



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

7th Edition - March 2019

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**Supported by the California Arts  
Council in conjunction with DataArts**





# Welcome

## Do numbers make the world go-round?

In the dance world, numbers play a significant role—and if your work is not based on musical counts then audience and financial numbers are definitely there.

Dancers' Group continues to 'crunch' a variety of numbers for an ongoing and unique research project that focuses on California's dynamic dance community. We have gathered statistics from DataArts for seven years – with data that covers 9 years – to reliably track a series of indicators to understand the “health” of dance in the San Francisco Bay Area and statewide.

**For this research project, a short-list of six Key Benchmarks** were identified to serve as reliable indicators of our sector's health, indicators that reflect the economic impact of the dance ecosystem. These indicators serve as evidence of community support in direct, measurable ways. The benchmark indicators are:

- Revenue
- Paying Participation
- Non-Paying Participation
- Personnel Expenses
- Individual Donations
- Number of Individual Donors

Whether as a refresher or as an introduction to this annual research, we have included an 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 yet have a DataArts profile we encourage you to visit [CulturalData.org](https://culturaldata.org) to learn about this service and maybe even create a free profile.

Also on the [CulturalData.org](https://culturaldata.org): find out which foundations use this data, check out the monthly new user webinars, and browse informative articles.

If you find this report informative please let us know: we are always interested in learning how these trends, that are reflective of a lively dance sector, provide valuable insight into the health and vitality of the field.

Happy reading,

  
Wayne Hazzard  
Executive Director

# Who's Included

## About the Artists and Organizations Represented in the DataArts Statistics

DataArts primarily captures information from artists and organizations applying to philanthropic entities—foundations and government funders—that require the applicant to submit a DataArts Funder Report. Because of this, the benchmark data only represents a small fraction of the total dance activity occurring in California. 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 entities were submitting their data to DataArts, and those that submitted primarily represented 501c3 organizations with stable annual budgets.

Hundreds and likely thousands of dance companies, choreographers, studios and other dance businesses are not currently adding their information to DataArts. 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 although 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:

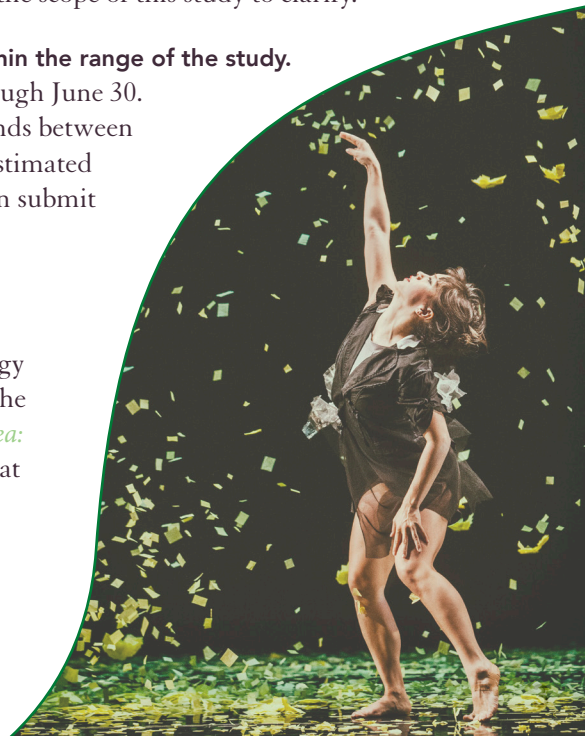
**1. Includes only profiles from organizations residing within California.** The San Francisco Bay Area data set includes only organizations residing in the 11 counties covered by Dancers' Group's work: Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, 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 (NISP) 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 SF Bay Area region submit annual profiles to DataArts.

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](http://dancersgroup.org).



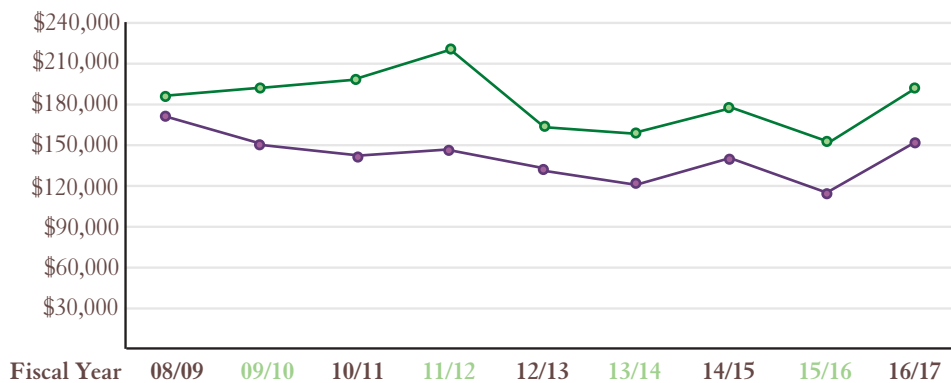
# Key Benchmarks: Revenue & Personnel

**Median Revenue** reflects the typical income of mid-range dance organizations, and provides context for all other benchmarks in this report. Revenue has shown moderate fluctuations over the past nine years, with recent gains returning revenue to roughly the same level as the initial year of reporting.

**Personnel Expenses** measures the typical expenses for employees, independent contractors, and additional personnel for mid-range organizations — offering insight on employment within the field. Prior to fiscal year 2016/17, staffing trends reflected the slow but steady decline in median revenue. The revenue gains in the recent year were matched with increases in personnel expenses, returning them to roughly the same level as the initial year of reporting.

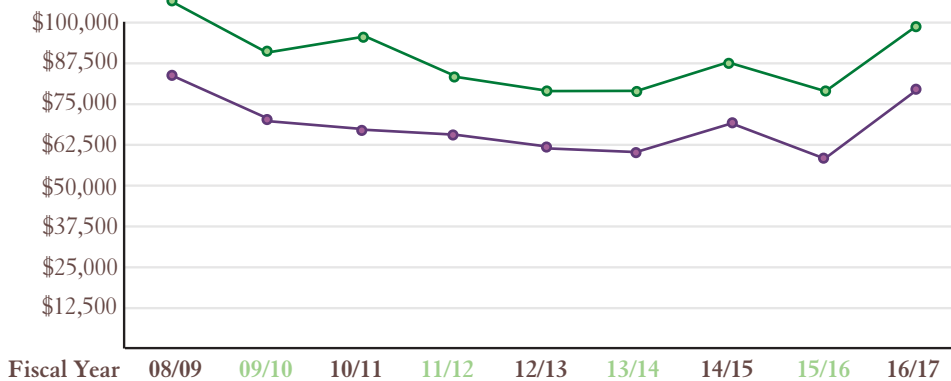
- California
- San Francisco Bay Area

Revenue (median, adjusted for inflation)



	California	SF Bay Area
FY 08-09	\$176,304	\$189,065
FY 09-10	\$154,218	\$193,326
FY 10-11	\$147,797	\$200,775
FY 11-12	\$149,873	\$223,254
FY 12-13	\$136,491	\$167,427
FY 13-14	\$124,135	\$161,269
FY 14-15	\$143,645	\$182,898
FY 15-16	\$118,349	\$154,503
FY 16-17	\$153,598	\$197,471

Personnel Expenses (median, adjusted for inflation)



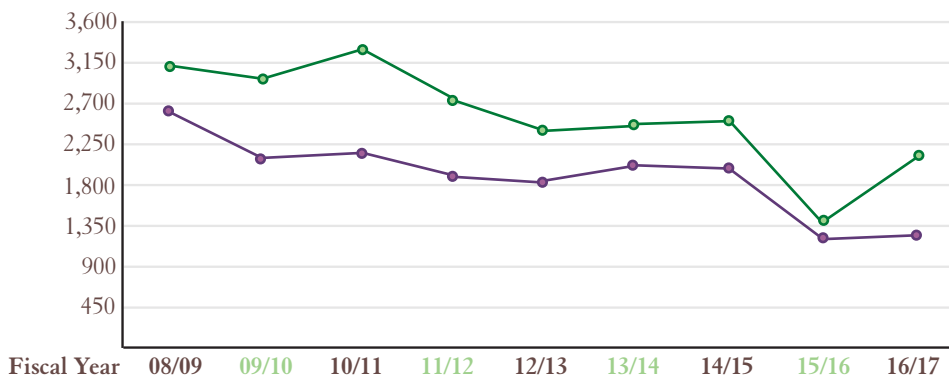
	California	SF Bay Area
FY 08-09	\$83,936	\$108,396
FY 09-10	\$69,889	\$91,789
FY 10-11	\$65,482	\$95,854
FY 11-12	\$64,768	\$84,866
FY 12-13	\$61,521	\$79,649
FY 13-14	\$60,634	\$80,881
FY 14-15	\$70,552	\$88,282
FY 15-16	\$59,656	\$79,742
FY 16-17	\$79,586	\$99,831

# Key Benchmarks: Participation

Participation is an important indicator of overall community engagement in the dance field, and is tracked through **Paying Participation**, which includes performances, workshops, and other paid attendance events, and **Non-Paying Participation**, which includes all events free to the general public. Over the past nine years, paying participation has slowly declined (with a particularly noticeable drop in FY15/16), while non-paying participation has generally remained level, with some larger fluctuations in FY14/15 and 15/16. As a result, overall participation has slightly declined over time.

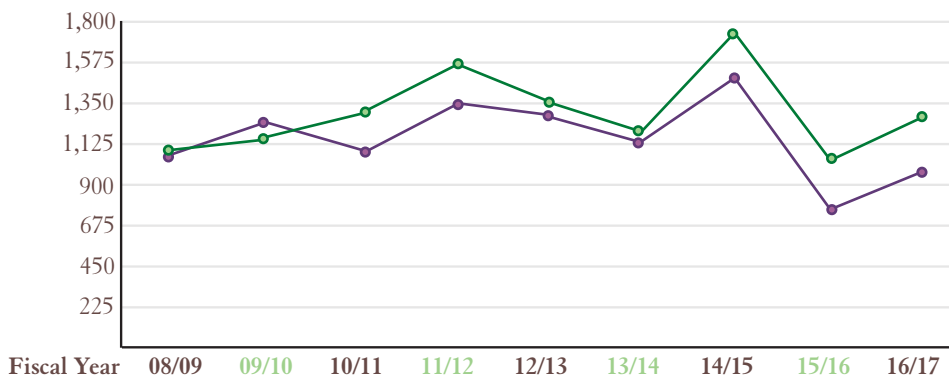
- California
- San Francisco Bay Area

## Paying Participation (median)



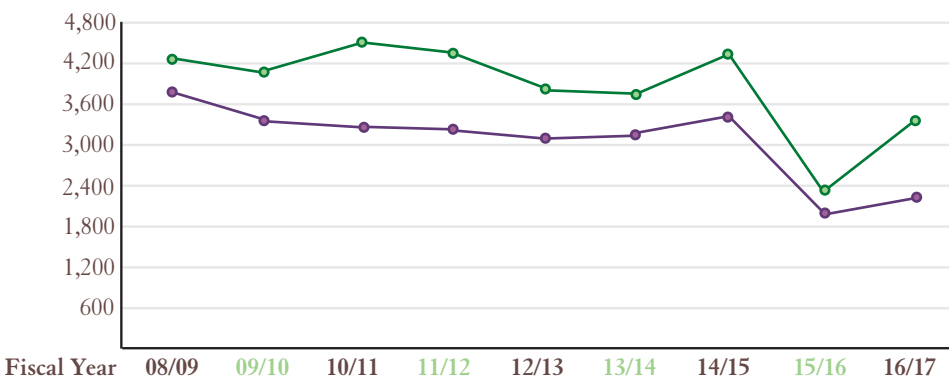
	California	SF Bay Area
FY 08-09	2,645	3,150
FY 09-10	2,113	2,984
FY 10-11	2,200	3,248
FY 11-12	1,888	2,785
FY 12-13	1,824	2,403
FY 13-14	2,050	2,511
FY 14-15	2,000	2,588
FY 15-16	1,200	1,351
FY 16-17	1,284	2,195

## 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
FY 15-16	773	1,035
FY 16-17	975	1,276

## Total Participation (median)



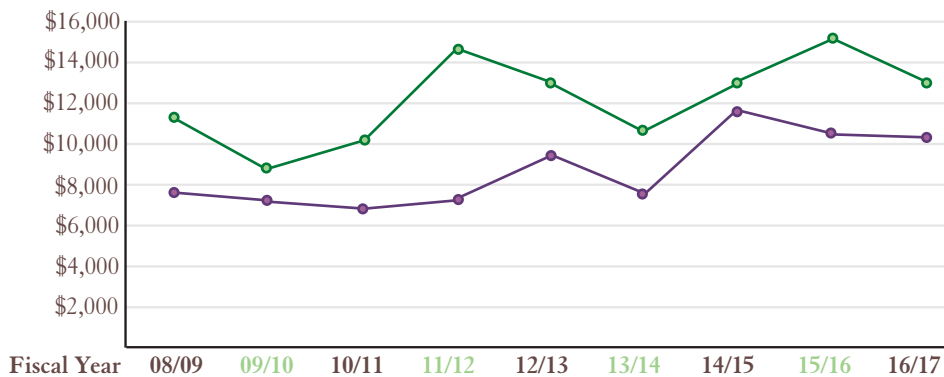
	California	SF Bay Area
FY 08-09	3,737	4,250
FY 09-10	3,347	4,134
FY 10-11	3,297	4,544
FY 11-12	3,202	4,348
FY 12-13	3,093	3,763
FY 13-14	3,195	3,711
FY 14-15	3,500	4,338
FY 15-16	1,973	2,386
FY 16-17	2,259	3,471

# Key Benchmarks: Individual Donations

**Individual Donations** reflect the typical community donations made to a mid-sized dance organization, and are a meaningful indicator of measurable fiscal support from the community. Over the past nine years, total donations have fluctuated, but in general have modestly grown over time. In that same time period the number of donors has also steadily increased, meaning the average value of a donation in the past eight years has fluctuated yet remained relatively level (around \$237 statewide and \$247 in the SF Bay Area).

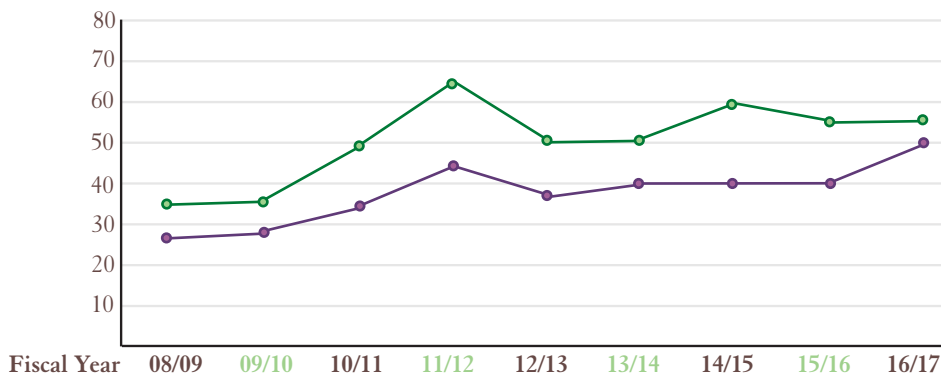
- California
- San Francisco Bay Area

**Total Individual Donations (median, adjusted for inflation)**



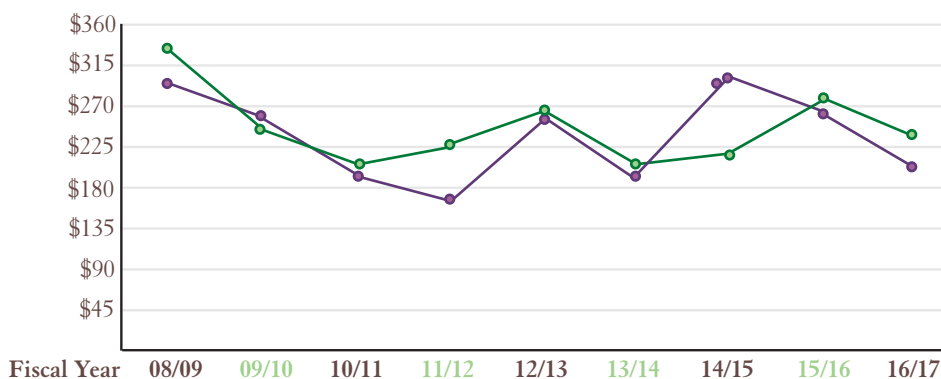
	California	SF Bay Area
FY 08-09	\$7,917	\$11,578
FY 09-10	\$7,438	\$8,872
FY 10-11	\$6,686	\$10,384
FY 11-12	\$7,536	\$14,726
FY 12-13	\$9,506	\$13,288
FY 13-14	\$7,701	\$10,524
FY 14-15	\$11,849	\$13,230
FY 15-16	\$10,580	\$15,375
FY 16-17	\$10,332	\$13,180

**Total Number of Individual Donors (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
FY 15-16	40	55
FY 16-17	50	55

**Average Value of an Individual Donation (median, adjusted for inflation)**



	California	SF Bay Area
FY 08-09	\$293	\$331
FY 09-10	\$266	\$246
FY 10-11	\$197	\$208
FY 11-12	\$167	\$227
FY 12-13	\$250	\$266
FY 13-14	\$193	\$206
FY 14-15	\$296	\$221
FY 15-16	\$265	\$280
FY 16-16	\$207	\$240



# 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.

In this report, medians are used to track health indicators rather than averages as this is a common practice when significant outliers are known to exist. This reduces the influence of outliers that otherwise skew results to an unacceptable degree, which we found in our data due to a few large budget organizations that significantly differed from the majority of entities.

We provide aggregate data below as a useful gauge of gross quantity of activity in the region, yet they can be subject to misunderstanding due to the impact of the largest-budget dance companies in the region. For example, in most years the three largest organizations represent nearly two thirds of the total aggregate revenue. Similarly, in fiscal years 13/14 and 16/17, the massive growth in the number of Individual Donors is entirely attributed to one organization. Other aggregates are subject to the same caveat.

Financial aggregate figures have not been adjusted for inflation.

## San Francisco Bay Area:

	# of Profiles	Total Revenue	Personnel Expenses	Paying Participants	Non-Paying Participants	Individual Donations	# of Indiv. Donors
<b>FY 08-09</b>	91	\$69,742,073	\$55,833,142	897,845	879,418	\$16,020,115	16,674
<b>FY 09-10</b>	103	\$87,967,166	\$55,324,194	944,146	959,095	\$12,839,578	19,453
<b>FY 10-11</b>	99	\$93,570,134	\$56,762,191	926,490	889,835	\$12,404,385	18,655
<b>FY 11-12</b>	98	\$88,666,973	\$59,421,673	931,917	959,877	\$13,012,217	18,608
<b>FY 12-13</b>	105	\$100,844,626	\$56,578,687	870,730	994,089	\$18,591,235	20,316
<b>FY 13-14</b>	108	\$103,421,987	\$59,601,377	898,097	2,428,536	\$17,763,708	48,655
<b>FY 14-15</b>	95	\$91,336,499	\$60,155,762	752,043	982,932	\$14,972,295	19,460
<b>FY 15-16</b>	119	\$95,266,964	\$60,443,608	686,618	2,580,619	\$15,024,679	38,106
<b>FY 16-17</b>	110	\$124,464,045	\$66,460,736	640,499	2,986,750	\$18,179,772	38,293

## California:

	# of Profiles	Total Revenue	Personnel Expenses	Paying Participants	Non-Paying Participants	Individual Donations	# of Indiv. Donors
<b>FY 08-09</b>	174	\$96,060,259	\$68,829,524	1,349,150	1,158,781	\$18,850,268	23,555
<b>FY 09-10</b>	186	\$113,938,120	\$68,418,067	1,344,335	1,253,947	\$15,530,895	27,567
<b>FY 10-11</b>	185	\$119,579,301	\$69,555,142	1,358,426	1,203,103	\$15,047,970	24,361
<b>FY 11-12</b>	182	\$116,358,321	\$73,568,153	1,347,658	1,202,994	\$15,245,125	24,407
<b>FY 12-13</b>	196	\$122,118,228	\$66,014,356	1,338,915	1,301,224	\$20,374,088	25,510
<b>FY 13-14</b>	197	\$123,810,527	\$68,713,157	1,531,163	2,720,437	\$19,315,212	53,840
<b>FY 14-15</b>	177	\$116,191,130	\$72,093,716	1,140,632	1,241,577	\$17,774,706	36,792
<b>FY 15-16</b>	220	\$122,610,645	\$73,691,912	990,603	2,986,750	\$18,179,772	44,721
<b>FY 16-17</b>	203	\$151,133,672	\$81,016,181	1,947,212	2,024,959	\$32,949,774	75,717

# Acknowledgements

**This report was developed by Wayne Hazzard, Executive Director of Dancers' Group, Michelle Lynch Reynolds, Program Director of Dancers' Group, and consultant Kegan Marling.** The team wishes to thank DataArts and the California Arts Council for supporting this study.

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](http://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](http://dancersgroup.org)

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