



Health of the Dance Field in the San Francisco Bay Area and California

5th Edition - May 2017



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in conjunction with DataArts

Welcome

Over the past five years, Dancers' Group has led a unique research project that focuses on California's dynamic dance community, gathering statistics from DataArts that we have reliably tracked over time. We believe the data compiled are indicators of the health of dance in the San Francisco Bay Area and statewide.

For this research project, Six Key Benchmarks were identified to track and posit activities in our sector. Our objective was to create a short-list of reliable indicators that reflect the economic impact of the dance ecosystem, and serve as evidence of community support in the most direct, measurable way, which we believe would be meaningful over time. The benchmark indicators are:

- Revenue
- Full Time Equivalent (FTE) Paid Positions
- Paying Participation
- Non-Paying Participation
- Individual Donations
- Number of Individual Donors

Whether as a refresher or as an introduction to this annual research, we have included a brief overview of the research methodology on the following page.

If you are reading this report as a representative of a dance organization—with any budget size—and your organization does not have a DataArts profile we encourage you to visit culturaldata.org to create a free profile.

Also on DataArts: find out which foundations use this data, check out the monthly new user webinars, and browse informative articles.

With another year of data added, it continues to be informative to review the trends that are reflective of a lively dance sector which provide valuable insight into the health and vitality of the field.

Happy reading,



Wayne Hazzard
Executive Director



Who's Included

About the Organizations Represented in the DataArts Statistics

While submitting a free profile to DataArts is an expansive tool for all artists and organizations, its primary users have been those ready and eligible to apply to philanthropic entities—foundations and government funders—that require the applicant to submit a DataArts Funder Report. Therefore, hundreds and likely thousands of dance companies, choreographers, studios and other dance businesses are not currently adding their information to DataArts and thus we are not able to capture their information in this research project.

Because of this, the benchmark data only represents a fraction of the total dance activity. At the time of the first report in 2013, *Dance Activity in the San Francisco Bay Area: A Report on Key Benchmarks*, Dancers' Group conducted a regional census and determined that just over 10% of dance organizations were submitting their data to DataArts, most of which have large annual budgets and those with 501(c)3 status.

Yet, with very little research taking place on the health of the dance field, Dancers' Group has decided to capture as much reliable information as possible that brings a thoughtfully researched perspective to bare. We believe that while the data primarily reflects the most established portion of the dance community, watching these trends over time can provide insight on movement within the broader dance community.

Parameters for Inclusion in this Report

The parameters for gathering statistics from DataArts that reflect the health benchmarks in this study are:

1. Includes profiles from organizations residing within California. The San Francisco Bay Area data set includes only organizations residing in the 11 counties covered by Dancers' Group's work: Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma.

2. Includes only organizations identified primarily as dance based. Organizations who self-identified as "Dance" or "Folk/Traditional Dance" for their National Standard for Arts Information Exchange Project (NISIP) code were included, as well as multi-disciplinary and cultural organizations with an estimated 80% or more of their activity devoted to dance were included. Organizations omitted include multi-disciplinary entities and programs working within sheltered institutions such as universities or municipalities (such as dance classes at local Parks and Recreation Centers). Unfortunately, this excludes some culturally-specific operations whose traditions do not separate dance from related cultural expressions inseparable from dance, such as mask-making, music, regalia, etc. as these distinctions were beyond the scope of this study to clarify.

3. Includes organizations that submitted a profile for fiscal years that fall within the range of the study.

For the purposes of this study, we elected to use annual ranges of July 1 through June 30. For example, organizations identified as "FY11-12" have a fiscal year that ends between July 1, 2011 and June 30, 2012. As illustrated in the initial 2013 report, it is estimated that just over 10% of the total dance organizations in the San Francisco Bay Area region submit annual profiles to DataArts.

While some of the methodology has been updated to address increased parameters for inclusion, for more detailed information on the general methodology and the gathering and processing of data, please refer to the original report - *Dance Activity in the San Francisco Bay Area: A Report on Key Benchmarks* - which can be downloaded at dancersgroup.org.

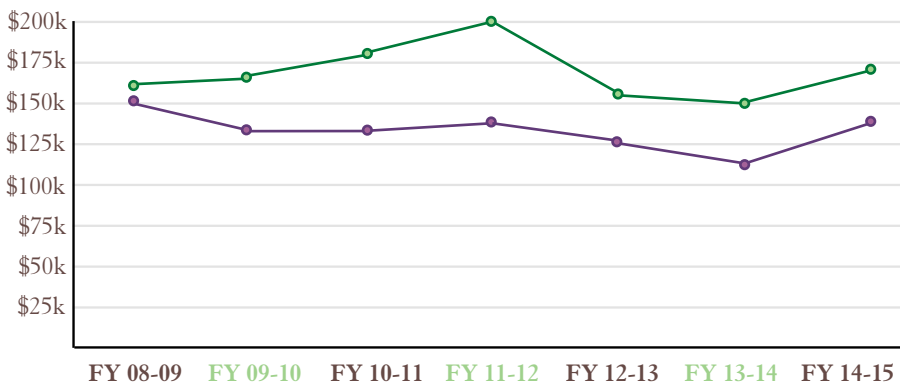
Key Benchmarks: Revenue & Staff

Revenue, as opposed to expenses, was chosen to reflect the economic impact of dance due to its more direct relationship with the other benchmarks. Statewide, revenue was declining over the first six years studied, with a moderate spike in the most recent year. Within the SFBA, growth peaked in FY11-12, though it swiftly declined and has only just started increasing again in the past year.

FTE (Full Time Equivalent) Paid Positions are also a measure of economic impact and provide perspective on the volume of people employed within the field. Trends in staffing reflect those in revenue, with statewide levels steadily declining by a net of 40% and local levels peaking in FY11-12, but declining overall by 25%.

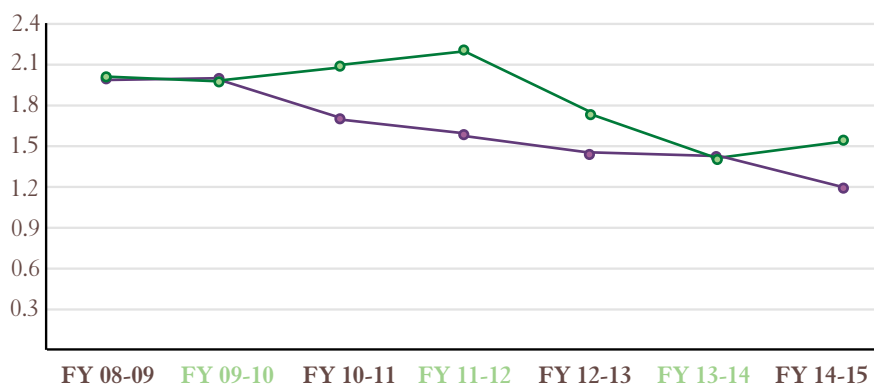
- California
- San Francisco Bay Area

Total Revenue (median)



	California	SF Bay Area
FY 08-09	\$151,364	\$162,319
FY 09-10	\$133,797	\$167,726
FY 10-11	\$132,789	\$180,388
FY 11-12	\$136,895	\$203,922
FY 12-13	\$126,859	\$155,612
FY 13-14	\$117,766	\$152,995
FY 14-15	\$136,444	\$173,729

FTE Paid Positions (median)



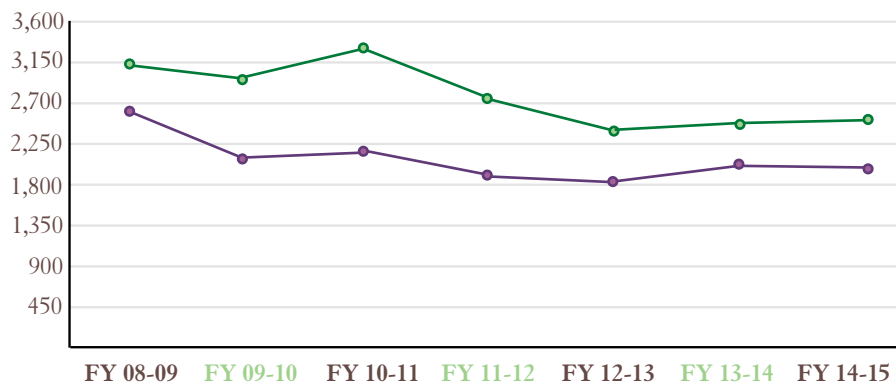
	California	SF Bay Area
FY 08-09	2.00	2.04
FY 09-10	2.04	2.00
FY 10-11	1.71	2.10
FY 11-12	1.58	2.22
FY 12-13	1.46	1.75
FY 13-14	1.45	1.44
FY 14-15	1.20	1.53

Key Benchmarks: Participation

Paying Participation tracks paid community engagement over time, while **Non-Paying Participation** reflects public interest and engagement beyond direct financial support. Paying Participation has slowly declined over the past seven years both statewide and within the SFBA. This has partially been offset by modest growth in Non-Paying Participation over the same period, with a significant increase in FY 14-15, resulting in a fairly consistent total number of participants.

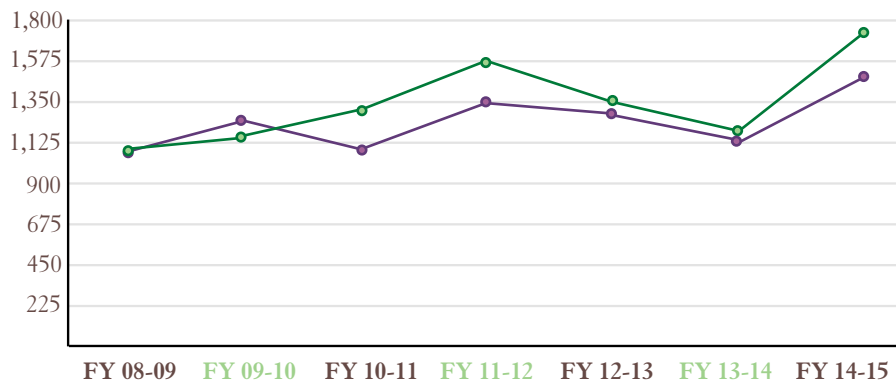
- California
- San Francisco Bay Area

Paying Participation (median)



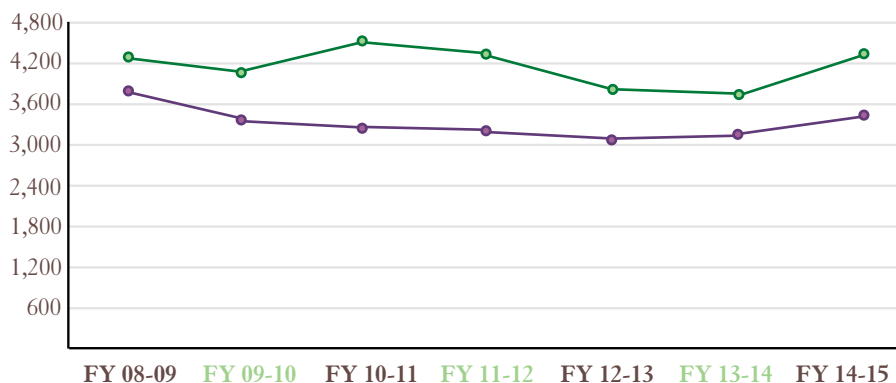
	California	SF Bay Area
FY 08-09	2,645	3,150
FY 09-10	2,113	2,984
FY 10-11	2,200	3,248
FY 11-12	1,888	2,785
FY 12-13	1,824	2,403
FY 13-14	2,050	2,511
FY 14-15	2,000	2,588

Non-Paying Participation (median)



	California	SF Bay Area
FY 08-09	1,092	1,100
FY 09-10	1,234	1,150
FY 10-11	1,097	1,296
FY 11-12	1,314	1,563
FY 12-13	1,269	1,360
FY 13-14	1,145	1,200
FY 14-15	1,500	1,750

Total Participation (median)



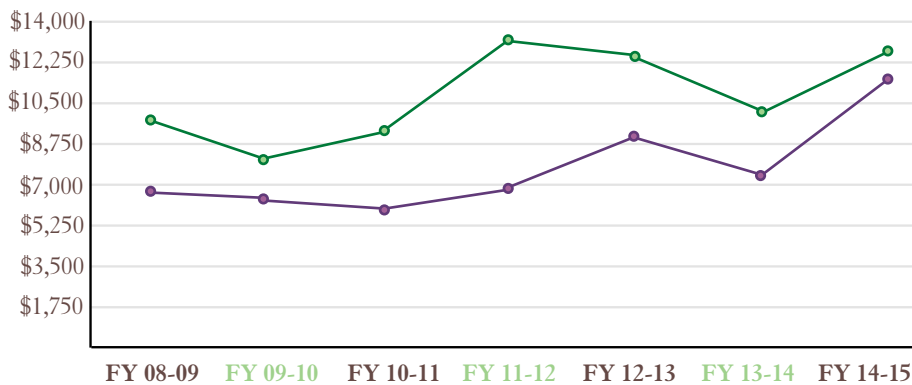
	California	SF Bay Area
FY 08-09	3,737	4,250
FY 09-10	3,347	4,134
FY 10-11	3,297	4,544
FY 11-12	3,202	4,348
FY 12-13	3,093	3,763
FY 13-14	3,195	3,711
FY 14-15	3,500	4,338

Key Benchmarks: Individual Donations

Individual Donations help track measurable fiscal support from the community. Total individual donations have fluctuated over the past seven years, but generally have grown over time. The number of donors has also steadily increased, which, when viewed in relation with the growth in individual support, means the average value of a donation has remained relatively steady over the past seven years (around \$215 statewide and \$220 in the SF Bay Area).

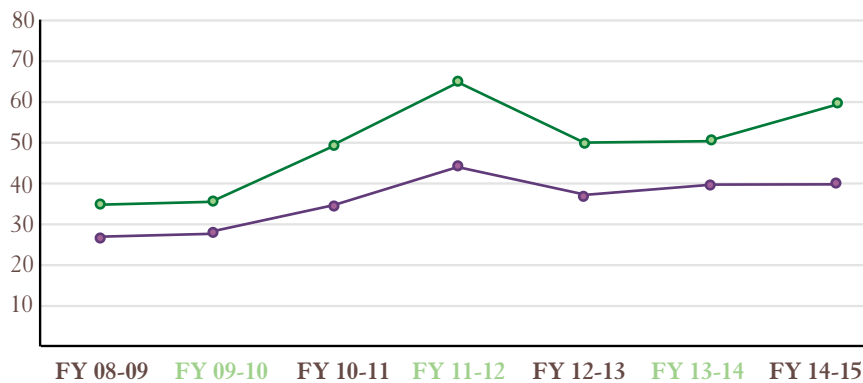
- California
- San Francisco Bay Area

Total Individual Donations (median)



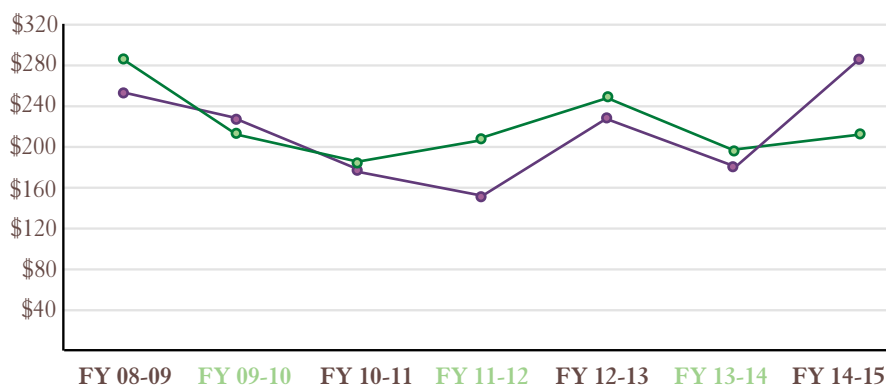
	California	SF Bay Area
FY 08-09	\$6,797	\$9,940
FY 09-10	\$6,453	\$7,697
FY 10-11	\$6,007	\$9,330
FY 11-12	\$6,883	\$13,451
FY 12-13	\$8,835	\$12,350
FY 13-14	\$7,306	\$9,984
FY 14-15	\$11,255	\$12,567

Total Number of Individual Donations (median)



	California	SF Bay Area
FY 08-09	27	35
FY 09-10	28	36
FY 10-11	34	50
FY 11-12	45	65
FY 12-13	38	50
FY 13-14	40	51
FY 14-15	40	60

Average Value of an Individual Donation (median)



	California	SF Bay Area
FY 08-09	\$252	\$284
FY 09-10	\$230	\$214
FY 10-11	\$177	\$187
FY 11-12	\$153	\$207
FY 12-13	\$233	\$247
FY 13-14	\$183	\$196
FY 14-15	\$281	\$209

Aggregate Data

The information in this report derives from the most current, complete data set available through DataArts at the time of the writing of this report. The data is reported in two ways: as aggregates and median figures.

Medians are used to track health indicators, rather than average data points, as this is a common practice when significant outliers on either end of the range are known to exist in the data. This reduces the influence of outliers that otherwise skew results to an unacceptable degree. For this report, medians were chosen to eliminate the skewing effect of the largest budget dance organizations in the region, which were otherwise significantly skewing the results.

We provide aggregate data below as a useful gauge of gross quantity of activity in the region. One note regarding these figures—they can be subject to misunderstanding due to the impact of the largest-budget dance companies in the region. For example, in FY11-12 the three largest organizations in the SF Bay Area data pool represent 74% of the total aggregate revenue. Similarly, in FY 13-14 the massive growth in # of Individual Donors is entirely attributed to one new organization which reported 30,000 donors. Other aggregates are subject to the same caveat.

San Francisco Bay Area:

	# of Profiles	Total Revenue	FTE Paid Employees	Paying Participants	Non-Paying Participants	Individual Donations	# of Indiv. Donors
FY 08-09	91	\$69,742,073	894	897,845	879,418	\$16,020,115	16,674
FY 09-10	103	\$87,967,166	901	944,146	959,095	\$12,839,578	19,453
FY 10-11	99	\$93,570,134	923	926,490	889,835	\$12,404,385	18,655
FY 11-12	98	\$88,666,973	942	931,917	959,877	\$13,012,217	18,608
FY 12-13	105	\$100,844,626	890	870,730	994,089	\$18,591,235	20,316
FY 13-14	108	\$103,421,987	825	898,097	2,428,536	\$17,763,708	48,655
FY 14-15	95	\$91,336,499	886	752,043	982,932	\$14,972,295	19,460

California:

	# of Profiles	Total Revenue	FTE Paid Employees	Paying Participants	Non-Paying Participants	Individual Donations	# of Indiv. Donors
FY 08-09	174	\$96,060,259	1,445	1,349,150	1,158,781	\$18,850,268	23,555
FY 09-10	186	\$113,938,120	1,440	1,344,335	1,253,947	\$15,530,895	27,567
FY 10-11	185	\$119,579,301	1,415	1,358,426	1,203,103	\$15,047,970	24,361
FY 11-12	182	\$116,358,321	1,379	1,347,658	1,202,994	\$15,245,125	24,407
FY 12-13	196	\$122,118,228	1,299	1,338,915	1,301,224	\$20,374,088	25,510
FY 13-14	197	\$123,810,527	1,200	1,531,163	2,720,437	\$19,315,212	53,840
FY 14-15	177	\$116,191,130	1,362	1,140,632	1,241,577	\$17,774,706	36,792

Acknowledgements

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The data used for this report was provided by DataArts, an organization 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 Dancers' Group and does not reflect the views of DataArts. For more information on DataArts, visit culturaldata.org.



Dancers' Group promotes the visibility and viability of dance. Since its founding in 1982, we have served San Francisco Bay Area artists, the dance community and audiences through programs and services that are as collaborative and innovative as the creative process itself. In response to the needs of its constituents, Dancers' Group has evolved to fulfill a dual function as a service organization and as a presenter of performance opportunities that maximize the visibility of dance in the Bay Area.
dancersgroup.org

Staff:

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