



New England
Foundation
for the Arts

CultureCount Cue

News from New England's Cultural Database

December 2008

ANALYZE Economic Impact | Impact Calculator

"Help! We need to show how arts and culture is integral to our community's quality of life. How can we do that?"

October's Cue highlighted CultureCount's Financial Information compiled from IRS Form 990 and direct survey data. This month, you'll see that CultureCount's Impact Calculator, an interactive economic analysis tool built upon the IRS Form 990 data, can credibly estimate the impact that arts and culture has on the income, employment, and property values of communities. All you need is a FREE CultureCount registered user account for access.

Here's a sample of "how to":

- **Navigate to the Calculator:** Go to [CultureCount](#), SIGN IN, and scroll down to the **ANALYZE economic impact** heading on the homepage.
 - Click on the **Impact Calculator** link
 - The landing page will provide general information about the data and the tool developers
 - Click on the green "Begin Analysis" button
- **Select your geographic location:** In addition to grouping multiple towns together, you can analyze impact on an entire county.
 - Select the following as a sample: Amherst
 - Click the "Next" button
- **Choose the type of organization grouping:** In this case, we want to show how ALL arts and culture economically affects Amherst.
 - Select the first option "All Cultural Organizations in the Area"
 - Note: If your organization doesn't file a 990, you can still estimate what economic affect it will have on the community by choosing "I want to analyze the potential effect of a proposed organization." You'll just need to enter in your organization's total fiscal expenses for a year.
 - Note: You can estimate the impact that a change in an existing organization's budget will have on its community by selecting "I want to analyze the effect of a change in an existing organization." On the following page, enter in the expected change in budget.
- **View different levels of impact:** Click on one of the impact estimates to see how the arts and culture sector affects income, employment, and property values in Amherst.

<p>View Calculated Results:</p> <p>Income Estimate</p> <p>Employment Estimate</p> <p>Property Value Impacts</p> <p>Print Summary</p>	<p>Selected Town: AMHERST</p> <p>Selected Organizations: All Cultural Organizations</p> <p>Which Organizations Are Included?</p>
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- Understand the estimate and make your case!

- By clicking on the Income Estimate, you'll see that the larger, 990-filing cultural organizations in Amherst leverage over \$10 million in your community.
- Drag your mouse over any of the [blue, underlined](#) estimates, and a window will pop up explaining the terminology used.
 - NOTE: These estimates are based on the IRS 990 form data. To see frequently asked questions on each step of the tool, click on the **More Information** links in the left sidebar.

December "Cue" & A:

Why does the tool only show Massachusetts organizations and cities?

The Impact Calculator tool was piloted in Massachusetts and is based on customized local data. The CultureCount team is committed to building the tool in all six New England states and we need your help! If you would like to have this tool built in your state please contact your [state arts agency](#) and the CultureCount team!

About CultureCount

CultureCount, [New England Foundation for the Arts'](#) online resource for engaging the creative economy sector, is a public service provided by NEFA in partnership with the six New England state arts agencies.

Contact:

For more information or questions about CultureCount, email culturecount@nefa.org.

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We encourage you to forward this CultureCount Cue to anyone you think might be interested! They can easily become a registered user by going to www.culturecount.org and clicking on the NEW USER link. If you want to stop receiving the Cue, you can email culturecount@nefa.org and tell us, or update your CultureCount User Account Details by going to www.culturecount.org, SIGN IN and then My Account Details.