SMART Growth 2018 Evaluation

Community Engagement and Impact Report

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Executive Summary

Overview

SMART Growth Program
SMART Growth is a capacity-building program of the Chicago Community Trust (the Trust) that is founded upon the smARTscope philosophy developed by the Arts & Business Council of Chicago (A&BC). The goal of SMART Growth is to guide participating groups toward balanced growth that ensures their sustainability and resilience in the face of economic shifts and organizational transitions. Since the program was launched in 2006, the Trust has funded three separate cohorts of SMART Growth grant recipients totaling 100 organizations.

Evaluation Rationale and Methodology
The Chicago Community Trust’s support of arts and culture is founded on the understanding that arts and culture organizations are vital assets to a healthy community. The purpose of this evaluation is to assist the Trust in understanding the specific contributions its SMART Growth grant recipients have made to their surrounding neighborhoods and thereby determine the broader impact they have as cultural assets in the community. In particular, this evaluation’s scope of research centered on three Chicago areas where a cluster of SMART Growth grant recipients reside. In seeking to research a critical mass of SMART Growth organizations within a community, the evaluation combined geographically connected neighborhoods linking Belmont-Cragin with Hermosa (Belmont-Cragin/Hermosa) with a cluster of five organizations, and South Shore with South Chicago (South Shore/South Chicago) representing a cluster of six organizations. Albany Park was selected as the third community in the study possessing a cluster of four SMART Growth organizations.

The evaluation process included information gathering via a range of methodologies including an electronic survey of 15 SMART Growth grant recipients, analysis of relevant grant recipient data included in DataArts, and relevant community data points collected from several online and published sources. (Attachments I, II and III)

Findings
SMART Growth organizations represent between 50% and 65% of the nonprofit cultural assets in their respective communities. Investment in community based arts and culture organizations through the Trust’s SMART Growth program is increasing access to the arts, contributing to local economies in under-resourced sections of the city, and improving the quality of life for community members in many areas beyond the arts – from health to education.

Arts & Culture Organizations are Key Community Assets
The evaluation revealed that the SMART Growth grant recipients studied are by and large organizations that regularly engage directly with their local communities in ways that are relevant and meaningful to the communities they serve:
- The most popular engagement activities were public events such as performances, exhibits, and open rehearsals (92%) and learning opportunities, such as classes and workshops (75%).
- The majority (92%) reported working with a diversity of community stakeholders.
- Eighty-three percent (83%) reported having staff or board members at the table for key community conversations. Half (50%) reported having key staff or board members serve as leaders in the community.
- The majority (92%) also offer services that stretch beyond their core artistic work product. Seventy-five percent (75%) offer educational services, 25% social services, and 25% safety services.
- In addition, 83% partner with other non-arts/culture organizations in their local community to provide events, programs, and/or services specifically designed to engage with the local community.
**Business Model**

Although most performing arts nonprofits strive for a 50/50 ratio between contributed and earned revenue, the SMART Growth organizations evaluated tended to have a revenue mix of over 70% contributed. This high contributed-to-earned revenue ratio, which is a business model that resembles that of an educational and/or social-service nonprofit, reflects their connection and responsiveness to the needs of the communities they serve.

- Between 68% and 78% of total revenue came from contributed sources which is paid forward to the community in the form of free and/or subsidized programming as evident by their earned revenue levels, which hover between 22% and 32% annually.
- Collectively, they spend between $1.8 and $2.5 million dollars annually. Between 68% and 78% of expenses are directed to program delivery, totaling between $1.4 and $1.8 million in programs and services provided annually.

**Community Need Drives Engagement and Programming**

In each community, programming exists that is tailored to meet the needs of the community. Of the three communities studied, South Shore/South Chicago faces the most significant socioeconomic, health/wellbeing, and child opportunity challenges. It is also a community with rich, but declining, architectural assets and a diminishing population. Engagement with the South Shore/South Chicago community by SMART Growth organizations encompasses youth development, safety, and social service. Thirty percent (30%) focus on cultural and historic preservation, 83% on youth development, and 30% have community safety programs among their core purpose.

Residents living in the Belmont-Cragin/Hermosa community also face similar, although slightly less severe socioeconomic, health/wellbeing, and child opportunity challenges. There are many community assets including schools, churches, health care providers, and community-based nonprofits that attract new residents. The community’s Latino population is ethnically diverse and more than one third of the community’s population is under the age of 19. Engagement by SMART Growth organizations encompasses community development, youth development, and human services. Preservation of cultural heritage and language is a common thread among 60% of the organizations, and 100% offer educational and/or youth development programming to young people in the community.

For the most part, Albany Park had the highest socioeconomic, health/wellbeing and child opportunity rankings of the three communities studied. It is the most ethnically diverse neighborhood with a significant population of immigrants. Ample public transportation as well as guided bike routes, provide easy access to downtown Chicago and other areas of the city making it an attractive place for people to live. SMART Growth organizations engage the community through community development, youth development, and education programs – 50% offer youth-focused educational and achievement programs while 50% focus on serving the adult members of the urban community.

**Community-Centric Vision for the Future**

SMART Growth grant recipients expressed a vision for their communities that further reflected the breadth and depth of their engagement with the local residents in their communities.

- Belmont-Cragin/Hermosa organizations cited the need for greater investment in cultural spaces, creative opportunities, and youth employment in their neighborhoods. They also expressed a desire for policy advancements in the areas of historic preservation, economic development, cultural diversity, affordable housing, and creative opportunities.
- South Shore/South Chicago organizations expressed a future vision that included increased investments in community performances and youth employment opportunities, as well as policy advancements in community safety, creative opportunities, and advancements in arts-in-education programs.
- Albany Park organizations envisioned increased resources to support community outreach and deeper collaboration with local businesses.
SMART Growth
Community Engagement and Impact Outcomes

Project Overview

SMART Growth Program
SMART Growth is a capacity-building program of the Chicago Community Trust (the Trust) that is founded upon the smARTscope philosophy developed by the Arts & Business Council of Chicago (A&BC). The goal of SMART Growth is to guide participating groups toward balanced growth that ensures their sustainability and resilience in the face of economic shifts and organizational transitions. SMART Growth is a thoughtfully-designed process to implement a theory of change. It assumes that the resources of organizations with operating budgets less than $1 million are limited and must be strategically allocated toward lagging management areas in order to maintain organizational stability and avert crises. Since the program was launched in 2006, the Trust has funded three separate cohorts of SMART Growth grant recipients totaling 100 organizations.

Purpose of the 2018 Evaluation
As the Trust’s support for arts and culture is founded on the understanding that cultural centers and arts organizations are vital assets to a healthy community. The purpose of this evaluation is to assist the Trust in understanding the specific contributions its SMART Growth grant recipients have made to their surrounding neighborhoods and thereby begin to understand the broader impact they have as cultural assets in the community.

Methodology
The 2018 SMART Growth evaluation focuses on three selected neighborhoods where clusters of past SMART Growth grant recipients reside. Albany Park, Belmont-Cragin/Hermosa and South Shore/South Chicago were selected for the cluster of grant recipients available in each community, as well as for their ability to offer a diversity of geographical, social, and community profile benchmarks. The goal of the evaluation was to map the programming scope of the SMART Growth cultural assets within each neighborhood and understand how these collective programs benefit a particular community. This report offers insights into the engagement practices and impact of the SMART Growth grant recipients within each community as demonstrated by such indicators as health and human services data, childhood opportunity data points, as well as grant recipient economics, engagement activities, and program delivery in the community.

A Community Lens and Perspective
The 2018 evaluation represents the first time a SMART Growth evaluation has explored and benchmarked the communities in which SMART Growth grant recipients live and work. The process therefore included research on and analysis of each community as a significant evaluative component. The report contains an analysis of relevant community data, which provides an important context for measuring the true impact of the work of SMART Growth grantees.

Community Clusters
In seeking to understand the impact of a critical mass of SMART Growth organizations within a community, the evaluation combined geographically connected neighborhoods, linking Belmont-Cragin with Hermosa (Belmont-Cragin/Hermosa) and South Shore with South Chicago (South Shore/South Chicago.) The evaluation averages data from neighborhoods in each combined community, noting where neighborhood data differs significantly.
Cultural Asset Representation
SMART Growth organizations represent between 50% and 65% of the nonprofit cultural assets in their respective communities. Using the Sustain Arts¹ Regional Snapshot tool, GuideStar Search² and organizational websites, a search was conducted to gain a better understanding of the market share held by SMART Growth organizations within each of their communities. For comparison the following criteria was used to identify cultural assets similar to the SMART Growth grant recipients available in each community:

- Community location as identified by zip code location further refined through Google mapping;
- 501(c) 3 organizational structure whose primarily mission is arts and culture; and
- Organizations demonstrating two out of the three following benchmarks:
  - Annual budget over $50,000.
  - Evidence of community programing offered within the past 3 years.
  - Evidence of outside private or public funding.

Using this criteria, the following numbers of cultural assets were identified in each community:

- Albany Park – Eight nonprofit arts organizations, comprised of four (50%) SMART Growth grant recipients.
- Belmont-Cragin/Hermosa – Eight nonprofit arts organizations, comprised of five (63%) SMART Growth grant recipients.
- South Shore/South Chicago – Nine nonprofit arts organizations, comprised of six (55%) SMART Growth grant recipients.

Evaluation Methodologies
The evaluation process included information gathering via a range of methodologies including an electronic survey of 15 SMART Growth grant recipients throughout the three communities studied (80% response rate), analysis of relevant DataArts benchmarks (100% of SMART Growth organizations), and relevant data from several key sources including the Chicago Neighborhoods 2015: Assets, Plans and Trends – A Project of The Chicago Community Trust, Chicago Public Schools, Chicago Real Estate Association, City of Chicago Census Data Health and Human Services Indicators, Diversity Data Kids Child Opportunity Map, Healthy Chicago 2.0 Report, Illinois Report Card, and LISC Chicago New Communities Network, Quality-of-Life Plans. The degree to which contextual data gathered about each community is utilized within the evaluation was not meant to provide an in-depth picture of these communities, but rather a broad overview relevant to the work of SMART Growth grant recipients. Additional community data can be found in the sources listed at the end of this Report. (Appendix II I).

The evaluation sought to gather direct input from local stakeholders by inviting representatives from local chambers of commerce and aldermanic offices for one-on-one interviews. The lack of response (2 responses out of 15 invitations received) required the evaluation to abandon this line of inquiry. Future, larger-scope iterations of this evaluation, however, should explore different methods of getting at this key information as it will provide a deeper context for drawing correlations, affirmations, and an understanding of community engagement and the impact of the SMART Growth cultural assets within a community.

Report Structure
The following pages include an overview of the three communities and the SMART Growth cultural assets contained within as well as an analysis of the combined and comparative engagement activities and observations on the impact of these assets within their communities. The Appendices include three Community Profile Reports with detailed community statistics and the SMART Growth engagement activities unique to each (Appendices IV, V and VI).

¹ Sustain Arts (http://sustainarts.org/chicagoland-info) is collaborative effort to build the collective capacity of the cultural sector through knowledge, networks and a regularly updated online database and search engine.
² GuideStar (www.guidestar.org) is an information service specializing in reporting on U.S. nonprofit companies.
Three Communities

Albany Park, Belmont-Cragin/Hermosa and South Shore/South Chicago were selected for the cluster of SMART Growth grant recipients available in each community, as well as for their ability to offer a diversity of geographical, social, and community profile benchmarks. In seeking to understand the impact of a critical mass of SMART Growth organizations within a community, the evaluation combined geographically connected neighborhoods, linking Belmont-Cragin with Hermosa (Belmont-Cragin/Hermosa) and South Shore with South Chicago (South Shore/South Chicago.)

**Albany Park Community Overview**

“Albany Park is Chicago’s most ethnically diverse neighborhood and one of the most diverse in the United States....” The neighborhood has a significant population of immigrants comprised of East Asian (majority Korean), Hispanic, and Middle Eastern among others. Lawrence Avenue is a main corridor for the community and offers several forms of transportation including CTA rail and bus stations as well as guided bike routes, providing easy access to downtown Chicago and other areas of the city making it an attractive place for people working in the city to live.

**Belmont-Cragin/Hermosa Community Overview**

Belmont-Cragin/Hermosa community assets include schools, single and attached family housing as well as several busy commercial corridors featuring churches, health care providers, and community-based nonprofits. These community assets attract new residents, many displaced by gentrification and rising housing costs in neighborhoods to the east. The community’s Latino population is ethnically diverse, with a mix of Mexican, Puerto Rican, Central American, and South American residents and has grown from approximately 30% in 1990 to 80% in 2016. Elementary schools in the community are considered overcrowded, creating high demand for youth services and park space. More than one third of the community’s population is under the age of 19. Public safety concerns are growing among residents, particularly around the escalation of gang-related violence.

**South Shore/South Chicago**

The South Shore/South Chicago community is comprised of a housing mix that includes multi-family buildings, single family and historic homes (Jackson Park Highlands). Demographically, the community is approximately 68% African American and 27% Hispanic. The community has several community assets including pools, parks, social service and recreation programs, as well as a small community of artists, arts organizations and cultural institutions. Several of these, such as the South Shore Cultural Center, have long histories of service to the community. Between 1960 and 2000 South Chicago’s population declined by 11,000 people, and as a result the community has a large number of vacant lots (more than 1,000). According to Chicago Neighborhoods 2015:

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5 LISC Chicago New Communities Network, Belmont Cragin Quality-of-Life Plan 2016, Northwest Side Housing Center.
assets, Plans and Trends, “....many residents struggle to find good jobs and affordable apartments, keep old homes in good condition and find schools that prepare [their] children for the future.”

**Selected Community Indicators**

Relevant data points were selected that could provide common benchmarks for comparison regarding the socioeconomics, health and wellbeing, and child opportunity characteristics of each community. These data points provide for understandings and correlations between communities as well as in relation to the cultural assets within each community. The evaluation’s three primary community research sources include

- **The Hardship Index**

  Providing socioeconomic indicators, the Chicago census data provides the “Hardship Index” derived from a selection of six socioeconomic indicators of public health significance. The Hardship Index rankings range from 1 (least hardship) to 98 (highest hardship) and provided the evaluation with a summary ranking for each community in the study.

- **Healthy Chicago 2.0**

  The Chicago Department of Public Health (CDPH), in collaboration with the Partnership for Healthy Chicago, launched a comprehensive community health assessment in 2014 that collected and analyzed health data. We have selected several indicators from among this report including life expectancy, infant mortality, childhood obesity, and the percent of people living without health insurance as relevant indicators to our study.

- **The Child Opportunity Index**

  Diversity Data Kids (diversitydatakids.org) offers a Chicago-Joliet-Naperville, Metro Area Child Opportunity Index Map which provides integrated information regarding the distribution of neighborhood-based opportunity for children. The Index considers total child population, ethnic and racial composition, as well as educational, health, environmental, social, and economic markers.

The degree to which contextual data gathered about each community is utilized within the evaluation was not meant to provide an in-depth picture of these communities, but rather a broad overview relevant to the work of SMART Growth grant recipients. Additional community data can be found in the sources listed at the end of this Report. (Appendix III).

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Socioeconomic Indicators

The evaluated communities range from “moderate hardship” in Albany Park (53) to “high hardship” in South Chicago (75). (Note: South Chicago ranks 75 on the Hardship Index and South Shore 55. The above chart uses a combined Hardship average of 65.)

The three communities studied share several characteristics that negatively impact their Hardship rankings:

- Per capital income levels in all three communities are below the city average of $28,202, with Belmont Cragin/Hermosa the lowest at $15,275.
- Childhood obesity rates are above 24%, several points higher than the Chicago average of 19%.
- The number of residents above the age of 25 without a high school diploma is higher in all three communities than the Chicago average of 19.5%.
- In addition, South Shore/South Chicago (19.9%) and Belmont-Cragin/Hermosa (13.8%) both have unemployment rates that are higher than the Chicago average (12.9%).

Of all three communities, South Shore/South Chicago has the highest number (30.5%) of people living below the poverty level and the highest rate of unemployment (19.9%).

Note: The above data points represent data from years 2006 – 2010.

City of Chicago Census Data, 2008-2012, Health and Human Services indicators; https://data.cityofchicago.org/Health-Human-Services/hardship-index/792q-4jtj/data
In the selected neighborhoods, health and wellness factors, such as average to below average life expectancy, high infant mortality (two out of three communities); higher than average childhood obesity; and lack of health insurance (two out of three communities) correlate to their moderate and high Hardship rankings.

- **Albany Park** – Of the three communities studied, life expectancy is highest (82) and infant mortality (3 in 1,000 births) lowest in Albany Park, which contribute favorably to its moderate ranking of 53 on the Hardship Index. Paradoxically, just under 30% of Albany Park residents do not have health insurance, which is significantly higher than the city-wide average of 18.7%, and childhood obesity is 26%, also higher than the Chicago average of 19%.

- **Belmont-Cragin/Hermosa** – While the Hardship Index in Belmont-Cragin/Hermosa is high, the life expectancy (79) is longer than the Chicago average of 77.9. Just under 30% of residents living in Belmont Cragin/Hermosa do not have health insurance, and childhood obesity in the community (30%) is the highest of all three communities studied.

- **South Shore/South Chicago** – The average Hardship Index in the two neighborhoods is 65, but South Chicago's Hardship ranking of 75 is the highest of all neighborhoods studied. Average life expectancy in the community is eight years shorter than the city average. Infant mortality is highest in South Shore/South Chicago at 11 per 1,000 births, and the percent of people living without health insurance (20%) and rate of childhood obesity is higher than the city norm of 18.7% and 19% respectively.

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8 City of Chicago Census Data, 2008 – 2012, Health and Human Services indicators; Healthy Chicago 2.0, 2016, City of Chicago (data before 2016)
On the Child Opportunity Index which ranks from “Very High” to “Very Low,” the three communities studied range from “Moderate” on the high end to “Very Low.” These rankings consider total child population, ethnic and racial composition, as well as educational, health, environmental, social, and economic markers and compare each neighborhood’s opportunity level relative to the other neighborhoods in the same metropolitan area.

According to the Chicago-Joliet-Naperville, Metro Area map the three communities are ranked as follows:

- Albany Park ranked highest in Child Opportunity among the three communities studied. Within the community, there are an equal number of “Moderate” and “Low” areas which correlates to the moderate positioning on the Hardship Index and mixed benchmarking within Healthy Chicago 2.0 Report findings.

- The Belmont Cragin/Hermosa combined neighborhood offers the middle ground in terms of Child Opportunity. Most areas in this community are ranked between “Moderate” and “Very Low” in terms of Child Opportunity, with the majority of tracts falling in the “Low” range. These Child Opportunity indicators correlate to the high Hardship Index ranking and sub-par health rankings described within the Healthy Chicago 2.0 Report.

- The South Shore/South Chicago combined neighborhood has the lowest Child Opportunity ranking of the communities studied. Most areas in the community are ranked between “Low” and “Very Low.” The South Chicago area is particularly challenged, with most sections ranked as “Very Low” with the exception of the far northwest area (west of Oglesby Avenue and north of 87th Street) showing a slightly higher ranking of “Low.” This data is aligned with the Hardship Index statistics showing that South Shore/South Chicago has the highest number (30.5%) of people living below the poverty level and the highest rate of unemployment (19.9%), as well as the lowest life expectancy and highest infant mortality.

According to Illinois and Chicago school data, all three communities have graduation rates higher than the overall average in Chicago Public Schools (CPS) but lower than state and CPS post high school college enrollment rates. South Shore/South Chicago has the lowest post high school enrollment at 49%.

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SMART Growth Grant Recipient Characteristics and Impact

SMART Growth Grant Recipients Collectively

**Characteristics**

SMART Growth grant recipients are vital community assets. By and large, they engage regularly and directly with their local communities in ways that are relevant and meaningful to the communities they live within and among. Their business models resemble that of educational and/or social-service non-profits with a high dependence on community support and high percentages of program delivery outlays. They are committed to supporting their communities and express a vision for their growth that reflects the breadth and depth of engagement they have with the local residents in their communities.

**Impact**

When viewed collectively, 100% of the SMART Growth organizations responding to the survey\(^{10}\) (80% response rate) reported robust participation by the local community in their programs and services. Ninety-two percent (92%) reported regular participation (58.3% daily; 33.3% weekly). The most popular engagement activities were public events such as performances, exhibits, open rehearsals (92%) and learning opportunities such as classes and workshops (75%). In addition, almost half (42%) said that community members were also volunteers with their organization.

The majority (92%) of SMART Growth organizations who responded reported working with local community associations and/or leaders representing a diversity of community stakeholders. Eighty-three percent (83%) reported having staff or board members at the table for key community conversations; of those 40% were identified as community development conversations. In addition, half (50%) of those surveyed reported having key staff or board members serve as leaders in the community.

With regard to programming, the majority (92%) of survey respondents offer services to their local community that stretch beyond their core artistic work product. Seventy-five percent (75%) offer educational services, 25% social services, and 25% safety services. In addition, 83% partner with other non-arts/culture organizations in their local community. All have created events, programs and/or services specifically designed to engage with the local community.

Collectively, during the past three reported years the SMART Growth cultural organizations spent on average between $1.8 and $2.5 million dollars each year. Between 68% and 78% of organization expenses focused on program delivery, bringing between $1.4 and $1.8 million in programs and services to the communities annually.

**Albany Park SMART Growth Grant Recipients\(^{11}\)**

**Characteristics**

Ethnically diverse, Albany Park has a significant population of immigrants living alongside long-time residents. The community is populated by four SMART Growth grant recipients representing 50% of the nonprofit cultural assets within the community. Their programming encompasses artistic creation and public presentation (all four

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\(^{10}\) SMART Growth 2018 Evaluation Survey

\(^{11}\) Of the three communities studied, Albany Park had the fewest number of grant recipients, representing 27% of the total number surveyed. Either due to its smaller percentage of the whole or the practices of the four organizations included, the data regarding the grant recipient’s engagement in their local communities was limited in depth and breadth as compared with the other two communities.
organizations) with a strong emphasis on personal story-telling (50%) and contemporary American multiculturalism (75%). Two of the organizations offer youth-focused educational and achievement programs while two focus squarely on serving the adult members of the urban community. These organizations include the following:

- **Albany Park Theater Project**, a multiethnic, youth theater ensemble that creates and presents original contemporary theater based on the life experiences of community members including urban teens, immigrants, and working-class Americans. The organization’s work with young people focuses significantly on youth development and youth achievement, particularly during post high school transition.

- **Ensemble Español**, a dance institution that preserves, promotes, and presents the flamenco, folkloric, classical, and contemporary dance and music traditions of Spain. The Ensemble offers performances throughout the city as well as an annual youth dance festival and workshop series. In addition, they provide in school and out of school educational programs for youth and adults.

- **Serendipity Theatre Collective/2nd Story**, a literary and theatrical organization providing a platform for people to create, share, and listen to personal stories. The organization offers programs that elevate the storyteller’s words to deliver original, live, literary/theatrical works and experiences in the city.

- **Tuta Theater Chicago**, a theatre organization dedicated to producing work that is socially relevant to and challenging of contemporary American society.

**Impact**

The Albany Park organizations reported the largest percentage (67%) of weekly participation by the local community in their programming. The most common type of program (71%) created for the community in Albany Park was workshops/residencies. Educational programming was the most common service offered to the community beyond core arts programming; youth development was the most significant community conversation reported; and of the three communities, educational organizations were the most common partners reported.

Economically, the Albany Park organizations are most reliant on contributed revenue (86%) and have the lowest output among the three communities 68.3% in program delivery expenditures. Albany Park organizations spend the most ($2.5 million) annually. On average, 25% of participants at Albany Park performances attended free.

**Belmont-Cragin/Hermosa SMART Growth Grant Recipients**

**Characteristics**

Overcrowded elementary schools, a high demand for youth services, and a large youth population help distinguish the Belmont-Crain/Hermosa community which is populated with five SMART Growth grant recipients representing 63% of the nonprofit cultural assets in the community. Collectively, their programming can be characterized as significantly Latino (60%) with a substantial Puerto Rican focus (40%). A multi-arts discipline approach (80%), as well as preservation of cultural heritage and language (60%) are common threads among the organizations. All (100%) offer educational and/or youth development programming to young people in the community. One organization focuses on developing a community of artistic, cultural and social inclusion. These organizations include:

- **Aguijon Theater Company**, a community-based theatre ensemble dedicated to creating theatrical experiences through the cultural exploration, discussion and performance of Spanish-language and bilingual works addressing social issues affecting the United States Latino community. The Company also offers theater training programs for children and teens via after school programming as well as professional-level training for adults.

- **Elastic Arts Foundation**, a multi-discipline presenting organization focused on developing, hosting, producing, and promoting independent, and local music concerts, exhibitions, and multi-art performances. Through
several performance and exhibition series the Foundation fosters a community of inclusion for people of all ethnicities, races, and religions, as well as varieties of sexual orientation or concepts of gender.

- **Puerto Rican Arts Alliance**, a multi-discipline arts organization dedicated to preserving Puerto Rican culture by maintaining its traditions, promoting its arts and providing educational experiences. The Alliance offers heritage-based music and visual arts programming to underserved youth in out-of-school settings, presents exhibitions, hosts festivals and offers an archive that preserves the history of Puerto Ricans in the Midwest through community photographs and oral histories.

- **Segundo Ruiz Belvis Cultural Center**, a multi-discipline cultural organization dedicated to preserving and promoting the culture and arts of Puerto Rico and Latin America, with an emphasis on their African heritage. The Center offers both in school and after school programeing for children and youth. In addition, partnering with a disaster relief agency the Center assists the community in providing assistance to hurricane relief efforts in Puerto Rico.

- **The Miracle Center**, a faith-based agency whose purpose is to help children, youth, and families through the performing arts to grow spiritually, mentally, emotionally, socially and physically through out-of-school programs. The Center offers youth theatre, dance, filmmaking and entrepreneurship programs as well as an adult theatre ensemble.

**Impact**
The SMART Growth organizations from Belmont-Cragin/Hermosa reported (60%) of local participation in their programming to be on a daily basis. Diversity of involvement, focus and outreach characterizes their collective actions within the community. Areas of community leadership from SMART Growth organizations in Belmont-Cragin/Hermosa includes human services (25%), youth development (25%), and cultural planning (50%) initiatives. Collective program offerings beyond core arts programming includes sports/recreation (11%) health (11%), safety (11%), social services (11%) and disaster relief services (11%). Community designed programming includes exhibits/open Houses (25%), festivals/celebrations (25%), community forums (17%), workshops/residencies (17%), youth/senior outreach (8%) and food support programs (8%). In addition, these organizations reported the strongest participation in local Community Development (60%) initiatives compared with Albany Park and South Shore/South Chicago.

Economically, 80% of the SMART Growth organizations own their facilities which may have a significant and favorable impact on the diversity of engagement activities offered to the local community. Seventy-seven percent (77%) of the revenue generated annually comes from contributed sources with 78% of annual expenditures going to programming. Eighty-one percent (81%) of participation in performances is free of charge.

With this broad community focus, significant property ownership and significant daily interaction with the community, it is not surprising that the SMART Growth organizations in Belmont-Cragin/Hermosa also reflect the most diversity of thought with regard to community investment and policy. Belmont-Cragin/Hermosa organizations cited the need for greater investment in cultural spaces, creative opportunities, youth employment and arts funding; and policy advancements in the areas of historic preservation, economic development, cultural diversity, affordable housing and creative opportunities.

**SMART Growth Grant Recipients in South Shore/South Chicago**

**Characteristics**
A community of historic landmarks juxtaposed among an excess of vacant lots, many South Shore/South Chicago residents find good housing, employment and educational opportunities for their children ongoing challenges in their community. Six SMART Growth grant recipients reside in the South Shore/South Chicago area representing
55% of the nonprofit cultural assets available in the community. Their programming reflects the needs and interests of the community including 33% focused on cultural and historic preservation, 83% with significant programming focused on youth development and 33% that have youth and community safety at their core purpose. These organizations include:

- **Global Girls**, a youth-oriented performing arts, arts education and youth development organization specializing in programming for girls-of-color and offering both school and community based programming in dance, theatre, song and spoken word. Their out-of-school programming also offers extended services in “homework help,” meal support and field trips.

- **Muntu Dance Theatre**, a multi-faceted art organization offering performances, school and community based education programming, whose mission is to preserve and perpetuate the African aesthetic and its influence on world cultures, through the education and professional presentation of dance, music and folklore.

- **SkyART**, a visual arts organization offering free programming for young people with both school and community based programs that focus on teaching students to create, to communicate effectively, and to learn the essential skills and creative thinking needed to succeed.

- **South Shore Drill Team & Performing Arts Ensemble**, a youth-focused organization that uses the performing arts to engage inner-city youth throughout their critical teenage years, mitigate the dangers of gangs, drugs, and violence, and guide members towards completing their education and becoming responsible citizens.

- **Vivian G. Harsh Society** an archival organization supporting the preservation and growth of Afro-American history and literature.

- **West Point School of Music** a music education organization with a mission to prevent juvenile violence and promote academic and personal success among urban youth through quality in school, after school and out-of-school music instruction, and performance programs.

**Impact**

Organizations from South Shore/South Chicago reported the largest share (74%) of participation in their programming to be on a daily basis. The most common method of engagement with community members is equally divided between learning experiences (i.e., classes, lectures/professional development) and art consumer experiences, (i.e., festivals, performances/exhibitions, etc.) at 40% each. Community development, youth development and safety partnerships represented 38% of the partnerships reported by SMART Growth organizations in South Shore/South Chicago.

- Thirteen percent (13%) reported engaging with the local police stations and local school associations (13%).
- Participation in community development initiatives was highest in South Shore/South Chicago with 67% of the organizations reporting active involvement.
- Youth development and community safety partnerships represented 38% of the partnerships reported by SMART Growth organizations in South Shore/South Chicago.
- Services provided that stretched beyond core arts programming included health (14%), safety (29%) and social service (29%) related programming.
- In addition, a wide range of programs have been created specifically for the local community including festivals/celebrations, youth/senior outreach and performances (25% each), exhibit/open houses (17%) and workshops/residencies (8%).

Economically, 82% of the revenue generated by the SMART Growth organizations annually comes from contributed sources with programming expenditures representing 78% of total expenses. On average, 93% (highest among all three communities studied) of participants at performances attended free of charge.

South Shore/South Chicago organizations expressed a vision for their community that encompassed increased investments in community performances, youth employment and arts funding; and policy advancements in community safety, increased creative opportunities and advancements in arts-in-education policies.
Findings: Community Impact of SMART Growth Grant Recipients

Community Engagement

Engagement with Individuals

Of the twelve responses to the survey, all grant recipients reported having local community participation in their programming.

Organizations from South Shore/South Chicago reported the largest share of daily participation by local residents (75%).

The Albany Park organizations reported the largest percentage of weekly participation (67%).

The most popular way for the local community to engage was around public events (performances, exhibits, and open rehearsals) and learning opportunities (classes, workshops, etc.). Thirteen percent (13%) of the Albany Park respondents cited Social Support Services as an avenue for community engagement. All three communities also cited Volunteer community involvement as part of their engagement profile.

12 SMART Growth 2018 Evaluation Survey
Engagement with Community Organizations and Leadership

Ninety-two percent (92%) of the organizations responding to the survey said they regularly engaged with local community associations and/or leaders and all reported engagement with a diversity of community stakeholders, sharing at least 4 distinctly different engagement points.

Engagement with local government entities was among the highest in each community ranging from 25% in Albany Park to 38% in Belmont-Cragin/Hermosa and South Shore/South Chicago. Engagement with Neighborhood Associations/Civic Organizations was also strong in all three communities (25% in Albany Park, 31% in Belmont-Cragin/Hermosa and 38% in South Shore/South Chicago.)

Eighty-three percent (83%) of the organizations surveyed reported having key staff or board members at the table for key community conversations; of those 40% were for Community Development conversations. Half reported that key staff or board members serve as leaders in the community.

Belmont-Cragin/Hermosa organizations reported stronger participation in local Community Development (60%) conversations compared with Albany Park and South Shore/South Chicago.

South Shore/South Chicago reported the most diversity in community conversations including equal attention to Youth Development, Community Development, Human Services and Cultural Access.
Organizations in Belmont-Cragin/Hermosa reported the most diversity in focus with regard to Community Leadership including leading in the areas of Human Services (25%), Youth Development (25%), and Cultural Planning (50%).

Cultural Planning was the most significant area of community leadership reported in South Shore/South Chicago (67%) and in Albany Park (100%).

**Services beyond Core Arts Programming**

Ninety-two percent (92%) of SMART Growth grant recipients offer services to their local community that go beyond core artistic work product.

Organizations in Belmont-Cragin/Hermosa reported the greatest diversity of these extended services including Sports/Recreation, Health, Safety, Social Services and Education programs.

South Shore/South Chicago organizations reported wrap-around programming that includes Health (14%), Safety (29%) and Social Services (29%).
**Community Partners**

Eighty-three percent (83%) of the organizations surveyed said they partnered with non-arts/culture organizations within their local community (48% Education partners, 20% Health/Social Service partners, 16% Youth Development, 12% Housing and 4% Safety partners.)

Organizations in Belmont-Cragin/Hermosa reported the greatest diversity among their partnerships including;
- Housing (30%),
- Youth Development (20%)
- Health/Social Service (20%)

Alongside Educational partnerships (50%), South Chicago/South Shore reported Youth Development (25%) as a significant area of partnership as well as Safety partnerships (13%) and Health/Social Service partnerships (13%).

**Community Events**

Of the twelve organizations surveyed, all reported having created events, programs and/or services specifically designed to engage the local community. The most common type of program (71%) in Albany Park were workshops/residency programs

Organizations in Belmont-Cragin/Hermosa created the widest diversity of programs for the community including Exhibits/Open Houses (25%), Festivals/Celebrations (25%), Community Forums (17%), Workshops/Residencies (17%), Youth/Senior Outreach (8%) and Food Support programs (8%).

South Shore/South Chicago organizations also reported creating a wide range of programs for the community including Festivals/Celebrations, Youth/Senior Outreach and Performances (25% each), Exhibit/Open Houses (17%) and Workshops/Residencies (8%).
Economic Footprint

**Expense/Revenue**

A 2017 study on the economic impact of arts and culture in Chicago finds that arts organizations and their audiences contribute at least $3.2 billion annually to the Chicago economy. In addition, their audiences support over 85,000 full-time-equivalent jobs, generate $2.0 billion in household income to local residents, and deliver $336.5 million in local and state government revenue.

Collectively, the SMART Growth cultural organizations spend between $1.8 and $2.5 million dollars annually. Between 68% and 78% of expenses are directed to program delivery, contributing between $1.4 and $1.8 million in programs and services annually.

Albany Park organizations spend the most ($2.5 million) while representing the smallest percentage of participants (27%) among the full evaluation cohort. The Albany Park organizations combined reported being most reliant on contributed revenue (86%); and are lowest among the three communities studied in their percentage (68%) of program delivery expenses as they relate to administration and fundraising expenditures.

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13 Cultural Data Project reports for most recent three years completed.
14 Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of Chicago.
In Belmont-Cragin/Hermosa, the SMART Growth grant recipient organizations spend on average $1.8 million dollars annually and raise/earn $1.9 million. Contributed revenue outpaces earned revenue at 65% of total and the majority of its expenses go towards program delivery (77%).

In South Shore/South Chicago, the SMART Growth grant recipient organizations spend on average $2.3 million dollars annually and raise/earn $2.9 million. Contributed revenue outpaces earned revenue at 82% of total and the majority of its expenses go towards program delivery (78%).

**Occupancy**

Owning their facility lends stability to the organization and the community at large. Eighty percent (80%) of the SMART Growth grant recipients in Belmont-Cragin/Hermosa own their facilities.

Twenty percent (20%) own their facilities in South Shore/South Chicago.

Half of the organizations in Albany Park utilize in kind spaces; 40% do so in South Shore/South Chicago.
Local Draw
The majority of participants engaging with the SMART Growth grant recipient organizations are drawn from the local community.
- 100% from those reporting from Albany Park,
- 80% from those in Belmont-Cragin/Hermosa and
- 67% from South Shore/South Chicago.

In-School Programs
Combined, the SMART Growth grant recipients reach on average 7,120 school children annually, offering 94 in school programs serving 53 schools and placing 58 artists in the schools each year.

Community Performances
On average, 91% of participants at South Shore/South Chicago community performances attend free, 81% in Belmont-Cragin/Hermosa and 25% in Albany Park.

* Note: outlier statistics from South Shore Drill Team and Ensemble Español (attendance numbers ranging from 470,000 to 4.28 million) have been removed.
Investment, Policy and Vision

When asked about the types of investment and policy advancements they would like to see in their community, a diversity of thought was evident. Investment in Arts Funding (33% of all responses) was strongest. However, grant recipients also mentioned investment in Cultural Spaces, Creative Opportunities, and Youth Employment.

Policy advancements included equal focus on Historic Preservation, Economic Development, Cultural Diversity, Affordable Housing and Creative Opportunities.

Stronger arts engagement is a primary vision theme among the organizations surveyed. Serving as a connecting-point for the community was also a common theme in Belmont-Cragin/Hermosa and a vision for a safer community was expressed by an organization in South Shore/South Chicago.

Vision thoughts of SMART Growth organizations –

“We want to be a hub of activity, offering programming to all ages and types of humans in our community, and offering the assets of our organization to the community at large…”

“Our vision is to work together with a dynamic community in flux to provide the kinds of programming that fosters collaboration, cooperation, mutual understanding among diverse constituents with many distinct perspectives and interests”

“We will continue to work with the community to reduce violence.”

“We want to be the model for using the arts to empower and galvanize communities.”

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16 SMART Growth 2018 Survey Results
Discussion

The following discussion touches upon four thematic correlations regarding the impact of SMART Growth grant recipients as they relate to community needs, organizational characteristics and engagement patterns. These themes include the understanding that 1) community-based arts and culture organizations are key community assets; 2) their business models reflect an expanded program profile that reaches beyond art producing into education and social service realms, 3) that the unique needs of the community drive the development of extended services; and 4) these organizations have a community-centric vision of the future.

Arts & Culture Organizations are Key Community Assets
SMART Growth grant recipients are important assets to the local community and currently represent between 50% and 65% of the nonprofit cultural assets in their respective communities. On the whole they are organizations that engage regularly and directly with their local communities in ways that are relevant and meaningful to the local residents.
- The most popular engagement activities were public events such as performances, exhibits, and open rehearsals (92%), and learning opportunities such as classes and workshops (75%).
- The majority (92%) reported working with a diversity of community stakeholders.
- Eighty-three percent (83%) reported having staff or board members at the table for key community conversations. Half (50%) reported having key staff or board members serve as leaders in the community.
- The majority (92%) also offer services that stretch beyond their core artistic work product. Seventy-five percent (75%) offer educational services, 25% social services, and 25% safety services.
- In addition, 83% partner with other non-arts/culture organizations in their local community. All have created events, programs and/or services specifically designed to engage with the local community.

Business Model
Reflective of their connection and responsiveness to the local neighborhood as well as the needs of the communities in which they serve, is a business model that resembles that of an educational and/or social-service non-profit with a high contributed-to-earned revenue ratio (over 70% contributed) than a performing arts non-profit which strives for a 50/50 ratio between contributed and earned revenue.
- The SMART Growth organizations studied are reliant on contributed revenue (between 68% and 78% of total revenue) which is paid forward to the community in the form of free and/or subsidized programming as evident by their earned revenue levels hovering between 22% and 32% annually.
- Collectively, they spend between $1.8 and $2.5 million dollars annually. Between 68% and 78% of expenses are directed to program delivery, contributing between $1.4 and $1.8 million in programs and services annually.

Community Need Drives Engagement
In each community studied the SMART Growth organizations demonstrated genuine responsiveness to community concerns developing programming to fill gaps in service, offer creative approaches to needs fulfillment and deepen their relationship to the community.

South Shore/South Chicago is a community where the Hardship Index is “High”, Child Opportunity Index benchmarks “Low” and Life Expectancy the lowest of all three communities studied. Engagement with the community by SMART Growth organizations in South Shore/South Chicago encompasses youth development, safety and social service field of interest – 30% focus on cultural and historic preservation, 83% exhibit significant programming in youth development and 30% have community safety among its core purpose. Among them they reported:
- Significant daily participation; the largest percentage of all communities studied.
- The highest diversity in community conversations including equal attention to Youth Development, Community Development, Human Services and Cultural Access.
- A diversity of programs beyond core arts programming that includes Health (14%), Safety (29%) and Social Services (29%).
- On average, 91% of participants to community performances attend free annually.
- Alongside educational partnerships (50%), youth development (25%) is a significant area of partnership as well as safety (13%) and health/social service partnerships (13%).
- The creation and presentation of a wide range of programs for the community including festivals/celebrations, youth/senior outreach and performances (25% each), exhibit/open houses (17%) and workshops/residencies (8%).

Belmont-Cragin/Hermosa is a neighborhood where the Hardship Index is in the “High” range (70.5), Child Opportunity benchmarks “Low to Moderate”, and health-related rankings also “Low to Moderate”; engagement by SMART Growth organizations encompasses community development, youth development and human services fields of interest. Preservation of cultural heritage and language is a common thread among 60% of the organizations and 100% offer educational and/or youth development programming to young people in the community. Among them they report:
- The most diversity with regard to community leadership including areas of human services (25%), youth development (25%), and cultural planning (50%).
- Program offerings beyond core arts programming include sports/recreation (11%) health (11%), safety (11%), social services (11%) and disaster relief services (11%).
- The widest expanse of programs created for the community including exhibits/open Houses (25%), festivals/celebrations (25%), community forums (17%), workshops/residencies (17%), youth/senior outreach (8%) and food support programs (8%).
- Eighty percent (80%) facility ownership.
- On average, 81% of participants to community performances attended free of charge.

Albany Park is a neighborhood where the Hardship Index is the lowest, Child Opportunity benchmarks the highest and Life Expectancy the longest. Engagement by SMART Growth organizations encompasses community development, youth development and education fields of interest – 50% offer youth-focused educational and achievement programs while 50% focus on serving the adult members of the urban community. SMART Growth organizations in Albany Park reported:
- Cultural planning as the most significant area of community leadership.
- Youth development as the most significant community conversation.
- Education programming as the most common program offered to the community beyond the core arts programming, and of the three communities, educational organizations were the most common partners reported.

Community-Centric Vision for the Future
SMART Growth grant recipients expressed a vision for their communities that further reflected the breadth and depth of engagement with the local residents in their communities.
- Belmont-Cragin/Hermosa organizations cited the need for greater investment in cultural spaces, creative opportunities, and youth employment in their neighborhoods. Policy advancements in the areas of historic preservation, economic development, cultural diversity, affordable housing and creative opportunities were also cited.
- South Shore/South Chicago grant recipients expressed a future vision that delivered increased investments in community performances and youth employment opportunities, as well as policy advancements in community safety, creative opportunities and advancements in arts-in-education programs.
Appendix I

SMART Growth 2018 Evaluation
Participating SMART Growth Grant Recipients

**Albany Park SMART Growth Grant Recipients**
- Albany Park Theater Project
- Ensemble Español
- Serendipity Theatre Collective/2nd Story
- TUTA Theatre Chicago

**Belmont-Cragin/Hermosa SMART Growth Grant Recipients**
- Aguijon Theater Company
- Elastic Arts Foundation
- Puerto Rican Arts Alliance
- Segundo Ruiz Belvis Cultural Center
- The Miracle Center

**South Shore/South Chicago SMART Growth Grant Recipients**
- Global Girls, Inc.
- Muntu Dance Theatre
- SkyART
- South Shore Drill Team
- Vivian G. Harsh Society
- West Point School of Music
SMART Growth 2018 Evaluation
Grant Recipient Survey

Introduction

Thank you for participating in our survey. The survey is comprised of 19 questions and should take about 10 minutes to complete. If you do not know the answer to any question, please feel free to select the “I don’t know” response. Individual responses will be kept confidential and the combined data shared with The Trust.

Local Community Engagement with Your Organization

For the purposes of this survey, we ask that you limit your responses to activities/programs/services offered within the past 3 years that engage with or focus on serving people living within zip codes that are relevant to your organization/community including:

- Albany Park organizations – 60625
- Belmont Cragin/Hermosa organizations – 60618, 60639, 60647
- South Shore/South Chicago organizations – 60617, 60619, 60643, 60649

1) Do members of your local community participate in or access your programs and services?
   - Yes
   - No

2) About how often do they participate in or access your programs and services?
   - Daily (each day the organization is open for business)
   - At least once a week
   - At least once a month
   - At least once per year
   - I don’t know
   - Other

3) In what ways does the local community engage with your organization? (up to 3 of the most regular engagement examples)
   - Attend classes, lectures, or professional development
   - Attend performances, exhibitions, open rehearsals, and/or other public events
   - Access social support services
   - Access financial assistance/scholarships
   - Volunteer
   - Participate in local community issue discussions and/or advocacy
   - Utilize your space(s) for community needs
   - Conduct research
   - Other (please specify)
Your Organization’s Engagement with the Local Community

4) Does your organization engage with local community associations and/or leaders (i.e., chambers of commerce, local alderman’s office, neighborhood associations, etc.)?
   - Yes
   - No
   - I don’t know

5) Please share more details with us:
   - Name of organization or community leader and summarize how
   - Name of organization or community leader and summarize how
   - Name of organization or community leader and summarize how

6) Has your organization partnered with local businesses to connect your patrons/audiences with their programs and/or services?
   - Yes
   - No
   - I don’t know

7) If yes, in what ways did you partner?
   - Coupons/discounts
   - Cooperative advertising
   - Joint events
   - Other

8) Does the organization participate in local community initiatives and/or activities?
   - Yes
   - No
   - I don’t know

9) Please share more details with us:
   - Name of initiative/activity and sponsoring/leading organization
   - Name of initiative/activity and sponsoring/leading organization
   - Name of initiative/activity and sponsoring/leading organization

10) Are key staff or board members of your organization at the table for key community/neighborhood conversations and/or discussions?
    - Yes
    - No
    - I don’t know

11) Please share an example of the most current/relevant community conversation and/or discussion.
Your Organization’s Role in the Local Community

12) Do key staff or board members of your organization serve as leaders in the community?
   - Yes
   - No
   - I don't know

13) If yes, please share the most meaningful example of your organization’s leadership role in your local community

14) Does your organization offer services to the community that go beyond your artistic work product?
   - Yes
   - No
   - I don't know

15) If yes, what types of services/programs that reach beyond your arts/culture programming are offered to the local community? Please check all that apply.
   - Social service
   - Education
   - Health
   - Safety
   - Sports/Recreation
   - N/A
   - Other (please specify)

16) Does your organization partner with non-arts/cultural organizations in your local community?
   - Yes
   - No
   - I don't know

17) If yes, please share more details with us by listing the organization(s) you partner with and their primary purpose (i.e., social service, education, health, safety, recreation, etc.)
   - Organization, Purpose
   - Organization, Purpose
   - Organization, Purpose

18) Has your organization created events, programs and/or services specifically designed to engage with the local community.
   - Yes
   - No
   - I don't know

19) If yes, please list the events/program/service created and/or offered in the last 3 years designed to engage the community.
   - Organization, Purpose
   - Organization, Purpose
   - Organization, Purpose
Share Your Thoughts

20) What positive change(s), if any would you like to see as a result of your work in the community?
   - In terms of investment?
   - In terms of policy?
   - Other?

21) What is your vision for future local community engagement (yours or theirs?)
SMART Growth 2018 Evaluation Sources

Web-based Resources


Publications


SMART Growth 2018 Evaluation
Community Engagement and Impact Report

Albany Park Community Profile

Community Overview

“Albany Park is Chicago’s most ethnically diverse neighborhood and one of the most diverse in the United Sates....” The neighborhood has a significant population of immigrants comprised of East Asian (majority Korean), Hispanic, and Middle Eastern among others. Lawrence Avenue is a main corridor for the community and offers several forms of transportation including CTA rail and bus stations as well as guided bike routes, providing easy access to downtown Chicago and other areas of the city making it an attractive place for people working in the city to live.

Economics

Chicago census data provides a “Hardship Index” derived from a selection of six socioeconomic indicators of public health significance. The Hardship Index rankings range from 1 (least hardship) to 98 (highest hardship).

Albany Park has a moderate ranking on the Hardship Index, positioned at number 53 out of 98 on the Index.

Per capita income in Albany Park is $21,323 annually which is below the Chicago average of $28,202.

Twenty percent (20%) of its residents live below the poverty line which corresponds to the Chicago average.

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**Health/Wellbeing/Child Opportunity**

With a mid-point ranking of 53 on the Hardship Index, it is not a surprise that life expectancy is highest (82) and infant mortality (3 in 1,000 births) lowest in Albany Park. Paradoxically, just under 30% of Albany Park residents do not have health insurance which is significantly higher than the city-wide average of 18.7%. Childhood obesity is 26%, also higher than the Chicago average of 19%.

Diversity Data Kids (diversitydatakids.org) offers a Child Opportunity Index Map for the Chicago-Joliet-Naperville, Metro Area which provides integrated information regarding the distribution of neighborhood-based opportunity for children. The “Opportunity” rankings include “Very High,” “High,” “Moderate,” “Low,” and “Very Low” and compare each neighborhood’s opportunity level relative to the other neighborhoods in the same metropolitan area. Similar to the Chicago Census’ Hardship Index, the Child Opportunity Index is a compilation of integrated information resources including total child population, ethnic and racial composition, as well as educational, health, environmental, social and economic markers.

According to the Chicago-Joliet-Naperville, Metro Area map Albany Park offers the highest ranked Child Opportunity benchmarks in comparison to the three communities studied. The community has an equal number of “Moderate” and “Low” ranked sections which correlates to the moderate positioning on the Hardship Index and mixed benchmarking within Healthy Chicago 2.0 Report findings. The community’s high schools collectively rank slightly higher than CPS standards and lower than Illinois standards.

**SMART Growth Grant recipients in Albany Park**

Ethnically diverse, Albany Park has a significant population of immigrants living alongside long-time residents. The community is populated by four SMART Growth grant recipients representing 50% of the nonprofit cultural assets within the community. Their programming encompasses artistic creation and public presentation (all four organizations) with a strong emphasis on personal story-telling (50%) and contemporary American multi-

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21 Note: Of the three communities selected for this evaluation, Albany Park had the least number of grant recipients and represent 27% of the total number surveyed. Either due to this smaller percentage of the whole or the practices of the four organizations included the data regarding the grant recipient’s engagement in their local communities was limited in depth and breadth.
culturalism (75%). Two of the organizations offer youth-focused educational and achievement programs while two focus on serving the adult members of the urban community. These organizations include:

- **Albany Park Theater Project**, a multiethnic, youth theater ensemble that creates and presents original contemporary theater based on the life experiences of community members including urban teens, immigrants, and working-class Americans. The organization’s work with young people focuses significantly on youth development and youth achievement, particularly during post high school transition.

- **Ensemble Español**, a dance institution that preserves, promotes, and presents the flamenco, folkloric, classical, and contemporary dance and music traditions of Spain. The Ensemble offers performances throughout the city as well as an annual youth dance festival and workshop series as well as in school and out of school educational programs for youth and adults.

- **Serendipity Theatre Collective/2nd Story**, a literary and theatrical organization providing a platform for people to create, share and listen to personal stories. The organization offers programs that elevate the storyteller’s words to deliver original, live, literary/theatrical works and experiences in the city.

- **Tuta Theater Chicago**, a theatre organization dedicated to producing work that is socially relevant to and challenging of contemporary American society.

**Community Engagement**

The Albany Park organizations reported the largest percentage of weekly participation by the local community at 67% with classes, lectures and professional development the most common method of engagement (38%).

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**Community Organization Engagement**

Along with active engagement with local government offices, neighborhood associations, and schools, one Albany Park grant recipient reported engagement with a local mental health-related association.

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SMART Growth 2018 Survey Results.
Engagement Activities, Programs and Services
The types of community activities Albany Park Grant recipients were engaged in included Festival/Parades and Community Development (38% each.)

Youth Development was reported as a significant community conversation and Cultural Planning the single area of community leadership.

One organization offers social service programming along with its core arts programming and works with health and social service partners in the community.

Economic Footprint
A 2017 study on the economic impact of arts and culture in Chicago finds that arts organizations and their audiences contribute at least $3.2 billion annually to the Chicago economy. In addition, their audiences support over 85,000 full-time-equivalent jobs, generate $2.0 billion in household income to local residents, and deliver $336.5 million in local and state government revenue.

Albany Park organizations spend $2.5 million annually and raise/earn over $2.6 million. The Albany Park organizations combined reported being most reliant on contributed revenue (86%); and are lowest among the three communities studied in their percentage (68%) of program delivery expenses as they relate to administration and fundraising expenditures.


Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of Chicago.
**Program/Service Footprint**

On average, Albany Park organizations serve 2,856 school children annually and 25% of participants at performances attend free.

*Note: outlier statistics from Ensemble Español have been removed as they represent touring and other performances that draw from outside the local community.*

**Vision**

When asked about their vision for their local community, Albany Park organizations cited stronger arts engagement as pivotal:

- “.... to reach out to more of our community members to take part in the outreach programs offered....”

- “We want to be a hub of activity, offering programming to all ages and types of humans in our community, and offering the assets of our organization to the community at large....”

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26 SMART Growth 2018 Survey Results.
Community Overview

Belmont-Cragin/Hermosa resources include schools, single and attached family housing as well as several busy commercial corridors featuring churches, health care providers, and community-based nonprofits. These community assets attract new residents, many displaced by gentrification and rising housing costs in neighborhoods to the east. The community’s Latino population is ethnically diverse, with a mix of Mexican, Puerto Rican, Central American, and South American residents and has grown from approximately 30% in 1990 to 80% in 2016. Elementary schools in the community are considered overcrowded, creating high demand for youth services and park space. More than one third of the community’s population is under the age of 19. Public safety concerns are growing among residents, particularly around the escalation of gang-related violence.

Economics

Chicago census data provides a “Hardship Index” derived from a selection of six socioeconomic indicators of public health significance. The Hardship Index rankings range from 1 (least hardship) to 98 (highest hardship).

Belmont Cragin/Hermosa has a high ranking on the Hardship index, a combination of 70 for Belmont-Cragin and 71 for Hermosa.

The community has the lowest annual per capita income at $15,275 of the three communities studied. Nineteen percent (19%) of residents live below the poverty line.

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28 Belmont Cragin Quality-of-Life Plan 2016, Northwest Side Housing Center | LISC Chicago New Communities Network
29 City of Chicago Census Data, 2008-2012; Health and Human Service Indicators
line, which is slightly lower than the Chicago average of 19.7%.

**Healthy/Wellbeing/Child Opportunity**\(^{30}\)

While the Hardship Index in Belmont-Cragin/Hermosa is high, life expectancy (79 years) is longer than the Chicago average of 77.9 years. Just under 30% of residents living in Belmont Cragin/Hermosa do not have health insurance and its childhood obesity rate (30%) is the highest of the three communities studied. Nearly forty percent (39.5%) of people over 25 do not have a high school diploma, also the highest rate of the three communities studied.

Diversity Data Kids (diversitydatakids.org) offers a Child Opportunity Index Map for the Chicago-Joliet-Naperville, Metro Area which provides integrated information regarding the distribution of neighborhood-based opportunity for children. The “Opportunity” rankings include “Very High,” “High,” “Moderate,” “Low,” and “Very Low” and compare each neighborhood’s opportunity level relative to the other neighborhoods in the same metropolitan area. Similar to the Chicago Census’ Hardship Index, the Child Opportunity Index is a compilation of integrated information resources including total child population, ethnic and racial composition, as well as educational, health, environmental, social, and economic markers.

According to the Chicago-Joliet-Naperville, Metro Area map, the Belmont Cragin/Hermosa community offers the study’s middle ground in terms of Child Opportunity. Although also characterized by a mix of rankings, these include benchmarks between “Moderate” and “Very Low” with the majority of tracts falling in the “Low” range. These Child Opportunity indicators correlate to the high Hardship Index ranking and sub-par health rankings described within the Healthy Chicago 2.0 Report. Graduation rates in the community are higher than both Illinois and Chicago Public Schools (CPS) standards.

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\(^{30}\) Healthy Chicago 2.0, City of Chicago (data before 2016); Diversity Data Kids, US Census Bureau, American Community Survey, 2010-2014 5-Year; Chicago Public Schools, School Report Cards, 2016/2017.
SMART Growth Grant recipients in Belmont-Cragin/Hermosa

Characteristics
Overcrowded elementary schools, a high demand for youth services, and a large youth population help characterize the Belmont-Crain/Hermosa community which is populated with five SMART Growth grant recipients representing 63% of the nonprofit cultural assets in the community. Collectively, their programming can be characterized as significantly Latino (60%) with a substantial Puerto Rican focus (40%). A multi-arts discipline approach (80%), as well as preservation of cultural heritage and language (60%) are common threads among the organizations. All (100%) offer educational and/or youth development programming to young people in the community. One organization focuses on developing a community of artistic, cultural and social inclusion. These organizations include:

- **Aguijon Theater Company**, a community-based theatre ensemble dedicated to creating theatrical experiences through the cultural exploration, discussion and performance of Spanish-language and bilingual works addressing social issues affecting the United States Latino community. The Company also offers theater training programs for children and teens via after school programming as well as professional-level training for adults.

- **Elastic Arts Foundation**, a multi-discipline presenting organization focused on developing, hosting, producing, and promoting independent, and local music concerts, exhibitions, and multi-art performances. Through several performance and exhibition series the Foundation fosters a community of inclusion for people of all ethnicities, races, and religions, as well as varieties of sexual orientation or concepts of gender.

- **Puerto Rican Arts Alliance**, a multi-discipline arts organization dedicated to preserving Puerto Rican culture by maintaining its traditions, promoting its arts and providing educational experiences. The Alliance offers heritage-based music and visual arts programming to underserved youth in out-of-school settings, presents exhibitions, hosts festivals and offers an archive that preserves the history of Puerto Ricans in the Midwest through community photographs and oral histories.

- **Segundo Ruiz Belvis Cultural Center**, a multi-discipline cultural organization dedicated to preserving and promoting the culture and arts of Puerto Rico and Latin America, with an emphasis on their African heritage. The Center offers both in school and after school programing for children and youth. In addition, partnering with a disaster relief agency the Center assists the community in providing assistance to hurricane relief efforts in Puerto Rico.

- **The Miracle Center**, a faith-based agency whose purpose is to help children, youth, and families through the performing arts to grow spiritually, mentally, emotionally, socially and physically through out-of-school programs. The Center offers youth theatre, dance, filmmaking and entrepreneurship programs as well as an adult theatre ensemble.
Community Engagement

Organizations from Belmont-Cragin/Hermosa report the largest share of participation by local residents to be on a daily basis (60%). Performances, Exhibitions, etc. are the most common method of engagement (42%).

Community Organization Engagement

Local Government and Neighborhood Associations are the most popular institutions for engagement (38% and 31%). One organization (8%) reports engagement with the local Police stations and another with a local Church.

The types of activities include Community Development (33%) and Festival/Parade activities (33%) but also include disaster relief and local church initiatives (Other).

Belmont-Cragin/Hermosa organizations reported stronger participation in local Community Development (60%) initiatives compared with Albany Park and South Shore/South Chicago.

SMART Growth 2018 Survey Results
SMART Growth organizations in Belmont-Cragin/Hermosa also reported the most diversity in focus with regard to Community Leadership including Human Services (25%), Youth Development (25%), and Cultural Planning (50%).

<table>
<thead>
<tr>
<th>Community Conversations</th>
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<tbody>
<tr>
<td>Cultural Access</td>
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<tr>
<td>Human Services</td>
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<td>Community Development</td>
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<th>Community Leadership Areas</th>
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<tr>
<td>Cultural Planning</td>
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<td>Youth Development</td>
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<td>Human Services</td>
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</table>

**Engagement Activities, Programs and Services**
Organizations in Belmont-Cragin/Hermosa reported the greatest diversity of services that reach beyond their core arts programming as well as the widest diversity in partnerships including Education and Housing partners (30% each), Youth/Safety partners (20%) and Health/Social Service partners (20%).

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<thead>
<tr>
<th>Services Beyond Core Arts Programming</th>
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<tbody>
<tr>
<td>Education</td>
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<td>Social Services</td>
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<td>Safety</td>
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<td>Health</td>
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<td>Sports/Recreation</td>
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<td>Other</td>
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<tr>
<th>Non-Arts Partners</th>
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<tbody>
<tr>
<td>Education</td>
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<tr>
<td>Housing</td>
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<tr>
<td>Health/Social Service</td>
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<td>Youth Development</td>
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</table>

In addition, compared with Albany Park and South Shore/South Chicago, Belmont-Cragin/Hermosa organizations have created the greatest diversity of programs for the community including Exhibits/Open Houses (25%), Festivals/Celebrations (25%), Community Forums (17%), Workshops/Residencies (17%), Youth/Senior Outreach (8%) and Food Support programs (8%).

<table>
<thead>
<tr>
<th>SMART Growth Community Programs</th>
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<tr>
<td>Workshops/Residencies</td>
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<td>Youth/Senior Outreach</td>
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<td>Festivals/Celebrations</td>
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<tr>
<td>Exhibit/Open Houses</td>
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<tr>
<td>Community Forum</td>
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<tr>
<td>Food Support</td>
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</table>
Economic Footprint

A 2017 study on the economic impact of arts and culture in Chicago finds that arts organizations and their audiences contribute at least $3.2 billion annually to the Chicago economy. In addition, their audiences support over 85,000 full-time-equivalent jobs, generate $2.0 billion in household income to local residents, and deliver $336.5 million in local and state government revenue.

Combined, the SMART Growth grant recipient organizations in Belmont-Cragin/Hermosa spend on average $1.8 million dollars annually and raise/earn $1.9 million. Contributed revenue outpaces earned revenue at 65% of total and the majority of its expenses go towards program delivery (77%).

Eighty percent (80%) of the SMART Growth grant recipients in Belmont-Cragin/Hermosa own their facilities. The most significant facility ownership of all three communities studied.

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33 Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of Chicago. For more information about this study or about other cultural initiatives in the City of Chicago, visit Arts Alliance Illinois’s web site at www.artsalliance.org. Copyright 2017 by Americans for the Arts (www.AmericansForTheArts.org).
**Program/Service Footprint**
On average, Belmont-Cragin/Hermosa organizations serve 1,415 school children annually and 81% of the participants at performances attend free.

**Vision**
Diversity of thought was evident with regard to the vision Belmont-Cragin/Hermosa grant recipients have for the community. When asked about what types of investment and policy advancements they would like investment in Arts Funding (40%) was strongest. However, grant recipients also mentioned investment in Cultural Spaces, Creative Opportunities, and Youth Employment (20%). Policy advancements included equal attention to Historic Preservation, Economic Development, Cultural Diversity, Affordable Housing and Creative Opportunities.

When asked to describe their vision for the community, a philosophy of inclusion and playing the role of community-connector was a common theme.

- “to work together with a dynamic community in flux to provide the kinds of programming that fosters collaboration, cooperation, mutual understanding among diverse constituents with many distinct perspectives and interests.”

34 SMART Growth 2018 Survey Results.
South Shore/South Chicago Community Profile

Community Overview

South Shore/South Chicago
The South Shore/South Chicago community is comprised of a housing mix that includes multi-family buildings, single family and historic homes (Jackson Park Highlands). Demographically, the community is approximately 68% African American and 27% Hispanic. The community has several community assets including pools, parks, social service and recreation programs, as well as a small community of artists, arts organizations and cultural institutions. Several of these, such as the South Shore Cultural Center, have long histories of service to the community. Between 1960 and 2000 South Chicago’s population declined by 11,000 people, and as a result the community has a large number of vacant lots (more than 1,000). According to Chicago Neighborhoods 2015: assets, Plans and Trends, “….many residents struggle to find good jobs and affordable apartments, keep old homes in good condition and find schools that prepare [their] children for the future.”

Economics
Chicago census data provides a “Hardship Index” derived from a selection of six socioeconomic indicators of public health significance ranging from 1 (least hardship) to 98 (highest hardship).

South Chicago ranks (75) and South Shore (55) on the Hardship Index. Combined they average (65) on the Index which is moderately high.

South Shore/South Chicago residents have the highest number (30.5%) of people living below the poverty level and the highest rate of unemployment (19.9%).

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36 City of Chicago Census Data, 2008-2012, Health and Human Services Indicators
Health/Wellbeing/Child Opportunity\textsuperscript{37}

The average Hardship Index between the two neighborhoods is 65, however South Chicago has the highest Hardship ranking of all areas at number 75 out of 98. Average life expectancy in the community is 8 years shorter than the city average. Infant mortality is highest in South Shore/South Chicago at 11 per 1,000 births, and the percent of people living without health insurance (20%) and rate of childhood obesity is higher than the city norm of 18.7% and 19% respectively.

Diversity Data Kids (diversitydatakids.org) offers a Child Opportunity Index Map for the Chicago-Joliet-Naperville, Metro Area which provides integrated information regarding the distribution of neighborhood-based opportunity for children. The “Opportunity” rankings include “Very High,” “High,” “Moderate,” “Low,” and “Very Low” and compare each neighborhood’s opportunity level relative to the other neighborhoods in the same metropolitan area. Similar to the Chicago Census’ Hardship Index, the Child Opportunity Index is a compilation of integrated information resources including total child population, ethnic and racial composition, as well as educational, health, environmental, social and economic markers.

According to the Chicago-Joliet-Naperville, Metro Area map the South Shore/South Chicago combined neighborhood offers the lowest in Child Opportunity benchmarks. The community is characterized by rankings that range between “Low” and “Very Low” placing them at the bottom relative to Belmont-Cragin/Hermosa and Albany Park. The South Shore area fares slightly better with an equal balance of tracts that are ranked “Low” and “Very Low”. The South Chicago area is characterized almost exclusively as “Very Low” with the exception of the far northwest area (west of Oglesby Avenue and north of 87th Street) showing a slightly higher ranking of “Low.” These statistic correlate with the Hardship Index statistics (highest number (30.5%) of people living below the poverty level and the highest rate of unemployment (19.9%) as well as the lowest life expectancy and highest infant mortality.

Graduation rates however, in South Shore/South Chicago are on par (within 2% points) with Illinois standards and ahead (by 9.5% points) CPS standards.

SMART Growth Grant Recipients in South Shore/South Chicago

A community of historic landmarks juxtaposed among an excess of vacant lots, many South Shore/South Chicago residents find good housing, employment and educational opportunities for their children ongoing challenges in their community. Six SMART Growth grant recipients reside in the South Shore/South Chicago area representing 55% of the nonprofit cultural assets available in the community. Their programming reflects the needs and interests of the community including 33% focused on cultural and historic preservation, 83% with significant programming focused on youth development and 33% that have youth and community safety at their core purpose. These organizations include:

- **Global Girls**, a youth-oriented performing arts, arts education and youth development organization specializing in programming for girls-of-color and offering both school and community based programming in dance, theatre, song and spoken word. Their out-of-school programming also offers extended services in “homework help,” meal support and field trips.

- **Muntu Dance Theatre**, a multi-faceted art organization offering performances, school and community based education programming, whose mission is to preserve and perpetuate the African aesthetic and its influence on world cultures, through the education and professional presentation of dance, music and folklore.

- **SkyART**, a visual arts organization offering free programming for young people with both school and community based programs that focus on teaching students to create, to communicate effectively, and to learn the essential skills and creative thinking needed to succeed.

- **South Shore Drill Team & Performing Arts Ensemble**, a youth-focused organization that uses the performing arts to engage inner-city youth throughout their critical teenage years, mitigate the dangers of gangs, drugs, and violence, and guide members towards completing their education and becoming responsible citizens.

- **Vivian G. Harsh Society** an archival organization supporting the preservation and growth of Afro-American history and literature.

- **West Point School of Music** a music education organization with a mission to prevent juvenile violence and promote academic and personal success among urban youth through quality in-school, after-school and out-of-school music instruction and performance programs.

**Community Engagement**

Organizations from South Shore/South Chicago reported the largest share of participation by local residents on a daily basis (75%). Performances, Exhibitions, etc. and Classes, lectures/professional development were equally common methods of engagement (40% each).

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38 SMART Growth 2018 Survey Results.
Community Organization Engagement

Local Government and Neighborhood Associations are the most popular institutions for engagement (38% each). One organization (13%) reported engagement with the local Police station and another with their local school.

Community Development was the highest reported type of activity for community engagement by organizations in South Shore/South Chicago (67%).

South Shore/South Chicago reported the most diversity in community conversations including equal attention to Youth Development, Community Development, Human Services and Cultural Access.

Cultural Planning was the most significant area of community leadership offered by staff and/or board members of South Shore/South Chicago SMART Growth organizations (67%).
Engagement Activities, Programs and Services

Alongside Educational partnerships (50%), South Shore/South Chicago reported Youth Development (25%) as a significant area of partnership alongside Safety (13%) and Health/Social Service partnership (13%).

South Shore/South Chicago organizations reported a diversity of programs that reach outside of their core arts programming including Health (14%), Safety (29%) and Social Services (29%).

South Shore/South Chicago organizations also reported creating a wide range of programs for the community including Festivals/Celebrations, Youth/Senior Outreach and Performances (25% each), Exhibit/Open Houses (17%) and Workshops/Residencies (8%).
Economic Footprint

A 2017 study on the economic impact of arts and culture in Chicago finds that arts organizations and their audiences contribute at least $3.2 billion annually to the Chicago economy. In addition, their audiences support over 85,000 full-time-equivalent jobs, generate $2.0 billion in household income to local residents, and deliver $336.5 million in local and state government revenue.

In South Shore/South Chicago, the SMART Growth grant recipient organizations spend on average $2.3 million dollars annually and raise/earn $2.9 million. Contributed revenue outpaces earned revenue at 82% of total and the majority of its expenses go towards program delivery (78%). Fifty percent (50%) of SMART Growth organizations rely on in-kind space to create, deliver and manager their programs.

Program/Service Footprint

On average, South Shore/South Chicago organizations serve 2,848 school children annually and 93% of the participants at performances attend free. They also reported offering 100% of their workshops free to the local community.

* Large outlier statistics from South Shore Drill Team have been removed. The majority of these performances took place outside of the local community and therefore were not representative of the local impact data reflected among the remaining cohort.

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40 Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of Chicago.
**Vision**\(^{42}\)

South Shore/South Chicago grant recipients expressed a vision for increased investments equally in Community Performances, Youth Employment, and Arts Funding (33% each). With regard to policy, they cited advancements in Safety (20%), Creative Opportunities (40%) and Arts in Education (40).

South Shore organizations included a strong safety component in their vision for the community along with enhanced arts engagement.

- **“We will continue to work with the community to reduce violence.”**
- **“We want to be the model for using the arts to empower and galvanize communities.”**

\(^{42}\)SMART Growth 2018 Survey Results.