Index-Specific Drivers

Total Operating Revenue

Arts & Cultural Organizations

+Positive drivers	-Negative drivers
Size, sector	Organization age
Local funding, state funding	
Earned revenue	
Contributed revenue	
Targets African Americans	
Targets Hispanics/Latinos	

Community Arts and Leisure Characteristics

+Positive drivers	-Negative drivers
Market A&C dollar activity	# other leisure activity competitors
Public radio & TV station activity	# art museums, community orgs
# artists and arts providers	# music orgs, orchestras
# other museums	# general performing arts orgs
	# PACs

Community Socio-demographic Characteristics

+Positive drivers	-Negative drivers
High % Hispanic/Latino	
Total population	
Socioeconomics	

Public Funding

+Positive drivers	-Negative drivers
$ and # of Federal and State arts grants	

Total Expenses (before depr.)

Arts & Cultural Organizations

+Positive drivers	-Negative drivers
Size, sector, age	Targets young adults
Higher spend on marketing	Targets Asian Americans
Higher spend on fundraising	
Higher earned program revenue	
Targets kids	
Targets African Americans	

Community Arts and Leisure Characteristics

+Positive drivers	-Negative drivers
Market A&C dollar activity	# other leisure activity competitors
# artists and arts providers	# orchestras, theater companies
	# community-based organizations
	# opera companies
	# general performing arts organizations

Community Socio-demographic Characteristics

+Positive drivers	-Negative drivers
Socioeconomics	Median age

Public Funding

+Positive drivers	-Negative drivers