Arts & Culture

Access to arts and culture has been a fundamental part of the urban experience since Baltimore's earliest days. Baltimore is home to some of the oldest venues for performance arts such as the Lyric Opera House, started in 1894, and one of the nation's oldest public library systems opened in 1882, the Enoch Pratt Free Library. Arts opportunities contribute to the vitality of neighborhoods by providing spaces and events for social engagement for residents and attractions for visitors to the area. Today, "creativity"[1] permeates the nature of how people work and live. The growing linkage between the arts, local economies, and neighborhood revitalization is evident in Baltimore's three Arts and Entertainment districts: Station North (est. 2002), Highlandtown (est. 2003) and Bromo Tower (est. 2012).

Establishing indicators to track the contributions of arts and culture for neighborhoods is not only new for *Vital Signs 11* but also for organizations nationally (the National Endowment of the Arts[2]) and locally (Baltimore Art + Justice Project, see **Indicator In-Depth**) that are working to establish best practices for community-based indicators. *Vital Signs 11* begins to identify and track arts and culture indicators that are important to understanding not only the characteristics of neighborhoods, but the importance of arts to the quality of life and economy of Baltimore City.

Data

Vital Signs 11 tracks three arts and culture indicators which come from two sources: InfoUSA and the Enoch Pratt Free Library. Indicators are created by normalizing this data by population to establish rates. Normalizing data allows for the rates to reflect the concentration of the indicators relative to the population, and allows for comparison across neighborhoods and over time.

Arts and Culture Economy[3]

Arts and cultural venues contribute to local economies in three main ways: 1) creation of business and jobs, 2) attracting visitors and outside spending to an area and 3) physically occupying spaces that provide opportunities for people to convene. According to the Maryland State Arts Council (MSAC) Economic Impact of the Arts in Maryland: FY 2011 report, the arts sector supports more than 11,000 jobs[4]. Analysis of InfoUSA[5] data suggests that ¼ of the state's employment is located in

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[1] Richard Florida. *Cities and the Creative Class.* 2004

[2] National Endowment for the Arts. *How Art Works: The National Endowment for the Arts' five-year research agenda, with a system map and measurement model.* September 2012.

[3] Data from InfoUSA

[4] Economic Impact of the Arts in Maryland: Economic Impact of Maryland Arts Organizations and Programs Supported by the Maryland State Arts Council in FY 2011

Baltimore City. In order to understand the impact of the arts and culture in the neighborhood, *Vital Signs 11* tracks the concentration of arts-related businesses and total employment in these sectors.

- From 2010 to 2011, the number of arts-related businesses per 1,000 residents in Baltimore City remained stable from 0.5 to 0.4. The CSAs that experienced declines included Downtown/Seton Hill (-1.2 per 1,000 residents), Inner Harbor/Federal Hill (-0.6 per 1,000 residents), and Medfield/Hampden/Woodberry (-0.6 per 1,000 residents). The CSAs that experienced the greatest increase included Harbor East/Little Italy (+0.4 per 1,000 residents) and Mt. Washington/Coldspring (+0.2 per 1,000 residents).

- In 2011, the CSAs with the largest number of arts-related businesses per 1,000 residents included Downtown/Seton Hill (4.5 per 1,000 residents), Inner Harbor Federal Hill (3.1 per 1,000 residents), and Midtown (2.4 per 1,000 residents). Ten CSAs had less than 0.1 arts-related businesses per 1,000 residents, including Allendale/Arlington/Hilltop, Canton, Clifton-Berea, Dickeyville/Franklintown, Lauraville, Madison/East End, Morrell Park/Violetville, Sandtown-Winchester/Harlem Park, Southern Park Heights, and the Waverlies.

- From 2010 to 2011, the number of persons employed in arts-related businesses decreased from 2,837 to 2,727. The CSAs with the greatest decrease in number of persons employed in arts-related businesses included Inner Harbor/Federal Hill, Penn North/Reservoir Hill, Westport/Mt. Winans/Lakeland, and Orangeville/East Highlandtown. The CSAs with the greatest increase in number of persons employed in arts-related businesses included Midtown, Mt. Washington/Coldspring, and Cherry Hill.

- In 2011, the CSAs with the largest number of persons employed in arts-related businesses were in the Inner Harbor/Federal Hill (863), Midtown (548), and Greater Charles Village/Barclay (219). There were 10 CSAs with no persons employed in arts-related businesses.

Library Membership[6]

One of the most important community assets of a neighborhood is the local public library, which provides access to literature and information both as traditional print media and digital formats. Although this indicator is located in the Arts and Culture section of *Vital Signs 11*, it is easily associated with education indicators, as libraries are places for preschoolers to adult-learners, as well as workforce/economic development indicators, providing a place for free access to internet resources (*see Enoch Pratt Free Library Data Story*).
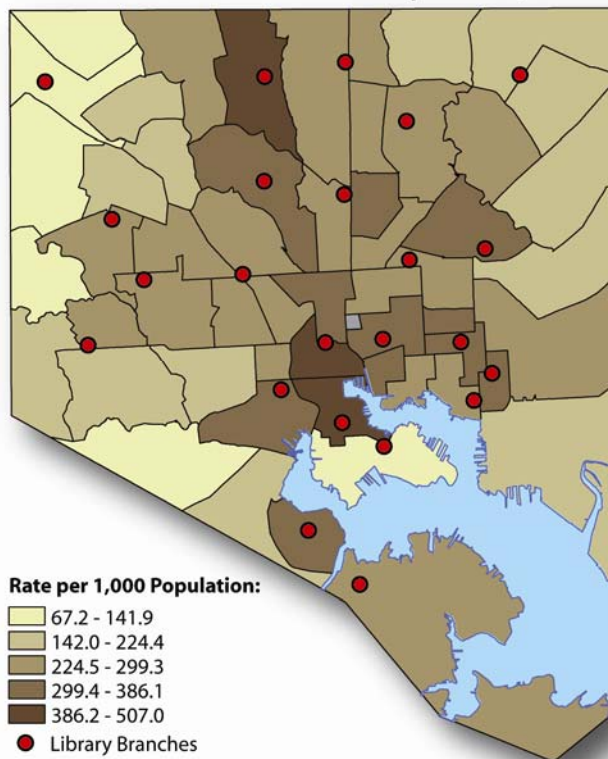
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[5] For more details on the North American Classification System (NAICS) categories used to identify arts and culture, see the Urban Institute, *Cultural Vitality in Community: Interpretation and Indicators.* 2006.

[6] Source: Library membership data obtained with permission from the Enoch Pratt Free Library. Data includes all active card types for all members of a household with a membership card.

Library membership also points to the 'regional' approach most residents take to local amenities. Baltimore City residents can have a library membership in surrounding counties (and vice versa).

- In 2011, nearly one in four Baltimore residents (249 per 1,000 residents) had an active library membership. The CSAs with the largest numbers of residents with active library cards included Downtown/Seton Hill (507 per 1,000 residents), Inner Harbor/Federal Hill (496 per 1,000 residents), Greater Roland Park/Poplar Hill (487 per 1,000 residents), and Midtown (386 per 1,000 residents). The CSAs with the lowest numbers of residents with active library cards included Morrell Park/Violetville (67 per 1,000 residents), Cross-Country/Cheswolde (78 per 1,000 residents), and Dickeyville/Franklintown (114 per 1,000 residents).

Enoch Pratt Free Library Locations and Membership Rates, 2011

Rate per 1,000 Population:
- 67.2 - 141.9
- 142.0 - 224.4
- 224.5 - 299.3
- 299.4 - 386.1
- 386.2 - 507.0
- ● Library Branches

Data Story: Number of Persons with Library Cards per 1,000 Residents.

This indicator reflects the number of people in Baltimore City who hold an active library card from the Enoch Pratt Free Library (www.prattlibrary.org). Today's Pratt Library – Baltimore's public library and Maryland's State library – consists of the Central Library, 21 neighborhood branches, two mobile libraries, a jail library, and five Centers for Technology Training. Its mission is to "provide equal access to information and services that empower, enrich, and enhance the quality of life for all." The Pratt Library provides essential services to a diverse constituency in a city where 25 percent of residents live below the poverty line, and 83 percent of public school students receive free or reduced-price meals (another measure of poverty). Transformed as both physical and virtual spaces, in neighborhoods or online, public libraries anchor communities and offer a welcoming, neutral place to seek information and enrichment, talk about books and ideas, and engage in community conversation. People trust librarians to help them navigate an increasingly complex and technological world. Last year, nearly 2 million people visited a Pratt Library, making it one of the city's top destinations. Pratt card holders may check out a book; download an eBook; borrow an eReader; or use one of nearly 900 public computers and free wi-fi to do homework, conduct research, apply for a job, check their email, or be entertained. Free programs teach computer skills, help job seekers prepare for the workplace, help parents ready their children for school, and help students succeed in school and in life.

By the Enoch Pratt Free Library

Indicator In-Depth: The Baltimore Art + Justice Project

The Baltimore Art + Justice Project in the Office of Community Engagement at the Maryland Institute College of Art (MICA) is dedicated to laying the foundation for advocacy and collaboration, between and among local artists and designers, arts organizations, community-based organizations, advocates, and funders working to promote social justice in Baltimore. Since 2012, the project has facilitated dialogue and data collection to enable Baltimore to identify and better understand its art and design-based social justice assets. The project will create a web-based mapping resource for use by artists, designers, arts organizations, community-based organizations, advocates, and funders who are interested in advancing social justice in Baltimore. Respondents are tasked with creating a profile about the nature and location of their work, projects and organizations, while also answering questions about their livelihood as artists, designers, non-profits and advocates. The interactive map is layered with demographic data about neighborhoods in Baltimore to better facilitate and strengthen art and designed based social justice collaborations. The Baltimore Art + Justice Project map and website will launch online in April 2013.

Methodology

The primary source for all data is the Baltimore Art + Justice Project Questionnaire. In 2012, the Baltimore Art + Justice Project launched an online, self-administered questionnaire for artists, designers, non-profits and advocates to complete through the preliminary project website: www.mica.edu/bajp.

Timeframe

Preliminary data collection began October 2012 and will be ongoing throughout the length of the project. Data analysis will take place every six months to inform advocacy efforts and strengthen collaborations across all stakeholder groups.

Data Collection Methods

Data collection strategies include online outreach, community workshops, social media dissemination, print and radio promotion as well as event outreach.

Like us on Facebook: https://www.facebook.com/BaltimoreArtplusJusticeProject
Follow our blog: http://baltimoreartplusjustice.wordpress.com/
Follow us on Twitter: @BAplusJP

New Indicators in Vital Signs 11

Vital Signs 11, Arts & Culture includes two new indicators: *number of arts-related businesses per 1,000 residents* and *library cards per 1,000 residents*. The data included in *Vital Signs 11* will serve as the baseline for future comparisons, and as such is not comparable to previous data.

Baseline rates in 2011 for Baltimore City: New Arts and Culture Indicators

Number of Arts-Related Businesses per 1,000 residents	0.4 per 1,000 persons
Library Cards per 1,000 Residents	249 per 1,000 persons
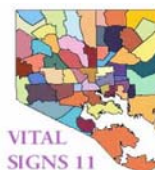
Arts & Culture
Indicator Definitions & Rankings

For each indicator used in Vital Signs 11, we provide the data source, the years for which it is reported, and the five neighborhoods with the highest and lowest values for the indicator. Rankings are provided for 2011, unless noted otherwise. In the event of a tie, rank numbers are repeated.

Arts and Culture Economy Indicators

Rate of Arts-Related Businesses

Measures the concentration of arts-related businesses.

Definition: The total number of businesses (both for-profit and non-profit) that are defined as being related to arts and culture per 1,000 residents within an area. These industries are identified by their primary NAICS code and include the following: theatre companies and dinner theaters (711110), dance companies (711120), musical groups and artists (711130), other performing arts companies (711190), motion picture theaters (52131), museums (712110), historical sites (712120), zoos and botanical gardens (712130), nature parks (712190), art schools (611610), independent artists (711510), bookstores (451211), music stores (451220), video rental stores (532230), and retail art dealerships (453920).

Source: InfoUSA, 2011

Five Highest:

1. Downtown/Seton Hill
2. Inner Harbor/Federal Hill
3. Midtown
4. Harbor East/Little Italy
5. Fells Point

Five Lowest:

Ten CSAs reported having no arts-related businesses.

Total Employment in Arts-Related Businesses

Measures the total number of persons employed in arts-related businesses within an area.

Definition: The number of persons employed in arts-related businesses (both for-profit and non-profit) measures the number of persons that work in an arts-related business. This number does not solely count those persons who identify themselves as being artists and does not count sole proprietorships or persons who work part-time in the arts. The same industries are used to determine the rate of arts-related businesses.

Source: InfoUSA, 2011

Five Highest:

1. Inner Harbor/Federal Hill
2. Midtown
3. Greater Charles Village/Barclay
4. Mt. Washington/Coldspring
5. Downtown/Seton Hill

Five Lowest:

Ten CSAs reported no employment in arts-related businesses.

Number of Persons with Library Cards per 1,000 Residents

Measures the total number of persons with library cards within an area.

Definition: The number of persons with a library card includes all persons currently identified as living within Baltimore City and possessing a valid public library system card. This includes all library card types (first card, juvenile, young adult, adult). The data has been normalized per 1,000 residents within the area to allow for comparison.

Source: Enoch Pratt Free Library, 2011

Five Highest:

1. Downtown/Seton Hill
2. Inner Harbor/Federal Hill
3. Greater Roland Park/Poplar Hill
4. Midtown
5. Patterson Park North & East

Five Lowest:

1. Morrell Park/Violetville
2. Cross-Country/Cheswolde
3. Dickeyville/Franklintown
4. Glen-Fallstaff
5. Howard Park/West Arlington

Arts and Culture Economy Indicators

Community Statistical Area (CSA)	Rate of Arts-Related Businesses	Total Employment in Arts-Related Businesses	Rate of Library Membership per 1,000
	2011	2011	2011
Allendale/Irvington/S. Hilton	0.0	0.0	194.7
Beechfield/Ten Hills/West Hills	0.1	4.0	153.2
Belair-Edison	0.1	24.0	319.4
Brooklyn/Curtis Bay/Hawkins Point	0.1	9.0	229.7
Canton	0.0	0.0	267.8
Cedonia/Frankford	0.2	12.0	216.3
Cherry Hill	0.1	50.0	323.6
Chinquapin Park/Belvedere	0.1	10.0	236.7
Claremont/Armistead	0.4	22.0	182.7
Clifton-Berea	0.0	0.0	279.5
Cross-Country/Cheswolde	0.2	9.0	78.3
Dickeyville/Franklintown	0.0	0.0	114.4
Dorchester/Ashburton	0.1	6.0	206.3
Downtown/Seton Hill	4.5	132.0	507.0
Edmondson Village	0.1	1.0	293.0
Fells Point	1.3	84.0	249.3
Forest Park/Walbrook	0.2	3.0	279.1
Glen-Falstaff	0.3	12.0	125.1
Greater Charles Village/Barclay	0.8	219.0	244.4
Greater Govans	0.2	10.0	290.0
Greater Mondawmin	0.5	26.0	239.2
Greater Roland Park/Poplar Hill	0.8	18.0	486.5
Greater Rosemont	0.1	10.0	256.3
Greenmount East	0.1	20.0	246.4
Hamilton	0.3	8.0	224.4
Harbor East/Little Italy	1.5	72.0	319.6
Harford/Echodale	0.4	19.0	188.6
Highlandtown	0.3	5.0	362.1
Howard Park/West Arlington	0.3	16.0	141.2
Inner Harbor/Federal Hill	3.1	863.0	495.8
Lauraville	0.0	0.0	266.6
Loch Raven	0.2	4.0	212.8
Madison/East End	0.0	0.0	330.8
Medfield/Hampden/Woodberry/Remington	1.2	94.0	328.3
Midtown	2.4	548.0	386.1
Midway/Coldstream	0.2	3.0	275.2
Morrell Park/Violetville	0.0	0.0	67.2
Mt. Washington/Coldspring	1.0	141.0	269.0
North Baltimore/Guilford/Homeland	0.4	41.0	244.0
Northwood	0.1	7.0	272.1
Oldtown/Middle East	0.2	8.0	359.6
Orangeville/East Highlandtown	0.3	5.0	281.5
Patterson Park North & East	0.3	31.0	372.7
Penn North/Reservoir Hill	0.3	23.0	299.3
Pimlico/Arlington/Hilltop	0.3	7.0	163.1
Poppleton/The Terraces/Hollins Market	0.2	15.0	277.6
Sandtown-Winchester/Harlem Park	0.0	0.0	276.5
South Baltimore	0.3	42.0	141.9
Southeastern	0.6	9.0	173.8
Southern Park Heights	0.0	0.0	183.6
Southwest Baltimore	0.2	11.0	205.9
The Waverlies	0.0	0.0	359.0
Upton/Druid Heights	0.2	6.0	254.3
Washington Village/Pigtown	0.5	56.0	318.9
Westport/Mt. Winans/Lakeland	0.3	12.0	155.5
Baltimore City	**0.4**	**2727.0**	**249.3**

For more information on these indicators please visit http://www.bniajfi.org.