

albuquerque 2012

THE STATE OF THE CREATIVE ECONOMY



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INTRODUCTION

The City of Albuquerque Cultural Services Department engaged Creative Albuquerque, a non-profit organization providing data analysis and planning strategies for the arts and cultural industries, to manage three national cultural data initiatives. The City was seeking comparison data on how Albuquerque ranks in relation to similar cities, on standards for future comparisons nationally and internally, and as input for strategies to stimulate our creative sector with job growth and cultural vibrancy.

The ABQ Culture Count Task Force, assembled to inform and oversee the process of data gathering, reviewed the findings from each report, and synthesized the assessment presented in this report. This assessment led to a three-point call to action, described further at the end of this document:

1. Recognize and cultivate the synergy between the business and the arts and culture communities;
2. Re-think, re-vision and re-brand Albuquerque to value our many assets; and
3. Engage specific leadership from across the community and the region to make action happen.

Whether the readers of this summary are elected officials, planners, entrepreneurs, artists or members of the general public, we hope this report will provide better insight into the economic impact of for-profit and non-profit cultural organizations. The creative industries — whether film, theater, art, design or humanities — provide steady jobs that contribute to the health of our community. Although government funds for community revitalization are limited, local governments can initiate and facilitate innovative public/private partnerships that can be better guided with meaningful data and strategies. With this initiative, Albuquerque joins the ranks of cities worldwide that regularly track cultural trends in order to be more strategic in developing policy and plans for community development. Information in this report will be disseminated through a variety of public presentations to engage community dialogue about what these numbers mean and how the information can be used to our best advantage.

A healthy community has a diverse base of jobs and a mix of cultural activities enjoyed by residents and visitors. By regularly tracking the creative economy, developing strategies for improvement, taking action, and evaluating the results, Albuquerque can build a culturally vibrant city enjoyed by all.

ABOUT THE STUDIES

The City of Albuquerque Cultural Services Department and Creative Albuquerque recently participated in three national studies measuring the economic impact of the arts and cultural industries: **Arts & Economic Prosperity IV (AEPiV)**, the **Local Arts Index (LAI)**, and the **Creative Vitality Index (CVI™)**. Each study covers slightly different, but overlapping, geographic areas and uses different measures, data sources and analytical approaches. Taken individually and together, these reports provide direct insight into how well Albuquerque's creative economy is performing, as well as a window on comparable communities. These insights highlight local successes, and also shed light on trends, weaknesses and opportunities for action.

Methods of data collection for each initiative varied. Americans for the Arts (AFTA), the country's largest arts advocacy organization, authored two of the studies: *AEPiV* and the *LAI*. Although studies such as these were conducted nationally in previous years, this is the first time that Albuquerque/Bernalillo County participated. The third data initiative, developed by WESTAF (Western States Arts Federation), uses data from the Urban Institute's National Center for Charitable Statistics and from Economic Modeling Specialists, Inc., to develop the *CVI™*.

A team of volunteers coordinated and trained by Creative Albuquerque collected some of the data in these reports via arts audience exit surveys. In addition, Creative Albuquerque coordinated participation by local arts organizations in the data surveys.



ARTS & ECONOMIC PROSPERITY IV

Americans for the Arts prepares this study to present the economic impact of non-profit arts and culture organizations and of event-related spending by their audiences. AFTA makes the case that “art means business” by focusing on the dollars generated by and associated with arts-related spending.

AEPIV, which included 182 study regions representing the 50 states and the District of Columbia, does not include spending by individual artists, nor does it include the for-profit arts and culture sector.

AEPIV relies upon four economic measures to define economic impact:

1. Full-time equivalent (FTE) jobs
2. Resident household income
3. Revenue to local government
4. Revenue to state government

Revenue to local and state governments includes local and state taxes (e.g., income, property, sales, lodging) plus funds from license fees, utility fees, filing fees and similar sources. *AEPIV* numbers do not represent direct revenue or spending, but rather present an estimate of the original dollars spent and re-spent within the local economy. AFTA retains Georgia Institute of Technology project economists to calculate economic impact using input-output models that trace how many times a dollar is re-spent in a local economy and to quantify the impact of each round of spending.



FINDINGS

arts & economic prosperity iv

Nationally, in 2010 non-profit arts and culture organizations and their audiences...

Generated \$135.2 billion in economic activity

\$61.1 billion by non-profit arts and culture organizations

\$74.1 billion in event-related spending

Supported 4.13 million full-time-equivalent jobs

In 2010, **Albuquerque** non-profit arts organizations and their audiences...

Generated \$91.9 million in economic activity

\$61.6 million by non-profit arts and culture organizations

\$30.3 million in event-related spending

Supported 3,674 full-time-equivalent jobs

Provided \$87.8 million in household income to local residents

Delivered \$11.6 million in state and local government revenue

AEPIV results for Albuquerque reflect data from 74 non-profit arts and culture organizations. *AEPIV* presents results in terms of ratios that show the economic impact per \$100,000 of direct spending by non-profit arts and culture organizations and their audiences, with Albuquerque performance strong in relation to the median of similar study regions (see [delivering value](#), page 5). *AEPIV* also presents results in terms of total economic impact, with Albuquerque results low in comparison to the median of similar study regions (see [under performing](#), page 5).



ECONOMIC
IMPACT
OVERVIEW FOR
ALBUQUERQUE

FINDINGS

arts & economic prosperity iv (continued)

delivering value

- Ratios showing economic impact per \$100,000 of direct spending by non-profit arts and culture organizations and of events-related spending by their audiences show Albuquerque achieving higher FTE jobs, resident household income, and state government revenue than the median for similar study regions or the nation.
- 6,130 volunteers donated 286,992 hours to participating non-profit arts and culture organizations, with an attributed value of \$6,130,149 for this work.
- The aggregate value of in-kind contributions was \$2,476,694.
- The non-profits arts audience in Albuquerque was 79.4% residents and 20.6% non-residents.

under performing

- Figures reflecting actual dollars show the economic impact per \$100,000 of direct spending by non-profit arts and culture organizations and of events-related spending by their audiences resulted in lower local government revenue than the median for similar study regions or the nation.
- The total economic impact of the Albuquerque non-profits arts and culture industry, of spending by non-profit arts and culture organizations, and of spending by non-profit arts and culture audiences was above the national median, but substantially lower than the median for similar study regions in all categories except state government revenue generated by non-profit arts and culture organization spending.
- Average per person spending by audiences shows Albuquerque below the median of similar study regions and the nation in all spending categories except souvenirs and gifts, clothing and accessories, and other.

The national reports, data and other resources associated with *AEP IV* are available at www.AmericansForTheArts.org.

CREATIVE VITALITY INDEX REPORT 2010

WESTAF prepares the *Creative Vitality Index Report* to assess the overall health of a region's arts-related economy. The CVI™ represents the economic vitality of arts and arts activities through a single indicator that reflects multiple variables and their interactions. The CVI™ is based on the premise that public participation in the arts and demand for arts experiences ultimately drive budgets and organizational funding levels that in turn support artists and related jobs in a community. It measures annual changes in economic health by integrating economic data streams from the for-profit and non-profit sectors, using two major components:

1. Measurements of community participation based on per capita revenues of arts-related goods and services, and
2. Measurements of per capita employment in the arts.

Because it is an index, the CVI™ is a useful mechanism for highlighting relationships between for-profit and non-profit sectors, for identifying a region's strengths and weaknesses, and for performing comparative analysis.

The CVI™ encompasses two types of organizations:

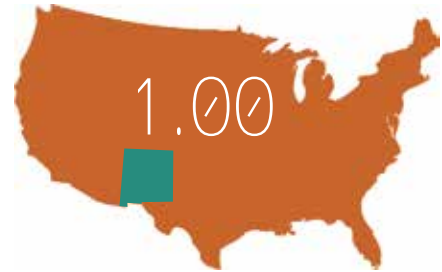
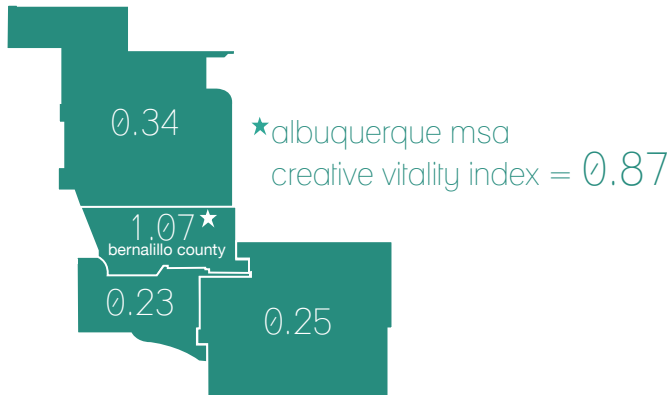
1. **Arts organizations** with primary missions related to serving or presenting the arts, and
2. **Arts-active organizations** whose primary missions are not related to serving or presenting the arts, but that conduct activities that are considered "art based" (e.g., a history museum that relies upon arts skills for exhibit design).

Further information on the CVI™ can be found at www.cvi.westaf.org.

FINDINGS

creative vitality index report 2010

The CVI™ covers the Albuquerque Metropolitan Statistical Area (MSA), which encompasses Bernalillo, Sandoval, Torrance, and Valencia counties. According to AFTA, overall performance of the arts and culture economy was adversely affected by the economic downturn. However, AFTA notes - and CVI results also indicate - that this is not true for all communities. Many areas have seen improved year-to-year performance in the arts and culture sector despite the challenging economy overall.



national (baseline)
creative vitality index

CVI™ by MSA	2007	2008	2009	2010
Santa Fe, NM	5.55	4.16	3.21	3.50
Boulder, CO	1.72	1.77	1.83	1.97
Ann Arbor, MI	1.17	1.24	1.24	1.39
Madison, WI	1.35	1.68	1.30	1.35
Denver-Aurora-Broomfield, CO	1.28	1.22	1.28	1.28
Salt Lake City, UT	*	*	1.18	1.27
Austin-Round Rock-San Marcos, TX	1.13	1.20	1.22	1.23
Eugene, OR	0.92	0.93	0.93	0.96
Colorado Springs, CO	0.96	0.94	0.94	0.92
Albuquerque, NM	0.94	0.88	0.88	0.87
Tucson, AZ	*	*	0.83	0.84
Asheville, NC	0.83	0.80	0.84	0.82
Boise, ID	0.83	0.78	0.83	0.80
Provo, UT	0.84	0.71	0.72	0.77
Oklahoma City, OK	*	*	0.75	0.73
El Paso, TX	*	*	0.39	0.34

Values in the table are color coded to help illustrate performance trends. Red numbers indicate an MSA's CVI™ was lower than the previous year. Green numbers indicate improved performance over the previous year.

* Data not available

FINDINGS

creative vitality index report 2010 (continued)

revenue

Bernalillo County for-profit arts generated \$142,693,000 in revenue and sales, with the single largest contributor being individual artists' sales of \$74,219,000.

In 2010, 128 arts-related organizations active in the Albuquerque MSA generated more than \$45 million in non-profit arts and arts-active organization revenues, almost entirely in Bernalillo County. WESTAF uses the Organization Index to characterize non-profit organization health more accurately than total revenue figures, which fluctuate year to year and may be affected by errors in data reporting. For the Albuquerque MSA this Index, 0.52 for 71 non-profit arts organizations and 0.79 for 57 non-profit arts-active organizations against a baseline of 1.00, suggests that arts-related organizations in Bernalillo County are not robust.

employment

In Bernalillo County, 12,027 people were employed in creative occupations encompassing not just fine arts, but occupations such as architecture, floral arrangement, interior design, landscape architecture, media and communications, public relations, technical writing and more. In 23 of 36 categories of creative employment, Bernalillo County has a higher per capita concentration than the US average.

From 2009 to 2010, Bernalillo employment decreased in 21 of the 36 creative occupations, reflecting a loss of 143 jobs (-1.18%). The greatest losses occurred among landscape architects, architects, and musical instrument repairers and tuners. Employment increased slightly in three occupational categories from 2009 to 2010: media and communications equipment workers, dancers, and directors of religious activities.

albuquerque/bernalillo county per capita sales and revenue comparisons

Compared to US

- Higher musical instrument and supply store sales, and book and record store sales
- Higher number of creative jobs
- Lower art gallery and individual artist sales, performing arts participation, arts organization revenue, and arts-active organization revenue

Compared to New Mexico

- Higher photography store sales, musical instrument and supply store sales, book and record store sales, and non-profit arts organization revenues
- Higher number of creative jobs
- Lower art gallery and individual artist sales, performing arts participation, and arts organization revenue

LOCAL ARTS INDEX 2012



To illustrate the breadth, depth and character of cultural life in a county AFTA also prepares the *Local Arts Index* report, which uses up to 71 indicators; 21 primary indicators reflecting data collected by local community partners and 50 secondary indicators based on national data sources and collected for all 3,143 US counties.

The *LAI* is structured around four dimensions: **arts activities**, **resources**, **competitiveness** and **local cultural character**. The first three dimensions show activity volume, while the fourth dimension, local cultural character, illustrates activity type. The *LAI* enables comparative analysis through use of per capita measures that “level the playing field” among counties of varying sizes. The *LAI* also enables comparative analysis by establishing geographic, demographic and socio-economic contexts for each county. Individual county results are presented in relation to comparable counties.

Comprehensive *LAI* data can be found at www.artsindexusa.org/local-arts-index.

FINDINGS

local arts index 2012

233.6

arts activities

The number of people participating in cultural activities was very strong, with an overall “score” of 233.6, which is well above the national average of 173. Only 15 counties in the US had scores above 250.

Cultural programming capacity, measured by non-profit arts expenditures per capita, is high in geographic context, but low for Bernalillo County’s demographic and socio-economic profile.

resources

Consumer expenditures were high in three categories – recorded media, musical instruments, and reading materials – and relatively strong in two more categories – entertainment admission fees, and photographic equipment. The County has a high number of artists and arts businesses, signaling a strong but highly competitive arts sector.

Non-profit arts revenues from 2003-2009 were sound in geographic context, but low for the area’s demographic and socio-economic profile. The County receives relatively low government support for the arts (measured in terms of grants from the National Endowment for the Arts [NEA] and from the State of New Mexico). Bernalillo County receives slightly less than the national average from the NEA and less than counties with similar levels of racial or language diversity, education levels or numbers of commuters.

The County receives slightly more than half the New Mexico average for funding from state arts agencies but approximately one-third the amount of state funding received by counties with comparable demographic and socio-economic profiles. Bernalillo County also has fewer non-profit arts organizations than average, particularly for this area’s socio-economic characteristics. The exception to this is performing arts and events non-profits, which exceed the national average but remain well below the New Mexico average.

Finally, Bernalillo County has a very low number of accredited museums and extremely low membership in national arts service organizations. However, membership in national arts education organizations is unusually high.

FINDINGS

local arts index 2012 (continued)

competitiveness

The arts and culture business share of all businesses, employees, and payroll in Bernalillo County is high in all contexts – usually about twice the national average. County residents are strong contributors to arts and culture organizations and to National Public Radio. However, the County is a very low performer in the application success rate for state arts grants, which relates to some of the earlier results for non-profit arts and culture organizations.

local culture character

The environment for arts organizations in Bernalillo County is highly competitive, without clearly dominant players who drive a significant portion of the total expenditures. *LAI* results suggest that the non-profit arts community in Bernalillo County may be fragmented, with many small organizations – possibly with overlapping missions - competing with limited effectiveness for funding needed to actually provide value and to have an impact in the community. Non-profit arts organizations constitute a small portion of all arts organizations in the County and comparatively few of these are millennial non-profit organizations (organizations established since 2000). This suggests that the County non-profit arts organizations may be more institutional than entrepreneurial. Bernalillo County has a relatively low number of cultural or ethnic awareness non-profits in comparison to New Mexico and national averages, and in comparison to counties with comparable racial or language diversity.

The County ranks at the bottom of all comparison groups for the number of National Register of Historic Places sites per 100,000 residents.

Additionally, Bernalillo County has an extremely low number of accredited postsecondary arts programs granting degrees in visual and performing arts, and grants a low number of such degrees compared to other selected comparison counties nationally. While Bernalillo County's importance as a center of higher education in New Mexico is visible in geographic comparisons, the County ranks at the bottom in both socio-economic and demographic comparison groups. This is particularly striking when looked at in comparison to other counties that have similarly low numbers of accredited degree programs, but substantially higher numbers of arts degrees granted over the 5-year period.

WHAT DOES THIS MEAN?

To better understand where the Albuquerque (and Bernalillo County) creative economy stands today and how to enable improved future performance, we completed three geographic comparisons, including:

1. A comparison to the performance of four cities routinely used to benchmark Albuquerque performance – Oklahoma City, Salt Lake City, Tucson, Wichita;
2. A comparison to seven additional comparable cities that outperformed the Albuquerque area in the CVI™ (Santa Fe, Boulder, Ann Arbor, Madison, Austin, Eugene, and Colorado Springs); and
3. A comparison to Taos as an additional in-state comparison.

This comparative analysis drew from *AEPIV* and *LAI* data for each location that participated in those studies, and also from qualitative information available via the internet for each city and county.

Overall, while the Bernalillo County creative economy is doing well, it is not thriving when looked at in context of comparable locales. The County's performance, as indicated by the CVI™, did not improve from 2009 to 2010 and doesn't appear to be poised to improve now. The relatively low number of millennial arts non-profit organizations, comparatively poor funding for the arts, moderate financial performance (i.e., revenues, sales) of the arts and cultural sector overall, limited national networking, and apparent fragmentation of the area's non-profit arts and culture community all suggest a degree of fragility in the state of the creative economy.

WHAT DOES THIS MEAN? (continued)

comparison to benchmark cities and counties

While many of Bernalillo County's results in the LAI are comparable to those of benchmark counties, Bernalillo County – and Albuquerque as its principal city – falls short in some measures related to the non-profit arts community. The number of non-profit arts organizations established after 2000 is low, raising concerns about the relevance and effectiveness of Albuquerque's non-profit arts sectors versus what might be happening in benchmark locations. Additionally, funding for the non-profit arts community and revenues generated by the arts community overall are not strong compared to benchmark locales, such as Oklahoma County or Salt Lake County.

Several of the benchmark cities – such as Oklahoma City, Salt Lake City, and Tucson – are effectively urban islands in a large rural or undeveloped area, just as Albuquerque is. In Bernalillo County, arts and culture businesses have a higher share of the total number of businesses, employees, and payroll than the benchmark locations, which may reflect a strong arts and culture sector, but also may result from more diverse economic bases in other locales. However, some of those benchmark locales are outperforming Albuquerque and Bernalillo County in other important ways, such as overall participation in arts and culture activities (Salt Lake City), total non-profit arts expenditures per capita (all four benchmark locales), non-profit arts contribution per capita and non-profit arts revenue per capita (Oklahoma City, Salt Lake City, Wichita), state arts grants per capita from 2003-2009 (all), and arts degrees awarded from 2003-2009 (Oklahoma City, Salt Lake City, Tucson). This suggests that other cities may be reaping much greater economic benefit and synergy than Albuquerque is.

Finally, although Albuquerque and Bernalillo County results are largely comparable to those of benchmark locales, staying even with these benchmark cities and counties is not necessarily sufficient for Albuquerque to satisfactorily shape its future to more fully benefit from a vibrant creative economy.

OPPORTUNITIES

Seven MSAs – Santa Fe, Boulder, Ann Arbor, Madison, Denver, Salt Lake City and Austin – score well above 1.00 in the WESTAF CVI™, significantly outperforming the Albuquerque MSA rating of 0.87. Analysis of county information associated with these high-performing areas suggests shared differentiating characteristics that contribute to their success. Albuquerque, and the Albuquerque MSA, has an opportunity to enhance the contribution of arts and culture to the economy and to quality of life by learning from these high performers.

high performing locations...

Promote a clear and credible brand that includes the arts, but goes beyond that to convey economic strength, forward thinking, inclusiveness, quality of life, and quality education.

Demonstrate strong links between the business and arts communities, both for-profit and non-profit, that may:

- Support the arts through private funding;
- Value and support the arts as business, including small and medium-sized businesses;
- Manifest in a mindset more akin to business within the arts community (e.g., valuing networking, active and savvy pursuit of available funding, current and effective non-profit arts community).

to improve, albuquerque can...

Re-think the outdated and indifferent brand for Albuquerque that suggests we live in Santa Fe's shadow instead of clearly expressing and valuing Albuquerque's very different and desirable assets.

Strengthen the limited business orientation within the arts community and improve currently weak links between the business and the arts and culture sectors

to improve the:

- Stove-piped approach to arts development and to economic growth of area overall;
- Insularity between different economic sectors;
- Tendency to rely too much on local or state government intervention to fund the arts versus a more proactive approach to seeking funds (e.g., from NEA, private sources);
- Limited national networking or collaboration within the arts community.

OPPORTUNITIES

(continued)

high performing locations...

In general exhibit non-profit arts sectors that are strong, but don't ignore the business component of the arts:

- Support a higher total number of non-profit arts organizations, with particular strength in arts services non-profits that support the arts community, heritage and cultural non-profits, and media arts non-profits;
- Have relatively higher numbers of millennial non-profits;
- Sustain a competitive arts and culture environment that isn't excessively fragmented, with the possibility that a core group of organizations may attract enough revenue to wield real influence and to act as catalysts for growth and opportunity across the creative economy;
- Appear to have a mix of non-profits that meet community needs and interests.

Demonstrate a strong connection with postsecondary education institutions to not only provide excellent education credentials for the community and to generate creative talent, but to help stimulate the overall arts and culture environment in collaboration with the city or county.

Credibly and directly reach out to diverse constituents – including the GLBT community – to embrace a wide range of people while emphasizing economic health, physical health, environmental health, and sustainability.

Prominently feature arts and culture as an integrated part of the overall quality of community, life and economy – not as a separate, standalone element.

to improve, albuquerque can...

Recognize that arts are an important part of Albuquerque's culture and economy, but not performing as effectively as possible, as evidenced by:

- Less than desired ability to generate revenue into the community, to create job opportunities, to attract employers or to improve quality of life;
- High competition in the arts, coupled with lack of critical mass to generate progress, change, momentum or energy;
- Fragmentation within the arts community and a tendency toward poles of individual interest or relatively large, more bureaucratic organizations;
- Limited support for entrepreneurs and limited entrepreneurial sector within arts community.

Address low production of people with postsecondary degrees in creative occupations, despite having comparable numbers of degree-granting programs to those of higher performing communities, and improve limited visible interconnection between postsecondary institutions and the city's arts and culture environment.

Review and update Albuquerque's internet presence that lacks integration, making it difficult to navigate or to find information about Albuquerque's many assets, and is self-deprecating in a way that discourages outside interest.

Increase collaboration within the arts and culture community or across various economic sectors of the city to enhance economic growth in all sectors.

CALL TO ACTION

In 2002, Richard Florida, now Director of the Martin Prosperity Institute at the University of Toronto's Rotman School of Management, published a groundbreaking book, *The Rise of the Creative Class* (Florida, 2002). Through his research he identified Albuquerque as the number one medium size US city with the potential to improve its creative economy. Despite a period of intense interest in building the area's creative strength, Albuquerque's creative standing has slipped, appearing 48th in a list of creative indexes for all US metropolitan areas in Florida's recently republished work, *The Rise of The Creative Class Revisited* (Florida, 2012). Florida's research indicates that a strong creative economy, encompassing all forms of creativity, is profoundly linked with an area's overall economic success – with the ability to attract industry that will afford quality of life and challenging, well-paying jobs; with the ability to attract a continuing flow of talent to the area; and with the ability to attract and sustain a diverse population.

The data provided in the three national studies presented here, and the subsequent analysis and comparison of Albuquerque and Bernalillo County results with those of other cities and counties, suggest that this area still has great strength in its arts and culture community, but that near-term action and commitment to building a truly robust creative economy is essential to the area's future well being. With that in mind, the ABQ Culture Count Task Force identified three overarching elements of a call to action:

- **Recognize and cultivate the synergy between the business and the arts and culture communities**

Despite perceived differences in interests and goals, the success of our business community and of our arts and culture community are tightly linked. Our business community can better thrive and grow to the extent that Albuquerque is a magnet for talented individuals and for a diverse community that attracts businesses from outside and that allows local businesses to provide goods and services that are competitive nationally and globally. A strong creative class and vibrant arts and culture community are proven essential elements of that success. At the same time, members of the arts and culture community need to understand how to get their art to market. The business community can help members of the arts and culture sector understand how to function as entrepreneurs in their own right and how to adopt traditional business practices and skills. Additionally, the business community provides essential commercial outlets for artists' work, as well as funding for arts and culture initiatives.

CALL TO ACTION (continued)

- **Re-think, re-vision and re-brand Albuquerque to value our many assets.**

Despite many ideas and discussions about what Albuquerque is or should be, an accurate and enduring vision from which to build a cohesive and distinctive brand has proven elusive. Without a strong brand that communicates Albuquerque's very real assets, all other efforts to stimulate the area's creative economy will falter. A strong brand is important both to Albuquerque's current residents – as it shares pride and a vision for what this community is and can be – as well as to prospective visitors, residents, and businesses, who are making choices about where to spend their time, their money and/or their lives. An initiative to re-think and re-brand Albuquerque needs to be expertly planned, strongly endorsed by leaders from all segments of the community, and effectively guided to implementation by strong, empowered leadership.

- **Engage specific leadership from across the community and the region to make action happen**

Although the CVI™ for Bernalillo County alone is 1.07 (above the national baseline), prospective businesses are likely to look at the Albuquerque MSA CVI™, which at 0.87 is far below the national baseline. Albuquerque and Bernalillo County alone will not raise the index for our MSA. By working collaboratively with leaders from across the four counties, we also improve the opportunities for sharing talent and resources, for enhancing economic results, and for increasing participation in arts and culture activities across the region. Data and analysis on their own do not create change. The only possibility for realizing improvements as a result of this cultural data analysis initiative is through meaningful, timely follow-up action by specific leaders from across the community and the region – with dedicated funding necessary to make action happen.

Each of these three goals require numerous action steps to produce results. While they are simple in concept, they also are critically connected to one another. Maintaining awareness of those relationships, and sustaining the focus and momentum required to make progress are essential for realizing long term success that will benefit everyone. This is an exciting opportunity for citizens of the greater Albuquerque region to engage in shaping their future.

ABQ CULTURE COUNT TASK FORCE

A broad-based community group, the ABQ Culture Count Task Force oversaw the data gathering process, reviewed the findings from each report, and crafted a unified statement of the findings on behalf of the City, for public dissemination. We thank the Task Force members for the many hours spent reading and reviewing the reports, for the critical discussion required to extrapolate meaningful findings, and for their dedication to serving our community.

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ABOUT CREATIVE ALBUQUERQUE

Creative Albuquerque, a 501(c)3, is the region's non-profit provider of cultural data analysis and planning strategies, with the purpose of affecting policy towards a vibrant creative economy. Creative Albuquerque cultivates and shares knowledge to illuminate, empower, and enrich our community. We invest in creative entrepreneurship through programs, partnerships and education. Visit our website at www.creativeabq.org.



albuquerque 2012

THE STATE OF THE CREATIVE ECONOMY

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