

The 2022 State of the Arts in Salina, KS



SALINA
ARTS
& HUMANITIES

State of the Arts Study Session

Executive Summary

1. Five Saline County cultural organizations that receive City of Salina Funding will present for ten minutes each.

a. Organizational profiles will be included in the City Commission packet. Details include the organization's mission, number of employees, budget, the amount of COS funding received, and the direct impact of that funding.

b. Organizations will use their allotted time to share examples of how public funds are used and the benefits to the community.

2. Smoky Hill Museum-

a. Street Fair recap- More than 7000 attended and participated this year.

b. Preview of the upcoming exhibit about fire and the interdepartmental support with SFD.

c. The role of the Friends of the Smoky Hill Museum and specific examples of their financial support that helps offset City of Salina expenditures.

3. Salina Arts & Humanities staff will present information and national data about key programs and services offered to the community including:

a. Art Education programs and visiting artist enrichment for the general public

b. The privately funded Horizons Grant program supporting organizations and individuals.

c. Public art- Positive impact of CIP and private projects.

d. Resource Partnership activities- Highlight key areas of the department's role in supporting local and area artists, businesses, other cultural entities, and advocacy throughout the region.

e. SAH will be hosting a statewide conference of Kansas arts and culture organizations in 2023.

f. Arts Ever After- Inform commissioners about the River Festival and SAH endowments. Highlight the importance of planned giving and the long-term financial health of the department's programs and services.

Q&A for all presenters will follow.

Salina Symphony Organizational Profile

1. Organizational Mission:

The Salina Symphony is dedicated to enriching lives through artistic music performance and education.

2. Brief description of the scope of programs and services (about 100 words)

The Salina Symphony performs six subscription concerts each season as well as special events, educational programs and an annual patriotic outdoor concert. The orchestra is a cordial mix of volunteer and paid musicians led by music director and conductor Yaniv Segal. A variety of soloists are featured each season, ranging from orchestra members to regional and internationally acclaimed artists. The Symphony's Youth Education Program serves students from elementary through high school. The Youth Education Program has grown from one ensemble to five, involving students from more than 20 different local and area schools.

3. Total budget \$615,000

% of budget from private donations 43%

% of budget from earned income 25.7%

4. #of Full-time personnel 2 #of part-time personnel 12; 60 musicians

5. Approximate annual \$ value of service provided by the City of Salina through in-kind and direct support. (This includes CARM funds but should not include any Horizons Grant funding.)
\$10,000

6. Total number of patrons/citizens served on an annual basis. 12,000

7. Approximate percentage of citizens served who reside outside of Saline Co. 33% season tickets; 50% single tickets

8. Description of the impact of City funding or support on your organization's mission. (What would happen if the support listed in #4 was lost?)

We have experienced a tremendous regional audience thanks in large part to the CARM funding. Our current single ticket audience is approximately 50% regional. The funds assist us in attracting new audiences to not only the Symphony, but also to hotels, restaurants and shopping.

Theatre Salina Organizational Profile

1. Organizational Mission:

Theatre Salina creates live theatre to inspire, educate, and entertain.

2. Brief description of the scope of programs and services (about 100 words)

Creates 14 original theatrical (seven main stage, four Center for Theatre Arts, and three original shows) experiences for Salina, the region, and Kansas. Fully 95% of our budget remains in the local economy with direct spending. In 2023, we will host AACT-Fest Region V, that will bring participants from 6 states and Kansas to Salina for a four day celebration of theatre.

3. Total budget \$953,000

% of budget from private donations 30%

% of budget from earned income 70%

4. #of Full-time personnel 9 #of part-time personnel 3

5. Approximate annual \$ value of service provided by the City of Salina through in-kind and direct support. (This includes CARM funds but should not include any Horizons Grant funding.)

\$50-60,000 annually.

6. Total number of patrons/citizens served on an annual basis. 55,000

7. Approximate percentage of citizens served who reside outside of Saline Co. 40%

8. Description of the impact of City funding or support on your organization's mission. (What would happen if the support listed in #4 was lost?)

This support is critical and essential. The significance of City support represents our ability to create a fully realized main stage musical, with 35 volunteers donating 4800 man-hours, 12 to 15 musicians, and up to 2800 patrons from throughout Kansas. During the era of CARM support, we have grown from 30% patronage from outside 67401-67402 to 40%. Our last two musicals showed patronage of 45% and 49% outside 67401-67402.



Creating exchanges among art, artists, and audiences that reveal life.

About

For 44 years, Salina Art Center has provided our community with exceptional experiences in viewing, discussing, and making art. Our programs integrate regional, national, and international artists with community audiences in civic, artistic, and pedagogical dialogues. We are addressing local and global issues through artist residencies, exhibitions, lectures, films, and classes for all ages. Art Center programs serving a diverse range of audiences and community needs are enhanced by partnerships (or collaboration) with local churches, social agencies, USD 305 and other arts agencies. We provide activities and opportunities that enhance the quality of life for all while also providing a destination attraction in downtown Salina.

Founded in 1978, Salina Art Center is accredited by the American Alliance of Museums. The Art Center comprises three separate facilities: Galleries (242 S. Santa Fe), Art Center Cinema (150 S. Santa Fe), and Education Warehouse (149 S 4th St.). The Art Center generates sales taxes through the Art Center Cinema and Gallery Gift Shop, which benefit the Downtown Business Improvement District.

Audience by the numbers (May 2021 – May 2022):

- 2,598 children, youth, and adults participated in classes at the Warehouse Education Studio (1,147 last year)
- 3,873 tickets were sold to the Art Center Cinema (1,909 last year)
- 4,338 visitors to the Art Center galleries (this doesn't include our growing virtual audience) (2,247 last year)
- 50 artist talks, Cinema talks, Lunch & Learns, and special events were offered this year
- 13 visiting artists
- 16 different contracted (paid) teaching artists worked to provide classes
- \$76,587 was raised during the annual Gala
- NEW! 1,145 unique individuals participated in an online tour or event
- NEW! 388 people used "Open Studio" at the Warehouse to work independently as creators
- NEW! 101 hours of private art lessons taught at the Warehouse.
- 5% of our paid members live outside of Saline County. 34% of exhibition visitors who complete a survey report a zip code beyond "674."

Organization by the numbers (2022):

- Annual budget: \$607,463
- 5 full-time staff and 19 part-time staff
- This May, the Art Center launched its first capital campaign in nearly 20 years. The million-dollar Building Creatively capital campaign will provide resources to address exterior and interior renovations and infrastructure improvements to enhance accessibility, visibility, and engagement. To date, almost \$900,000 has been raised through private donations.

Financials at a glance:

Financial Position through April 30, 2022

Operating Assets

Total Current Assets	196,872
Other Assets	1,722,921
Total Assets	1,919,793

Liabilities & Equity

Liabilities	11,130
Equity	1,908,663
Total Liabilities & Equity	1,919,793

Financial Position through April 30, 2021

Operating Assets

Total Current Assets	336,654
Other Assets	1,125,733
Total Assets	1,593,387

Liabilities & Equity

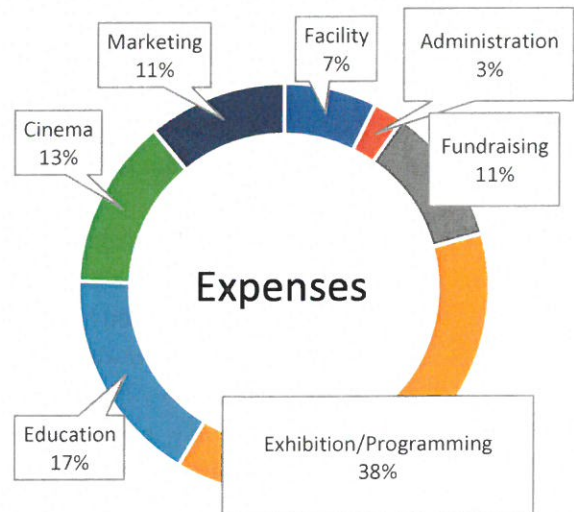
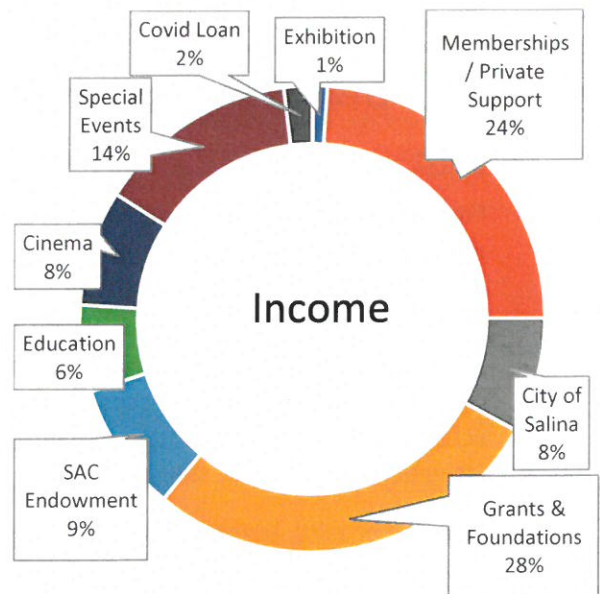
Liabilities	78,856
Equity	1,514,531
Total Liabilities & Equity	1,593,387

City of Salina partnership:

Salina Art Center and the City of Salina have been supportive partners since the mid-1980s when the Art Center moved from the KWU campus to downtown. Today, the partnership includes in-kind support from the City that provides maintenance and facilities support for the 242 S. Santa Fe galleries and museum space. Additionally, the Salina Parks and Recreation Department provides scholarship support for children and youth participating in art education classes each year. These scholarships ensure every child has access to quality art programming, including filmmaking classes. Last year, we awarded nine scholarships.

In 2022, the Art Center welcomed donated ceramics equipment from the City and KWU. It established a full ceramics studio in the Education Warehouse at 149 S. 4th St. The space allows makers of all ages to enjoy and gain mastery of pottery, sculpture, and more.

Currently, City support of the Art Center is equivalent to 8% of our total income, translating to nearly 600 hours of programming each year or 231 hours with students. The Art Center has not requested CARM support since 2018. Under new leadership, a 2022 request for CARM funding is being submitted. Additionally, we anticipate applying for a downtown façade grant to support the *Building Creatively* capital campaign.



Rolling Hills Zoo Organizational Profile

1. Organizational Mission:

Touching Hearts . Igniting Passion . Saving Wildlife

2. Brief description of the scope of programs and services (about 100 words)

At Rolling Hills Zoo our guests have an opportunity to connect with amazing species from around the world while learning about each animal and their importance to the ecosystem in which they live, as well as our planet as a whole.

Our interactive educational experiences and exciting special events offer additional opportunities for our guests to encounter and learn about our planet's wildlife in a family friendly environment, touching their hearts and igniting a passion to save wildlife in wild places. In doing so they also become more actively engaged in wildlife conservation taking place locally and around the world.

3. Total budget \$3,842,581

% of budget from private donations 68.1%

% of budget from earned income 19.8%

4. #of Full-time personnel 43 #of part-time personnel 24

5. Approximate annual \$ value of service provided by the City of Salina through in-kind and direct support. (This includes CARM funds but should not include any Horizons Grant funding.)

CARM 2021 - \$20,000

6. Total number of patrons/citizens served on an annual basis. 86,522

7. Approximate percentage of citizens served who reside outside of Saline Co. 64%

8. Description of the impact of City funding or support on your organization's mission. (What would happen if the support listed in #4 was lost?)

Without the funding from the CARM grant we would not be able to effectively promote one of the top tourist attractions in this area - Rolling Hills Zoo and Wildlife Museum, our programs and our special events to those outside the Saline County area and 674 & 699 zip code areas.

Stiefel Theatre Organizational Profile

1. Organizational Mission:

The Stiefel Theatre's mission is to provide quality programming that enriches, educates and entertains. We are a community builder, we spread joy and awesomeness, connect and lift

2. Brief description of the scope of programs and services (about 100 words)

We present the strongest touring concerts in the country that play venues our size, and larger. We appeal to a wide variety of people and sell 70% of our tickets regionally.

3. Total budget \$2,078,000

% of budget from private donations 20%

% of budget from earned income 78%

4. #of Full-time personnel 4 #of part-time personnel 4

5. Approximate annual \$ value of service provided by the City of Salina through in-kind and direct support. (This includes CARM funds but should not include any Horizons Grant funding.)
\$20,000

6. Total number of patrons/citizens served on an annual basis. 35,000

7. Approximate percentage of citizens served who reside outside of Saline Co. 70% (24,500)

8. Description of the impact of City funding or support on your organization's mission. (What would happen if the support listed in #4 was lost?)

CARM funding is very important to the Stiefel. It is all spent on regional advertising. We would not be able to program the shows we do had to rely on Salina for our ticket sales. Salina just isn't a large enough city to be able to support the bigger shows we do from local audiences only. CARM funding is all about bringing in people to Salina. Our regional draw is growing each year.



What Americans Say About the Arts in 2018

Americans are highly engaged in the arts and believe more strongly than ever that the arts promote personal well-being, help us understand other cultures in our community, are essential to a well-rounded K-12 education, and that government has an important role in funding the arts.

1. **"The arts provide meaning to our lives."** 69 percent of Americans believe the arts "lift me up beyond everyday experiences," 73 percent feel the arts give them "pure pleasure to experience and participate in," and 81 percent say the arts are a "positive experience in a troubled world."
2. **"The arts unify our communities."** The personal benefits of the arts extend beyond the individual to the community. 72 percent believe "the arts unify our communities regardless of age, race, and ethnicity" and 73 percent agree that the arts "helps me understand other cultures better."
3. **"Most of us seek out arts experiences."** Nearly three-quarters of the adult population (72 percent) attended an arts or cultural event during the previous year, such as the theater, museum, zoo, or a musical performance.
4. **"We experience the arts in unexpected places."** Americans also enjoy the arts in "non-traditional" venues, such as a symphony in the park, a performance in an airport, or exhibitions in a hospital or shopping mall (70 percent).
5. **"There is near universal support for arts education."** 91 percent agree that the arts are part of a well-rounded K-12 education. Over 90 percent say students should receive an education in the arts in elementary school, middle school, and high school. 89 percent say the arts should also be taught outside of the classroom in the community.
6. **"We support government arts funding at all levels."** Most Americans approve of arts funding by local government (60 percent), state government (58 percent), federal government (54 percent), and by the National Endowment for the Arts (64 percent).
7. **"We will vote for candidates who increase arts funding."** 53 percent support increasing federal government spending on nonprofit arts organizations (vs. 22 percent against). Americans are twice as likely to vote for a candidate who increases federal arts spending from 45 cents to \$1 per person than against one (37 percent vs. 18 percent).
8. **"We make art in our personal time."** Half of all Americans are personally involved in art-making activities such as painting, singing in a choir, making crafts, writing poetry, or playing music (47 percent).
9. **"Creativity boosts job success."** 55 percent of employed adults say their job requires them to "be creative and come up with ideas that are new and unique." An even greater proportion (60 percent) say that the more creative and innovative they are at their job, the more successful they are in the workplace.
10. **"Cultural institutions add value to our community."** Whether people engage with the arts or not, 90 percent believe cultural facilities (theaters, museums, sculpture parks, neighborhood arts centers) improve quality of life, and 86 percent believe cultural facilities are important to local business and the economy.
11. **"We donate to the arts."** 24 percent of the population donated to an arts, culture, or public broadcasting organization in the previous year. Donors were typically younger and had higher incomes and education.
12. **"Not everyone in my community has equal access to the arts."** Despite many benefits that the arts bring to individuals and communities, just 50 percent believe that "everyone in their community has equal access to the arts."

Americans Speak Out About the Arts in 2018 was conducted by Ipsos for Americans for the Arts in 2018. It is based on a nationally representative sample of 3,023 adults.

Top 10 Reasons to Support the Arts in 2022

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, empathy, and beauty. The arts also strengthen our communities socially, educationally, and economically—benefits that persist even during a pandemic that has been devastating to the arts. The following 10 reasons show why an investment in artists, creative workers, and arts organizations is vital to the nation's post-pandemic healing and recovery.

1. Arts unify communities. 72% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 73% agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.
2. Arts improve individual well-being. 81% of the population says the arts are a “positive experience in a troubled world,” 69% of the population believe the arts “lift me up beyond everyday experiences,” and 73% feel the arts give them “pure pleasure to experience and participate in.”
3. Arts strengthen the economy. The nation's arts and culture sector—nonprofit, commercial, education—is an \$876.7 billion industry that supports 4.6 million jobs (2020). That is 4.2% of the nation's economy—a larger share of GDP than powerhouse sectors such as agriculture, transportation, and utilities. The arts boast a \$33 billion international trade surplus (2019). The arts accelerate economic recovery: a growth in arts employment has a positive and causal effect on overall employment.
4. Arts drive tourism and revenue to local businesses. The *nonprofit* arts industry alone generates \$166.3 billion in economic activity annually—spending by organizations *and their audiences*—which supports 4.6 million jobs and generates \$27.5 billion in government revenue. Arts attendees spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic culture experiences.
5. Arts improve academic performance. Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students across all socio-economic strata. Yet the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 91% of Americans believe that arts are part of a well-rounded K-12 education.
6. Arts spark creativity and innovation. *Creativity* is among the top five applied skills sought by business leaders—per the Conference Board's *Ready to Innovate* report—with 72% saying creativity is of “high importance” when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged as an *arts maker* than other scientists.
7. Arts have social impact. University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.
8. Arts improve healthcare. Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78% deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
9. Arts for the health and well-being of our military. The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top four (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.
10. Arts Strengthen Mental Health. The arts are an effective resource in reducing depression and anxiety and increasing life satisfaction. Just 30 minutes of active arts activities daily can combat the ill effects of isolation and loneliness associated with COVID-19.

Arts Infusion and Community Arts Education Benefits

I would like to direct your attention to the green Arts Infusion Guides. I have extra available for those that need it as well as community members who would like to see a copy as well. As you explore the guide, I would like to point out specifically pages 3 and 7 as they give an overview of data from the program and look at the participating artists and local cultural organizations this year.

- Arts Infusion is an education program that connects visiting and local teaching artists to educators and students throughout Salina. Educators can select curriculum-based sessions that address various topics, including social studies, English language arts, science, visual arts, and more. Teaching artists present curriculum-based content using arts education practices as a vehicle.
- As the Americans for the Arts report indicates, “Arts improve academic performance. Students engaged in the arts have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students across all socio-economic strata. Yet the Department of Education reports that access to arts education for students of color is significantly lower than their white peers. There is near universal support for arts education. 91 percent agree that the arts are parts of a well-rounded education and over 90 percent say arts education should be taught continuously from elementary through high school.
- The Arts Infusion program provides content for students from Pre-K through 12th grade throughout the school year. Accommodation options are also available to make sessions accessible to all students regardless of socioeconomic level or disability status. The program puts a lot of focus on providing opportunities to economically disadvantaged schools within Salina and making public events free to all.
- USD 305 invests annually in Arts Infusion totaling one-third of the overall budget with the remaining two-thirds coming from the City. As you will notice on page 3 of the guide, 2021 saw 11, 356 student contacts. Arts Infusion contacts are figured consecutively, for example, if a student saw an artist two times, it is considered two contacts.
- Going out to the schools with sessions designed to partner with the curriculum Salina educators are implementing provides experiences that are positive, collaborative, inspirational, and challenging.

- Referring back to the report, “89 percent say the arts should also be taught outside of the classroom in the community. Visiting Artists often perform community events and workshops that are free for the public to attend as well. For example, Drum Safari led by Brandon and Teryn Draper are the visiting Salina schools today and tomorrow. Drum Safari will be collaborating with Cash Hollistah with a performance tonight in Campbell Plaza. Later in this presentation, you will hear more about the performances for this fall and there will be a series of workshops coming in the spring semester.
- The program also partners with local cultural organizations. This year includes sessions by Friends of the River, Salina Art Center, Theatre Salina, and the Salina Symphony.
- You may have recognized some of the artwork in the design of the guide. This year features some of the murals in the community in Artwork Alley that were created in May of this year.
- The Arts Infusion Guide also provides all community members with information about local cultural organizations and community resources. It is a single location with information on ways to engage with groups that significantly impact Salina's culture, entertainment, educational opportunities, and economics. This makes the guide both an educational resource as well as a work force recruitment and retention tool. We provide copies to many board members and business leaders in Salina for this purpose.
- For those wanting to learn more about the Arts Infusion program, information is located under the programs tab on our website: salinaarts.org or contacting Salina Arts and Humanities, located within the Smoky Hill Museum.
- The Arts Infusion Program uses arts practices in teaching multiple disciplines to provide opportunities to learn through action and reflection while applying curricular content knowledge. Each element is critical in the process. Knowledge informs action, action provides experience, and reflection reveals where growth is necessary to improve.
- Children learn through developmental experiences. The program aims to provide experiences that are positive, collaborative, inspirational, and challenging so that students may have the necessary chances to grow from what they have practiced.
- This is especially true in Social-Emotional Learning, our theme for this year. The need for support in helping children develop social-emotional skills is increasing in education. This includes social awareness, self-management, self-awareness, responsible decision-making, and relationship skills. Investment in this type of learning positively impacts curriculum retention and employment skills while equipping young people with the tools to lead emotionally fulfilling lives.

Arts + Social Impact Explorer Fact Sheet

ARTS + HOUSING

OVERVIEW

Safe and affordable housing is a basic need that affects our health, access to education, and our access to security both financial and physical. Without it we can't thrive, and whether you're an artist or someone else in a community, the struggle to find housing that allows for the stability needed to be successful can be difficult and draining.

Artists play a critical role in the vibrancy and vitality of their neighborhood, community, and city. Neighborhoods where artists cluster often become cultural hubs, increasing the value of the surrounding neighborhood. Artmaking can provide innovative and unique ways of raising the profile of housing issues in a community and can be helpful in efforts to balance "gentrification" with "regeneration."

Activism around housing, as well as the planning, financial distribution, and communications needs of nonprofit organizations, local governments, and developers have all found solutions in arts-based interventions.

AMERICANS
for the ARTS

IMPACT POINTS

20% RISE IN PROPERTY VALUES

Having a cultural organization in a community has been shown to increase nearby residential property values by up to 20 percent.¹

ARTS RAISE AWARENESS

A study in the United Kingdom found that 20 percent of people who engaged in participatory arts felt differently about their housing rights after participating.²

ARTS INSPIRES ACTION

The use of the arts to illustrate complicated issues can inspire 1,000s of people to take action who would not otherwise.³

CULTURE ANCHORS AND UNIFIES COMMUNITIES

A variety of research shows that common cultural history, whether hip hop, community murals, or immigrant heritage and craft, can provide unity in community dialogues about housing preservation that celebrates an area's unique culture and reflects the needs and values of all who live there.⁴

MORE ART = MORE VALUE

The more art, the more desirable a neighborhood is to live. A 10-year study found that an increased presence of art in neighborhoods was correlated with a faster-than-average increase in property values in those neighborhoods over that time period.⁵



EXAMPLES OF PRACTICE

National Fair Housing Alliance Poetry Slam [LOCATION?]



This annual event brings together world-renowned spoken word artists from across the country to Slam for Justice, using their vibrant words and performance skills to compel communities to do more to ensure that our society lives up to its values.

image: NFHA 2017 Poetry Slam at Busboys and Poets.
<https://www.youtube.com/watch?v=VR1cT-TC3d8>

ChopArt, Atlanta, GA



ChopArt uses the arts specifically to tackle issues of homelessness for middle and high school students. By creating performing arts workshops and community engagement among the homeless community, ChopArt seeks to offer alternatives and hope and to work toward housing security for those they serve. Malika Whitley, Founding and CEO talks about her journey.

<http://go.ted.com/malikawhitley>
<http://chopart.org/>

image: Youth perform at a ChopArt event. c ChopArt

Dorchester Art+Housing Collaborative, Chicago, IL



The Dorchester Art + Housing Collaborative (DA+HC) is a rehabilitated public housing project, a block of 32 townhomes that provides housing for artists and community members with the intent of fostering dialogue and collaboration between both groups.

<http://dorchesterarthousing.com/>
info@dorchesterarthousing.com

image: Dorchester Art Center serves as the heart of the Dorchester Art+Housing Collaborative, Chicago, IL. Courtesy of The Rebuild Foundation; Brinshore Development LLC

Paducah Mainstreet Artist Relocation Program, Paducah, KY



Working at the intersection of artist housing and community development, this unique program offers empty or uninhabited property to artists for \$1. Artist residents, through a special financing arrangement, have invested more than \$30 million in restoring the community.

paducahmainstreet.org/artist-relocation-program.htm
tracy@paducahky.gov

image: An image of Vincent Van Gogh alerts artists looking for empty, fixable homes or vacant lots in Paducah, KY Photo Credit: Noah Adams/NPR

Write a House, Detroit, MI



Write a House aims to rebuild communities in Detroit, support the arts, redevelop housing, and provide jobs. It renovates empty homes and awards them to emerging writers chosen through a competitive judging process.

<http://www.writeahouse.com> interior
writeahouse@gmail.com

image: from Write a House blog <<http://www.writeahouse.com/blog/were-talking-detroit-writing-and-point-of-view-in-palo-alto>>

top image: Once a vacant housing project, Dorchester Art + Housing Collaborative <<http://dorchesterarthousing.com/>> is now a thriving family neighborhood. Courtesy of The Rebuild Foundation; Brinshore Development LLC

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READING LIST

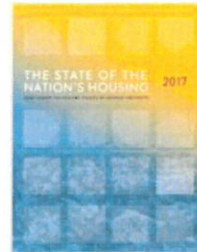
Exploring the Ways Arts and Culture Intersects with Housing: Emerging Practices and Implications for Further Action



This report is a field scan that outlines key goals or needs in the housing sector that arts and culture might address, a typology/framework for understanding how the arts might partner with the housing sector, barriers to partnership, and strategies to advance collaborations.

<https://www.americansforthearts.org/node/100637>

The State of the Nation's Housing 2017



Report from Joint Center for Housing Studies at Harvard University reviews the state of housing across the United States.

<https://www.americansforthearts.org/node/100639>

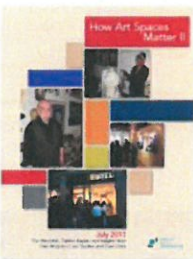
Arts and Culture in Urban or Regional Planning: A Review and Research Agenda



This overview of current and proposed future work around planning and community development offers a variety of ideas related to housing, property values, and neighborhood cohesion.

<https://www.americansforthearts.org/node/100777>

How Art Spaces Matter II



How Art Spaces Matter is a study of five affordable housing for artist developments built by Artspace across the country.

<https://www.americansforthearts.org/node/100634>



ORGANIZATIONS

National Fair Housing Alliance

The National Fair Housing Alliance (NFHA) is the only national organization dedicated solely to ending discrimination in housing.

<http://www.nationalfairhousing.org>

Rebuild Foundation

Theaster Gates' Rebuild Foundation is a platform for art, cultural development, and neighborhood transformation.

<http://www.rebuild-foundation.org>

NeighborWorks America

NeighborWorks is a national organization with local affiliates that works around issues of affordable housing and community development, including a subset of work about how the arts can be used to address housing objectives.

<http://www.neighborworks.org>

ArtPlace America

ArtPlace is a creative placemaking hub that includes numerous key areas of focus.

<http://www.artplaceamerica.org>

Artspace

Artspace is a nonprofit that uses the tools of real estate development to create affordable, appropriate places where artists and communities can intersect and live.

<http://www.artspace.org>

top image: image from Write a House blog <<http://www.writeahouse.com/blog/landscaping-101>>

THANK YOU TO OUR SPONSORS



The Arts & Social Impact Explorer was made possible thanks to the generous support of the Mellon Foundation and the National Endowment for the Arts. Additional support provided by the Doris Duke Charitable Foundation.

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AMERICANSFORTHEARTS.ORG/SOCIALIMPACT

Americans for the Arts developed this Fact Sheet as part of the Arts + Social Impact Explorer.

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Arts + Social Impact Explorer Fact Sheet

OVERVIEW

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Economic development results in economic growth and improved quality of life. It is achieved through the collaborative work of individuals, communities, and businesses through innovation and the production of goods and services. The economic health of our communities—which means the economic health of each individual within that community—is crucial to our collective and individual success, happiness, and progress.

The arts are a significant economic driver, both in terms of actual economic impact (which is more than \$600 billion per year in the United States) and business competitiveness, growth, and sustainability. The intersection of arts and economic development deals with ways to improve the financial well-being of both artists (individual and as a sector of the economy) and the communities in which they live and work.

Economic arguments have been the backbone of much of the policy and funding progress the arts and culture sector has made in this country. While just one slice of the total community pie, the economic health and vitality of a community is something that basically everyone can agree on, and tying the arts to that health has been, and will remain, crucial to the success of the sector.

ARTS + ECONOMIC DEVELOPMENT

IMPACT POINTS

ARTS AND CULTURAL GENERATE 4.2% OF U.S. GDP

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.2 percent of the U.S. gross domestic product (GDP), generating \$736.6 billion in 2015.¹

ARTS SUPPORT 4.92 MILLION JOBS

Arts and culture employment nationwide increased 2.1 percent in 2015. The total number of arts and culture jobs for the nation was 4.92 million.²

20% INCREASE IN PROPERTY VALUES

Having a cultural organization in a community has been shown to increase the nearby residential property values by up to 20 percent.³

53% OF BUSINESSES VALUE ARTS PARTNERSHIPS

Of businesses that participated in a recent survey on business support for the arts, 53 percent said that business partnerships with the arts support creative thinking and problem solving.⁴

ARTS SPARK GROWTH AND INNOVATION

Research into the role of the arts in economic development highlight five ways the arts work: they creative a fast-growth, dynamic business sector, they help mature industries become more competitive, they provide critical ingredients for innovative places, they catalyze community revitalization, and the deliver a better prepared workforce.⁵

ARTS CREATE ECONOMIC GROWTH

Art and community development results in greater tax revenues. From 2007-2014, the downtown Phoenix creativity hub yielded a 105% increase in tax receipts, compared to a city-wide decline of 1.04 percent.⁶



EXAMPLES OF PRACTICE

Cultural Connections, Phoenix, AZ



The city used public art to help revitalize Roosevelt Row during the 2008 financial crisis. It resulted in increased pedestrian traffic and partnerships between city organizations and businesses, along with blankets for the homeless.

arts.gov/exploring-our-town/cultural-connections
info@rooseveltrw.org

image: First Friday, May 2017. Photo by Kyle Gilbert. Courtesy of Roosevelt Row

Triad Stage, Greensboro, NC



Once Triad Stage refurbished a downtown theater, nearby restaurants saw increased patronage of 20-30 percent on show nights. Its work earned it an Emerging Theater Award from the American Theater Wing, with acknowledgement of its serving as a catalyst to downtown revitalization.

triadstage.org
richard@triadstage.org

image: *Actions and Objectives*, 2017. Pictured: Aundria Brown. Photo by VanderVeen Photographers. Courtesy of Triad Stage.

Office of Arts, Culture, and the Creative Economy, Philadelphia, PA



Philadelphia created the first percent-for-art program, which requires developers to commission public art for their projects. In 2001, percent-for-art commissions totaled \$2.8 million.

creativephl.org/percentforart
arts@phila.gov

image: *Government of the People*, 1976, by Jacques Lipchitz. Municipal Services Building, Philadelphia. Photo by Matthew Godfrey.

top image: First Friday, Cultural Connections in Phoenix, AZ, May 2017. Photo by Kyle Gilbert. Courtesy of Roosevelt Row

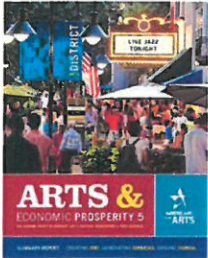
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READING LIST

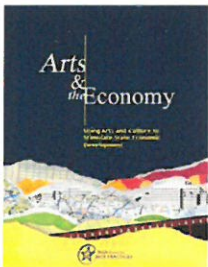
Arts & Economic Prosperity V



This national study, conducted every five years, is the most comprehensive look at the economic impact of the nonprofit arts sector in the country, and is accompanied by trainings and resources to translate data into change.

<https://www.americansforthearts.org/node/100917>

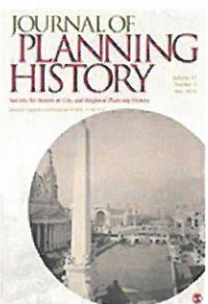
Arts and the Economy: Using Arts and Culture to Stimulate State Economic Development



This National Governors Association paper shows how states can use the arts to boost their economies, from incorporating arts into economic and community development plans to supporting arts education and promoting arts assets as boosts to cultural tourism.

<https://www.americansforthearts.org/node/100916>

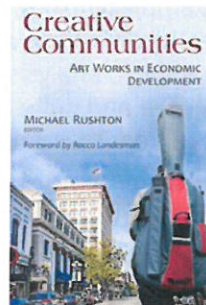
Beyond the Aesthetic: The Historical Pursuit of Local Arts Economic Development



The study debunks the myth that arts economic development is recent. It tracks arts economic development through different forms and shows how it has adapted over time to address changes in urban problems.

<https://www.americansforthearts.org/node/100915>

Creative Communities: Art Works in Economic Development



What makes places livable? Arts access not only provides amenities or diversions, but also is an integrated part of local economies. Creative Communities demonstrates how art works as an engine for transforming communities.

<https://www.americansforthearts.org/node/100914>

The Role of the Arts and Culture in Planning Practice



This is one of several briefing papers created by the APA's Planning and Community Health Research Center on how planners use arts and culture to achieve economic, social, environmental, and community goals.

<https://www.americansforthearts.org/node/100909>

Strengthening Rural Economies through the Arts

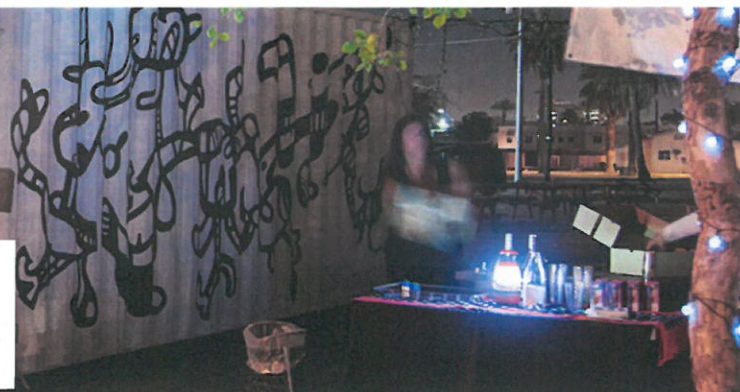


This issue brief outlines arts-based economic development strategies in rural communities, along with case studies, research findings, policy recommendations, and tools.

<https://www.americansforthearts.org/node/84645>



Kid Stuff



ORGANIZATIONS

Center for Arts, Business, and Culture

The studies carried out at Center for Arts, Business & Culture (ABC) focus on aesthetic and cultural analyses of economic activities. Examples include how experiences, emotions, stories, and symbols are used to create economic value; economic analysis of aesthetic activities; and how creative and cultural entrepreneurs build economic value from their artistic practices.

<https://www.hhs.se/en/research/centers/abc/>

The pARTnership Movement

The pARTnership Movement, an initiative from Americans for the Arts, wants business leaders to know that partnering with the arts can build their competitive advantage. It provides reasons to partner, how to find a partner, success stories, and research.

partnershipmovement.org

ArtPlace America

ArtPlace—a collaboration among foundations, federal agencies, and financial institutions—works to position arts and culture as central to comprehensive

community planning and development. Its end goal is the strength of the social, physical, and economic fabric of communities.

artplaceamerica.org

Delta Regional Authority (DRA)

The DRA works to create jobs, build communities, and improve the lives of those who reside in the Delta region. Its Delta Creative Placemaking Initiative aims to stimulate development locally through arts and culture.

dra.gov

US Small Business Administration (SBA)

The SBA helps to start, build, and grow businesses. It offers resources and training that benefit organizations of any size, from how to write business plans to accounting to human resources to market research and more.

sba.gov

THANK YOU TO OUR SPONSORS



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OVERVIEW

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Tourism is a business that contributes economically and socially to our communities, and cultural tourism is even better business. According to the Americans for the Arts' Arts & Economic Prosperity 5 study, arts and culture travelers stay longer and spend more than other travelers, resulting in a strong economic impact for the communities with arts and culture offerings.

In addition, cultural tourism—whether you're heading to the next town over or halfway around the world—inspires connection, empathy, and a renewed appreciation for the ways of others. Communities understand the role that arts and culture have in strengthening tourism, regional identity, and person-to-person connection. Increasingly, municipal governments have allocated local hotel/motel taxes to the arts, encouraging growth and continued investment.

The arts are the fourth largest driver of tourism and influence decisions made when planning travel. Experiences can include brick-and-mortar establishments (e.g., museums and theaters) along with transitory events (e.g., festivals and community projects). They appeal not only to domestic audiences but also to foreign ones, with a significant number traveling specifically to experience new cultures.

ARTS + TOURISM

IMPACT POINTS

68% OF TOURISM IN U.S. DRIVEN BY ART

The arts, cultural heritage, and history drive over two-thirds of all of the tourism in the United States.¹

35.3 MILLION TRAVEL FOR THE ARTS

The arts drive travel planning. 35.3 million adults say that a specific art, cultural, or heritage event or activity influenced their choice of destination.²

CULTURAL TOURISTS SPEND 2X MORE

Research shows that cultural tourists spend nearly twice as much while traveling as other tourists do—an average of around \$1,000 versus \$600 per trip—providing important additional economic impacts to destination communities.³

68% INCREASE IN EMPATHY FOR OTHER CULTURES

Research shows that 68 percent of travelers say that traveling to another culture increases their empathy, and 77 percent say they can communicate better with different types of people after traveling.⁴

ARTS ENGAGE TOURISTS OF ALL AGES

Attracting tourists across the age spectrum is central to a community's tourism economy. Engagement in arts and culture interests rate high for Millennials (73 percent), Boomers (64.8 percent), and Gen Xers (67.8 percent).⁵

CULTURAL TOURISM = INCREASED PEACE

A growing body of literature connects culturally based tourism to "soft diplomacy" and highlights the strong links between cultural exchange and increased intercultural dialogue, mutual understanding, political stability, and peace-building.⁶

16% INVESTMENT OF LOCAL TAXES FOR CULTURE

Increasingly, communities recognize that tourism benefits from the arts and are increasing money available for local arts agencies. Sixteen percent of local arts agencies receive funding from local hotel/motel taxes.⁷



EXAMPLES OF PRACTICE

African American Music Trails of Eastern North Carolina, Asheville, NC



African American Music Trails helps travelers explore African American music in eastern North Carolina. Researchers, writers, and photographers have worked with local residents and arts organizations to provide in-depth insiders' views of music and musicians.

africanamericanmusicnc.com
michelle.lanier@ncdcr.gov

image: Gospel singer Latisha Scott and the Edgecombe County High School Band. Photo by Titus Brooks Heagins for the North Carolina Arts Council.

Downtown Fort Collins Creative District, Fort Collins, CO



The Downtown Fort Collins Creative District is part of the Colorado Creative Industries Creative District. It features art galleries, musical venues, theaters, and public art, as well as housing, restaurants, breweries, and other locally owned businesses.

dfccd.org

image: Artist Rachel Herrera painting the DFCCDC buildings. Photo by Summit Studios.

Wyoming County Rural Arts Initiative (WCRAI), Warsaw, NY



WCRAI funds artistic microenterprises and small businesses to increase tourism to the Finger Lakes Region of New York. Started in 2016, several artists have already opened shops or increased production in towns throughout the county.

wycochamber.org/about-wyoming-county/arts-and-culture/wyoming-county-rural-arts-initiative
sgardner@wycochamber.org

image: Wyoming County Rural Arts Initiative project funding recipient Robert Doyle at his photography studio speaking with colleagues about their work in July 2017. Photo courtesy of Leslie Locketz.

The City of Providence Department of Arts, Culture, and Tourism, Providence, RI



The Providence Department of Art, Culture + Tourism (AC+T) ensures the continued development of a vibrant and creative city by integrating arts and culture into community life while showcasing Providence as an international cultural destination.

<http://www.providenceri.gov/art-culture-tourism/sfortunato@providenceri.gov>

image: People in the PVD Fest 2017 parade. Photo by Erin Smithers.

top image: PVD Fest in Providence, RI

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READING LIST

Cultural Tourism: Bridging America Through Partnerships in Arts, Tourism and Economic Development



This Americans for the Arts monograph features issue papers on how collaboration, implementation, and communication help build long-lasting relationships between tourism and culture.

<https://www.americansforthearts.org/node/87668>

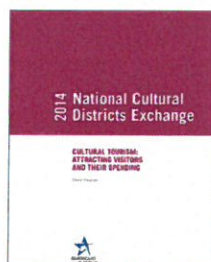
Understanding the Critical Issues for the Future of Travel and Tourism



This report from the World Travel & Tourism Council looks at the impact of environmental and sustainability issues on the future of global tourism.

<https://www.americansforthearts.org/node/100858>

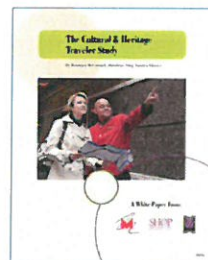
Cultural Tourism: Attracting Visitors and Their Spending



This research paper, commissioned for the National Cultural Districts Exchange, outlines definitions and strategies related to cultural tourism as it relates to arts and culture districts.

<https://www.americansforthearts.org/node/93990>

The Cultural & Heritage Traveler Study



The seventh in a series of white papers provides education and resources to increase visitation to museums and increase business at museum stores.

<https://www.americansforthearts.org/node/100857>

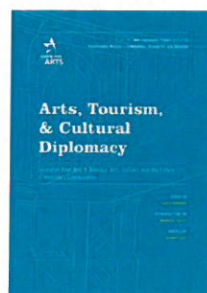
Tourism as a Driver of Peace



Countries with a more open and sustainable tourism sector tend to be more peaceful. This research from the World Travel & Tourism Council looks for the first time at the empirical links between tourism and peace.

<https://www.americansforthearts.org/node/100854>

Arts, Tourism, & Cultural Diplomacy



This essay by Laura Mandala in *Arts & America; Arts, Culture, and the Future of America's Communities* looks at the changing face of tourism in the United States, trends and associated arts interventions, and the role that the arts may play in positively impacting those changes.

<https://www.americansforthearts.org/node/90693>



ORGANIZATIONS

Cultural Tourism Alliance

The Cultural Tourism Alliance is a group of tourism marketing professionals who share the vision and challenge of increasing tourism to towns, cities, regions, and states in the United States through the promotion of authentic and unique cultural and heritage offerings.

chtalliance.com

National Trust for Historic Preservation

The National Trust works to save historic places in the United States. It believes that historic places help define and distinguish communities by building a strong sense of identity.

savingplaces.org/historic-sites

Brand USA

Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include fostering understanding between people and cultures and creating jobs essential to the economy.

Download factsheets about the tourism of each U.S. state. (https://www.thebrandusa.com/partners/state_fact_sheets)

<https://www.thebrandusa.com/>

US Travel Association

US Travel represents 1,200-member organizations in the travel industry. It provides articles, reports, and toolkits addressing the role of culture in travel.

ustravel.org

CulturalHeritageTourism.org

CulturalHeritageTourism.org provides a platform for cultural heritage and destination tourism professionals to connect and share best practices.

culturalheritagetourism.org

top image: Historic District in Fort Collins, Co

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The following table provides additional detail highlighting outside agency funding for cultural, athletic, and social service entities.

2023 Outside Agency Summary				
<u>Agency</u>	<u>Type of Support</u>	<u>Amount of Request</u>	<u>Amount Approved</u>	<u>Source of Funding</u>
Ambucs	\$ Skyfire	\$ 6,500	\$ 6,500	General Fund
Municipal Band	\$ Operating	\$ 20,000	\$ 20,000	General Fund
OCCK	\$ Operating	\$ 851,903	\$ 851,903	General Fund
Visit Salina	\$ Operating	3.5% TGT	3.5% TGT	Tourism Fund-pass thru of TGT
Salina Community Economic Development	\$ Operating	\$ 275,000	\$ 275,000	Sales Tax Econ Devo
Salina Downtown Inc.	\$ Operating	\$ 60,000	\$ 60,000	Sales Tax Econ Devo
Salina Downtown Inc.	\$ Façade Grant	\$ 60,000	\$ 60,000	Sales Tax Econ Devo
Salina Grace		\$ 60,000	\$ 60,000	General Fund
Salina Tennis		\$ 40,000	\$ 40,000	General Fund
Salina Art Center	Maintenance*	\$ 30,000	\$ 30,000	General Fund
Salina Community Theater	Maintenance*	\$ 83,000	\$ 83,000	General Fund
Total 2023 Requests		\$ 1,486,403	\$ 1,486,403	
* 3 year average				

