

# Index-Specific Drivers

## Total Unrestricted Revenue

## Total Expenses (before depr.)

### Arts & Cultural Organizations

#### + Positive drivers

Size, sector  
Local funding, state funding  
Earned revenue  
Targets African Americans  
Targets Hispanics/Latinos  
NEA/IMLS funding

#### - Negative drivers

Organization age  
Has a parent organization

### Arts & Cultural Organizations

#### + Positive drivers

Size, sector, age  
Higher spend on marketing  
Higher spend on fundraising  
Higher earned program revenue  
Targets kids  
Targets African Americans

#### - Negative drivers

Targets young adults  
Targets Asian Americans

### Community Arts and Leisure Characteristics

#### + Positive drivers

Market A&C dollar activity  
Public radio & TV station activity

#### - Negative drivers

# other leisure activity competitors  
# art museums, community orgs  
# music orgs,  
general performing arts orgs  
# orchestras

### Community Arts and Leisure Characteristics

#### + Positive drivers

Market A&C dollar activity  
# artists and arts providers

#### - Negative drivers

# other leisure activity competitors  
# orchestras, theater companies  
# community-based organizations  
# opera companies  
# general performing arts organizations

### Community Socio-demographic Characteristics

#### + Positive drivers

Individual philanthropy  
Total population

#### - Negative drivers

Socioeconomics  
High % Hispanics/Latinos

### Community Socio-demographic Characteristics

#### + Positive drivers

Socioeconomics

#### - Negative drivers

Median age

### Public Funding

#### + Positive drivers

\$ and # of Federal and State arts grants

#### - Negative drivers

### Public Funding

#### + Positive drivers

#### - Negative drivers