



## State of the Arts for Salina, Kansas

*A summary of national, regional, and local impact of the arts on the community.*

### Executive Summary

This report contains data from Americans for the Arts and local sources designed to provide the Commissioners and the public with an overview of the economic and social impact of arts, culture, and heritage offerings in Salina in conjunction with National Arts & Humanities Month. It also will help equip commissioners with important data and speaking points regarding what a majority of the public values and expects in their lives.

The data comes from trusted and reputable sources and includes an economic, racial, and educationally diverse representation of the nation including urban and rural communities from across the country. Salina Arts & Humanities and seven other Kansas cities participated in the Local Arts Agency data gathering for the local arts agency portions of this report.

It is important for civic and government leaders to have a good understanding of the important role arts and culture play in the health of their community. Often times the arts become a lightning rod for disgruntled citizens. It is valuable to have resources that demonstrate the value and positive impact that arts, culture, and heritage institutions play in the business, healthcare, and education, as well as the overall quality of life for citizens.

There is a lot of detail in the attached pages including a summary table of the largest local agencies that receive public funding in some form. Highlights of the reports will be reviewed during the Study Session. You are encouraged to ask questions or request clarification on the information as time allows.

The Study Session will include the following:

1. An overview of the 2020 and 21 Smoky Hill River Festival.
2. A national and regional view of research and trends regarding the impact of arts and culture.
3. Highlights from five local arts agency directors.
4. Remarks by business leaders regarding their support for the arts.
5. Summary remarks and questions.

Please take whatever time you have to review the enclosed information and be prepared to share questions or affirm that the reports are helpful in equipping you as a government leader.

Brad Anderson, Executive Director, Salina Arts & Humanities



## What Americans Believe About The Arts

1. **"The arts provide meaning to our lives."** 63 percent of the population believe the arts "lift me up beyond everyday experiences," 64 percent feel the arts give them "pure pleasure to experience and participate in," and 73 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 and to the community. 67 percent of Americans believe "the arts unify our communities regardless of age, race, and ethnicity" and 62 percent agree that the arts "helps me understand other cultures better."
3. **"Despite the benefits the arts provide, not everyone has equal access to the arts."** Just 45 percent believe that "everyone in their community has equal access to the arts."
4. **"Arts institutions add value to our communities."** Regardless of whether people engage with the arts or not, 87 percent believe they are important to quality of life, and 82 percent believe they are important to local businesses and the economy.
5. **"Most of us seek out arts experiences."** Seven in 10 American adults (68 percent) attended an arts event in the past year, like going to the theater, museum, zoo, or a musical performance.
6. **"We experience the arts in unexpected places."** An even greater proportion of Americans (77 percent) say they experienced the arts in a "non-arts" venue such as a park, hospital, shopping mall, or airport.
7. **"Across demographic groups, the arts are part of our lives."** People of color were more likely to attend an arts event than their white counterparts (71 percent vs. 66 percent). Higher rates were noted for multiple art forms, including dance, museums, and theater.
8. **"We donate to the arts."** 27 percent of the population (more than 1 in 4 Americans) made a donation to an arts, culture, or public broadcasting organization within the past year. Donors were typically younger and had higher incomes and education.
9. **"We will support candidates who want to increase arts funding."** Americans are more than twice as likely to vote in favor of a candidate who increases arts spending from 45 cents to \$1 per person than to vote against them (37 percent in favor, 16 percent against).
10. **"We believe the arts are part of a well-rounded education."** Nine in 10 American adults (88 percent) agree that the arts are part of a well-rounded K-12 education.
11. **"We believe the arts should be taught in grades K-12."** 90 percent believe students should receive an education in the arts in elementary school, middle school, and high school. 82 percent say the arts should also be taught outside of the classroom in the community.
12. **"We are making art in our personal time."** Half of all Americans are personally involved in artistic activities (49 percent) such as painting, singing in a choir, making crafts, writing poetry, or playing music.
13. **"We engage in the arts because it makes us feel creative."** Among those who are personally involved in making art or displaying art in their home, 60 percent say that "arts and music outside of the home" makes them feel more creative—a rate that jumps to 70 percent for Millennials.
14. **"Social media increases our exposure to the arts."** 53 percent of social media users say that they are more exposed to the arts by connecting online. 59 percent agree that art created on social media is legitimate art.
15. **"Yes! Tattoos are art."** 27 percent of Americans boast a tattoo (12 percent have more than one). Three-quarters believe that tattoos are a form of art (73 percent).

\*The 3,020 respondents self-identified by race and Hispanic ethnicity. For the report, the "white" category is non-Hispanic whites. Included in the "people of color" category are blacks, Asians, all Hispanics, and others.





## 10 Reasons to Support the Arts

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

1. **Arts improve individual well-being.** 69 percent of the population 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. **Arts unify communities.** 72 percent of Americans 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”—a perspective observed across all demographic and economic categories.
3. **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 regardless of socio-economic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. **88 percent of Americans** believe that arts are part of a well-rounded K-12 education.
4. **Arts strengthen the economy.** The production of all arts and cultural goods in the U.S. (e.g., nonprofit, commercial, education) added \$764 billion to the economy in 2015, including a \$21 billion international trade surplus—a larger share of the nation’s economy (4.2 percent) than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). **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.
5. **Arts drive tourism and revenue to local businesses.** Attendees at nonprofit arts events spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. 34 percent of attendees live outside the county in which the arts event takes place; they average \$47.57 in event-related spending. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.
6. **Arts spark creativity and innovation.** Creativity is among the top 5 applied skills sought by business leaders, per the Conference Board’s *Ready to Innovate* report—with 72 percent 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 in the arts than other scientists.
7. **Arts drive the creative industries.** The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts 673,656 businesses in the U.S. involved in the creation or distribution of the arts—4.01 percent of all businesses and 2.04 percent of all employees. (Get a free local Creative Industry report for your community [here](#).)
8. **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.
9. **Arts improve healthcare.** Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
10. **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 4 (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.



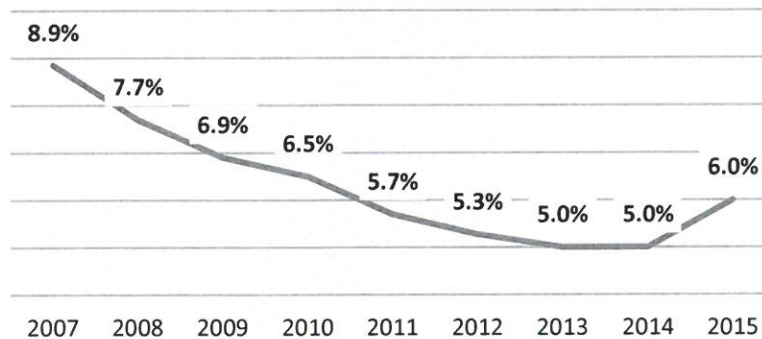
### Arts Facts . . . Business Support to the Arts

With billions in arts funding, businesses play a key role in ensuring the health and vitality of the nation's arts sector. Business support for the arts is less driven by a charitable focus than it is targeted on how the arts impact the communities in which their employees live and work.

### Corporate Support to the Arts Rebounds in 2015

According to the Committee Encouraging Corporate Philanthropy (CECP) and the Conference Board, the "share" of corporate philanthropy directed to the arts by large corporations grew from 5 to 6 percent in 2015—the first increase in seven years.

### Arts & Culture Market Share of Large Corporate Support



### Reasons Businesses Support the Arts: (1) Benefits to Employees and (2) Arts Education

Half of the business leaders responding to the [2013 BCA National Survey of Business Support for the Arts](#) Survey indicated that benefits to employees and their families are Very Important in making funding decisions:

1. The arts improve the quality of life in the community (54 percent)
2. The arts help create a vibrant community and society (49 percent)
3. The arts improve academic performance for students (47 percent)
4. Arts organizations offer education initiatives that benefit the community (47 percent)

Profitability is the largest consideration in increasing support to the arts (72 percent). Following "benefits to employees," the next most important factors are arts education and programs for the disadvantaged (69 percent). As business leaders seek to attract and retain skilled and educated workers, they are paying more attention to community livability and vibrancy—a key area in which the arts make a contribution.

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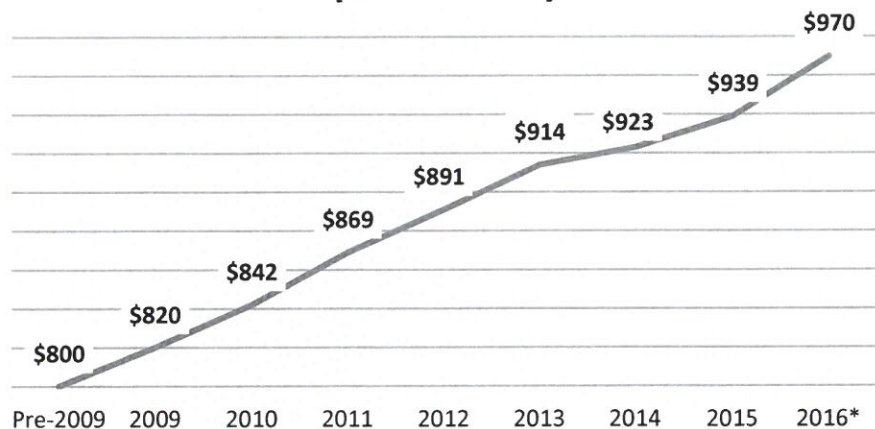


## Sponsorship

Following a major decline during the Great Recession, arts sponsorships have rebounded—\$970 million projected for 2016, up from \$800 million in 2008—according to IEG’s Sponsorship Report.

## Sponsorship Spending on the Arts

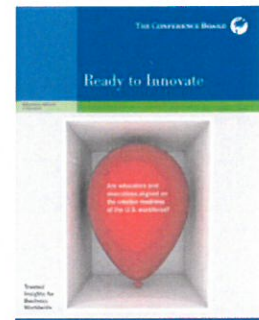
[Millions of Dollars]



## The Importance of the Arts in

### Building the 21<sup>st</sup> Century Workforce

The Conference Board’s research report, *Ready to Innovate*, touts the importance of arts education in building the 21<sup>st</sup> century workforce. Innovation is the key to the nation’s economic prosperity and global competitiveness. Arts participation—in school or in the workplace—strengthens our “creativity muscles,” which builds our creativity—the fuel that drives innovation. The report, aimed at business leaders, concludes, “The arts—music, creative writing, drawing, dance—provide skills sought by employers of the third millennium.”



## Businesses are using the arts to inspire employees, stimulate innovation, and foster creative

**collaborations** The pARTnership Movement, a campaign by Americans for the Arts, demonstrates how the arts can help businesses enhance the critical thinking and creative skills of their workforce while improving employee engagement, recruitment and retention.



- By visiting [www.pARTnershipMovement.org](http://www.pARTnershipMovement.org), businesses and arts organizations alike can access information to create partnerships in their communities.

Sources: Americans for the Arts, 2013 BCA National Survey of Business Support for the Arts, IEG Sponsorship Report, 2016 and CECP, in association with The Conference Board. *Giving in Numbers: 2016 Edition*.

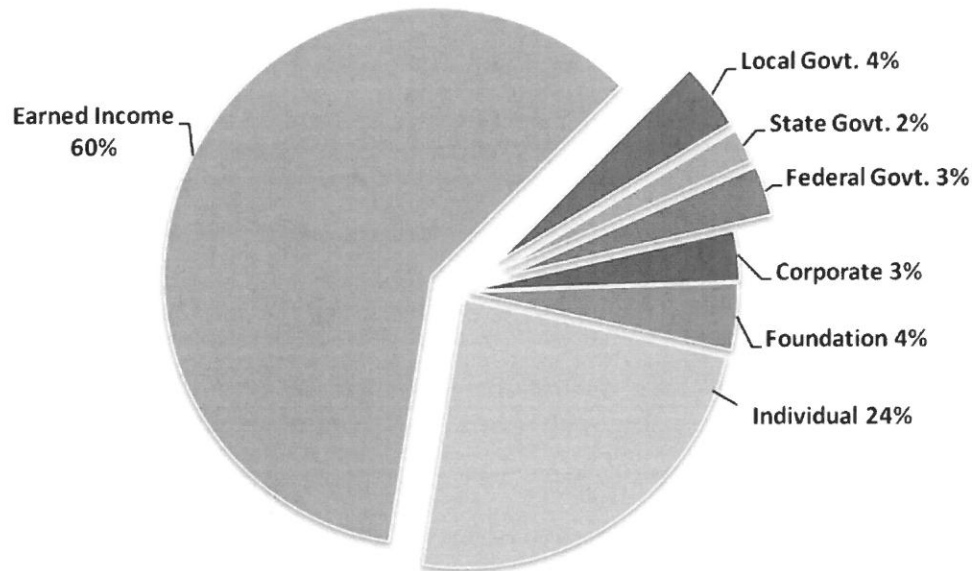


#### Arts Facts . . . Arts Organization Revenues

Revenue from earned income is the largest source of income for nonprofit arts organizations. The remainder must be raised through contributions and grants. Even small fluctuations in contributed revenue can mean deficits for many organizations.

## Source of Revenue for Nonprofit Arts Organizations

[Estimated]



Support for the nonprofit arts is a mosaic of funding sources—a delicate 60-30-10 balance of earned revenue, private sector contributions, and government support. The chart above provides a snapshot of what the average revenue picture looks like for a nonprofit arts organization in the U.S.

1. Earned income represents a little over half of the total revenue of nonprofit arts organizations (e.g. ticket sales, sponsorships, and fundraising events).
2. Private sector contributions (individual, foundation, and corporate giving) are the next largest portion, accounting for about one-third of revenue. Individuals comprise the largest segment of private contributors.
3. Government funding (local, state, and federal) is the smallest of the three revenue categories. (Note: federal arts support includes not just the National Endowment for the Arts, but also the Kennedy Center, Smithsonian, Corporation for Public Broadcasting and other direct arts funding—a total of approximately \$1.9 billion annually for 2013.)

Source: Americans for the Arts, 2016.

## Snapshot of Largest Salina/Saline County Cultural Agencies Receiving Some Form of Local Funding

Footnotes are explained on the following page.

| Organization                    | Annual Budget      | FT Empl   | PT Empl   | Total # served   | # of Volunteers             | % out of county attendees  | Extras |
|---------------------------------|--------------------|-----------|-----------|--|-----------------------------|----------------------------|--------|
| <b>Rolling Hills Zoo</b>        | \$4,100,000        | 40        | 41<br>*1  | 2019-14,752 participated in education programs and attendance was 76,230; 2020- 8026 participated in education programs and attendance was 63,760.                       | 45 *2                       | 56% *3<br>42,688           | *4     |
| <b>Salina Art Center</b>        | \$560,677          | 5         | 16<br>*5  | 2020- 861 students<br>2019 1567 students<br>2020-2640 visitors 2019 8000 visitors<br>2020 Cinema tickets- 1671 (Typically 10,500)<br>19,731 meaningful digital exchanges | 53 in 2020                  | 36%<br>6660                | *6     |
| <b>Salina Community Theatre</b> | \$935,000          | 7         | 3 *7      | More than 47,000   | 400 *8                      | 40%<br>18800               | *9     |
| <b>Salina Symphony</b>          | \$500,000          | 2         | 10<br>*10 | 15,000   | 75                          | Approx 40%<br>6,000<br>*11 |        |
| <b>Smoky Hill Museum</b>        | \$582,000          | 6         | 3         | Oct 2018 – Sept 2019 w/ social media is 119,448; w/o social media 40,196<br>Oct 2020– Sept 2021 w/ social media is 145,502; w/o social media 33,607                      | 2019-641<br>2021-269<br>*12 | 43% in 2019<br>17,284      |        |
| <b>Stiefel Theatre</b>          | \$2,200,000<br>*13 | 3         | 3         | 35,000 *14   | 50                          | 65%<br>22,750              | *15    |
| <b>Totals</b>                   | <b>\$8,887,677</b> | <b>63</b> | <b>76</b> | <b>231,926 (2019 #'s)</b>  | <b>1264</b>                 | <b>113,382</b>             |        |

- \*1. The Zoo doesn't have part-time employees. This number reflects seasonal employees.
- \*2. These Zoo volunteers contributed 5,149 hours in 2019.
- \*3. Please note that typically Zoo members do not fill out a survey card with each visit – which is what this data is based upon.
- \*4. The Zoo was rated #1 of 19 Things to do in Salina on Trip Advisor. Trip Advisor 2020 Travelers Choice Award Winner for the 5<sup>th</sup> year in a row. Voted the Salina Journal's 2020 Best of the Best in Family Entertainment and Local Tourist Attraction. Additional Google Review comments follow these footnotes.
- \*5. Contracted with 72 teaching and exhibiting artists, along with 15 scientists, historians, doctors, community members, and specialists as speakers
- \*6. The City of Salina accounts for an 8% offset in the Art Center's annual budget through in-kind contributions of HVAC & facility maintenance, custodial staff, and utilities at the main facility (services are not provided at the Cinema or Warehouse). Youth scholarships are also provided for art education programs. This offset allows us to employ 1.25 FTE and several contract positions devoted to education programs.
- \*7. The Salina Community Theatre also contracts with 150 directors, musical directors, choreographers, etc. on an annual basis.
- \*8. This can vary from 350 to 450 annually depending on the size of the productions.
- \*9. The Community Theatre remained substantially in production throughout the pandemic. One patron said to me "the most important things to me are my physical health and my mental health. I'll take care of my physical health and the theatre takes care of the other."
- \*10. Also the Symphony has 40 paid musicians under contract.
- \*11. 25% season ticket holders 50% of single ticket holders
- \*12. Museum volunteers logged 1782 hours in 2019.
- \*13. The Stiefel has an annual impact on Salina of \$3,377,712 and \$128,514 local government revenue, and \$180,465 state government revenue according to the Arts & Economic Prosperity Index created by Americans for the Arts.
- \*14. These Stiefel numbers are for ticketed events only and does not include special tours, open houses, or numerous non-ticketed engagements with the public.
- \*15. CARM (Cultural Arts Regional Marketing) proceeds are critical to the successful regional marketing efforts of the Stiefel.



### Google Reviews for the Rolling Hills Zoo:

- *So glad to have visited here finally! Beautiful layout, great exhibits, the museum was wonderful, cute gift shop. Admission prices very reasonable and tram rides were only \$3 per person. Great place for everyone of all ages with restaurant on site or a picnic area outside the zoo if you bring a picnic lunch. Definitely will be visiting here again!*
- *I really liked this zoo. Greatly surpassed my expectations. Visited on the way home just after visiting Cheyenne Mountain Zoo, and I was impressed. The museum walk through was also great and really well done. Walking through the entrance I could see this zoo is well maintained and cared for.*
- *This is by far the best zoo in central Kansas. All of their exhibits host healthy and active animals. I loved their tiger exhibit, as they looked young and healthy. The price is also quite reasonable. I would recommend this zoo to anyone.*
- *AMAZING Zoo experience for all ages!! It was 104° the day we went and there was plenty of shade everywhere, as well as water fountains and air conditioned buildings nicely spaced throughout. The exhibits, buildings and paths were all clean and nicely maintained. But the true gem was the Wildlife Museum! The dioramas are fantastic and the kid's play area is full of engaging activities. If I lived in the area, this would be the best place for a birthday party.*
- *We traveled from Houston TX to Kansas, and looked for a place to go out and explore, we loved the things they have here, really nice zoo! We had a wonderful time!*
- *If you are driving through Kansas thinking there is nothing to see, stop at the Rolling Hills Zoo. It is worth the price, the team that works there is very helpful and informative. It is not a huge zoo, but you will easily spend three to four hours looking at felines, camels, monkeys, giraffes, bears ..... we spent quite some time with the rhinos and their caretaker who took the time to tell us about them in detail. There's also a kid's corner with farm animals that seem within reach to pet. The tour ends with a walk through their museum that has nothing to envy Disney. It is simply gorgeous and strikingly realistic. We strongly recommend.*
- *I love this place! It's a great way to get out and see the animals and experience live and up close critters too. Wonderful setting and the museum rocks too!!!!*
- *The staff is friendly. The facilities are clean. They're mindful of Covid. They do a very good job of answering questions. They do an especially great job at their live animal presentations. Currently you can't touch the animals they present, but it's still very cool to get an up close and personal look at the animals they're presenting.*
- *Always fun activities for families, lots of hands-on play areas, good variety of animals and often new attractions keep things fresh for those with memberships.*

## River Festival Highlights



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Highlights include both the 2020 and 2021 Festival planning.

- The 2020 Festival was cancelled three weeks prior to a scheduled press conference. Virtually all of the planning had been completed by this time. Some losses for the cancellation were not recoverable. Most deposits to artists and performers were carried forward to 2021.
- The Festival was rescheduled to Labor Day in January of 2021.
- Covid variants made planning and execution challenging.
- Special health precautions were initiated and there was a great deal of "pivoting" as the event neared.

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- The Festival closed early on Thursday due to rain.
- Overall attendance was approximately 24,000 for four days-which is about 35% of normal.
- Exhibiting artists were hard to retain and recruit for numerous reasons.
- Fewer food vendors were available due to conflicting commitments
- Volunteer recruiting was more difficult due to Covid and the holiday weekend.
- Artyopolis crafts for kids had to significantly altered to avoid close contact between kids and volunteers.



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## Overall Festival Outcome

Food sales were 70% of normal.

Fundraising was higher than normal.

Wristband sales to local businesses were higher than normal.

Art and craft sales were comparable to 2019.

First Treasures served 450 kids.

The crowds were respectful and complied with health and safety guidelines.

New art installations and stage decorations were well-received.



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## ....and the really good news.....

- The Festival has an annual cash budget of approximately \$525,000. Despite a cancellation and lower than expected attendance, the two-year loss is less than \$15,000.

- Staff is optimistic about the potential for the 2022 event and planning is well underway.



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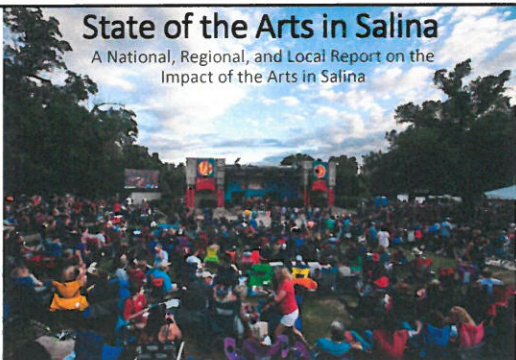
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## State of the Arts in Salina

A National, Regional, and Local Report on the Impact of the Arts in Salina



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**Arts and culture mean more to a community than quality of life.**

- The arts connect citizens in meaningful ways.
- The arts provide important programming that is an economic driver.
- The arts improve academic performance.
- The arts help with physical and emotional health.



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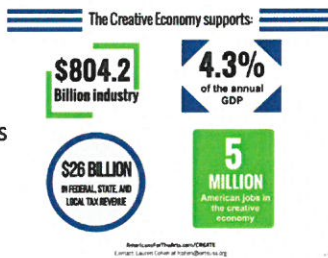
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**The Arts Mean Business**



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**Arts programming attracts regional visitors.**

Six cultural organizations brought in more than 114,000 visitors from outside Salina County in 2019.

Many of these guests stay in hotels, shop locally, and eat in Salina.



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Cultural arts attendees spend money in a variety of places....in addition to their admission fees.




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## Arts audiences bring \$ to Salina.

### Local vs. Nonlocal Arts Audience Spending

Local Audience Spending // **\$23.44**



Nonlocal Audience Spending // **\$47.57**




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Arts, Culture, and Heritage offerings have other measurable benefits.

A strong majority of United States (and local) citizens value the arts to a high degree.




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The arts also make a positive difference beyond the economy across all social, economic, racial, and educational levels.

67% of Americans believe "the arts unify our communities regardless of age, race, and ethnicity."

62% agree that the arts "help me understand other cultures better."

#### The Arts Provide Meaning to our Lives

Americans believe the arts improve the quality of our personal lives and our communities.

**63%**  
believe the arts "lift me up beyond everyday experiences"

**73%**  
say the arts are a "positive experience in a troubled world"

**64%**  
feel "pure pleasure to experience and participate in [the arts]"

Source: Americans for the Arts 2016 survey of 9,000 adults by Ipsos, Public Affairs

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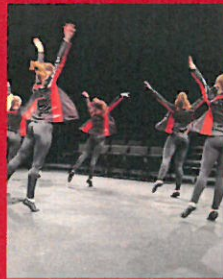
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## We Believe Students Should Be Taught Arts Outside of School

The vast majority of Americans (89 percent) say the arts should also be taught outside of the classroom in the community.



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## Creativity in your Job Means More Success in Your Work Place

More than half of employed American adults agree that their job requires them to be creative, and an even greater proportion believe the more creative and innovative they are at their job, the more successful they are in the workplace.

55% of Americans believe that their jobs require them to be creative

60% of Americans believe the more creative they are at their job, the more successful they will be in the work place



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## The Arts Improve the Image and Identity of our Communities

The arts have a positive impact on communities with 71% of Americans stating the arts not only improve the quality and livability of their community, but also the image and identity.



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## Arts & Healing



- Reduced lengths of hospital stays
- Decreased need for multiple medical visits
- Reduced reports of pain and anxiety related to illness and invasive treatment
- Increased self-esteem and reductions in stress
- Reduced healthcare-related infection rates
- Decreased need for use of sedatives during medical procedures
- Reduced levels of depression and improvements in quality of life
- Decreased use of medical interventions covered by Medicare among the aging

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## Covid Impact on the arts and culture sector

- The arts industry is going to recover more slowly than the rest of the economy. Most likely 6 to 12 months slower than other sectors.
- Arts jobs were hard hit during the pandemic and are still 13% down from pre-pandemic levels.
- In-person attendees were 17% of normal in April of 2021 and have risen to 38% in September of 2021. Projected to be near 68% by January of 2022.
- Financial support and attendance are critically important for cultural organizations in Salina.

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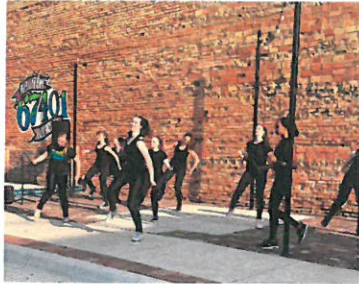
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Updates from cultural organizations that receive public funding.

Rolling Hills Zoo  
Salina Art Center  
Salina Community Theatre  
Salina Symphony  
Stiefel Theatre for the Performing Arts  
Smoky Hill Museum

These organizations receive funding from Transient Guest Tax-Cultural Arts Regional Marketing (CARM) grants, sales tax, and/or in-kind support from the City of Salina.



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## Making the arts unavoidable....

Arts & Humanities is a partner or producing agency for:

- Administration of The Big Ideas Community Cultural Plan
- Arts Infusion (education) Program
- Community Art and Design (Public Art)
- First Friday programming
- Salina A&E Calendar
- 7<sup>th</sup> Grade Culture Crawl
- and serving as an advocate and valuable resource partner to the community



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## The Big Picture

The arts are good for the local economy.

The arts are good for workforce development and business success.

The arts help build community pride and engagement.

The community appreciates the opportunity to express their creativity.

The arts help define the uniqueness of Salina and will be a catalyst to its future success.



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