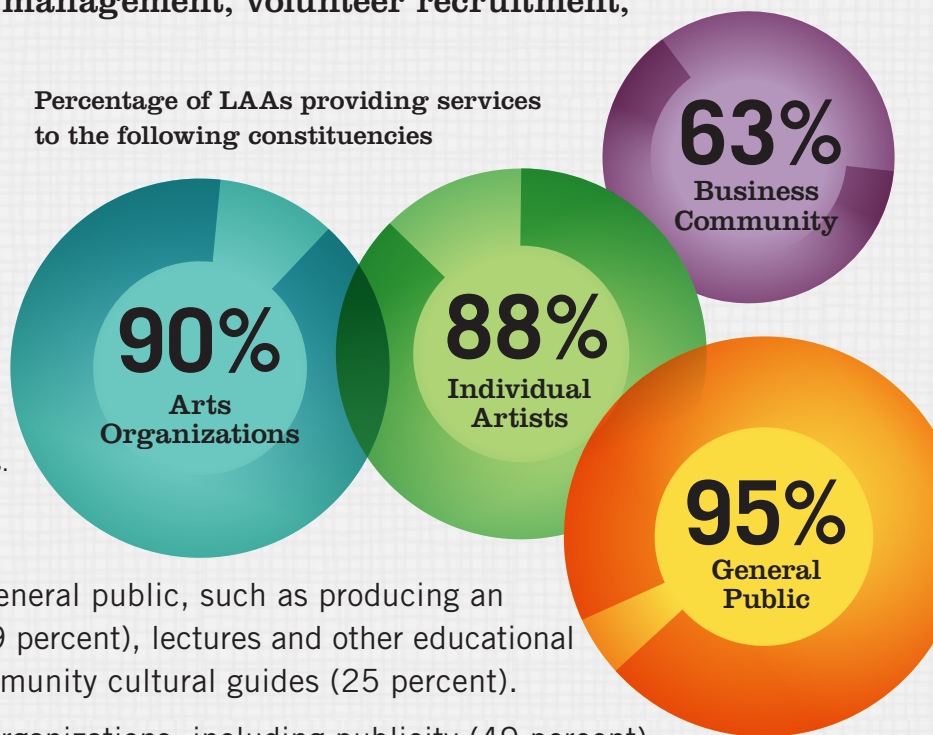


LOCAL ARTS AGENCY SERVICES TO THE COMMUNITY

Local arts agencies (LAAs) create environments in which the arts can thrive. Virtually 100 percent of LAAs provide services to other arts organizations, the community, and artists that range from marketing, audience development, and visibility to cultural facility management, volunteer recruitment, and online arts calendars.

LAAs provide direct services to artists and arts organizations as well as to the general public and business leaders. Services to businesses may include workplace giving programs, employee volunteer training, and coordinating programs like a corporate Battles of the Bands. Services to the general public include hands-on arts-making opportunities, while services to the arts community often include health insurance, incubator spaces for performances and exhibitions, and training seminars.

Percentage of LAAs providing services to the following constituencies



LAA SERVICES BY THE NUMBERS

- 95 percent provide services to the general public, such as producing an online calendar of cultural events (69 percent), lectures and other educational opportunities (46 percent), and community cultural guides (25 percent).
- 90 percent provide services to arts organizations, including publicity (49 percent), facility space (46 percent), and networking opportunities (44 percent).
- 88 percent offer services to individual artists, including offering exhibit or performance opportunities (59 percent), workshops or seminars (43 percent), and employment referrals/job bank (16 percent).
- 63 percent deliver services to the business community, such as employee engagement through arts programs (37 percent), board and volunteer placements (22 percent each), arts-based workplace training (9 percent), and awards for businesses supporting the arts (21 percent).