BNIA BALTIMORE NEIGHBORHOOD INDICATORS ALLIANCE   Jacob France Institute
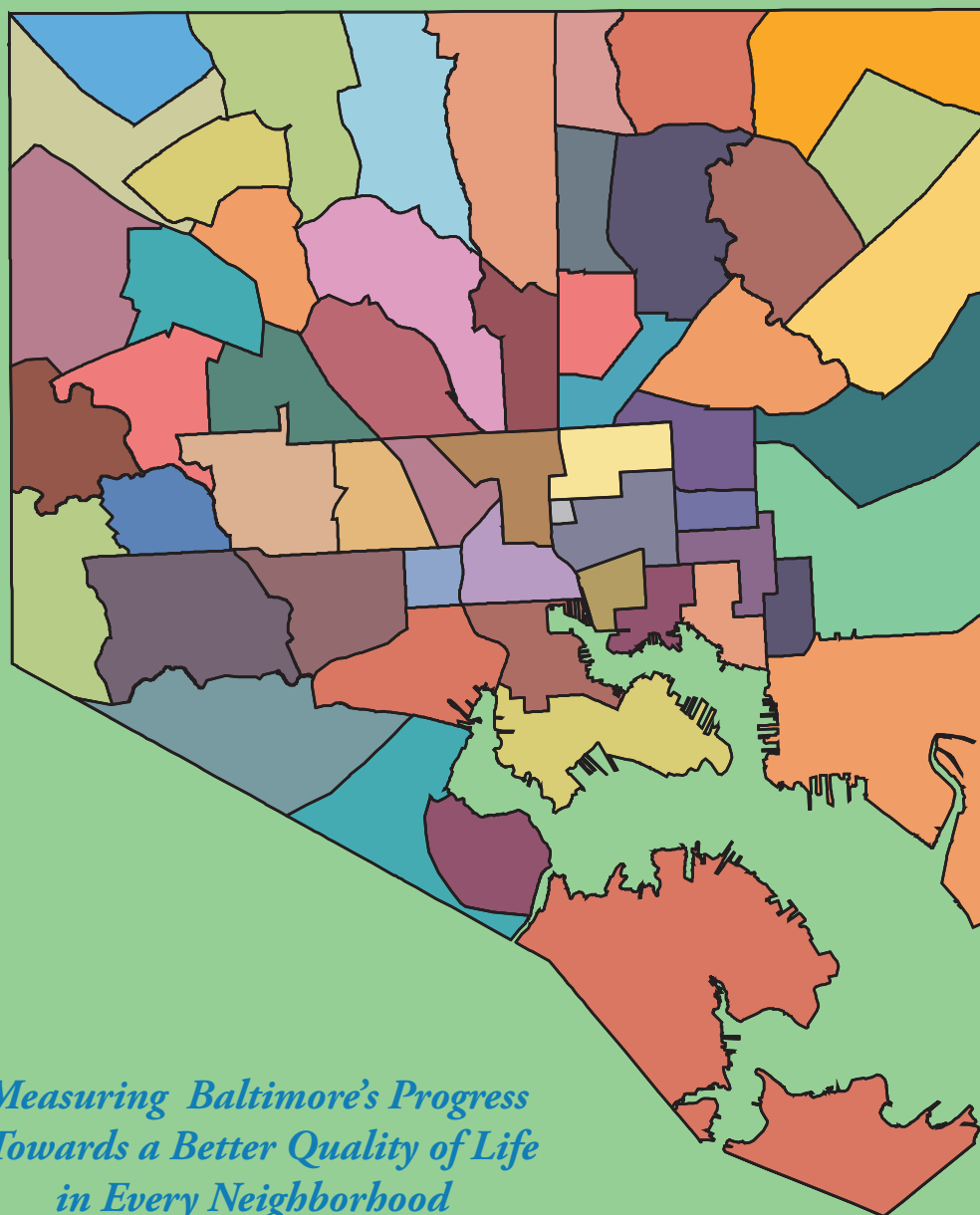
VITAL SIGNS *13*

Census Demographics

Housing & Community Development

Children & Family Health

Crime & Safety

Economic & Workforce Development

Education & Youth

Arts & Culture

Sustainabilty

Measuring Baltimore's Progress Towards a Better Quality of Life in Every Neighborhood

ub UNIVERSITY OF BALTIMORE

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THE ANNIE E. CASEY
FOUNDATION

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Arts & Culture

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 in the nation 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 interaction of increasingly diverse residents and as attractions for visitors to the area. Today, these interactions enable greater "creativity"[1] which permeates the nature of how people work and live in neighborhoods. 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 a small but growing part of *Vital Signs*. *Vital Signs 13* 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. Indicators are chosen based on research by organizations nationally such as the National Endowment of the Arts[2] that are working to establish best practices for community-based indicators.

Data

Vital Signs 13 tracks three arts and culture indicators which come from two main sources: InfoUSA and the Enoch Pratt Free Library. Indicators are created by normalizing these data by the population size of each area to establish rates. Normalizing data allows for the rates to reflect the concentration of the indicators relative to the population, and allows for comparisons across neighborhoods and over time.

Arts and Culture Economy[3]

Arts and cultural venues contribute to local economies in three main ways: 1) through the creation of local businesses and jobs, 2) by attracting visitors and outside spending to a local area and 3) by physically occupying and often retrofitting spaces that provide opportunities for people to convene. In order to better understand the impact of the arts and culture in the neighborhood, *Vital Signs 13* tracks the concentration of arts-related businesses and total employment in these sectors.

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[1] Richard Florida. *Cities and the Creative Class.* 2004
[2] 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.
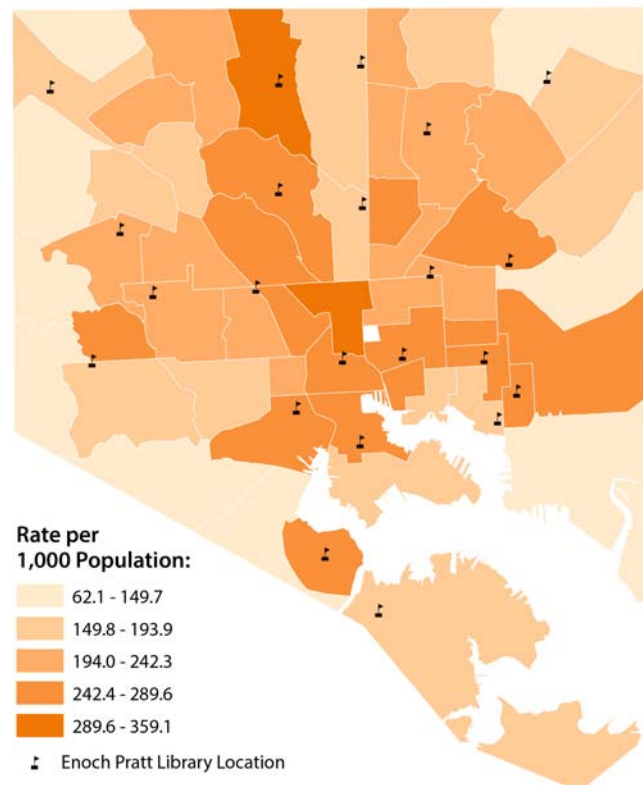[3] Data from InfoUSA

- From 2012 to 2013, the number of arts-related businesses in Baltimore City remained **steady** at 0.5 per 1,000 residents. The CSAs that experienced the greatest increase included Mount Washington/Coldspring (+0.6 per 1,000 residents), and Cross-Country/Cheswolde and Greater Charles Village/Barclay (+0.3 per 1,000 residents). The CSAs that experienced **declines** included Downtown/Seton Hill (-1.1 per 1,000 residents) and Inner Harbor/Federal Hill (-1.0 per 1,000 residents)

- In 2013, the CSAs with the largest number of arts-related businesses per 1,000 residents included Downtown/Seton Hill (4.5 per 1,000 residents) and Midtown (2.8 per 1,000 residents). Two CSAs had **zero** arts-related businesses per 1,000 residents, including Allendale/Arlington/Hilltop and Madison/East End.

- From 2012 to 2013, the number of persons employed in arts-related businesses increased from 2,894 to 3,267. The CSAs with the greatest increase in number of persons employed in arts-related businesses included Penn North/Reservoir Hill, Inner Harbor/Federal Hill and Charles Village/Barclay. The CSAs with the greatest **decrease** in number of persons employed in arts-related businesses included Midtown and South Baltimore.

- In 2013, the CSAs with the largest number of persons employed in arts-related businesses were in the Inner Harbor/Federal Hill (1,060) and Midtown (578). There were 2 CSAs with no persons employed in arts-related businesses.

Library Membership[4]

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 categorized within the Arts and Culture section of *Vital Signs 13*, 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***).

Number of Persons with Library Cards, 2013

Rate per 1,000 Population:
- 62.1 - 149.7
- 149.8 - 193.9
- 194.0 - 242.3
- 242.4 - 289.6
- 289.6 - 359.1

Enoch Pratt Library Location

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[4] 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 this local amenities. Baltimore City residents can have a library membership in surrounding counties (and vice versa) which might help explain variable rates in neighborhoods bordering surrounding counties.

- In 2013, the rate of active library membership was 210.3 members per 1,000 residents, which is a decrease from the rate in 2012 of 241.7 per 1,000 residents.

- The CSAs that experienced the greatest increase in rate of library membership included Glen-Fallstaff (+15.6 per 1,000 residents) and Pimlico/Arlington/Hilltop (+10.9 per 1,000 residents). The CSAs that experienced declines in rate of library membership included Greater Roland Park/Poplar Hill (-89.2 per 1,000 residents) and The Waverlies (-75.3 per 1,000 residents)[5].

- The CSAs with the largest numbers of residents with active library cards included Greater Roland Park/Poplar Hill (359.1 per 1,000 residents), Midtown (309.9 per 1,000 residents), and Partterson Park North & East (289.6 per 1,000 residents). The CSAs with the lowest numbers of residents with active library cards included Morrell Park/Violetville (62.1 per 1,000 residents), Cross-Country/Cheswolde (105.2 per 1,000 residents), and Dickeyville/Franklintown (119.7 per 1,000 residents).

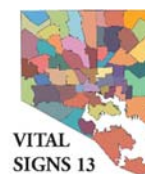*Data Story: Number of Persons with Library Cards per 1,000 Residents*

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) – Baltimore's public library and Maryland's State library. 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.

Library usage is measured in many ways, reflecting not just access to information and services – gauged traditionally by measures such as library card registration, circulation of materials, number of reference questions answered by librarians, and number of visitors – but also by measures of emerging usage. Emerging usage includes program attendance, computer usage and technology training, wi-fi usage, database usage, website visits, and circulation and demonstrations of new technologies – reflecting the public library's role in fostering engagement and serving as a place of community.

To improve customer experience and respond to increasing demand for services, the Pratt continues to systematically renovate every library location. This is an important factor that affects library card trend data, as customers adjust to temporary change in where and how they use their neighborhood library – while this work is being done and then again after the renovated building reopens.

By the Enoch Pratt Free Library

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[5] The two CSAs with the greatest increases are close to the Reisterstown Road Branch, which reopened after renovations in 2011. The Waverlies CSA contains the Waverly Branch library which was closed for renovations in 2013. That branch along with the Canton Branch which was also closed will reopen in 2015.

Arts & Culture
Indicator Definitions & Rankings

For each indicator used in *Vital Signs 13*, 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 2013, 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, 2013; U.S. Census, 2010

Five Highest:
1. Downtown/Seton Hill
2. Midtown
3. Inner Harbor/Federal Hill
   Medfield/Hampden/Woodberry/Remington
4. Harbor East/Little Italy

Five Lowest:
1. Allendale/Irvington/S. Hilton
2. Canton
3. Clifton-Berea
4. Dickeyville/Franklintown
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, 2013; U.S. Census, 2010

Five Highest:
1. Inner Harbor/Federal Hill
2. Midtown
3. Penn North/Reservoir Hill
4. Greater Charles Village/Barclay
5. Downtown/Seton Hill

Five Lowest:
1. Madison/East End
   Allendale/Irvington/S. Hilton
2. The Waverlies
   Morrell Park/Violetville
   Clifton-Berea

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, 2013; U.S. Census, 2010*

Five Highest:
1. Greater Roland Park/Poplar Hill
2. Midtown
3. Patterson Park North & East
4. Oldtown/Middle East
5. Edmondson Village

Five Lowest:
1. Morrell Park/Violetville
2. Cross-Country/Cheswolde
3. Dickeyville/Franklintown
4. Southeastern
5. Westport/Mt. Winans/Lakeland

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	2013	Change (12-13)	2011	2012	2013	Change (12-13)	2011	2012	2013	Change (12-13)
Allendale/Irvington/S. Hilton	0.0	0.0	0.0	0.0	0	0	0	0	194.7	206.3	185.5	-20.8
Beechfield/Ten Hills/West Hills	0.1	0.2	0.1	-0.1	4	7	4	-3	153.2	153.1	140.4	-12.7
Belair-Edison	0.1	0.2	0.2	0.0	24	26	26	0	319.4	310.3	261.3	-49.0
Brooklyn/Curtis Bay/Hawkins Point	0.1	0.2	0.2	0.0	9	12	6	-6	229.7	195.5	187.1	-8.4
Canton	0.0	0.0	0.1	0.1	0	0	1	1	267.8	235.3	169.4	-65.9
Cedonia/Frankford	0.2	0.3	0.2	0.0	12	15	11	-4	216.3	213.4	186.2	-27.2
Cherry Hill	0.1	0.1	0.2	0.1	50	4	12	8	323.6	309.4	279.7	-29.7
Chinquapin Park/Belvedere	0.1	0.1	0.1	0.0	10	10	2	-8	236.7	247.9	218.3	-29.7
Claremont/Armistead	0.4	0.4	0.2	-0.1	22	22	14	-8	182.7	166.2	145.3	-20.9
Clifton-Berea	0.0	0.0	0.1	0.1	0	0	1	1	279.5	264.4	220.8	-43.6
Cross-Country/Cheswolde	0.2	0.4	0.7	0.3	9	11	19	8	78.3	104.3	105.2	0.8
Dickeyville/Franklintown	0.0	0.0	0.2	0.2	0	0	3	3	114.4	124.1	119.7	-4.4
Dorchester/Ashburton	0.1	0.1	0.1	0.0	6	6	6	0	206.3	211.2	190.1	-21.0
Downtown/Seton Hill	4.5	5.6	4.5	-1.1	132	144	137	-7	381.0	328.1	262.8	-65.3
Edmondson Village	0.1	0.1	0.1	0.0	1	1	2	1	293.0	342.3	283.2	-59.1
Fells Point	1.3	1.3	1.3	0.0	84	63	89	26	249.3	218.3	181.0	-37.3
Forest Park/Walbrook	0.2	0.2	0.2	0.0	3	3	3	0	279.1	262.7	242.3	-20.4
Glen-Fallstaff	0.3	0.3	0.3	0.0	12	12	15	3	125.1	175.3	190.9	15.6
Greater Charles Village/Barclay	0.8	0.9	1.2	0.3	219	232	300	68	244.4	222.4	183.5	-39.0
Greater Govans	0.2	0.1	0.1	0.0	10	7	7	0	290.0	279.0	235.7	-43.3
Greater Mondawmin	0.5	0.3	0.3	0.0	26	5	6	1	239.2	233.2	217.4	-15.8
Greater Roland Park/Poplar Hill	0.8	0.8	0.8	0.0	18	18	21	3	486.5	448.3	359.1	-89.2
Greater Rosemont	0.1	0.1	0.1	0.0	10	10	10	0	256.3	265.2	227.3	-37.9
Greenmount East	0.1	0.1	0.1	0.0	20	20	20	0	284.9	268.6	228.5	-40.1
Hamilton	0.3	0.2	0.4	0.2	8	7	10	3	224.4	222.7	192.4	-30.3
Harbor East/Little Italy	1.5	1.8	1.8	0.0	72	82	85	3	319.6	328.6	276.9	-51.8
Harford/Echodale	0.4	0.5	0.5	0.1	19	28	30	2	188.6	182.7	149.7	-33.1
Highlandtown	0.3	0.4	0.4	0.0	5	6	7	1	362.1	326.8	278.2	-48.6
Howard Park/West Arlington	0.3	0.3	0.3	0.0	16	16	17	1	141.2	151.7	142.7	-8.9
Inner Harbor/Federal Hill	3.1	3.1	2.0	-1.0	863	866	1060	194	314.4	290.8	252.6	-38.2
Lauraville	0.0	0.1	0.3	0.2	0	2	12	10	266.6	237.5	204.1	-33.4
Loch Raven	0.2	0.2	0.1	-0.1	4	4	2	-2	212.8	213.2	176.1	-37.0
Madison/East End	0.0	0.0	0.0	0.0	0	0	0	0	330.8	320.8	270.9	-49.9
Medfield/Hampden/Woodberry/Remington	1.2	1.8	2.0	0.2	94	114	126	12	328.3	305.3	254.8	-50.5
Midtown	2.4	2.6	2.8	0.2	548	760	578	-182	386.1	363.2	309.9	-53.3
Midway/Coldstream	0.2	0.3	0.3	0.0	3	8	11	3	275.2	230.7	207.9	-22.8
Morrell Park/Violetville	0.0	0.1	0.1	0.0	0	10	1	-9	67.2	68.3	62.1	-6.1
Mt. Washington/Coldspring	1.0	0.8	1.4	0.6	141	20	27	7	269.0	273.6	224.3	-49.3
North Baltimore/Guilford/Homeland	0.4	0.5	0.6	0.1	41	51	49	-2	244.0	224.5	188.0	-36.4
Northwood	0.1	0.2	0.2	0.0	7	10	10	0	272.1	265.8	218.9	-46.9
Oldtown/Middle East	0.2	0.3	0.1	-0.2	8	12	3	-9	313.6	305.4	284.9	-20.5
Orangeville/East Highlandtown	0.3	0.4	0.7	0.2	5	55	58	3	281.5	278.9	251.5	-27.5
Patterson Park North & East	0.3	0.3	0.1	-0.2	31	31	14	-17	372.7	333.0	289.6	-43.4
Penn North/Reservoir Hill	0.3	0.3	0.3	0.0	23	23	319	296	299.3	298.5	261.9	-36.6
Pimlico/Arlington/Hilltop	0.3	0.2	0.2	0.0	7	4	4	0	163.1	202.1	213.0	10.9
Poppleton/The Terraces/Hollins Market	0.2	0.2	0.4	0.2	15	15	6	-9	277.6	288.8	238.5	-50.3
Sandtown-Winchester/Harlem Park	0.0	0.1	0.1	0.0	0	2	2	0	276.5	257.7	228.5	-29.2
South Baltimore	0.3	0.2	0.2	0.0	42	39	3	-36	246.2	210.7	175.3	-35.4
Southeastern	0.6	0.6	0.5	-0.2	9	17	14	-3	173.8	156.1	130.2	-25.9
Southern Park Heights	0.0	0.2	0.3	0.1	0	3	17	14	183.6	187.5	193.9	6.4
Southwest Baltimore	0.2	0.1	0.2	0.1	11	6	13	7	205.9	203.4	177.3	-26.1
The Waverlies	0.0	0.1	0.1	0.0	0	2	1	-1	359.0	345.7	270.3	-75.3
Upton/Druid Heights	0.2	0.1	0.2	0.1	6	4	4	0	293.7	285.3	253.1	-32.2
Washington Village/Pigtown	0.5	0.7	0.9	0.2	56	57	61	4	318.9	301.8	271.7	-30.2
Westport/Mt. Winans/Lakeland	0.3	0.3	0.3	0.0	12	12	8	-4	155.5	149.3	133.4	-15.9
Baltimore City	**0.4**	**0.5**	**0.5**	**0.0**	**2727**	**2894**	**3267**	**373**	**249.6**	**241.7**	**210.3**	**-31.5**

For more information on these indicators please visit http://www.bniajfi.org.

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