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ANALYSIS OF ECONOMIC AND ACTIVITY DATA
REPORTED BY
NEBRASKA NON-PROFIT ARTS ORGANIZATIONS,
1983

By Dr. Murray Frost



Center for Applied Urban Research
University of Nebraska at Omaha



January, 1984

ANALYSIS OF ECONOMIC AND ACTIVITY DATA REPORTED
BY NEBRASKA NON-PROFIT ORGANIZATIONS, 1983

This report is based on the responses of 125 arts organizations.¹ They range from small limited-interest groups to institutions with multi-million dollar budgets. Some are run out of volunteers' homes while others have marble edifices. The respondents in this report do not include local school districts, although universities are included. A copy of the instrument and totals is included as an appendix.

Groups in 45 counties responded to the survey. Almost half (57 or 46%) of the groups were from non-metropolitan counties. Approximately one-fourth (24% or 30) were from the Lincoln SMSA, and the other 38 (or 30%) were from the Omaha SMSA.

Many of these arts organizations are relatively new. Although seven date their establishment to the 19th century, the median age of the 112 groups answering this question was nine years (i.e., founded in 1974). Approximately one-fifth (23 or 21%) were established in the 1980's, one-third since the first study of the economic impact of non-profit arts organizations in Nebraska.²

Almost half (59 or 47%) of the groups viewed their primary function as producing arts events, while 46% saw their primary function as sponsoring one or more arts events. The remaining 7% listed both producing and sponsoring events.

Multi-disciplinary arts groups were the major type repre-

sented (49 or 39%). Music groups (21 or 17%) and visual arts groups (19 or 15%) were also heavily represented, as were theatre groups (14 or 11%).

Most of the groups (110 or 88%) classified their audiences as general, although more than half (68 or 54%) listed children as a major audience for their programs, and almost that many (62 or 50%) listed secondary school audiences. Other special groups--e.g., minorities, handicapped--were the focus of several organizations (e.g., 12 or 10% listed blacks, and 10 or 8% listed emotionally and mentally disabled persons).

Most groups did not own their own facilities. Only 29% (or 36) owned the facilities in which their arts activities took place. Most either rented their facilities or used donated sites. More of the groups were administered out of someone's home (38 or 30%) than out of owned facilities.

Almost 200 "productions" a month were created by the 125 respondents. These ranged from elaborate programs involving many people to simple story hours with only one person.

Sixty-two (62) organizations listed 808 music productions which ran for 1,262 performances. Although theatre groups (48) reported fewer productions (244), performances were more frequent (1,278).

Music and opera performances were more likely to be free than to require paid admission, but dance, theatre, and media arts/film performances were more likely to have paid admission.

For example, 980 music performances had free and 282 had paid admission; 220 opera performances were free while only 35 required paid admission. In contrast, 914 theatre performances were to paying audiences while 166 had free admission. Of the 4,774 performances reported by arts organizations, more than half (54%) were entirely free to the public.

In addition to these programs, 1,054 visual arts and crafts exhibitions (as well as some architecture and photography exhibits) were sponsored by the respondents. More than nine-tenths (93%) of these had free admission. Crafts exhibits were most common (638), and only 1% of these had paid admission. Of the 373 exhibits classified as visual arts, 16% (or 58) had paid admission.

The responding groups reported almost one million paid admissions and an even larger number of free admissions; these totals were 917,380 and 1,192,527, respectively. Theatre productions were most popular, with 399,102 paid admissions and 90,655 free. Music productions drew 218,375 paid admissions and 114,729 free. Visual arts exhibitions drew 188,620 free admissions and 97,520 paid. Total attendance reported by the respondents was 2,109,907.

In addition to these activities, several organizations listed 41 books, magazines, and other publications with 28,450 paid sales and 35,810 complimentary copies distributed. Also, 63 organizations reported workshops, residencies, or lecture-

demonstrations attended by 84,696 persons according to the respondents.

Of the 125 organizations responding to the questionnaire, 39 (or 31%) reported having full-time administrators. These groups reported 141 full-time positions. In addition, groups reported 126 part-time positions which represented an FTE (full-time equivalent) of 27 positions.³

Fewer organizations reported having full-time artistic positions. Only 17 groups reported such personnel, but they reported 140 of these positions. In addition, 521 part-time positions with an FTE of 45 were also reported. Another 18 full-time technical/production personnel were reported in addition to 108 part-time with an FTE of 16.

Arts activities in Nebraska continue to rely heavily on volunteers. Volunteers out numbered paid staff by more than 18 to 1. While arts organizations reported 1,054 full-time and part-time positions, they reported 19,481 volunteers working approximately 670,000 hours (or an FTE of 323).

Income data were reported by 118 of the organizations. Their incomes totaled \$10.2 million. Revenue from ticket sales and membership dues and fees totaled \$2.8 million (27%). An additional \$1.6 million (16%) came from sales of other services. Corporate/business contributions totaled \$1.2 million (12%) while foundations contributed \$.9 million (9%), and \$1.1 million (11%) came from other private contributions. Almost \$2.7 million (26%)

in government grants, were also reported, including approximately \$425,000 from the Nebraska Arts Council and other state grants and approximately \$185,000 from local governments.

More than \$11.6 million in cash expenditures were reported by 118 of the 125 organizations. In addition, 66 reported in-kind contributions equated at almost \$1.5 million.

More than half of the expenditures were for salaries and fees (\$6.7 million or 57%), and almost 87% (or \$5.8 million) of this money was paid to Nebraska residents. An additional \$3.9 million went to Nebraska sources (this represented 78% of these non-salary expenditures).

The earlier economic impact study of Nebraska arts organizations used multipliers of 2.9 for salaries and wages and 1.9 for goods and services.⁴ Using only the money reported paid to Nebraska residents and organizations, the total economic impact in Nebraska is estimated at \$24.2 million. The same multipliers applied to total expenditures resulted in a total economic impact of \$28.9 million.

Differences in the mix of respondents, interpretations of expenditures, and special one-time expenditures are such that comparisons should not be made between the two studies. Nevertheless, the relatively large increase in expenditures that occurred for those organizations responding to both surveys should be noted. Of the 40 groups that provided data in both 1978 and 1983, 32 (or 80%) had increased expenditures. Many had

substantial increases; in fact, more than half of all of these groups (21 of the 40, or 53%) had more than a 100% increase.

Totally, for these 40 groups, expenditures increased 111.8% (from \$4.5 million to \$9.5 million). These 40 groups represented 39% of the total expenditures reported in 1976-77 and 81% in 1982-83.

The last paragraph of the 1978 report still serves as a suitable caveat and conclusion:

Quantitative data such as these regarding size, employment and finances of Nebraska arts organization ignore the qualitative value of the arts for their participants and their audiences. There can be little doubt, however, that non-profit arts organizations contribute to the cultural life of Nebraska, as well as contributing substantially to the state's economy.⁵

Footnotes

1. Although great effort was expended on checking and clarifying the responses, the respondents' answers were accepted at face value unless corrected by them over the phone. No attempt was made to extrapolate responses to groups not responding at all or to groups failing to answer a specific question.

The author wishes to acknowledge the valuable assistance of David Fifer who verified the surveys and entered the data into the computer, the assistance and guidance of the staff of the Nebraska Arts Council who contracted for the survey and supervised it, and the cooperation of the arts organizations that took the time to complete the survey. Responsibility for any errors rests solely with the author, however.

2. Murray Frost and Garneth Peterson, The Economic Impact of Non-profit Arts Organizations in Nebraska, 1976-1977 (Omaha: Center for Applied Urban Research, University of Nebraska at Omaha, 1978).

3. Based on a 40-hour week for 52 weeks, or 2,080 hours.

4. Frost and Peterson, op. cit. p. 30.

5. Ibid., p. 34

APPENDIX

I. GENERAL INFORMATION

1. Official name of organization _____
 2. Official mailing address _____

 - Omaha SMSA 38 _____
 - Lincoln SMSA 30 _____
 - Non-metropolitan areas 57 _____
- City _____ State _____ ZIP _____
- County _____
3. Year organization established < 1970 = 46, 1970-74 = 14, 1975-79 = 29, 1980+ = 23
 4. Has the organization filed non-profit Articles of Incorporation with the State of Nebraska? _____ Yes _____ No
 5. If yes, indicate the last filing date _____
 6. Name of person completing questionnaire _____
 7. Daytime telephone number () _____
 8. What is the primary function of the organization in the arts? (Please check and then fill in the corresponding box below.)
†34 [41] to produce performing arts events
23 [33] to produce visual arts exhibitions/literary publications/media arts events
57 [66] to sponsor one or more arts events each year

To be completed by Performing Arts Organizations

Artistic Director _____
Title _____
Daytime Telephone Number () _____
Administrator _____
Title _____
Daytime Telephone Number () _____
Booking Agent _____
Mailing Address _____

City _____ State _____ ZIP _____

Daytime Telephone Number () _____

To be completed by Visual/Literary/Media Arts Organizations

Contact Person* _____
Title _____
Daytime Telephone Number () _____
Administrator _____
Title _____
Daytime Telephone Number () _____

To be completed by Sponsors

Contact Person* _____
Title _____
Daytime Telephone Number () _____
Administrator _____
Title _____
Daytime Telephone Number () _____
\$ _____ Largest fee ever paid by Sponsor to an individual or organization for a single arts activity

* The "Contact Person" is the person who can be contacted for additional information about the organization.

† Number in brackets includes multiple responses by 11 organizations.

9. _____ Please select only one code from the following list which best describes the arts discipline in which your organization is involved.

- | | | | | |
|----|--------------------------------|----|-----|---------------------|
| 1. | DANCE | 5 | 5. | VISUAL ARTS |
| 3 | 1A Ballet | | 5A | Conceptual Art |
| 2 | 1B Ethnic/Folk/Jazz | | 5B | Graphics |
| 1 | 1C Modern | 4 | 5C | Inter-Media |
| 4 | 2. MUSIC | 10 | 5D | Painting |
| 3 | 2A Band | | 5E | Performance Art |
| 2 | 2B Chamber | | 5F | Sculpture |
| 6 | 2C Choral | 6. | 6. | ARCHITECTURE/DESIGN |
| | 2D Contemporary | 7. | 7. | CRAFTS |
| 2 | 2E Folk/Ethnic | 2 | 8. | PHOTOGRAPHY |
| 1 | 2F Jazz | 1 | 9. | MEDIA ARTS |
| | 2G Popular | 3 | 9A | Film |
| | 2H Solo/Recital | 1 | 9B | Radio |
| 3 | 2I Symphonic | | 9C | Television |
| 1 | 3. OPERA | | 9D | Video |
| 1 | 4. THEATRE | 4 | 10. | LITERATURE |
| 12 | 4A Theatre-general | 1 | 12. | FOLK ARTS |
| | 4B Mime | 3 | 13. | HUMANITIES |
| 1 | 4C Musical Theatre | 49 | 14. | MULTI-DISCIPLINARY |
| | 4D Puppet | | | |
| 1 | 4E Theatre for Young Audiences | | | |

10. Please select no more than six (6) codes from the following list to describe the type(s) of audiences for which the programs of your organization are appropriate (e.g., a Native American audience of deaf eleventh graders would be coded "NYD").

- | | | | |
|-----|---|----|--|
| 110 | <u>G</u> General-adult, general audience. This code should be used unless an arts event was targeted for a specific audience. | 68 | <u>C</u> child |
| | | 62 | <u>Y</u> secondary school student |
| | | 40 | <u>U</u> college/university student |
| | | 57 | <u>S</u> senior citizen |
| | | 10 | <u>E</u> emotionally and mentally disabled |
| 8 | <u>N</u> American Indian/Alaskan Native* | 7 | <u>P</u> physically disabled |
| 4 | <u>A</u> Asian/Pacific Islander* | 5 | <u>D</u> hearing impaired |
| 12 | <u>B</u> Black, not Hispanic* | 4 | <u>Q</u> visually impaired |
| 10 | <u>H</u> Hispanic* | 7 | <u>I</u> institutionalized |
| 33 | <u>W</u> White* | 3 | <u>V</u> veteran |
| | | 21 | <u>F</u> women |

* The basic racial and ethnic categories are defined as follows:

American Indian or Alaskan Native. A person having origins in any of the original peoples of North America, and who maintains cultural identification through tribal affiliation or community recognition.

Asian or Pacific Islander. A person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands

Black. A person having origins in any of the black racial groups of Africa.

Hispanic. A person of Mexican, Puerto Rican, Cuban, Central or South American or other Spanish culture or origin.

White. A person having origins in any of the original peoples of Europe, North Africa, or the Middle East.

II. FISCAL YEAR

The information provided in Sections III through VI of this questionnaire is based on the last completed fiscal year of this organization which ended:

Month _____ Day _____ Year _____

III. FACILITIES

1. During the last completed fiscal year, did your organization own or rent the facilities in which your arts-oriented activities occurred, or were these facilities donated? (*check all that apply*)

36 owned
58 rented
63 donated
7 other (please specify) _____

2. The facility in which your organization's business management activities occurred was: (*check one*)

36 owned
18 rented
29 donated
38 located in someone's home
6 other (please specify) _____

IV. PROGRAMS AND ATTENDANCE

1. Approximately how many productions and performances were given or sponsored by your organization during the last completed fiscal year? Also, how many of these performances were presented for paid admission and how many were presented for free admission only?

(NOTE: Productions refer to each play, concert or film presented; performances refer to the number of times each was presented; e.g., *Hamlet* x 3 nights = 1 production and 3 performances. Producing arts organizations should not include programs which were toured outside of the organization's home city. Sponsoring organizations should include all arts events which they sponsored in their community during the year.)

	Total # of Productions	Total # of Performances	# with Paid Admission	# with Free Admission Only
Music	808 (62)*	1,262 (62)	= 282 (46)	+ 980 (40)
Dance	51 (23)	94 (23)	= 52 (14)	+ 42 (11)
Opera	28 (12)	255 (12)	= 35 (9)	+ 220 (5)
Theatre	244 (48)	1,278 (47)	= 914 (33)	+ 166 (26)
Media Arts/Film	345 (22)	850 (21)	= 644 (13)	+ 206 (10)
Other (please specify)	922 (29)	1,035 (30)	= 73 (7)	+ 962 (23)

Total: 2,398

4,774

2,000

2,576

2. Approximately how many public permanent and temporary exhibitions were sponsored by your organization during the last completed fiscal year? Also, how many of these exhibitions were presented for paid admission and how many were presented for free admission only?

(NOTE: Producing arts organizations should not include exhibitions which were toured outside of the organization's home city. Sponsoring organizations should include all exhibitions which they sponsored in their community during the year.)

	Total # of Exhibitions	# with Paid Admission	# with Free Admission Only
Visual Arts	373 (56)	= 58 (9)	+ 315 (51)
Architecture/Design	6 (2)	= -	+ 6 (2)
Crafts	638 (18)	= 8 (3)	+ 630 (15)
Photography	37 (17)	= 11 (3)	+ 26 (14)
Total	1,054	77	977

3. What was the approximate total attendance figure, by discipline, for each of the productions and/or exhibitions listed in questions 1 and 2 above which were presented by your organization in your home community during the last completed fiscal year?

	Total Attendance Paid Admission	Total Attendance Free Admission
Music	218,375 (46)	114,729 (43)
Dance	52,714 (15)	20,300 (13)
Opera	33,312 (9)	23,465 (7)
Theatre	399,102 (34)	90,855 (30)
Media Arts/Film	52,195 (13)	10,241 (11)
Visual Arts	97,520 (11)	188,620 (45)
Architecture/Design	-	450 (1)
Crafts	13,417 (3)	21,191 (10)
Photography	23,000 (2)	15,210 (9)
Other (please specify)	31,145 (15)	31,066 (19)
TOTAL ATTENDANCE	917,380 (77)	1,192,527 (101)

4. How many separate book titles, issues of magazines, or literary broadsides were produced by your organization during the last completed fiscal year? Of these, approximately what were the total number of copies printed, total copies purchased, total copies distributed free of charge, and number remaining?

	# Titles	# Copies	# Purchased	# Free	# Remaining
Books	8 (2)	_____	= 20,000 (1)	+ -	+ _____
Magazines	7 (2)	_____	= -	+ 26,000 (2)	+ _____
Literary Broadside	10 (5)	_____	= 250 (2)	+ 4,600 (4)	+ _____
Other (please specify)	16 (7)	_____	= 8,200 (5)	+ 6,210 (6)	+ _____

5. Did your organization offer arts activities such as workshops, residencies, or lecture-demonstrations beyond the above? Yes No

If yes, what was the total attendance at these activities? 84,696 (58)

6. What was the highest individual admission fee charged by your organization for an arts event held during the last completed fiscal year? \$ Median = \$5.00

V. PERSONNEL

If your organization is engaged solely in arts and culture-related activities, your responses to questions 1-3, which follow, should reflect all staff positions maintained by your organization during the last completed fiscal year. If your organization is not primarily an arts or cultural organization, your responses to questions 1-3 should only reflect those staff positions directly involved in arts and cultural activities.

1. How many full-time and part-time positions did your organization maintain during the last completed fiscal year? How many hours did your part-time staff work during the year?

(NOTE: Do not include "Outside Professional Services-Artistic" and "Outside Professional Services-Other" listed below. Full-time = 40 or more hours per week for at least nine months out of the year. Part-time = less than 40 hours per week, year round; or 40 or more hours per week, but less than nine months per year.)

	# Full-time Positions	# Part-time Positions	FTE†	Total Hours Worked During Year by Part-time Staff
Personnel-Administrative*	(39) 141	(39) 126	27	49,950 (35)
Personnel-Artistic*	(17) 140	(31) 521	45	84,128 (28)
Personnel-Technical/Production*	(11) 18	(20) 108	16	30,926 (19)

* Definitions for each of these categories appear below.

2. Approximately how many volunteers worked for your organization during the last completed fiscal year?

(111) # 19,481 Volunteers

3. As best you can, please estimate the total number of volunteer hours contributed to your organization during the last completed fiscal year.

(108) # 672,144 Volunteer Hours

*DEFINITIONS

Personnel-Administrative. Executive and supervisory staff (program directors, managing directors, business managers, etc.), clerical staff (secretaries, bookkeepers, etc.), and supportive personnel (maintenance and security, ushers, box office, etc.).

Personnel-Artistic. Artistic directors, directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, actors, dancers, singers, musicians, etc.

Personnel-Technical/Production. Technical directors; wardrobe, lighting, and sound crew; stage managers and stagehands; video and film technicians, etc.

Outside Professional Services-Artistic. Artistic services provided by individuals who are not normally considered employees of your organization, but are consultants or the employees of other organizations.

Outside Professional Services-Other. Non-artistic services provided by individuals who are not normally considered employees of your organization, but are consultants or the employees of other organizations.

$$\text{†FTE} = \text{Full time equivalent} = \frac{(\text{HRS})}{N} \left(\frac{N}{\text{p.t.}} \right)$$

2080

VI. FINANCES

If your organization is engaged solely in arts and culture-related activities, your responses to questions 1-4, which follow, should reflect your total budget for the last completed fiscal year. If your organization is not primarily an arts or cultural organization, your responses to questions 1-4 should only reflect funds expended or generated by your organization for arts and cultural activities. In-kind contributions refer to services or materials donated to your organization for arts projects and activities. If exact figures are not available, please give your best estimate. If a question or line item does not apply to your organization, please respond by writing N.A. (for "not applicable") in the space(s) provided.

1. How much did your organization spend on the following expense items during the last completed fiscal year?

	<u>Cash Expenses</u>	<u>In-kind Contributions</u>
Salaries and Fees (excluding employee benefits)		
Personnel-Administrative*	(45) \$ 2,146,854	\$ 516,037 (32)
Personnel-Artistic*	(35) \$ 2,695,983	\$ 109,425 (17)
Personnel-Technical/Production*	(22) \$ 572,451	\$ 380,774 (19)
Outside Professional Services-Artistic*	(77) \$ 1,143,723	\$ 76,000 (10)
Outside Professional Services-Other*	(31) \$ 118,802	\$ 34,495 (9)
*See definitions on previous page		
Employee Benefits (health and life insurance, retirement, etc.)	(26) \$ 318,749	\$ 6,700 (1)
Employee-Related Taxes (FICA, unemployment, workmen's compensation)	(30) \$ 283,176	\$ 2,300 (1)
Property Tax	(1) \$ 300	\$ -
Other Taxes	(28) \$ 64,872	\$ -
Space Rental (office, rehearsal, theatre, hall, gallery spaces)	(50) \$ 158,084	\$ 131,299 (39)
Travel (include fares, lodging, food, tips, per diem, toll charges, mileage, car rental, etc.)	(63) \$ 367,633	\$ 34,106 (18)
Marketing (include newspaper, radio, and television advertising and the printing and mailing of brochures, flyers, and posters)	(99) \$ 552,509	\$ 112,962 (39)
Remaining Operating Expenses (all expenses not shown in other categories; include scripts and scores, utilities, telephone, postage, sets and props, equipment rental and insurance)	(103) \$ 2,308,793	\$ 56,450 (30)
Capital Expenditures-Acquisitions (additions to a collection)	(17) \$ 218,804	\$ 61,500 (3)
Capital Expenditures-Other (purchase of buildings, real estate, and permanent and generally immobile equipment, remodeling costs)	(23) \$ 756,859	\$ 37,900 (5)
TOTAL	(118) \$ 11,683,793	\$ 1,502,966 (66)
Of the total salaries and fees, estimate the amount paid to Nebraska residents.	(101) \$ 5,796,315	
Of the total cash expenses, estimate the amount paid to Nebraska sources.	(118) \$ 9,724,148	

2. Please identify the amount of income your organization received from each of the following sources during the last completed fiscal year.

	<u>Cash Revenue</u>
Subscription or Season Ticket Revenue	(45) \$ <u>1,101,811</u>
Single Admission Ticket Revenue	(65) \$ <u>1,206,006</u>
Membership Dues and Fees (do not include season ticket sales)	(60) \$ <u>480,981</u>
Contracted Services Revenue (income derived from fees earned through the sale of services to other community organizations, performance/residency fees, tuition, registration fees, etc.)	(47) \$ <u>1,026,923</u>
Corporate/Business Contributions	(54) \$ <u>1,192,483</u>
Foundation Grants	(44) \$ <u>864,213</u>
Other Private Contributions	(58) \$ <u>1,065,126</u>
Government Grants-Federal	(22) \$ <u>870,126</u>
Government Grants-State/Nebraska Arts Council	(80) \$ <u>425,289</u>
Government Grants-Other State/Regional (other states or multi-state consortia)	(19) \$ <u>104,462</u>
Government Grants-Local (city, county, and in-state regional)	(27) \$ <u>185,143</u>
Transfers from Endowments and Savings to Operating Budget	(20) \$ <u>1,031,529</u>
Other Revenue (catalog sales, gift shop income, concessions, advertising space in programs, etc.)	(65) \$ <u>600,680</u>
TOTAL CASH REVENUE	(118) \$ <u><u>10,161,312</u></u>

3. Please indicate the amount of sales tax collected and remitted by your organization during the last completed fiscal year. \$ 112,612 (43)

Was this amount included in "Other Taxes" in question 1 and in question 2 above? Yes No

4. Please identify your organization's assets, liabilities and net worth as of the end of the last completed fiscal year.

TOTAL ASSETS	\$ <u>32,030,565</u> (75)
TOTAL LIABILITIES	\$ <u>2,532,479</u> (33)
NET WORTH AND/OR FUND BALANCE	\$ <u>29,548,107</u> (84)

THANK YOU FOR YOUR COOPERATION!