

Census
Demographics

Housing and
Community
Development

Children
and Family
Health

Crime and
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Development

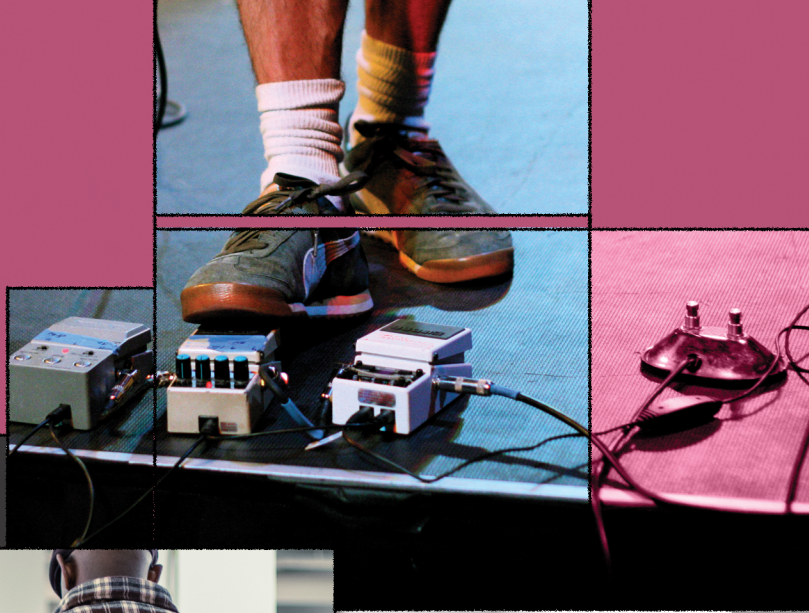
Education
and Youth

Arts and
Culture

Sustainability

SPRING 2016
VITAL SIGNS 14

Measuring Progress Toward
a Better Quality of Life in
Every Neighborhood




BNIA
BALTIMORE NEIGHBORHOOD
INDICATORS ALLIANCE
Jacob France Institute

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What We Learn from Arts & Cultural Vital Signs

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Why are Baltimore's Arts & Cultural *Vital Signs* so important? Because they enable us – citizens, policymakers, visitors – to see how ubiquitous arts and cultural capacity is across the city. The contributions that artists, arts organizations, and community cultural practices make to the life of a city are our glue. They help us celebrate who we are and our traditions. They encourage us to understand other cultures and traditions. They bring us new ideas, expose social ills, and provide creative means to protest injustice. They delight, challenge, and provoke us. They liberate emotions we didn't know we had. They are, perhaps, the single most important ingredient in that amorphous thing/place/identity that we call community.

For more than a century, our federal government has been publishing output, income and employment statistics for many economic sectors: agriculture, manufacturing, transportation, wholesaling, retailing, services. And it has recently created new categories like tourism. Arts and culture were invisible in this schema – bundled together with sports and entertainment as just another service sector. Over the decades, arts advocates and urban academics began creating their own metro and city-wide studies: for Los Angeles in 1979, the Port Authority of New York, 1983, and Seattle in 1992.



Photo: Baltimore Office of Promotions & the Arts

Since then, the demand for hard data has proliferated. In 2010, when Anne Gadwa and I wrote our *Creative Placemaking* white paper to frame the National Endowment for the Arts new Our Town initiative, the Chair of the NEA insisted that we document the significance of arts and culture for the US economy. We did, showing that American cultural industries generated more than \$4.1 trillion in gross national product, and exported \$46 billion in products and services. NEA subsequently worked with the Bureau of Economic Analysis to create national output and income accounts for arts and culture, a series that now allows us to see change year by year. And yet, few of these studies have taken the story down to the neighborhood level.

Baltimore's *Vital Signs* pioneers in this regard. These data are actionable. If library patronage is low in your neighborhood, encourage more people to get their free library card. Plan an event that brings neighbors together to get to know one another. In next year's *Vital Signs*, you'll be able to see the results.

I'm a Minnesotan, and have spent very little time in Baltimore. This study, especially the interspersing of beautiful photographs with hard data, makes me eager to visit your city. And not just the city, but it's neighborhoods as well. I love the maps that show how murals spread from Westport/ Mt Winans Lakeland to the Waverlies, from Highlandtown to Penn North/ Reservoir Hill and beyond. I love learning that festivals, block parties, races, and parades are honored as part of arts and culture in your city.

Maybe, reading this compendium of cultural assets, everyone in every neighborhood will understand how central arts and culture are to your lives, your neighborhoods, your city, your jobs, your free time. How the arts deserve more credit, nurturing, and attention in the public sector, including in city budgets. How they help stabilize neighborhoods – inviting, as Jane Jacobs once wrote of Manhattan's Chinatown, Little Italy, Soho and Greenwich Village, city residents and visitors to cross porous borders to visit and enjoy the distinctiveness of each. I hope to do so myself!

The City of Baltimore is home to world-renowned arts and cultural assets such as the Lyric Opera House, the Baltimore Museum of Art, the Maryland Institute College of Art, and one of the country's oldest free public libraries, Enoch Pratt Free Library. While these venerable institutions attract visitors from the region and around the world, studies increasingly show¹ that art exists in neighborhoods beyond the traditional “downtown” or even newer cultural districts. Formal and informal arts and cultural opportunities contribute to the vitality within all neighborhoods by providing public spaces and events for social interaction among ever more diverse residents. Communities come together around artistic expressions to rejoice or heal from shared experiences;² after the civil unrest that erupted in Baltimore in 2015 when Freddie Gray died in police custody, friends, community members, and artists painted murals in Sandtown-Winchester to commemorate the life of Gray.³

Arts and cultural opportunities can also

catalyze community development through both creative placemaking and growth in the creative economy.⁴ Creative placemaking is a design approach that shapes the physical and social character of a place around artistic and cultural events in order to generate activity, promote public safety, increase economic viability, and create inclusive communities.⁵ The linkage between the arts, local economies, and transformations of the physical and social character of a place around arts and

cultural activities is evident in the growing presence of art and creative practices in Baltimore's three Arts and Entertainment districts: Station North (est. 2002), Highlandtown (est. 2003), and Bromo Tower (est. 2012). The growing presence of these kinds of spaces and people living and working in them is also expanding into the civic sphere. To better understand the concerns of artists and arts organizations, Citizen Artist

Baltimore, a nonpartisan initiative, conducted a series of listening sessions and an online survey, which shows participants' recognition that the arts can be used for transforming vacant spaces and building community in an inclusive manner.⁶

The creative economy comprises businesses and professions directly or tangentially involved in arts-related practices, ranging from art supply outlets to symphonies and art museums to architecture and advertising firms.⁷ The presence

¹ Mark Stern and Susan Seifert, “Cultural Clusters: The Implications of Cultural Assets Agglomeration for Neighborhood Revitalization,” 2010

For more information on data interpretation of the American Community Survey visit www.census.gov

² Community Action Programme on Social Exclusion, “The role of culture in preventing and reducing poverty and social exclusion,”

³ “After Freddie Gray unrest, activists hope to transform Sandtown-Winchester with murals, gardens” *Baltimore Sun*, June 2015
www.baltimoresun.com/news/maryland/freddie-gray/bs-md-freddie-gray-mural-garden-20150608-story.html#page=1

⁴ Ann Markusen and Anne Gadwa, “Creative Placemaking,” 2010; Richard Florida. *Cities and the Creative Class*. 2004

⁵ Markusen and Gadwa, “Creative Placemaking,” 2010.

⁶ Citizen Artist Baltimore: citizenartist.vote

⁷ Americans for the Arts: www.americansforthearts.org/creativeindustries

and accessibility of arts-based businesses are directly linked to increasing civic engagement and volunteerism as well as creating economic opportunity at the neighborhood level.⁸ During the summer of 2015, Jubilee Arts and the Baltimore Office of Promotion & the Arts (BOPA) launched *Art@Work: Sandtown*, a program that employed 80 youth from the community to work as apprentices under experienced artists producing nine murals in five weeks.⁹

Finally, local spaces of inclusive, cultural interaction allow for the creation of social networks that link residents together for greater resilience.¹⁰ 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. The Enoch Pratt Free Library Pennsylvania Avenue Branch, located at the epicenter of the civil unrest in April, remained open for the community, particularly children who were home due to schools being closed.¹¹

Establishing quantifiable indicators for every neighborhood to capture the decentralized presence and broad participation of residents and visitors is challenging. Based on national research regarding the effects of arts and culture



Photo: Baltimore Office of Promotions & the Arts

within communities,¹² *Vital Signs* focuses on both available and actionable arts and culture data in order to better target goals for improving quality of life in Baltimore's neighborhoods.

Vital Signs 14 includes a total of eight arts and culture indicators, five of which are new in this edition, divided into four general categories: the *public art* category represents a permanent and localized medium of visual arts and culture, the *public events* category represents temporary activities to promote social interaction and cohesion, the *arts and culture economy* category represents

the talent, economy, and capital that arts and culture cultivate and attract to Baltimore, and the *public library* category represents a locally-accessible system of interactive spaces.

Data

Vital Signs 14 tracks arts and culture indicators from four main sources: BOPA, Enoch Pratt Free Library, Department of Transportation,¹³ and InfoUSA. These sources were selected because they have citywide data inventories that allow for a comprehensive overview of arts and culture as well as a breakdown of data into the neighborhood level for further analysis. While additional related sources are available on location-specific scales, only citywide inventories are currently included in order to ensure consistency across CSAs.

When possible, 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 over time. In some cases, indicator data is kept in raw number form for the sake of point-based analysis and comparisons.

⁸ National Endowment for the Arts, "Art-Goers in Their Communities: Patterns of Civic and Social Engagement," 2009.

⁹ For more information about Art@Work, visit www.promotionandarts.org/arts-council/art-work

¹⁰ Mark Stern and Susan Seifert, "Cultivating 'Natural' Cultural Districts," 2007

¹¹ "Baltimore's Library Stays Open During Unrest," americanlibrariesmagazine.org/blogs/the-scoop/qa-carla-hayden-baltimore

¹² Key sources: Markusen and Gadwa, "Creative Placemaking," 2010; Social Impact of the Arts Project; Arts and Cultural Indicators Project; National Endowment for the Arts; Stern and Seifert, "Cultural Clusters," 2010

¹³ The Department of Transportation, Envista Database

Public Art¹⁴

Baltimore, known as the “Monumental City” since the early nineteenth century, has had a long history of investing in art and aesthetics in the public realm. In 1964, Baltimore became the second city in the country to pass a Percent-for-Art law, which requires 1% of all capital construction costs go to toward public art. Since then, over 300 works have been publicly-funded as a part of this program, including murals, monuments, paintings, and sculptures. In 2007, the City of Baltimore created a nine-member citizen public art commission that reviews gifts of public art and administers the Percent-for-Art program.¹⁵

Public art is defined by BOPA as city-funded¹⁶ artwork that “enhances the cityscape, quality of life, and artistic and creative climate in Baltimore. It supports our city’s artists and promotes an awareness of the visual arts in the public environment.”¹⁷ Monuments, paintings, sculptures, stained glass, fountains, and mosaics are among the art forms counted in the public art indicator.

- In 2014, there were 1.2 works of public art per 1,000 residents (750 works of public art total) in the City of Baltimore. The CSAs with the greatest rates of public art were Downtown/Seton

Hill (14.6 per 1,000 residents), The Waverlies (6.7 per 1,000 residents), and Oldtown/Middle East (5.2 per 1,000 residents). One CSA, Southeastern, had zero works of public art.

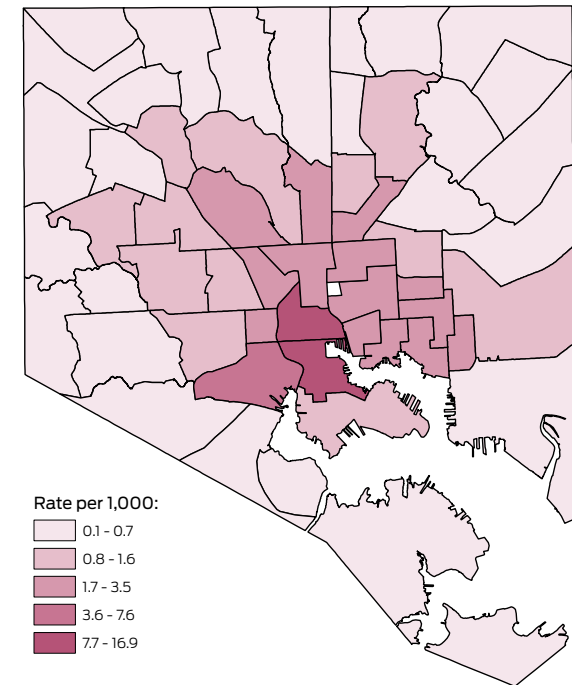
City-funded murals are included in both the public art indicator as well as a separate indicator in order to track where they are emerging throughout the city. Murals, a highly visible and growing art form in Baltimore, capture community sentiments and history engaging both residents and visitors.

- In 2014, there were a total of 218 publicly funded murals in the City of Baltimore. The CSAs with the largest number of publicly funded murals were Downtown/Seton Hill (39.0 murals) and Southwest Baltimore (17.0 murals). Sixteen CSAs had zero publicly funded murals.

Public Events¹⁸

Public events are temporary convening areas in the public rights-of-way that generally involve community participation, input, and initiative. Beyond promoting neighborhood activity, public events are directly linked to increases in civic engagement overall.¹⁹ *Vital Signs* tracks the frequency of public events through the number of event permits requested per 1,000 residents for activities such as parades, festivals, block parties, and marathons.²⁰

Number of Event Permits
Requested per 1,000 Residents, 2014



¹⁴ Data from BOPA

¹⁵ BOPA, Public Art Commission: www.promotionandarts.org/arts-council/baltimore-public-art-commission

¹⁶ It is important to note that while there are additional instances of public art, particularly murals, in Baltimore, only publicly-funded works were taken into account in order to maintain a consistency of data sources throughout the CSAs

¹⁷ BOPA, City of Baltimore Public Art Guidelines 2012 (Last revision: October 2011)

¹⁸ Data from Envista, with permission from the Baltimore City Department of Transportation

¹⁹ Markusen and Gadwa, “Creative Placemaking,” 2010

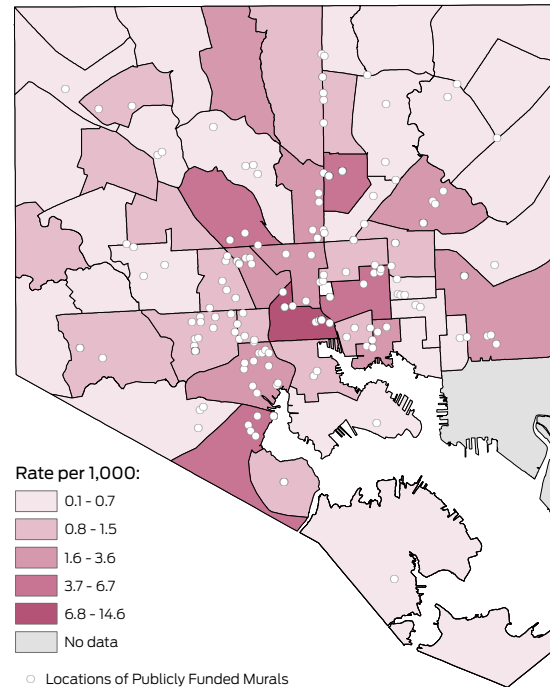
²⁰ If a public event, such as a marathon or festival, extends into the boundaries of multiple CSAs, the centroid of the event is used to determine the event’s CSA. All events are counted once per an event permit request

- The CSAs with the greatest rates of event permit requests were Downtown/Seton Hill (16.9 per 1,000 residents), Inner Harbor/Federal Hill (12.6 per 1,000 residents), and Washington Village/Pigtown (7.6 per 1,000 residents). After the top three, rates of event permit requests drop to 3.5 per 1,000 residents. The CSAs with the lowest rates of event permit requests were Glen-Fallstaff, Claremont/Armistead, and Cherry Hill, which all had approximately 0.1 event permit requests per 1,000 residents.

Arts and Culture Economy²¹

The arts and culture economy encompasses a diversity of industries that create employment and stimulate the economy, allow for educational opportunities in the arts and related fields, market and brand a city or neighborhood, contribute to creative placemaking and the reuse of spaces for communities, and brand and market a city or neighborhood. These industries range from spaces where the arts can be enjoyed, such as theaters or art studios, to institutions of learning that teach visual, musical, and performing arts, to businesses that involve creative skill sets, such as architecture firms or advertising agencies.

Rate of Public Art per 1,000 Residents, 2014



Vital Signs 14 includes both rates of and number of persons employed in arts-related businesses, which are defined as belonging to industries that allow for the consumption and enjoyment of arts and culture, and rates of businesses and number of persons employed in the creative economy, which is defined as industries that use and support artistic and cultural skill sets to attract and generate capital, knowledge, and information.²²

- From 2013 to 2014, the rate of arts-related businesses in Baltimore City remained steady at 0.7 per 1,000 residents. The CSAs that experienced the greatest increase included Downtown/Seton Hill (+0.6 per 1,000 residents), South Baltimore (+0.5 per 1,000 residents), and Greater Roland Park/Poplar Hill and Harbor East/Little Italy (+0.4 per 1,000 residents). Five CSAs tied for the greatest declines, including Greater Charles Village/Barclay, Southern Park Heights, Brooklyn/Curtis Bay/Hawkins Point, Mt. Washington/Coldspring, and Howard Park/West Arlington (-0.2 per 1,000 residents).
- In 2014, the CSAs with the largest rate of arts-related businesses per 1,000 residents included Downtown/Seton Hill (8.4 per 1,000 residents) and Midtown (3.3 per

²¹ Data from InfoUSA. Due to InfoUSA's survey methodology, which consists of compiling a list of publicly-available phone numbers to conduct a sample phone survey, some businesses, such as those without landlines, are not represented. Additionally, firms with multiple branches may report total employment out of a single location, distorting employee counts by geography. For these reasons, long-term comparisons of the data are not recommended

²² For a complete list of SIC and NAICS codes used to define arts-based and creative economy industries, see *Arts & Culture Economy Indicators*

1,000 residents). Two CSAs had zero arts-related businesses per 1,000 residents.

- In 2014, the CSAs with the largest number of persons employed in arts-related businesses were in the Inner Harbor/Federal Hill (1,073) and Midtown (569). There were two CSAs with no persons employed in arts-related businesses.

The rate of businesses and number of persons employed in the creative economy includes arts-related industries and adds creative industries, such as architecture, marketing, and publishing.²³

- From 2013 to 2014, the rate of businesses in the creative economy in Baltimore City remained steady at 1.6 per 1,000 residents. The CSAs that experienced the greatest increase included Fells Point (+1.1 per 1,000 residents), South Baltimore (+0.6 per 1,000 residents), Downtown (+0.5 per 1,000 residents), and Medfield/Hampden/Woodberry/Remington and The Waverlies (+0.4 per 1,000 residents). The CSAs with the greatest declines included Mt. Washington/Coldspring (-0.8 per 1,000 residents), Morrell Park/Violetville (-0.6 per 1,000 residents), and Harbor East/Little Italy and Washington Village/Pigtown (-0.4 per 1,000 residents).
- In 2014, the CSAs with the largest rate of businesses in the creative economy per

1,000 residents included Downtown/Seton Hill (18.9 per 1,000 residents), Midtown (7.2 per 1,000 residents), and Medfield/Hampden/Woodberry/Remington (7.1 per 1,000 residents). One CSA had zero arts-related businesses per 1,000 residents.

- In 2014, the CSAs with the largest number of persons employed in the creative economy were Midtown (1,952) and Inner Harbor/Federal Hill (1,826). There was one CSA with no persons employed in arts-related businesses.

Library Membership²⁴

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 in digital formats. Public libraries also provide spaces for residents of all ages to engage in events, workshops, and educational activities. In 2013, public libraries began offering classes to educate members about how to download e-books onto digital devices and continued expanding digital resources,²⁵ which may explain some increases in library membership. Although this indicator is categorized within the Arts and Culture section of *Vital Signs 14*, 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.

Library membership also points to the “regional” approach most residents take to this local amenity. 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 2014, Enoch Pratt Free Library changed its methodologies for calculating library membership. Hence, rate comparisons between 2014 library membership data and that of previous years are not feasible.

- In 2014, more than one in three Baltimore residents (341.8 per 1,000 residents) had an active library membership.
- The CSAs with the highest rate of residents with active library cards included Cherry Hill (508.0 per 1,000 residents), Oldtown/Middle East (486.7 per 1,000 residents), and Patterson Park North & East (473.4 per 1,000 residents). The CSAs with the lowest numbers of residents with active library cards included Morrell Park/Violetville (101.1 per 1,000 residents), Cross-Country/Cheswolde (130.4 per 1,000 residents), and Dickeyville/Franklinton (190.4 per 1,000 residents).

²³ For a complete list of SIC and NAICS codes used to define arts-based and creative economy industries, see *Arts & Culture Economy Indicators*

²⁴ Data obtained with permission from the Enoch Pratt Free Library. Library membership data for 2014 counts all active card types for all members of a household with a membership card, including library cards that do not expire. Previous totals for registered borrowers/active library users did not include users who have a library card that does not expire. For these reasons, comparison of the data between years is not recommended

²⁵ “Baltimore libraries are now as close as your e-reader”
www.baltimoresun.com/news/maryland/baltimore-city/north-baltimore/ph-ms-library-electronic-readers-0808-20130807-story.html

Data Story: Murals per 1,000 Residents

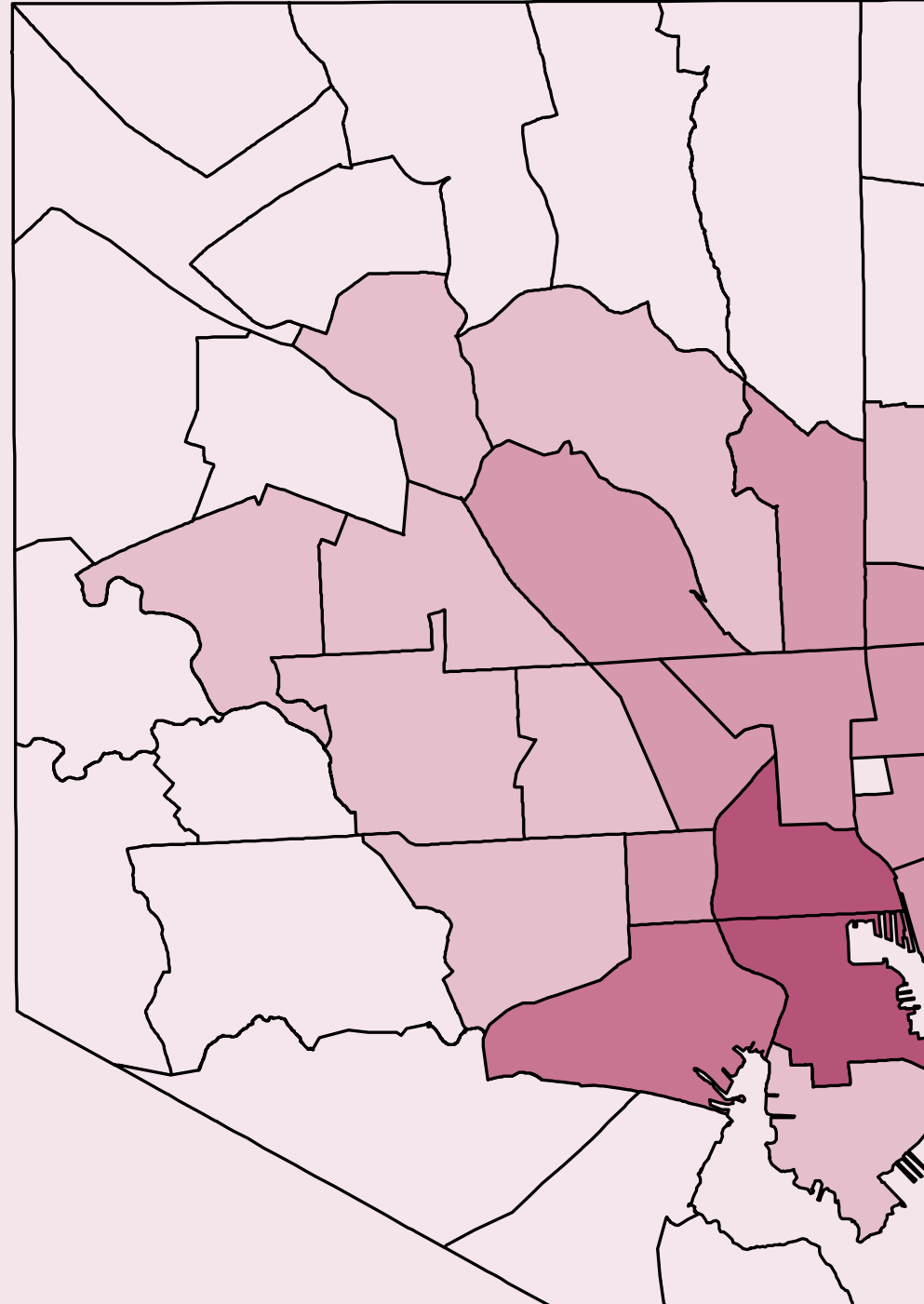
The Baltimore Mural Program was established in 1975 by Mayor William Donald Schaefer and the Mayor's Advisory Committee on Art & Culture. The goal of the program was to make Baltimore neighborhoods more attractive, instill a sense of pride, provide employment for local artists in their own field, combat graffiti in neighborhoods, and engage young people in the beautification of their own communities. Now operated by the Baltimore Office of Promotion & the Arts, the Baltimore Mural Program has produced over 250 murals across the city, creating an outdoor public museum for the enjoyment of the people of Baltimore.



Though public art can be a path for building confidence and respect in a neighborhood, and can lead to the revitalization of communities, these projects are also criticized as a cosmetic overhaul without substantial benefits to residents or other stakeholders. It is critical to secure community buy-in prior to the introduction to any public art piece. Communities hosting new murals assist not only in the selection of mural artists; they also nominate potential mural locations, suggest mural themes and content, and often times, help paint the murals themselves. This public-private partnership is crucial, and encourages stakeholders to work together to get results.

In 2014, eight new murals were completed in the city, under the Baltimore Mural Program. As the city's mural inventory increases, through this program and others, the care and maintenance of each mural must be considered. A faded or flaking mural reflects poorly on the neighborhood, and detracts from quality of life. In addition, a well-maintained mural is less likely to be a target for vandalism. Raising funds for conservation is challenging. At the start of each new project, materials are selected to withstand the environment. During the planning stage, an effort to include ongoing maintenance tasks and expenses is discussed and included in contracts, including guidelines about who may make repairs or repaint. A schedule of regular maintenance can cost a fraction of a complete restoration.

Arts and Culture: Indicator Definitions and Rankings



For each indicator used in *Vital Signs 14*, 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 2014, unless noted otherwise. In the event of a tie, rank numbers are repeated.

Public Art

Public Art per 1,000 Residents

Measures the concentration of public art.

Definition: The number of works of publicly funded art per 1,000 residents. These works include, but are not exclusive to, murals, monuments, sculptures, mosaics, and stained glass. The Baltimore Office of Promotion and the Arts tracks works created through the 1% for Public Art and Baltimore Mural Programs and maintains general inventories of public art and murals.

(SOURCE: BALTIMORE OFFICE OF PROMOTION AND THE ARTS, 2014)

Five Highest:

1. Downtown/Seton Hill
2. The Waverlies
3. Oldtown/Middle East
4. Westport/Mount Winans/Lakeland
5. Penn North/Reservoir Hill

Five Lowest:

1. Southeastern
2. Harford/Echodale
3. Loch Raven
4. Hamilton
5. Beechfield/Ten Hills/West Hills

Number of Murals per CSA

Measures the number of murals per CSA.

Definition: The number of publicly funded murals per CSA. Murals are also included in the "Public Art per 1,000 residents" indicator.

(SOURCE: BALTIMORE OFFICE OF PROMOTION AND THE ARTS, 2014)

Five Highest:

1. Downtown/Seton Hill
2. Southwest Baltimore
3. Washington Village/Pigtown
3. Westport/Mount Winans/Lakeland
4. The Waverlies

Five Lowest:

Sixteen CSAs did not have any publicly funded murals.

Public Events

Number of Event Permits Requested per 1,000 Residents

Measures the total number of event permits requested in an area.

Definition: The number of event permits requested per 1,000 residents. Events include, but are not limited to, festivals, block parties, races, and parades. In the event of a large event, the central point is used to calculate the location of the request.

(SOURCE: ENVISTA, WITH PERMISSION FROM THE BALTIMORE CITY DEPARTMENT OF TRANSPORTATION, 2014)

Five Highest:

1. Downtown/Seton Hill
2. Inner Harbor/Federal Hill
3. Washington Village/Pigtown
4. Canton
5. Harbor East/Little Italy

Five Lowest:

1. Glen-Fallstaff
2. Clarmonet/Armistead
3. Cherry Hill
4. Cross-Country/Cheswolde
5. Beechfield/Ten Hills/West Hills

Public Library

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, 2014; U.S. CENSUS, 2010)

Five Highest:

1. Cherry Hill
2. Oldtown/Middle East
3. Patterson Park North & East
4. Greater Roland Park/Poplar Hill
5. Midtown

Five Lowest:

1. Morrell Park/Violetville
2. Cross-Country/Cheswolde
3. Dickeyville/Franklinton
4. Southeastern
5. Howard Park/West Arlington

Arts & Culture Economy

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 directly related to arts and culture per 1,000 residents. Arts-related businesses are defined as belonging to industries that allow for the consumption and enjoyment of arts and culture. The following industries are identified by their primary NAICS code: art dealers (4539); art schools (6166); independent artists, writers, and performers (7115); libraries (5191); motion picture and film (5213, 5322); museums, historical sites, zoos, gardens, and parks (7121); music, literary, and visual arts-related retail/supplies (4511, 4512); and performing arts (7111). The following industries are identified by their primary SIC codes: art and music instruction (8049, 8299); art galleries, dealers, and consultants (5999); art publishers (2741); calligraphers (7336); designers (1521); embroidery (7389); libraries (8231); museums and arts organizations (8412); music and live entertainment (7929); music, literary, and visual arts-related retail/supplies (3931, 5192, 5736, 5932, 5942, 5945, 5946, 5999, 7699); parks (7999); photography (7221); theaters and theatrical support (7832, 7922); writers, artists, musicians, and composers (8999); and zoos (8422).

(SOURCE: INFOUSA, 2011, 2012, 2013, 2014;
U.S. CENSUS, 2010)

Five Highest:

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

Five Lowest:

1. Sandtown-Winchester/Harlem Park
1. Allendale/Irvington/S. Hilton
2. Greater Rosemont
3. Southern Park Heights
4. Beechfield/Ten Hills/West Hills

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 used to calculate the rate of arts-related businesses are used to calculate total employment in arts-related businesses.

(SOURCE: INFOUSA, 2011, 2012, 2013, 2014;
U.S. CENSUS, 2010)

Five Highest:

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

Five Lowest:

1. Sandtown-Winchester/Harlem Park
1. Allendale/Irvington/S. Hilton
2. Clifton-Berea
3. Howard Park/West Arlington
4. Midway/Coldstream

Rate of Businesses in the Creative Economy

Measures the concentration of creative economy businesses in an area.

Definition: The rate of businesses (both for-profit and non-profit) that are in the creative economy per 1,000 residents. The creative economy is defined as industries that use and support artistic and cultural skill-sets to attract and generate capital, knowledge, and information. Arts-related businesses are included in the creative economy. In addition to the industries included in the rate of arts-related businesses indicator, the following industries are identified by their primary NAICS code: advertising (5418); architecture (5413); design (5414); motion picture and video production (5121); music publishing and sound recording (5122); news syndicates (5191); photography (5419); printing and publishing (3231, 4512, 5111); radio stations (5151); and textiles (3132). In addition to the industries included in the rate of arts-related businesses indicator, the following industries are identified by their primary SIC code: advertising (5199, 7311, 7313, 7319); architecture (8712, 8748); business writing (899); fashion designers (5699, 5944); graphic design and commercial art (7336); interior design (7389); landscape design (7810); media (7383); motion picture and video support (7812, 7819); photography (7221, 7335, 7384); print media (2711, 2721, 2731, 5963, 5994); printing and publishing (2732, 2741, 2752, 2759, 2789, 8742); radio (4832); restoration (7641); television (4833, 4841, 7922, 8249); textiles (5131, 5949); and website design (7373).

(SOURCE: INFOUSA, 2011, 2012, 2013, 2014;
U.S. CENSUS, 2010)

Five Highest:

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

Five Lowest:

1. Sandtown-Winchester/Harlem Park
2. Allendale/Irvington/S. Hilton
3. Greenmount East
4. Dorchester/Ashburton
5. Greater Rosemont

Total Employment in the Creative Economy

Measures the total number of persons employed in creative economy businesses in an area.

Definition: The number of persons employed in the creative economy (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 used to calculate the rate businesses in the creative economy are used to calculate total employment in the creative economy.

(SOURCE: INFOUSA, 2011, 2012, 2013, 2014;
U.S. CENSUS, 2010)

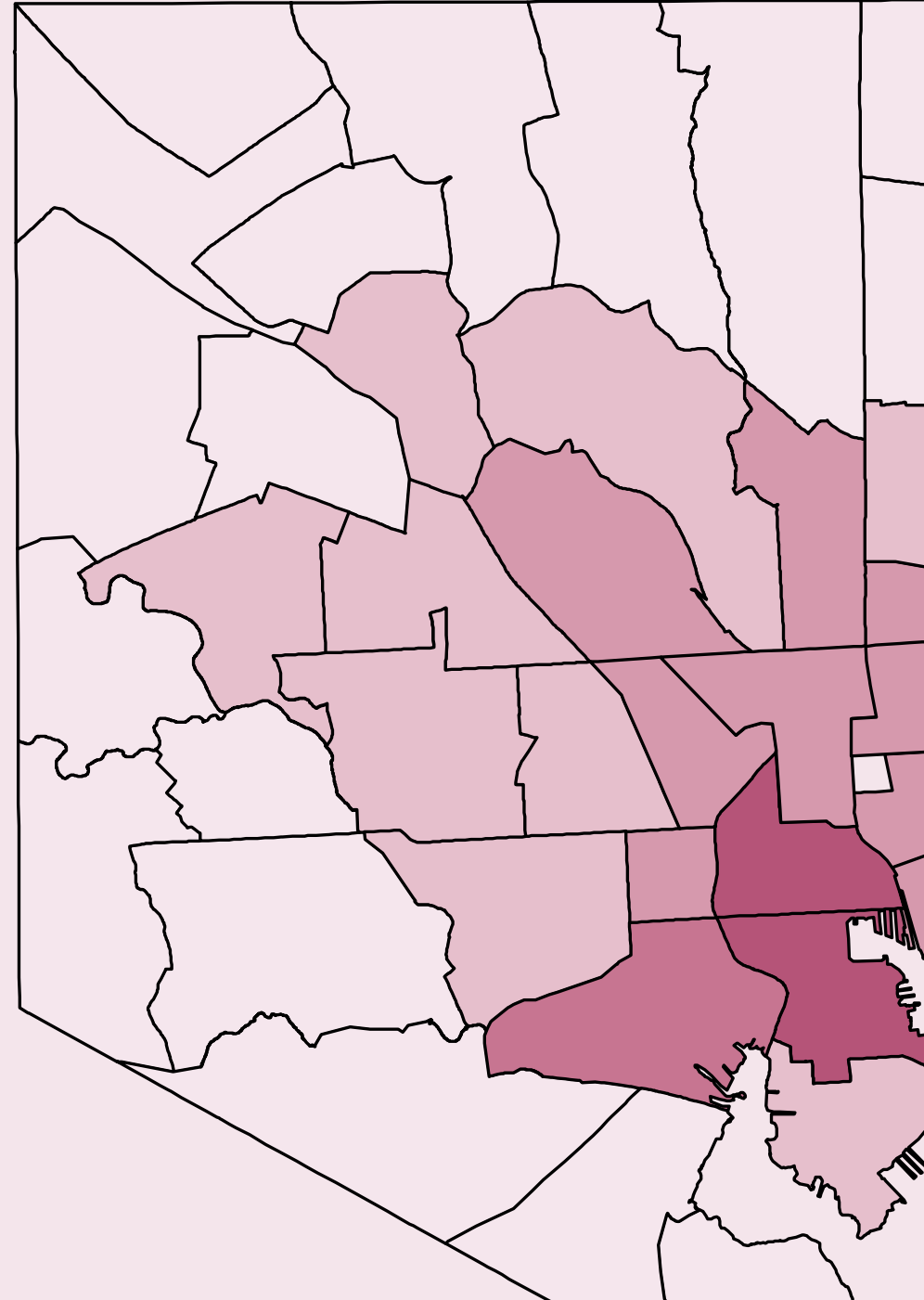
Five Highest:

1. Midtown
2. Inner Harbor/Federal Hill
3. Downtown/Seton Hill
4. Medfield/Hampden/Woodberry/Remington
5. South Baltimore

Five Lowest:

1. Sandtown-Winchester/Harlem Park
2. Allendale/Irvington/S. Hilton
3. Madison/East End
3. Poppleton/The Terraces/Hollins Market
3. Dickeyville/Franklintown

Arts and Culture: Tables



Arts and Culture: Public Art, Events and Library Membership

Community Statistical Area (CSA)	Public Art Per 1,000 Residents	Number of Murals	Event Permits Per 1,000 Residents	Rate of Library Membership per 1,000 ²			
	2014	2014	2014	2011	2012	2013	2014
Allendale/Irvington/S. Hilton	1.0	3.0	0.2	194.7	206.3	185.5	318.6
Beechfield/Ten Hills/West Hills	0.1	0.0	0.2	153.2	153.1	140.4	249.5
Belair-Edison	1.7	7.0	0.5	319.4	310.3	261.3	444.0
Brooklyn/Curtis Bay/Hawkins Point	0.3	1.0	0.4	229.7	195.5	187.1	307.6
Canton	0.2	0.0	3.5	267.8	235.3	169.4	284.3
Cedonia/Frankford	0.1	0.0	0.2	216.3	213.4	186.2	305.5
Cherry Hill	0.7	2.0	0.1	323.6	309.4	279.7	508.0
Chinquapin Park/Belvedere	0.6	3.0	0.5	236.7	247.9	218.3	333.4
Claremont/Armistead	0.4	1.0	0.1	182.7	166.2	145.3	277.4
Clifton-Berea	1.2	3.0	1.1	279.5	264.4	220.8	401.7
Cross-Country/Cheswolde	0.2	0.0	0.2	78.3	104.3	105.2	130.4
Dickeyville/Franklinton	1.0	0.0	0.5	114.4	124.1	119.7	190.4
Dorchester/Ashburton	1.2	0.0	0.4	206.3	211.2	190.1	293.0
Downtown/Seton Hill	14.6	39.0	16.9	381.0	328.1	262.8	446.9
Edmondson Village	0.5	0.0	0.5	293.0	342.3	283.2	453.0
Fells Point	2.0	4.0	2.8	249.3	218.3	181.0	292.0
Forest Park/Walbrook	0.2	0.0	0.7	279.1	262.7	242.3	411.5
Glen-Fallstaff	0.3	1.0	0.1	125.1	175.3	190.9	272.6
Greater Charles Village/Barclay	2.9	6.0	2.1	244.4	222.4	183.5	297.5
Greater Govans	1.2	5.0	0.4	290.0	279.0	235.7	379.2
Greater Mondawmin	1.1	0.0	0.9	239.2	233.2	217.4	360.9
Greater Roland Park/Poplar Hill	2.4	0.0	0.5	486.5	448.3	359.1	467.1
Greater Rosemont	0.6	4.0	1.2	256.3	265.2	227.3	399.4
Greenmount East	0.9	5.0	2.0	284.9	268.6	228.5	430.6
Hamilton	0.1	1.0	0.2	224.4	222.7	192.4	300.0
Harbor East/Little Italy	1.1	4.0	3.3	319.6	328.6	276.9	437.0
Harford/Echodale	0.1	0.0	0.2	188.6	182.7	149.7	251.0
Highlandtown	0.6	1.0	2.1	362.1	326.8	278.2	407.2
Howard Park/West Arlington	0.1	0.0	0.4	141.2	151.7	142.7	223.4
Inner Harbor/Federal Hill	1.5	2.0	12.6	314.4	290.8	252.6	380.9
Lauraville	0.6	2.0	0.6	266.6	237.5	204.1	341.2
Loch Raven	0.1	0.0	0.2	212.8	213.2	176.1	286.5
Madison/East End	0.5	4.0	2.4	330.8	320.8	270.9	443.5
Medfield/Hampden/Woodberry/Remington	0.7	4.0	0.9	328.3	305.3	254.8	391.7
Midtown	1.9	4.0	2.5	386.1	363.2	309.9	462.1
Midway/Coldstream	0.6	4.0	2.1	275.2	230.7	207.9	392.4
Morrell Park/Violetville	0.4	3.0	0.2	67.2	68.3	62.1	101.1
Mt. Washington/Coldspring	0.2	0.0	0.6	269.0	273.6	224.3	290.6
North Baltimore/Guilford/Homeland	0.9	0.0	0.4	244.0	224.5	188.0	258.5
Northwood	0.4	2.0	0.8	272.1	265.8	218.9	360.4
Oldtown/Middle East	5.2	8.0	2.9	313.6	305.4	284.9	486.7
Orangeville/East Highlandtown	2.0	10.0	1.0	281.5	278.9	251.5	350.6
Patterson Park North & East	0.3	2.0	1.9	372.7	333.0	289.6	473.4
Penn North/Reservoir Hill	4.0	4.0	2.0	299.3	298.5	261.9	448.9
Pimlico/Arlington/Hilltop	0.9	2.0	0.7	163.1	202.1	213.0	310.4
Poppleton/The Terraces/Hollins Market	1.2	5.0	2.2	277.6	288.8	238.5	389.3
Sandtown-Winchester/Harlem Park	0.7	6.0	1.6	276.5	257.7	228.5	414.2
South Baltimore	0.5	1.0	1.4	246.2	210.7	175.3	299.7
Southeastern	0.0	0.0	0.6	173.8	156.1	130.2	219.3
Southern Park Heights	0.5	2.0	0.8	183.6	187.5	193.9	318.8
Southwest Baltimore	1.5	17.0	1.0	205.9	203.4	177.3	296.0
The Waverlies	6.7	12.0	1.2	359.0	345.7	270.3	447.8
Upton/Druid Heights	1.9	7.0	2.5	293.7	285.3	253.1	426.5
Washington Village/Pigtown	3.5	13.0	7.6	318.9	301.8	271.7	422.5
Westport/Mt. Winans/Lakeland	4.2	13.0	0.4	155.5	149.3	133.4	246.4
Baltimore City	1.2	218.0	1.4	249.6	241.7	210.3	341.8

¹ For more information on these indicators please visit <http://www.bniajfi.org>.

² Free Library changed their library membership calculation methodologies between 2013 and 2014.

Arts and Culture: Arts-Related Businesses

Community Statistical Area (CSA)	Number of Arts-Related Businesses per 1,000 Residents					Total Employment in Arts-Related Businesses				
	2011	2012	2013	2014	Change (13-14)	2011	2012	2013	2014	Change (13-14)
Allendale/Irvington/S. Hilton	0.0	0.0	0.0	0.0	0.0	0	0	0	0	0
Beechfield/Ten Hills/West Hills	0.2	0.2	0.1	0.1	-0.0	5	7	4	4	0
Belair-Edison	0.2	0.2	0.2	0.2	0.0	33	35	35	22	-13
Brooklyn/Curtis Bay/Hawkins Point	0.3	0.3	0.4	0.1	-0.2	17	18	14	8	-6
Canton	0.5	0.4	0.5	0.6	0.1	9	5	5	6	1
Cedonia/Frankford	0.2	0.3	0.2	0.3	0.0	12	15	11	13	2
Cherry Hill	0.4	0.2	0.5	0.4	-0.1	59	11	21	17	-4
Chinquapin Park/Belvedere	0.3	0.3	0.3	0.4	0.1	15	15	7	5	-2
Claremont/Armistead	0.4	0.4	0.2	0.2	0.0	22	22	14	15	1
Clifton-Berea	0.2	0.2	0.1	0.1	0.0	6	6	1	1	0
Cross-Country/Cheswolde	0.4	0.4	0.7	0.6	-0.1	11	11	19	14	-5
Dickeyville/Franklintown	0.0	0.0	0.2	0.2	-0.0	0	0	3	3	0
Dorchester/Ashburton	0.1	0.1	0.1	0.1	-0.0	6	6	6	6	0
Downtown/Seton Hill	7.0	7.8	7.3	8.4	1.1	559	570	551	517	-34
Edmondson Village	0.3	0.3	0.3	0.3	0.0	7	8	9	9	0
Fells Point	1.7	1.4	1.3	1.5	0.2	93	67	89	99	10
Forest Park/Walbrook	0.3	0.3	0.3	0.4	0.1	7	7	7	15	8
Glen-Fallstaff	0.3	0.3	0.4	0.5	0.1	12	20	24	99	75
Greater Charles Village/Barclay	1.5	1.5	1.9	1.6	-0.2	273	279	350	337	-13
Greater Govans	0.3	0.1	0.1	0.2	0.1	12	7	7	10	3
Greater Mondawmin	0.6	0.5	0.4	0.4	0.0	51	33	31	15	-16
Greater Roland Park/Poplar Hill	1.1	1.2	1.2	1.6	0.4	24	28	30	53	23
Greater Rosemont	0.1	0.1	0.1	0.1	-0.1	16	16	16	6	-10
Greenmount East	0.1	0.1	0.1	0.1	0.0	20	20	20	20	0
Hamilton	0.3	0.2	0.4	0.4	0.0	8	7	10	8	-2
Harbor East/Little Italy	2.2	2.0	2.0	2.4	0.4	89	84	87	95	8
Harford/Echodale	0.5	0.5	0.6	0.7	0.1	32	36	38	29	-9
Highlandtown	0.8	0.8	0.8	1.0	0.1	33	34	38	40	2
Howard Park/West Arlington	0.3	0.3	0.3	0.1	-0.2	16	16	17	2	-15
Inner Harbor/Federal Hill	2.3	2.1	2.2	2.1	-0.1	884	877	1,071	1,073	2
Lauraville	0.2	0.4	0.7	0.6	-0.1	2	15	27	22	-5
Loch Raven	0.3	0.3	0.2	0.3	0.1	5	5	3	5	2
Madison/East End	0.1	0.1	0.1	0.3	0.1	3	3	3	6	3
Medfield/Hampden/Woodberry/Remington	1.9	2.0	2.4	2.4	-0.0	137	130	158	156	-2
Midtown	3.1	3.0	3.3	3.3	-0.1	625	787	615	569	-46
Midway/Coldstream	0.3	0.3	0.3	0.2	-0.1	8	8	11	3	-8
Morrell Park/Violetville	0.1	0.2	0.2	0.2	-0.0	2	12	3	4	1
Mt. Washington/Coldspring	1.0	0.8	1.4	1.2	-0.2	141	20	27	25	-2
North Baltimore/Guilford/Homeland	0.7	0.7	0.8	1.0	0.2	72	75	72	89	17
Northwood	0.3	0.4	0.4	0.5	0.1	41	44	47	53	6
Oldtown/Middle East	1.1	1.0	0.8	0.8	-0.0	166	162	156	156	0
Orangeville/East Highlandtown	0.5	0.7	1.0	0.9	-0.1	61	62	66	61	-5
Patterson Park North & East	0.4	0.4	0.2	0.1	-0.1	47	47	30	7	-23
Penn North/Reservoir Hill	0.4	0.4	0.4	0.3	-0.1	25	25	321	21	-300
Pimlico/Arlington/Hilltop	0.5	0.4	0.4	0.3	-0.1	22	19	22	19	-3
Poppleton/The Terraces/Hollins Market	0.4	0.2	0.4	0.4	-0.0	17	15	6	6	0
Sandtown-Winchester/Harlem Park	0.0	0.1	0.1	0.0	-0.1	0	2	2	0	-2
South Baltimore	0.5	0.3	0.2	0.6	0.5	42	39	3	55	52
Southeastern	0.8	0.6	0.5	0.5	-0.0	18	17	14	48	34
Southern Park Heights	0.0	0.2	0.3	0.1	-0.2	0	3	17	10	-7
Southwest Baltimore	0.2	0.2	0.3	0.2	-0.1	11	10	18	13	-5
The Waverlies	0.1	0.3	0.4	0.4	-0.0	3	5	7	9	2
Upton/Druid Heights	0.6	0.5	0.5	0.4	-0.1	25	23	24	23	
Washington Village/Pigtown	1.1	1.1	1.1	1.3	0.2	84	84	63	101	38
Westport/Mt. Winans/Lakeland	0.3	0.3	0.3	0.4	0.1	12	12	8	12	4
Baltimore City	0.6	0.6	0.7	0.7	0.0	3,900	3,884	4,258	4,014	-244

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

Arts and Culture: Creative Economy

Community Statistical Area (CSA)	Rate of Businesses in the Creative Economy per 1,000 Residents					Total Employment in the Creative Economy				
	2011	2012	2013	2014	Change (13-14)	2011	2012	2013	2014	Change (13-14)
Allendale/Irvington/S. Hilton	0.1	0.1	0.1	0.1	-0.1	1	7	3	1	-2
Beechfield/Ten Hills/West Hills	0.2	0.2	0.3	0.2	-0.1	14	10	10	8	-2
Belair-Edison	0.2	0.2	0.6	0.6	0.1	42	47	69	58	-11
Brooklyn/Curtis Bay/Hawkins Point	0.3	0.3	0.8	0.7	-0.1	40	34	32	36	4
Canton	0.5	0.4	2.5	2.6	0.1	63	114	136	162	26
Cedonia/Frankford	0.2	0.3	0.6	0.5	-0.1	37	37	32	25	-7
Cherry Hill	0.4	0.2	0.7	0.6	-0.1	59	19	31	27	-4
Chinquapin Park/Belvedere	0.3	0.3	1.2	1.0	-0.1	20	21	26	17	-9
Claremont/Armistead	0.4	0.4	0.4	0.5	0.1	25	28	97	32	-65
Clifton-Berea	0.2	0.2	0.3	0.3	0.0	17	17	12	12	0
Cross-Country/Cheswolde	0.4	0.4	1.2	1.1	-0.1	24	24	31	25	-6
Dickeyville/Franklintown	0.0	0.0	0.5	0.7	0.2	38	3	5	6	1
Dorchester/Ashburton	0.1	0.1	0.2	0.2	-0.0	11	6	13	21	8
Downtown/Seton Hill	7.0	7.8	18.6	18.9	0.3	1,274	1,466	1,729	1,467	-262
Edmondson Village	0.3	0.3	0.3	0.3	-0.0	7	8	9	9	0
Fells Point	1.7	1.4	3.4	4.4	1.0	676	651	608	733	125
Forest Park/Walbrook	0.3	0.3	0.5	0.5	-0.0	7	9	11	17	6
Glen-Fallstaff	0.3	0.3	1.3	1.5	0.1	114	53	64	220	156
Greater Charles Village/Barclay	1.5	1.5	4.0	3.4	-0.5	622	689	743	707	-36
Greater Govans	0.3	0.1	0.6	0.7	0.1	22	17	23	26	3
Greater Mondawmin	0.6	0.5	1.2	1.0	-0.2	79	61	72	37	-35
Greater Roland Park/Poplar Hill	1.1	1.2	4.2	4.1	-0.1	75	90	78	97	19
Greater Rosemont	0.1	0.1	0.3	0.2	-0.1	23	23	33	27	-6
Greenmount East	0.1	0.1	0.1	0.1	-0.0	20	20	20	20	0
Hamilton	0.3	0.2	1.1	0.8	-0.3	35	36	38	19	-19
Harbor East/Little Italy	2.2	2.0	6.3	5.9	-0.4	286	291	380	343	-37
Harford/Echodale	0.5	0.5	1.1	1.1	0.1	78	79	85	76	-9
Highlandtown	0.8	0.8	2.8	2.6	-0.1	79	78	143	128	-15
Howard Park/West Arlington	0.3	0.3	0.5	0.3	-0.2	50	50	44	29	-15
Inner Harbor/Federal Hill	2.3	2.1	5.3	5.3	0.0	1,858	1,627	1,779	1,826	47
Lauraville	0.2	0.4	1.6	1.5	-0.2	25	36	61	46	-15
Loch Raven	0.3	0.3	0.3	0.4	0.1	5	5	7	12	5
Madison/East End	0.1	0.1	0.1	0.3	0.1	4	3	3	6	3
Medfield/Hampden/Woodberry/Remington	1.9	2.0	7.0	7.1	0.2	1,151	1,218	1,427	1,431	4
Midtown	3.1	3.0	7.4	7.2	-0.2	1,979	3,509	3,419	1,952	-1,467
Midway/Coldstream	0.3	0.3	0.6	0.4	-0.2	11	13	21	11	-10
Morrell Park/Violetville	0.1	0.2	1.9	1.2	-0.7	353	347	321	271	-50
Mt. Washington/Coldspring	1.0	0.8	2.9	2.1	-0.8	210	87	99	89	-10
North Baltimore/Guilford/Homeland	0.7	0.7	2.5	2.3	-0.2	197	208	192	194	2
Northwood	0.3	0.4	0.7	0.8	0.2	74	72	69	154	85
Oldtown/Middle East	1.1	1.0	1.2	0.9	-0.3	170	166	250	158	-92
Orangeville/East Highlandtown	0.5	0.7	2.1	2.2	0.1	147	162	203	224	21
Patterson Park North & East	0.4	0.4	0.7	0.5	-0.2	133	75	63	23	-40
Penn North/Reservoir Hill	0.4	0.4	0.7	0.8	0.1	30	33	328	33	-295
Pimlico/Arlington/Hilltop	0.5	0.4	0.8	0.8	-0.1	26	22	68	69	1
Poppleton/The Terraces/Hollins Market	0.4	0.2	0.4	0.4	0.0	18	16	6	6	0
Sandtown-Winchester/Harlem Park	0.0	0.1	0.1	0.0	-0.1	7	7	2	0	-2
South Baltimore	0.5	0.3	1.2	1.9	0.6	957	954	808	853	45
Southeastern	0.8	0.6	2.4	2.2	-0.2	200	272	268	278	10
Southern Park Heights	0.0	0.2	0.4	0.5	0.1	2	11	23	54	31
Southwest Baltimore	0.2	0.2	0.7	0.7	-0.1	36	48	62	60	-2
The Waverlies	0.1	0.3	0.8	1.0	0.3	8	10	14	17	3
Upton/Druid Heights	0.6	0.5	0.7	0.5	-0.2	27	25	28	25	-3
Washington Village/Pigtown	1.1	1.1	3.5	2.9	-0.5	161	195	158	337	179
Westport/Mt. Winans/Lakeland	0.3	0.3	1.4	1.4	0.0	35	42	113	105	-8
Baltimore City	0.6	0.6	1.7	1.6	-0.1	11,662	13,151	14,369	12,619	-1,750

¹ For more information on these indicators please visit <http://www.bniajfi.org>.