

# CVSuite Benefits/Features

## ANALYZE

### *Benefits*

### *Feature*

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#### **Informed Decision-Making Knowledge**

Knowledge derived from data can be the one thing that sets you apart from the competition and can give you an edge. Making effective decisions based on data is the true path toward achieving your full potential.

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#### **Benchmark Now for a Better Future**

Analysis allows an organization to examine past performance in order to make educated decisions regarding future goals and a brighter future.

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#### **Data Drives Funding - Ability to prove economic impact to potential funders can lead to more dollars for your efforts**

CVSuite gives you all the data you need to analyze your creative economic contributions. You can compare your creative impact to that of your peers, or measure growth year-over-year. Quickly download a report with all the key data points you need to tell what contributions the arts are on the overall economy

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#### **Know and Communicate Your Contributions**

Data can help legitimate arts and culture as a partner in economic development, placemaking and other efforts to build communities. Arguing that your agency is a partner of substance goes a long way toward sealing a partnership. Data can support your argument that you are a potential partner with much to bring to the table.

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#### **No more data "gathering" - Central Source of Data**

CVSuite makes creative economy data easy to access by combining three different sources of data into a single location. This provides the ability to see the top occupations, industry earnings and nonprofit revenues contributing to your creative economy all in one place.

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#### **Determine the Size and Scope of Your Impact**

Easily access creative economy data showing the largest occupations and industries in a select geographic area. The CVSuite cloud-based software is currently used by many state and local arts agencies to analyze both for and nonprofit creative labor market data at the state, MSA, county, and zip code level. The user of the CVSuite tool can easily access the number of jobs and industries in the creative sector in a select geographic area to include wages and salaries, and sales and earnings revenues. Downloadable spreadsheets are available for deeper analysis to include Location Quotient, non-profit contributions, and year over year comparisons.



## COMPARE

### Benefits

### Compare Feature

#### Know the Trends

Compare year-over-year trends to know if your internal strategy is working. Where are you making significant improvements? Know what's working so you can continue on your path to success.

#### Know Where you Stand

The Creative Vitality Index within the CVSuite allows for you to compare your Creative Vitality to that of the U.S. average or to that of the state. Also look up the creative vitality of peer regions to know where you stand in comparison.



## REPORT

### Benefits

### Report Feature

#### Be the Smartest Person in the Room

Quickly download a report directly from the tool that summarizes all the key data points you need to communicate your strengths and trends. The report includes top creative occupations, creative industry earnings, granting data, non-profit revenues, and year-over-year gains and losses. Use to communicate to media, to funders, and for internal strategy.

### DATA PARTNERS



National Assembly of  
State Arts Agencies



The first step in getting started is to contact us. We will review the offerings and benefits of the CVSuite and schedule a demo.

Please contact Susan Gillespie at [cvsuite@westaf.org](mailto:cvsuite@westaf.org) or call 303-629-1166

[cvsuite.org](http://cvsuite.org)