



APPENDIX

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Interviewees and Discussion Group Participants

Selicia Sanchez-Adame, CEO & Founder, ThinkGroup!
Nishi Agrawal
Ram Agrawal
Courtney Ainsworth, Public Information Specialist, City of Round Rock
Eli Alborn
Kyle Albrecht
David Allen
Lillie Almanza
August Alvarado, Deputy Chief of Staff, Congressman John Carter
Emily Adams
Julian Angon
Rick Atkins, Director, Parks and Recreation, City of Round Rock
Writ Baese, President of Hill Country Payroll
Matthew Baker, City Council Place 3, City of Round Rock
Charlotte Barbini
Jeremy Barclay, President & CEO, St. David's Medical Center Round Rock
Jeff Barnett, Attorney at Barnett & Leuty PC
Brooks Bennett, Assistant City Manager, City of Round Rock
Diane Bilke, President, Center Art Club
Kenny Blackmon
Toby Blumenthal, Steinway Artist, Classical Sound
Hollis Bone, Executive Vice President, RBank
Russell Boyd
Annie Burwell
Sara Bustilloz, Director, Communications and Marketing, City of Round Rock
David Buzzell, Assistant Director, Parks and Recreation, City of Round Rock
Carrie Carlin
David Carter, Purchasing Manager, City of Round Rock
Deana Cavanaugh, Business Development Director, Lott Brothers Construction
Julie Chapa, Librarian, Round Rock Public Library
Fred "Kuli" Cooley
Kerry Coward
Ryan Crowder
Carolyn Curley
Jeff Curley
Ann Darr
Frank Darr
Jesse Davis, Digital Designer, City of Round Rock
Betsy Denny
Ruby Dice
Heather Donahue, Project Architect, Moman Design
Bradley Dushkin, Assistant Director of Planning & Development Services, City of Round Rock
Lisa Eklund
Austin Ellington, Assistant Director, Communications and Marketing, City of Round Rock
Charlie Favret
Michael Fisher, Senior Vice President, Pape-Dawson Engineers
Melissa Fleming, Wealth Advisor, IronBridge
Rene Flores, Place 2, City Council Mayor Pro-Tem, City of Round Rock
Melissa Fontenette-Mitchell
Sylvia Forbes
Janet Fulk

Samuel Gallardo
Norma Gely
Nick Gilley
Jeanne Good
John Gordon
Diana A Gonzalez, General Manager, The Ruby Hotel & Bar
Savannah Guerra
Laurie Hadley, City Manager, City of Round Rock
Geeta Halley, Assistant Director, Round Rock Public Library, City of Round Rock
Jen Hasseler
Hector Hernandez, Market President, Truist
Rell Holt-Rugely, Public Information Specialist, City of Round Rock
John Honning, General Manager, Star of Texas events
Danelle Houck
John Howell, Founder/Artist, Cordovan Art School
Henry Huey
Beverly Inermis
Penny Jackson
Meenu Jakkula
Amy Jasek
Nathan Jerkins
Lawrence Jolly
Kianna Jones
Michelle Jones
Kristin Sue Kim
Melanie Kregel
Martha Kull
Ophelia Kynnersley
Ethan Lankford, Multi Media Specialist, City of Round Rock
Carol Lee, Owner and Artist of Mi Tierra Pottery
Sherry Leetham
Paul Logan
Michelle Long, Director of Communication & Corporate Social Responsibility, ShopLC
Angelica Lopez
Andi Loo, Bestow Balance
Tim Lowke, Director of Fine Arts - Visual Arts, Round Rock Independent School District[Text Wrapping
Jager Loyde, Director of Fine Arts - Music Round Rock ISD and Music Director, Central Texas Philharmonic Youth Orchestra
John Mark Luke
Michelle Ly, City Council Place 1, City of Round Rock
Shirley Marquardt
Jennifer Martinez
Trina Martin, Founder of Parents for Arts Education
Jean Mason, Artist
Tony Maxironi
Caleb Melendez
Marisol Melendez
Andrew Mikula
Jonah Miles
Heather Miller-Camp
Hilda Montgomery, City Council Place 6, City of Round Rock
Craig Morgan, Mayor, City of Round Rock
Susan L. Morgan, CPA, Chief Financial Officer, City of Round Rock
Danielle Morrissey, Director of Business Attraction, Round Rock Chamber

Antonio Munoz
Lucia Murguía, Business Development Manager, Pacheco Koch
Rob Neff
Violet Nicklen
Frank Ortega, City Council Place 4, City of Round Rock
Reagan Osborn, Senior Admin Assistant, City of Round Rock
Leilani Overlander
Julio Palacios, Theater Director and co-owner of Papi's Pies Art Gallery
Jose Parra, Stained glass artist and co-owner of Papi's Pies Art Gallery
Richard Parson, Founder Round Rock Pride
Jose Pasco
Carlie Pearson, Mixed Media Artist and Installer
Stacey Pearson
Alejandro Perez
Marcie Peck
Richard Phillips, Owner/Designer Interactive Entertainment Systems
Nick Ramos, Creative Director, Graphismo
Evicka Rapose
Reuben Rapose
Winona Rapose
Christine Renner
Kaye Reznick
Sydney Paige Richardson
Marla Ripperda
Jordan Robinson, President & CEO, Round Rock Chamber
Andrea Robisheaux
Ricardo Robles
Stephen Romero
Christina Rudofsky, Arts and Culture Associate, City of Round Rock
Yolanda Sanchez
Chris Sander
David Schwindt
Gerda Sessions
Jim Sessions
Beate Sieker
Rolf Sieker
Rosana Sielaff
Marga Silvestre
Matt Slack
Scott Smith, Director of Entertainment, Kalahari Resorts & Conventions, Round Rock, Texas
Danny Snyder
Dianne Sonnenberg
Gordon Stehr, Co-Owner Image360 Round Rock
Makiko Stehr, Co-Owner Image360 Round Rock
Kristin Stevens, City Council Place 5, City of Round Rock
Marinda Stewart, Artist, Author, Arts Advocate
Tracie Storie
Susan Tait, Watercolor Artist
Jolie Tan
Kevin Taylor
Ricky Thompson, Retired
Jose Torres
Heidi Tucker
Marc Tucker
Glenn Towery
Juanita Towery
Jason Vache
Don Valdivieso
Alex Vallejo, Director of Operations, School of Rock – Round Rock/Southwest Austin

Nichole Wagner
Rachel Walker
NJ Weaver
Jesse Weber, President & CEO, PlaceMkr
Kurt Wheeler
Janifer Wheeler
Rick White, Musician, Arts Ambassador, Realtor
Colton Wilcox
Scot S. Wilkinson, Arts and Culture Director, City of Round Rock
Bryan Williams, Assistant City Manager, City of Round Rock
Laurie Winckel
Alex Winters
John Woodley
Tammy Young, Director of Public Sector Services and Community Relations, Central Texas Refuse
Max Zimmet

Implementation Grid

The implementation grid below is provided as a worksheet for organizing priorities, determining who will serve as the lead (or co-lead) on each strategy and action; identifying partners for each strategy and action; and outlining the necessary financial and other resources for each strategy and action.

Priority		Strategies and Action	Partners	Resources
Strategy 1: Strengthen and expand the arts, culture, and creative community in Round Rock				
	1.1	Reframe the Arts Grants Program to increase annual program support, strengthen and expand organizational capacity, and incentivize innovative programming.		
	1.2	Support capacity building and technical assistance for nonprofit organizations, artists, and creative entrepreneurs.		
	1.3	Create a Special Opportunities and Innovations Fund		
	1.4	Expand collaboration and partnerships with educational institutions to strengthen and support arts education.		

Priority		Strategies and Action	Partners	Resources
	1.5	Enhance and expand the role of RRAC to foster stronger connections between individual artists, creative entrepreneurs, and arts organizations through networking opportunities, professional development, and resources.		
Strategy 2: Enhance and support the environment for personal creative expression and participation				
	2.1.	Create an arts and cultural space within the repurposed Griffith Building that can serve as the starting point in establishing a community arts center in Round Rock.		
	2.2	Initiate a development process for a community arts center that can function as a central hub for artistic and creative expression for the Round Rock community.		
	2.3	Establish and launch a Neighborhood Arts Program.		
	2.4	Create a community space activation and placemaking program and seek to strengthen and foster growth of creative and cultural hubs across the City.		

Priority		Strategies and Action	Partners	Resources
	2.5	Collaborate with City departments and agencies to expand arts programming and the integration of arts and creativity into municipal functions.		
Strategy 3: Expand the capacity of the Office of Arts and Culture				
	3.1	Rename Round Rock Arts and Culture (RRAC)		
	3.2	Increase staffing to facilitate expanded functions of RRAC.		
	3.3	Establish a Creative Laureate program.		
	3.4	Expand investments in public art across the community to augment the existing program and develop a revised Public Art Master Plan to accommodate and guide program growth.		
Strategy 4: Increase Awareness and Visibility of Arts, Culture, and Creativity				
	4.1	Explore the Texas Cultural Districts Program to establish an arts and entertainment district in downtown Round Rock.		

Priority		Strategies and Action	Partners	Resources
	4.2	Collaborate with business and community development agencies to attract artists and creative businesses to Round Rock.		
	4.3	Expand and strengthen existing events and programs' listing capacities.		
	4.4	. Strengthen awareness of RRAC and its role.		

Community Arts Center Benchmarking

One strategy within Round Rock Creates is to enhance and support the environment for personal creative expression and participation. Action items within this strategy include developing spaces, such as a community art center, which can support the growth of arts in Round Rock. Arts and cultural facilities are important tools in supporting in the development of arts and culture in a community, but they need to be right-sized and respond to market demand and community needs.

As part of the Round Rock creates strategy, we conducted benchmarking related to 11 community art centers nationally. A summary of key findings is presented below, with individual case studies following.

- **Role of community art centers.** Community art centers play important an important role in developing arts and culture, including: a central gathering place for the community to come together around arts and culture, expansion of cultural programming and organizations, collaboration among artists and arts organizations, and development of artists in the community.
- **Audience.** Community art centers can serve many segments of the community, including adults, youth, and seniors, arts and cultural organizations, artists, community groups, and educators. They are found in urban and suburban communities.
- **Facility size and spaces.** Facilities can range in size, with the size of the community arts centers included in the benchmarking ranging from 5,000 to 56,000 square feet. Many are between 20,00 and 40,000 square feet. Facilities include gallery spaces, studios (including highly specialized studio spaces such as printmaking, digital media arts, painting, ceramics, etc.), classrooms, workshops, meeting rooms, multipurpose community event space, and performing arts spaces. Performing arts facilities typically are small, such as black box or small theaters accommodating under 250 seats.
- **Programming.** Programming generally includes arts education, exhibitions, studio rentals, artist residencies, community events, festivals, public art, and much more, depending on the community.
- **Operating model.** Many community art centers are operated by nonprofit organizations, although there are some that are operated by cities or counties, as well as some that utilize a hybrid operating model, with public agency and nonprofit organizations involved in operations.
- **Financial characteristics.** Operating budgets can range, and in our set of comparable facilities ranged from as low as \$300,000 to as high as \$3 million, with most between \$1 and \$2 million. Operating cost per square foot averages \$60 to \$65 for the case study centers and ranged from \$38 to \$75. Earned revenue can generate between 20 and 60 percent of total operating cost, with the rest generated from contributed income including philanthropic donations, government funding, and fundraising. Many receive local government funding, including operating support as well as grants for specific projects or programs.

Armory Center for the Arts, Pasadena, California



OVERVIEW AND DEVELOPMENT HISTORY

The Armory Center for the Arts, located in Pasadena, California, was founded in 1989 and is housed in a historic building that was originally constructed as an armory in 1914. The building underwent a major renovation in 1989 and was transformed into a state-of-the-art arts center. Its mission is to build bridges between contemporary art and the community. The Armory Center strives to provide innovative and challenging art experiences that inspire critical thinking and creativity in individuals of all ages and backgrounds.

PHYSICAL CHARACTERISTICS AND PROGRAMMING

The Armory Center is housed in a historic 25,000 square foot building, with a mix of galleries, classrooms, studios, a library, courtyard, and administrative space:

- The galleries, used to showcase contemporary art exhibitions, are designed to provide a flexible and dynamic space for a variety of artistic media and installations and typically host 8 to 10 exhibitions per year.
- Several classrooms and studios are used for art classes, workshops, and camps. The classrooms and studios are equipped with a variety of tools and materials for drawing, painting, printmaking, photography, ceramics, digital media, and other art forms. The education programs serve people of all ages, and classes range from beginner to advanced levels.
- The library is a valuable resource for artists and art enthusiasts, and contains books, magazines, and other materials related to contemporary art and art history. It is open to the public and provides a quiet space for reading, research, and study.
- Finally, the center's courtyard is a popular gathering place for visitors and hosts outdoor events such as art fairs, performances, and community festivals. The courtyard is also home to several sculptures and public art installations.

The Armory Center for the Arts offers a wide range of educational programs and exhibitions, as well as community-based art projects that encourage collaboration and engagement with the local community. The center's programming is designed to foster the development of artistic skills, promote experimentation and risk-taking, and provide access to diverse and challenging contemporary art

OPERATING BUDGET AND OPERATING MODEL

The Arts Center of the Capital Region has an annual operating budget of approximately \$2 million. It is operated by a non-profit organization with a mix of earned revenue and contributed revenue from with government sources, foundations, corporations, and individual donors.

The Center generates earned revenue classes and workshops in various artistic disciplines, exhibitions and performances, facility rentals, and retail sales of artwork and artisanal products. The center's classes and workshops cover a broad range of art forms, including painting, sculpture, drawing, photography, printmaking, ceramics, fiber arts, music, and dance.

The organization also receives funding from government sources, including grants from the New York State Council on the Arts and the City of Troy, as well as from foundations and corporations that support the arts. The center also relies on individual donations from patrons and supporters to help fund its operations and programs.

Kirkland Arts Center, Kirkland, Washington

OVERVIEW AND DEVELOPMENT HISTORY

The Kirkland Arts Center is a non-profit arts organization located in Kirkland, WA, that offers a variety of arts classes, workshops, and exhibitions. The KAC was founded in 1962 as the Creative Arts League and has since grown to become a leading arts organization in the Pacific Northwest. The organizational mission is to unleash the power of art to ignite individual growth and self-expression, build community spirit, and cultivate cultural vibrancy. Its vision is to strive to be the regional leader of engaging arts experiences for all.



PHYSICAL CHARACTERISTICS AND PROGRAMMING

The Kirkland Arts Center's main facility is housed in an approximately 20,000 square-foot historic building. The facility has several classrooms and studios, including a ceramics studio, printmaking studio, painting and drawing studio, and a digital media lab, in addition to gallery spaces for exhibitions and events, administrative offices, and a gift shop. The Center also has a public art program that includes several outdoor installations throughout the city of Kirkland. The center also hosts several community events throughout the year, including art walks, auctions, and festivals. Further details include:

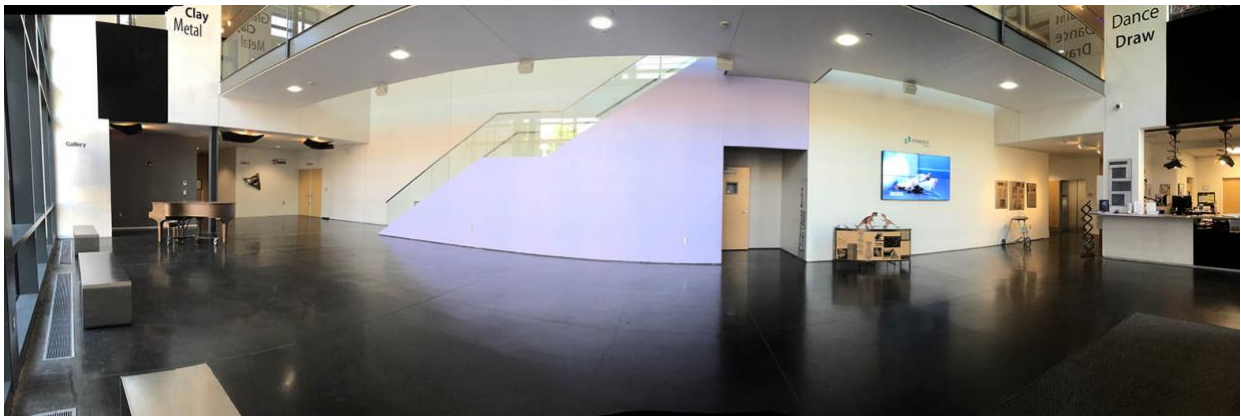
- **Classes and Workshops** - The center offers a wide range of classes and workshops in painting, drawing, printmaking, ceramics, photography, and digital media. Classes are offered for adults and children of all skill levels and are taught by experienced instructors.
- **Exhibitions** - The center hosts a rotating schedule of exhibitions in its galleries, showcasing contemporary art by local and national artists. The exhibitions cover a variety of mediums and themes and are free and open to the public.

- Public Art - The center's public art program features outdoor sculptures and installations throughout the city of Kirkland. The program aims to bring art into public spaces and create a more vibrant and engaging community.
- Community Engagement - The center offers several programs that aim to engage the community in the arts. These include collaborative projects with local businesses, schools, and community organizations, as well as public events such as art walks and festivals.
- Artist Residencies - The center offers residencies for artists to work on specific projects and engage with the community. The residencies are typically 6-12 months in length and provide artists with access to studio space and resources.

OPERATING BUDGET AND OPERATING MODEL

The Center is operated by a nonprofit organization, with an operating budget around \$1.3 million. It is funded by a mix of earned revenue from class and workshop tuition and fees, fundraising events, and contributions. Earned revenue comprises approximately 55% of the operating budget.

Lawrence Arts Center, Lawrence, Kansas



OVERVIEW AND DEVELOPMENT HISTORY

The Lawrence Art Center was founded in 1975 by a group of local artists and community members who were passionate about promoting the arts in the Lawrence area. Initially, the organization operated out of a small, rented space in downtown Lawrence, but demand for its programs and exhibitions grew quickly. In 1994, the Art Center was able to purchase a permanent home, leveraging a donation from local philanthropist Elizabeth Schultz. The new facility was designed by Charles Moore and features a mix of historic and modern architecture.

The mission of the Lawrence Arts Center is to create meaningful arts experiences with and for the community through education, exhibitions, and performances. The organizational vision is to be the multi-disciplinary hub for creative excellence in the Midwest.

PHYSICAL CHARACTERISTICS AND PROGRAMMING

The Lawrence Arts Center offers a wide range of arts education programs, performances, and exhibitions. The center is housed in 40,000 square-foot building and includes several galleries, classrooms, a theater, and administrative offices.

One of the primary spaces is the main gallery, which hosts a variety of exhibitions throughout the year. The gallery features works by both local and national artists, with a focus on contemporary art. The exhibitions often explore social and political issues and are designed to engage and challenge viewers.

In addition to the main gallery, the Center has several other exhibition spaces, including the Front Space, which is a small gallery that showcases emerging artists, and the Print Room, which features printmaking exhibitions and workshops. The center also has several classrooms and studios where visitors can participate in a variety of arts education programs. These include classes in painting, drawing, ceramics, sculpture, and more. The studios are equipped with tools and materials and are staffed by experienced instructors who are passionate about sharing their knowledge and skills with others. The Art Center offers a wide range of programs and exhibitions that celebrate the visual arts and foster community engagement. These include classes and workshops for adults and children, exhibitions featuring local and national artists, and community events such as the annual Art Tougeau parade.

OPERATING BUDGET AND OPERATING MODEL

The Lawrence Art Center is operated by a nonprofit organization. It has an annual operating budget of approximately \$2.5 million, which is supported by a mix of public and private funding sources. It is supported by the Lawrence Cultural Arts Commission. In addition, the Lawrence Arts Center collaborates with a variety of local businesses and organizations to offer programs and exhibitions, and also generates revenue through the sale of artwork and class fees.

Mark Arts / Mary R. Koch Arts Center, Wichita, Kansas



OVERVIEW AND DEVELOPMENT HISTORY

Mark Arts has a rich history in Wichita, dating to its inception in 1920 as the Wichita Art Association. It became the Wichita Center for the Arts in 1990 and Mark Arts in 2016. The mission of Mark Arts is to be a vibrant arts hub in Wichita and the region by providing opportunities to appreciate and create art in an atmosphere of lifelong learning.

PHYSICAL CHARACTERISTICS AND PROGRAMMING

In 2015, the existing 50-year-old facility was experienced significant deferred maintenance issues related to building standards. The Charles Koch Foundation donated 17 acres, and several foundations and trustees contributed lead gifts for a new facility. The new facility opened in 2018. The prairie-style building is a 40,000 square-foot artistic hub for the region. It includes nine studios for art instruction, including a culinary arts studio, printmaking studio, jewelry making studio, a digital arts studio and a dedicated youth studio. In addition, the facility

includes a gallery space and great hall for events. There is also a large amount of outdoor green space, including a stage for events, two terraces, a sculpture garden and a plein air studio. The new building is approximately twice the size of the previous facility.

Mark Arts offers a variety of programming for both children and adults in a range of disciplines, including visual arts, culinary arts, and performing arts. Here are some examples of the programming offered at Mark Arts:

- Visual arts - Mark Arts offers classes and workshops in drawing, painting, sculpture, ceramics, printmaking, digital arts, and more. They also offer classes for teens and children, as well as open studio time for artists who want to work independently.
- Culinary arts - Arts offers classes and workshops in cooking, baking, and mixology. They also host events such as wine tastings and food pairings.
- Performing arts - Mark Arts hosts events and performances in music, dance, and theater. They also offer classes and workshops in acting, improv, and voice.
- Outreach Programs - Mark Arts provides art education and outreach programs to underserved and at-risk youth in the community. These programs include after-school classes, summer camps, and workshops.

In addition to these programs, Mark Arts also hosts exhibitions, artist talks, and special events throughout the year, including the annual Art & Book Fair.

OPERATING BUDGET AND OPERATING MODEL

Mark Arts is governed and operated by a nonprofit organization. annual operating budget for Mark Arts is around \$1.5 million, with approximately half of this generated from earned revenue. Roughly 40 to 50 percent of operating budget is allocated to staff. Earned revenue is primarily generated through gallery sales, arts classes, and facility rentals. Facility rentals have become a more significant source of earned revenue with the new building. The City of Wichita provides funding through their general fund as well as through grants and other programs.

Northwest Arts Center, Bellevue, Washington



OVERVIEW AND DEVELOPMENT HISTORY

The Northwest Arts Center was developed as a part of the Bellevue Parks and Community Services Department. The Arts Center was established in 1989 initially to provide a space for artists to work and exhibit their art, as well as to offer educational programs and workshops to the public. It serves a dual role as a community center and arts center.

PHYSICAL CHARACTERISTICS AND PROGRAMMING

The Northwest Arts Center is located in a higher income, residential area in Bellevue. It is small in scale, with just over 5,300 square feet. Capacity for programming is somewhat limited, although it does have gallery space, multipurpose event space, studios, classrooms, and an outdoor courtyard. Programming includes music, dance, fitness, martial arts, pottery, and a wide variety of art programs. It is also used frequently by community organizations for cultural events and celebrations. Demand typically exceeds capacity due to its small size, and parking capacity is also limited.

OPERATING BUDGET AND OPERATING MODEL

The Northwest Arts Center is operated by the City Parks and Community Services Department. It has an annual operating budget between \$300,000 and \$400,000, which includes allocated staff time, utilities, City-provided janitorial, etc.

Palo Alto Art Center, Palo Alto, California



OVERVIEW AND DEVELOPMENT HISTORY

The Palo Alto Art Center is a community-based arts center located in Palo Alto, California. The center was established in 1971 and has since become a significant cultural institution in the Bay Area, providing a space for artists and the public to engage with contemporary art and explore their creative potential. The art center's mission is to provide accessible and diverse programming that celebrates the power of art to enrich lives and build community.

PHYSICAL CHARACTERISTICS AND PROGRAMMING

The Palo Alto Art Center's facility was opened in 2012 and is approximately 25,000 square feet. The building includes exhibition galleries, a sculpture garden, classrooms, a digital media lab, a printmaking studio, and administrative offices. It is adjacent to Rinconada Park and the Rinconada Public Library.

The Palo Alto Art Center offers a broad range of programming that reflects the center's commitment to inclusivity and community engagement. The center's classes and workshops cater to artists of all ages and skill levels, with offerings in painting, drawing, printmaking, ceramics, sculpture, photography, and digital media. The center also hosts exhibitions of contemporary art, featuring the work of emerging and established artists from the Bay Area and beyond. The center's programming also includes public events, such as artist talks, film screenings, and performances, which are designed to engage the community in meaningful ways. School outreach programs include Project Look field trips to local schools and the Cultural Kaleidoscope program that pairs students from the Palo Alto Unified School District and Ravenswood City School District for art activities.

OPERATING BUDGET AND OPERATING MODEL

The Palo Alto Art Center is operated by the City of Palo Alto. It is a division of the City's Community Services Department, which oversees a range of community programs and services, including parks and recreation, libraries, and cultural arts. While the Art Center receives additional support from grants,

donations, and program fees, the majority of its funding comes from the City's general fund. The City also provides staff support, maintenance, and other resources to help the Art Center operate effectively. The operating budget is approximately \$2 million. The Art Center is supported by the Palo Alto Art Center Foundation, a nonprofit organization established to expand the reach and impact of the Palo Alto Art Center through fundraising and advocacy.

Palos Verdes Art Center, Rancho Palos Verdes, California

OVERVIEW AND DEVELOPMENT HISTORY



The Palos Verdes Art Center (PVAC) is a non-profit arts organization located in Rancho Palos Verdes, California. The center was founded in 1931 by a group of artists and art lovers who wanted to establish a space to showcase and promote the arts in the South Bay region of Los Angeles. Over the years, the Palos Verdes Art Center has grown to become a major cultural institution, with a facility that includes several galleries, classrooms, studios, and event spaces. The mission is to inspire individuals to create, appreciate, and celebrate art.

The Art Center aims to achieve this by providing a diverse range of exhibitions, educational programs, and community events that promote the understanding and enjoyment of visual arts. Additionally, the Art Center strives to foster creativity and artistic expression among people of all ages and backgrounds through workshops, classes, and other learning opportunities. The goal of the Palos Verdes Art Center is to enrich the lives of individuals and the community by cultivating a deep appreciation and understanding of art.

PHYSICAL CHARACTERISTICS AND PROGRAMMING

The Palos Verdes Art Center is located in a historic building known as the "Red Car Barn" in the Malaga Cove Plaza on the Palos Verdes Peninsula in California. The facility is approximately 25,000 square feet and includes a gallery, studio space, classrooms, offices, and other amenities.

Additional detail related to specific spaces and programming are as follows:

- Galleries - The PVAC has several gallery spaces that showcase rotating exhibitions of contemporary and historical art. These spaces are used to feature a range of media, from painting and sculpture to photography and mixed media works. The galleries also host solo and group exhibitions by local, regional, and national artists.
- Studio Space - The PVAC offers a variety of studio spaces for artists to work in different media, including painting, drawing, ceramics, and printmaking. The studio spaces are equipped with all the necessary tools and materials, and they are available for rent to artists who wish to use them for their own creative projects.
- Classrooms - The PVAC offers a variety of classes and workshops for adults and children, including drawing, painting, ceramics, and photography. The classrooms are equipped with tables, chairs, easels, and other materials needed for art instruction.
- Event Spaces - The PVAC is also available for private events, such as weddings, receptions, and corporate functions. The facility has several spaces that can be used for events.

OPERATING BUDGET AND OPERATING MODEL

The Palos Verdes Art Center operates as a community-based arts center through a nonprofit organization. It is not directly funded by the City of Rancho Palos Verdes but does receive some support from the city through grants and partnerships. The operating budget has ranged over recent years, but is generally between \$1.5 and \$2 million annually, with approximately 20% generated through earned revenue and 80% from contributed income.

Priscilla R. Tyson Cultural Arts Center, Columbus, Ohio

OVERVIEW AND DEVELOPMENT HISTORY



The Priscilla R. Tyson Cultural Arts Center is a combination art gallery and teaching space, primarily for visual artists and crafters, in downtown Columbus, Ohio. It is part of the Scioto Mile district. The building was renovated in 1978 and provided with a \$1 annual lease between the Columbus Recreation and Parks Department and the National Guard.

Its mission is to connect the people of our community through the power of creativity. Values include:

- Joy – Programs and activities are fun, celebrate culture and add to our quality of life.
- Community – The organization builds a relationship with our participants and serve as a gathering place for all.
- Open – Spaces are accessible, and programs are inclusive.

PHYSICAL CHARACTERISTICS AND PROGRAMMING

The facility is nearly 40,000 square feet and includes a ceramics lab in the basement, painting and weaving labs on upper floors, two galleries, and community event space. The Columbus Cultural Arts Center has a variety of spaces designed to accommodate a range of activities related to the arts. These spaces include:

- Studios - The center has several studios for ceramics, painting, drawing, photography, and digital media. These studios are equipped with tools, equipment, and supplies necessary for students and artists to create their work.
- Exhibition Spaces - The center hosts a variety of exhibitions throughout the year, showcasing the work of local and regional artists. The exhibitions are held in the main gallery space, which features high ceilings and ample natural light.
- Performance Spaces - The center has a performance space known as the Loft, which hosts a range of events including music performances, poetry readings, and theatrical productions.
- Gift Shop - The center has a gift shop that features the work of local artisans, including ceramics, jewelry, and other handmade items.

In addition, there are classrooms, meeting rooms, and a courtyard.

OPERATING BUDGET AND OPERATING MODEL

The Columbus Cultural Arts Center is operated by the City of Columbus Recreation and Parks Department.

SOMArts Cultural Center, San Francisco, California



OVERVIEW AND DEVELOPMENT HISTORY

SOMArts Cultural Center, founded in 1979, is one of four cultural centers owned by the San Francisco Arts Commission. It is housed in a renovated industrial warehouse space. Its mission is to promote and nurture art on the community level, to foster an appreciation of and respect for all cultures, and to leverage the power of art as a tool for social change through multi-disciplinary events and exhibitions.

PHYSICAL CHARACTERISTICS AND PROGRAMMING

SOMArts Cultural Center is housed in an approximately 23,000 square foot building in San Francisco South of Market Area neighborhood. It is two floors and includes a 350-seat theater, two galleries, dance, ceramic, and print studios, and three classrooms. It also houses virtual cultural centers and provides fiscal sponsorship to other arts organizations and artists. Programming includes exhibitions, performing arts, workshops, community cultural events, youth programs, and artist residencies.

OPERATING BUDGET AND OPERATING MODEL

Each cultural center in San Francisco, including SOMArts, is housed in a City-owned building and operated by nonprofit arts organizations that provide cultural and arts programs. The non-profits pay an annual token rent of one dollar to the City. Each non-profit is a 501(c)3 entity with their own staff, including fundraising staff to work on securing non-City related grant funding, and a board of directors. Some of the non-profits have subtenants within their facilities and have worked out this leasing structure within their agreement with the Commission. The City has a lease agreement with the non-profit tenant as well as grant agreement as a funder. Each of the four cultural centers receives between \$400,000 and \$600,000 annually as part of a non-competitive grants process. The nonprofits are responsible for covering utilities and janitorial services provided by the City, and capital improvements are typically a shared expense. The total operating budget for SOMArts is \$950,000, with around half of its funding provided by the City and another 30 percent from earned revenue.

The Umbrella Arts Center, Concord, Massachusetts



OVERVIEW AND DEVELOPMENT HISTORY

The Umbrella Arts Center is a community arts organization located in Concord, Massachusetts. The organization has a rich history dating back to the 1980s when a group of local artists and community members formed the Concord Art Association to promote and support the arts in the area. In 2009, the organization was rebranded as The Umbrella Arts Center, with a renewed focus on providing inclusive arts experiences and expanding their programming to reach a broader audience.

The mission of the Umbrella Arts Center is to enrich lives and build community through the arts. The organization strives to be a welcoming and inclusive space where people of all ages and backgrounds can explore their creativity, learn new skills, and connect with others. The Umbrella Arts Center offers a wide range of programs, classes, and events in visual arts, performing arts, and humanities, including exhibitions, concerts, theater productions, and educational workshops. They also provide resources and support for artists and arts organizations in the area, helping to foster a thriving local arts community.

PHYSICAL CHARACTERISTICS AND PROGRAMMING

For nearly 40 years, the facility occupied the former Emerson School, a 1929 building. In Fall 2019, the center reopened after a major renovation and addition, the first major update in the building's history. A new, accessible at-grade entrance opens into a large lobby and art exhibit space. To the left and right are the existing building wings, which house beautifully renovated artist studios and classrooms. A new 300-seat proscenium theater, a smaller black box theater, dance studio, maker spaces, and administrative offices are included. The new building is 56,000 square feet. Key spaces include:

- The Main Stage - a 340-seat theater that hosts a variety of performances, including plays, musicals, dance, and concerts.
- The Black Box Theater - a smaller performance space that can accommodate up to 80 people, used for more intimate performances and rehearsals.
- The Gallery - 2,000 square foot exhibition space that hosts a variety of visual arts exhibitions throughout the year.
- The Studio - multi-purpose space that is used for classes, workshops, rehearsals, and other arts activities.
- The Makerspace - a dedicated space for artists and makers to work on projects using a variety of tools and equipment, such as 3D printers, laser cutters, and sewing machines.
- Art Studios - individual and shared artist studios for painters, sculptors, printmakers, and other artists.

In addition to these spaces, The Umbrella Arts Center also has classrooms, offices, a ceramics studio, a darkroom, and a woodshop. The organization offers a variety of arts programs and services for people of all ages and skill levels, including classes, workshops, camps, and events.

OPERATING BUDGET AND OPERATING MODEL

The operating budget for the Umbrella Arts Center is around \$2.5 to \$3.5 million, of which approximately one-third is generated by earned revenue. It is operated by a nonprofit organization. Earned revenue sources include tuition, ticket sales, studio rentals, concession sales, and product sales.

Summary of Key Operating Characteristics

Name	Location	Mission	Key Facilities	Programs
Armory Center for the Arts	Pasadena, California	To nurture our community and its young people by creating, learning, and presenting art to advance equity and social justice.	Galleries, classrooms, studios, library, courtyard	8-10 contemporary art exhibitions per year, art classes, workshops, camps, library services, community events
Arts Center of the Capital Region	Troy, New York	To enable people to create and engage in the arts.	Mix of galleries, classrooms, studios, and performance spaces, including a 400-seat theater and a large visual arts gallery	Classes and workshops in a variety of arts disciplines, exhibitions featuring local and national artists, community events such as the annual River Fest celebration, professional development for artists
Kirkland Arts Center	Kirkland, Washington	To unleash the power of art to ignite individual growth and self-expression, build community spirit, and cultivate cultural vibrancy.	Classrooms, studios including ceramics, printmaking, painting and drawing, and digital media lab, galleries, gift shop	Classes and workshops, exhibitions, public art, community engagement, artists residencies
Lawrence Art Center	Lawrence, Kansas	To create meaningful arts experiences with and for the community through education, exhibitions, and performances.	300-seat theater, black box theater, 4 exhibition galleries, 2 dance studios, digital media lab, graphics & printmaking studio, 2 visual arts studios, plus annex for dance, movie screenings, events	Contemporary exhibitions, performance, arts education, resident and visiting artist program with year-round residency
Mark Arts	Wichita, Kansas	To be a vibrant arts hub in Wichita and the region by providing opportunities to appreciate and create art in an atmosphere of lifelong learning.	Nine studios for art instruction, including a culinary arts studio, printmaking studio, jewelry making studio, a digital arts studio and a dedicated youth studio, gallery space, great hall for events, outdoor green space, including a stage for events, two terraces, a sculpture garden and a plein air studio	Programming for children and adults including visual arts, culinary arts, digital arts, performing arts, exhibitions, artists talks, special events, and outreach programs

Northwest Arts Center	Bellevue, Washington	To provide a welcoming and inclusive environment for artists and art enthusiasts of all ages and skill levels, to foster creativity, and to showcase and promote the work of local and regional artists.	Gallery space, studios, classrooms, outdoor courtyard	Music, dance, fitness, martial arts, pottery, and a wide variety of art programs
Palo Alto Art Center	Palo Alto, California	The Palo Alto Art Center is your place to see and make art, activate your creativity, and expand your community.	Exhibition galleries, sculpture garden, classrooms, digital media lab, printmaking studios, other studio space, located adjacent to park and library	Classes and workshop (painting, drawing, printmaking, ceramics, sculpture, photography, etc.), school outreach programs, Cultural Kaleidoscope program, contemporary art exhibitions, artists talks
Palos Verdes Art Center	Palos Verdes, California	To educate, enrich, and build community through equal and inclusive access to the visual arts.	Gallery, studio space, classrooms, event space	Contemporary and historical art exhibitions, solo and group exhibitions, studio spaces for artists, classes and workshops (drawing, painting, ceramics, photography)
Priscilla R. Tyson Cultural Arts Center	Columbus, Ohio	To connect the people of our community through the power of creativity.	2 exhibition galleries, studios, a small performance space, classrooms, meeting rooms, workshops, event space, courtyard, gift shop	Art classes, contemporary art exhibitions, workshops, tours, special events, event rentals, artists in residence
SOMArts	San Francisco, California	SOMArts leverages the power of art as a tool for social change through multi-disciplinary events and exhibitions.	Gallery / theatre, art gallery, photography and print studio, dance studio, outdoor space	Exhibitions, performing arts, artists residencies, workshops, community events, youth programs
Umbrella Arts Center	Concord, Massachusetts	To enrich lives and build community through the arts	340-seat theater, black box theater, 2,000 SF exhibition gallery, multipurpose event space, makerspace, art studios, classrooms, ceramics studio, darkroom, woodshop	Exhibitions, arts education, performing arts, artist residencies, events and festivals, public art

Summary of Key Operating Characteristics

Name	Operator	Size (SF)	Annual Operating Budget	Operating Cost per Sq. Ft.	% Earned Revenue	City Population (2023)
Armory Center for the Arts	Nonprofit organization	25,000	\$2,300,000	\$92	42%	130,935
Arts Center of the Capital Region	Nonprofit organization	36,000	\$2,000,000	\$50	51%	49,819
Kirkland Arts Center	Nonprofit organization	20,000	\$900,000	\$45	60%	90,825
Lawrence Art Center	Nonprofit organization	40,000	\$3,000,000	\$75	52%	95,905
Mark Arts	Nonprofit organization	40,000	\$1,500,000	\$38	50%	392,878
Northwest Arts Center	City-operated	5,342	\$300,000	\$56	35%	149,440
Palo Alto Art Center	City-Operated (nonprofit supported)	25,000	\$2,000,000	\$80	25%	63,210
Palos Verdes Art Center	Nonprofit organization	25,000	\$1,600,000	\$64	20%	39,530
Priscilla R. Tyson Cultural Arts Center	City-Operated	40,000	n/a	n/a	n/a	915,038
SOMArts	City owned, nonprofit operated with City funding	23,000	\$950,000	\$41	30%	715,717
Umbrella Arts Center	Nonprofit organization	56,000	\$3,000,000	\$54	33%	18,424
Average		30,500	\$1,755,000	\$59	40%	242,000
Median		25,000	\$1,800,000	\$55	39%	95,905

Community Survey Summary and Findings

City of Round Rock Community Survey Summary and Findings

Report Contents



Introduction & Methodology

Topline Findings

Demographics

Observations

Introduction and Methodology

- The Round Rock Creates Community Survey was available to residents from June through August 2022. Survey distribution included email communications, social media, and other alerts to City community lists, organizational lists, Steering Committee member contacts, and sharing of the survey link by respondents.
- 2,205 people participated in the survey.
- The overall goals of this community survey are to understand how residents participate in and connect with arts, culture, and creative activities; learn what is important to residents; identify barriers to participation; and understand community aspirations for Round Rock's creative future.

Topline Findings

Participation

Priorities

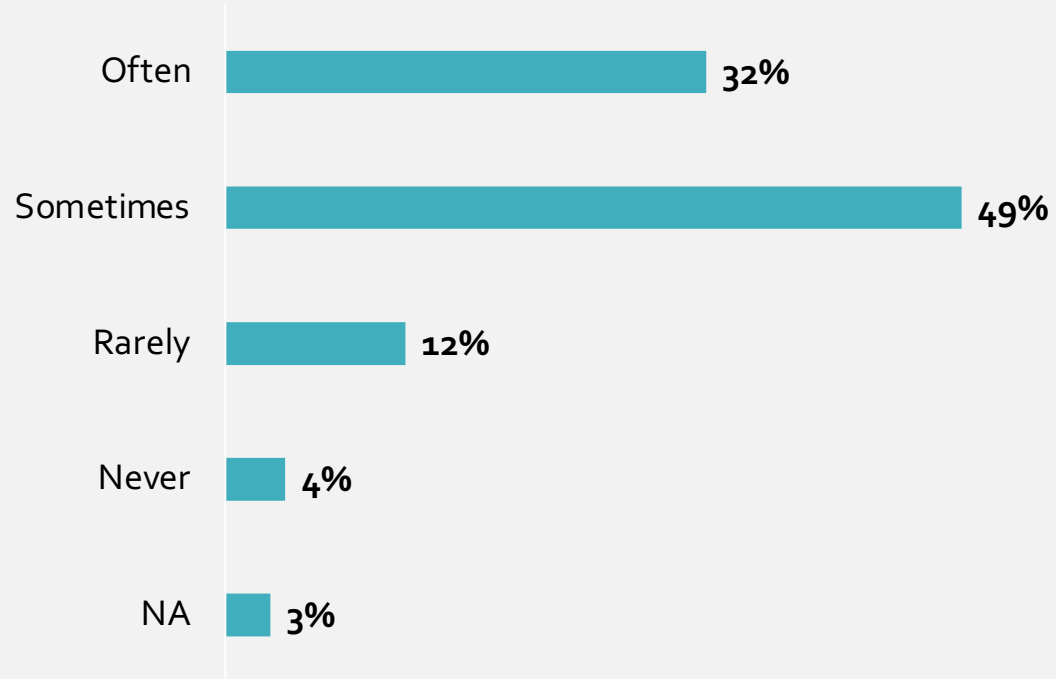
Opportunities

Barriers

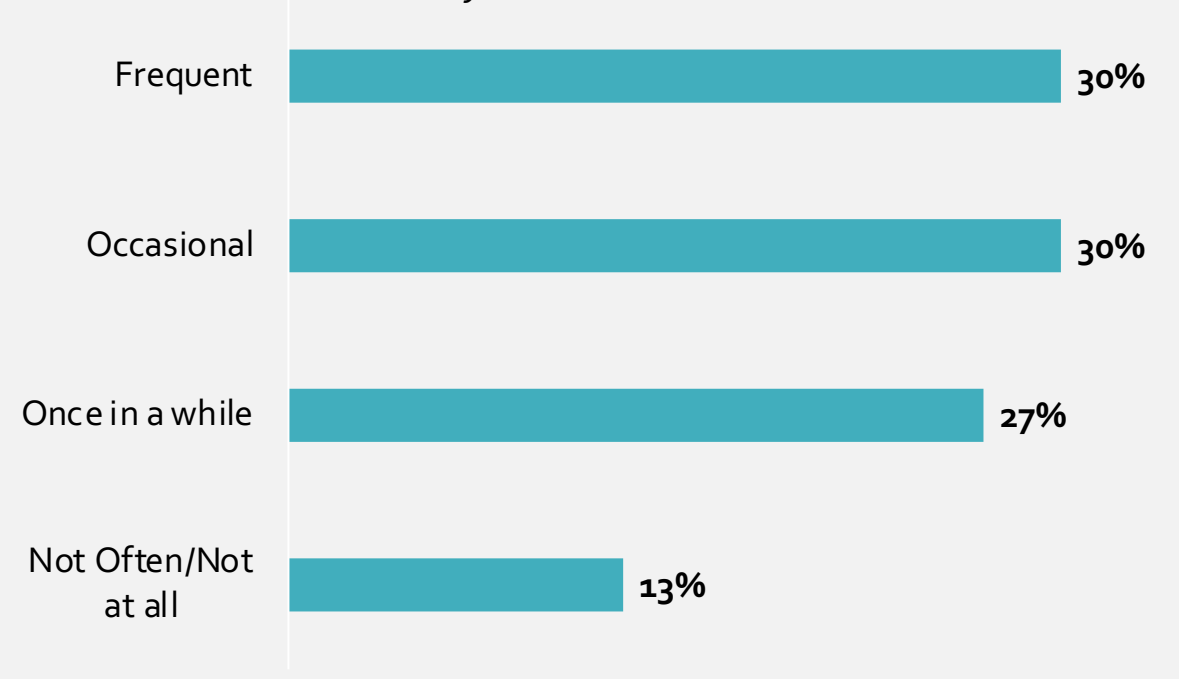
Demographics

Personal Participation

When you have friends or family visit, do you seek out arts or cultural activities to do with them?



Thinking about how involved you are in arts/cultural events/activities, how would you rate your involvement?



Compared to similar communities, Round Rock residents participation is more varied and diverse.

Participation

Since COVID-19, 50% think creative activities are more important and 46% think they are about the same importance.

Over 90% of respondents report participating in one or more creative activities in the Round Rock area. The activities include:

- **56%** - Visual Arts (painting, drawing, or sculpture)
- **53%** - Music (playing an instrument, singing, rapping, or composing)
- **47%** - Crafts (such as jewelry, pottery, or woodworking)
- **44%** - Reading novels or poetry
- **43%** - Culinary arts (cooking creatively, taking classes, or other)
- **42%** - Performing arts (performing in plays, in a band, or other theatre arts)
- **29%** - Dance (such as classes, performing, traditional/folk dancing, or choreographing)
- **29%** - Fabric arts (sewing, beading, or other)Performing arts events (theatre, dance, opera)
- **29%** - Media arts (such as animation, technology arts, video, or graphic design)
- **24%** - Creative writing, storytelling, or poetry
- **24%** - Street art or mural arts

Participation

Favorite Places and Activities (*Top Comments in Alpha Order*)

4th of July events

Art shows in parks

Beaujolais Nights

Car Shows

Central Texas Philharmonic

Chalk Walk

Dia de los Muertos Festival

Diwali Festival

Downtown Round Rock

Festivals (general)

Juneteenth

Libraries

Music events

Music on Main

Parks and Open Spaces

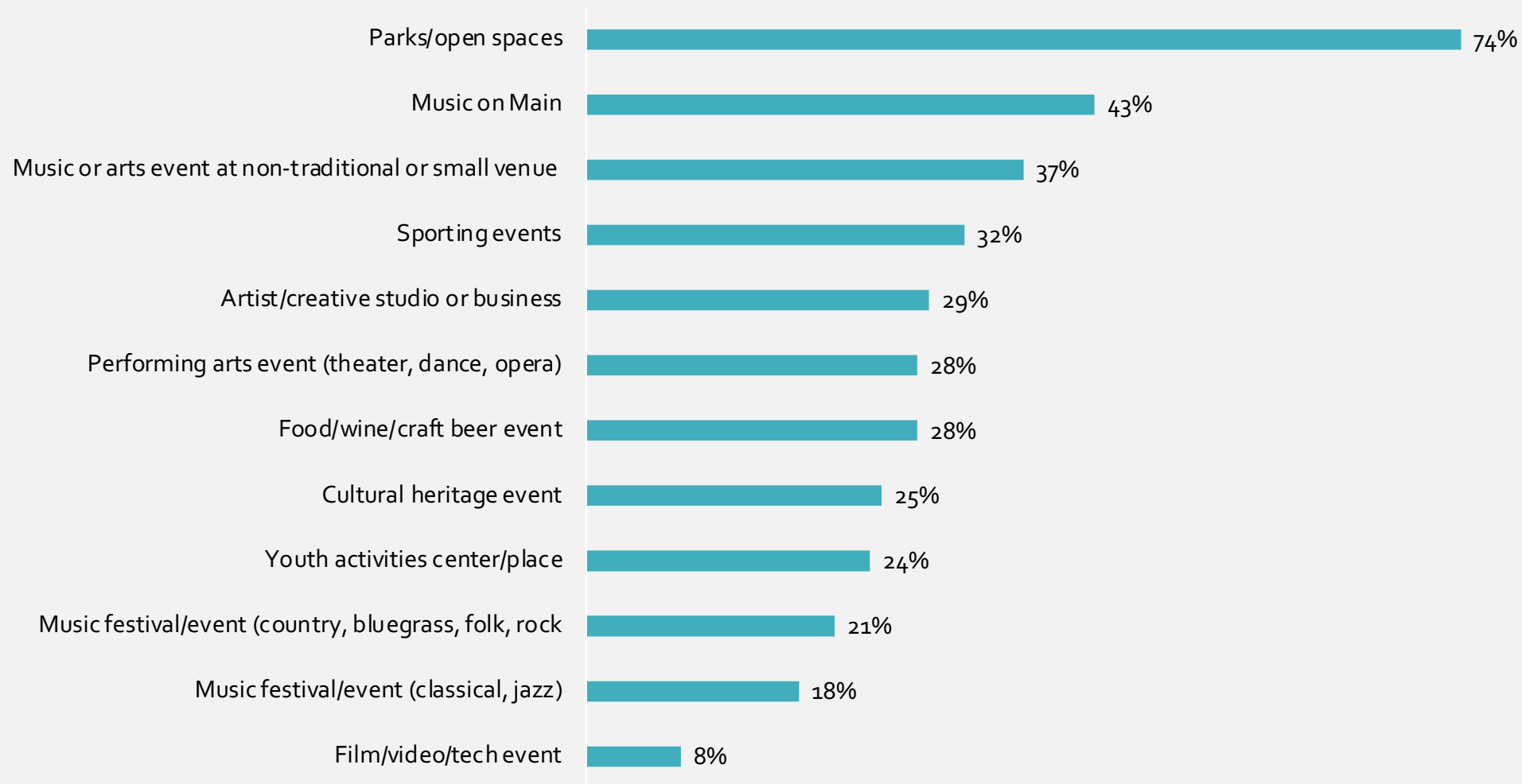
Penfolds Theatre events

Performing arts events

SculptFest

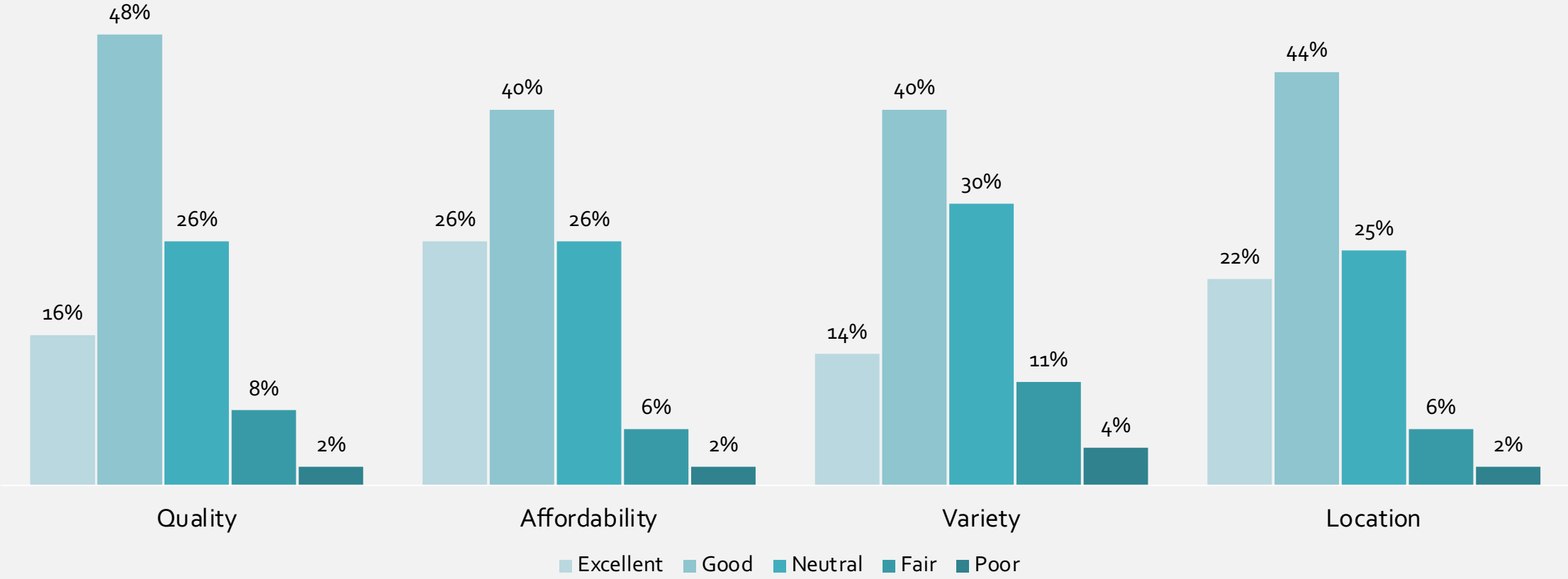
Sports events

Attendance in Round Rock



*In the last 6 months, which of the following did you attend or visit in Round Rock?
(Check all that apply.)*

Round Rock Creative Events/Opportunities Rating



51% of respondents believe creative activities and opportunities are more important to them since COVID-19.

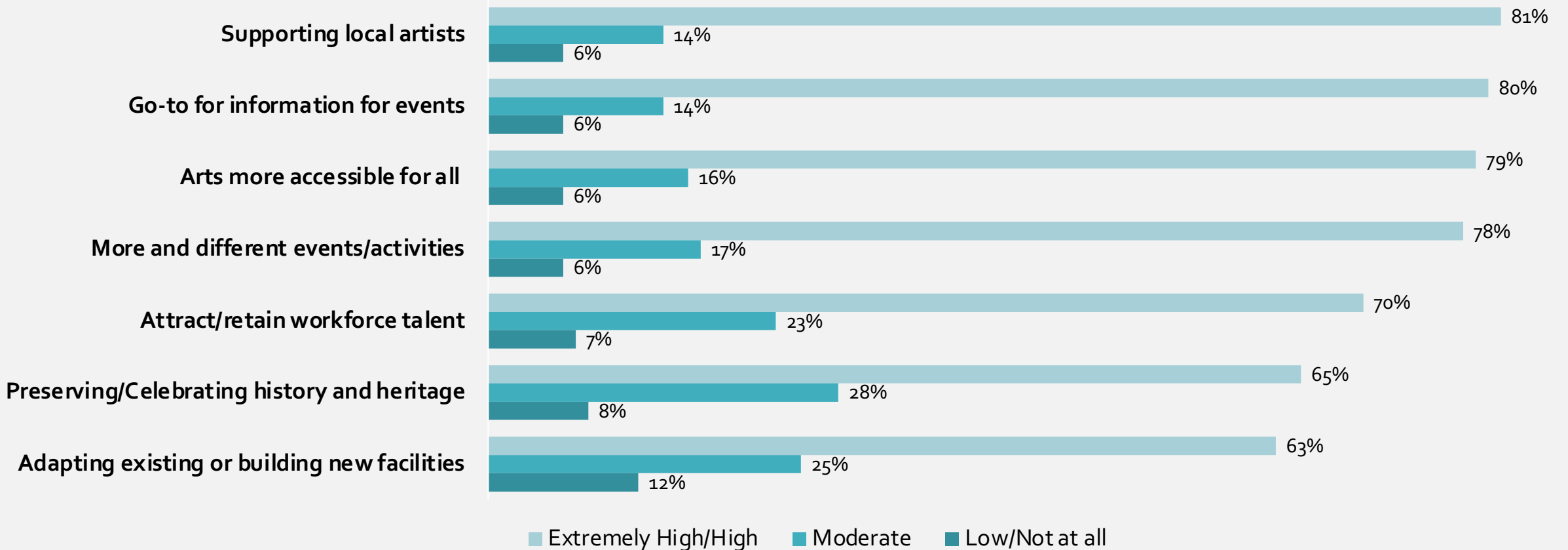
Priorities

94% of respondents consider arts and culture to be important to their community.

As a community, Round Rock residents consider arts and culture to be:

- extremely important (62%) or somewhat important (30%) **to their community**
- extremely important (60%) or somewhat important (30%) **to their own lives**
- extremely important (51%) or somewhat important (35%) **to their family**

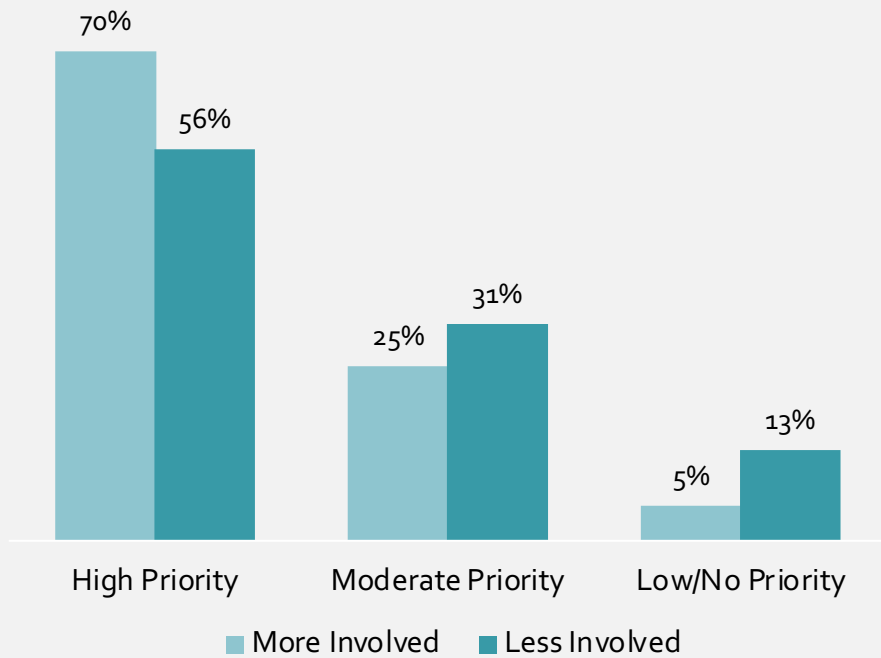
Community Priorities



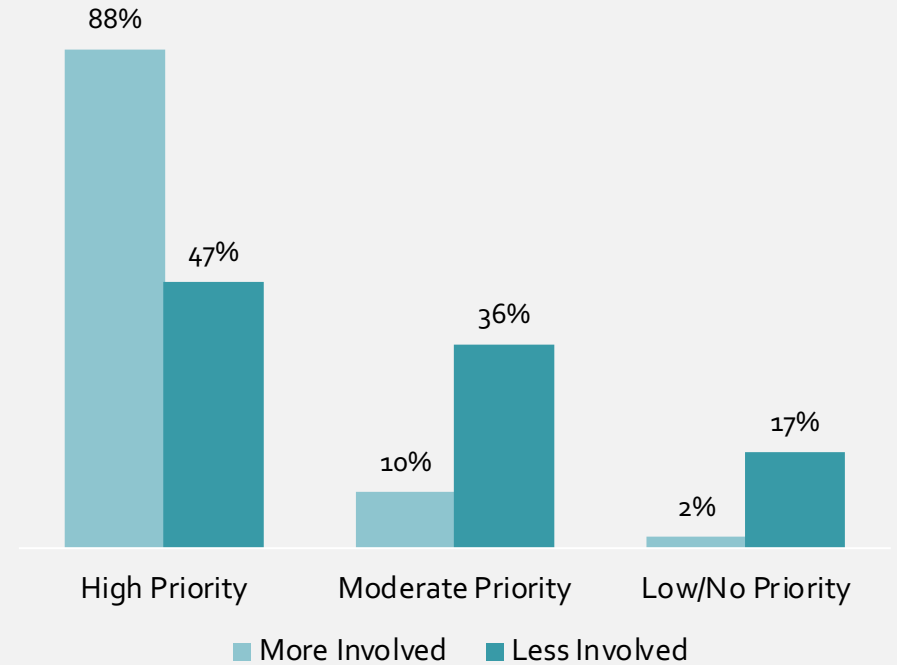
This plan is intended to enhance the quality of life for residents of Round Rock. Thinking about long-term³⁵ priorities the plan should focus on , please rate the following.

Top Community Priorities by by Rate of Involvement in the Arts

Go to Information for events/activities



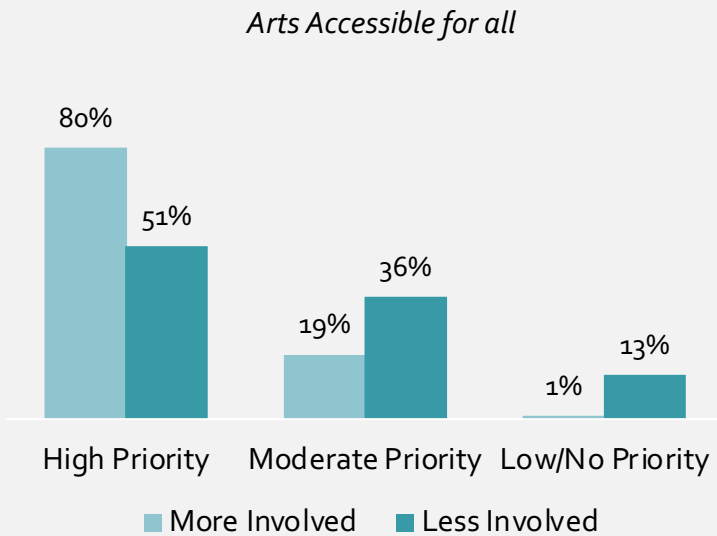
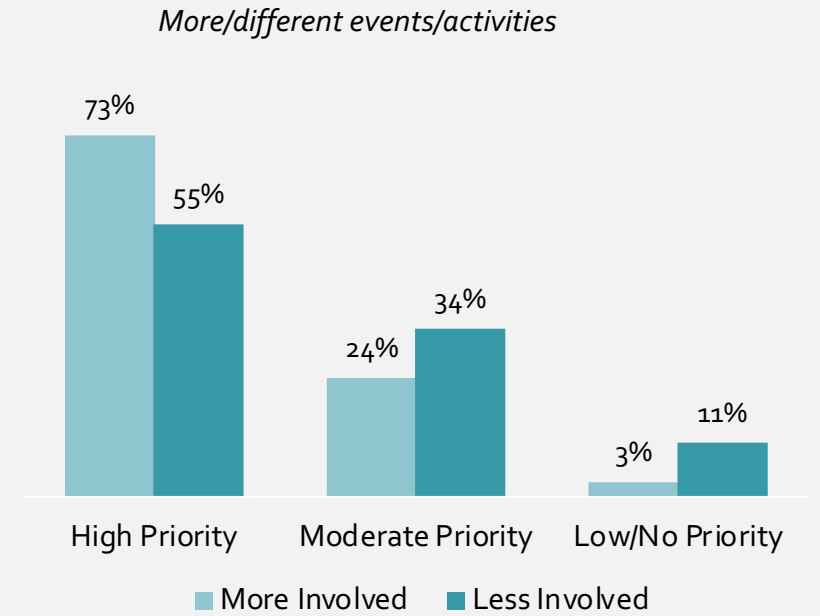
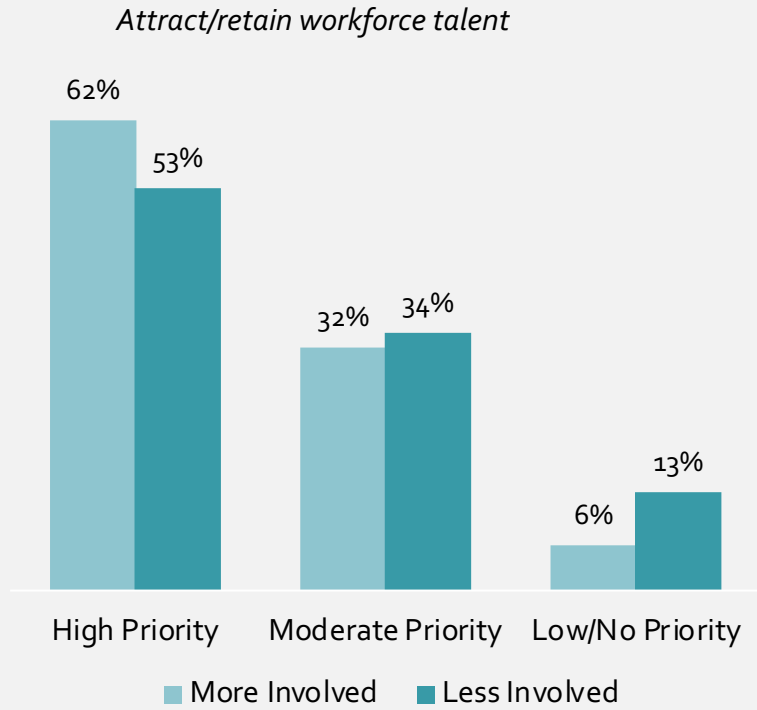
Support for Artists



This plan is intended to enhance the quality of life for Round Rock . Thinking about long-term priorities the plan should focus on , what are your priorities?

Thinking about how involved you are in arts/cultural events/activities, how would you rate your involvement?

Top Community Priorities by Rate of Involvement in the Arts

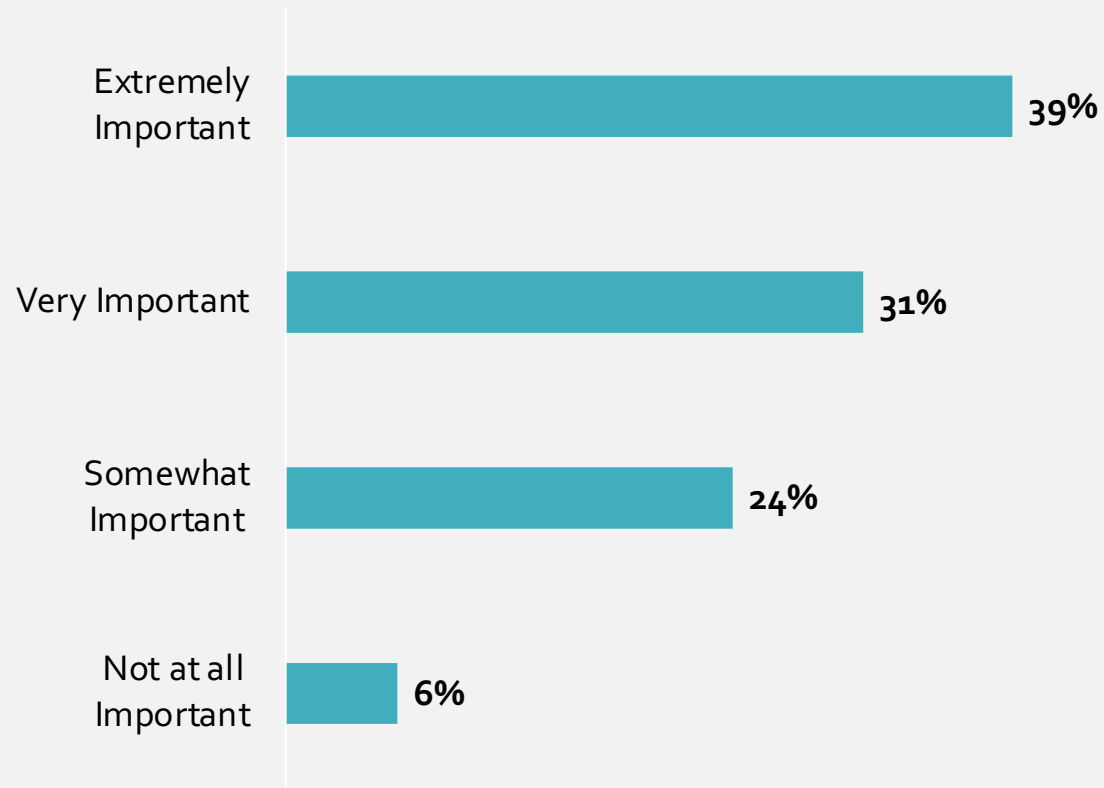


This plan is intended to enhance the quality of life for Round Rock . Thinking about long-term priorities the plan should focus on , what are your priorities?

Thinking about how involved you are in arts/cultural events/activities, how would you rate your involvement?

Arts and Cultural Facilities

How important do you think it is that Round Rock have an arts and cultural facility for the community?



The facility should provide...

87% Community workshops/classes for people of all ages

70% Exhibition/gallery spaces

62% Performance and rehearsal spaces

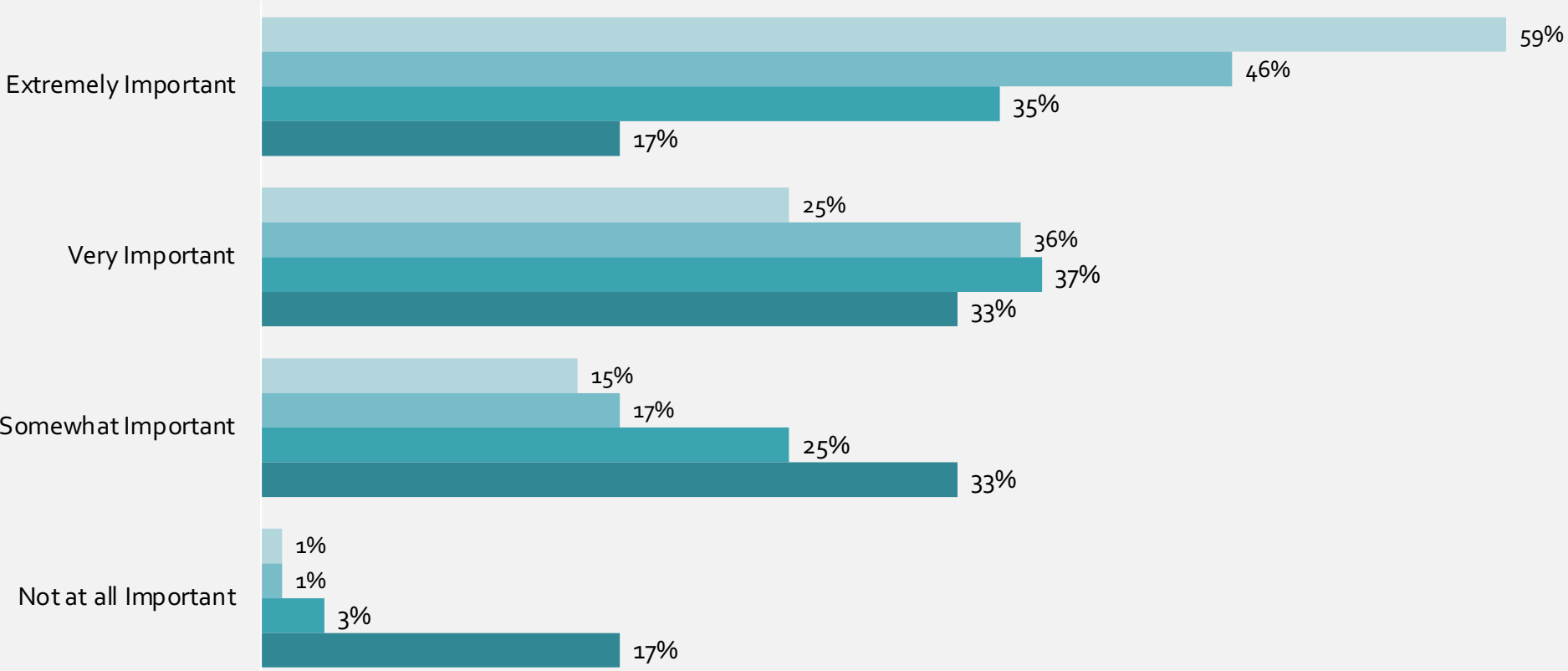
45% Maker space areas and services

29% Commercial spaces for creative businesses

Arts and Cultural Facilities

How important do you think it is that Round Rock have an arts and cultural facility for the community?

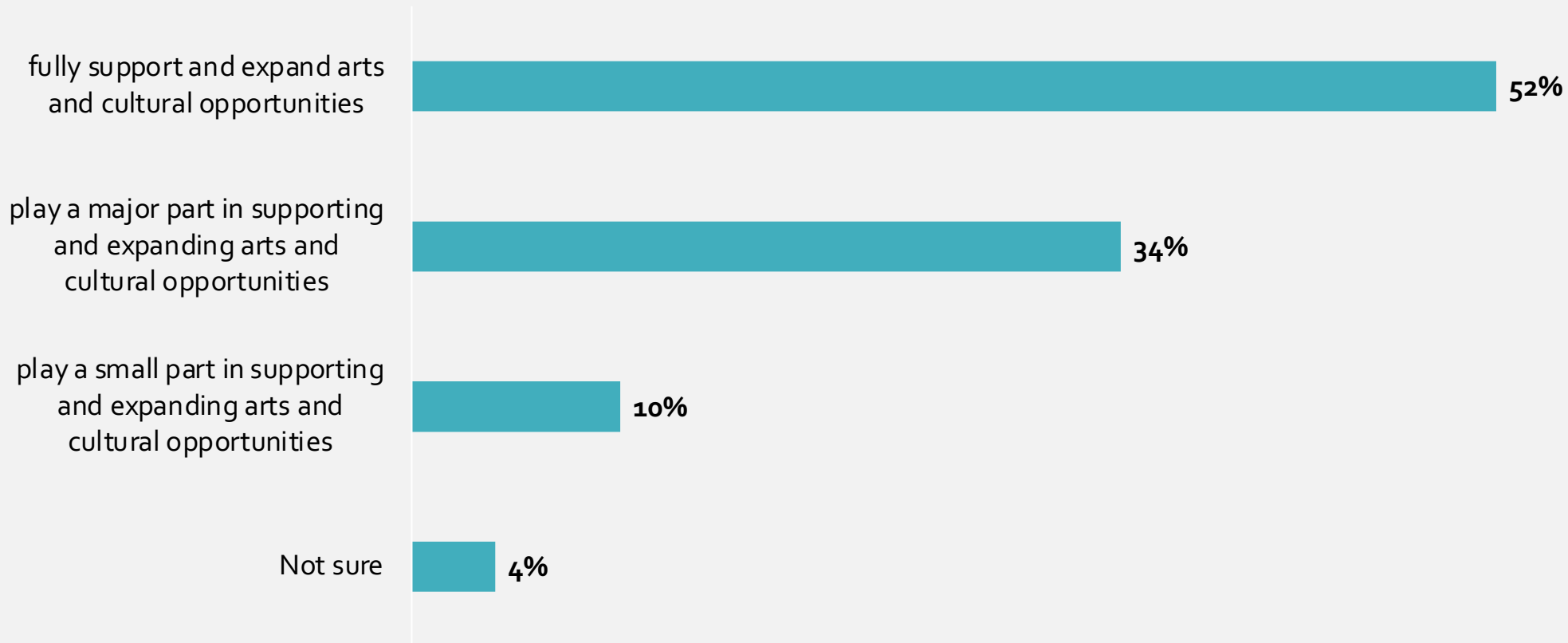
Thinking about how involved you are in arts/cultural events/activities, how would you rate your involvement?



- Attend or participate frequently (12 or more times a year)
- Attend or participate occasionally (6 -11 times a year)
- Attend or participate once in a while (3-6 times a year)
- Attend or participate not often or not at all (less than 3 times a year)

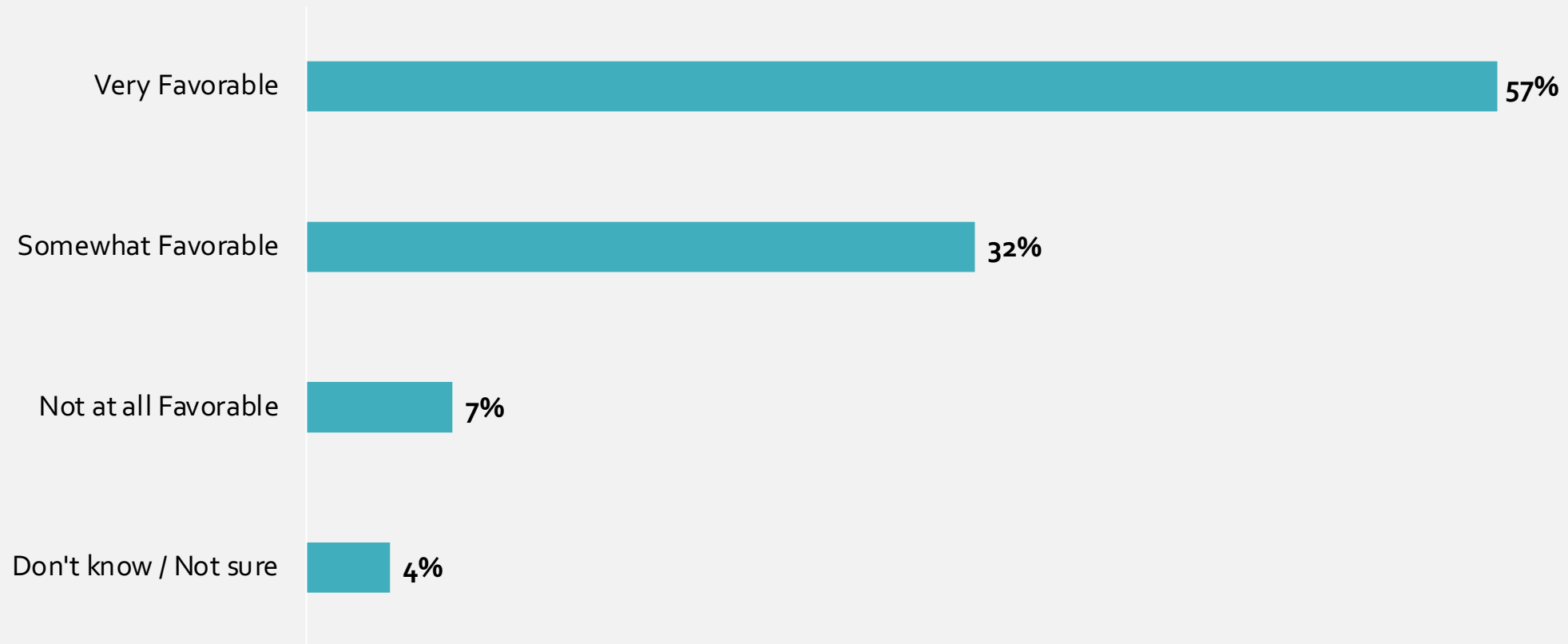
Arts and Cultural City Support

Please choose the statement that best describes your opinion. "I think that the City of Round Rock should..."



Arts and Cultural City Funding

How favorable would you be to increasing the funding to support arts and cultural activities, programs and facilities in Round Rock?



Opportunities

What Round Rock needs more of...

(Need more rating: above 70%)

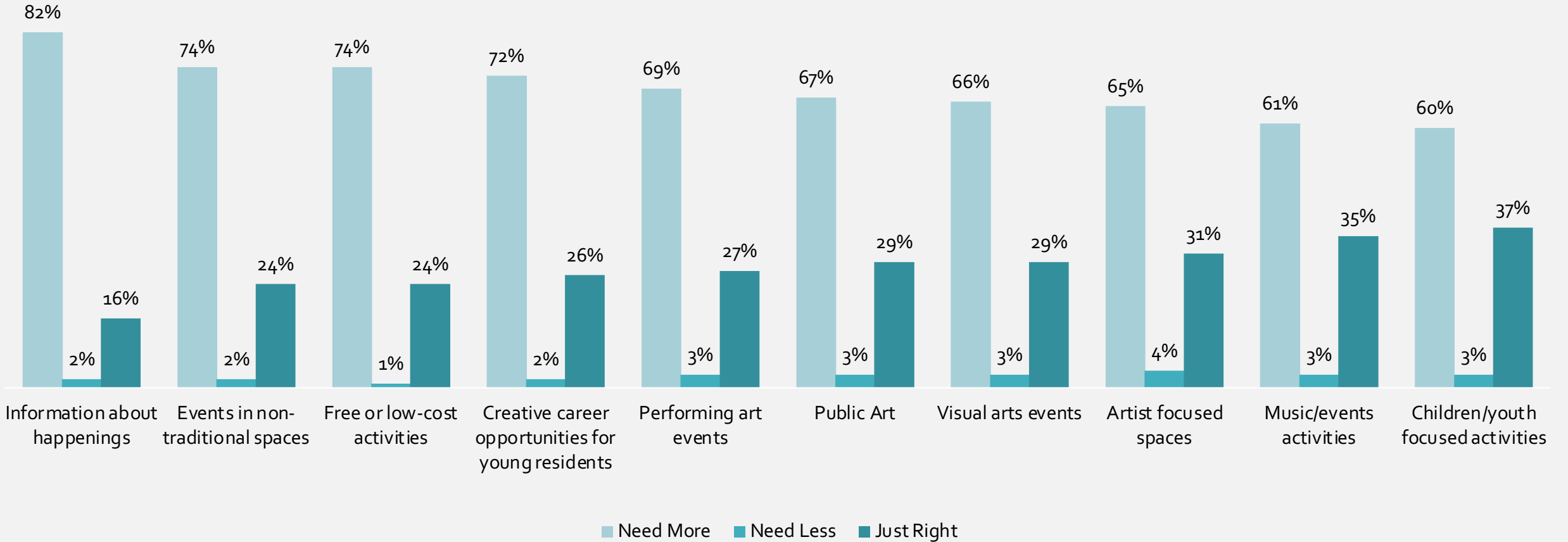
72% Creative career opportunities for young residents

82% Information about arts and cultural events/happenings

75% Free or low-cost creative opportunities/events for residents

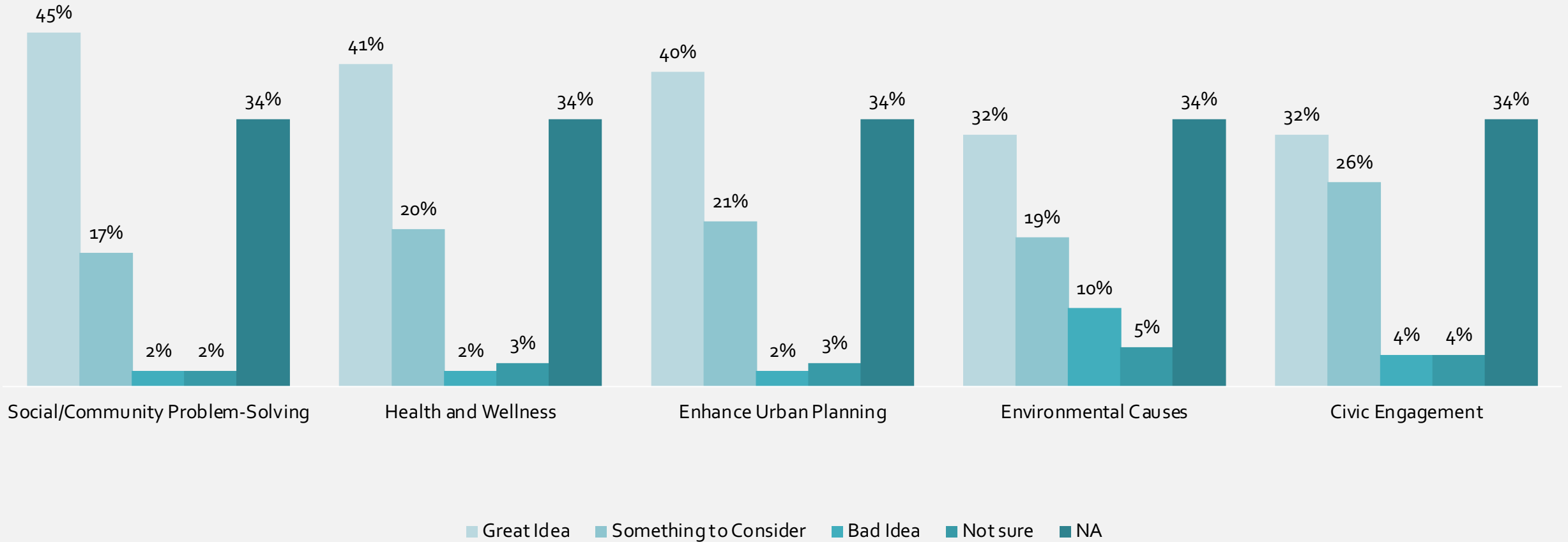
74% Events/activities in non-traditional spaces

Community Opinion on Need for Activity



Does Round Rock need more, need less, or have the right amount of the following?

Ideas for Artist Integration/Problem Solving



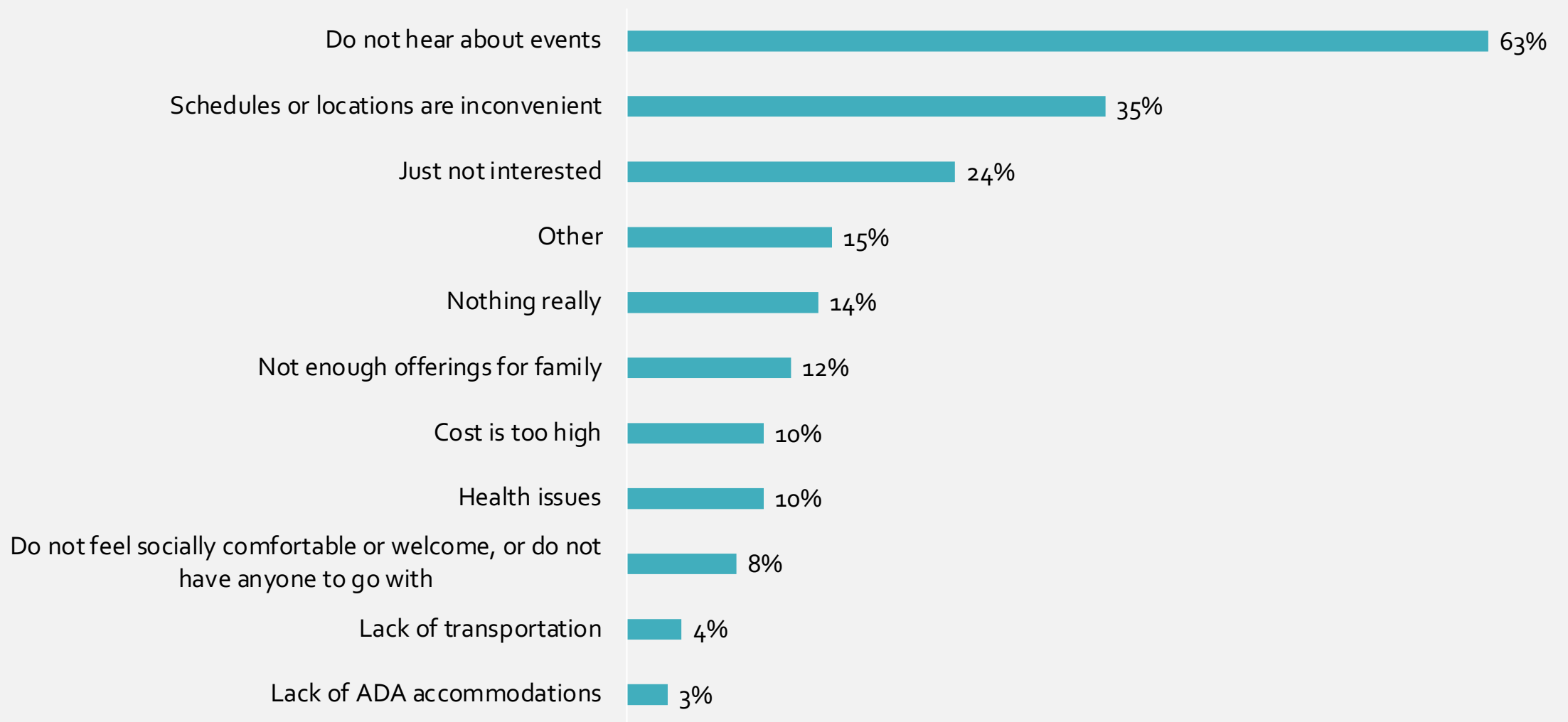
What do you think about the idea of using artists and arts activities to address issues such as

Barriers

The most-cited barriers to arts and cultural participation are not hearing about activities and opportunities (63%), and the inconvenience of schedules and locations (35%). 24% of respondents say they are not interested in what is currently being offered.

These findings align with what the team heard during the community conversations and stakeholder discussions.

What keeps respondents from participating...



What (if anything) keeps you or your family from attending and/or participating MORE in creative activities and arts and cultural events in Round Rock?

Artists in Round Rock

61% of those surveyed consider themselves an artist, craftsperson, or creative worker. Although, of those, **57% practice their art or creativity as a hobby or a leisure activity.**

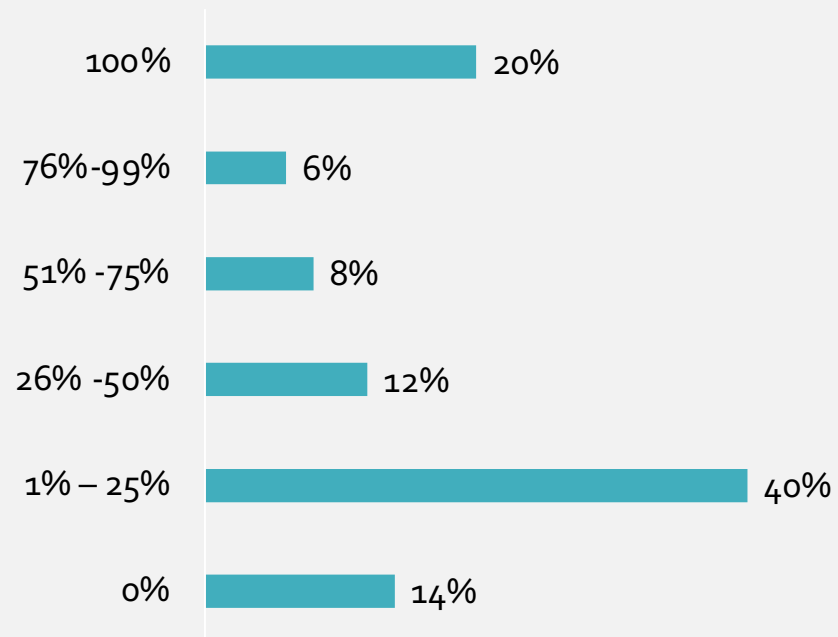
The remaining respondents are professional artists (14%), aspiring artists (9%), or professionals in the nonprofit arts sectors (3%) and creative sectors (5%), or educational sector (13%).

Professional and aspiring artist respondents' disciplines (n=230) (*may be multiple*):

Visual	39%
Craft	14%
Music	18%
Design	7%
Literary	8%
Theatre	3%
Media	4%
Dance	2%
Other/Interdisciplinary	4%

Artists in Round Rock

Approximately, how much of your individual annual income is derived from your creative work/artistic practice?



Please rank the following in order of priority for you as an artist.

#1: More exhibition, performance, and sales/work opportunities in Round Rock (92%)

#2: Professional development assistance (69%)

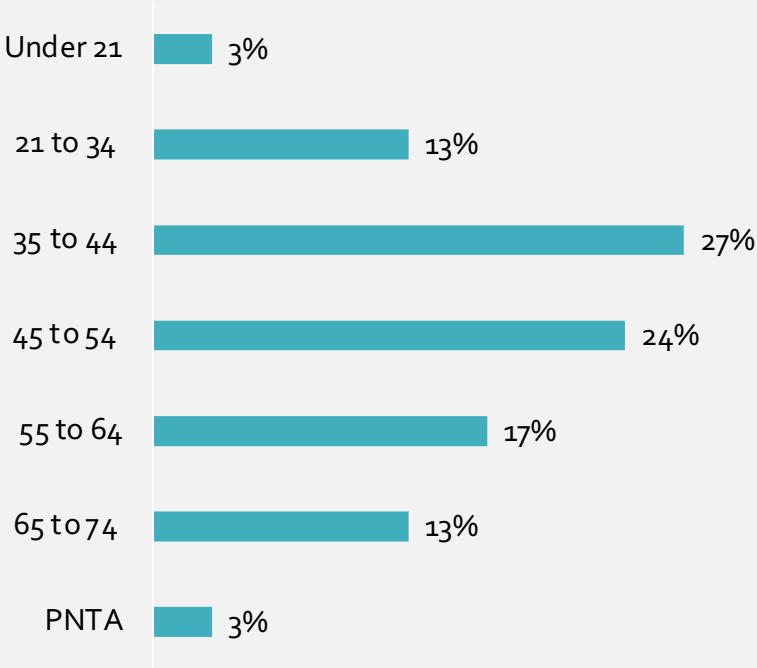
#3: More networking and connection opportunities with other local artists (68%)

#4: Workspace and/or live/workspace (68%)

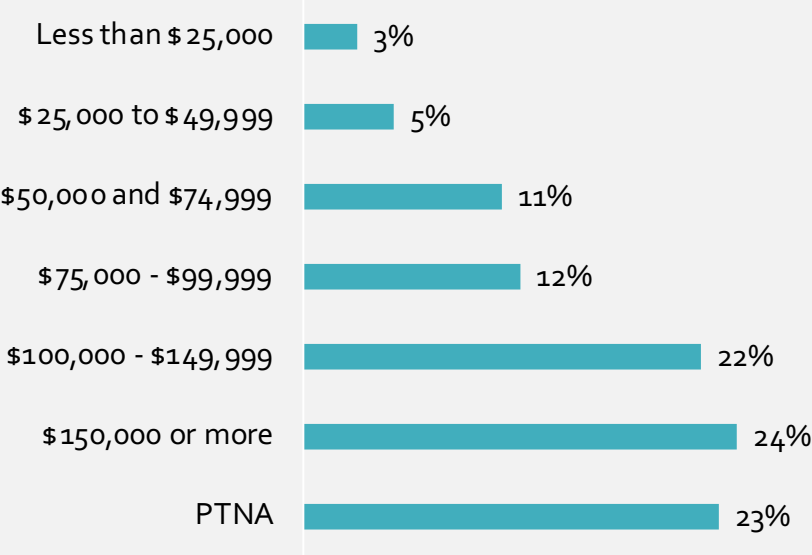
#5: Opportunities for leadership in the community (64%)

Demographics of Sample

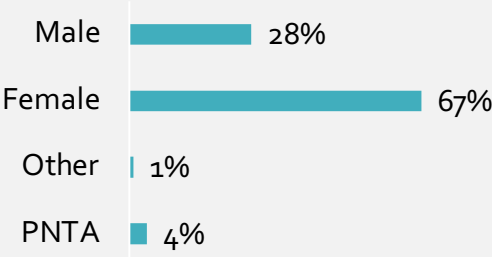
Age



Household Income



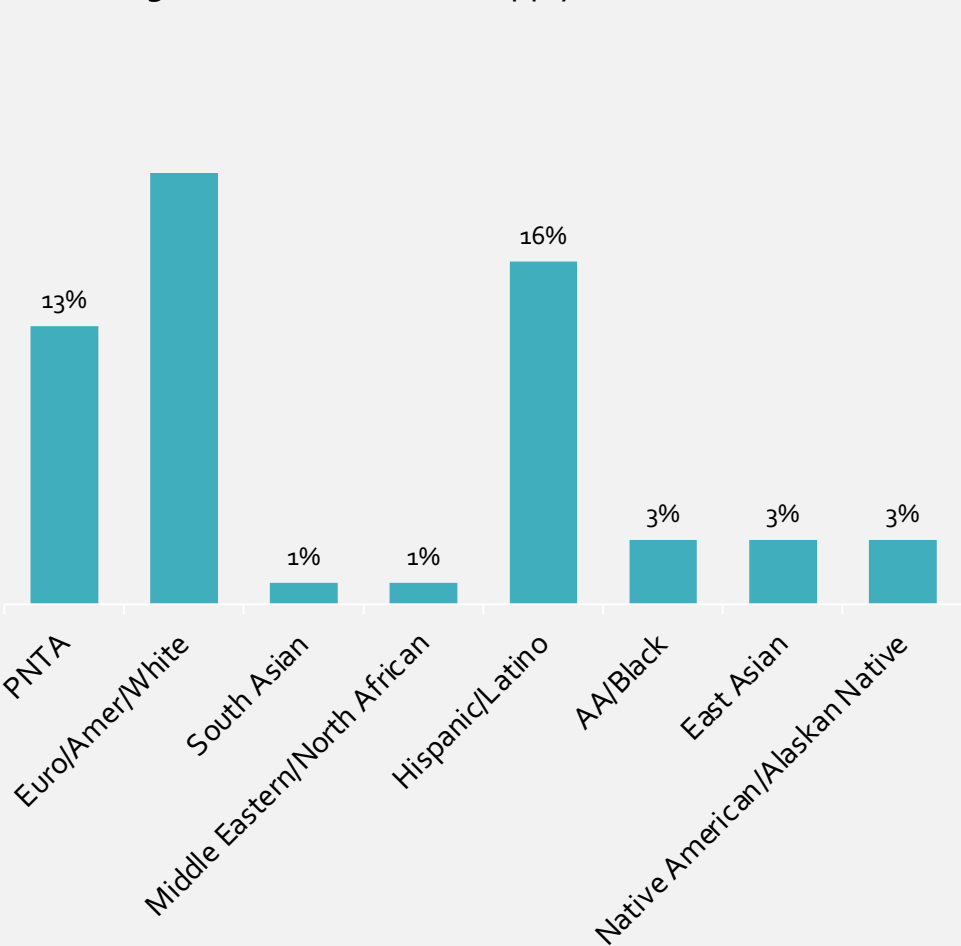
Gender



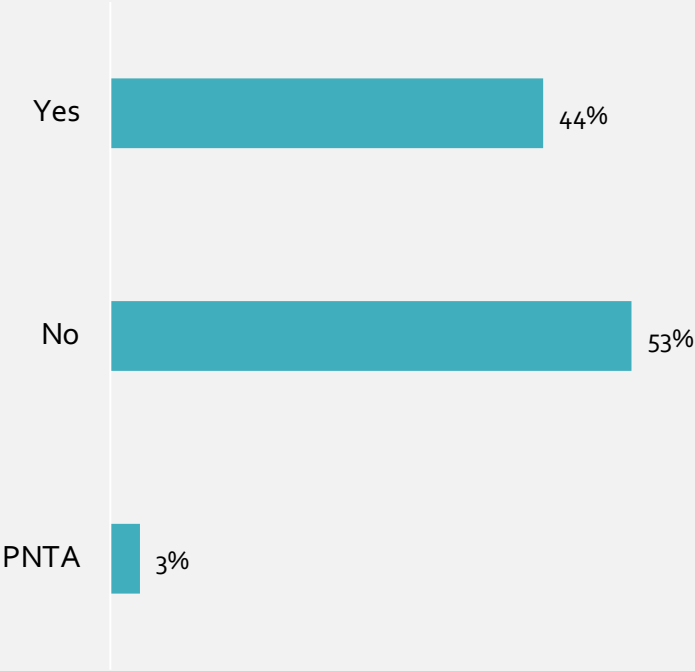
Demographics of Sample

(unweighted)

Background (Check all that apply)



Children in Household



Observations

Overall Observations:

- Participation is high and varied. More diverse participation than other similar communities showing more participation for music, crafts, culinary arts, and media arts)
- 50% of respondents think that creative activities are more important since COVID-19.
- Overall, creativity is important to all respondents. Most respondents (92%) think arts and culture activities are extremely important (62%) or somewhat important (30%) to the Round Rock community.
- Opportunity exists to improve the ratings of creative events/activities. Less than 30% of respondents rate quality, affordability, variety, or location of activities as *excellent*.

Observations

Overall Observations:

- The top community priorities rated highly by those involved in the arts and not involved in the arts are 1) information about events and activities 2) More and different events and activities in Round Rock 3) attraction and retention of workforce talent and 4) accessibility of arts for all residents.
- There is strong support for developing more creative career opportunities for youth and events and activities in nontraditional spaces.
- Support for artists to work in health and wellness and on social community issues (problem-solving with artists) provides potential for unique strategies.
- The alignment of initiatives supported by respondents who are highly involved in the arts and those less involved in the arts offer significant insight for plan (creative career, access, youth initiatives, better information).
- The needs of artists align with insight from interviews and discussion groups to date. The number one priority for artists are places and opportunities for exhibition, performance and sales.

Observations

Arts and Culture Facilities and Funding Observations:

- There is strong support for an arts and cultural facility by those who are involved in the arts, but also by those who are less involved. As heard in the discussion groups, the primary function of this space is seen as an arts and cultural community facility with 87% supporting a facility that provides community workshops and classes for all, and 70% supporting exhibition and gallery spaces.
- Most respondents (91%) would support an increase in funding to support arts and cultural activities, programs and facilities.
- Most respondents think the City should either fully support or play a major part in supporting arts and culture in round Rock.

Creative Vitality Index

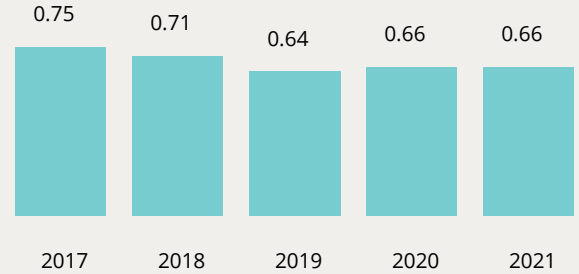


United States CVI = 1.0

Total Population

121,092

Past 5 years of CVI Performance



This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

GAIN

▲ **3%**
since 2020

2021 Creative Jobs



2,070
Total Creative Jobs

There are 55 more creative jobs in the region since 2020

Occupations with greatest number of jobs



GAIN

▲ **4%**
since 2020

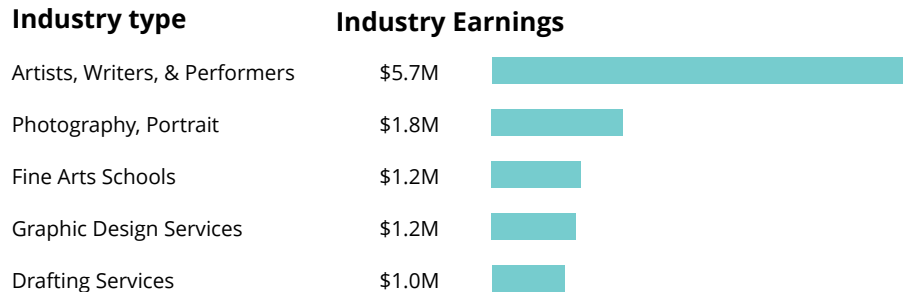
2021 Creative Industries



\$23.7M
Total Industry Earnings

There is a gain of \$877 K in creative industry earnings in the region since 2020

Industries with greatest earnings



GAIN

▲ **83%**
since 2020

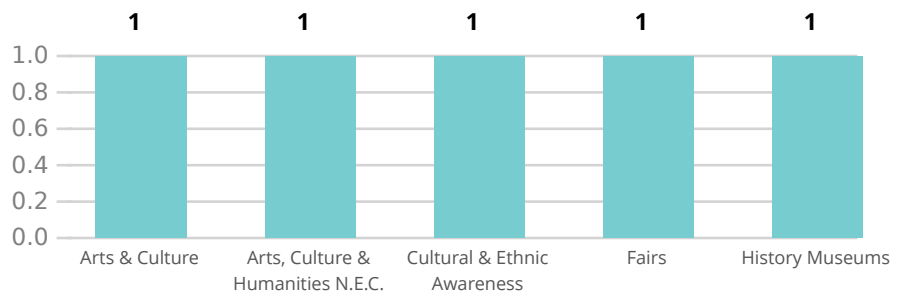
2021 Cultural Nonprofit



\$2.3M
Nonprofit Revenues

There are \$1.9 M more in revenues in the region since 2020

Nonprofit types with greatest number of organizations



DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
 CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

Data Sources (Version 2022.3)

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report. For full descriptive names please visit the education section of learn.cvsuite.org

Due to rounding some percent values may not equal 100%.

Occupations: Economic Modeling Specialists International.

SOC Codes (75) 11-2011, 11-2021, 11-2032, 11-2033, 13-1011, 15-1251, 15-1252, 15-1253, 15-1254, 15-1255, 17-1011, 17-1012, 17-1021, 17-3011, 19-3091, 19-3093, 21-2021, 25-4011, 25-4012, 25-4013, 25-4022, 25-4031, 27-1011, 27-1012, 27-1013, 27-1014, 27-1019, 27-1021, 27-1022, 27-1023, 27-1024, 27-1025, 27-1026, 27-1027, 27-1029, 27-2011, 27-2012, 27-2031, 27-2032, 27-2041, 27-2042, 27-2091, 27-2099, 27-3011, 27-3023, 27-3031, 27-3041, 27-3042, 27-3043, 27-3091, 27-3099, 27-4011, 27-4012, 27-4014, 27-4015, 27-4021, 27-4031, 27-4032, 27-4099, 35-1011, 35-2013, 39-3092, 39-3099, 39-5091, 49-9063, 51-6041, 51-6051, 51-6052, 51-7011, 51-7021, 51-7031, 51-9051, 51-9071, 51-9194, 51-9195

Industry Earnings: Economic Modeling Specialists International.

NAICS Codes (80) 311340, 311423, 311830, 311920, 311941, 311942, 312120, 323113, 323117, 327110, 327212, 332323, 337212, 339910, 339992, 423940, 424920, 445210, 445220, 445230, 448310, 451130, 451140, 451211, 453110, 453310, 453920, 511110, 511120, 511130, 511140, 511191, 511199, 511210, 512110, 512120, 512131, 512132, 512191, 512199, 512230, 512240, 512250, 512290, 515111, 515112, 515120, 515210, 519110, 519120, 519130, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541820, 541830, 541840, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 712130, 712190, 722320, 722330, 811420

Class of worker: Economic Modeling Specialists International:

Extended Proprietors, Self-employed

State Arts Agency Grants: National Assembly of State Arts Agencies

Cultural Nonprofit Revenues: National Center for Charitable Statistics

Demographic: Economic Modeling Specialists International.

Creative vitality index (CVI): The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.

Round Rock Zip Codes contains:

78664, 78665

Artists in Municipalities

Following are a variety of examples of artists working within municipal structures across the country that range from residencies to artists embedded as full-time staff within city departments.

- [Art At Work/Portland, ME](#): Artist Marty Pottenger worked with the City of Portland, ME to develop *Portland Works* which “employs artmaking as a catalyst to build enduring, authentic relationships which are essential to meeting the increasing challenges facing cities. Created in response to civic and social tensions between city employees, elected officials and the immigrant and refugee communities, *Portland Works* partners municipal participants – city councilors, police, public service, social service, fire and EMS workers – with community leaders who represent both the city’s growing diversity and the residents who have lived here for generations. Exploring topics including civics, history, life stories and the “state of the city,” participants meet monthly to create and share individual artworks.”
- [Boston AIR \(Artist in Residence\)](#): “In the program, artists, community members, and City employees work on projects that help reframe social conversations. These artists explore the ways they can use art and media to improve and bolster City initiatives. They also search for ways to make artistic social practice a part of government and community work.”
- [City Artist – St. Paul, MN](#): “Since 2005, the influential City Artist program has redefined the role of the artist working within city government. Integrated far upstream in the daily and long-term workings of the city, artists are creating a new artistic, social and civic practice through an innovative public-private partnership between Public Art Saint Paul and the City of Saint Paul. The central pursuit is to create art out of the life-sustaining systems of the city. Artists advise on major city initiatives and lead their own artistic and curatorial projects and have dedicated workspace within the Department of Public Works so they can freely collaborate across city agencies.”
- [Miami Beach Office of Resilience](#): “Can an artist help tackle one of the biggest problems facing mankind? Miami Beach certainly thinks so. One of the most vulnerable cities in the United States to the effects of climate change, the metropolis has launched an innovative artist residency that aims to recruit an artist to help address rising sea levels. For one year, the artist will be embedded with the city as it works to develop a plan to respond to the rising tides.”
- [Department of Cultural Affairs – Public Artists in Residence](#): “Public Artists in Residence (PAIR) is an experimental municipal residency program that embeds artists in city government to propose and implement creative solutions to pressing civic challenges.”

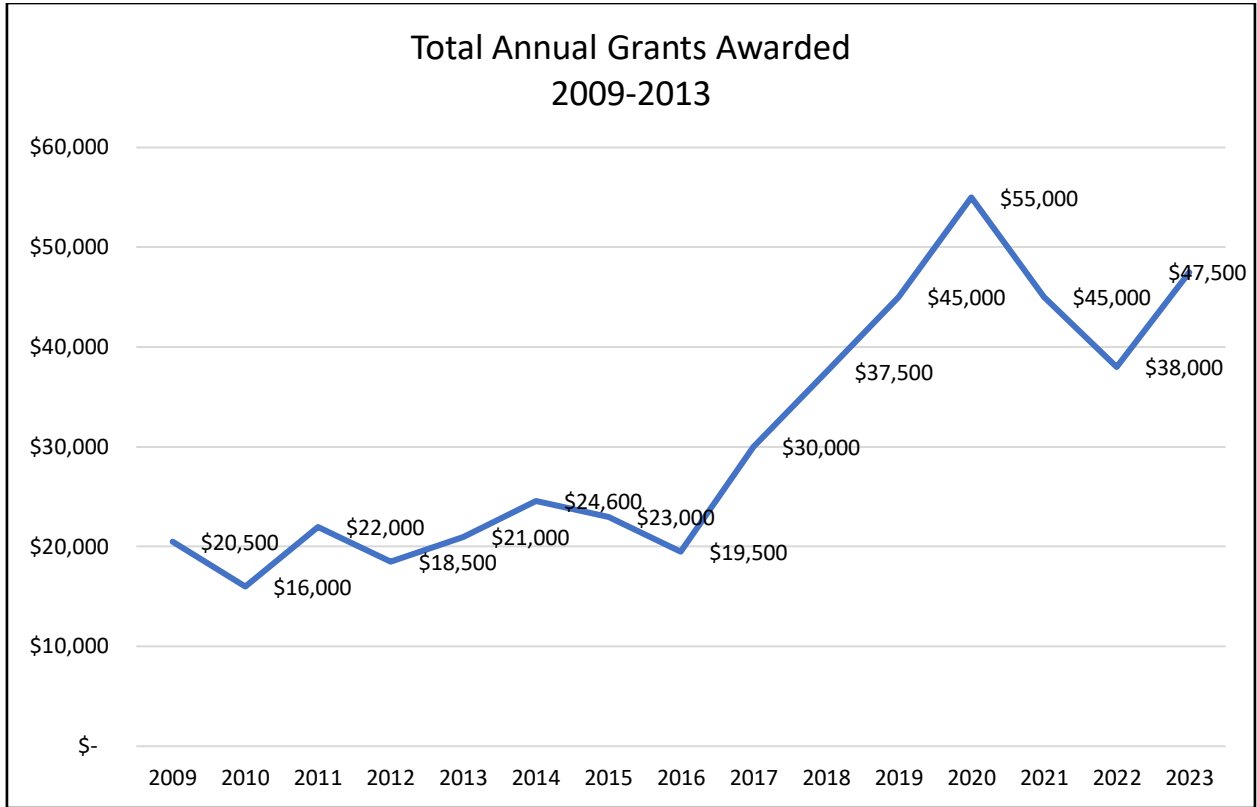
PAIR is based on the premise that artists are creative problem-solvers. Moving beyond politics and public relations, artists are able to create long-term and lasting impact by working collaboratively and in open-ended processes to build community bonds, open channels for two-way dialogue, and reimagine realities to create new possibilities for those who experience and participate in the work.

- [Creative City Making – Minneapolis, MN](#): “In 2013 the City of Minneapolis and Intermedia Arts collaborated on Creative CityMaking (CCM), a program aimed at integrating creative thinking,

strategies, and processes into the ongoing operations of City Departments. Functioning within the Department of Community Planning and Economic Development (CPED), five core projects enabled artists and planners to explore new ways to involve citizens who typically haven't participated in planning processes. Over the course of a year, the artist-planner teams created 22 different arts-based tools and strategies to stimulate learning and dialogue about possible community futures and assets."

- [Director of Innovation and Marketing, Albuquerque, NM](#): In February, 2018, Tim Keller, the mayor of Albuquerque, NM, named an artist to his team, in a position as Director of Innovation and Marketing, bringing his skills as a poet and artist, seeking to integrate arts and culture into community innovation and building the creative sector.
- [NASA/SETI AIR: The SETI Institute's Artists in Residence Program](#): "The SETI Institute has become an international leader in the movement to integrate the arts and sciences. SETI AIR facilitates an exchange of ideas between artists and scientists so that these disciplines may inspire each other and lead to new modes of comprehension and expression. This program expands upon the SETI Institute's mission to explore, understand, and explain the origin, nature, and prevalence of life in the universe. Our artists bring fresh eyes to help navigate difficult concepts and act as a bridge to broaden awareness of the science carried out at the SETI Institute."

Historical Grants Data



City of Round
Rock Arts and
Culture Grants
History

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	TOTALS
Central Texas Musical Arts															\$2,500	\$2,500
Central Texas Philharmonic													\$2,500	\$3,000	\$2,500	\$8,000
Classical Sound															\$2,500	\$2,500
MAD Productions													\$2,500			
Metamorphosis Dance									\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$35,000
Penfold Theatre	\$5,000		\$5,000		\$3,000	\$4,200	\$5,000	\$4,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$61,200
Phase 2 Music Works																
RRISD Education Foundation				\$1,000												\$1,000
Round Rock Arts	\$5,000		\$5,000	\$5,000	\$3,000						\$5,000	\$20,000	\$5,000	\$5,000	\$5,000	\$58,000
Round Rock Ballet Folklorico					\$3,000	\$3,500	\$3,000	\$2,500	\$2,500	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$44,500
Round Rock Community Choir	\$5,000	\$8,000	\$6,500	\$3,500	\$3,000	\$4,200	\$3,000	\$4,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$72,200
Round Rock Symphony Orchestra	\$1,500		\$1,500	\$5,000	\$3,000	\$4,200	\$3,000	\$4,000	\$5,000	\$5,000	\$5,000					\$37,200
Rhythm Workshops/Round Rock Drums									\$1,000							\$1,000
Sam Bass Community Theatre		\$5,000			\$3,000	\$3,500	\$3,000	\$2,500		\$2,500	\$5,000	\$5,000	\$5,000		\$5,000	\$39,500
Williamson Museum						\$2,000	\$3,000	\$2,500	\$4,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$41,500
Williamson County Symphony Orchestra	\$4,000	\$3,000	\$4,000	\$4,000	\$3,000	\$3,000	\$3,000		\$2,500	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$56,500
Totals	\$20,500	\$16,000	\$22,000	\$18,500	\$21,000	\$24,600	\$23,000	\$19,500	\$30,000	\$37,500	\$45,000	\$55,000	\$45,000	\$38,000	\$47,500	\$463,100

Events and Participation History

Year	# of Events	Audience/Participation	Notes
2013	3	20,000	
2014	5	25,000	
2015	7	30,000	
2016	10	35,000	
2017	20	38,000	
2018	25	100,000	
2019	38	177,000	
2020	34	85,000	Programming during Covid
2021	49	108,450	
2022	113	187,994	Added Parklet Performances
2023	150	233,900	Projected

Round Rock Arts and Culture Budget History

Year	Total RRAC Budget
2013	\$25,000
2014	\$95,000
2015	\$104,000
2016	\$106,123
2017	\$256,430
2018	\$236,481
2019	\$190,481
2020	\$278,000
2021	\$375,481
2022	\$450,481
2023	\$490,887