

**PENNSYLVANIA  
CULTURAL DATA  
PROJECT**  
www.pacdp.org

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## What is the PACDP?

■ The Pennsylvania Cultural Data Project (PACDP) offers a statewide standardized, on-line system for collecting financial and organizational data from arts and culture organizations.

■ Created to strengthen arts and culture in Pennsylvania by documenting and disseminating information on the sector.

■ Collaborative project:

- Greater Pittsburgh Arts Council
- Greater Philadelphia Cultural Alliance
- Pennsylvania Council on the Arts
- Pennsylvania Historical and Museum Commission
- The Pew Charitable Trusts
- William Penn Foundation
- The Heinz Endowments
- The Pittsburgh Foundation
- Independence Foundation

## Why PACDP?

- To streamline the application process for potential grantees
- To provide the arts community with reliable, longitudinal data to support organizational capacity building, advocacy for public funding, benchmarking
- To serve as a powerful tool for advocacy (i.e. data is available by legislative district, Zip Code, etc.)
- To better tell the story of the impact of arts and culture in the region and the State

## PACDP: Current State

### Since September 2004 Launch:

- 460 organizations have submitted over 1,500 data profiles statewide
- Most organizations have submitted FY2005 data profiles
- 300 organizations have 3 or more years of data
- Organizations create new profiles once per year
- Part of grants application process to PACDP partners

# PACDP: Data Collection



## Collected Data Categories:

- **Organizational Data**  
Address, tax ID, leg. districts, etc.
- **Revenue**  
Earned, investment, and contributed income
- **Expenses**  
Program, fundraising, admin, healthcare, etc.
- **Marketing Activities**  
Web/Internet, advertising, printing, etc.
- **Investments and Loans**  
Endowments, mortgages, credit lines, etc.
- **Fundraising Campaigns**  
Capital campaigns, endowment campaigns
- **Program Activity**  
Performances, commissions, workshops, etc.
- **Ticketing and Attendance**  
Pricing, membership, school groups, etc.
- **Staffing and Facilities**  
FT/PT staffing, venue capacities, etc.

## Data Input Form – 11 Sections with clear instructions



### SECTION 3 - Revenue

Save and Exit   Save   Save and Next   Save and Edit   Cancel   Exit/Introduction

Go to Item: 1 2 3 4 5 6 7 8 9 10 11

To print reports, submit this data profile or log out of the site, click Save and Exit or Cancel to return to the Data Profile Manager

Organization Name: Example Theater Company   Fiscal Year-End Date: 06-30-2006    Show Annotations

Some values are greyed out when

#### Earned

	Unrestricted	Temp Restricted	Perm Restricted	Total 06-30-2006	Total 06-30-2005
1 Admissions				\$0	\$0
2 Ticket Sales				\$0	\$964,555
3 Tuition				\$0	\$54,340
4 Workshop & Lecture Fees				\$0	\$0
5 Touring Fees				\$0	\$0
6 Special Events - Other				\$0	\$0
7 Gift Shop/Merchandise Sales				\$0	\$0
7a Gallery Sales				\$0	\$0
8 Food Sales/Concessions Revenue				\$0	\$42,479
8a Parking Concessions				\$0	\$0
9 Membership Dues/Fees				\$0	\$0
10 Subscriptions				\$0	\$218,372

Data Input Form – 11 Sections with clear instructions



SECTION 3 - Revenue

Save and Exit Save Save and Print Save and Edit Cancel Form Instructions

Go to Item 1 2 3 4 5 6 7 8 9 10 11

To print reports, submit this data profile or log out of the site, click Save and Exit or Cancel to return to the Data Profile Manager  
 Organization Name: Example Theater Company Fiscal Year-End Date: 06-30-2006  Show Annotations

Show statistics for month not year

Earned

	Unrestricted	Temp Restricted	Perm Restricted	Total 06-30-2006	Total 06-30-2005
1 Admissions				\$0	\$0
2 Ticket Sales				\$0	\$964,555
3 Tuition				\$0	\$54,840
4 Workshop & Lecture Fees				\$0	\$0
5 Touring Fees				\$0	\$0
6 Special Events - Other				\$0	\$0
7 Gift Shop/Merchandise Sales				\$0	\$0
7a Gallery Sales				\$0	\$0
8 Food Sales/Concession Revenue				\$0	\$42,479
8a Parking Concessions				\$0	\$0
9 Membership Dues/Fees				\$0	\$0
10 Subscriptions				\$0	\$018,372

Data Input Form – 11 Sections with clear instructions



SECTION 3 - Revenue

Save and Exit Save Save and Print Save and Edit Cancel Form Instructions

Go to Item 1 2 3 4 5 6 7 8 9 10 11

To print reports, submit this data profile or log out of the site, click Save and Exit or Cancel to return to the Data Profile Manager  
 Organization Name: The Peninsula Cultural Data Project  Annotations

The Peninsula Cultural Data Project - Web Page Dialog

**3. Tuition**

How much revenue did your organization earn from payments for multi-session classes or semester-long courses offered at your organization? Do not include one-time workshops, lectures, or lecture series.

<http://test.ocdc.org/PCDC/asp/fields.html>

Earned

	Unrestricted	Temp Restricted	Perm Restricted	Total 06-30-2006	Total 06-30-2005
1 Admissions				\$0	\$0
2 Ticket Sales				\$0	\$964,555
3 Tuition				\$0	\$54,840
4 Workshop & Lecture Fees				\$0	\$0
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8 Food Sales/Concession Revenue				\$0	\$42,479
8a Parking Concessions				\$0	\$0
9 Membership Dues/Fees				\$0	\$0
10 Subscriptions				\$0	\$018,372



## PACDP Data



- Ensuring Data Integrity and Accuracy
  - Annual audit serves as main source of data
  - Automated error checking and validation
  - Offline Data verification and scrubbing
  - Toll-Free help desk for all users
  - Financial consultant on-call
  - Training sessions for all users

## Using Reliable Data



- Funders can use aggregated data to identify community trends and needs
- Individual organizations can use reporting tools to identify gaps, capacity building needs
- Advocacy groups can leverage research findings to make the case for support for the arts

## PACDP: Research Activities

### Research Reports by Licensed Research Partners:

- Carnegie Mellon Center for Arts Management & Technology
  - Cultural Census of Southwestern PA, October 2005
- Greater Philadelphia Cultural Alliance
  - *Portfolio*, Fall 2006
- Americans for the Arts
  - Arts & Economic Prosperity II, June 2007

## PACDP Reporting Tool for Organizations

- In addition to collecting data from organizations, the data is given back to participating groups
- A powerful new reporting interface allows organizations with submitted data to:
  - View instant Annual Reports
  - View trends in their performance
  - Benchmark their performance against others
  - Share reports with trustees and staff
- Reporting interface will provide easy access to detailed information through more than 75 reports

## Organizational Reporting Interface

**REPORTS**

WELCOME TO THE PENNSYLVANIA CULTURAL DATA PROJECT

FINANCIAL ACTIVITY THROUGH INFORMATION

**Welcome to the Pennsylvania Cultural Data Project Reports.**  
This website is available to participants in the Project who would like to review their data over one or more years or compare themselves to other organizations who are participating in the Project.

These are the types of reports you can select:

- ANNUAL REPORTS** - Example Arts Organization  
See an instantly available annual report that includes tables and graphs summarizing your financial activity, program activity and standards. You can also add your own information and descriptions about your activities. [VIEW >](#)
- STANDARD REPORTS**  
  - Trend Reports: Look at reports on your own organization for one or more years.
  - Comparison Reports: Compare your organization to other cultural organizations. [VIEW >](#)
- CUSTOM REPORTS**  
Look at areas of the PACCOP Profile that are not included in the Standard Reports. With a Custom Report, you can select only the fields from the Profile to run Trend or Comparison Reports. [VIEW >](#)

**Need Help Getting Started?** Learn how these powerful reports can benefit your organization and how to make the best use of the tool.

## Annual Report (Financial Activity Section)

**REPORTS**

WELCOME TO THE PENNSYLVANIA CULTURAL DATA PROJECT

FINANCIAL ACTIVITY THROUGH INFORMATION

**ANNUAL REPORT**

Example Arts Organization  
Annual Report

Use this space to provide an overview of the Annual Report, describing some of the key highlights that are reflected in the data. You may also include an invitation for the user to click on the GETTING STARTED button.

[CLICK HERE TO ADD YOUR NOTES](#)

**Financial Activity**

Not Restricted Activity	FY 2004	FY 2005	% Chg
<b>Revenue</b>			
Program	\$1,116,028	\$1,117,000	0%
Administration	175,716	81,766	33%
Total Revenue	1,291,744	1,198,766	9%
<b>Expenses</b>			
Program	\$2,611,875	\$2,551,000	0%
Administration	260,828	281,821	9%
Support & Administrative	633,825	619,697	-4%
Total Expenses	3,506,528	3,452,518	3%
<b>Not Restricted Activity</b>	\$88,842	\$133,499	51%
<b>Not Temporarily Restricted Activity</b>	(\$110,000)	\$198,000	180%
<b>Not Permanently Restricted Activity</b>	\$0	\$0	0%
<b>Not Total Activity</b>	198,842	\$133,499	33%

**Revenue**

FY 2004 FY 2005

Revenue: 9% (FY 2004), 9% (FY 2005)

Expenses: 9% (FY 2004), 9% (FY 2005)



## Annual Report (Attendance and Program Activity Sections)



Attendance	FY 2004	FY 2005	% chg
Total seat attendance	72,792	75,123	3%
Total live attendance	9,443	8,078	8%
<b>Total attendance</b>	<b>82,235</b>	<b>83,201</b>	<b>3%</b>
Total school children attendance	10,752	9,078	-8%
Number of groups of school children	50	168	236%
Classes and workshops attendance	487	1,224	302%

Use this space to describe any relevant items relating to your attendance figures or significant differences from year to year.

[Click here to add your notes](#)

Program Activity	FY 2004	FY 2005	% chg
Productions	7	8	14%
Public performances - all forms	295	288	13%
Public performances - all four	0	18	n/a
Classes/workshops - for the public	42	38	-7%
Classes/workshops - for professional artists and curators	0	2	n/a
Lectures	5	7	40%
World premieres	1	0	n/a
National premieres	1	1	0%
Local premieres	3	4	33%
Works commissioned	1	2	100%
Workshops or readings of new works	2	3	50%
Off-site school programs	1	2	100%
Facility rentals - for other org. for your own program use	5	8	60%
Facility rentals - of your org. for another program use	0	0	0%

Use this space to describe any relevant items relating to your program activities or significant differences from year to year.

[Click here to add your notes](#)

Attendance data used in this document is self-reported by signatories using the Pennsylvania Cultural Data Project (PACDP). The PACDP accepts no legal liability or responsibility for the accuracy, reliability, or completeness of this information. Report No: 00000000

[Home](#) [Back](#) [Help](#)

## On-Screen Information and Guidance

**REPORT & ANNUAL REPORT**

Home | Back | Help

**Financial Activity**

This section provides a summary of financial activities of your organization. Note that you should not include data in this section from other "DATA ILECT" reports to avoid other report conflicts.

If you notice something that seems incorrect, please contact the PACDP Help Desk to see if our organization's data profile needs to be updated to allow your organization to make updates or changes.

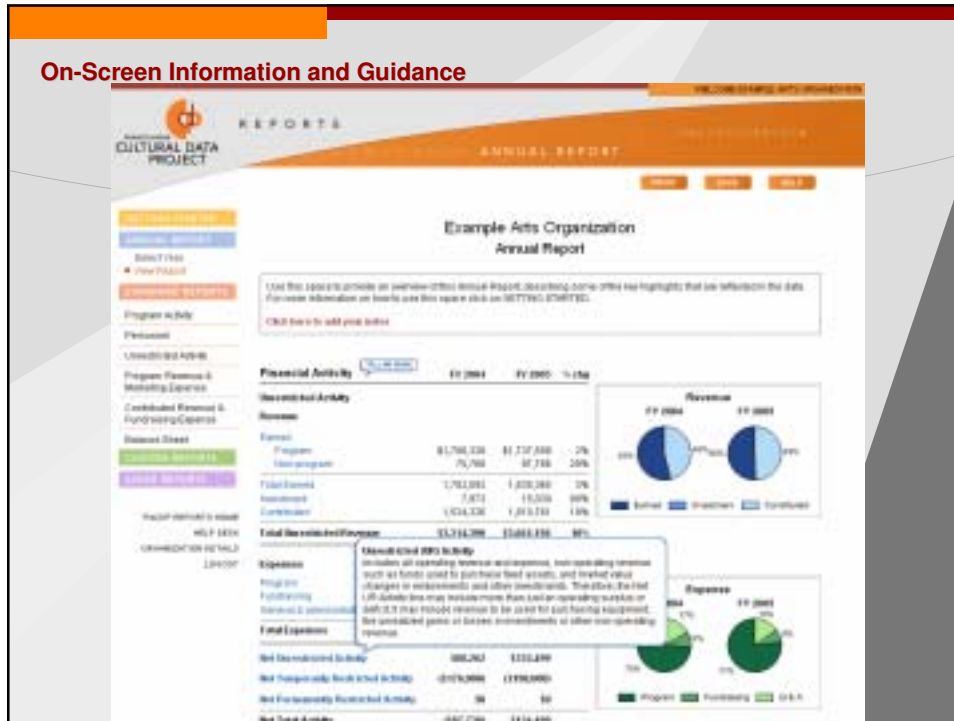
PACDP Help Desk: 1-800-27-PACDP or help@pacdp.org

Financial Activity	FY 2004	FY 2005	% chg
<b>Net restricted activity</b>			
<b>Revenue</b>			
Program	\$1,700,120	\$1,737,800	2%
Membership	70,700	87,700	20%
Total Revenue	1,770,820	1,825,500	3%
Investment	5,872	15,800	60%
Contributions	1,434,228	1,801,700	13%
<b>Total Net restricted Revenue</b>	<b>\$3,240,920</b>	<b>\$3,648,800</b>	<b>6%</b>
<b>Expenses</b>			
Program	\$1,411,870	\$2,100,000	8%
Fundraising	280,000	250,000	-6%
Administrative	811,823	813,800	-0%
<b>Total Expenses</b>	<b>\$2,503,693</b>	<b>\$3,163,800</b>	<b>6%</b>
<b>Net Unrestricted Activity</b>	<b>\$637,227</b>	<b>\$485,000</b>	<b>-24%</b>
<b>Net Permanently Restricted Activity</b>	<b>\$0</b>	<b>\$0</b>	<b>0%</b>
<b>Net Total Activity</b>	<b>\$637,227</b>	<b>\$485,000</b>	<b>-24%</b>

**Revenue**

**Expenses**

## On-Screen Information and Guidance



## User Annotations Stored in Report



## Trend Report: Program Revenue & Marketing Expense

**Example Arts Organization  
Program Revenue & Marketing Expense Trend Report**

This report summarizes activity related to program revenue and marketing expense. Marketing expenses in PAOP are included in program, fundraising, and general & administrative expense. Organizations may break out marketing expenses separately through the online enabled system. This table looks at the percentage change in several areas.

Marketing Activity	FY 2003	FY 2004	% change	FY 2005	% change
Total program revenue \$	\$1,411,521	\$1,305,020	-8%	\$1,207,200	-7%
Total marketing expense \$	\$407,260	\$400,040	-2%	\$411,424	3%
Total revenue	\$3,086,173	\$3,225,720	5%	\$3,228,001	0%
Marketing expense as % of total expense	13%	12%	-1%	13%	0%
Marketing expense as % of program revenue	29%	31%	2%	34%	3%
Adjusted revenue per-organization (RPO) \$	\$87,287	\$112,442	28%	\$137,200	22%
Adjusted MPE (RPO-adjusted) as % of adjusted revenue	7%	8%	1%	8%	0%
Total net adjustments	11,528	12,301	7%	11,200	-3%

**Marketing Expense Percentages**

The graph shows trends in marketing expense as a percentage of total expense and as a percentage of program revenue.

Year	As % of total expense	As % of program revenue
FY 2003	13%	29%
FY 2004	12%	31%
FY 2005	13%	34%

"Drill-Down"  
Detail Reports



## Comparison Reports: Selection Criteria

**PERSONNEL COMPARISON REPORT**

**Select Comparison Group Criteria**

Using the comparison criteria below, select the criteria by which you would like to compare your organization. Click on a comparison criteria to view the choices available. You may choose as many of the comparison criteria as you want. For more selection criteria, click on "Show Advanced Options."

Note that if your selection criteria returns less than three comparison organizations, you will need to broaden your comparison criteria.

- Budgets
- Geographic Region
- Budget Size

**Select Comparison Organization Criteria**

State

City

County

ZIP Code

Mailing Address

Phone Number

Website

Email Address

Social Media

Other

**Personnel**

Select Fiscal Comparison

Select Year

Select Comparison Group Criteria

How Many People

**Detail Headers**

Positions & Range

FTE Employees/Total

**Unrestricted Activity**

Program Revenue & Marketing Expense

Contributed Revenue & Fundraising Expense

**Personnel Search**

Note: Please be sure to allow pop-up windows in your Web browser. If you are unsure how to do this, contact the PAOP Help Desk at [help@paopdc.org](mailto:help@paopdc.org) or 781-251-PAOP.

## Selection Criteria: Selection by County

**Geographic Region**  
You can select comparison group organizations by State, County, City, or Zip Code. Select the method you wish to use from the menu below.

Select the region type: **County**

**County Selection**  
Select counties using the map below. To select a county, simply click on the county within the map. To remove a selected county, simply click on the county again. You may select counties from multiple states by selecting another state from the menu below.

**Geographic Region**

State: **PA**

County: **Allegheny**

City: **Pittsburgh**

Zip Code: **15201**

Map labels include: Allegheny, Armstrong, Bedford, Berks, Blair, Bradford, Bucks, Cambria, Carbon, Chester, Columbia, Delaware, Franklin, Fulton, Luzerne, Lycoming, Mifflin, Monroe, Northampton, Northumberland, Perry, Schuylkill, Snyder, Susquehanna, Tioga, Union, Warren, York, Adams, Allegheny, Armstrong, Bedford, Berks, Blair, Bradford, Bucks, Cambria, Carbon, Chester, Columbia, Delaware, Franklin, Fulton, Luzerne, Lycoming, Mifflin, Monroe, Northampton, Northumberland, Perry, Schuylkill, Snyder, Susquehanna, Tioga, Union, Warren, York.

## Comparison Report: Personnel

**PERSONNEL COMPARISON REPORT**

**Example Arts Organization Personnel Comparison Report**

This report compares your organization's salaries and fringe benefit costs, number of full-time-equivalent employees (FTEs), and those of treatment costs to the average and median of the comparison group of participating organizations you selected.

This comparison group criteria and other details are shown at the end of the report.

Salaries and Fringe Benefits	Your Organization		Comparison Group - Average		Comparison Group - Median	
	(\$)	% of Total	(\$)	% of Total	(\$)	% of Total
<b>Total Program</b>	1,215,538	70%	861,466	43%	604,000	50%
<b>Fundraising</b>	186,178	16%	122,731	9%	174,225	11%
<b>Support &amp; Admin</b>	242,722	20%	622,889	42%	424,157	35%
<b>Total Salaries and Fringe</b>	1,644,438	96%	1,607,086	96%	1,199,382	96%
<b>Total Expenses</b>	\$1,726,607		\$1,677,271		\$1,249,299	
<b>As a % of Total Expenses</b>	95%		96%		96%	

**Personnel Expense as a % of Total**

This graph shows the salaries and fringe benefits for total program and the average of the comparison group.

**Your Organization:** Total Program (70%), Fundraising (16%), Support & Admin (20%)

**Comparison Group - Average:** Total Program (43%), Fundraising (9%), Support & Admin (42%)

## PACDP Contacts:



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**PACDP Help Desk**  
Toll Free: 1-866-21-PACDP  
Email: [help@pacdp.org](mailto:help@pacdp.org)