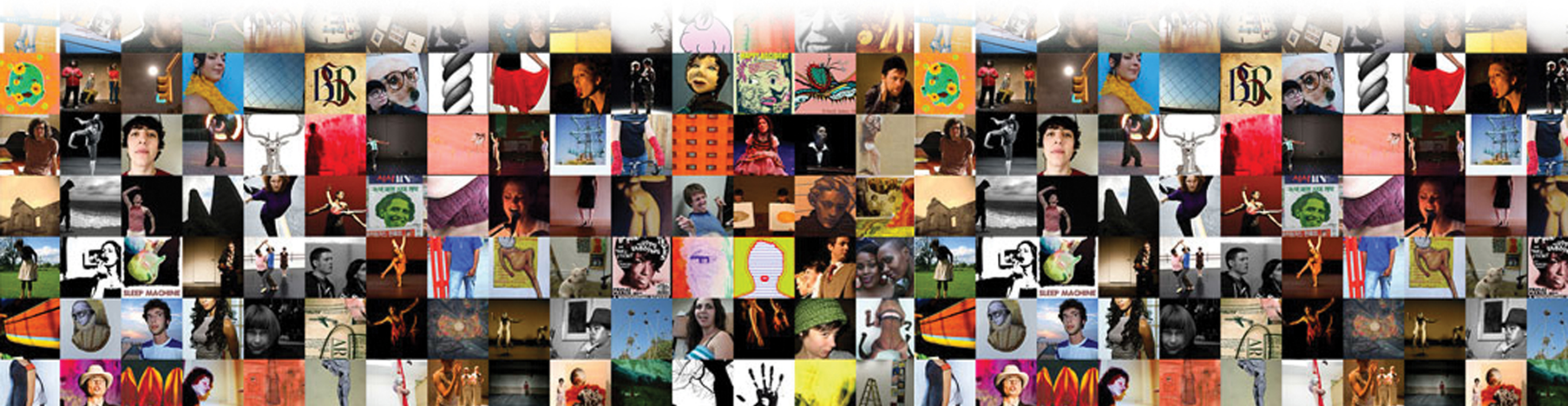


FRACTURED ATLAS

Fiscal Sponsorship + NYC Dancemakers
February 26, 2012



Study Overview

Fractured Atlas is working with Dance/NYC to understand the financial and programmatic contours of fiscal sponsorship programs within the NYC dance community. We believe this is the first research effort in the arts to ever make extensive use of fiscal sponsorship data.

Study Partners

Dance/NYC

Fractured Atlas

NYFA

New York Live Arts

Pentacle

The Field



Study Details

Data Sources

Data from Fractured Atlas sponsored projects

Data from other fiscal sponsorship programs

Data from The State of NYC Dance (2011)

Data from NYC Dancemakers Census (2007)



Study Details

Key Research Questions

How does sponsored projects' financial data
compare to State of NYC Dance?

How are sponsored projects spending money?

Trends over time? Is the pool growing?

What are the characteristics of the sponsorship
programs – how are they similar/different?



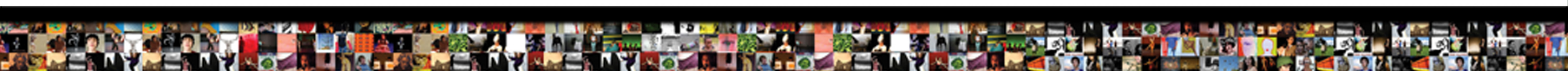
The Standard Caveat

These are **preliminary** results from an in-progress research effort; both numbers and conclusions may change

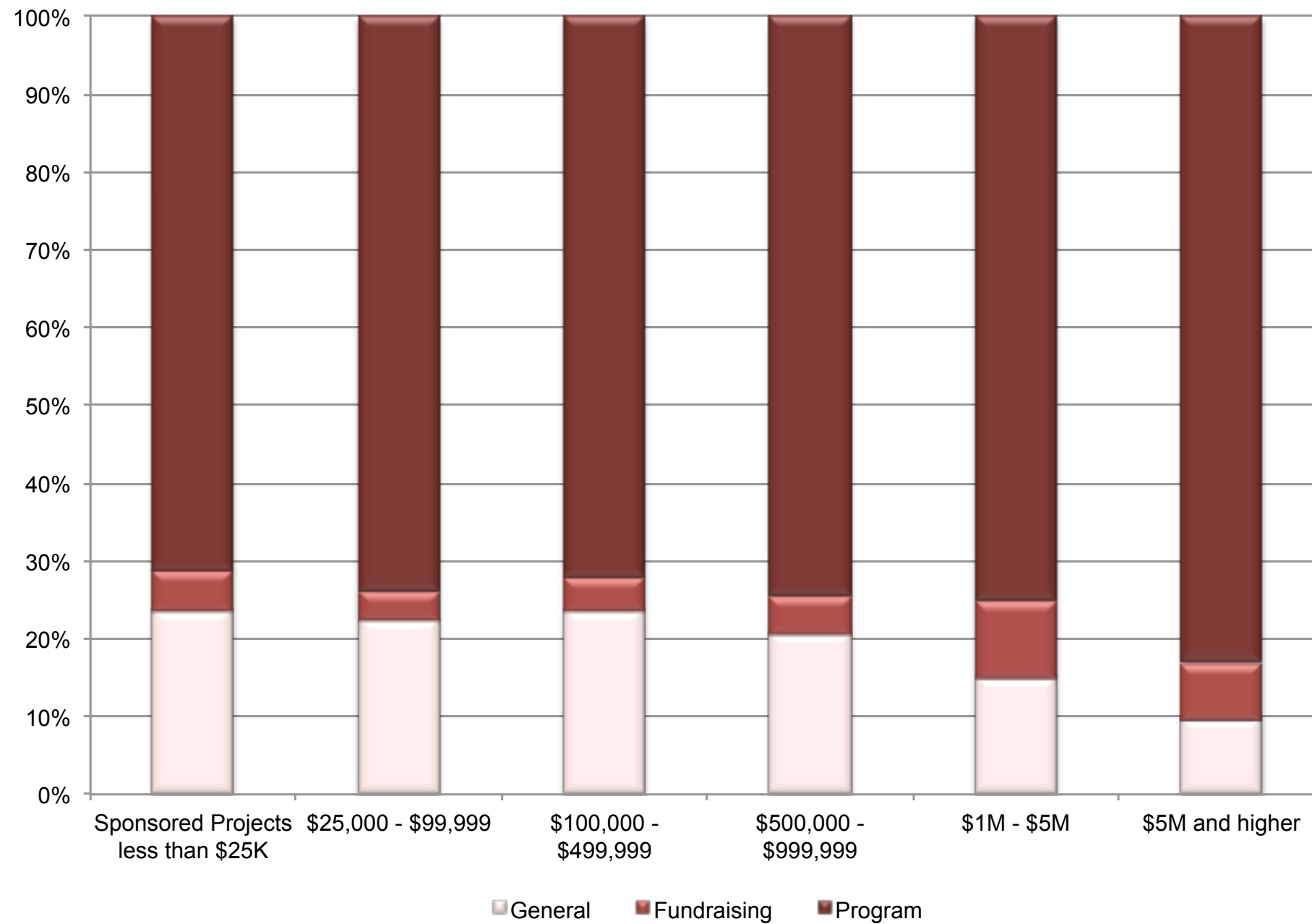


Emerging Themes

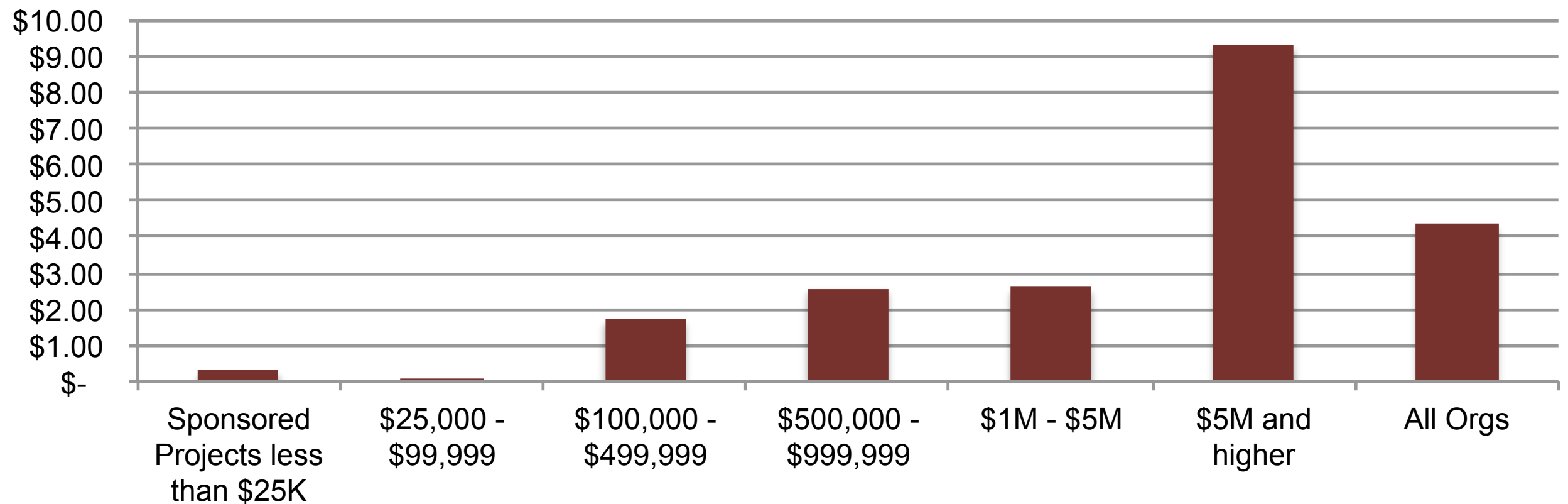
Sponsored projects are entrepreneurial in nature much like small dance organizations. They financially function in similar ways but with smaller resources.



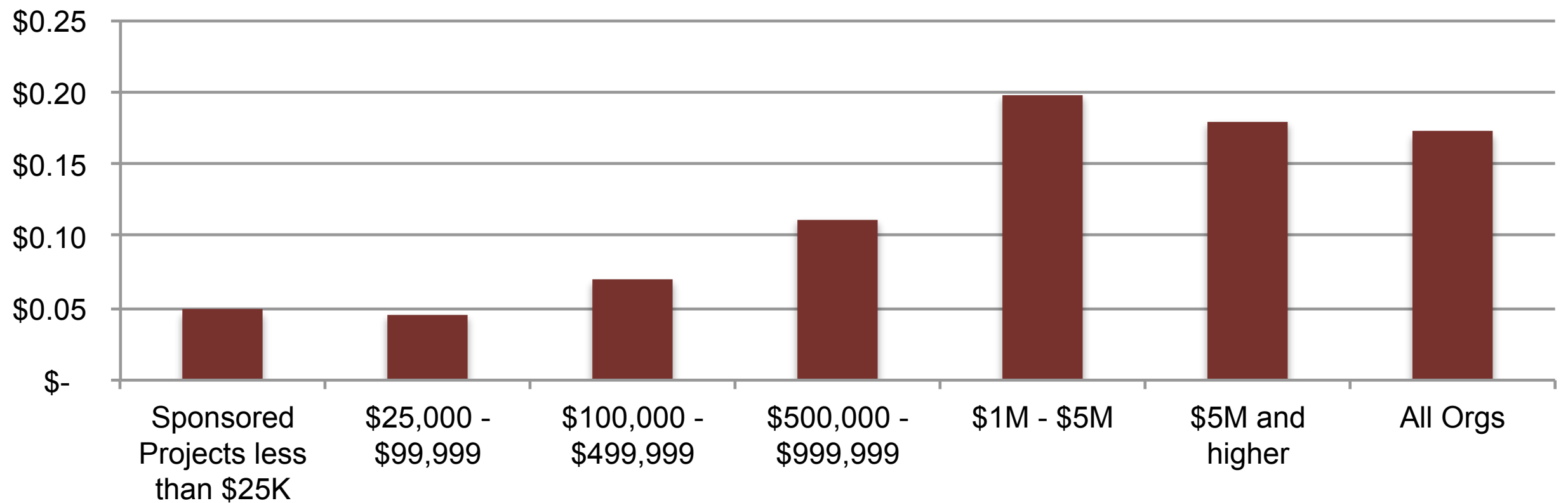
Functional Expenses by Budget Size



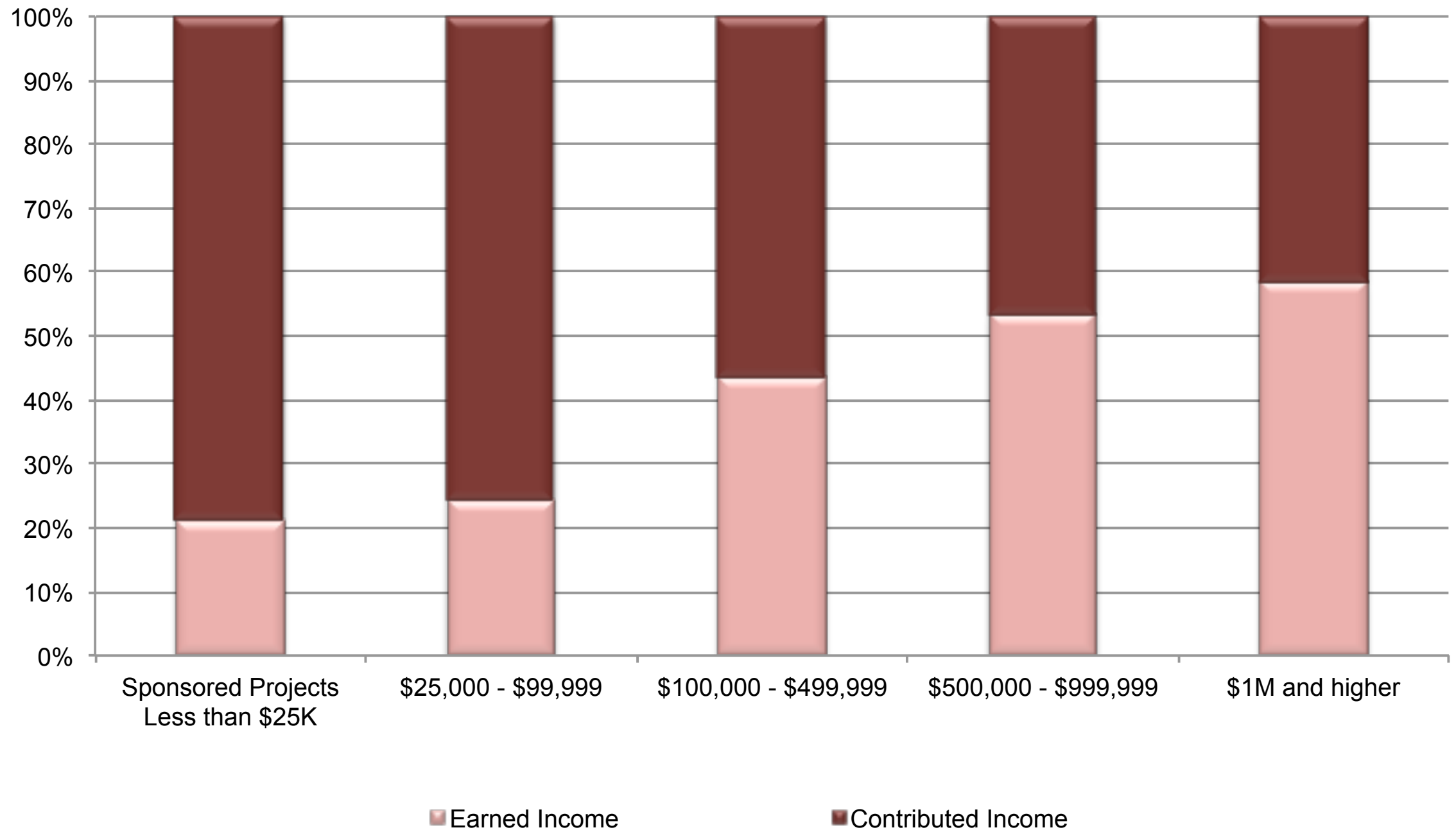
Marketing Expense per Attender



Fundraising Expenses per Dollar Raised

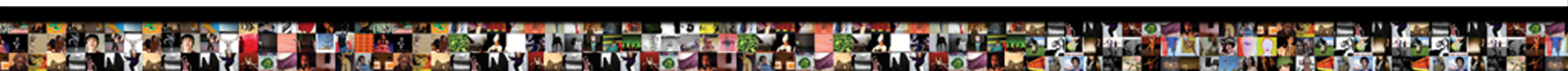


Income Sources by Budget Size

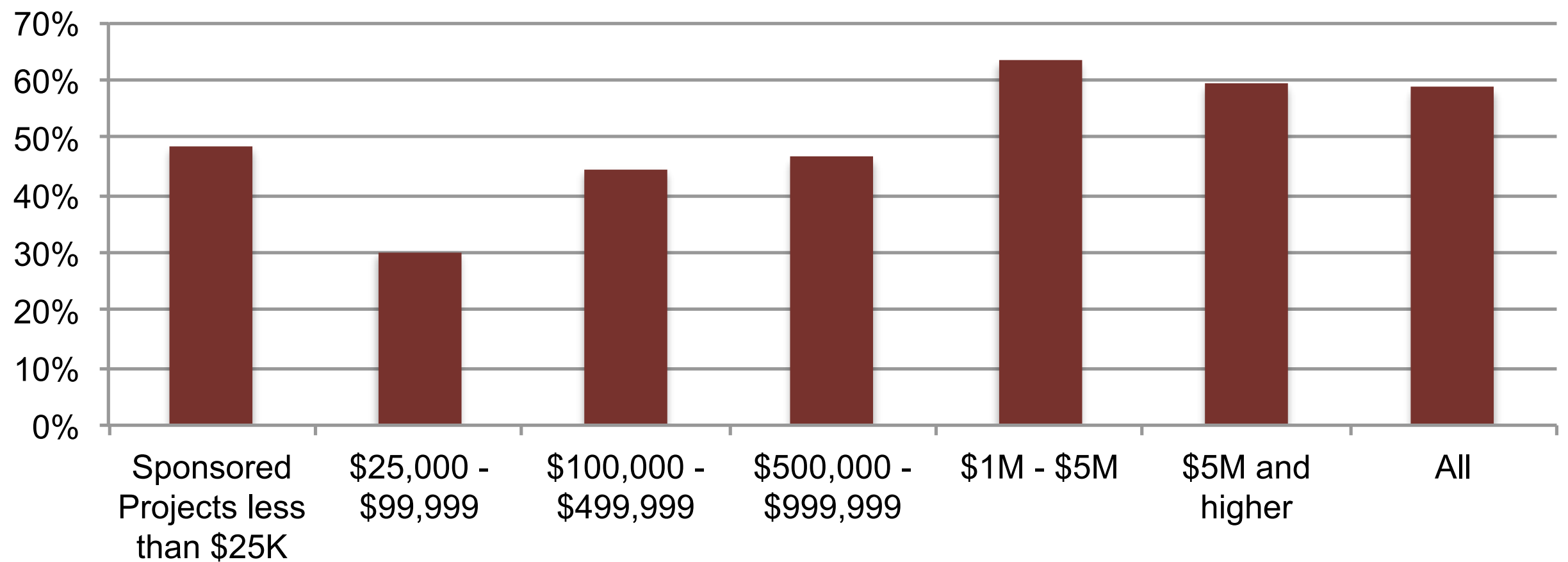


Emerging Themes

Paying artists is a priority, particularly for sponsored projects, which allocate a higher proportion of expenses to artist fees than the smallest dance organizations.

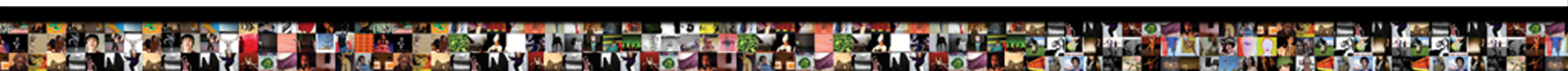


Artist Expenses (%)

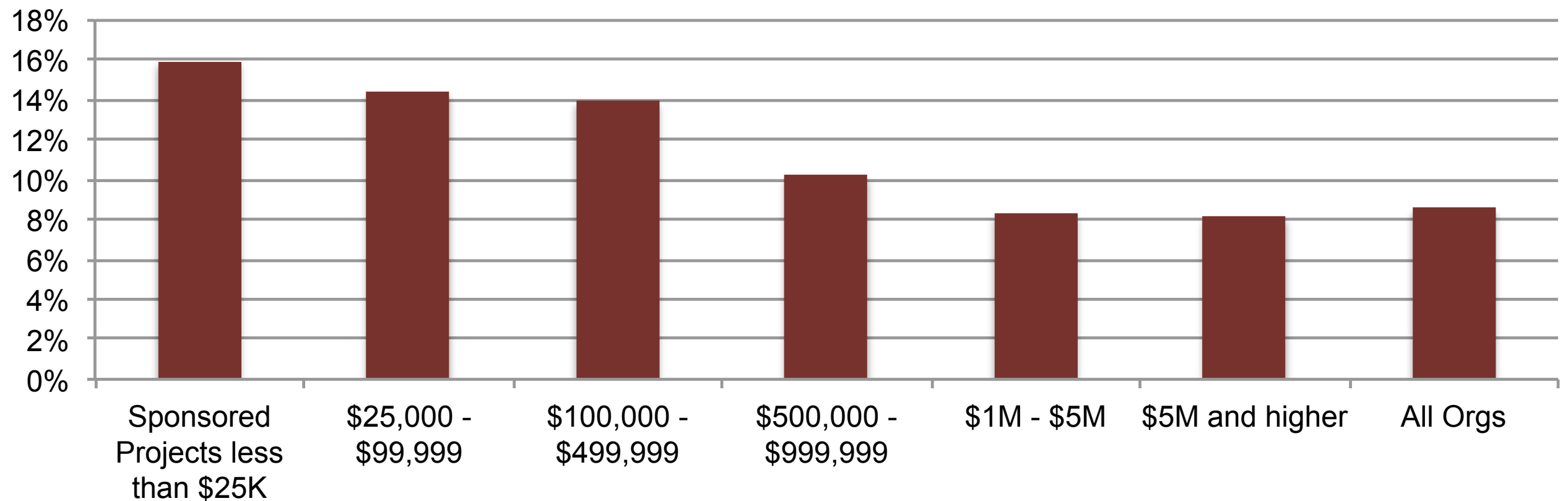


Emerging Themes

Sponsored projects and small dance organizations may be adversely affected by occupancy costs, which are requiring a higher proportion of their expenses.



Occupancy Expenses (%)

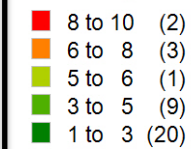


Other Findings

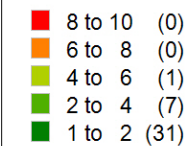
Sponsored projects are more likely to be located in outer boroughs.

Analysis of data from other fiscal sponsors still in progress, but largely reinforces earlier points.

Concentration of Dance Organizations
Dance Orgs, Cultural Data Project



Concentration of Projects
Dance Focused Projects, Fractured Atlas



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Thank you.

