



CULTURAL DATA PROJECT

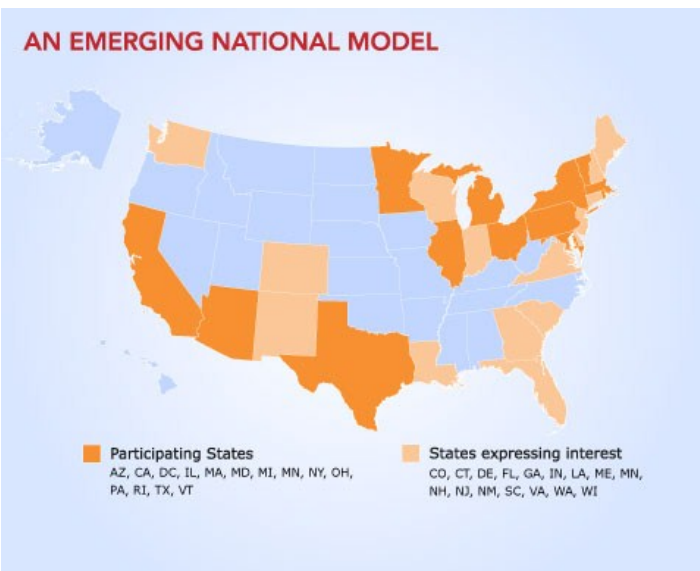
What is the Cultural Data Project?

The Cultural Data Project (CDP) offers a powerful online management tool designed to strengthen the arts and cultural sector. The CDP's unique system enables arts and cultural organizations to track trends and benchmark their progress through sophisticated reporting tools, while gathering reliable, comprehensive data that grantmakers, researchers, and advocates can use to better understand the sector.

History of the Cultural Data Project

The CDP was first launched in Pennsylvania in 2004, through the collaboration of a group of grantmakers and arts advocates who were seeking better information on nonprofit arts and culture. The Pennsylvania CDP represented one of the earliest efforts to harness web-based technology to build a comprehensive body of information on the nonprofit arts and cultural sector.

Based on the CDP's success in Pennsylvania, other states grew interested in adopting the model. Today, the CDP is serving more than 14,000 arts and cultural organizations in 12 states and the District of Columbia. The CDP's staff is based in Philadelphia, where after having been incubated by The Pew Charitable Trusts since 2005, the CDP started operating as an independent nonprofit in April 2013.



Tools for Arts & Cultural Organizations

To take part in the CDP, arts and cultural organizations fill out an online Data Profile once a year. The Data Profile contains financial, programmatic, and operational sections, and is designed for organizations of every size and discipline, from festivals and fiscally sponsored groups to museums, theatres, historic sites, publications, and more.

The CDP enables users to generate instant reports to participating grantmakers; create annual reports; run trend reports; and compare key aspects of their operations to an anonymous pool of peer organizations. CDP staff provides a wide range of free support and technical assistance to help organizations get the most from their participation, including in-person and online orientation sessions; a highly trained help desk; and on-call financial consultants who specialize in accounting for nonprofits.

Data for Research & Advocacy

As thousands of arts and cultural organizations enter data into the system each year, the CDP is becoming an unprecedented source of high-quality, longitudinal information for researchers and advocates seeking to report on the impact and needs of the arts and cultural sector. CDP data has informed dozens of research publications around the country, from economic impact studies to capitalization analyses. Advocates have used the data to lobby for increased arts funding or avert drastic budget cuts. CDP staff facilitates access to the data by providing datasets and support for researchers and arts advocates.

A Resource for Grantmakers

The CDP offers a powerful set of strategic planning and program evaluation tools to help participating grantmakers assess the needs of their applicants and demonstrate the impact of their investments. Generated by applicants, customized CDP Funder Reports provide a summary of the CDP data points most relevant for each grantmaking program. In addition, the CDP's online interface, Grantmaker CDP, includes dozens of detailed reports on topics ranging from contributed revenue to personnel. Through Grantmaker CDP, participating funders can run trend reports to understand how their applicants or grantees are faring over time, or comparison reports to benchmark their grantees against organizations in other regions or states.

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