

Arts and Culture, An Integral Element in Economic Development

Below is a list of measurements and indicators that were mentioned in the *Arts and Culture, An Integral Element in Economic Development* webinar that aired on May 24, 2018. For questions about what is available in CVSuite or to sign up for a free demo, please contact the CVSuite team at cvsuite@westaf.org.

Measurements and Indicators	Questions and Analysis	Where to find?
Jobs	<ul style="list-style-type: none"> Analyze how jobs have changed year over year. Explore the top 5 occupations in the region. 	<i>CVSuite, NEA/BEA</i>
Location Quotient	<ul style="list-style-type: none"> Identify the concentration of occupations in a selected region compared to the United States. 	<i>CVSuite</i>
Demographics	<ul style="list-style-type: none"> Identify the creative occupations that are most inclusive and those that need more work. Explore the age makeup within your region and understand if occupations are attracting younger people. Gain insight into the overall makeup of the region and in the creative occupations. 	<i>CVSuite</i>
Nonprofit Revenue	<ul style="list-style-type: none"> What types of nonprofit arts organizations are located within the region by NTEE code? Do arts nonprofits gain more income in program revenues or in contributions and gifts? What is the ratio of nonprofit revenues to industry sales? 	<i>CVSuite, AEP</i>
Creative Vitality Index	<ul style="list-style-type: none"> Compare your region's creative vitality to the nation, state, or peer region averages. Benchmark progress year over year. 	<i>CVSuite</i>
Property Values	<ul style="list-style-type: none"> An increase in property value appreciation can mean population growth, good city planning, an increase in demand for homes, and a boost to economic infrastructure. 	<i>State and local government</i>
Population Change	<ul style="list-style-type: none"> Is the region's population growing? Is population growth having an effect on job growth? 	<i>CVSuite</i>



Measurements and Indicators

Questions and Analysis

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Gross Domestic Product (GDP)	<ul style="list-style-type: none"> How much is my region contributing to the GDP? 	<i>NEA/BEA</i>
Industries	<ul style="list-style-type: none"> Explore the industries with higher earnings within your region. Analyze key industries within your region. Discover industry change and impact. 	<i>CVSuite</i>
Industry Leakage	<ul style="list-style-type: none"> Identify if industries are “leaking” into other regions. If an industry can’t buy what it needs in the region, it buys what it needs from outside of the region, which means that money has left the regional economy (supply chain analysis). 	<i>Emsi/CVSuite</i>
Tourism	<ul style="list-style-type: none"> Explore how tourism impacts the region through revenues and earnings. 	<i>Emsi/CVsuite</i>
Industry Sales	<ul style="list-style-type: none"> Analyze retail sales within the region and how they contribute to the overall economy. 	<i>CVSuite</i>
Occupational Income/Wages	<ul style="list-style-type: none"> Compare the median household income to the national average. Examine the per capita income. 	<i>CVSuite</i>
Education	<ul style="list-style-type: none"> Investigate K-12 performance. Education attainment of the workforce. 	<i>Emsi/CVSuite</i>
Labor Force Participation Rate	<ul style="list-style-type: none"> Is the national labor force participation rate lower than your selected region’s average? Understand how the labor force participation rates can give insight into local workforce trends and job change. Further examine the age demographic within the region and what the age makeup signifies. 	<i>Bureau of Labor Statistics (BLS)</i>

