Los Angeles County Arts Datathon
April 27, 2023
Measuring Access to Government Funded Arts
Agenda

1. Needs Assessment Overview
2. Map Exercise
3. Using the Data
Needs Assessment
Overview
Our Approach

Task 1. Project orientation
Task 2. Project visioning and planning workshop
Task 3. Asset mapping
Task 4. Equity analysis of County investments and data visualizations
Task 5. County-owned facilities and sites opportunity analysis
Task 6. Web-based interactive tool development
Task 7. Report

Arts and Culture Needs Assessment
Map Exercise
Steps

1. Write your answers to the first couple questions on the post-its
2. Place them on the easels
3. Group discussion and prioritization
4. Repeat for the next set of questions
Questions to Consider

• What are the important data points you/your organization collect from your participants/attendees?
• Who is the target audience for your program/project/event?
• What types of outreach/marketing are you doing to reach that audience?
• Where are you locating your programs/projects/events?
• How should people reach your programs?
• How frequently should people interact with arts and culture experiences?
Using the Data
Thank you.