



Investment in Nonprofit Arts Businesses *Fiscal Year 2011 (with comparison to Fiscal Year 2010)*

New Mexico Arts, the state arts agency and a division of the Department of Cultural Affairs, is a primary supporter of New Mexico's arts businesses. We invest federal and state dollars in the arts and culture economy through performing arts centers, local arts councils, arts enterprise partnerships, and folk arts apprenticeships. New Mexico Arts remains one of the state's top funders in terms of giving, and its supported programs continue to serve more individuals with significantly less public investment than the state's museums.

- In fiscal year 2011, we invested \$1,003,094 in 172 arts businesses, for an average investment of \$5,832. Total funds invested increased 2.7% over FY2010. However, the increase in number of businesses (eight or 4.9%) lowered the average investment in each business by 2%.
- Every \$1 of public funds invested by New Mexico Arts leveraged \$26 of additional income, unchanged from fiscal year 2010. Leveraged income from Bernalillo (\$18), Santa Fe (\$50), and rural counties (\$11) businesses also remained the same. However, leveraged income from Doña Ana businesses fell 41%, from \$22 in fiscal year 2010 to \$13, primarily from a drop in the contributed income of a single organization.
- Total business or program income of these arts businesses totaled almost \$27 million, 2% higher than in fiscal year 2010. Approximately half of this total income (\$13 million) was earned income, representing a 10% increase, with organizations from Bernalillo County (41%) and rural counties (16%) contributing the most gains. These gains resulted from both newly funded organizations and those with increased earned revenues.
- We funded businesses or projects in 30 of New Mexico's 33 counties in which 99.5 percent of the state's population of 2.1 million live. Only Catron, DeBaca, and Hidalgo counties were not served directly or indirectly by our investment.
- Almost 1.4 million New Mexicans benefited from these programs and services (up 19%), and nearly 319,000 youth were served (up 4%). The increase in individuals benefiting was driven primarily by Santa Fe and rural businesses, both newly funded and existing.
- The 172 arts businesses employed 1,726 paid staff (up 60%, due to large gains in Bernalillo) with average salaries of just over \$6,000 per year (down 38%), generating an average of \$15,627 of income (down 37%, primarily in urban counties). More than 12,000 professional artists were hired (up 16%, all counties posting gains except Doña Ana), with businesses paying them a total of \$16,748,991 in salaries and contracted fees.
- Many volunteers gave their time and expertise at no pay in support of these businesses. In fiscal year 2011, 14,469 volunteers (including board members) donated their services to yield a contribution valued at more than \$9.6 million (calculated at 38.9 average volunteer hours per resident and \$17.10 per hour value of volunteer time). This does not include additional community investments such as rent, equipment, and supplies.
- The businesses New Mexico Arts invested in averaged 10 paid staff, 72 professional artists served or employed, 84 volunteers, 8,085 individuals benefiting, 1,853 youth served, and a public investment of \$5,832.

FY2011 Investment in Nonprofit Arts Businesses through New Mexico Arts

Summary: NEW MEXICO

Total Public Investment in New Mexico in fiscal year 2011:
\$1,003,094. Every \$1 of public investment in arts businesses in
New Mexico leveraged \$26 of additional income.

	<u>FY2011</u>	Change from FY2010	
		<u>Absolute</u>	<u>%</u>
<i>Number of Arts Businesses</i>	172	8	5%
<i>Total Business or Project Income</i>	\$26,973,020	\$411,919	2%
<i>Total Earned Income</i>	\$13,121,303	\$1,166,496	10%
<i>% Earned Income</i>	49%	4%	8%
<i>Total Individuals Benefiting</i>	1,390,652	223,425	19%
<i>Youth Benefiting</i>	318,793	12,534	4%
<i>Paid Staff</i>	1,726	649	60%
<i>Professional Artists</i>	12,337	1,740	16%
<i>Salaries and Contracted Artist Fees Paid</i>	\$16,748,991	\$1,207,756	8%
<i>Average Income Generated per Paid Staff</i>	\$15,627	(\$9,035)	-37%
<i>Average Salary per Paid Staff</i>	\$6,090	(\$3,776)	-38%
<i>Volunteers (including Board Members)</i>	14,469	415	3%
<i>Estimated Value of Volunteer Time</i>	\$9,624,634	\$1,719,877	22%

FY2011 Investment in Nonprofit Arts Businesses through New Mexico Arts

County Summary: **BERNALILLO**

Total Public Investment in Bernalillo County in fiscal year 2011:
\$268,921. Every \$1 of public investment in arts businesses in
Bernalillo County leveraged \$18 of additional income.

	<u>FY2011</u>	Change from FY2010	
		<u>Absolute</u>	<u>%</u>
<i>Number of Arts Businesses</i>	50	5	11.11%
<i>Total Business or Project Income</i>	\$5,053,255	(\$93,556)	-1.82%
<i>Total Earned Income</i>	\$3,032,098	\$883,743	41.14%
<i>% Earned Income</i>	60%	18%	43.75%
<i>Total Individuals Benefiting</i>	285,107	36,440	14.65%
<i>Youth Benefiting</i>	91,961	(12,828)	-12.24%
<i>Paid Staff</i>	920	640	228.57%
<i>Professional Artists</i>	2,789	506	22.16%
<i>Salaries and Contracted Artist Fees Paid</i>	\$3,241,333	\$131,611	4.23%
<i>Average Income Generated per Paid Staff</i>	\$5,493	(\$12,889)	-70.12%
<i>Average Salary per Paid Staff</i>	\$1,714	(\$4,397)	-71.95%
<i>Volunteers (including Board Members)</i>	5,648	324	6.09%
<i>Estimated Value of Volunteer Time</i>	\$3,756,993	\$762,477	25.46%

Other Arts Businesses Serving Bernalillo County:

Santa Fe: Arden Players, Canticum Novum, City of Santa Fe dba Santa Fe Arts Commission, El Rancho de Las Golondrinas, Institute for Spanish Arts, New Mexico Women's Foundation, Outside In Productions, Pomegranate Productions, Santa Fe Art Institute, Santa Fe Chamber Music Festival, Santa Fe Desert Chorale, Santa Fe Opera, School for the Arts - NM, Southwest Roots Music, Spanish Colonial Arts Society, Teatro Paraguas, Theatre Grottesco, Wheelwright Museum of the American Indian.

Doña Ana: City of Las Cruces dba Museum of Art, Community Action Agency of Southern NM

Cibola: Voz de Nosotros

San Juan: Central Consolidated School District #22-Phil L. Thomas

Sandoval: Corrales Cultural Arts Council, Placitas Artists Series

Socorro: Special Orchestra

Taos: Zoukfest

Torrance: Manzano Mountain Arts Council

Valencia: Los Lunas Schools

Other Counties Served by Bernalillo County Businesses:

Cibola, Colfax, Curry, Eddy, Guadalupe, McKinley, Los Alamos, Otero, Roosevelt, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Socorro, Taos, Torrance, Valencia

FY2011 Investment in Nonprofit Arts Businesses through New Mexico Arts

County Summary: SANTA FE

Total Public Investment in Santa Fe County in fiscal year 2011:
\$338,843. Every \$1 of public investment in arts businesses in
Santa Fe County leveraged \$50 of additional income.

	<u>FY2011</u>	<u>Change from FY2010</u> <u>Absolute</u>	<u>%</u>
<i>Number of Arts Businesses</i>	52	1	2%
<i>Total Business or Project Income</i>	\$17,160,249	\$521,243	3%
<i>Total Earned Income</i>	\$8,315,480	\$52,870	1%
<i>% Earned Income</i>	48%	-1%	-2%
<i>Total Individuals Benefiting</i>	727,584	101,048	16%
<i>Youth Benefiting</i>	130,219	11,380	10%
<i>Paid Staff</i>	538	57	12%
<i>Professional Artists</i>	5,284	181	4%
<i>Salaries and Contracted Artist Fees Paid</i>	\$10,754,670	\$1,046,481	11%
<i>Average Income Generated per Paid Staff</i>	\$31,896	(\$2,696)	-8%
<i>Average Salary per Paid Staff</i>	\$13,619	(\$1,511)	-10%
<i>Volunteers (including Board Members)</i>	5,109	270	6%
<i>Estimated Value of Volunteer Time</i>	\$3,398,456	\$676,731	25%

Other Arts Businesses Serving Santa Fe County:

Bernalillo: Albuquerque Center for Peace and Justice, AMP Concerts, Ballet Pro Musica, Musica Antigua de Albuquerque, National Institute of Flamenco, Opera Unlimited, Outpost Productions, Southwest Traditional & Bluegrass Association, Summer Guitar Workshop, TRICKLOCK Company, Turquoise Trail Performing Arts

Doña Ana: City of Las Cruces dba Museum of Art, Community Action Agency of Southern NM, New Mexico State University-University Art Gallery

Cibola: Voz de Nosotros

Grant: Southwest Women's Fiber Arts Collective

Rio Arriba: Art Center at Fuller Lodge dba Northern NM Regional Art Center, Española Public Schools, Española Valley Fiber Arts Center, High Road Artisans

Sandoval: Corrales Cultural Arts Council, Placitas Artists Series

Taos: Mountain Ambulance Service dba Art for the Heart, Taos Chamber Music Group

Other Counties Served by Santa Fe County Businesses:

Bernalillo, Chaves, Cibola, Curry, Doña Ana, Eddy, Grant, Los Alamos, Luna, Mora, Rio Arriba, San Miguel, Sandoval, Taos

FY2011 Investment in Nonprofit Arts Businesses through New Mexico Arts

County Summary: DOÑA ANA

Total Public Investment in Doña Ana County in fiscal year 2011: \$43,575. Every \$1 of public investment in arts businesses in Doña Ana County leveraged \$13 of additional income.

	FY2011	Change from FY2010	
		Absolute	%
<i>Number of Arts Businesses</i>	7	2	40%
<i>Total Business or Project Income</i>	\$603,337	(\$405)	0%
<i>Total Earned Income</i>	\$344,114	\$29,168	9%
<i>% Earned Income</i>	57%	5%	9%
<i>Total Individuals Benefiting</i>	29,791	2,227	8%
<i>Youth Benefiting</i>	10,200	(3,124)	-23%
<i>Paid Staff</i>	24	4	20%
<i>Professional Artists</i>	122	(39)	-24%
<i>Salaries and Contracted Artist Fees Paid</i>	\$437,973	(\$14,602)	-3%
<i>Average Income Generated per Paid Staff</i>	\$25,139	(\$5,048)	-17%
<i>Average Salary per Paid Staff</i>	\$15,270	(\$3,630)	-19%
<i>Volunteers (including Board Members)</i>	301	(77)	-20%
<i>Estimated Value of Volunteer Time</i>	\$200,222	(\$12,386)	-6%

Other Arts Businesses Serving Doña Ana County:

Bernalillo: Keshet Dance Company

Santa Fe: New Mexico Women's Foundation, Santa Fe Opera,
Turquoise Trail Performing Arts

Taos: Mountain Ambulance Service dba Art for the Heart

Grant: Southwest Women's Fiber Arts Collective

Other Counties Served by Doña Ana County Businesses:

Bernalillo, Santa Fe

FY2011 Investment in Nonprofit Arts Businesses through New Mexico Arts

County Summary: ALL RURAL COUNTIES

Total Public Investment in All Rural Counties in fiscal year 2011:
\$351,755. Every \$1 of public investment in arts businesses in All
Rural Counties leveraged \$11 of additional income.

	<u>FY2011</u>	Change from FY2010	
		<u>Absolute</u>	<u>%</u>
<i>Number of Arts Businesses</i>	63	0	0%
<i>Total Business or Project Income</i>	\$4,156,179	(\$15,364)	0%
<i>Total Earned Income</i>	\$1,429,611	\$200,715	16%
<i>% Earned Income</i>	34%	5%	17%
<i>Total Individuals Benefiting</i>	348,170	83,710	32%
<i>Youth Benefiting</i>	86,413	17,106	25%
<i>Paid Staff</i>	244	(52)	-18%
<i>Professional Artists</i>	4,142	1,092	36%
<i>Salaries and Contracted Artist Fees Paid</i>	\$2,315,015	\$44,266	2%
<i>Average Income Generated per Paid Staff</i>	\$17,034	\$2,940	21%
<i>Average Salary per Paid Staff</i>	\$5,086	\$831	20%
<i>Volunteers (including Board Members)</i>	3,411	(102)	-3%
<i>Estimated Value of Volunteer Time</i>	\$2,268,963	\$293,055	15%

Urban Arts Businesses Serving Rural Counties:

Bernalillo: Albuquerque Baroque Players, Albuquerque Center for Peace and Justice, Albuquerque Youth Symphony Program, AMP Concerts, Art in the School, Asian American Association of New Mexico, Basement Films, CAMBIO, Once Upon a Theatre, Opera Unlimited, Vortex Theatre

Santa Fe: Arden Players, City of Santa Fe dba Santa Fe Arts Commission, Fine Arts for Children and Teens, Institute for Spanish Arts, National Dance Institute of New Mexico, New Mexico Women's Foundation, Outside In Productions, Pomegranate Productions, Sangre de Cristo Chorale, Santa Fe Desert Chorale, Santa Fe Opera, Southwest Roots Music, Spanish Colonial Arts Society, Teatro Paraguas, Theaterwork, Wise Fool New Mexico

Doña Ana: None

Urban Counties Served by Rural Counties Arts Businesses:

Bernalillo: Central Consolidated School District #22-Phil L. Thomas Performing Arts Center, Corrales Cultural Arts Council, Los Lunas Schools, NM Music Educators Association, Manzano Mountain Arts Council, New Mexico Music Educators Association, Placitas Artists Series, Voz de Nosotros, Zoukfest

Santa Fe: Art Center at Fuller Lodge dba Northern NM Regional Arts Center, Corrales Cultural Arts Council, Española Public Schools, Española Valley Fiber Arts Center, High Road Artisans, Mountain Ambulance Service dba Art for the Heart, Southwest Women's Fiber Arts Collective, Placitas Artists Series, Voz de Nosotros

Doña Ana: Southwest Women's Fiber Arts Collective

**FY2011 Investment in Nonprofit Arts Businesses
through New Mexico Arts**

County	Arts Business	Paid Staff	Paid Staff Salaries and Benefits ¹	Professional Artists	Contracted Artistic Salaries and Benefits ²	Volunteers	Youth Served	Total Individuals Benefiting
URBAN COUNTIES (population over 50,000)								
Bernalillo		920	\$1,576,843	2,789	\$1,664,490	5,139	91,961	285,107
Santa Fe		538	\$7,327,107	5,284	\$3,427,563	4,426	130,219	727,584
Doña Ana		24	\$366,478	122	\$71,495	245	10,200	29,791
Total URBAN COUNTIES		1,482	9,270,428	8,195	5,163,548	9,810	232,380	1,042,482
RURAL COUNTIES (population under 50,000)								
Chaves		2	\$189,190	112	\$0	92	1,927	5,450
Cibola		6	\$24,449	140	\$7,800	47	1,200	5,149
Colfax		13	\$164,440	122	\$191,125	185	3,698	12,430
Curry		9	\$58,800	124	\$76,865	52	3,984	11,060
Eddy		3	\$28,656	45	\$16,837	125	1,692	2,801
Grant		6	\$68,309	129	\$42,246	239	5,397	33,815
Lea		1	\$48,975	246	\$64,815	40	5,572	7,750
Lincoln		22	\$19,791	81	\$32,451	114	6,520	39,330
Los Alamos		2	\$15,775	45	\$41,790	250	1,220	5,715
Luna		1	\$7,297	200	\$10,176	61	1,640	7,080
McKinley		1	\$13,206	27	\$10,250	115	600	5,600
Mora		0	\$0	1	\$4,000	0	0	2
Otero		6	\$48,435	130	\$61,707	54	5,100	24,465
Quay		1	\$725	61	\$23,044	41	1,241	2,973
Rio Arriba		18	\$99,141	1,160	\$57,208	336	2,978	14,039
San Juan		29	\$241,706	171	\$68,241	225	9,683	71,724
San Miguel		0	\$0	511	\$10,910	38	1,215	6,072
Sandoval		9	\$0	108	\$54,300	37	1,878	5,969
Sierra		0	\$0	40	\$4,300	35	11,872	26,044
Socorro		9	\$60,123	235	\$132,239	204	4,179	10,427
Taos		77	\$144,816	388	\$147,467	501	11,077	44,709
Torrance		20	\$5,706	64	\$16,157	70	3,640	5,347
Valencia		9	\$1,547	2	\$0	2	100	219
Total RURAL COUNTIES		244	\$1,241,087	4,142	\$1,073,928	2,863	86,413	348,170
Grand Total NEW MEXICO		1,726	\$10,511,515	12,337	\$6,237,476	12,673	318,793	1,390,652

**FY2011 Investment in Nonprofit Arts Businesses
through New Mexico Arts**

County	Arts Business	Board Members	Earned Income ³	Total Income ⁴	Investment ⁵ by Outreach	Counties Served
URBAN COUNTIES (population over 50,000)						
Bernalillo		509	\$3,032,098	\$5,053,255	\$268,921	Cibola, Doña Ana, Guadalupe, Los Alamos, Roosevelt, Sandoval, San Juan, Santa Fe, Socorro, Taos, Torrance, Valencia
Santa Fe		683	\$8,315,480	\$17,160,249	\$338,843	Bernalillo, Cibola, Doña Ana, Grant, Rio Arriba, Sandoval, Taos
Doña Ana		56	\$344,114	\$603,337	\$43,575	Bernalillo, Grant, Santa Fe
Total URBAN COUNTIES		1,248	11,691,692	22,816,841	651,339	
RURAL COUNTIES (population under 50,000)						
Chaves		20	\$110,803	\$279,647	\$6,140	
Cibola		18	\$11,039	\$88,440	\$9,195	Bernalillo, McKinley, Santa Fe
Colfax		39	\$154,862	\$626,015	\$23,020	San Miguel, Taos, Union
Curry		28	\$55,632	\$210,256	\$8,775	
Eddy		30	\$21,460	\$75,790	\$16,274	
Grant		46	\$71,319	\$206,193	\$16,167	Doña Ana, Luna, San Juan, Santa Fe
Lea		9	\$17,935	\$117,483	\$7,340	
Lincoln		23	\$48,827	\$189,502	\$15,435	
Los Alamos		15	\$100,238	\$133,265	\$8,940	Bernalillo
Luna		14	\$22,631	\$33,929	\$5,140	
McKinley		10	\$22,814	\$41,788	\$7,740	
Mora		0	\$0	\$0	\$4,000	
Otero		11	\$102,389	\$225,908	\$6,340	
Quay		21	\$9,878	\$68,258	\$15,600	Curry, Harding
Rio Arriba		46	\$134,104	\$315,275	\$23,890	Los Alamos, Santa Fe, Taos
San Juan		48	\$46,475	\$404,759	\$31,500	Bernalillo, McKinley
San Miguel		10	\$7,482	\$18,802	\$9,383	
Sandoval		30	\$85,159	\$156,554	\$15,234	Bernalillo, Santa Fe
Sierra		8	\$13,564	\$28,107	\$3,340	
Socorro		15	\$95,656	\$268,154	\$19,285	Bernalillo, Valencia
Taos		86	\$291,687	\$608,218	\$72,685	Bernalillo, Rio Arriba, San Miguel, Santa Fe
Torrance		15	\$4,597	\$41,296	\$11,852	Bernalillo
Valencia		6	\$1,060	\$18,540	\$14,480	Bernalillo, Rio Arriba
Total RURAL COUNTIES		548	\$1,429,611	\$4,156,179	\$351,755	
Grand Total NEW MEXICO		1,796	\$13,121,303	\$26,973,020	\$1,003,094	

FY2011 Investment in Nonprofit Arts Businesses through New Mexico Arts

County	Arts Business	Paid Staff	Paid Staff Salaries and Benefits ¹	Professional Artists	Contracted Artistic Salaries and Benefits ²	Volunteers	Youth Served	Total Individuals Benefiting
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NOTES

Data was provided by 172 recipients of FY2011 arts services contracts ("grants") from their final narrative reports for projects funded by New Mexico Arts. Project data may differ from data for the entire organization.

New Mexico counties not served directly or indirectly by New Mexico Arts "grants": Catron, DeBaca, Hidalgo.

Guadalupe County is served by outreach from Bernalillo County's Vortex Theatre.

Harding County is served by outreach from Quay County's Quay Council for Arts & Humanities

Roosevelt County is served by outreach from Bernalillo County's Albuquerque Youth Symphony Program and Basement Films, and Curry County's Clovis MainStreet.

Union County is served by outreach from Colfax County's Raton Arts & Humanities Council

¹ Paid Staff Salaries and Benefits is actual personnel (administrative and artistic) salaries and benefits, including New Mexico Arts share.

² Contracted Artistic Salaries and Benefits is contracted fees and services for professional artists, including New Mexico Arts share.

³ Earned Income is revenue earned from actual admissions, contracted services, and other revenue.

⁴ Total Income is all sources of revenue, including earned income and support from corporate, foundation, private, and government sources.

⁵ Investment is the arts services contract funding from New Mexico Arts in FY2011.

Total FY2011 funding was \$1,003,094: 48% from state general funds and 52% from the National Endowment for the Arts (NEA).