

CACHE CANVAS

CREATIVE ARKANSAS COMMUNITY HUB & EXCHANGE

----- 2021 -----

CREATIVITY EMPOWERS

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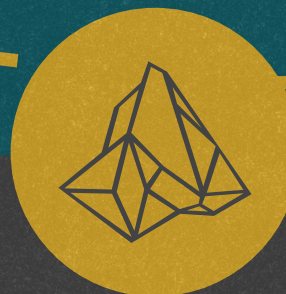
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CACHE

Creative Arkansas Community
Hub & Exchange

CACHE Canvas 2021
is our first step in
gathering data about
who the creatives are
- and how they work.

CACHE works with creatives
& communities to empower a
more inspiring, inclusive, & equitable
Northwest Arkansas (NWA).

CACHE Canvas 2021 is the inaugural NWA arts, culture & creativity survey seeking to better understand the full range of our beautiful creative ecosystem and what it needs to thrive. Since August 2019, CACHE has listened to the creative community and responded by building platforms and systems for ongoing resiliency.

CACHE is committed to listening, gathering data and tracking changes to the community's needs over time.

"[Northwest Arkansas] must double down on its already significant investments in arts and culture, which are essential for attracting and retaining talent and building the future economy...The region should build platforms that support and enhance the opportunities for local and regionally sourced culture."

-Heartland Forward NWA
Economic Recovery Strategy
Report, Richard Florida et al.

CACHE defines creativity in the broadest possible sense - from the worlds of dance, culinary, textile, music, social practice, video, spoken word, tattoo artistry, culinary and more. NWA's creatives address the urgent issues of today, from racial equity and immigration rights, to public health and environmental stewardship.

Creatives bring our communities together and are key to a healthy, thriving and innovative marketplace.



SNAPSHOT OF NWA RESPONDENTS

CREATIVE ENTREPRENEURS & ARTISTS

CACHE defines creativity in the broadest possible sense - from the worlds of dance, culinary, textile, music, social practice, video, spoken word, tattoo artistry, culinary and more. NWA's creatives address the urgent issues of today from racial equity and immigration rights, to public health and environmental stewardship.

CREATIVE ENTREPRENEURS & ARTISTS

Out of the ≈
900 individual artists in
CACHE's Directory,
354 responded to CANVAS

22% **31%**
BIPOC* Individuals LGBTQ+** individuals

6% Native/
Indigenous
Peoples

56%
Cis-gender women

28%
Cis-gender men

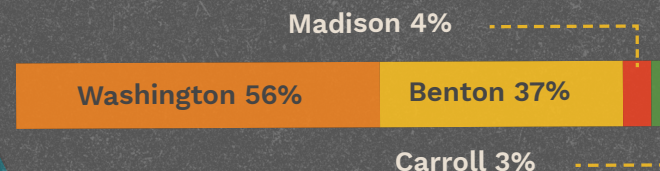
5%
Genderqueer/
Gender nonbinary/
Gender fluid

*Black, Indigenous, and People of Color

**Lesbian, Gay, Bisexual, Transgender, Queer + Any additional understood sexual orientation other than heterosexual.

^Organizations & individuals were able to select more than one option.

WHERE CREATIVES LIVE (COUNTY):



Discipline Breakdown ^

Visual Arts	41%
Music	15%
Literary Arts	10%
Multidisciplinary	9%
Culture	7%
Dance	6%
Theatre	6%
Public Art	6%

BIPOC Discipline Breakdown ^

	BIPOC	White
Visual Arts	56%	71%
Music	34%	18%
Literary Arts	22%	13%
Multidisciplinary	20%	12%
Culture	14%	9%
Dance	13%	5%
Theatre	10%	10%
Public Art	7%	12%



SNAPSHOT OF NWA RESPONDENTS

ARTS & CULTURE ORGANIZATIONS

78 =Artist & Culture Non-profits
45 =For-profit Creative Industries

Organizational Budget Size by Race/Ethnicity

	% of CANVAS Respondents
BIPOC-Led	22%
White-Led	70%
Prefer Not to Answer	8%

Discipline Breakdown ^

Visual Arts	24%
Culture	17%
Music	16%
Multidisciplinary	14%
Theatre	9%
Public Art	7%
Dance	7%
Literary Arts	6%

Out of the ≈

117 already in
CACHE Directory
123 responded to survey

21%

BIPOC-led Orgs

55%

Orgs have majority women/
femme employees

WHERE ORGS ARE LOCATED (COUNTY):

Carroll 5%

Washington 57% Benton 38%

Madison 1%

Within These
Percentages...

Organizational Budget Size by Race/Ethnicity

	(\$0-399,999)	\$400k-2 Million	\$2 Million +
BIPOC-Led	89%	11%	0%
White-Led	71%	22%	7%
Prefer Not to Answer	71%	15%	14%

Percentage of FY21 Organizational Budget from Philanthropic and Federal Grant Funding by Race

	(0%-25%)	26%-50%	51%-75%	76%-100%
BIPOC-Led	53%	12%	18%	17%
White-Led	61%	10%	18%	11%
Prefer Not to Answer	71%	0%	29%	0%

*Black, Indigenous, and People of Color

^Organizations & individuals were able to select
more than one option.



THE FULL POTENTIAL...

...of our region's creative ecosystem is currently unrealized.

The democratization of **arts, culture & creativity** builds an inspiring, inclusive creative marketplace.

Angie Kim* [says],
“Without investing in the infrastructure for these communities’ own solidarity economies, it is very unlikely that this funding will close racial wealth gaps and ameliorate the kinds of structural problems that exclude too many artists from fully participating in this sector.”

- Linares, Nati and Caroline Woolard.
“Solidarity Not Charity: A Rapid Report.”
Grantmakers in the Arts (March 2021).

If we **seed** the ecosystem with committed strategic investment it will **eventually sustain itself.**

When it is realized, this will be great for **art,** great for **business,** great for **community.**

*Kim is the President of the Center for Cultural Innovation and a consultant for CACHE to address economic empowerment for the creative sector.



THE FULL POTENTIAL...

CREATIVE ENTREPRENEURS & ARTISTS

Fayetteville-Springdale-Rogers Metropolitan per capita personal income 2019 = \$65,306.

Across the nation, full-year/full-time working artists earn an annual average of \$52,800.

- 73% of NWA's creative entrepreneurs & artists = \$0–\$20k estimated annual income related to creative work
- 75% of NWA's creative entrepreneurs & artists attribute less than 1/4 of their total 2020 income to contracts and/or grants related to their creative practice.

It is inferred that a majority of NWA artists and creatives cannot practice their craft as a career full-time.



THE FULL POTENTIAL...

ARTS & CULTURE ORGANIZATIONS

75% of NWA Organizations' budgets were **< \$400,000**.

60% of NWA Organizations attribute **< ¼** of total FY2021 income to contracts/commissions, and/or grant funding.

21% of NWA organizations that responded are BIPOC-led. Within this statistic, **89%** of BIPOC-led organizational budgets are between **\$0 - \$399,000**, and **11%** are between **\$400,000 - \$2 million**. **0%** of BIPOC-led organizational budgets are above \$2 million. In comparison, **70%** of NWA organizations are White-led, and represent **71%** of organizational budgets between **\$0 - \$399,000**, **22%** are between \$400,000 - \$2 million, and 7% are \$2 million or more.

Nearly 75% of organizations in NWA had FY2021 budgets of less than \$400,000. 60% of organizations attribute less than ¼ of total FY2021 income to contracts/commissions and/or grant funding.

Nationally, the median budgets of the largest arts organizations serving communities of color in a given discipline, such as dance, theater, or music, were more than 90 percent smaller than the budgets of the largest organizations in that discipline.

With the majority of organizations working on less than \$400,000 in combination with a majority of individual creatives making less than \$20,000 annually, the NWA creative ecosystem across the board needs increased access points to funding. In addition, both organizations and individuals need systems and programs to work alongside them for a sustainable, regenerative, and predictable future.

WHAT DO THEY NEED?

Top needs shared by NWA's creatives & organizations:

- Sustainable funding, access to capital & equitable partnerships
- Artistic, professional & organizational development including:
 - ♦ Grant writing
 - ♦ Online communications, marketing & sales

Other Needs Include:

An active, engaged & accessible art marketplace

Scaffolded & accessible career pathways

Audience Development



Rogers, Benton
County, AR

Shurla Jobe | Chef & Caterer, Owner of Meme's
Caribbean Flavour Cafe

"I'm still working on [how I am succeeding in Northwest Arkansas]. Business is slow with ups and downs on different days. It's not consistent so data is all over the place and no clear pattern as to what to expect each day. Catering has started picking up as well as offsite events. The resources and opportunities that I need to continue creating are needing more catering events and increased orders to the restaurant. Having access to different avenues of marketing would help a lot! In addition, I really need help with staffing and most of the kitchen equipment and AC are not functioning properly. They need replacing."



Bentonville,
Benton County
AR

Megha Rao | Bharatnatyam Dancer, Choreographer
and Teacher

“With the support of the NWA community, I have come a long way in terms of artistic development, choreographies and [with my dance academy Dhirana Academy of Classical Dance. The resources that I need here are more opportunities to present our art form, collaborations from organizations and artists to create and explore, funding to create without compromising, collaborations with musicians, lyricists, artists, technical writing, media and advertising are some of the resources that we require currently. Funding is the most important aspect of creating. All the above mentioned things need funding and artists have always been dependent on patrons and funders for their artistic development.”



Fayetteville,
Washington
County, AR

Matt Magerkurth | Musician & Composer

“I’ve been reasonably successful at refining the kind of performance work I’m doing. In the last several months [of 2021], as performances have increased again in frequency, I’ve been very pleased to be working with people who share my interests, and in doing so I feel more comfortable in refining my own personal practice. I would benefit from residency-based programs in which I can write and record, and I’d also benefit from having a clear network of film folks with whom I could work/hire for shoots! I think it might be useful to differentiate grants based on whether the funds are primarily for materials vs. primarily for hiring collaborators.”



WHAT NOW? 2021 - 22

Building a collective movement is like focusing and refining a creative skill: practice, practice, practice.

Developing the region's creative assets requires repetition, iteration, and co-creation. The CACHE model is a continuous cycle of three basic functions, without beginning or end: **Knowledge, Power, and Action.**

KNOWLEDGE

CACHE maintains an accessible, open-source repository of information about NWA's creative ecosystem. The data CACHE collects from organizations and creatives illuminates investment opportunities and drives regional narrative change.

POWER

CACHE channels philanthropic funding, policy interventions, technical resources with time, care, and love to Northwest Arkansas creatives. Whether through structured initiatives or informal coaching, CACHE responds to and supports the ambitions of our shared creative sector.

ACTION

CACHE supports, engages with, and leads (when necessary) the curation of a range of programs — from cultural plans to music festivals to artist residences — that highlight creative assets and contribute to the livelihoods of artists.

You - the NWA artists and creative community - are at the center of CACHE's strategy.



Across all of our work, CACHE is guided by a single idea - **CACHE serves the NWA artists, creatives and culture-bearers.**

In response to CACHE Canvas, CACHE will research & develop programs around:

- Living wages for creatives
- Financial support for nonprofits, especially BIPOC-led orgs
- Skill building and resources for creatives and organizations

CACHE serves YOU how you work and where you work.

For More Information Visit:

ArtsResourceDesk@cachecreate.org
www.cachecreate.org
f | @cachecreate

Designed by Acadia Kandora

Creative entrepreneurs and artists are not making a living wage from their art alone. We want to understand why. CACHE will organize focus groups and plan future CACHE Canvas surveys.

Nearly 75% of organizations' annual budgets were less than \$400,000. CACHE will research who is financially supporting artists and creatives, how much they are investing, and how BIPOC business owners and nonprofit leaders are being championed.

CACHE Canvas results show a strong need for online communications and marketing development. CACHE will build programs so that artists and creatives have the support needed to sell their artwork - whatever that may be - in addition to providing accessible resources for their online business needs.

