



# MEASURING THE IMPACT OF THE ARTS



## INTRODUCTION

A Midwest community organization dedicated to enriching its region through arts, culture, and heritage faced the challenge of quantifying the impact of these sectors on the community's quality of life and economic development. The organization, as such, sought to turn its vision into measurable realities.



## THE STORY

In response to this challenge, the organization engaged [Bâton Global \(B|G\)](#) to develop data-driven metrics that would measure progress in key cultural priority areas. Through a comprehensive approach that included stakeholder engagement and peer analysis, the organization aimed to establish a significant link between the arts and regional advancement.



## THE CHALLENGE

Displaying the arts sector's influence on community well-being and economic growth was a challenge without the necessary data and metrics. Bridging this gap between the arts' significant contributions and data-driven evidence became the driving force behind the initiative.



## THE CHOICE

The organization's choice to collaborate with [B|G](#) proved instrumental in their journey to quantify the arts' impact. Through comprehensive understanding, metric development, and actionable recommendations, the organization sought to empower the arts community, engage the public, and align resources with regional priorities that foster a more vibrant and culturally rich region.

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## MEASURING THE IMPACT OF THE ARTS

A Midwest community organization dedicated itself to enhancing the region's quality of life and economic development through arts, culture, and heritage. They faced the challenge, however, of quantifying the community impact of the local arts sector with data and metrics. The challenge rested in finding a way to quantify and communicate this impact effectively.

To address this challenge, [Bâton Global \(B|G\)](#) was engaged to assist the organization in developing metrics based on sustainable sources of data. These metrics were designed to measure progress in four cultural priority areas critical for regional advancement. The response was structured and practical, aimed at turning the organization's vision into actionable steps.

During the initial phase of this transformative journey, [B|G](#) aimed to gain a comprehensive understanding of the organization's internal and external environment. Providing valuable insights related to the organization's current strategies, this process included a thorough review of internal documentation, stakeholder interviews, and peer analysis.

With a comprehensive understanding of the organization's landscape, [B|G](#) continued by developing a clear

understanding of the four previously identified cultural priority areas. To develop preliminary measures and targets for each of these areas, they conducted four group sessions with relevant cultural and community partners to gather feedback on the proposed measures and targets. The measures and targets were later revised, refined, and finalized to reflect the feedback and insights gained from stakeholders.

[B|G's](#) collaboration extended to providing recommendations for implementing the newly identified metrics and leveraging them to drive improvements. Communication and data gathering plans were developed to sustain metrics and measure progress over time. Ideas and strategies for cultivating engagement among community leaders were also explored to facilitate continued support for the arts and culture sector's initiatives.



The collaboration with B|G was highly effective, enabling the client to operationalize its cultural priorities with data and metrics. This approach, in turn, allowed the organization to articulate the significant link between arts, culture, and heritage and the advancement of regional priorities. Key outcomes included quantifying impact and empowering the arts community. Metrics and data provided members of the arts community with the means to plan new, mission-aligned actions, programs, and initiatives. The broader public also gained the ability to appreciate the impact of the arts in their daily lives, fostering greater support and engagement.

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