What Drives Total Expenses (before depr.) From the A&C Ecosystem?

INDEX-SPECIFIC DRIVERS

Total Expenses (before depr.)

Arts & Cultural Organizations

+Positive drivers	-Negative drivers
Size, sector, age	Targets young adults
Higher spend on marketing	Targets Asian Americans
Higher spend on fundraising	
Higher earned program revenue	
Targets kids	
Targets African Americans	

Community Arts and Leisure Characteristics

+Positive drivers	-Negative drivers
Market A&C dollar activity	# other leisure activity competitors
# artists and arts providers	# orchestras, theater companies
	# community-based organizations
	# opera companies
	# general performing arts organizations

Community Socio-demographic Characteristics

+Positive drivers	-Negative drivers
Socioeconomics	Median age