



Courtesy of Ojai Festivals, Ltd.

Culture and recreation include many activities that may not be necessary for basic survival, but nevertheless serve as important components of a vibrant and well-rounded civic life. We think it is important to begin identifying the ways we try to preserve, blend and promote the elements of culture because they are indicators of how our regional community might evolve.

Ventura County's population is rich in its cultural diversity by any definition. The indicators we chose were selected to provide a snapshot in time of how we use, celebrate, support and seek to preserve various aspects of our culture. We included recreational assets in this section because we believe that the way we use our leisure time reveals and expresses something of our common culture.

# PARTICIPATION IN CONGREGATIONS OF FAITH

## NUMBER OF ADHERENTS TO FAITH-BASED ORGANIZATIONS IN VENTURA COUNTY 1990 AND 2000

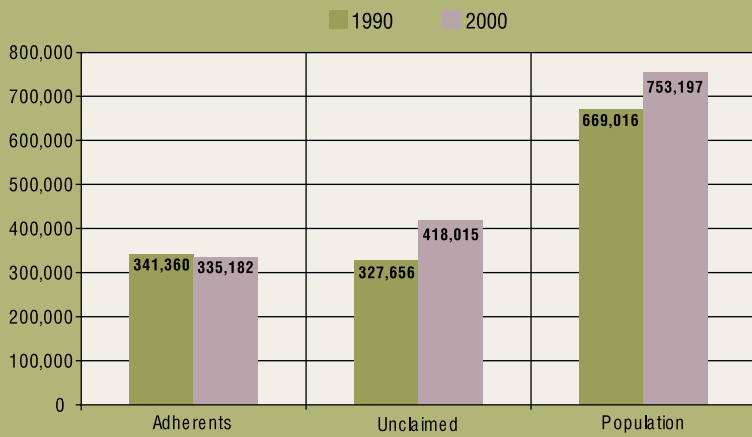


Chart CR-1

### WHAT IS THE MEASURE?

The measure is the aggregate number of faith congregations, their members and adherents in Ventura County

### WHY IS THE MEASURE IMPORTANT?

From the earliest historical records, religion has been, if not central, then extremely involved in shaping social order in every civilization. If we define culture as a set of shared values and beliefs, then faith-based organizations such as churches, synagogues, temples and mosques are appropriate keepers and promoters of those values and beliefs for their members and adherents. Measuring the levels of participation in faith-based communities tells us something about the relative influence of religious teaching in our region.

### HOW ARE WE DOING?

From the decennial survey conducted by the Association of Statisticians of Religious Bodies, in 1990 51% of the population of Ventura County claimed adherence or affiliation with a faith congregation. Reported participation declined to 44% by 2000.

# PUBLIC LIBRARY CIRCULATION

### WHAT IS THE MEASURE?

The measure includes library utilization and resources countywide

### WHY IS THE MEASURE IMPORTANT?

Public libraries are vibrant, interesting and critically important community resources. While students often use them for formal educational research, more commonly they are used by people of all ages for personal education, enlightenment and entertainment. Their principally voluntary appeal makes them a valuable indicator of the region's collective instinct for self-improvement. When public agencies have faced a perceived need to limit or reduce public library services, the vocal public outcry has repeatedly verified the importance placed on library circulation.

### HOW ARE WE DOING?

Ventura County has four public library systems serving the communities of the region: the Ventura County Library System, The Thousand Oaks Public Library, the Oxnard Public Library and, in Santa Paula, the Blanchard Memorial Library. Together these public facilities house nearly 1.5 million volumes. People in Ventura County make use of their libraries at an average per capita rate of roughly 4.5 times annually, and in 2001 asked about 364,000 reference questions of librarians.

## PUBLIC LIBRARY HOLDINGS AND CIRCULATION

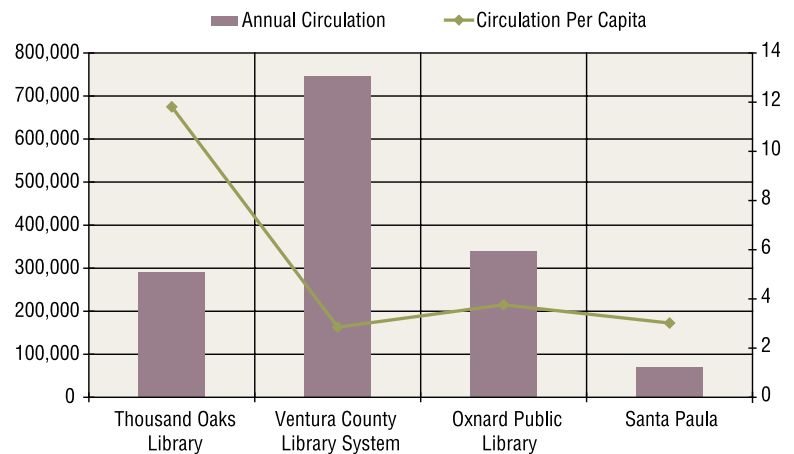


Chart CR-2

# RECREATIONAL VENUES

## WHAT IS THE MEASURE?

The U. S. government compiles statistics on the number of business establishments in a county codified by the type of product or service provided. From the entire list, this indicator selects the numbers of business establishments in Ventura County engaged in cultural or recreational activities ranging from museums, to book and music stores, to sports and recreation instructional schools.

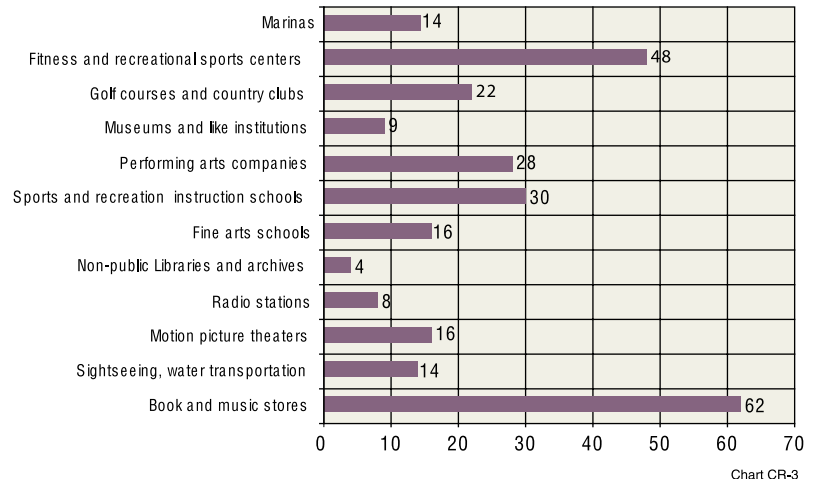
## WHY IS THE MEASURE IMPORTANT?

The number, variety and scope of recreational and cultural activities available reflects directly on the richness of the quality of life in the county.

## HOW ARE WE DOING?

The county currently enjoys a wide variety of cultural, recreational and entertainment venues and services.

## NUMBERS OF RECREATIONAL VENUES



# SUPPORT FOR SELECTED OPERATING PUBLIC CHARITIES

## WHAT IS THE MEASURE?

Expenditures made annually by operating public charities in the county are an expression of the volume of programs and services provided.

The revenue accrued to provide these expenditures reflect public support (donations), grants and other monies received by these charities to enable their work, as reported by the National Center for Charitable Statistics.

## WHY IS THE MEASURE IMPORTANT?

Charitable organizations are vital contributors to the cultural and recreational opportunities in the county, embracing as they do, activities ranging from animal and environmental protection and advocacy to arts, culture and the humanities.

## HOW ARE WE DOING?

Public charitable organizations bring more than \$88 million annually to support activities and programs enriching the quality of cultural and recreational opportunities in the county.

Philanthropic giving for the arts, culture and humanities in Ventura County significantly outstripped funding for any other segment of the non-profit sector.

## PUBLIC SUPPORT FOR SELECTED OPERATING PUBLIC CHARITIES IN VENTURA COUNTY 1999

*in \$Millions source: National Center for Charitable Statistics*

