

Data & Arts<sup>TM</sup>

# Art House Convergence

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January 19, 2016

PRESENTED BY

Nick Crosson  
Senior Research Associate

# — About DataArts





Center for Contemporary Art ▾

Nellie Ortiz ▾

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Dashboard

Surveys

Grant Programs

Find Grants

Manage

Reports

Your Surveys

New survey

Cultural Data Profile 2014	14%	Edited: 4/3/15	Edit
Arts & Economic Prosperity V	46%	Edited: 5/22/15	Edit
Cultural Data Profile 2013	✓	Completed: 12/30/13	View
Cultural Data Profile 2012	✓	Completed: 6/18/12	View

View all your surveys >

Find Grants

We found **3 grantmakers** who fund organizations with similar characteristics. [Learn more](#) about these grant programs.

Or search all grant programs that that use the Cultural Data Profile in their application process.

Find

940  
 Grants currently available via DataArts

Your Grant Programs

Grantmaker	Grant Program	Data Submitted	Deadline	Data Profiles Submitted	
Grantmaker Org 1	Grant Program 1	5/27/15	6/20/15	✓ 2014, ✓ 2013	<a href="#">View funder report</a>
Grantmaker Org 2	Grant Program B	5/30/15	7/20/15	✓ 2014, ✓ 2013	

Your Survey Providers

AMERICANS for the ARTS

Add survey providers >

Welcome to **DataArts!**

The links below will help you get more out of our new platform.

[Changes to the CDP](#)  
 What's different in the Cultural Data Profile?

[Data Migration FAQ](#)  
 Where are my existing Cultural Data Profiles?

[Analytic Reports](#)  
 How should I use the reports?

[New User Overview](#)  
 How do I get started?



## Example History Museum Balance Sheet Trend Report

The tables below show trends in the balance sheet. The accompanying table and graphs look at the components of the balance sheet that can help you track your financial position with different measures.

Assets	FY 2012	FY 2013	% change	FY 2014	% change
<b>Current Assets</b>					
Cash	\$834,785	\$1,533,727	84%	\$12,003	-99%
Receivables	\$797,184	\$327,290	-59%	\$60,150	-82%
Investments	\$3,184	\$783	-75%	\$24,351	3,010%
Prepaid expenses & other	\$23,776	\$25,490	7%	\$36,198	42%
Total Current Assets	\$1,658,929	\$1,887,290	14%	\$132,702	-93%
Non-current investments	\$278,439	\$299,782	8%	\$24,351	-92%
Fixed assets (net)	\$4,791,585	\$4,583,937	-4%	\$36,270	-99%
Non-current assets	\$2,187	\$936	-57%	\$36,414	3,790%
<b>Total Assets</b>	<b>\$6,731,140</b>	<b>\$6,771,945</b>	<b>1%</b>	<b>\$229,737</b>	<b>-97%</b>

Liabilities & Net Assets	FY 2012	FY 2013	% change	FY 2014	% change
<b>Liabilities</b>					
<b>Current Liabilities</b>					
Accounts payable & other	\$686,298	\$688,247	0%	\$36,102	-95%
Loans & other debt	\$1,683	\$774	-54%	\$27,117	3,403%
Deferred revenue	\$325,641	\$294,554	-10%	\$9,057	-97%
Total current liabilities	\$1,013,622	\$983,575	-58%	\$72,276	4,137%
Non-current liabilities	\$2,058	\$858	-58%	\$36,354	4,137%
Total Liabilities	\$1,015,680	\$984,433	-3%	\$108,630	-89%
<b>Net Assets</b>					
Unrestricted	\$5,184,749	\$5,419,537	5%	\$41,377	-99%
Temporarily Restricted	\$390,457	\$217,796	-44%	\$41,384	-81%
Permanently Restricted	\$140,254	\$150,179	7%	\$38,346	-74%
Total Net Assets	\$5,715,460	\$5,787,512	1%	\$121,107	-98%
<b>Total Liabilities &amp; Net Assets</b>	<b>\$6,731,140</b>	<b>\$6,771,945</b>	<b>1%</b>	<b>\$229,737</b>	<b>-97%</b>

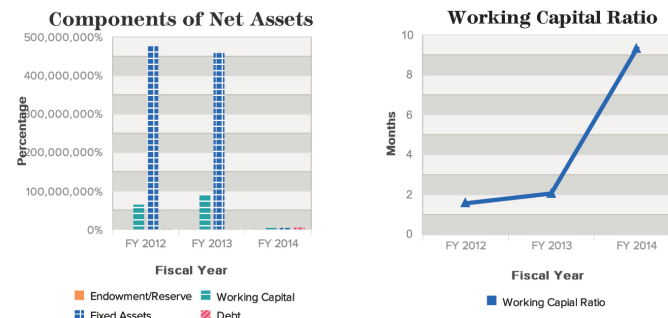
The table below shows several key measures of financial position. Reviewing these measures against total expenses illustrates whether these resources are keeping pace with budget growth. The graph below illustrates these net asset components

Financial Position	FY 2012	FY 2013	% change	FY 2014	% change
Net assets as a % of total expenses	137%	128%	-6%	495%	285%
Total working capital	\$640,065	\$902,074	41%	-\$279	-100%
Fixed assets (net)	\$4,791,585	\$4,583,937	-4%	\$36,270	-99%
Total endowment and reserves	\$0	\$0		\$0	
<b>Total debt</b>	<b>\$2,712</b>	<b>\$1,203</b>	<b>-56%</b>	<b>\$45,294</b>	<b>3,665%</b>

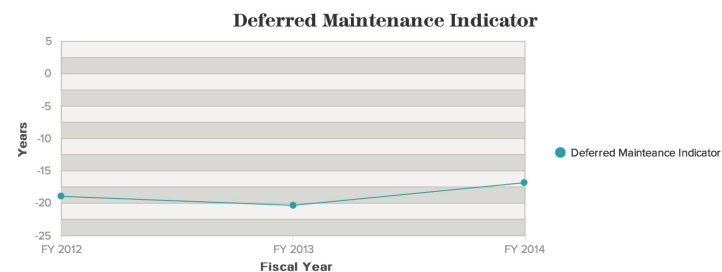


## Example History Museum Balance Sheet Trend Report

Working capital consists of the unrestricted resources available for operations and is calculated as unrestricted current assets (not including unrestricted endowment investments) minus unrestricted current liabilities. This is a conservative calculation of working capital and may differ from your internal calculations. Adequate working capital provides financial strength and flexibility to your organization, the ability to meet obligations as they come due, and the ability to take more risks, knowing there is a cushion to fall back on.



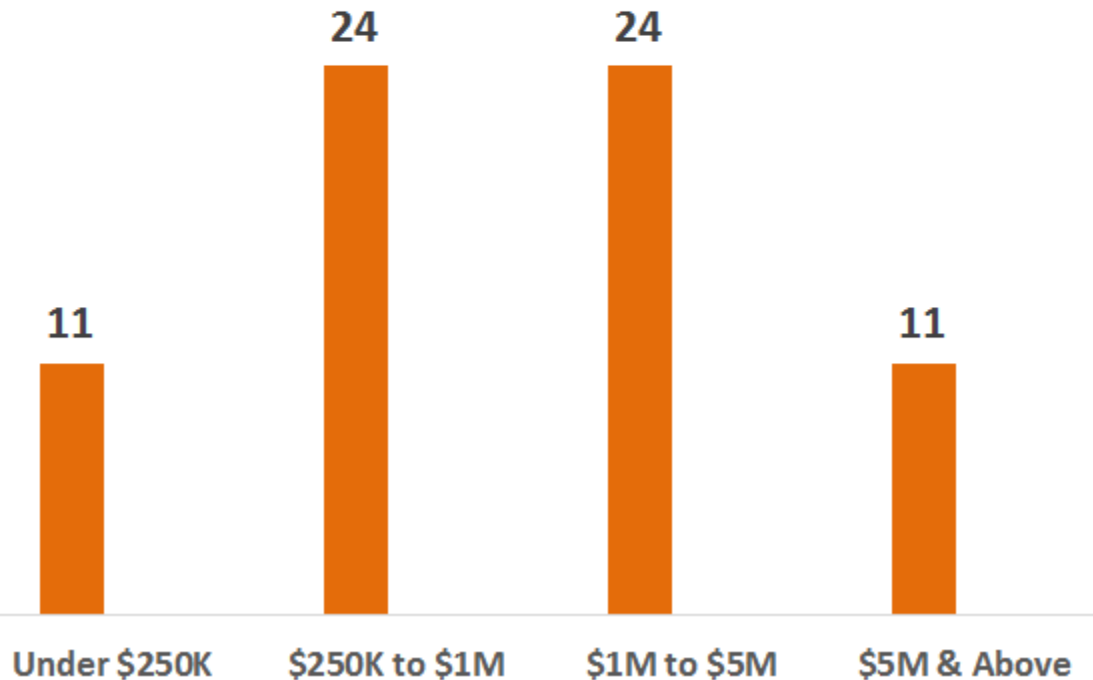
Investment in property and equipment: Is your organization replenishing its fixed assets? The deferred maintenance indicator (DMI) is used to assess the relative likelihood of deferred maintenance and need for investments in fixed assets. A level or declining trend indicates that you have been reinvesting to avoid deferred maintenance.



# — Participants

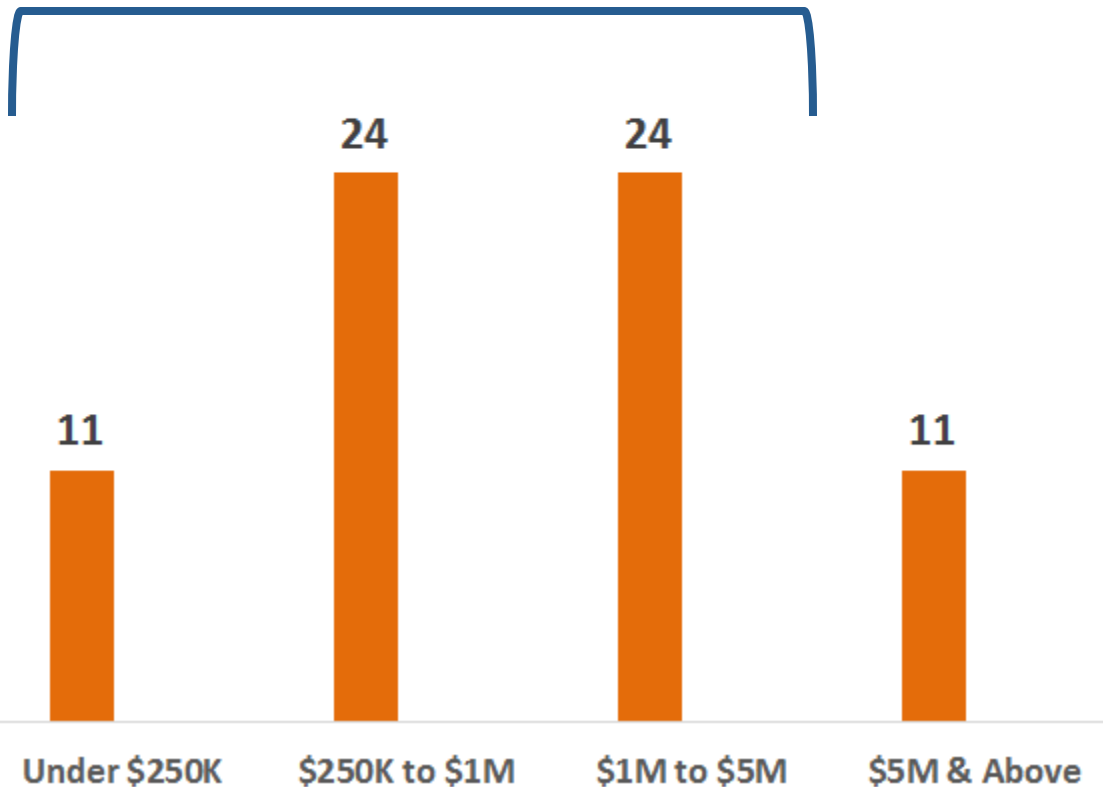
## Participating Organizations

**70** Art House  
Convergence



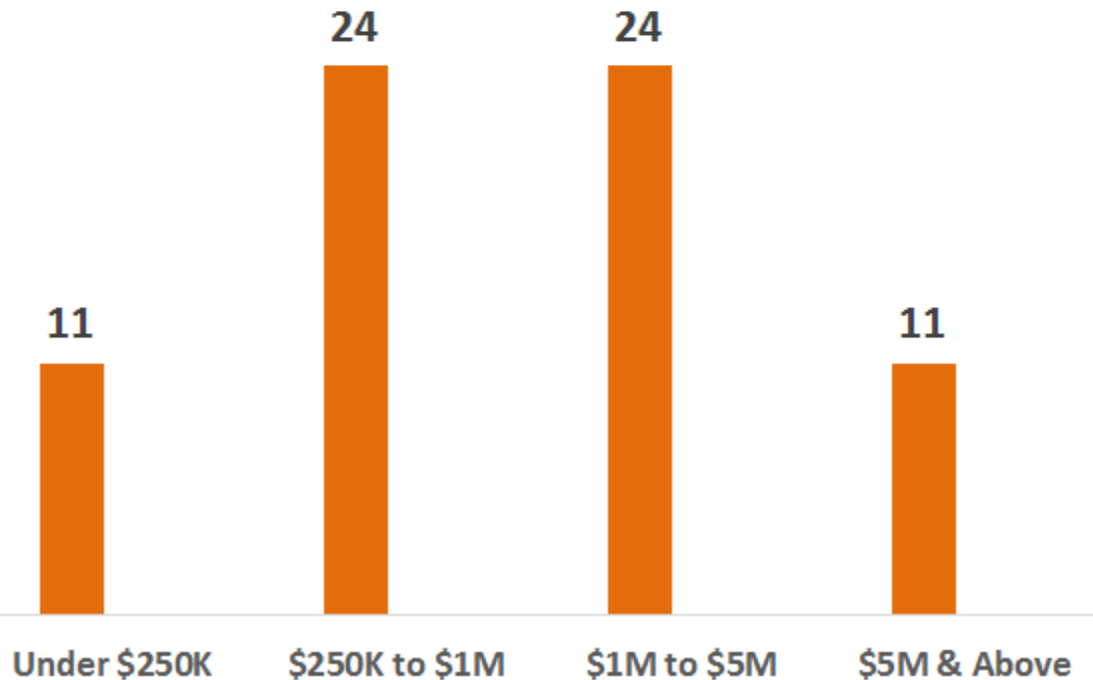
## Participating Organizations

**70** Art House  
Convergence



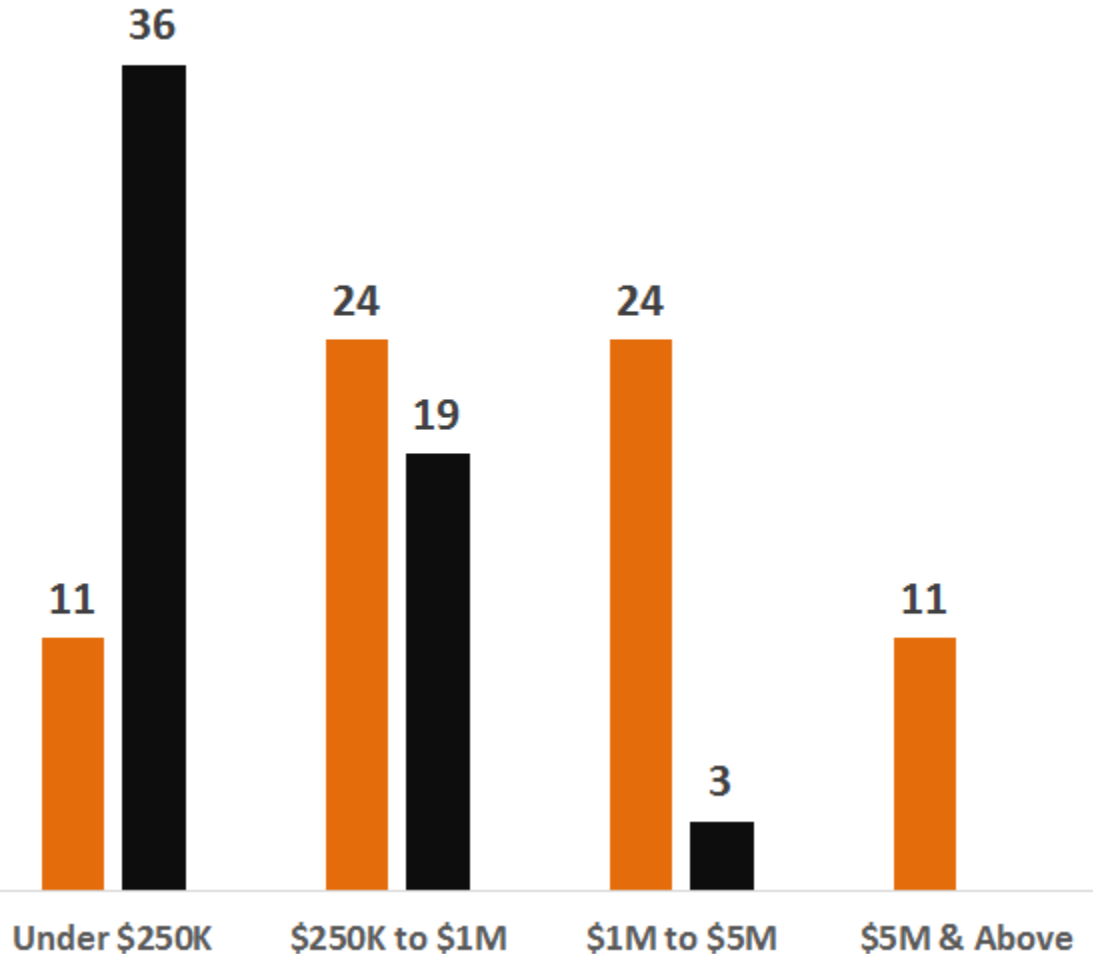
## Participating Organizations

**70** Art House  
Convergence





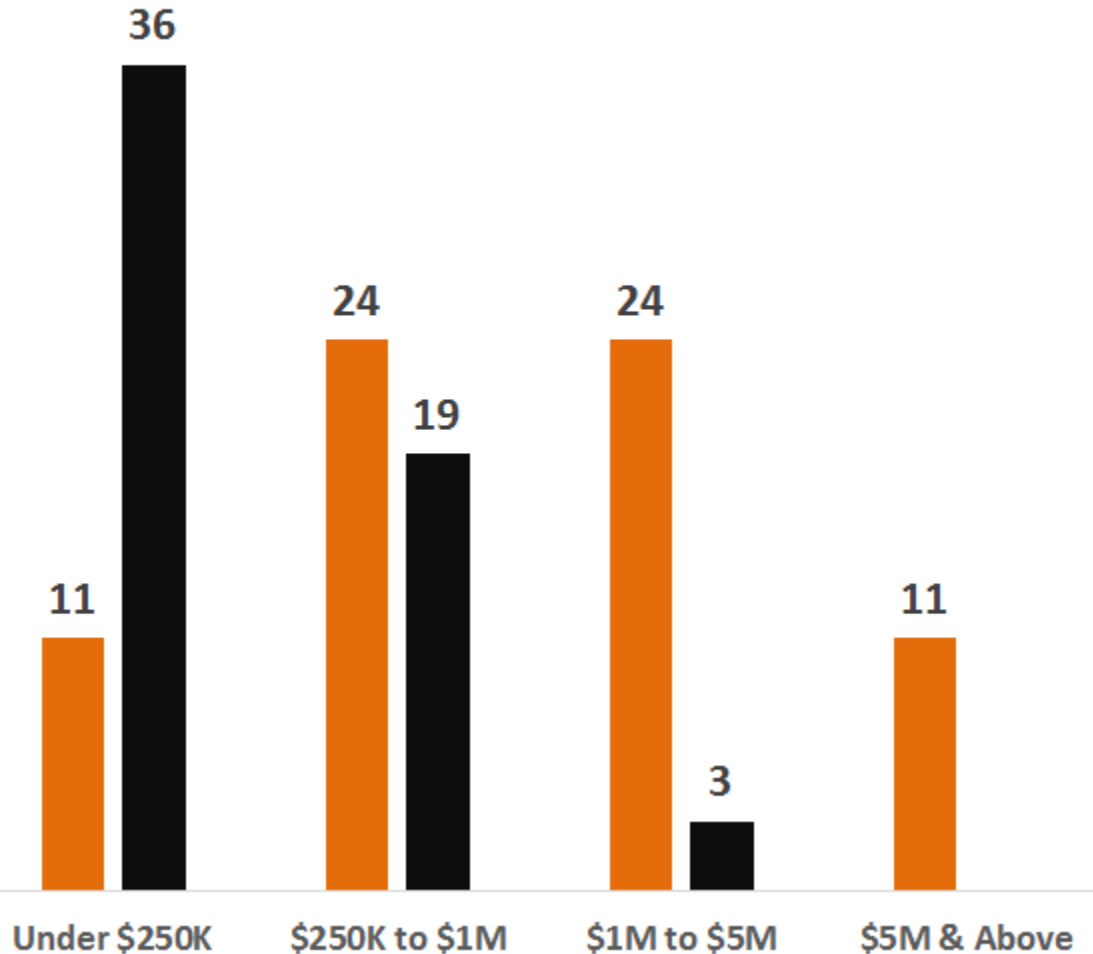
## Participating Organizations



**70** Art House  
Convergence

**58** Film Festivals

## Participating Organizations



**70** Art House  
Convergence

**58** Film Festivals

**252** Comparison  
Organizations

## 252 Comparison Organizations

- “Live Action” Theatres & Performing Arts Organizations

## 252 Comparison Organizations

- “Live Action” Theatres & Performing Arts Organizations
- Same Percentages by Size as Convergence Organizations

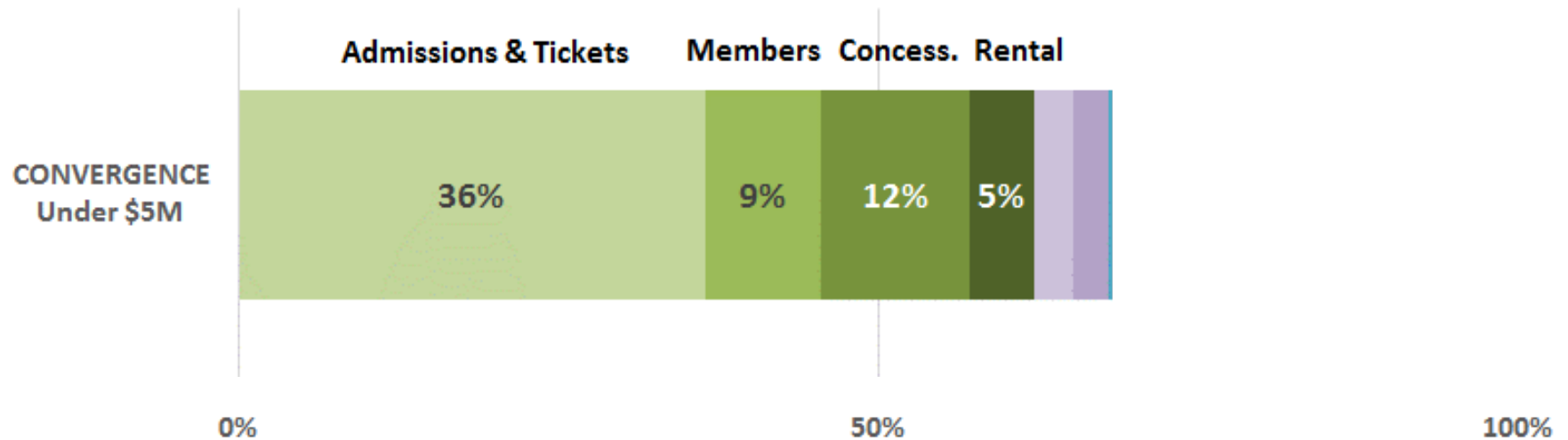
## 252 Comparison Organizations

- “Live Action” Theatres & Performing Arts Organizations
- Same Percentages by Size as Convergence Organizations
- Same Percentages by Venue Ownership as Comparison Organizations

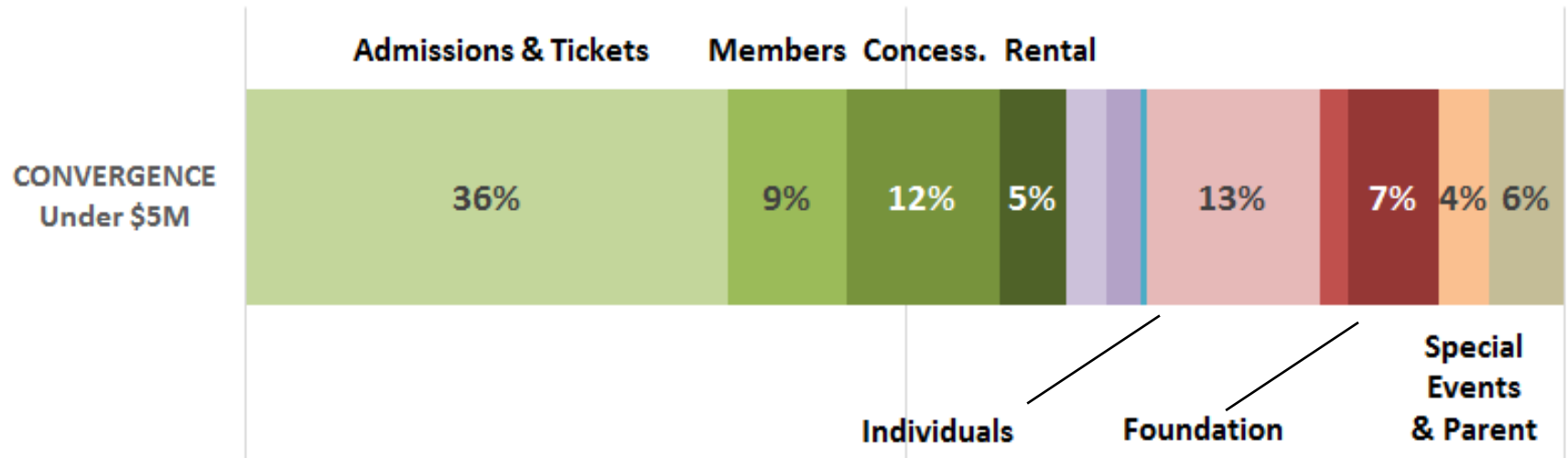
# — Revenue



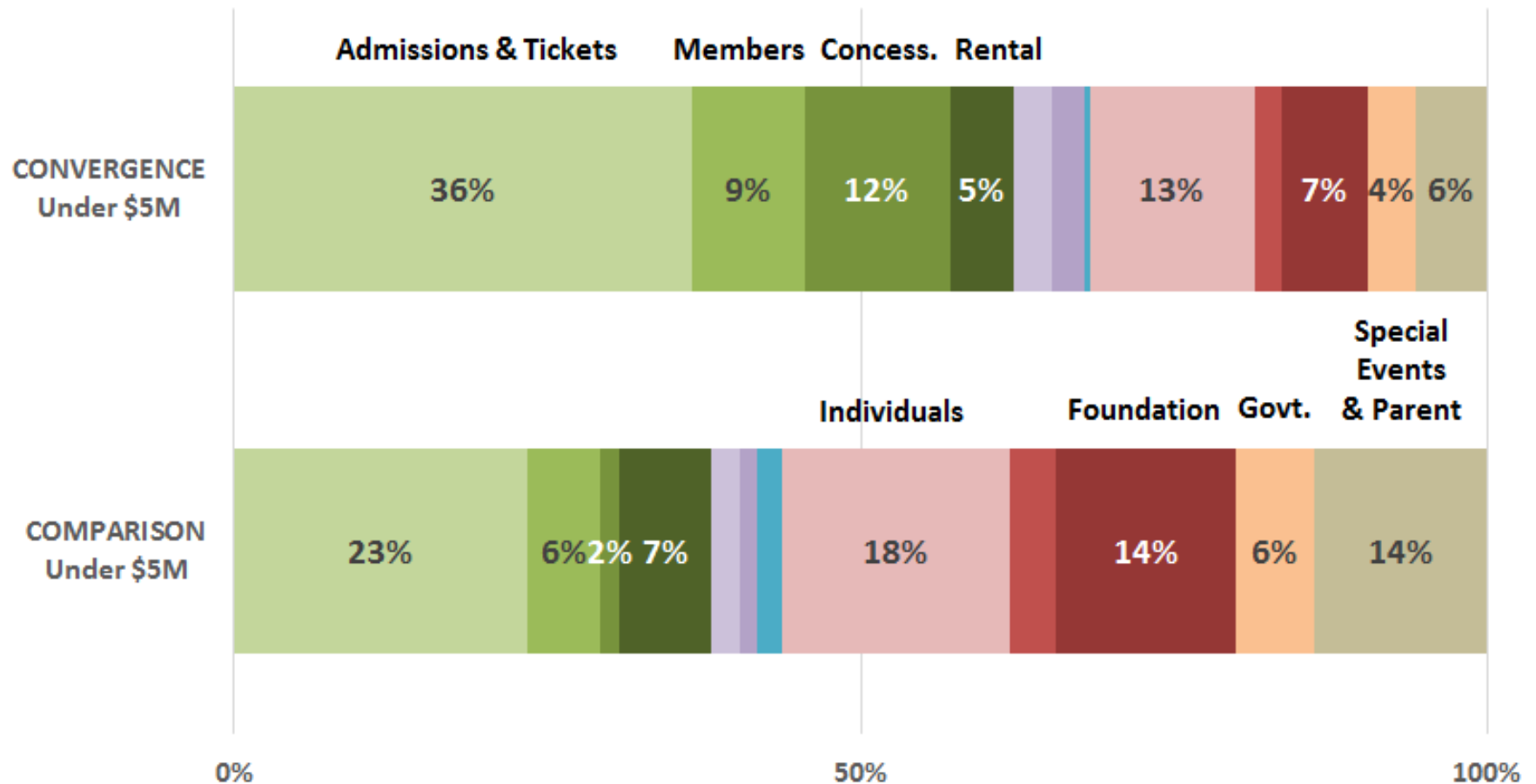
## Art House Convergence Organizations' Revenue



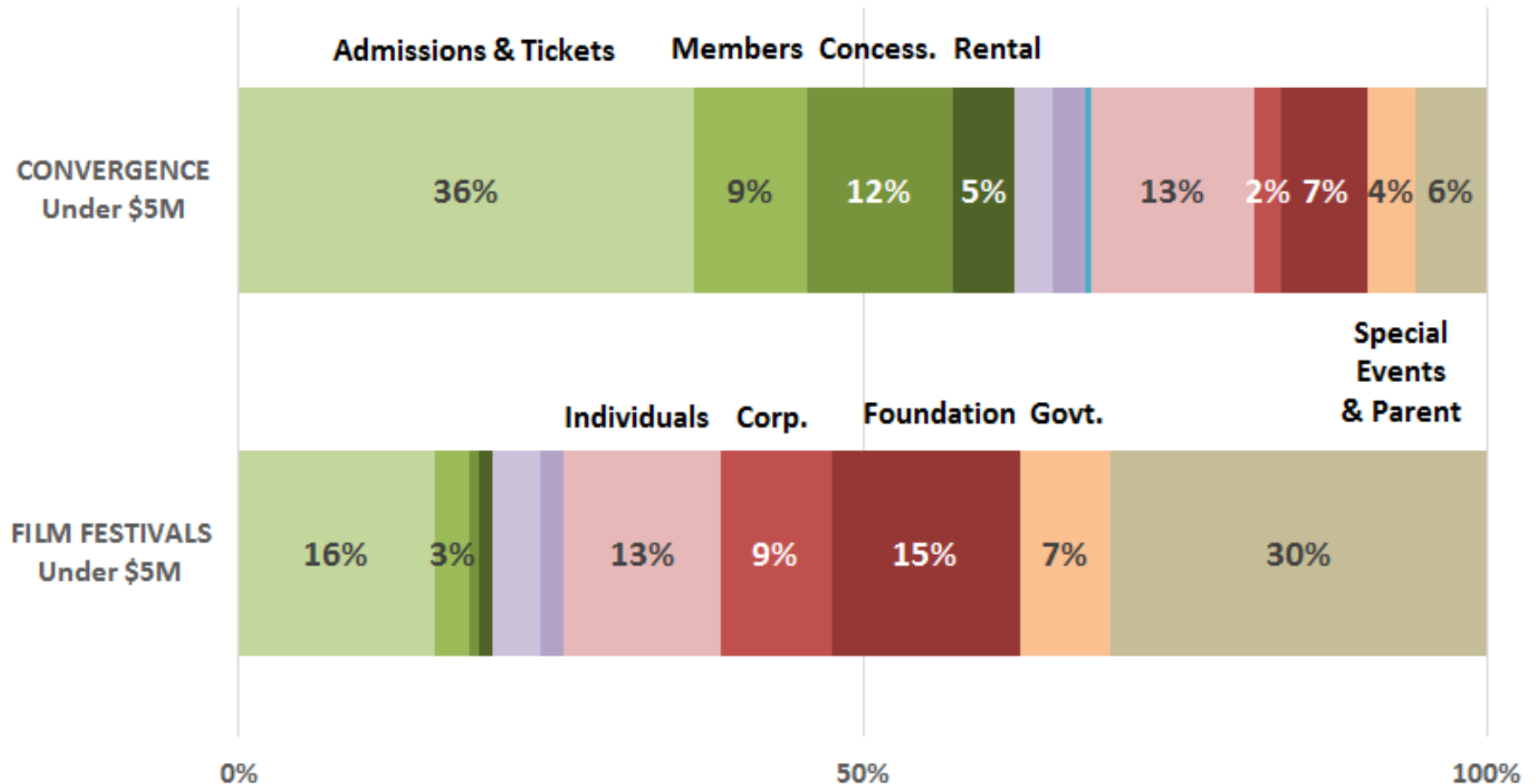
## Art House Convergence & Comparison Revenue



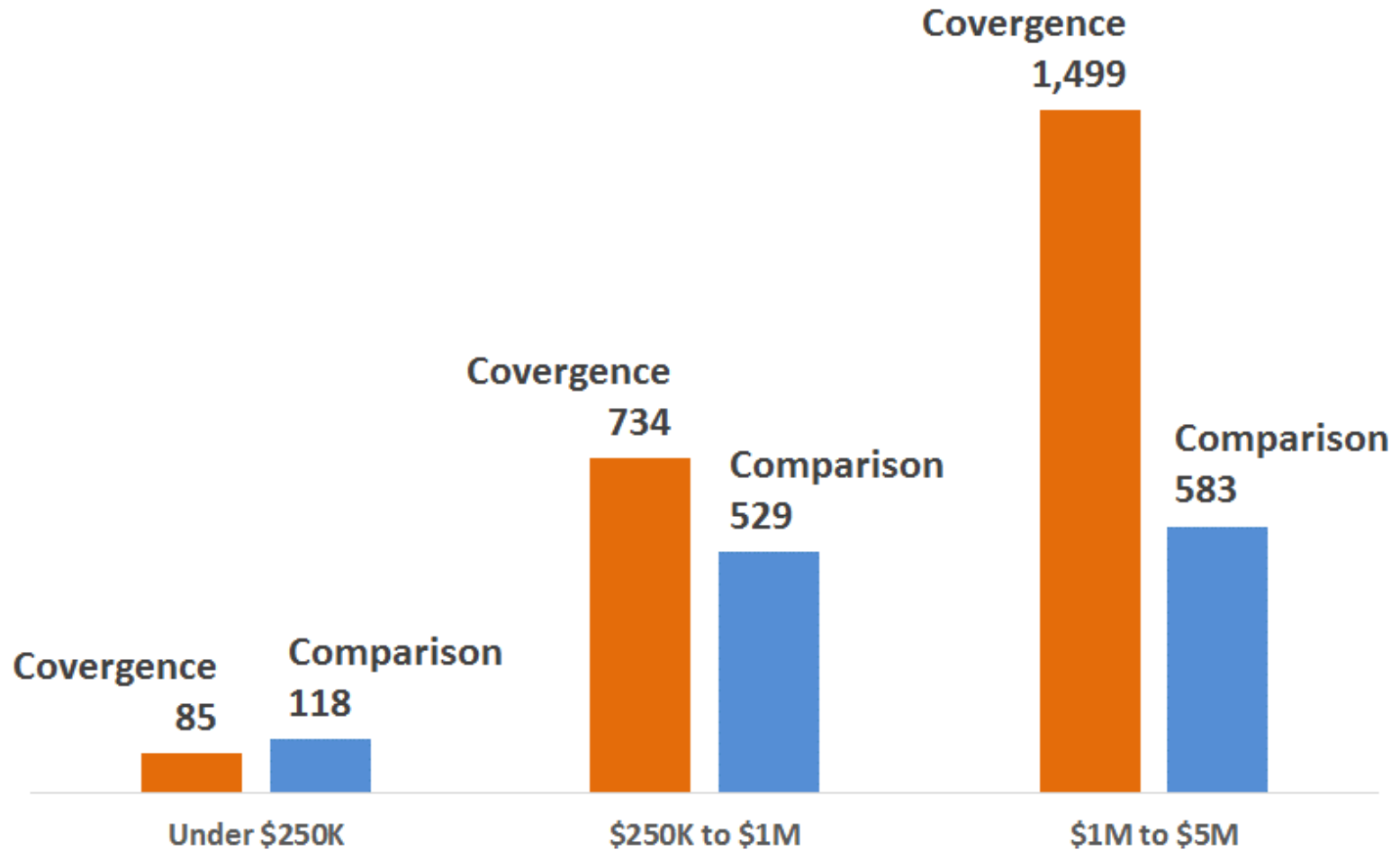
## Art House Convergence & Comparison Revenue



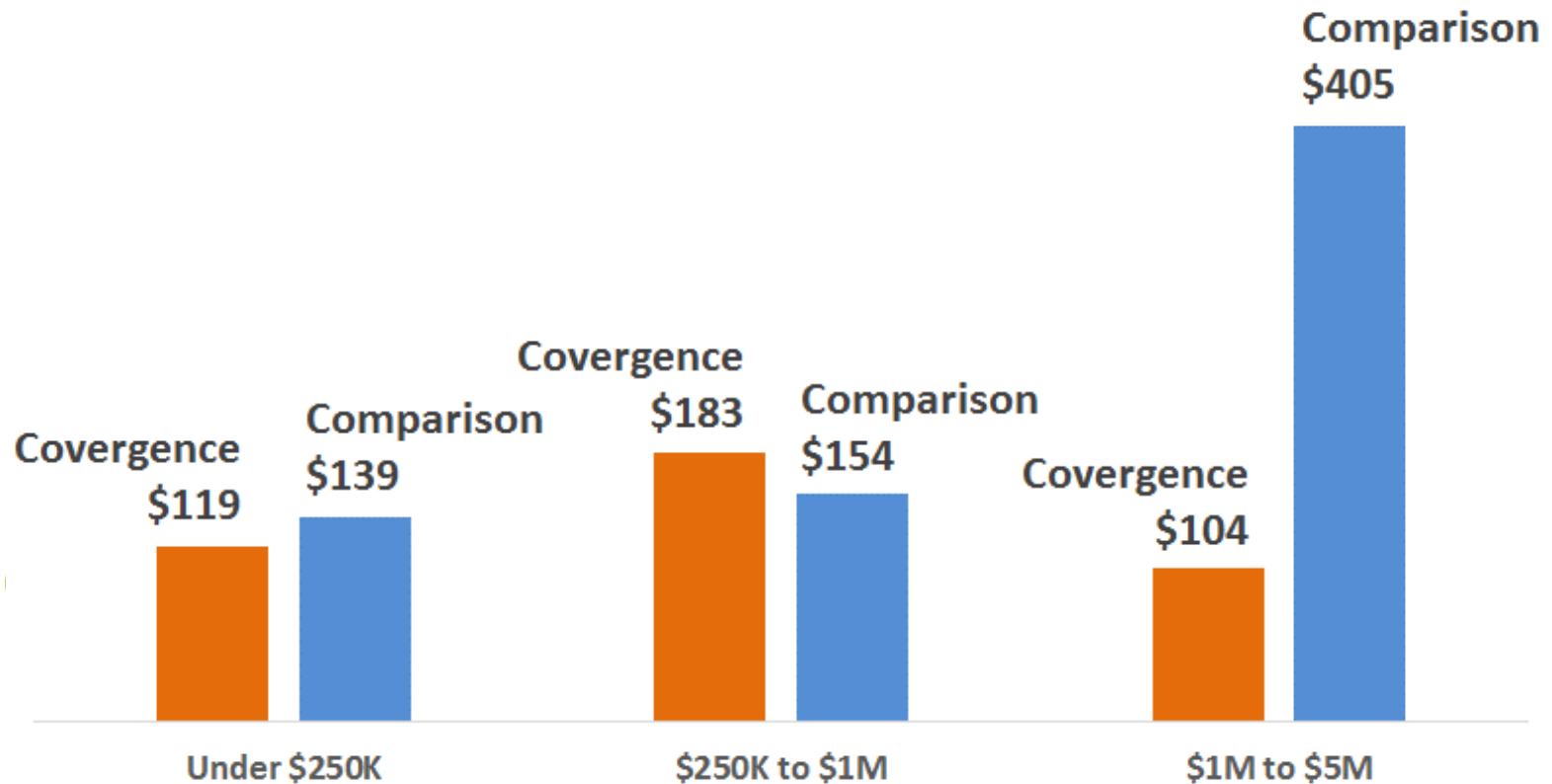
## Art House Convergence & Film Festivals' Revenue



## AVERAGE NUMBER OF INDIVIDUAL CONTRIBUTORS Convergence & Comparison

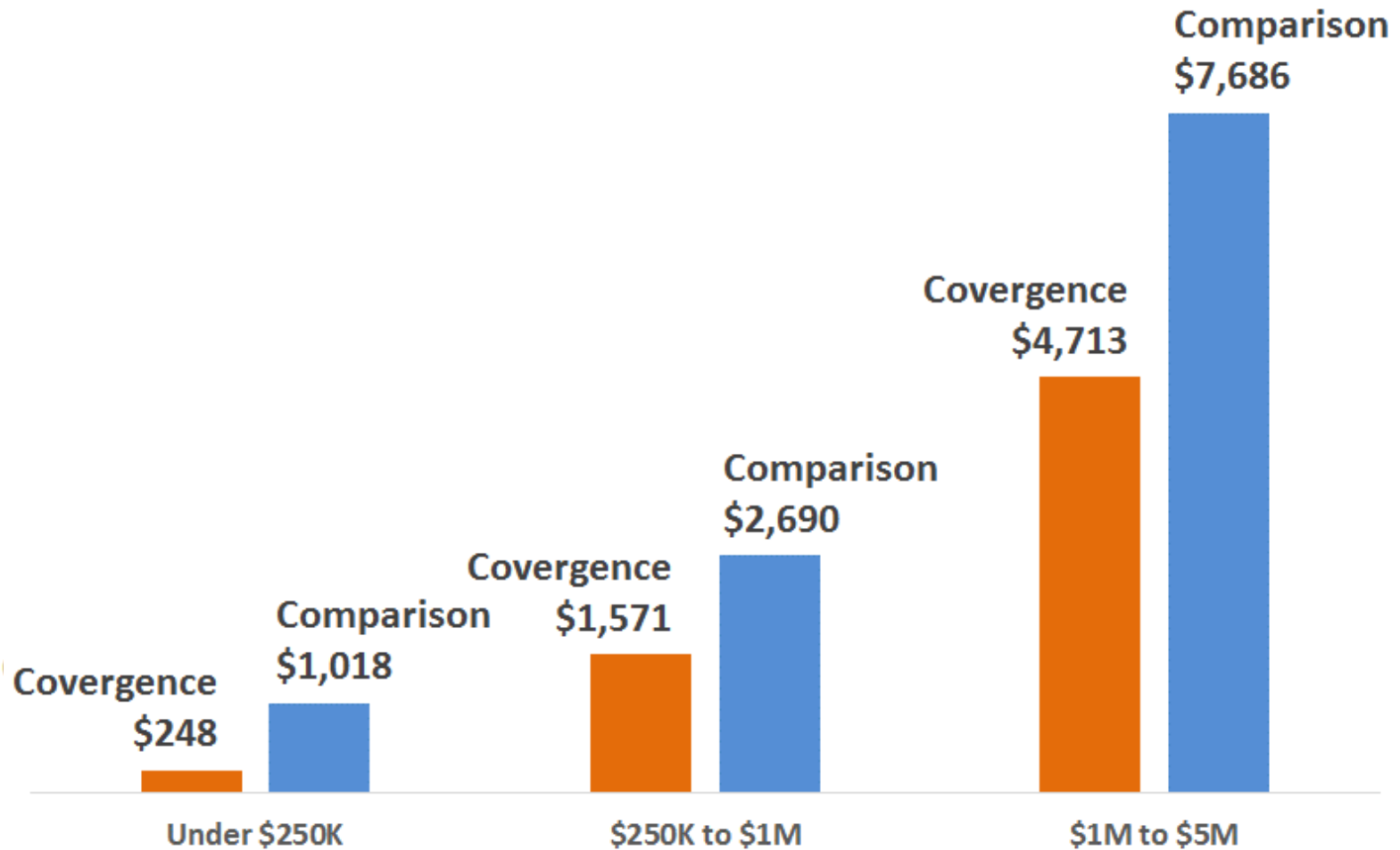


## AVERAGE AMOUNT FROM INDIVIDUAL CONTRIBUTORS Convergence & Comparison



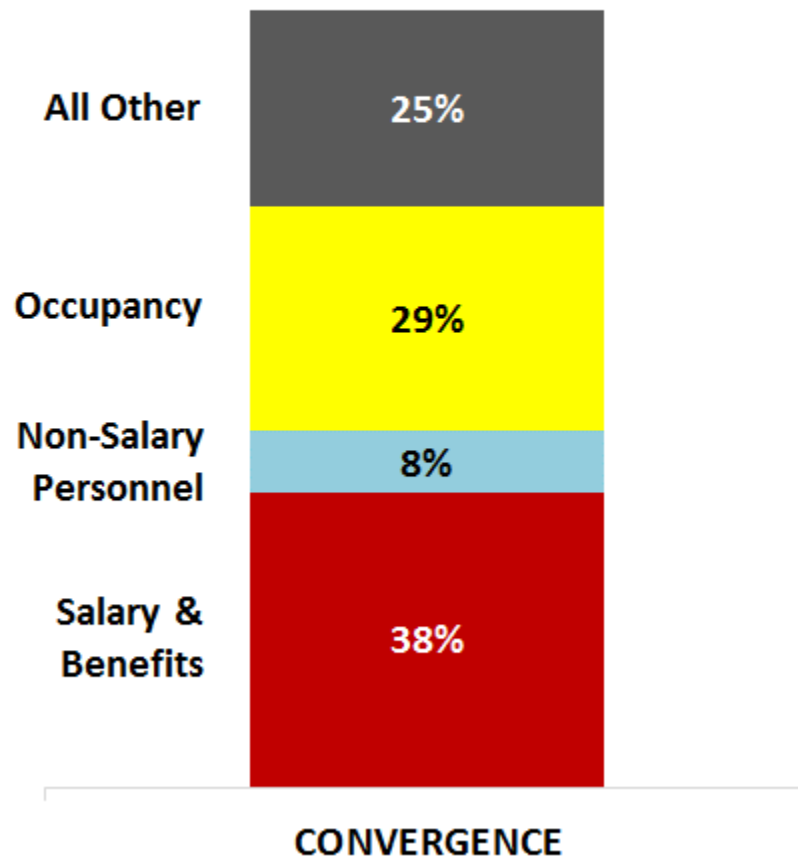


## AVERAGE AMOUNT FROM BOARD MEMBERS Convergence & Comparison

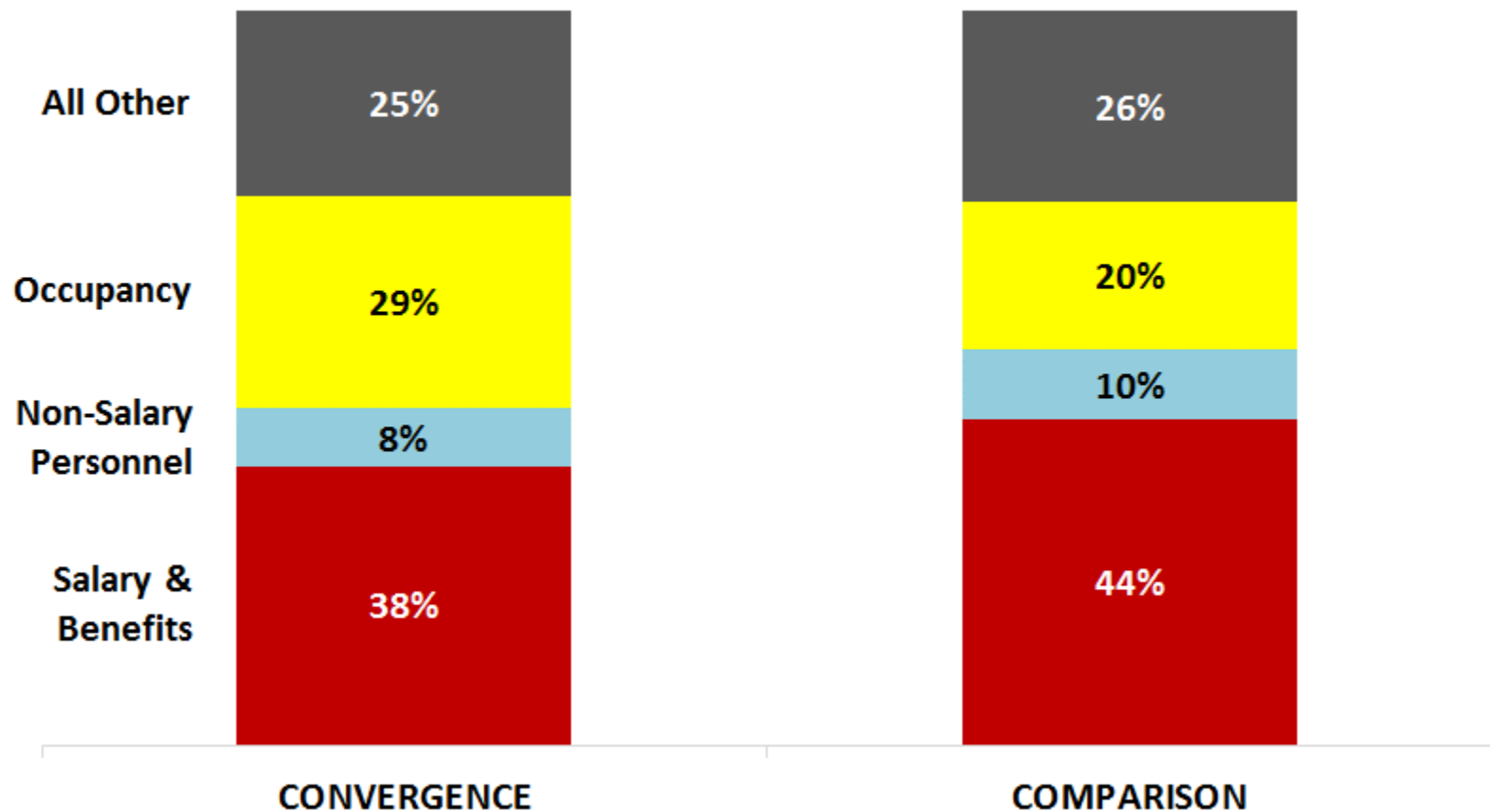


# — Expenses

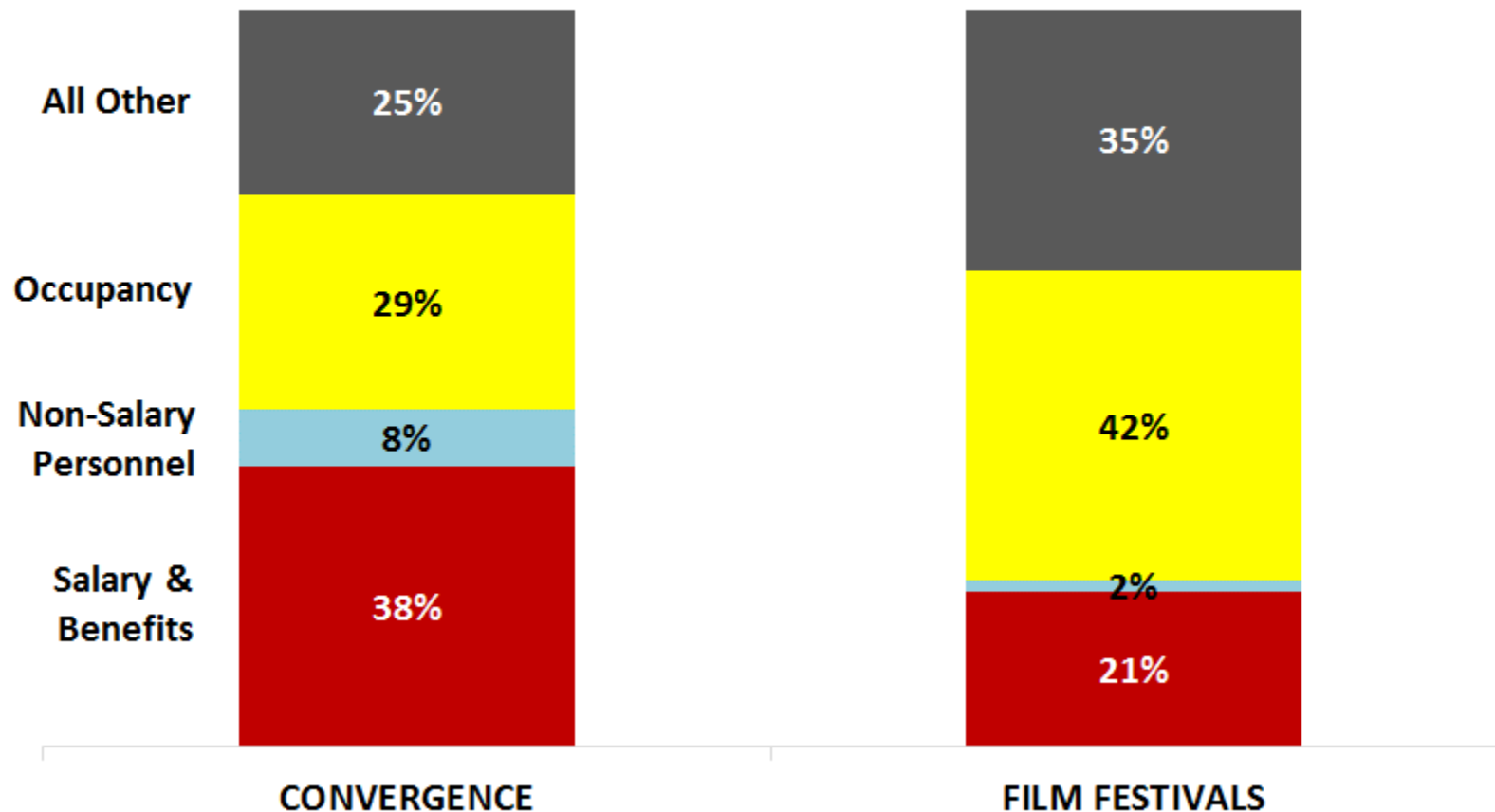
## Expenses by Type



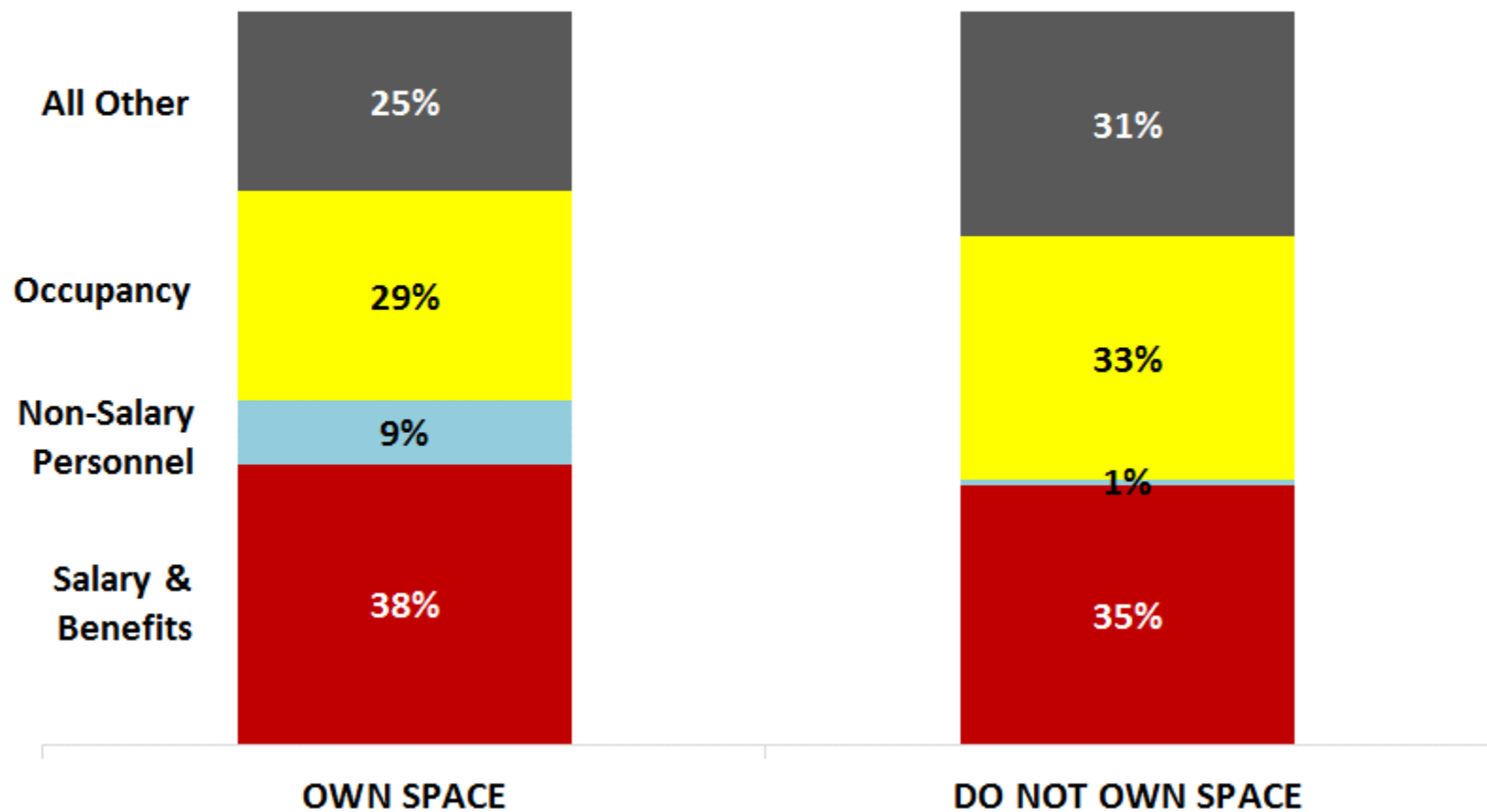
## Expenses by Type



## Expenses by Type

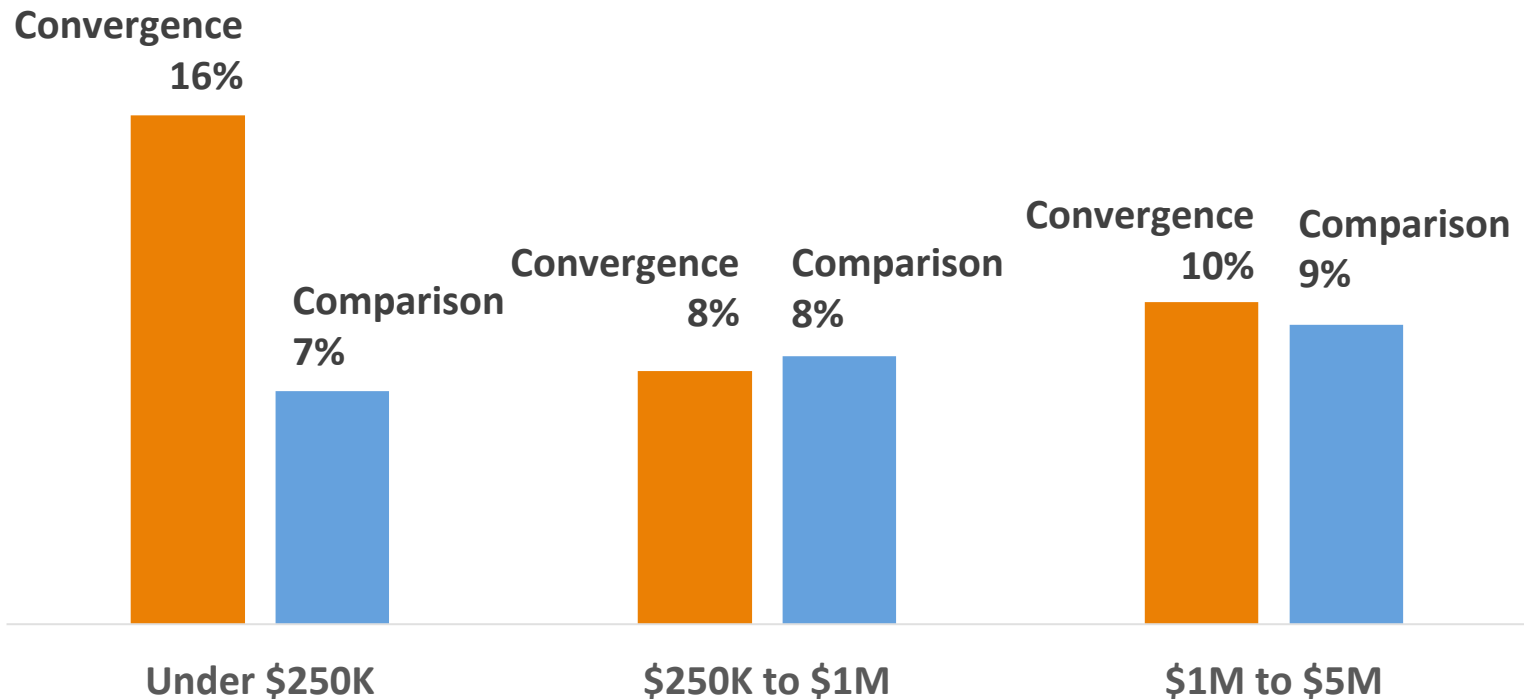


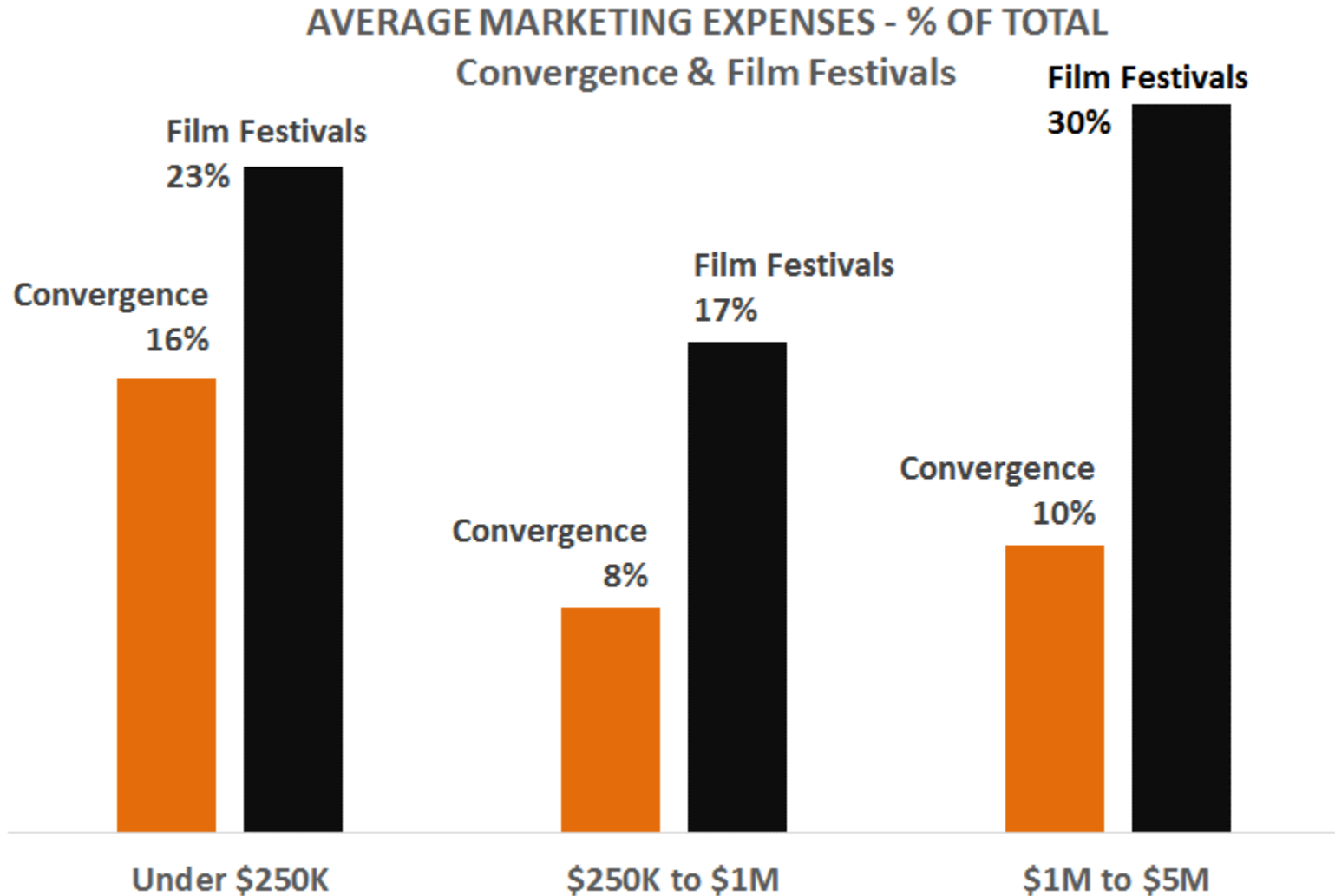
## Expenses by Type



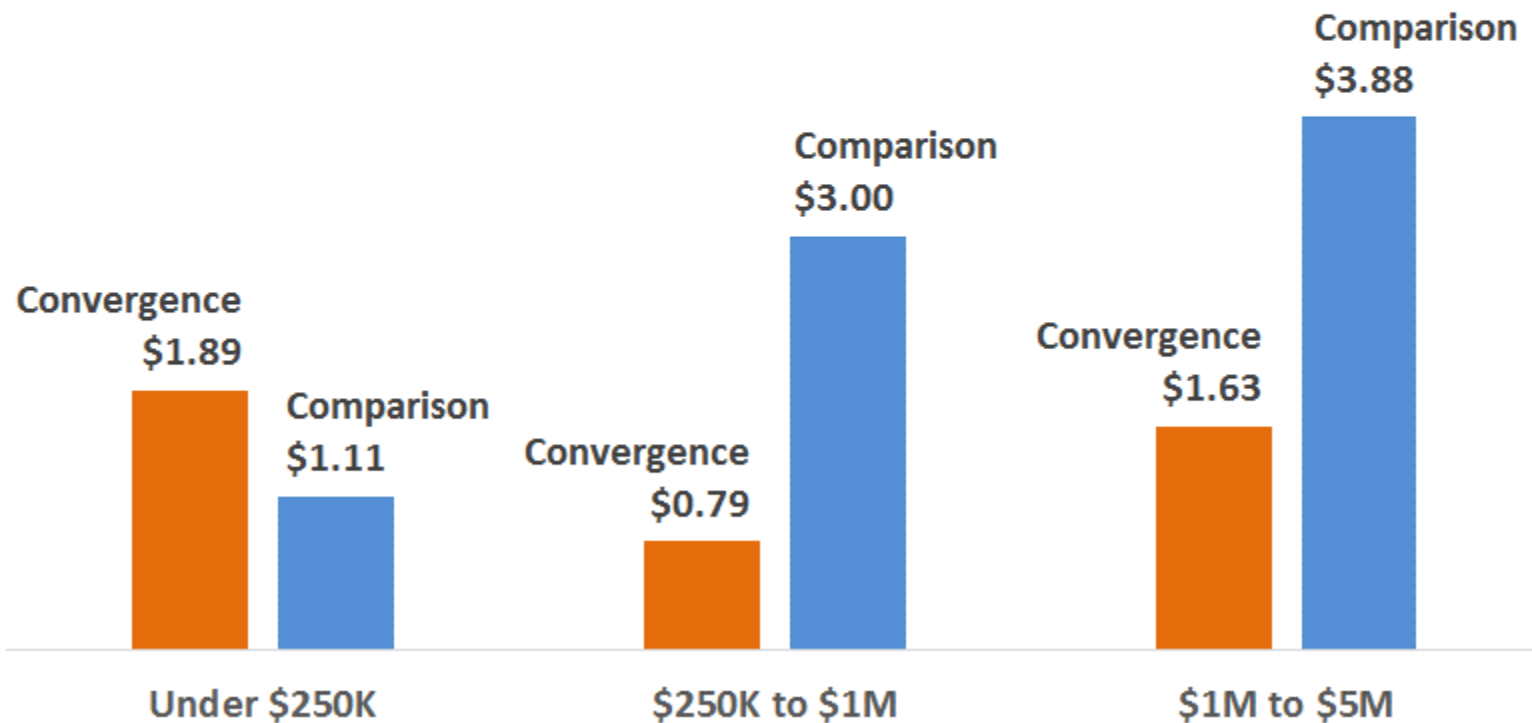


## AVERAGE MARKETING EXPENSES - % OF TOTAL Convergence & Comparison





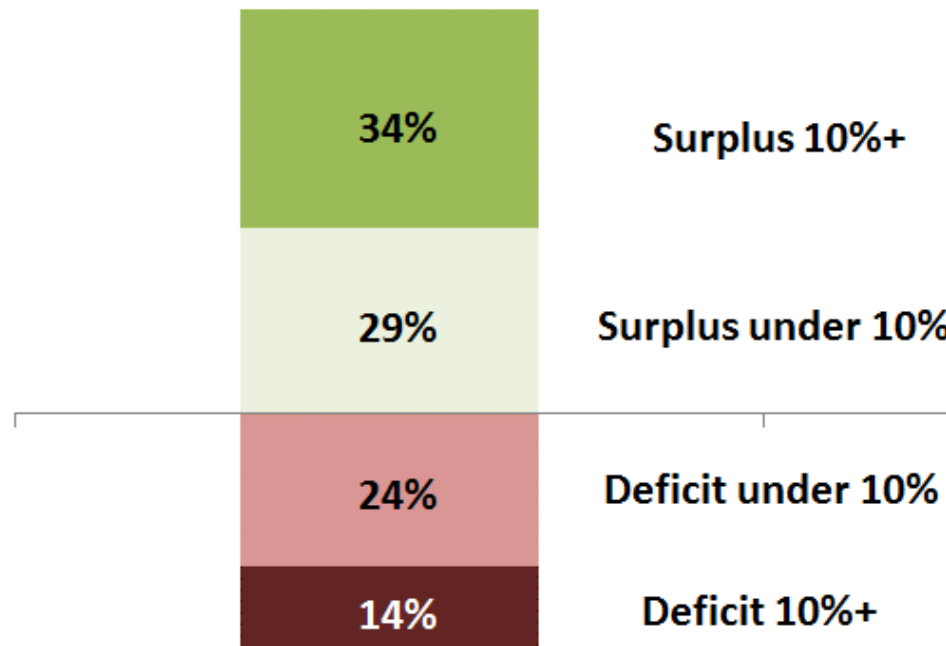
## MARKETING EXPENSE PER AUDIENCE MEMBER Convergence & Comparison





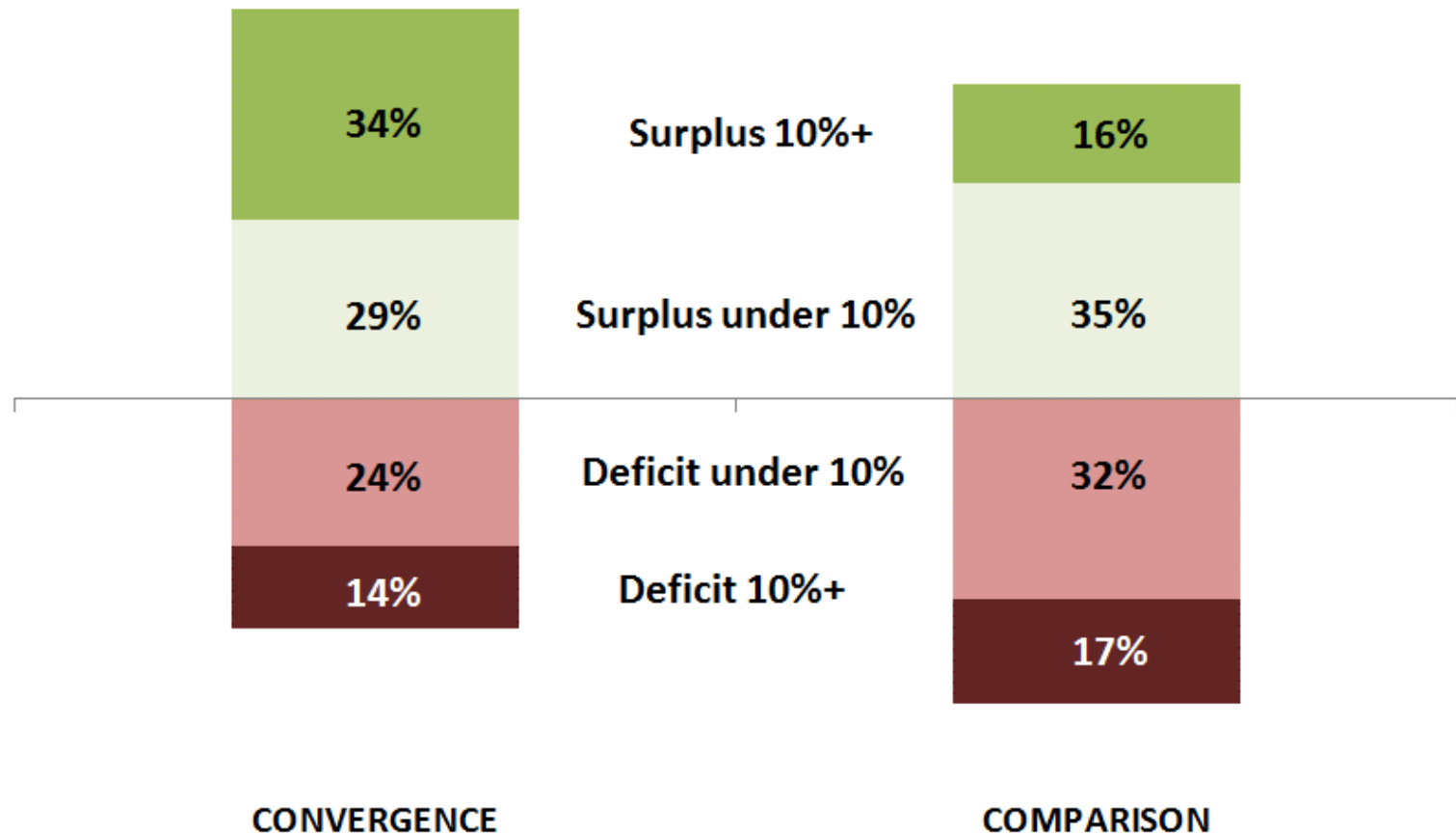
# — Financial Health

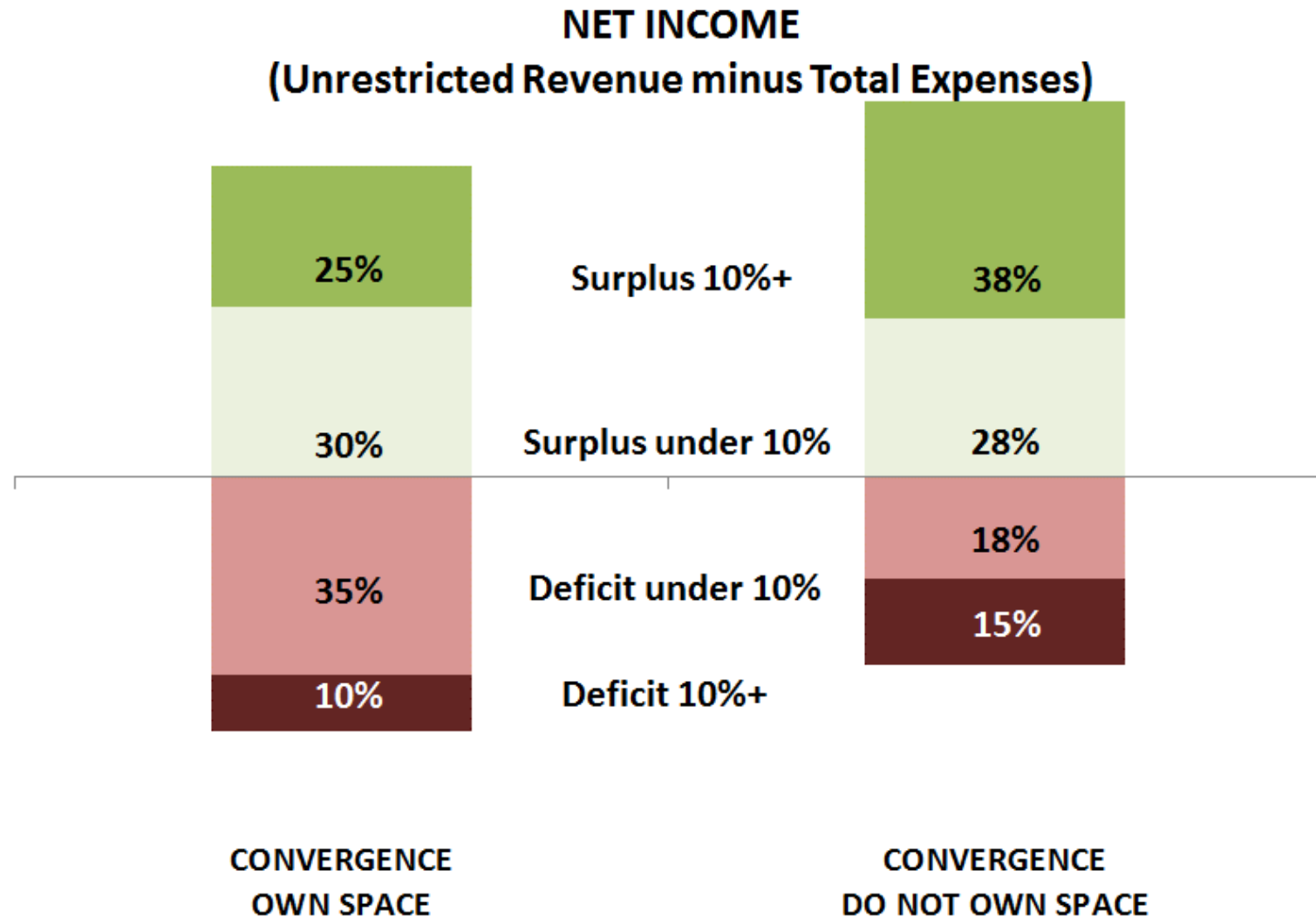
## NET INCOME (Unrestricted Revenue minus Total Expenses)



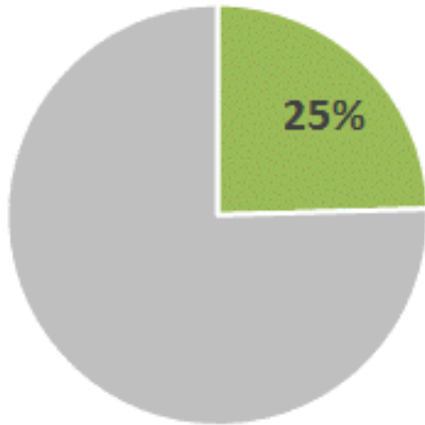
CONVERGENCE

## NET INCOME (Unrestricted Revenue minus Total Expenses)

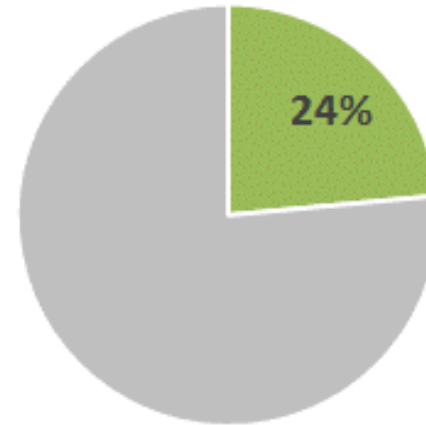




Convergence Organizations with  
3 of more months of Working Capital



Film Festivals with  
3 of more months of Working Capital

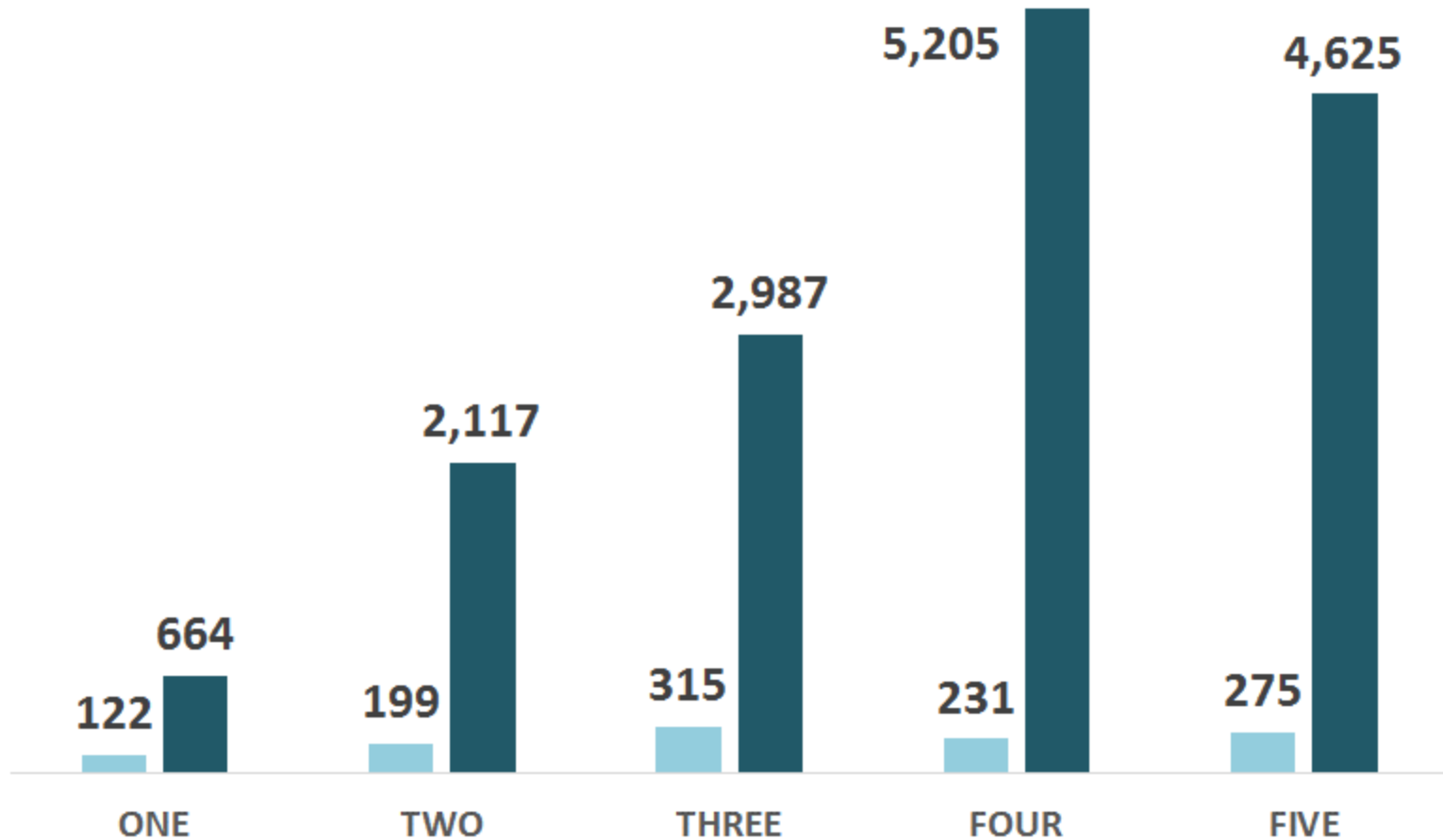




# — Events & Attendance



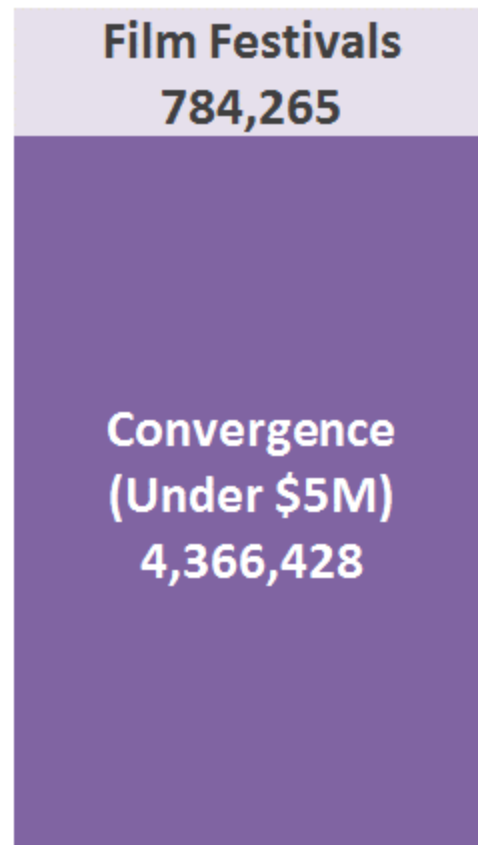
## FILMS & FILM SHOWINGS Average by Number of Screens (Limited Response)



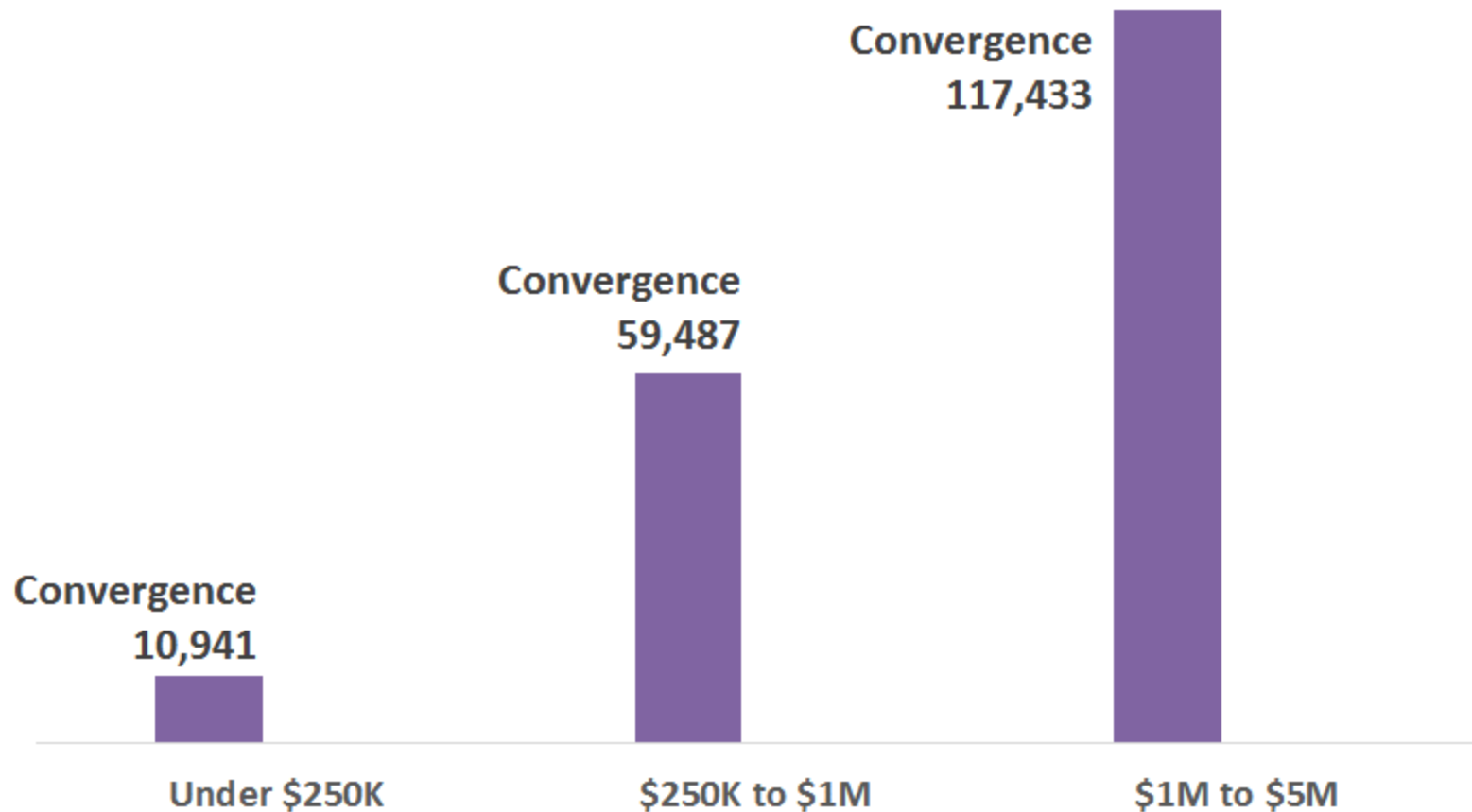
### TOTAL ATTENDANCE All Convergence & Film Festivals

**Over 5,000,000  
in Attendance**

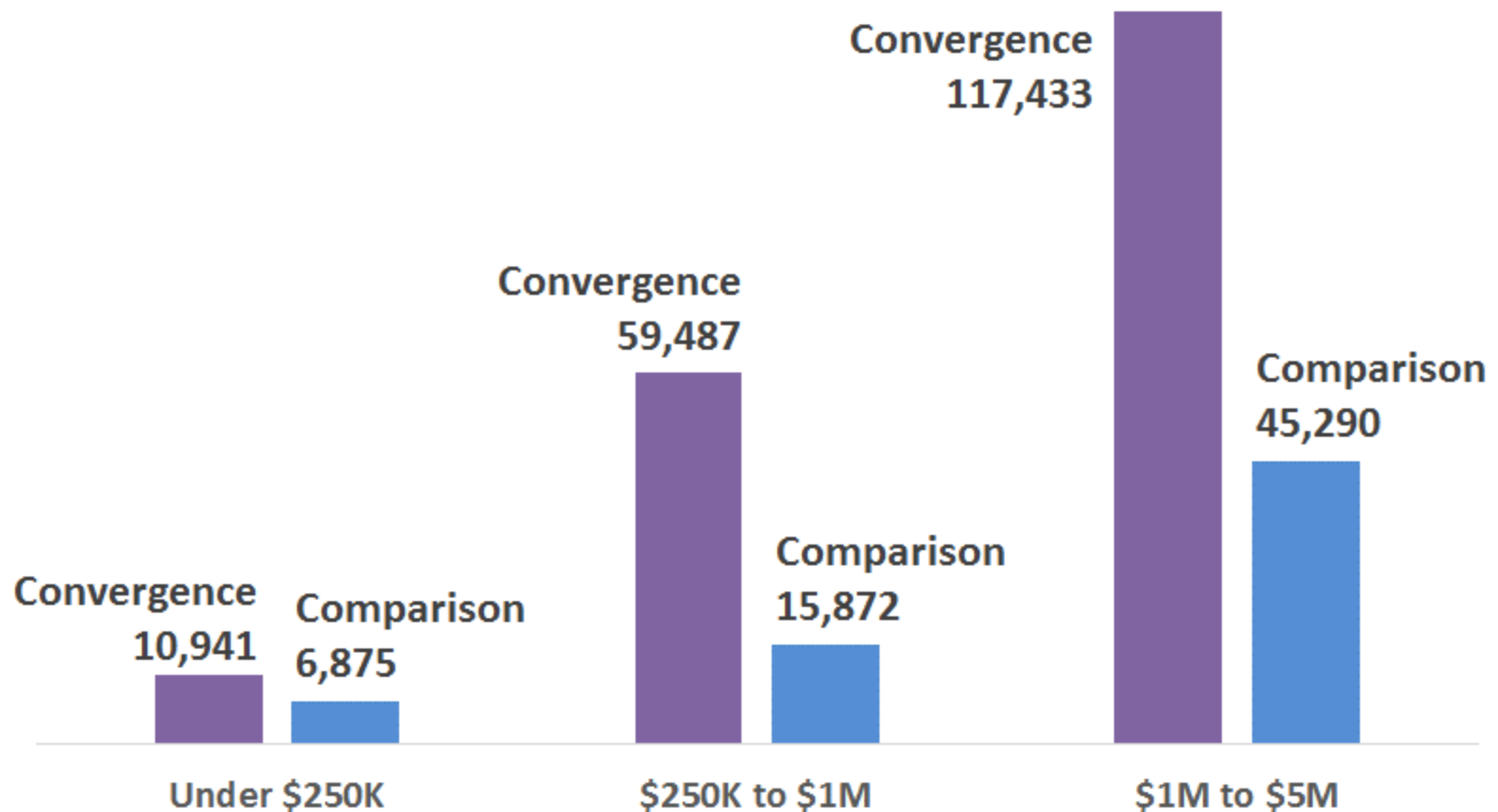
**Total - all Convergence  
organizations under  
\$5 Million**



## AVERAGE ANNUAL ATTENDANCE Per Organization - Convergence & Comparison



## AVERAGE ANNUAL ATTENDANCE Per Organization - Convergence & Comparison



## Price vs. Cost of Admission



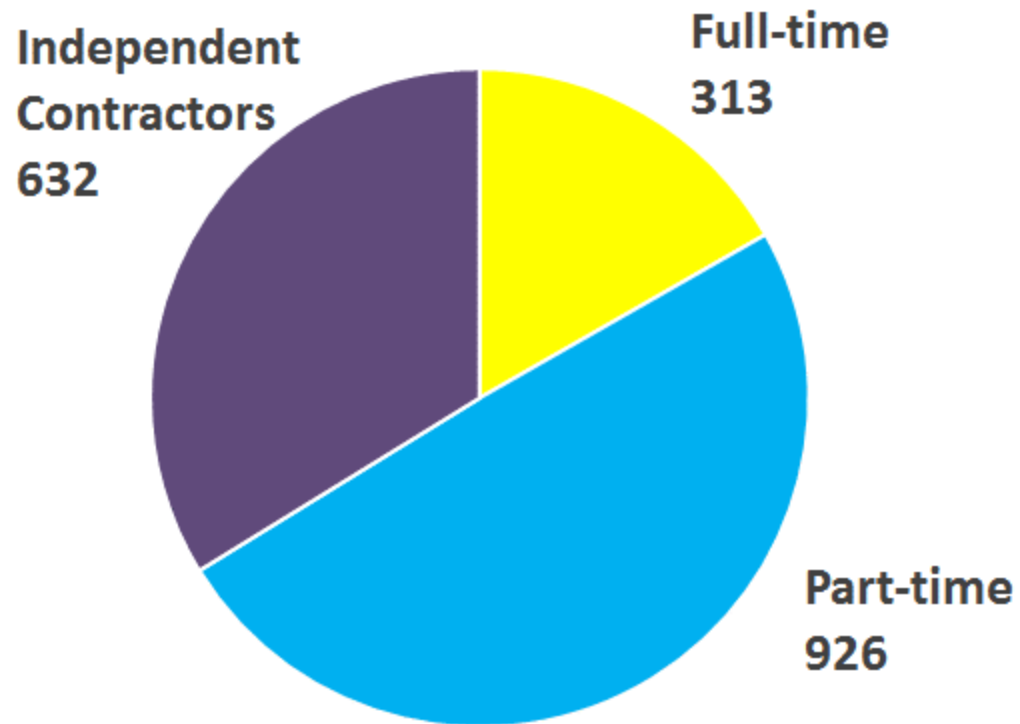
Median Admission Price  
**\$9.00**

Median Cost  
of Admission  
**\$18.23**



# — Workforce

## TOTAL EMPLOYEES

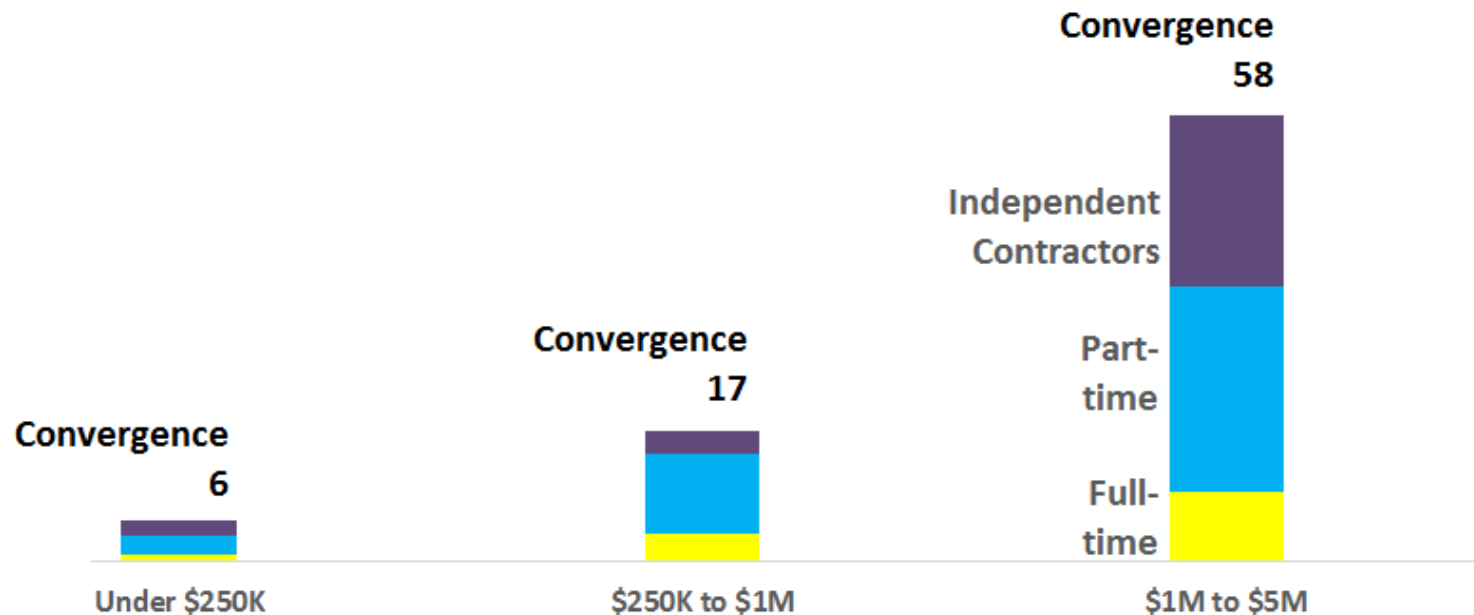


**TOTAL: 1,871**

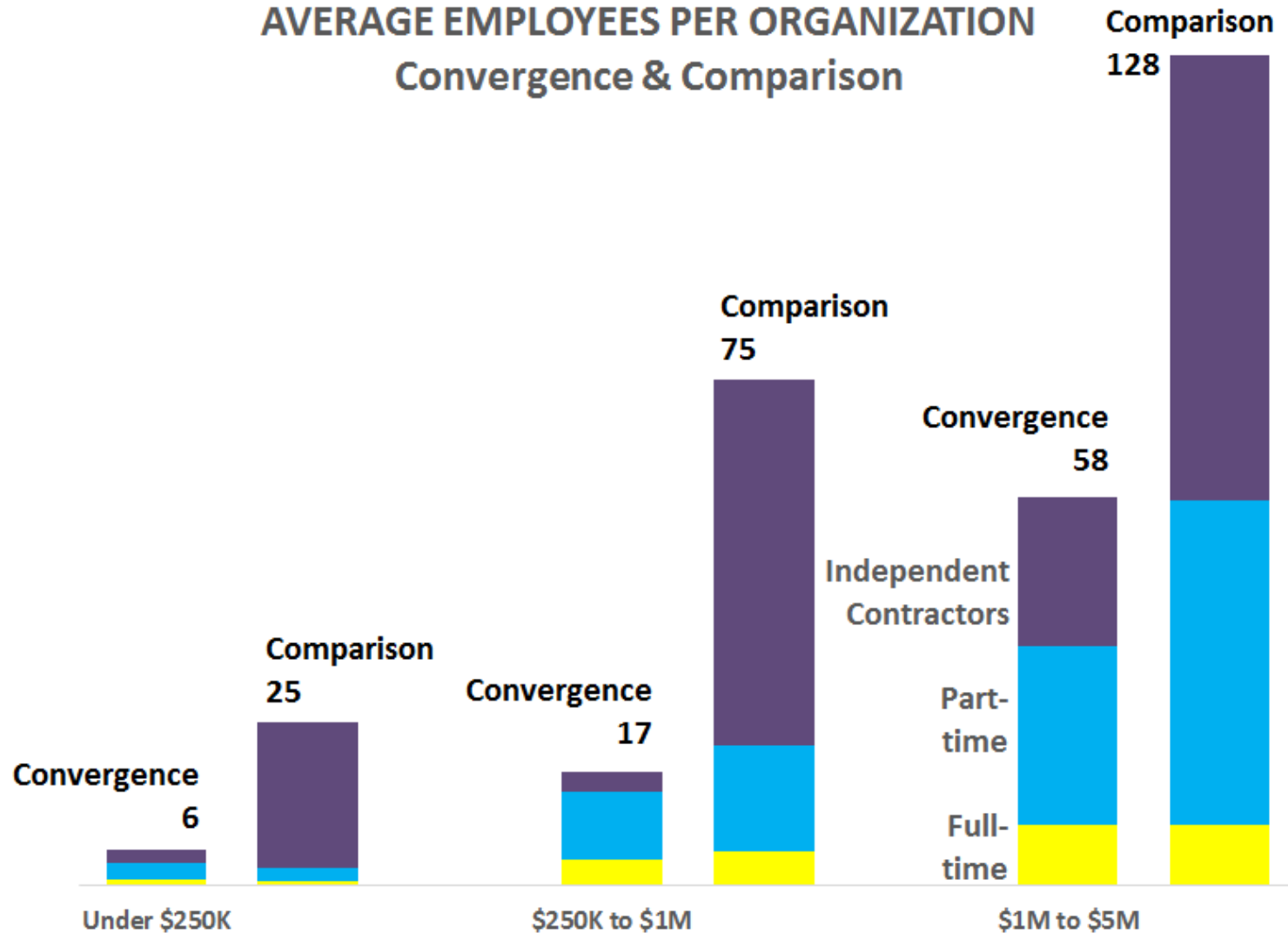
**For all Convergence organizations under \$5 Million**



## AVERAGE EMPLOYEES PER ORGANIZATION Convergence & Comparison



## AVERAGE EMPLOYEES PER ORGANIZATION Convergence & Comparison



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Thank You!