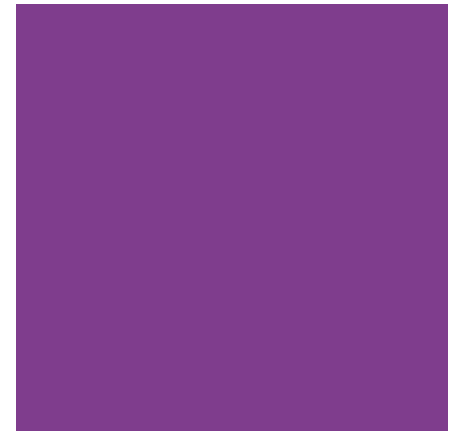


Town Hall

September 7, 2012





Study Background

Fiscal Sponsorship Defined

Major Findings

Town Hall Discussion

*Discovering Fiscally
Sponsored NYC
Dancemakers*





Rockefeller
Brothers Fund

Philanthropy for an Interdependent World

92|Y

THE NEW YORK
COMMUNITY TRUST



30
YEARS DANCE | U
S A

The Municipal Art Society of New York

MASNYC

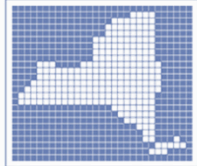


CULTURAL DATA
PROJECT



ART WORKS.
arts.gov

State of the Arts



NYSCA





Research 2011-2012

State of NYC Dance

*Dance Workforce Census:
Earnings Among Individuals,
21-35 (Junior Committee)*

*Discovering Fiscally Sponsored
Dancemakers*



In-sight Dance Company; Photo: Jenica Miller; Courtesy Fractured Atlas

State of NYC Dance



CULTURAL DATA
PROJECT



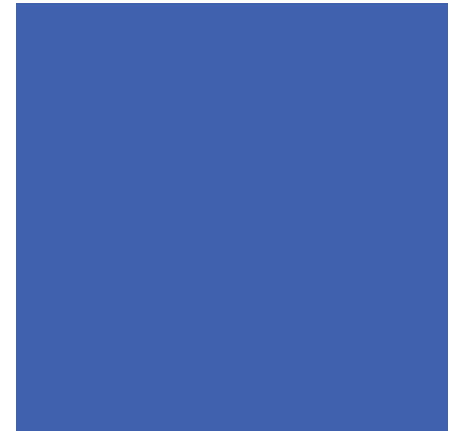
Jordan Marinov; Courtesy New York Live Arts

Nonprofit Dance as Contributor to and Ambassador for NYC

■ Performances at home	1,576
■ Performances away	1,312
■ Premiers and commissions	333
■ Paid attendance	2.1 M
■ Total expenditures	\$231 M



Vanessa Justice; Photo: Timothy Richards; Courtesy The Field



Funding for Nonprofit Dance

- Importance of City, State, and Federal
- Vitality of institutional support
- Resourcefulness of the sector in achieving earned income
- Variation in income sources by budget size

Smaller Nonprofit Dancemaker Story: Start Up Culture

- Diverse income portfolios
- Significant in kind resources — barter economy
- Relatively low numbers of full- and part-time staff
- High use of independent contractors/volunteers
- High level of new work creation



Gierre Godley; Courtesy New York Live Arts



Discovering Fiscally Sponsored NYC Dancemakers

Dynamics of Resourcefulness: Average Annual Expenditures

\$88,977

FIA
4 projects

\$11,577

Fractured Atlas
50 projects

(est.) \$12,184

NYFA
8 projects

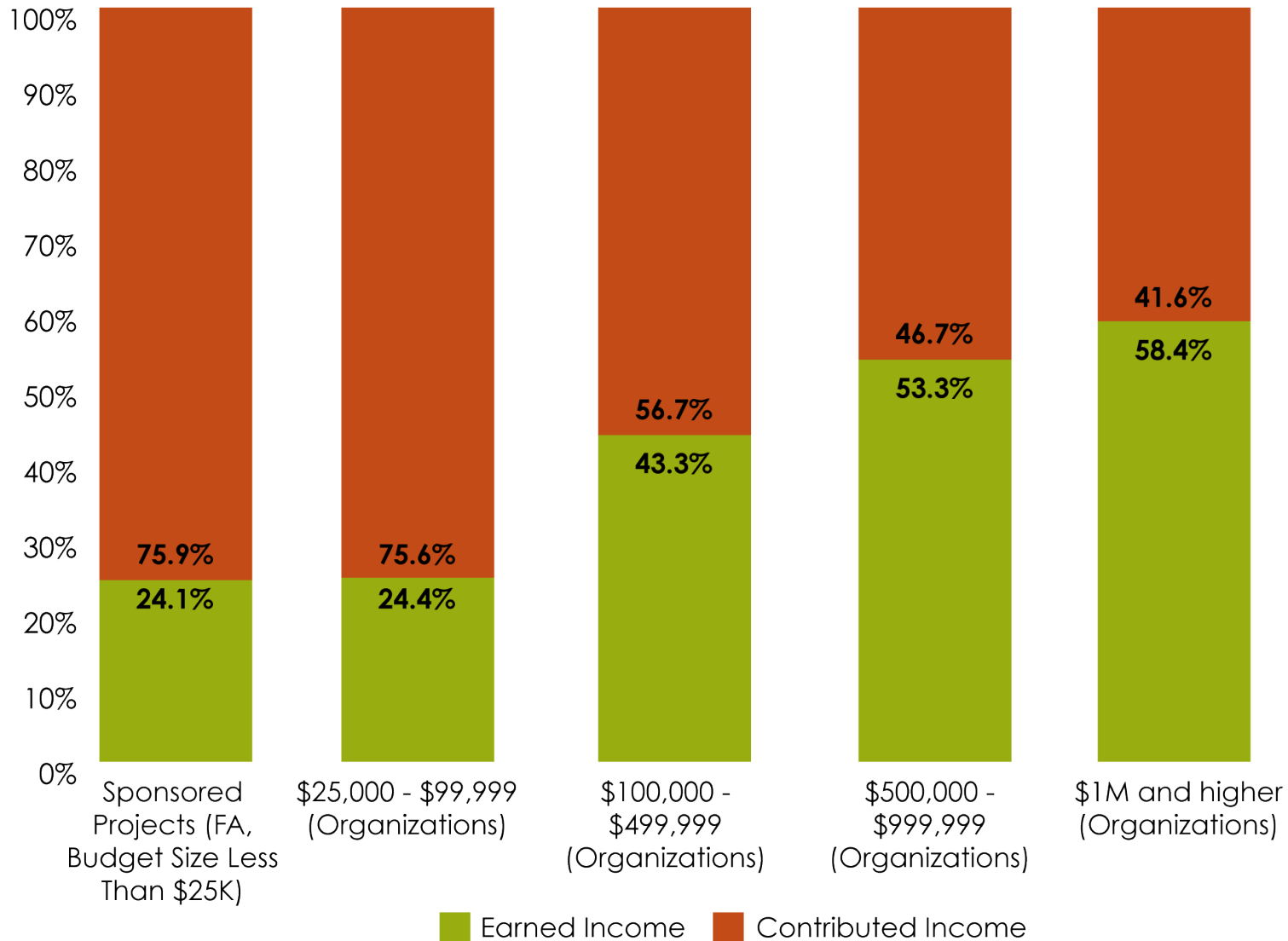
(est.) \$5,623

Live Arts
88 projects

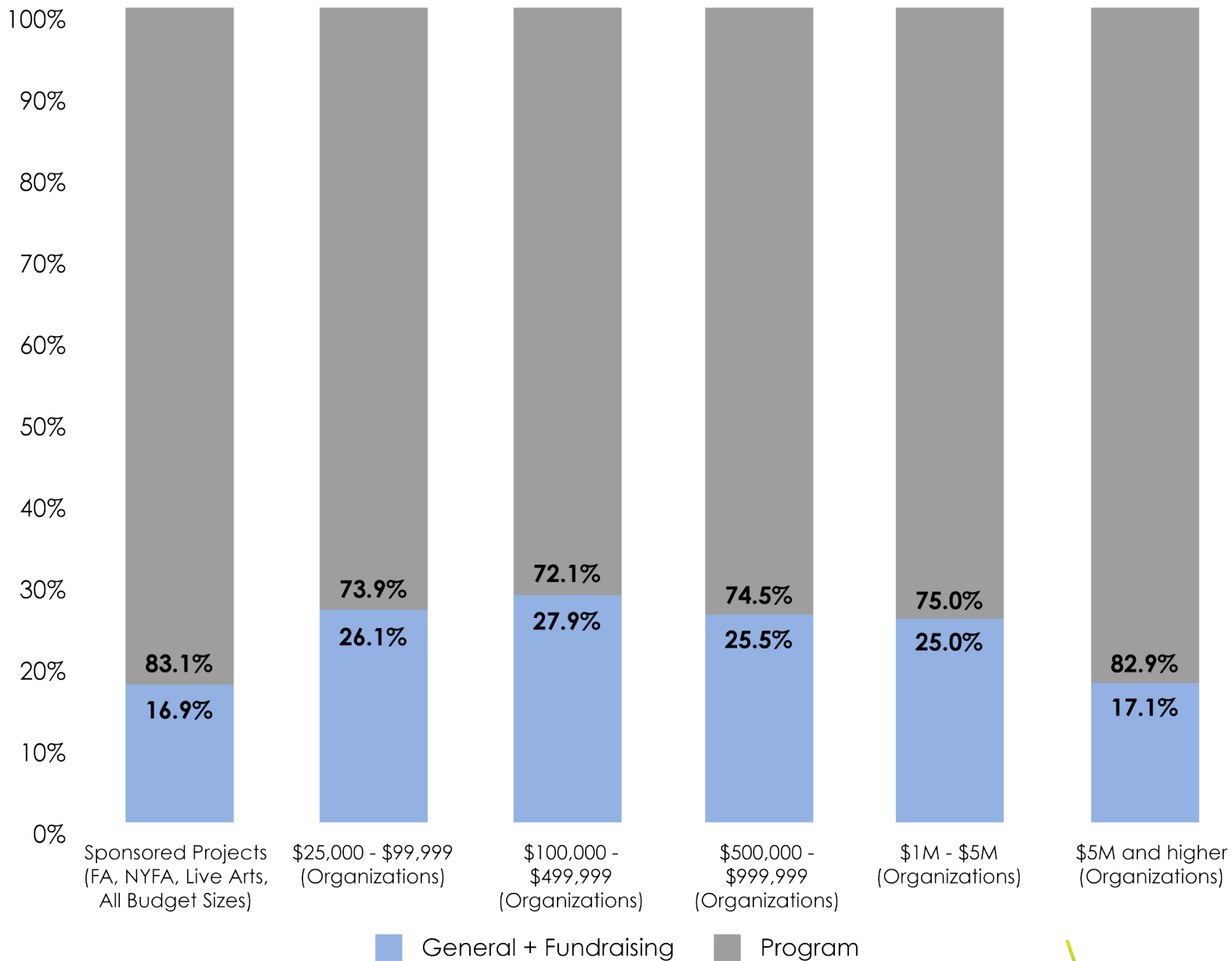
(est.) \$15,890

The Field
106 projects

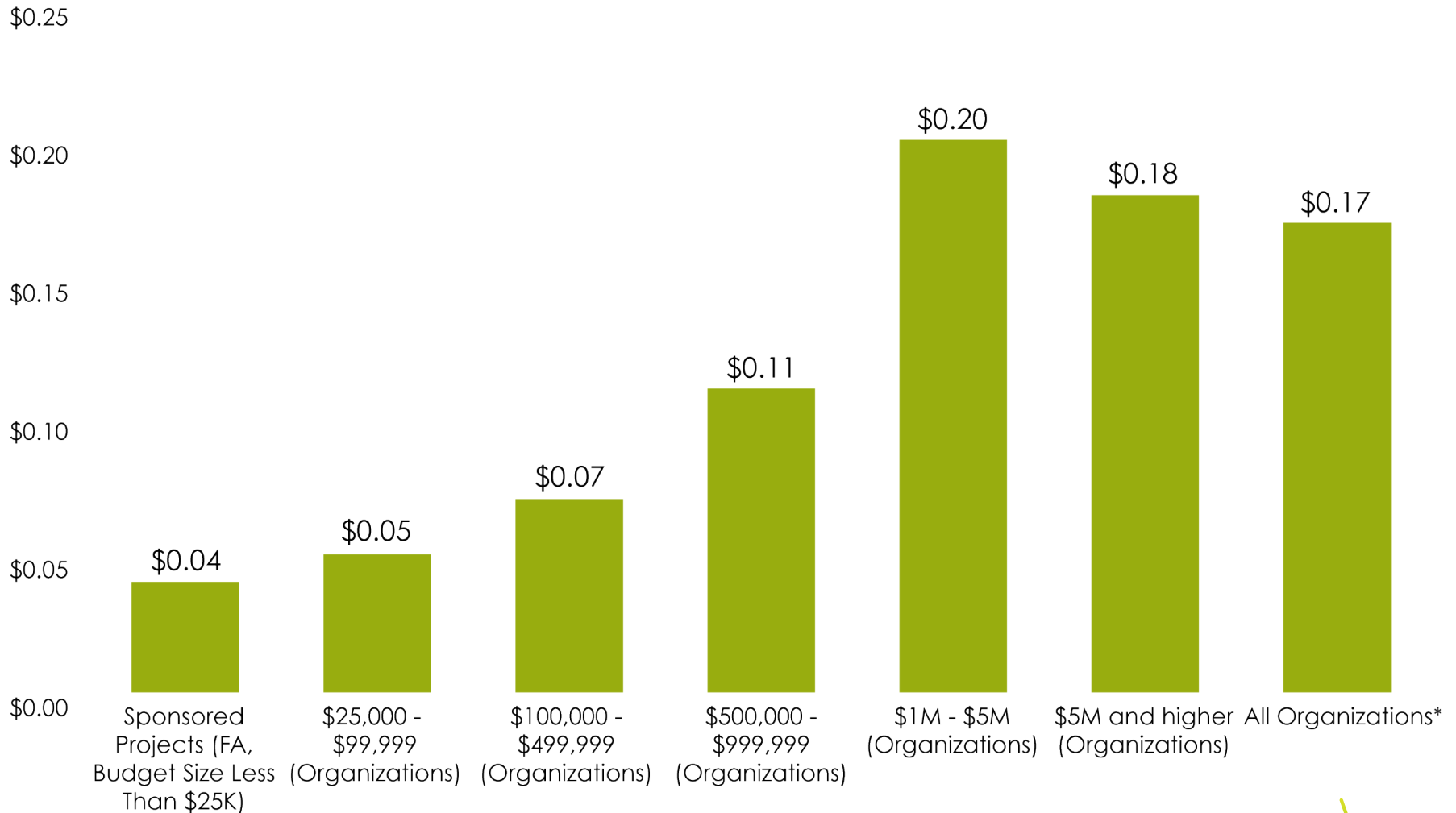
Small Enterprises are Reliant on Contributions: Income Sources Sponsored Projects & Organizations



Sponsored Dancemakers Win in Resourcefulness: Functional Expenses

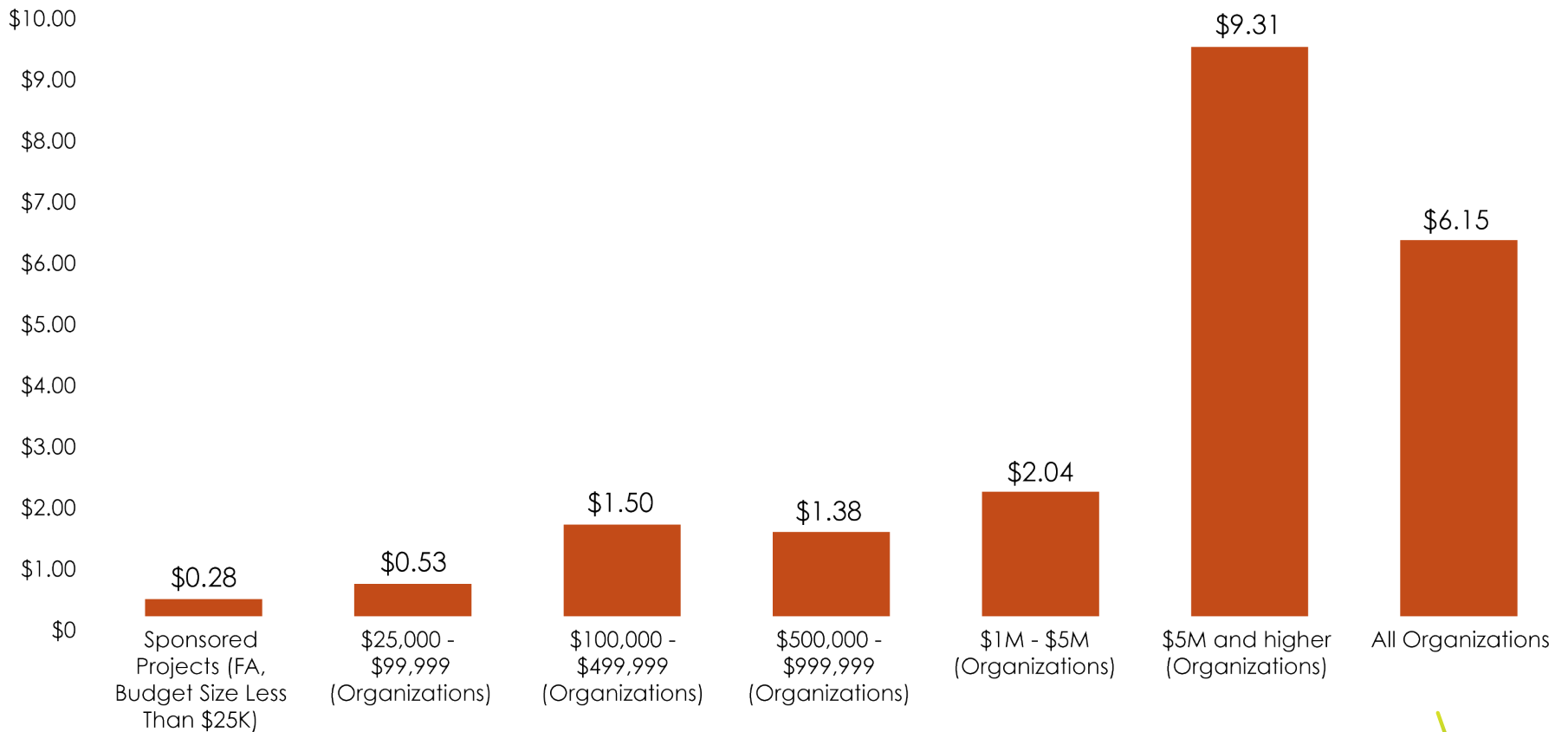


Fundraising

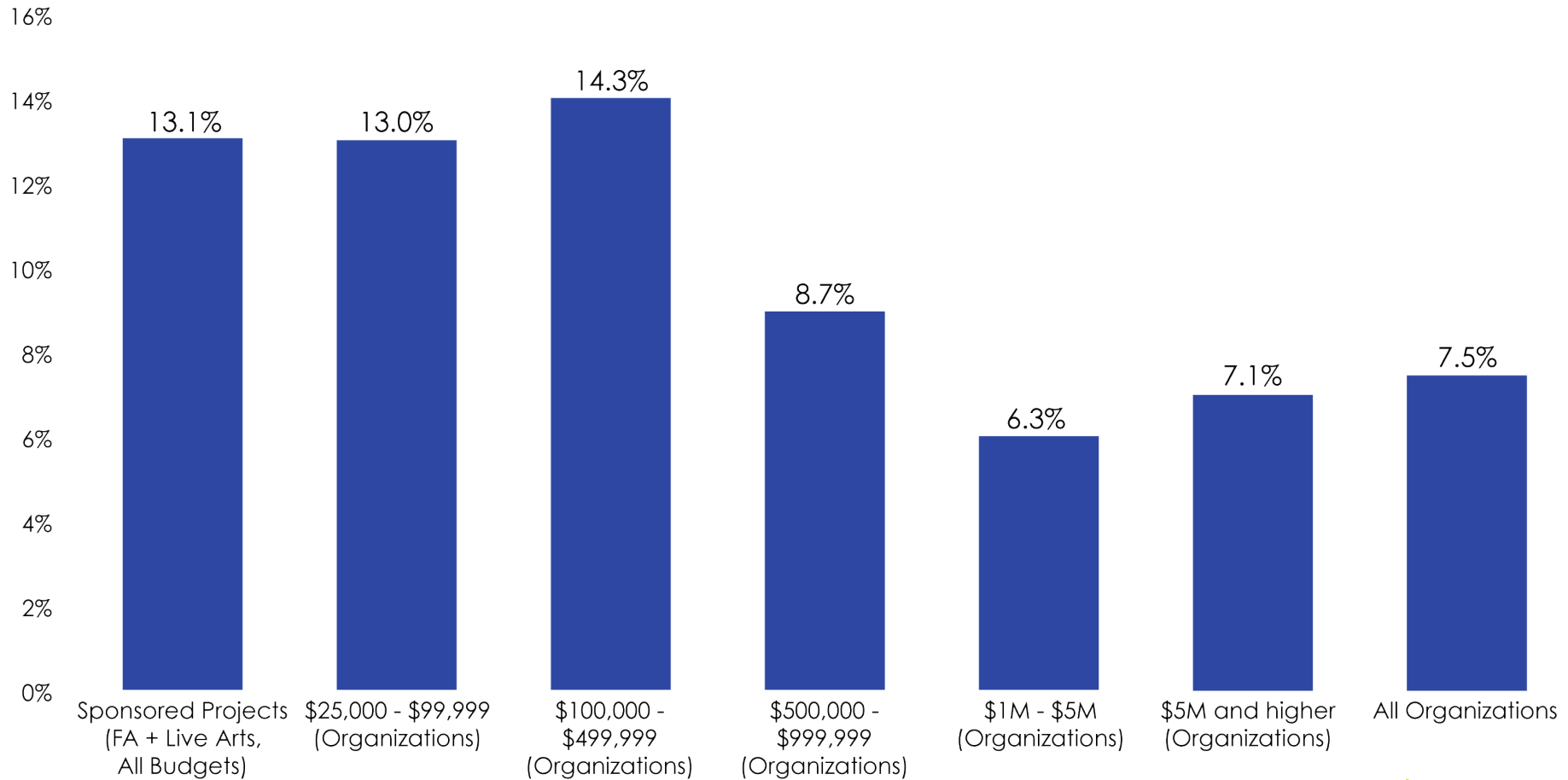


*Sample is the analytical base of 103 nonprofit dance organizations examined in the *State of NYC Dance*.

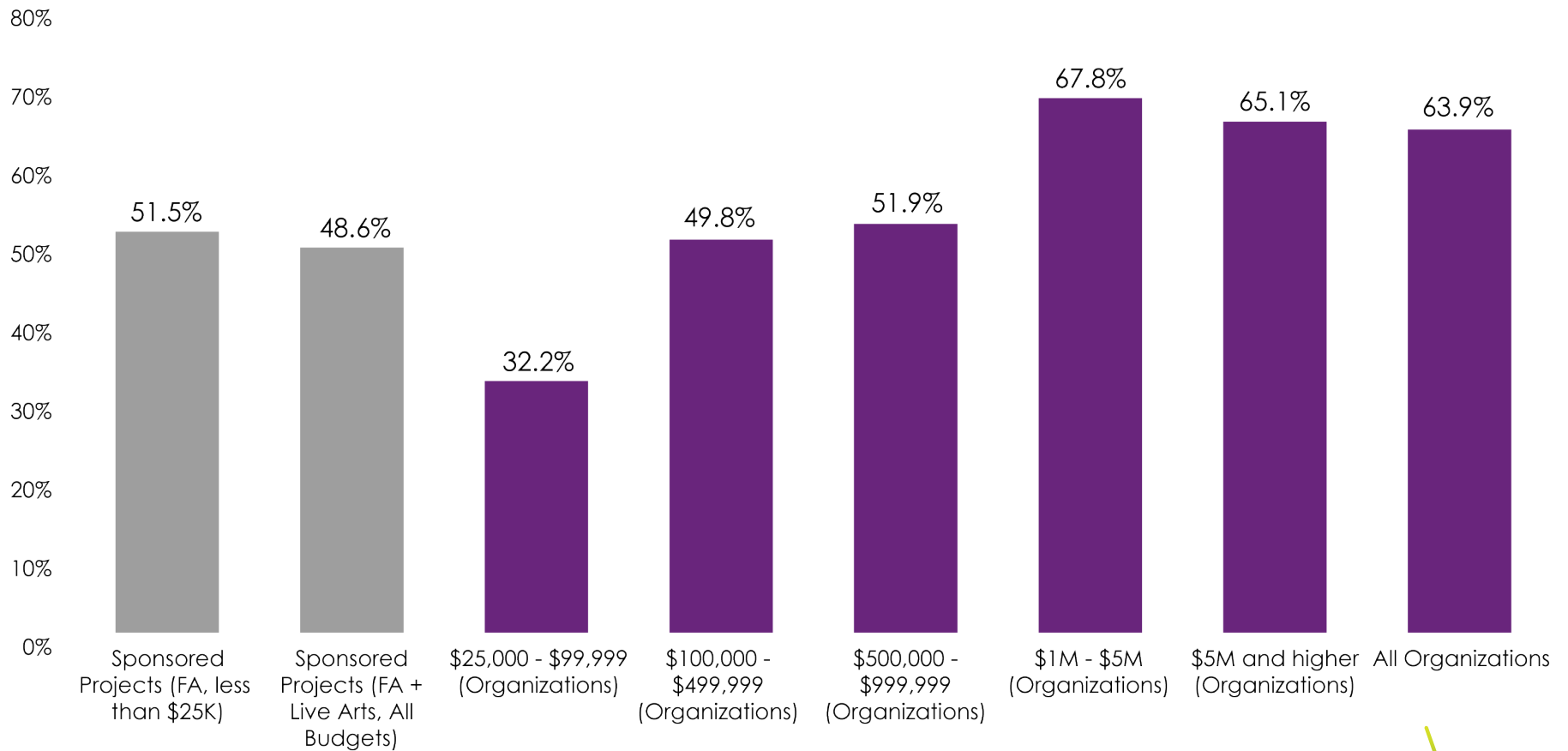
Marketing



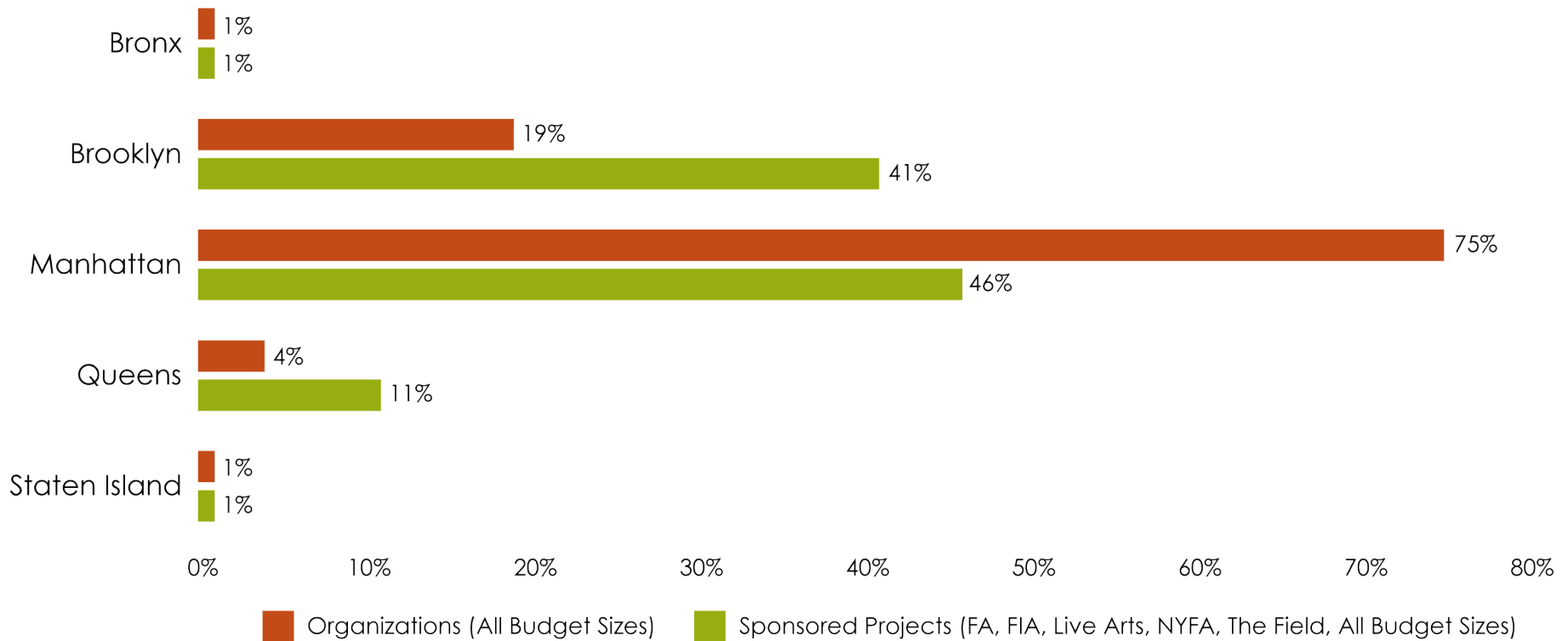
Occupancy



Artist Expenses: A Culture of Support

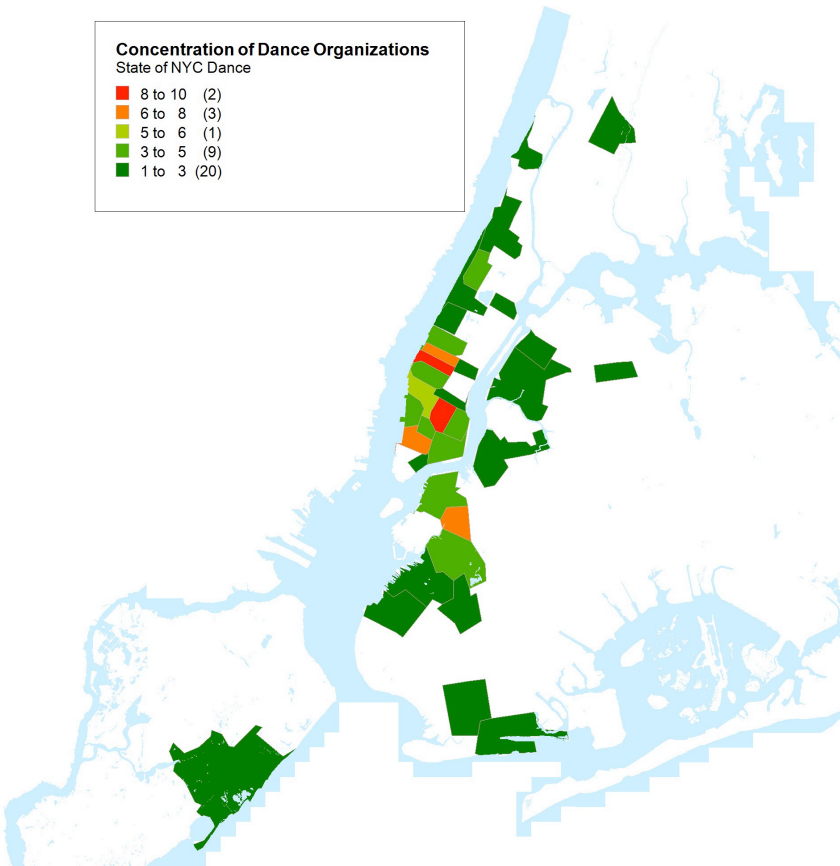
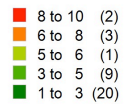


Geography and Reach in the Five Boroughs

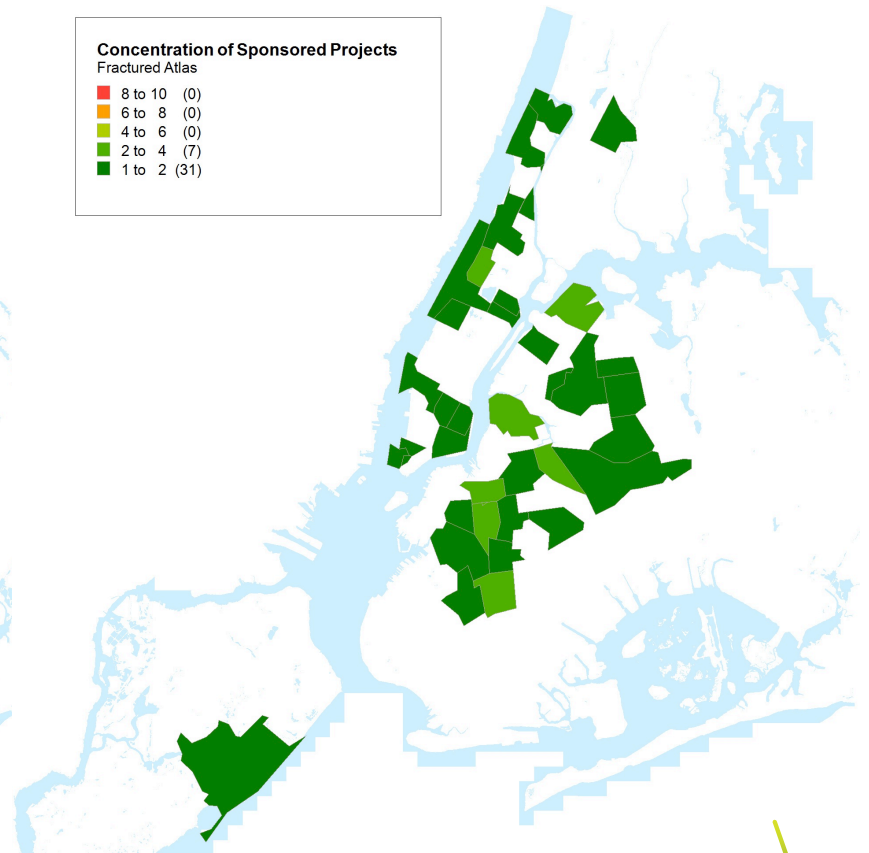
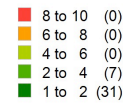


Geography and Reach in the Five Boroughs

Concentration of Dance Organizations
State of NYC Dance



Concentration of Sponsored Projects
Fractured Atlas



Beyond the Numbers: Further Horizons in Fiscal Sponsorship

Fiscal Sponsorship
may be:

- facilitating an increased level of support for dancemakers
- contributing to the program movement
- facilitating more localized dance activity



Teo © 2010

Vanessa Justice; Photo: Timothy Richards; Courtesy The Field



Nora Chipaumire; Courtesy Foundation for Independent Artists

Call to Action for Ongoing Data Collection



Research in Wider Arts & Culture Context



The Municipal Art Society of New York

MAS **NYC**



**ARTS
DIGEST
2012**

Financial Condition of New York City Nonprofit Arts and Culture Organizations

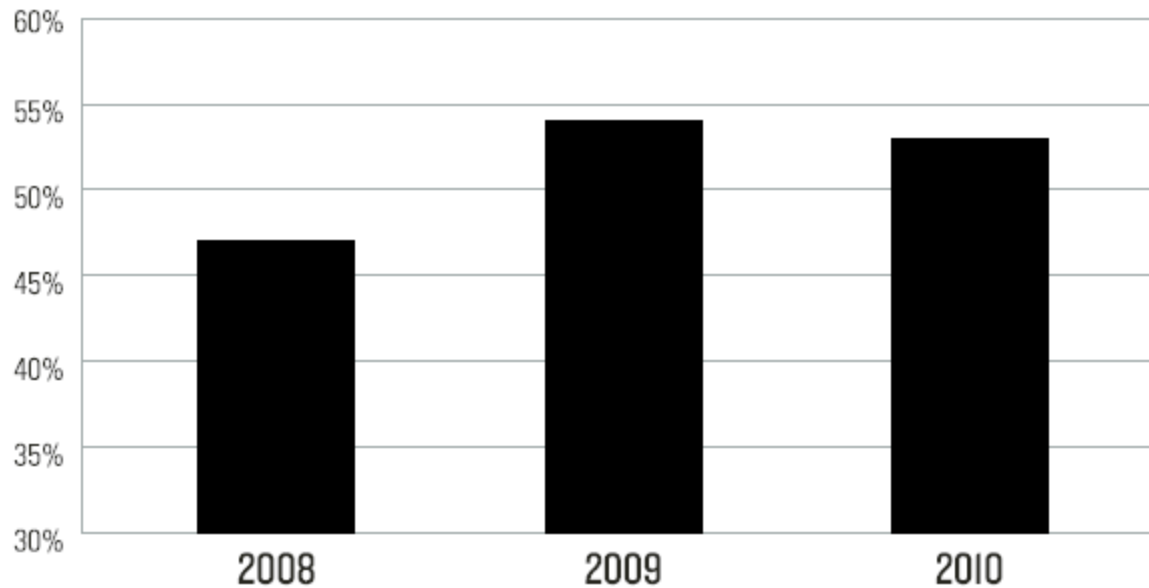
Operating Margin

	2008	2009	2010
Small	1.1%	-1.2%	0.0%
Medium	-0.4%	0.0%	-0.1%
Large	-0.7%	-1.8%	-2.6%
Institutional	-3.8%	-5.3%	-10.8%

Source: Fiscal Management Associates, Cultural Data Project

Financial Condition of New York City Nonprofit Arts and Culture Organizations

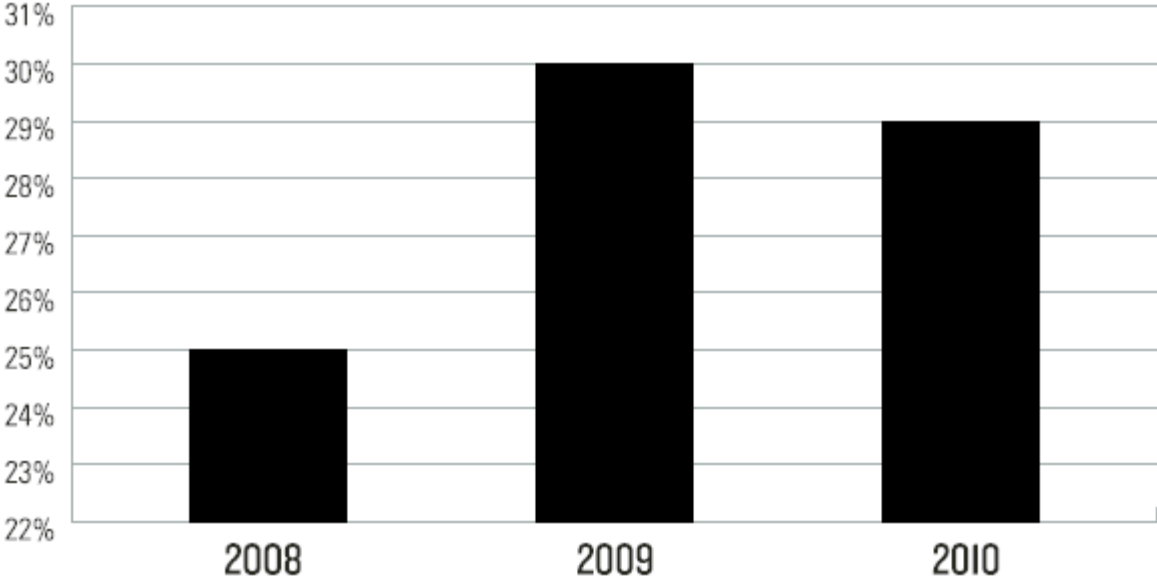
Percentage of Organizations with Operating Deficits



Source: Fiscal Management Associates, Cultural Data Project

Financial Condition of New York City Nonprofit Arts and Culture Organizations

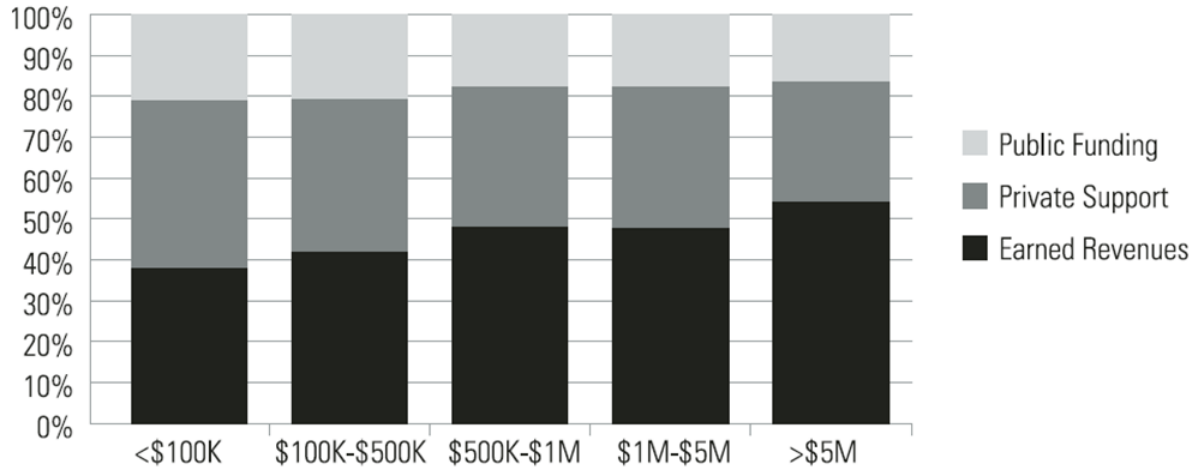
Percentage of Organizations with Negative Liquid Unrestricted Net Assets



Source: Fiscal Management Associates, Cultural Data Project

Who Pays for the Arts?—2010

Average Income by Type and Size—2010

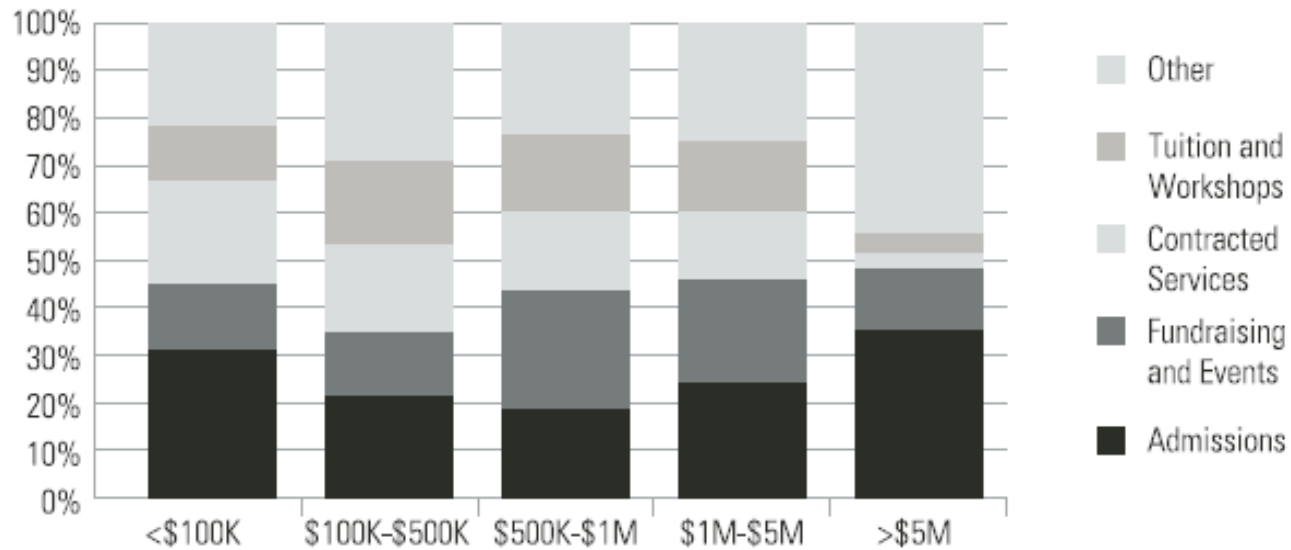


	< \$100K	\$100K - \$500K	\$500K - \$1M	\$1M - \$5M	> \$5M
Public Funding	9,444	53,060	125,458	392,877	5,305,559
Private Support	18,229	94,891	244,073	762,507	9,345,129
Earned Revenues	16,995	107,276	342,152	1,048,046	17,241,662

Source: The Municipal Art Society of New York, Cultural Data Project

Who Pays for the Arts?—2010

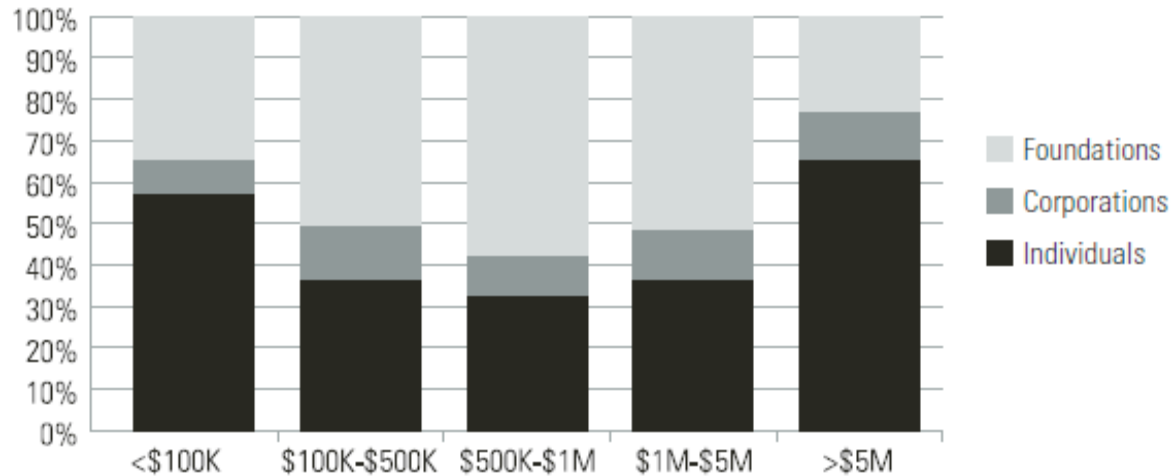
Average Earned Income by Type and Size—2010



Source: The Municipal Art Society of New York, Cultural Data Project

Who Pays for the Arts?—2010

Average Private Support by Size—2010



	< \$100K	\$100K - \$500K	\$500K - \$1M	\$1M - \$5M	> \$5M
Foundations	6,388	48,361	141,812	395,731	2,193,895
Corporations	1,541	12,288	23,598	89,636	1,093,652
Individuals	10,370	34,243	78,663	277,140	6,066,582

Source: The Municipal Art Society of New York, Cultural Data Project

Discussion: Questions & Opportunities

*Discovering Fiscally Sponsored
NYC Dancemakers*



Thank you!

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@flashlane



The Bossies

at The Apollo
October 15, 2012



Thank you!

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penrose.arts@gmail.com