

NATIONAL  
ENDOWMENT  
FOR  
THE ARTS

WASHINGTON  
D.C. 20506



A Federal agency advised by the  
National Council on the Arts

Research Division Note #23 - June 10, 1987

GEOGRAPHY OF U.S. PERFORMING ARTS ORGANIZATIONS IN 1982 (Part 1)

The 1982 Census of Service Industries received reports from performing arts organizations in each of the 50 states and the District of Columbia. This Note continues the analysis begun in Note #21 of the 8,322 performing arts organizations (excluding motion picture companies) in terms of state locations. As might be expected, each state varied in numbers of performing arts organizations and in levels of activity (as indicated by the revenues/receipts). There was also great variation among the states in terms of the balance between nonprofit (tax-exempt) and for-profit (taxable) performing arts organizations. The range varied from 100 percent nonprofit organizations in Alaska to 3 percent nonprofit organizations in Nevada. Substantial differences were also found in the balance between art forms found in the states (which will be the subject of future Notes).

One of the caveats in Note #21 called attention to the probable understating of the performing arts in the U.S. by the 1982 Census of Service Industries. This caveat is particularly important for the interpretation of this Note. The universe of organizations that received questionnaires in the last economic census was obtained through the use of two sources. One source was filers of FICA reports (Social Security Retirement Deposits); the other was filers of income tax forms (both for-profit and nonprofit organizations). Performing arts organizations that did not submit either an FICA report or an IRS income tax report were unlikely to receive a census questionnaire. Therefore, the extensive performing arts activity that takes place under the auspices of government agencies, universities, museums, and certain other large institutions is probably not fully reflected in the data presented here. For some states such presentations may be a major portion of the available performing arts activity. A fully comprehensive survey of performing arts activities in the U.S. would have to include these in addition to the independent organizations that file FICA and income tax reports under their own names.

In 1982, there were 1,610 nonprofit performing arts organizations and 6,712 for-profit performing arts organizations, according to the Census. The national average proportion of nonprofit organizations to the total of all performing arts organizations for the 50 states and the District of Columbia was 19 percent. Revenues/receipts of nonprofit organizations were somewhat greater as a proportion of the total. Of the \$4,399,200,000 received by performing arts organizations in 1982, 25 percent was obtained by nonprofit organizations.

The top 20 percent of states in terms of the proportion of their nonprofit performing arts organizations to the total number of performing arts organizations in the state are: Alaska (100 percent); Idaho (86 percent); New

Hampshire (50 percent); South Carolina (49 percent); New Mexico (46 percent); Mississippi (45 percent); Maine, South Dakota, and West Virginia (each with 43 percent); and Montana (42 percent).

The second highest 20 percent of states includes: Utah (42 percent); Vermont (41 percent); Delaware (40 percent); Kentucky, North Dakota, and Oklahoma (each with 38 percent); Colorado, Massachusetts, and North Carolina (each with 37 percent); and Minnesota (35 percent).

The middle 20 percent includes the states of: Arkansas (35 percent); Iowa and Ohio (each with 34 percent); Oregon, Pennsylvania, and Washington (each with 33 percent); Michigan (32 percent); Alabama (31 percent); Connecticut and Virginia (each with 30 percent).

The District of Columbia, if a state, would be in the middle group with 33 percent nonprofit performing arts organizations.

The fourth 20 percent includes the states of: Georgia, Maryland, and Rhode Island (each with 29 percent); Arizona, Indiana, and Nebraska (each with 26 percent); Florida, Louisiana, and Wisconsin (each with 24 percent); and Texas (23 percent).

The bottom 20 percent, with the smallest percentages of nonprofit performing arts organizations, includes: Illinois and Kansas (each with 18 percent); Missouri and Wyoming (each with 17 percent); Hawaii (14 percent); New Jersey and New York (each with 13 percent); Tennessee (12 percent); California (9 percent); and Nevada (3 percent).

There is no clear-cut regional pattern to the proportions of nonprofit organizations found in the states. State history rather than location may be needed to provide some explanations. Generally, the most heavily populated states are the ones with the greatest number of organizations and the largest revenues/receipts. These also tend to be the states with the smaller percentages of nonprofit organizations. The two largest population states--California and New York--had 2,180 and 1,723 performing arts organizations respectively. Nine percent of the California organizations and 13 percent of the New York organizations were nonprofit. In both states these percentages are below the national average of 19 percent. Indeed, the large numbers of organizations in these two states skew the national average downward because the total numbers of organizations are so large. The skewing effect caused by these states is particularly strong for revenues/receipts. For example, the 1,987 for-profit organizations in California reported 1982 receipts of \$1,054,321,000 and the 1,493 for-profit organizations in New York reported 1982 receipts of \$1,198,887,000. The sum of these receipts is \$2,253,208,000 or 68 percent of all receipts of for-profit performing arts organizations. Moreover, the for-profit receipts of these two states are more than 51 percent of the total U.S. receipts (both nonprofit and for-profit).

The pattern of California and New York is not necessarily followed by the next tier of large-population states. Four examples illustrate this point:

Illinois presents a somewhat similar pattern with 18 percent of its performing arts organizations being nonprofit. However, 31 percent of revenues/receipts in Illinois came from nonprofit organizations. Twenty-three percent of Texas organizations are nonprofit and 42 percent of revenues/receipts in this state came from nonprofit performing arts organizations. Thirty-three percent of performing arts organizations in Pennsylvania are nonprofit, and they generated 45 percent of the revenues/receipts. Thirty-four percent of Ohio's performing arts organizations were nonprofit, and they generated 68 percent of performing arts revenues/receipts.

A discussion of aggregate revenues/receipts cannot be as complete for the states as in the case of numbers of organizations, because some states do not satisfy the Bureau of the Census' disclosure criteria for either or both the nonprofit and for-profit revenues/receipts. These states are indicated in the accompanying table and map by the letter (D). As a result, it is only possible to report aggregate total receipts (nonprofit and for-profit) for 37 states and the District of Columbia. For these, the top third in terms of the proportion of revenues/receipts from nonprofit performing arts to the total received by all performing arts organizations includes: New Mexico (74 percent); Iowa (71 percent); Ohio (68 percent); Arizona (66 percent); Nebraska (65 percent); Oregon (64 percent); New Hampshire and North Dakota (each with 62 percent); Massachusetts (61 percent); Virginia (59 percent); Kentucky and North Carolina (each with 56 percent).

In the middle third of the states in terms of proportion of revenues/receipts from nonprofit performing arts organizations are: Vermont (54 percent); Washington (50 percent); Colorado (47 percent); Maryland, Minnesota, and Pennsylvania (each with 45 percent); Missouri and Texas (each with 42 percent); Wisconsin (41 percent); Maine (39 percent); Georgia (38 percent); and Utah (36 percent).

Were the District of Columbia a state, its 37 percent would again place it in the middle group.

The bottom third in terms of proportion of the states' revenues from nonprofit performing arts organizations includes: Indiana (33 percent); Michigan and South Carolina (each with 32 percent); Illinois (31 percent); Mississippi (29 percent); Florida (28 percent); Kansas (22 percent); Alabama (21 percent); New York and West Virginia (each with 19 percent); Tennessee (11 percent); and Nevada (2 percent).

For the following states, the disclosure criteria of the Bureau of the Census precludes reporting the proportions of revenues/receipts contributed by the nonprofit performing arts sector--Alaska, Arkansas, California, Connecticut, Delaware, Hawaii, Idaho, Louisiana, Montana, New Jersey, Oklahoma, Rhode Island, South Dakota, and Wyoming.

Caveats: The disclosure criteria (D) and other rules followed by the Bureau of the Census do not impact equally on all levels of the data obtained in the 1982 Census of Service Industries. In particular, many states which do

not satisfy disclosure criteria for the level of information presented in this Note may satisfy disclosure criteria for certain selected categories of performing arts organizations. Future Notes will cover selected performing arts fields, such as: symphony orchestras, jazz music groups, ballet companies, and resident theaters (LORT). Data from many states, including California, are available for these categories even though the aggregate state data fails to meet the disclosure criteria.

The distinction between the terms 'revenues,' used for nonprofit organizations, and 'receipts,' used for for-profit organizations, is that revenues includes 'unearned income' such as contributions.

Performing arts organizations, as used in this Note, includes: producers of live theatrical productions, dance groups, classical music groups, and a large and varied remainder group called--all other live performing arts organizations. A more complete description was provided in Note #21.

For more details on the system of collecting this information and for illustrations of the questionnaires, see: Horowitz, Harold, "The Arts in the National Income and Product Accounts," The Economics of Cultural Industries, Vol. 1, Proceedings of the Third International Conference on Cultural Economics and Planning, April 25-28, 1984; University of Akron, 1984. A copy of this article is available on request from the Research Division.

PERFORMING ARTS ORGANIZATIONS, NONPROFIT (TAX EXEMPT) AND FOR-PROFIT (TAXABLE),  
AND THEIR REVENUES/RECEIPTS, BY STATES, 1982

	<u>Total Nonprofit</u>		<u>Total For-Profit</u>		<u>Total</u>		<u>Percent Nonprofit of</u>	
	<u>Number of Organizations</u>	<u>Revenues</u>	<u>Number of Organizations</u>	<u>Receipts</u>	<u>Number of Organizations</u>	<u>Revenues/Receipts</u>	<u>Organizations</u>	<u>Revenues/Receipts</u>
TOTAL United States	1610	\$1,098,099,000	6712	\$3,301,101,000	8322	\$4,399,200,000	19%	25%
Alabama	13	3,429,000	29	13,040,000	42	16,469,000	31	21
Alaska	8	4,793,000	-	(D)	8	(D)	100	(D)
Arizona	18	14,654,000	51	7,567,000	69	22,221,000	26	66
Arkansas	8	(D)	15	2,130,000	23	(D)	35	(D)
California	193	(D)	1987	1,054,321,000	2180	(D)	9	(D)
Colorado	34	27,479,000	57	31,503,000	91	58,982,000	37	47
Connecticut	36	(D)	85	23,602,000	121	(D)	30	(D)
Delaware	4	(D)	6	1,086,000	10	(D)	40	(D)
District of Columbia	14	22,535,000	29	37,961,000	43	60,496,000	33	37
Florida	58	21,807,000	181	54,850,000	239	76,657,000	24	28
Georgia	27	11,446,000	67	18,626,000	94	30,072,000	29	38
Hawaii	8	(D)	51	19,228,000	59	(D)	14	(D)
Idaho	6	(D)	1	(D)	7	(D)	86	(D)
Illinois	55	41,918,000	251	94,467,000	306	136,385,000	18	31
Indiana	28	12,948,000	79	25,802,000	107	38,750,000	26	33
Iowa	20	6,248,000	39	2,586,000	59	8,834,000	34	71
Kansas	10	1,264,000	46	4,566,000	56	5,830,000	18	22
Kentucky	25	10,563,000	41	8,333,000	66	18,896,000	38	56
Louisiana	21	(D)	65	21,380,000	86	(D)	24	(D)
Maine	15	1,505,000	20	2,404,000	35	3,909,000	43	39
Maryland	23	12,288,000	57	14,921,000	80	27,209,000	29	45
Massachusetts	55	49,837,000	92	32,457,000	147	82,294,000	37	61
Michigan	45	24,310,000	97	50,577,000	142	74,887,000	32	32
Minnesota	45	30,943,000	84	37,614,000	129	68,557,000	55	45
Mississippi	10	1,580,000	12	3,864,000	22	5,444,000	45	29
Missouri	29	27,027,000	143	36,842,000	172	63,869,000	17	42
Montana	8	(D)	11	1,119,000	19	(D)	42	(D)
Nebraska	15	5,625,000	42	3,031,000	57	8,656,000	26	65
Nevada	4	899,000	116	58,710,000	120	59,609,000	3	2
New Hampshire	14	2,288,000	14	1,422,000	28	3,710,000	50	62
New Jersey	29	(D)	188	61,558,000	217	(D)	13	(D)

(continued on next page)

PERFORMING ARTS ORGANIZATIONS, NONPROFIT (TAX EXEMPT) AND FOR-PROFIT (TAXABLE),  
AND THEIR REVENUES/RECEIPTS, BY STATES, 1982  
(continued)

	<u>Total Nonprofit</u>		<u>Total For-Profit</u>		<u>Total</u>		<u>Percent Nonprofit of</u>	
	<u>Number of Organizations</u>	<u>Revenues</u>	<u>Number of Organizations</u>	<u>Receipts</u>	<u>Number of Organizations</u>	<u>Revenues/Receipts</u>	<u>Organizations</u>	<u>Revenues/Receipts</u>
New Mexico	12	6,335,000	14	2,254,000	26	8,589,000	46	74
New York	230	285,503,000	1493	1,198,887,000	1723	1,484,390,000	13	19
North Carolina	35	10,345,000	60	7,987,000	95	18,332,000	37	56
North Dakota	5	454,000	8	282,000	13	736,000	38	62
Ohio	67	60,917,000	128	29,287,000	195	90,204,000	34	68
Oklahoma	15	(D)	25	13,579,000	40	(D)	38	(D)
Oregon	25	11,455,000	50	6,501,000	75	17,956,000	33	64
Pennsylvania	80	44,492,000	164	55,269,000	244	99,761,000	33	45
Rhode Island	8	3,437,000	20	(D)	28	(D)	29	(D)
South Carolina	17	3,738,000	18	7,846,000	35	11,584,000	49	32
South Dakota	6	(D)	8	1,038,000	14	(D)	43	(D)
Tennessee	33	11,845,000	232	95,253,000	265	107,098,000	12	11
Texas	70	54,501,000	235	76,189,000	305	130,690,000	23	42
Utah	10	9,021,000	14	15,981,000	24	25,002,000	42	36
Vermont	7	1,017,000	10	855,000	17	1,872,000	41	54
Virginia	26	12,218,000	61	8,339,000	87	20,557,000	30	59
Washington	39	26,360,000	79	26,657,000	118	53,017,000	33	50
West Virginia	9	1,355,000	12	5,661,000	21	7,016,000	43	19
Wisconsin	37	12,247,000	120	17,986,000	157	30,233,000	24	41
Wyoming	1	(D)	5	288,000	6	(D)	17	(D)

(D) Data has been withheld to avoid disclosure for individual arts organizations. The data is included in the column total for the Total U.S.

- Represents zero organizations at the end of the year. In the case of Alaska, for-profit organizations existed during the year but not at the close. The for-profit organization receipts are withheld as indicated by (D).

PROPORTION OF NUMBER OF NONPROFIT ORGANIZATIONS AND THEIR REVENUES  
TO THE TOTAL OF ALL PERFORMING ARTS ORGANIZATIONS IN THE STATE, 1982



Key: % nonprofit organizations/% nonprofit revenues

Example: In Ohio, 34% of performing arts organizations are nonprofit and their revenues are 68% of total revenues and receipts obtained by all performing arts organizations.

Research Division Note #23  
National Endowment  
for the Arts  
June 1987

