

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



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.

