These sources, among others, may be helpful in finding relevant research to inform your ideas:

National Endowment for the Arts

- "[When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance](#)" This report focuses on the motivations, barriers and accessibility considerations that impact arts attendance. The definitions of "performance" and "exhibit" are broad. Would-be audiences are broken down not only by traditional demographic groups but also by life stage (e.g., parents with children age 6 or under, empty-nesters, cross-generational audiences, etc.). This report also looks at the intersections between personal values and arts attendance.

- "[Creative Placemaking](#)" — This white paper examines the ways in which arts and culture are used strategically to animate communities and bring diverse people together to celebrate, inspire and be inspired. It was produced by the National Endowment for the Arts and the U.S. Conference of Mayors.

Americans for the Arts

- "[What Americans Believe About the Arts](#)" — This report provides an overview of Americans' perceptions and attitudes about the arts. For example, it finds that 67 percent of Americans believe that "the arts unify our communities" and 62 percent agree that "the arts help me understand other people and cultures better."

- "[Arts & Economic Prosperity 5](#)" — This is Americans for the Arts' fifth study of the nonprofit arts and culture industry's impact on the economy. It documents the economic contributions of the arts in 341 diverse communities and regions across the country, including Indianapolis and Marion County.

- Americans for the Arts also produces arts and cultural research on an ongoing basis and posts to this site: http://www.americansforthearts.org/research

Cultural Track

- "[Culture Track '17](#)" — An initiative of LaPlaca Cohen, Culture Track is a longitudinal study of attitudes, motivations and barriers to cultural participation. The report examines changes and trends in cultural participation at a national level and among various demographics, e.g., ethnicities, generations, etc.

Animating Democracy

- [Animating Democracy](#) — This website is part of an ongoing program from Americans for the Arts focused on civic engagement through arts and culture. It provides examples and ideas ranging from the use of language and design to promote cultural equity to practical elements such as transportation and wayfinding and signage, among other topics.

National Center for Arts Research at Southern Methodist University

- [National Center for Arts Research](#) — This is the largest data collection on arts and culture in the United States. It was known formerly as the National Cultural Data Base and is now housed and maintained at Southern Methodist University.