
Per Game Attendance – sporting events			
UNM Football	30,340	29,031	35,124
NCAA Attendance Ranking	68	67	64
UNM Men's Basketball	16,418	16,426	15,186
NCAA Attendance Ranking	8	7	12
UNM Women's Basketball	8,712	9,229	11,896
NCAA Attendance Ranking	5	5	4
Albuquerque Dukes	4,700		Isotopes
► Isotopes	(2000)	na	8,012
Pacific Coast League			
home attendance ranking			3rd of 16

