

# Greater Dayton Arts Community

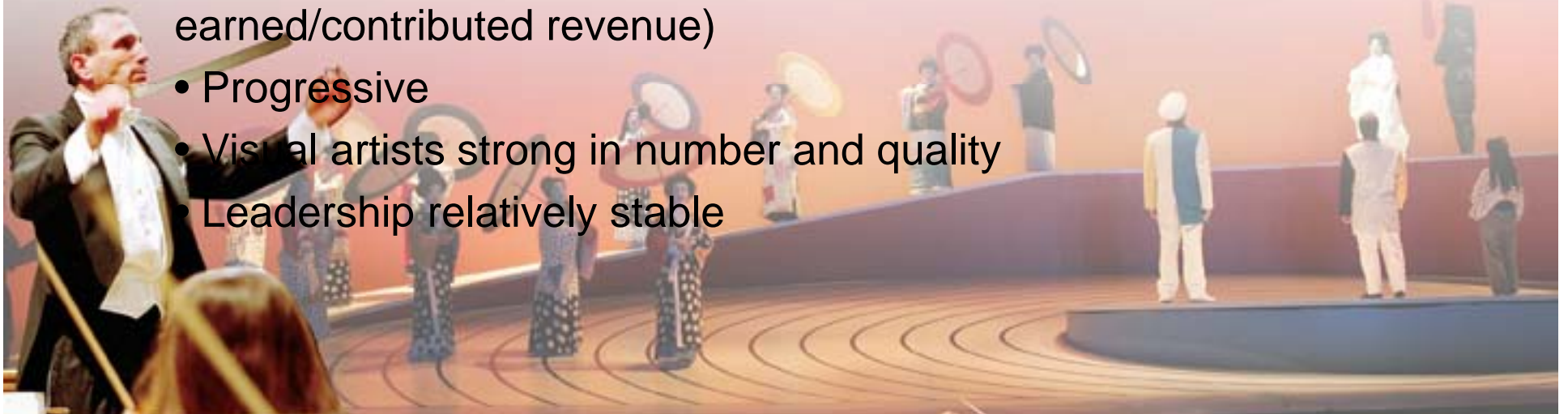
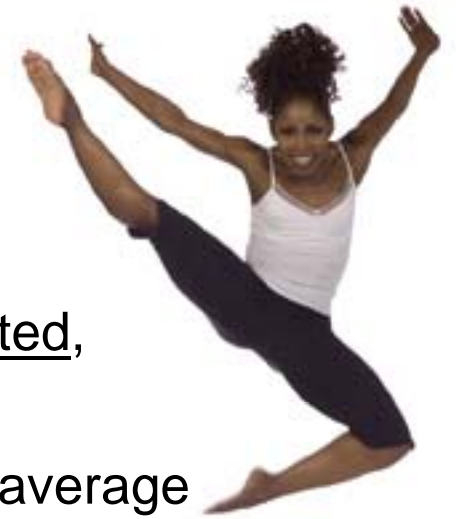


## SWOT



# Strengths

- Quality -Dayton rates 33<sup>rd</sup> in arts and culture out of 373 Metropolitan Areas (Cities Ranked and Rated, May 2007)
- Area producers of dance and music above national average
- Museums above national average
- High quality venues
- Diversified
- Educational outreach
- Efficient (operate better than national average 46/54 earned/contributed revenue)
- Progressive
- Visual artists strong in number and quality
- Leadership relatively stable



# Weaknesses

- Endowment is insufficient across the board
- Many groups lack sufficient funds to market
- Many groups understaffed
- Theatre product below national average (Cities Ranked and Rated)
- Lack of integration with community issues
- Technology
- Balance
- Community generally unaware of cultural strengths



# Opportunities

- Increase integration of arts as economic tool
- Market region as cultural center
- Collaborate for artistic product
- Collaborate for infrastructure
- Collaborate for promotion
- Increase audience development/increase accessibility
- Collective endowment
- Broaden reach and depth for fundraising in region
- Increase national, state awareness and funding
- Venue proliferation



# Threats

- Marketing competition, entertainment options
- Economic condition of region
- Internal competition among the arts
- Lack of understanding of value, direction by community players
- Image of downtown region
- Venue proliferation
- Lack of single vision/cooperation
- Increased concentration on large groups
- Operational instability



# Statistics\*

- Arts in the Dayton Region are responsible for a minimum of \$125 million in economic activity
- Employ more than 3,000 full-time equivalents
- Generate more than \$8 million in local and state government revenue
- Total attendance exceeds 3 million

\*based on 2001 numbers using Americans for the Arts economic calculator

