# Los Angeles County Arts Datathon

April 27, 2023

**Measuring Access to Government Funded Arts** 







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### Agenda

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Needs Assessment Overview 2

Map Exercise 3

Using the Data





### Needs Assessment Overview





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#### **Our Approach**

Task 7. Report





Task 1. Project orientation

Task 6. Web-based interactive tool development



Arts and Culture Needs Assessment



Task 2.
Project visioning and planning workshop

Task 5.
County-owned facilities and sites opportunity analysis





Task 3. Asset mapping



Task 4.
Equity analysis of County investments and data visualizations





## **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





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#### **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.



