

Appendix 2: Community Indicators for Art and Cultural

This appendix contains a general description of the indicators that each student team considered to assess the ongoing vitality of their subject area within the community. The description for each indicator provides a brief rationale and also points to a data source so the indicator can be collected by future investigators or reported on a regular basis by local government or organizations engaged in art and culture.

Public Events and Festivals

Geographic Distribution of Public Events and Festivals, ACCUG Leisure Services

- Observing where public events and festivals are located and working toward a strategic and equitable distribution of events throughout the community. This measure could be developed by ACC Leisure Services staff.

Degree of Partner Involvement in Public Events and Festivals, ACCUG Leisure Services

- Observing number of partners involved for public events and festivals (i.e., schools, nonprofits, businesses, etc.) This measure could also be developed by ACC Leisure Services staff who are aware of the partners they coordinate with for each event. One approach could be to set a new number of external partners to collaborate with on each event and try to reach that goal over a defined time period.

Increase in sales tax revenue during major events and festivals compared to typical period of time, ACCUG Department of Finance

- Observing change in sales tax revenue during major events (Twilight, AthFest, Human Rights Festival, etc.) to identify success in involving residents and nonresidents in community events and commerce. The Georgia Department of Revenue's website has a feature that allows users to view a county's sales tax revenue by the month. However, we were not able to locate a data source that broke it down further into days. Perhaps this is something the Department of Finance and Tax Commissioner could help explore.

Music

- Number of Music Recording Studios in Athens, GA: **12***
 - *This number is based from findings from google search
- Number of music venues in Athens: **17***
 - *This number is based from findings from the Flagpole
- Number of performances at the Georgia Theatre in 2018 & 2019: **758***
 - *This number is from findings from the GA Theatre Facebook events page

Visual and Performing Arts

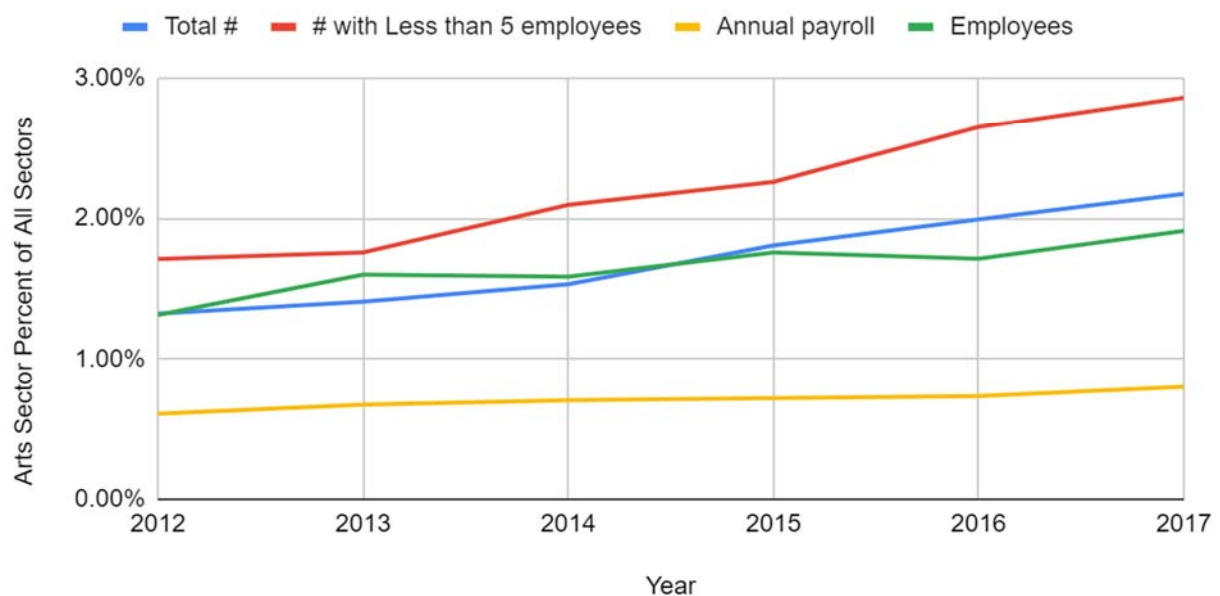
Indicator	Source/Link	Steps to Access
Number of arts-related establishments, their annual payroll, and number of employees (gross and as a percent of all sectors)	Census CBP: https://www.census.gov/programs-surveys/cbp/data/tables.html	<ol style="list-style-type: none"> 1. Choose Year 2. County: Clarke County 3. NAICS Code: 71 (for arts-related establishments) 4. NAICS Code: 00 (for all sector establishments) 5. Divide data from arts establishments by all sectors to find percent.
Arts degrees and certificates awarded	National Center for Education Statistics https://nces.ed.gov/ipeds/use-the-data	<ol style="list-style-type: none"> 1. "Look Up an Institution" Tool 2. University of Georgia & Athens Technical College 3. Reported Data Tab 4. Choose Year 5. Completion Statistics for degrees/certificates awarded by type 6. CIP code: 50
The Creative Industries Percent of All Businesses and Percent of All Employees in Clarke County, GA	American for the Arts: https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/creative-industries ; https://secures21.brinkster.com/aftadc/Georgia/county/GA_Clarke_County.pdf	<ol style="list-style-type: none"> 1. Click the link https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/creative-industries 2. Go to "Download Reports" and click "View the Individual and Comparative Creative Industries Reports (login required)" 3. Select a state on the map 4. Go to "Counties" and you can find a document titled "GA_Clarke_County.pdf"

Indicator data:

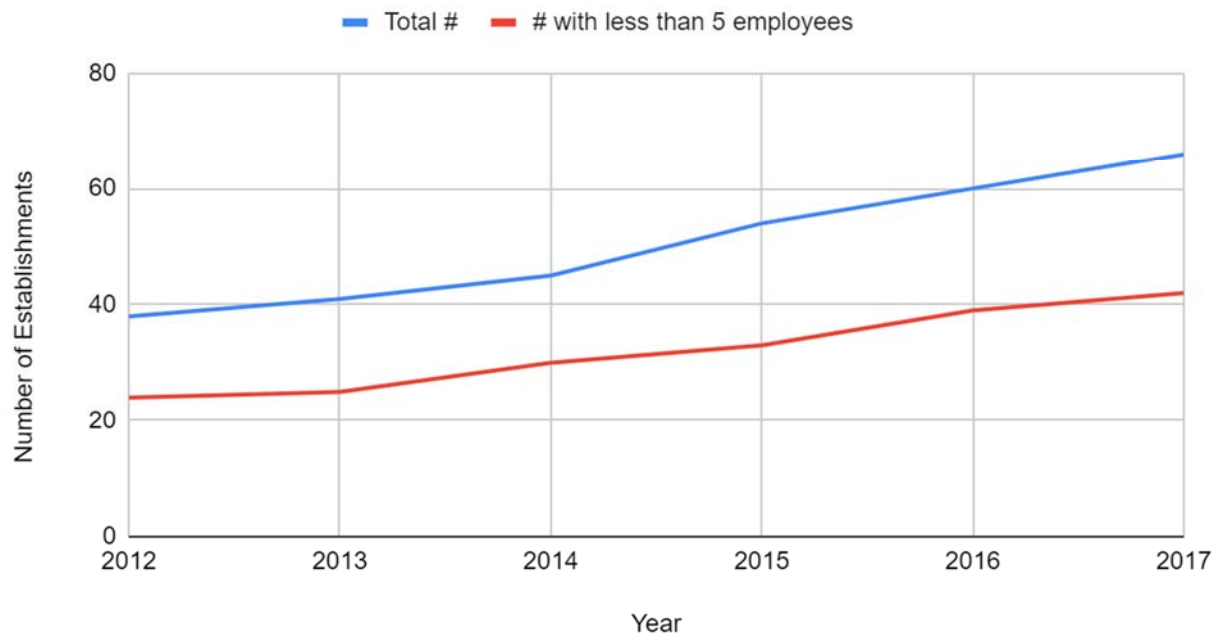
Arts, Entertainment, and Recreation Establishments in Athens-Clarke County				
Year	Total #	# with less than 5 employees	Total Annual Payroll (\$1000)	Total Employees
2017	66	42	14599	912
2016	60	39	13224	822
2015	54	33	12309	809
2014	45	30	11393	724
2013	41	25	10456	714
2012	38	24	9137	567
https://www.census.gov/programs-surveys/cbp/data/tables.html				
Filters applied:	Clarke County	NAICS Code 71		
ALL sector establishments in Athens-Clarke County				
Year	Total #	# with less than 5 employees	Total Annual payroll (\$1000)	Total employees
2017	3040	1469	1828563	47747
2016	3015	1473	1804426	48003
2015	2989	1462	1715808	46038
2014	2940	1433	1622941	45676
2013	2912	1423	1557832	44643
2012	2871	1404	1505272	43154

https://www.census.gov/programs-surveys/cbp/data/tables.html				
Filters applied:	Clarke County	NAICS Code 00		
Arts, Entertainment, and Recreation Establishments as a Percent of All Sector Establishments in Clarke County				
Year	Total #	# with Less than 5 employees	Annual payroll	Employees
2017	2.17%	2.86%	0.80%	1.91%
2016	1.99%	2.65%	0.73%	1.71%
2015	1.81%	2.26%	0.72%	1.76%
2014	1.53%	2.09%	0.70%	1.59%
2013	1.41%	1.76%	0.67%	1.60%
2012	1.32%	1.71%	0.61%	1.31%

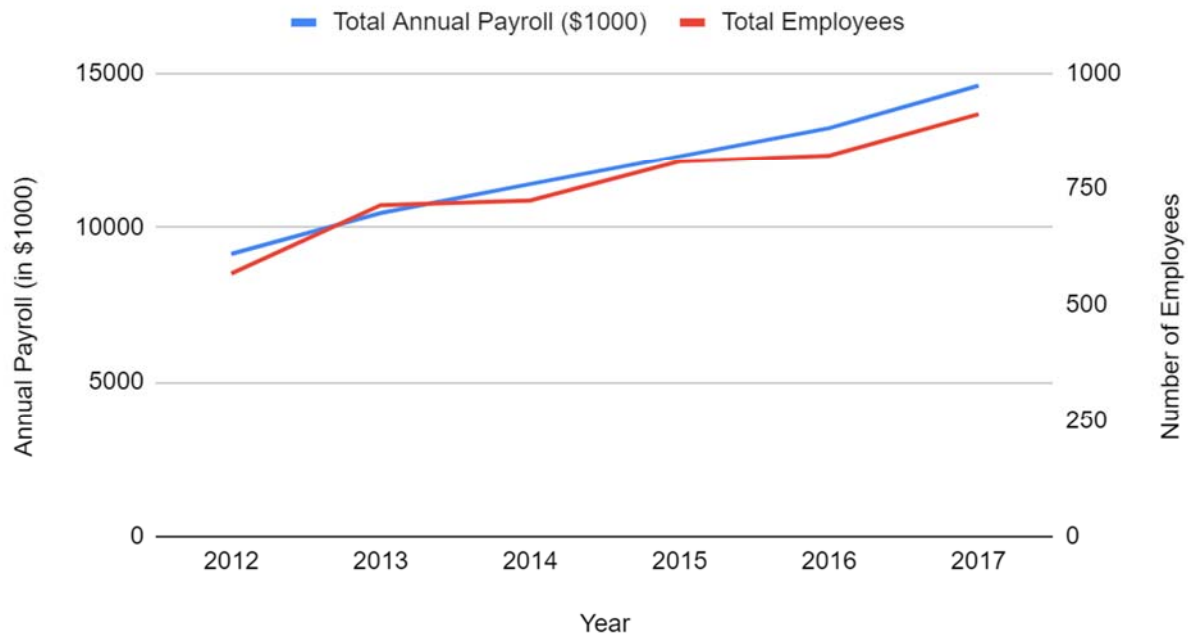
Arts, Entertainment, and Recreation Establishments in Athens as a Percent of All Sector Establishments in Athens



Arts, Entertainment, and Recreation Establishments in Athens

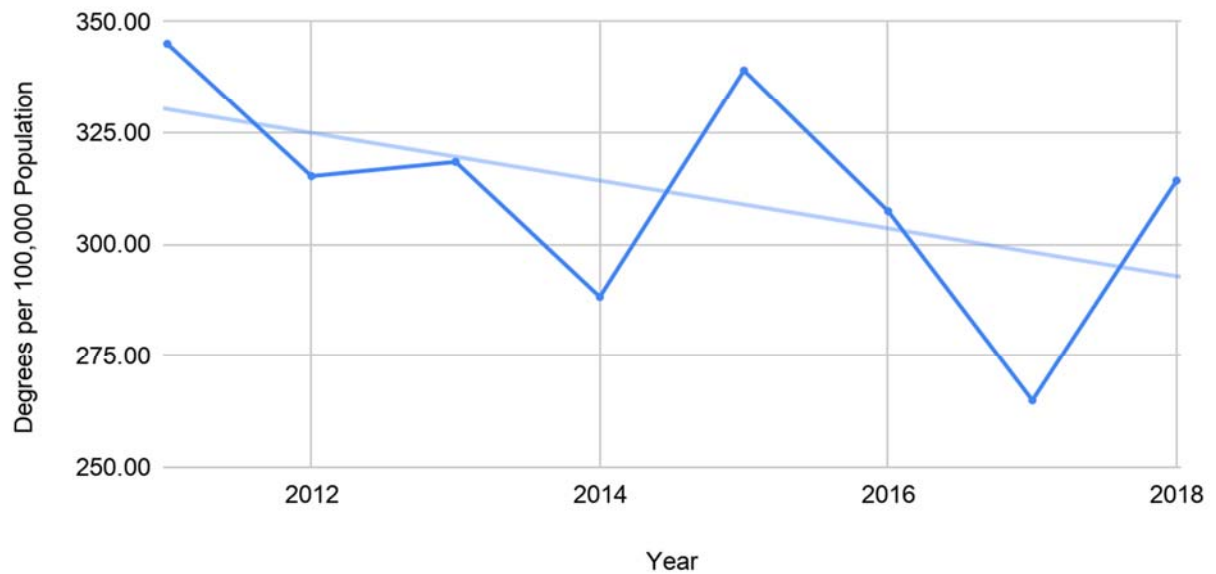


Arts, Entertainment, and Recreation Establishments in Athens



Visual and Performing Arts Degrees and Certificates (of all Levels) Awarded in Athens-Clarke County per Year			
Year	Degrees	Per 100,000	Population
2018	400	314.30	127,268
2017	336	264.95	126,815
2016	384	307.43	124,905
2015	419	339.10	123,561
2014	347	288.24	120,386
2013	385	318.48	120,888
2012	378	315.29	119,891
2011	408	345.09	118,229
https://nces.ed.gov/ipeds/use-the-data			
"Look Up an Institution" Tool, University of Georgia & Athens Technical College, Completion Statistics, CIP code 50			
https://www.census.gov/data/datasets/time-series/demo/popest/2010s-counties-total.html			

Visual and Performing Arts Degrees and Certificates (of all Levels) Awarded in Athens-Clarke County



Indicator: The Creative Industries Percent of All Businesses and Percent of All Employees in Clarke County, GA

4 Percent of All Businesses and 1.3 Percent of All Employees in Clarke County, GA

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	7	132
Arts Councils	1	40
Arts Schools and Instruction	6	92
Design and Publishing	65	187
Advertising	6	60
Architecture	7	40
Design	51	86
Publishing	1	1
Film, Radio and TV	28	139
Motion Pictures	26	133
Radio	2	6
Museums and Collections	7	50
Historical Society	2	3
Museums	3	6
Zoos and Botanical	2	41
Performing Arts	56	168
Music	33	90
Performers (nec)	16	46
Services & Facilities	7	32
Visual Arts/Photography	69	144
Crafts	7	29
Photography	40	59
Services	10	30
Visual Arts	12	26
GRAND TOTAL	232	820

Source: https://securer21.brinkster.com/aftadc/Georgia/county/GA_Clarke_County.pdf;
<https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/creative-industries>

Food

Existing Indicators	Source
Number of new full-service restaurants	Athens-Clarke County Business Tax Listing, monthly posting, NAICS Description = “Full-Service Restaurants” - https://www.athensclarkecounty.com/138/Business-Occupation-Tax
Number of businesses that have a philanthropic arm or duties	Tapping into local restaurants listservs by contacting restaurant owners, partnering with the Chamber of Commerce https://www.athensga.com/ ; annual audits of businesses
Number of new non-full-service restaurants (including bakeries, breweries, bars, and coffee shops)	Athens-Clarke County Business Tax Listing, monthly posting, NAICS Description = “Beer/Wine/Liquor Package,” “Caterers,” “Other Specialty Food Stores,” “Limited-Service Eating Place,” other descriptions can be added as needed - https://www.athensclarkecounty.com/138/Business-Occupation-Tax
Indicator that needs to be created	Source
Number of businesses that utilize small business resources such as UGA’s Small Business Development Center, ACC gov resource list, etc.	Partnership with UGA https://www.georgiasbdc.org/ ; By creating a resource packet or database for new businesses to access and monitoring the number of businesses that utilize it. There are many

Creative Services & Maker Businesses

Table 1: Arts and Culture Establishments and Employees for Athens-Clarke County

Year	2009	2011	2012	2013	2017
Establishments per 100,000 population	55.69	56.54	54.43	56.9	55.2
Share of all establishments	2.22%	2.32%	2.3%	2.27%	2.30%
Share of all employees	1.14%	0.69%	0.4%	0.29%	0.91%
Share of total payroll	0.59%	0.69%	0.3%	0.29%	0.49%

Table 1: Data for years 2009-2013 are derived from the Local Arts Index (LAI) accessed through the National Archive of Data on Arts & Culture found on the University of Michigan's ICPSR website. These four indicators were given the respective codes in the LAI report: SCPBSPC (Arts and culture establishments per 100,000 population); SCBETSH (Arts and culture share of all establishments, percentage); SCBEMSH (Arts and culture share of all employees, percentage); SCBPYSH (Arts and culture share of all payroll, percentage). The data itself in the LAI for these four indicators was extracted from the County Business Patterns (CBP) pages on the Census Bureau website. The CBP uses the North American Industrial Classification System (NAICS) to classify businesses into distinct industries. The researchers for the LAI determined that 43 of the codes represent Arts and Culture businesses. Using the data provided by the CBP (which provides the amount of establishments, total employees, and total payroll for each NAICS code in a given county), they determined the above statistics for Athens-Clarke County. Data for 2017 was calculated by the authors of this report by taking the 43 NAICS codes listed for the National Art Index (NAI) by Americans for the Arts. 2017 is the most recent CBP available on the Census website, so this was used to determine the most recent information. As more CBP reports become available annually, these indicators can be tracked. Athens-Clarke County's FIPS code is 13-059 (13 is for the state, and 059 is for the county), which is how the data will be listed in the report. Within the CBP, the shorthand for the above metrics will be: establishments (est), employees (emp), and annual payroll (ap). The NAICS code of "-----" listed at the top of the county is used for the share. The NAICS codes used are listed below; however, the CBP does not necessarily assign specific six-digit codes, so the authors included some businesses based on the only digits that were given which introduced some ambiguity (the codes 339///, 5191//, 54192/, 7111//, and 71211// represent the five instances used to determine the 2017 data).

Table 2: Determination of 2017 Arts and Culture Statistics

NAICS Code	Emp	Ap	Est
339///	12	364	3
451211	213	2487	6
451140	17	441	3
5191//	0	0	3
541310	9	511	3
541410	3	90	3
541430	41	1341	10
541810	11	765	4
54192/	17	331	7
611610	36	666	5
7111//	58	1572	12
711510	7	259	8
7121//	10	304	3
Total Arts	434	9131	70
Total Athens	47747	1828563	3040

Table 2: The table above demonstrates the calculation of 2017 Arts and Culture Values. The headings mirror the shorthand notation found with the County Business Patterns (CBP) data: employees (emp), annual payroll (ap), and establishments (est). The “Total Arts” represents the sum of the categories listed above, and the “Total Athens” represents all businesses listed in the CBP. The highlighted sections show when the CBP did not give specific enough data, so the authors of the report had to use a broader category based on the first digits of the NAICS code. The population used to determine establishments per 100,000 was 126,820 (the reported population of Athens in 2017 provided by the Census). This method can be used for upcoming years to track the arts and culture sector.

Table 3: NAICS Codes for Arts and Culture Industries

NAICS Code	Description
334612	Prerecorded Compact Disc (except Software), Tape, and Record Reproducing

339911	Jewelry (except Costume) Manufacturing
339942	Lead Pencil and Art Good Manufacturing
339992	Musical Instrument Manufacturing
451211	Book Stores
423410	Photographic Equipment and Supplies Merchant Wholesalers
443130	Camera and Photographic Supplies Stores
451140	Musical Instrument and Supplies Stores
451220	Prerecorded Tape, Compact Disc, and Record Stores
453920	Art Dealers
511130	Book Publishers
512110	Motion Picture and Video Production
512120	Motion Picture and Video Distribution
512131	Motion Picture Theaters (except Drive-Ins)
512132	Drive-In Motion Picture Theaters
512191	Teleproduction and Other Postproduction Services
512199	Other Motion Picture and Video Industries
512210	Record Production
512220	Integrated Record Production/Distribution
512230	Music Publishers
512240	Sound Recording Studios
512290	Other Sound Recording Industries
515111	Radio Networks
515112	Radio Stations
515120	Television Broadcasting
519120	Libraries and Archives
532230	Video Tape and Disc Rental

541310	Architectural Services
541410	Interior Design Services
541430	Graphic Design Services
541490	Other Specialized Design Services
541810	Advertising Agencies
541921	Photography Studios, Portrait
541922	Commercial Photography
611610	Fine Arts Schools
711110	Theater Companies and Dinner Theaters
711120	Dance Companies
711130	Musical Groups and Artists
711190	Other Performing Arts Companies
711510	Independent Artists, Writers, and Performers
712110	Museums
712120	Historical Sites
712130	Zoos and Botanical Gardens

Table 3: Listed are the 43 codes used by the Local Art Index (LAI) and National Arts Index (NAI) to represent Arts and Culture businesses. The six-digit code to the is based on the national government's North American Industrial Classification System (NAICS), and the descriptions on the right are the respective designations for those codes.

Table 4: Share of All Employees for Arts and Culture Occupations

SOC	Occupation title (abbreviated)	2016	2017	2018	2019
00-0000	All	100.00%	100.00%	100.00%	100.00%
17-1011	Architects, Except Land. and Nav.	n/a	n/a	n/a	0.09%
27-1023	Floral Designers	0.05%	n/a	0.03%	0.08%
27-1024	Graphic Designers	0.17%	0.19%	0.15%	0.14%
27-1025	Interior Designers	n/a	n/a	n/a	0.05%
27-1026	Merchandise Disp. and Window Trim.	n/a	0.05%	n/a	0.32%
27-2042	Musicians and Singers	n/a	n/a	0.05%	n/a
27-3041	Editors	0.09%	0.07%	0.08%	0.07%
27-4011	Audio and Video Equip. Technicians	0.06%	n/a	n/a	n/a
35-0000	Food Prep. and Serv. Related Occup.	11.81%	12.02%	12.44%	12.76%
35-1011	Chefs and Head Cooks	0.22%	0.14%	0.10%	0.08%
39-5012	Hairdressers, Hairstylists, and Cosmet.	0.28%	0.24%	0.23%	0.25%
51-3011	Bakers	n/a	0.07%	0.08%	0.08%

Table 4: This table shows the share of all employees for specific arts and culture occupations in Athens-Clarke County. The employment data is derived from the Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates provided by the Occupational Employment Statistics (OES) from the Bureau of Labor Statistics (BLS). This data is reported annually in May. Specific occupations are designated by their Standard Occupation Code (SOC) which is connected to the occupation title. The authors of the National Arts Index (NAI) listed 41 occupational codes to represent Arts and Culture occupations, and the authors of this report have included an additional 3. The above occupations were the only listed by the OES for Athens-Clarke over the past four years. Values of “n/a” represent that these occupations were not reflected in that given year’s report. The percentages are determined by dividing the specific occupation employment totals by the total employment given to Athens-Clarke County by the OES. These reports could be watched annually to track specific occupations in the community. Note the authors of this report do not think “Food Prep. and Serv. Related Occup.” should be totally Arts and Culture determinations for Athens; however, it is an important reference to compare to “Chefs and Head Cooks.”

Table 5: Total Amount of Employees and Location Quotient for Arts and Culture Occupation

SOC	Emp.				LQ			
	2016	2017	2018	2019	2016	2017	2018	2019
00-0000	82,830	86,140	87,980	88,020	1	1	1	1
17-1011	n/a	n/a	n/a	80	n/a	n/a	n/a	1.24
27-1023	40	n/a	30	70	1.49	n/a	1.31	2.6
27-1024	140	160	130	120	1.13	1.25	0.95	0.94
27-1025	n/a	n/a	n/a	40	n/a	n/a	n/a	1.11
27-1026	n/a	40	n/a	280	n/a	0.58	n/a	3.3
27-2042	n/a	n/a	40	n/a	n/a	n/a	1.74	n/a
27-3041	70	60	70	60	1.28	0.98	1.12	1
27-4011	50	n/a	n/a	n/a	1.24	n/a	n/a	n/a
35-0000	9,780	10,350	10,940	11,230	1.28	1.3	1.35	1.39
35-1011	180	120	90	70	2.28	1.53	1.2	0.97
39-5012	230	210	200	220	1.11	0.99	0.85	0.97
51-3011	n/a	60	70	70	n/a	0.58	0.66	0.59

Table 5: This table shows the actual employment data provided by the Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates provided by the Occupational Employment Statistics (OES) from the Bureau of Labor Statistics (BLS). Occupations titles are omitted here, but the SOC are included and reflect the order of Table 4. “Emp.” represents the total employment and “LQ” represents the Location Quotient. The employment numbers listed were used to calculate the share of employment shown in Table 4. Location quotient (LQ) tells how concentrated a certain industry is within a given area. It is found by comparing an occupation's share of regional employment compared to its share of national employment. A number higher than 1 for LQ represents that the region has a higher concentration of the given occupation than average, and as the number grows larger, the concentration of that occupation becomes more outsized. LQs can show whether an occupation is under- or over-represented. These are posted with the employment numbers, so they can provide important annual information about the occupations in Athens.

Table 6: Standard Occupational Codes (SOC) for Arts and Culture Occupations

SOC	Occupation Title
13-1011	Agents and Business Managers of Artists, Performers, and Athletes
17-1011	Architects, Except Landscape and Naval
17-1012	Landscape Architects
25-1121	Art, Drama, and Music Teachers, Postsecondary
25-4011	Archivists
25-4012	Curators
25-4013	Museum Technicians and Conservators
25-9011	Audio-Visual Collections Specialists
27-1011	Art Directors
27-1012	Craft Artists
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators
27-1014	Multi-Media Artists and Animators
27-1019	Artists and Related Workers, All Other
27-1021	Commercial and Industrial Designers
27-1022	Fashion Designers
27-1023	Floral Designers
27-1024	Graphic Designers
27-1025	Interior Designers
27-1026	Merchandise Displayers and Window Trimmers
27-1027	Set and Exhibit Designers
27-1029	Designers, All Other
27-2011	Actors
27-2012	Producers and Directors

27-2031	Dancers
27-2032	Choreographers
27-2041	Music Directors and Composers
27-2042	Musicians and Singers
27-2099	Entertainers and Performers, Sports and Related Workers, All Other
27-3011	Radio and Television Announcers
27-3041	Editors
27-3042	Technical Writers
27-3043	Writers and Authors
27-4011	Audio and Video Equipment Technicians
27-4012	Broadcast Technicians
27-4014	Sound Engineering Technicians
27-4021	Photographers
27-4031	Camera Operators, Television, Video, and Motion Picture
27-4032	Film and Video Editors
27-4099	Media and Communication Equipment Workers, All Other
35-1011	Chefs and Head Cooks
39-3021	Motion Picture Projectionists
39-3031	Ushers, Lobby Attendants, and Ticket Takers
39-5012	Hairdressers, Hairstylists, and Cosmetologists
51-3011	Bakers

Table 6: Listed are the Standard Occupational Codes (SOC) determined to represent Arts and Culture Occupations. Most of these codes are directly from the National Arts Index (NAI); however, the authors of this report added new codes to reflect a wider understanding of Athens culture. The additions are marked in bold. The six-digit code to the left represents the occupation's official code assigned by the national government. The first two numbers indicate the more broad designation of the occupation such as 35-0000 indicates all Food Preparation and Serving Related Occupations. This list can be further expanded in the future to include new occupational codes represented in the multiple Census reports that use them.

Historic Preservation, History and Culture

Table 1

COA (Certificate of Appropriateness) Applications (2019) -Listed in Historic Commission's Annual Report	170 ¹
Amount available of grants from local government for historic and cultural preservation projects -Information available on ACC's website	\$0
Number of Humanities/Heritage Nonprofit Organizations -Information available through UGA History Department	5 ² (Athens Historic House Museum Association appears to be absorbed into Historic Athens as of 2020) ³
Number of Athens-specific publications released/purchased (compiled by Avid - 2020)	(See Table 2)
Number of Humanities/Heritage Nonprofits that received over \$50,000 in private or non-private giving (2018) -Information released in nonprofit's annual report	1 - Historic Athens ⁴

¹ [2019 Historic Preservation Commission Annual Report](#)

² [UGA Library Organization List](#)

³ [Historic Athens](#)

⁴ [IRS Tax Exempt Organization Record Search](#)

Table 2

Copies sold in 2019	Book Title	Author	Topic
1-25	A Story Untold	Michael Thurmond	Athens History
	Sous Vide	Hugh Acheson	Cookbook
	Richt Era: 15 Years in Athens	Han Vance	Sports
	A post card history of Athens, Georgia	Gary L Doster	Athens History
25-175	Pick a Pickle	Hugh Acheson	Cookbook
	Pub Notes	Pete McCommons	Music
	Party Out of Bounds: The B-52s, R.E.M, and the Kids Who Rocked Athens, Georgia	Rodger Lyle Brown	Music
	Athens, GA	David Mack	Art
	Take Down: Inside the Jan Kemp Affair	Hue Henry	University
	Miracles on College Station Road	Row Henson	University
	Cool Town: How Athens, Georgia, Launched Alternative Music and Changed American Culture	Grace Elizabeth, Hale	Music
	Clue Town: Athens	Jay Carlson	Athens History
	The Grit Cookbook	Jessica Greene and Ted Hafer	Cookbook
	Through the Arch: An Illustrated Guide to the University of Georgia Campus	Larry Dendy	University
	It Is Well: The Life and Times of James Russell Smith	Ellen Walker	Athens History

176-299	Athens Potluck	Jason Thrasher	Cookbook
	The Tangible Past in Athens, Georgia	Charlotte Thomas	Athens History
	Across the River: The People, Places and Culture of East Athens	Arnold Easom	Athens History
	The Broad Fork	Hugh Acheson	Cookbook
	Ghosts of Athens: History and Haunting of Athens, Georgia	Tracy L. Adkins	Athens History
300-600	Secret Handshakes: The Ike & Jane Manual	Corie Jacobs	Cookbook
	Classic City Cooking: Celebrating the Chefs & Restaurants of Athens, Georgia	Juanina Kocher	Cookbook
	A New Turn in the South	Hugh Acheson	Cookbook
	The Chef and the Slow Cooker	Hugh Acheson	Cookbook

Parks and Open Space

- Park space/greenspace (outdoor leisure opportunities):
 - Park use: We have no knowledge of current measures for this indicator. A feasible measure the city could adopt would be count the number of registered participants of park sponsored programs (would only assess a small amount of users). Another method is to conduct population-based surveys to ask people about their use of park facilities
 - High School graduation rates: This indicator is measured by the Athens Clarke County School Systems. The current rate is 85.10%.
- Open safe space for creatives and cultural conversation:
 - Public displays of minority art projects: We have no knowledge of current measures for this indicator. A feasible measure could include researching and conducting surveys of the minority art community to see if they feel their art is being showcased/appreciated. The city could also measure the number minority focused art exhibits and shows hosted throughout the year.
 - Art student satisfaction with Athens as an artistic hub: We have no knowledge of current measures for this indicator. A feasible measure could be to survey a sample of the population of recent art major graduates to gauge their perception of Athens and intentions on remaining as permanent residents.
 - Minority participation in local government (improved democratic representation): We have no knowledge of current measures for this indicator. A feasible measure could be to record the number of minority public and elected officials that represent the Athens government specifically in administrative and policy roles. To compliment this measure, there could also be a survey conducted on these individuals to measure if they feel satisfied in their positions and that their work is impactful.