

Spring 2014



# VITAL SIGNS

12th Edition



## *Arts & Culture*



BALTIMORE NEIGHBORHOOD  
INDICATORS ALLIANCE  
Jacob France Institute





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Access to arts and culture has been a fundamental part of the urban experience since Baltimore's earliest days. Baltimore is home to some of the oldest venues for performance arts such as the Lyric Opera House, which opened in 1894, and one of the nation's oldest public library systems, the Enoch Pratt Free Library, which opened in 1882. Arts opportunities contribute to the vitality of neighborhoods by providing spaces and events for social engagement for residents and attractions for visitors to the area. Today, "creativity"<sup>1</sup> permeates the nature of how people work and live. The growing linkage between the arts, local economies, and neighborhood revitalization is evident in Baltimore's three Arts and Entertainment districts: Station North (est. 2002), Highlandtown (est. 2003) and Bromo Tower (est. 2012).

Tracking the contributions of arts and culture for neighborhoods is not only new for *Vital Signs* but also for organizations nationally such as the National Endowment of the Arts<sup>2</sup> that are working to establish best practices for community-based indicators. *Vital Signs 12* tracks arts and culture indicators that are important to understanding not only the characteristics of neighborhoods, but the importance of the arts on the quality of life and economy of Baltimore City.

### Data

*Vital Signs 12* tracks three arts and culture indicators which come from two sources: InfoUSA and the Enoch Pratt Free Library. Indicators are created by normalizing this data by population to establish rates. Normalizing data allows for the rates to reflect the concentration of the indicators relative to the population, and allows for comparison across neighborhoods and over time.

### Arts and Culture Economy<sup>3</sup>

Arts and cultural venues contribute to local economies in three main ways: 1) creation of business and jobs, 2) attracting visitors and outside spending to an area and 3) physically occupying spaces that provide opportunities for people to convene. According to the Maryland State Arts Council (MSAC) Economic Impact of the Arts in Maryland FY 2012 report, the arts sector supports more than 12,700 jobs<sup>4</sup>. *Vital Signs* analysis of InfoUSA<sup>5</sup> data suggests that ¼ of the state's employment is located in Baltimore City. In order to understand the impact of the arts and culture in the

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<sup>1</sup> Richard Florida. *Cities and the Creative Class*. 2004

<sup>2</sup> National Endowment for the Arts. *How Art Works: The National Endowment for the Arts' five-year research agenda, with a system map and measurement model*. September 2012.

<sup>3</sup> Data from InfoUSA

<sup>4</sup> Economic Impact of the Arts in Maryland: Economic Impact of Maryland Arts Organizations and Programs Supported by the Maryland State Arts Council in FY 2012

<sup>5</sup> For more details on the North American Classification System (NAICS) categories used to identify arts and culture, see the Urban Institute, *Cultural Vitality in Community: Interpretation and Indicators*. 2006.

neighborhood, *Vital Signs 12* tracks the concentration of arts-related businesses and total employment in these sectors.

- From 2011 to 2012, the number of arts-related businesses per 1,000 residents in Baltimore City **increased** from 0.4 to 0.5. The CSAs that experienced the greatest **increase** included Downtown/Seton Hill (+1.03 per 1,000 residents), and Medfield/Hampden/Woodberry (+0.58 per 1,000 residents). The CSAs that experienced slight **declines** included Greater Mondawmin (-0.21 per 1,000 residents) and Mt. Washington/Coldspring (-0.19 per 1,000 residents)
- In 2012, the CSAs with the **largest** number of arts-related businesses per 1,000 residents included Downtown/Seton Hill (5.6 per 1,000 residents), Inner Harbor/Federal Hill (3.1 per 1,000 residents), and Midtown (2.6 per 1,000 residents). Five CSAs had less than 0.1 arts-related businesses per 1,000 residents, including Allendale/Arlington/Hilltop, Canton, Clifton-Berea, Dickeyville/Franklintown, and Madison/East End.
- From 2011 to 2012, the number of persons employed in arts-related businesses **increased** from 2,727 to 2,894. The CSAs with the greatest **increase** in number of persons employed in arts-related businesses included Midtown, Orangeville/East Highlandtown, Medfield/Hampden/Woodberry, Greater Charles Village/Barclay, and Downtown/Seton Hill. The CSAs with the greatest **decrease** in number of persons employed in arts-related businesses included Mt. Washington/Coldspring, Cherry Hill, Fells Point, and Greater Mondawmin.
- In 2012, the CSAs with the **largest** number of persons employed in arts-related businesses were in the Inner Harbor/Federal Hill (866), Midtown (760), and Greater Charles Village/Barclay (232). There were 5 CSAs with no persons employed in arts-related businesses.

## Library Membership<sup>6</sup>

One of the most important community assets of a neighborhood is the local public library, which provides access to literature and information both as traditional print media and digital formats. Although this indicator is located in the Arts and Culture section of *Vital Signs 12*, it is easily associated with education indicators, as libraries are places for preschoolers to adult-learners, as well as workforce/economic development indicators, providing a place for free access to internet resources (*see Enoch Pratt Free Library Data Story*).

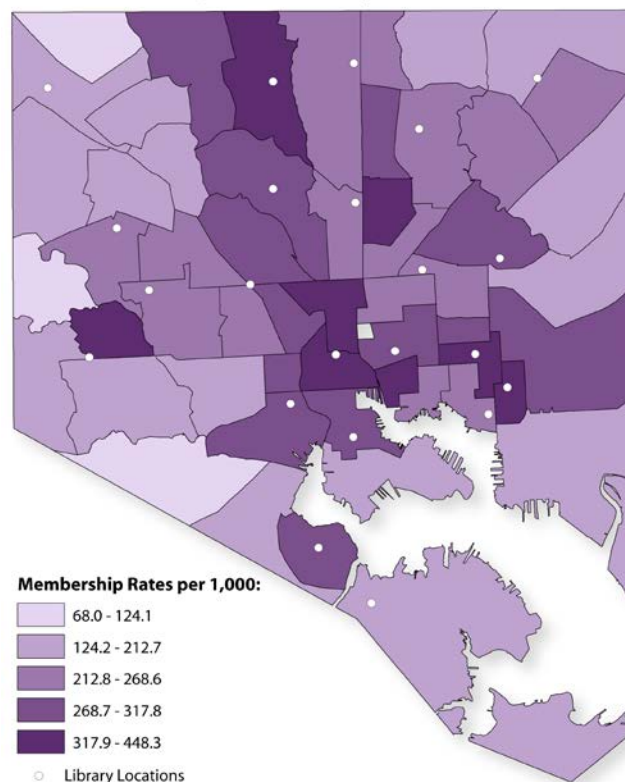
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<sup>6</sup> Source: Library membership data obtained with permission from the Enoch Pratt Free Library. Data includes all active card types for all members of a household with a membership card.

Library membership also points to the ‘regional’ approach most residents take to local amenities. Baltimore City residents can have a library membership in surrounding counties (and vice versa).

- In 2012, nearly 30% of Baltimore residents (299 per 1,000 residents) had an active library membership. The CSAs with the **largest** numbers of residents with active library cards included Greater Roland Park/Poplar Hill (448 per 1,000 residents), Midtown (363 per 1,000 residents), The Waverlies (346 per 1,000 residents), Edmondson Village (342 per 1,000 residents), Patterson Park North & East (332 per 1,000 residents). The CSAs with the **lowest** numbers of residents with active library cards included Morrell Park/Violetville (68 per 1,000 residents), Cross-Country/Cheswolde (104 per 1,000 residents), and Dickeyville/Franklinton (124 per 1,000 residents).

**Rate of Enoch Pratt Library Card Membership and Library Locations, 2012**



### ***Data Story: Number of Persons with Library Cards per 1,000 Residents***

This indicator reflects the number of people in Baltimore City who hold an active library card from the Enoch Pratt Free Library ([www.prattlibrary.org](http://www.prattlibrary.org)). Today's Pratt Library – Baltimore's public library and Maryland's State library – consists of the Central Library, 21 neighborhood branches, two mobile libraries, and five Centers for Technology Training. Its mission is to “provide equal access to information and services that empower, enrich, and enhance the quality of life for all.” The Pratt Library provides essential services to a diverse constituency in a city where 25 percent of residents live below the poverty line, and 83 percent of public school students receive free or reduced-price meals (another measure of poverty). Transformed as both physical and virtual spaces, in neighborhoods or online, public libraries anchor communities and offer a welcoming, neutral place to seek information and enrichment, talk about books and ideas, and engage in community conversation. People trust librarians to help them navigate an increasingly complex and technological world. Last year, nearly 2 million people visited a Pratt Library, making it one of the city's top destinations. Pratt card holders may check out a book; download an eBook; borrow an eReader; or use one of nearly 900 public computers and free wi-fi to do homework, conduct research, apply for a job, check their email, or be entertained. Free programs teach computer skills, help job seekers prepare for the workplace, help parents ready their children for school, and help students succeed in school and in life.

*By the Enoch Pratt Free Library*

# Arts & Culture

## Indicator Definitions & Rankings

For each indicator used in Vital Signs 12, we provide the data source, the years for which it is reported, and the five neighborhoods with the highest and lowest values for the indicator. Rankings are provided for 2012, unless noted otherwise. In the event of a tie, rank numbers are repeated.

### Arts & Culture Economy Indicators

#### Rate of Arts-Related Businesses

*Measures the concentration of arts-related businesses in an area.*

**Definition:** The rate of businesses (both for-profit and non-profit) that are related to arts and culture per 1,000 residents. These industries are identified by their primary NAICS code and include the following: theatre companies and dinner theaters (711110), dance companies (711120), musical groups and artists (711130), other performing arts companies (711190), motion picture theaters (52131), museums (712110), historical sites (712120), zoos and botanical gardens (712130), nature parks (712190), art schools (611610), independent artists (711510), bookstores (451211), music stores (451220), video rental stores (532230), and retail art dealerships (453920).

**Source:** InfoUSA, 2011, 2012; U.S. Census, 2010

#### Five Highest:

1. Downtown/Seton Hill
2. Inner Harbor/Federal Hill
3. Midtown
4. Harbor East/Little Italy
5. Medfield/Hampden/Woodberry

#### Five Lowest:

1. Allendale/Irvington/S. Hilton
2. Canton
3. Clifton-Berea
4. Dickeyville/Franklinton
5. Madison/East End

#### Total Employment in Arts-Related Businesses

*Measures the total number of persons employed in arts-related businesses in an area.*

**Definition:** The number of persons employed in arts-related businesses (both for-profit and non-profit). This number does not count those persons who identify themselves as being artists and does not count sole proprietorships or persons who work part-time in the arts. The same industries are used to determine the rate of arts-related businesses.

**Source:** InfoUSA, 2011, 2012; U.S. Census, 2010

#### Five Highest:

1. Inner Harbor/Federal Hill
2. Midtown
3. Greater Charles Village/Barclay
4. Downtown/Seton Hill
5. Medfield/Hampden/Woodberry

#### Five Lowest:

1. Allendale/Irvington/S. Hilton
2. Canton
3. Clifton-Berea
4. Dickeyville/Franklinton
5. Madison/East End

## *Public Library Indicators*

### **Number of Persons with Library Cards per 1,000 Residents**

*Measures the total number of persons having a library card in an area.*

**Definition:** The rate of persons per 1,000 residents that possess a valid public library system card. This includes all library card types (first card, juvenile, young adult, adult).

**Source:** *Enoch Pratt Free Library, 2011, 2012; U.S. Census, 2010*

#### **Five Highest:**

1. Greater Roland Park/Poplar Hill
2. Midtown
3. The Waverlies
4. Edmondson Village
5. Patterson Park North & East

#### **Five Lowest:**

1. Morrell Park/Violetville
2. Cross-Country/Cheswolde
3. Dickeyville/Franklintown
4. Westport/Mt. Winans/Lakeland
5. Howard Park/West Arlington



Arts and Culture Indicators									
Community Statistical Area (CSA)	Rate of Arts-Related Businesses			Total Employment in Arts-Related Businesses			Rate of Library Membership per 1,000		
	2011	2012	Change (11-12)	2011	2012	Change (11-12)	2011	2012	Change (11-12)
Allendale/Irvington/S. Hilton	0.0	0.0	0.0	0	0	0	194.7	206.0	11.3
Beechfield/Ten Hills/West Hills	0.1	0.2	0.1	4	7	3	153.2	152.5	-0.7
Belair-Edison	0.1	0.2	0.1	24	26	2	319.4	310.2	-9.2
Brooklyn/Curtis Bay/Hawkins Point	0.1	0.2	0.1	9	12	3	229.7	194.2	-35.5
Canton	0.0	0.0	0.0	0	0	0	267.8	235.3	-32.5
Cedonia/Frankford	0.2	0.3	0.0	12	15	3	216.3	212.3	-4.0
Cherry Hill	0.1	0.1	0.0	50	4	-46	323.6	299.3	-24.3
Chinquapin Park/Belvedere	0.1	0.1	0.0	10	10	0	236.7	247.9	11.2
Claremont/Armistead	0.4	0.4	0.0	22	22	0	182.7	161.9	-20.8
Clifton-Berea	0.0	0.0	0.0	0	0	0	279.5	263.3	-16.2
Cross-Country/Cheswolde	0.2	0.4	0.2	9	11	2	78.3	104.3	26.0
Dickeyville/Franklintown	0.0	0.0	0.0	0	0	0	114.4	124.1	9.8
Dorchester/Ashburton	0.1	0.1	0.0	6	6	0	206.3	209.6	3.3
Downtown/Seton Hill	4.5	5.6	1.0	132	144	12	381.0	328.1	-52.9
Edmondson Village	0.1	0.1	0.0	1	1	0	293.0	341.9	48.9
Fells Point	1.3	1.3	0.0	84	63	-21	249.3	218.3	-31.0
Forest Park/Walbrook	0.2	0.2	0.0	3	3	0	279.1	262.7	-16.4
Glen-Fallstaff	0.3	0.3	0.0	12	12	0	125.1	175.3	50.2
Greater Charles Village/Barclay	0.8	0.9	0.1	219	232	13	244.4	222.4	-22.0
Greater Govans	0.2	0.1	-0.1	10	7	-3	290.0	279.0	-11.0
Greater Mondawmin	0.5	0.3	-0.2	26	5	-21	239.2	233.2	-6.0
Greater Roland Park/Poplar Hill	0.8	0.8	0.0	18	18	0	486.5	448.3	-38.2
Greater Rosemont	0.1	0.1	0.0	10	10	0	256.3	265.2	8.9
Greenmount East	0.1	0.1	0.0	20	20	0	284.9	268.6	-16.4
Hamilton	0.3	0.2	-0.1	8	7	-1	224.4	222.7	-1.8
Harbor East/Little Italy	1.5	1.8	0.4	72	82	10	319.6	328.6	9.1
Harford/Echodale	0.4	0.5	0.1	19	28	9	188.6	182.3	-6.2
Highlandtown	0.3	0.4	0.1	5	6	1	362.1	326.8	-35.3
Howard Park/West Arlington	0.3	0.3	0.0	16	16	0	141.2	150.7	9.6
Inner Harbor/Federal Hill	3.1	3.1	0.0	863	866	3	314.4	290.8	-23.6
Lauraville	0.0	0.1	0.1	0	2	2	266.6	237.3	-29.3
Loch Raven	0.2	0.2	0.0	4	4	0	212.8	212.7	-0.1
Madison/East End	0.0	0.0	0.0	0	0	0	330.8	317.8	-13.0
Medfield/Hampden/Woodberry/Remington	1.2	1.8	0.6	94	114	20	328.3	305.3	-23.0
Midtown	2.4	2.6	0.2	548	760	212	386.1	363.0	-23.0
Midway/Coldstream	0.2	0.3	0.1	3	8	5	275.2	230.7	-44.6
Morrell Park/Violetville	0.0	0.1	0.1	0	10	10	67.2	68.0	0.9
Mt. Washington/Coldspring	1.0	0.8	-0.2	141	20	-121	269.0	273.6	4.6
North Baltimore/Guilford/Homeland	0.4	0.5	0.1	41	51	10	244.0	224.4	-19.6
Northwood	0.1	0.2	0.1	7	10	3	272.1	265.8	-6.3
Oldtown/Middle East	0.2	0.3	0.1	8	12	4	313.6	305.4	-8.3
Orangeville/East Highlandtown	0.3	0.4	0.1	5	55	50	281.5	278.5	-3.0
Patterson Park North & East	0.3	0.3	0.0	31	31	0	372.7	332.1	-40.6
Penn North/Reservoir Hill	0.3	0.3	0.0	23	23	0	299.3	298.5	-0.8
Pimlico/Arlington/Hilltop	0.3	0.2	-0.1	7	4	-3	163.1	202.1	39.0
Poppleton/The Terraces/Hollins Market	0.2	0.2	0.0	15	15	0	277.6	288.8	11.2
Sandtown-Winchester/Harlem Park	0.0	0.1	0.1	0	2	2	276.5	257.7	-18.9
South Baltimore	0.3	0.2	-0.1	42	39	-3	246.2	210.7	-35.4
Southeastern	0.6	0.6	0.0	9	17	8	173.8	156.1	-17.7
Southern Park Heights	0.0	0.2	0.2	0	3	3	183.6	187.5	3.9
Southwest Baltimore	0.2	0.1	-0.1	11	6	-5	205.9	202.8	-3.1
The Waverlies	0.0	0.1	0.1	0	2	2	359.0	345.7	-13.3
Upton/Druid Heights	0.2	0.1	-0.1	6	4	-2	293.7	285.3	-8.3
Washington Village/Pigtown	0.5	0.7	0.2	56	57	1	318.9	301.8	-17.1
Westport/Mt. Winans/Lakeland	0.3	0.3	0.0	12	12	0	155.5	149.0	-6.5
<b>Baltimore City</b>	<b>0.4</b>	<b>0.5</b>	<b>0.1</b>	<b>2727</b>	<b>2894</b>	<b>167</b>	<b>249.6</b>	<b>299.1</b>	<b>49.5</b>

For more information on these indicators please visit <http://www.bnijfi.org>.





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