

State of the Arts in Salina, Kansas for 2023

A Report to the City Commission



October 23, 2023

By Brad Anderson, Executive Director and staff of Salina Arts & Humanities

I. Executive Summary

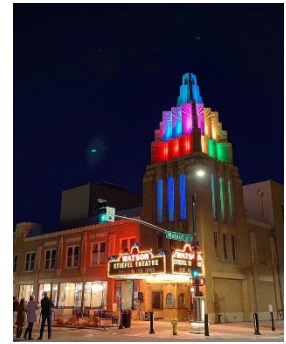
Salina, Kansas, has a rich history of appreciating the arts, dating back to its founding years. The city boasts a diverse cultural landscape, with a deep connection to the arts. This report provides an overview of the economic and social impact of the arts in Salina and the nation, highlighting key programs and services offered by the Salina Arts & Humanities Department.

Current Arts Landscape in Salina

Salina offers a vibrant arts scene with numerous organizations contributing to its cultural richness. Theatre Salina, the Salina Symphony, and the Salina Art Center are among the city's cultural gems. Adding to the list, The Garage, Rolling Hills Zoo, and the Stiefel Theatre also play vital roles in enhancing the city's cultural diversity.

Public art initiatives, such as SculptureTour Salina and the Boom! Street Art and Mural Festival, have brought art into the community's public spaces. These efforts have significantly improved Salina's outward image and integrated art into capital projects. The USD 305 school board has also embraced the integration of art into their building designs, enhancing spaces for students and the public.

Salina is unique in Kansas for having a standalone department of arts and culture within city government, reflecting the city's commitment to the arts, and serving as an example for others.



Clarence the Catfish was the 2022 People's Choice for SculptureTour.



Salina Arts & Humanities helped provided support for the establishment of a summer strings camp for youth, conducted by Edmund and Rudolph Stein.

Arts Education and Community Service

Salina Arts & Humanities provides a variety of educational initiatives and programs for the community. The Arts Infusion Program serves as a resource for cultural education opportunities, benefiting both students and businesses. Initiatives like the 7th Grade Culture Crawl introduce students to cultural venues in Salina, contributing to their overall education and exposure to the arts. Salina Arts & Humanities collaborates with education providers in the community to expand arts education opportunities.

The public art program, identified as Community Art & Design (CAD), is facilitated by the Visual Arts Coordinator and the CAD Advisory Committee appointed by the

mayor. The program has seen substantial growth, with an increasing number of murals and sculptures added to the city's landscape. The public art program and private initiatives enhance the community's visual appeal and are well received by both residents and visitors.



Survey results from late 2022 indicate positive engagement with public art initiatives in Salina. Most respondents had viewed downtown murals, and a significant portion felt that their interests were reflected by the art. However, there is room for improvement in engaging the community with public art as indicated by their comments included in the index of this report.

Economic Impact of the Arts



An analysis of economic contributions from arts and culture in Salina is based on data from Americans for the Arts and direct reporting from eight organizations that receive some sort of annual City of Salina funding. Nationally, the nonprofit arts and culture sector generate substantial economic activity. Audience spending is significant, with local and out-of-county attendees contributing to the local economy. Cultural programming drives visitors to Salina, with out-of-county visitors representing half of the audience attendance.

Arts and culture have a positive impact on personal well-being, foster creativity, and contribute to building livable communities. They are vital to the community's quality of life and economy.

Summary Remarks

The arts hold a valuable place in Salina's community, contributing to economic growth, community pride, and a unique sense of place. Collaboration among arts and cultural organizations is essential, and funding opportunities are expected to increase with state-level support. Salina Arts & Humanities will clarify its role as a local and regional community resource partner to better serve the community.

The arts will continue to play a significant role in shaping Salina's future. The city's creative workforce and diverse cultural offerings will attract and retain talent while enriching the community. Artists and arts organizations will collaborate to address challenges in workforce and community development and help keep Salina citizens spending locally. Private initiatives and public art projects have brought enthusiasm for Salina's future. The city recognizes the importance and value of the arts, setting an enviable example for other communities.

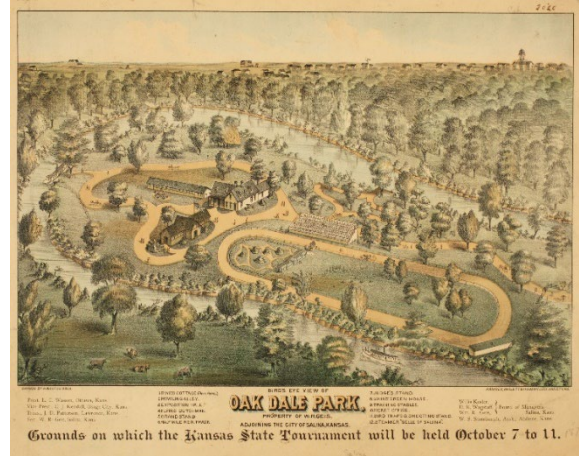


The Smoky Hill Museum Street Fair brings thousands downtown each Fall to enjoy music, old west games, crafts, food, and a parade. Most of the offerings are free.

II. Introduction

Background information on the arts in Salina, Kansas

Salina's earliest years were shaped by founders who had an appreciation for beauty and the arts. The botanic garden by one founder was dedicated to the city and became Oakdale Park. Salina boasted three municipal bands and an opera house in the late 1800s. The architectural history is still evident with many well-preserved or recently rehabilitated properties downtown. Charles Shaver, the architect for the Stiefel Theatre, the United Building, and a variety of local schools was designated as the first licensed architect in the State of Kansas.



Debbie Little-Wilson used scans letters and a photo to create "And Mary Campbell Led the Band", featuring the daughter of town founder Alexander Campbell.

The arts continued to expand throughout the 20th century. The Salina Symphony, the Salina Community Theatre (now Theatre Salina), and Salina Arts & Humanities were all founded between 1955 and 1966. All three organizations have significantly expanded programs and services over the last two decades. The National Endowment of the Arts was founded in the same year as Arts & Humanities in 1966, once again demonstrating the progressive arts leadership demonstrated by Salina. The Salina Art Center began on the campus of Kansas Wesleyan University in 1978 and a decade later moved to downtown Salina, and they have expanded with the Art Center Cinema and the Warehouse. The Stiefel Theatre has been a valuable contribution to the vitality of the downtown and community. Their programming attracts a huge number of out-of-town visitors and they actively promote other cultural events in the community.

There are some great options beyond the visual and performing arts when it comes to the culture of Salina. The Rolling Hills Zoo plays an important role in travel and tourism as well as the protection and preservation of endangered species. The Garage has been a well-received and supported venue since opening in the winter of 2022 and they continue to expand programming and services to the community. The Smoky Hill Museum engages citizens with great events and exhibits and their free admission provides access to everyone, regardless of their socio-economic status.



The Smoky Hill River Festival was founded in 1977 and for its 25th Anniversary celebration, the Community Art & Design (public art) program was started. The program was inspired during previous community and cultural strategic planning efforts when citizens remarked that while Salina had a lot of

great things happening inside arts facilities, the outward appearance was unremarkable. Since 2001, more than two dozen large and smaller-scale projects have been completed which have significantly improved Salina’s outward image as art and design have been better integrated into capital projects.

As a byproduct of the public art program, the USD 305 school board adopted a letter of intent to integrate art in their building designs and capital improvements where appropriate resulting in indoor and outdoor enhancements of their spaces for the students and public to enjoy. In the district’s last capital improvement projects \$125,000 was dedicated to art enhancement in 16 facilities.



Salina artist Katy England created these mosaic planters as part of Heartland Early Childhood Education Center’s capital improvement project.



PichiAvo’s “Dionysus in Salina, KS” was completed for the 2023 Boom! Mural Festival on the 500 block of N. Santa Fe.

Two significant private initiatives have emerged in the last 13 years. SculptureTour Salina is responsible for more than forty sculptures being placed on public and private property annually since 2011 and the City of Salina’s participation and support of the People’s Choice award has resulted in a wide variety of work being placed conspicuously throughout the community. Most recently, the Boom! Street Art and Mural Festival has introduced more than 20 new murals throughout the downtown with another 14 being added through private efforts and Salina Arts & Humanities Artwork Alley project completed in the summer of 2022.

Salina still boasts the only freestanding department of arts and culture as part of city government in the State of Kansas. While other cultural programs exist, they are usually tied to parks and recreation, travel and tourism, or as a division of the city manager’s office. The City of Salina’s recognition of the importance and value of the arts in organizational leadership has resulted in a

strong arts community that serves as a noticeable example for others.

Purpose and scope of the report

The purpose of this report is to provide an overview of the economic and social impact of the arts in Salina. It will also highlight key programs and services offered by the department. Organizational profiles from cultural arts agencies that receive public funding will be provided to help commissioners and citizens gain more insight as to the value of the support provided and the positive impact they make. Additional research and fact sheets are included in the index to serve as an advocacy resource.



Scribe completed “Seeds in the Middle” at the 2023 River Festival. The work will be placed in the city for the public to enjoy.

III. Current Arts Landscape in Salina

Overview of existing arts organizations and institutions

Salina provides diverse and high-quality cultural experiences to its residents and visitors. Theatre Salina's production schedule and professionalism of presentation are far superior to most community theatres. The Salina Symphony is transitioning to become a semi-professional organization by hiring more experienced musicians, which raises the artistic quality of programs and compensates performers at a higher rate than many civic orchestras. The Salina Art Center is currently going through a \$1 million capital campaign that will result in improved public and culinary facilities and a recently renovated cinema. Their exhibition programs often include content that is usually seen in large metropolitan spaces.



Theatre Salina welcomed hundreds to town for the Region V AACT Festival with funding support from the Horizons Grant Program.

The Garage has far exceeded its initial projections for memberships and visitors while education programs continue to expand. They provide social engagement programs for car enthusiasts that bring new people downtown. Its role as a Star Bond anchor appears to be working well. The Rolling Hills Zoo continues to draw a large part of its audience from far outside of Saline County and generates a significant number of overnight guests in Salina. Their willingness to partner with local businesses and cultural organizations is commendable as they continue to expand opportunities for the public to engage. The Stiefel Theatre started the Mike Finnegan School of Music in 2022 in addition to the 30+ mainstage performances they book each year. Their programs also draw significantly from outside the county, and they add positive energy to the downtown scene.

Most ticketed venues have not fully recovered from pre-COVID audience numbers and overall attendance is down 20%-30% nationally for arts-related events. While further improvement is expected, it will be slow and will likely involve organizations developing new audiences more than bringing back those who have withdrawn.



While attendance numbers are still down locally, the business and philanthropic community continue to show their generosity as indicated in the cultural agency profiles in this report. For example, private cash and in-kind contributions for the Smoky Hill River Festival provide almost 50% of the total budget, helping keep the event affordable and the quality high. Without that support, wristband prices would have to double. Contributions to non-profit cultural centers are critical to their continued success. Salina is blessed to have its variety of cultural

attractions without the city having to “foot the bill”. Many communities across the country carry all the responsibility for performance halls, community theatre, art galleries, and museums. Having separate 501c3 organizations allows them to raise their artistic and cultural quality and lessen the burden on government management and expense.

Many challenges and opportunities await Salina’s cultural partners. Community perception and pride are improving, thanks in part to the role of these organizations, but there is more work to do. Citizens are expecting more live music opportunities, artists from all disciplines are exploring new ways to engage with the community, and the capacity of existing staff at cultural organizations are challenged to accomplish what is already on their plate. New programs and services will require a reassessment of what is currently being offered and how to meet growing needs with limited resources.

VI. Arts Education, Public Art, and Community Service

Overview of the Arts Infusion Program and distribution of Arts Infusion Guide



Drum Safari is a highly popular and interactive experience for kids to use percussion and movement while they learn about themselves and the world.

The arts infusion guide serves as a teacher’s resource for a wide variety of cultural education programs offered by Salina Arts & Humanities as well as other cultural arts providers in the city. The guide is also distributed to human resource professionals and the economic development community as a marketing piece that demonstrates the surprising number of cultural education opportunities that exist. The use of the guide in this manner is tied to the Big Ideas Cultural Plan Goal III.A.3 “Use the arts to support business and community development priorities.

Additional educational initiatives by other arts organizations

The 7th Grade Culture Crawl took place October 18 and 20 in downtown Salina. More than 500 middle school students

and teachers visited nine venues throughout the downtown to learn about cultural venues and participate in creative activities. Each day finished with a special performance by Cash Hollistah and friends at the City Lights Stage. This is a highly popular event providing many kids their first visit to the museums, galleries, and theatres in Salina.

Benefits of Arts Education

“Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower dropout rates. These academic benefits are reaped by students regardless of socio-economic status. 88% of Americans believe that the arts are part of a well-rounded K-12 education.

Salina Arts & Humanities is blessed to have a strong and positive relationship with USD305 and other education providers in the community. The demands for programs and services provided by Salina Arts & Humanities exceed available funding. Efforts are being made to secure additional funding to expand arts education opportunities for local teaching artists and Salina students.



Friends of the River present puppet shows that promote social and emotional learning and environmental awareness.

Community Art & Design (CAD): The public art program for Salina

The policy for art in public places was originally intended to provide best-practice guidelines for the integration of art into the City’s capital improvement program. Since CAD’s adoption in 2008, the policy has been updated to include private projects in public spaces and the SAH staff has also served as a resource partner to businesses wishing to integrate publicly visible art on private property. There is a growing interest in integrating art in public and private spaces.

During the last 18 months, 32 new murals and 24 sculptures have been added in the greater downtown district and the demand is expected to continue. Additionally, eight sculptures from public and private sources are now permanently on display in the downtown area on city right-of-way or other public property. These efforts are possible due to public and private funding and the community has been receptive to the positive impact made.



In the last year, 14 sculptures and paintings in the public collection have updated signage that identifies the artist's name and hometown, the title of the work, and where appropriate, the donor of the work. The Arts & Humanities webpage also has an interactive map with details about many of the pieces in the public collection. SAH staff and the CAD Committee conduct regular inspections of work in the public art collection to ensure that it is in good shape and schedule repairs as necessary.

SAH is an Arts Resource Partner to the community and region.

Salina Arts & Humanities has identified itself as a “community resource partner” since its beginning, but the scope and responsibilities as a resource have never been fully defined. SAH staff is currently working on clarifying the department’s roles and responsibilities to those they serve. The following information is a draft of the purpose, vision, and intent of how the department serves as a community resource partner. Additional details are being developed in each of the key areas.



(Left) Workshops for artists help equip them to thrive as creatives. (Right) SAH is hosting the Kansas Arts Councils Symposium in 2023 and 2024, bringing 125+ arts leaders from Kansas.

Purpose: As a local and regional resource partner, Salina Arts & Humanities (SAH) is dedicated to responsibly empowering and raising the value that art, creatives, and creativity contribute to a healthy community.

Vision: SAH invests in local creatives by offering professional development programs and creative expression opportunities, encouraging mutually beneficial partnerships, and providing resources that strengthen business and artistic development in the creative economy, which reflect the organizational mission of “the cultivation of this place through the power of arts and humanities to change lives and build community.”

Intent: SAH advocates for the arts and humanities, locally and regionally, communicating the benefits of these activities for individuals, creatives, organizations, and city government. Advocacy areas include social/community benefits, economic benefits, and financial literacy.



(Left) Arts & Humanities hosted a special artist’s meet-and-greet in an effort to build stronger awareness for those who work alone in their creative practices. (Right) Residents of Lawrence, KS requested a day trip to Salina in order to see and experience the artistic vibe of the community. SAH staff led the tour.

Roles:

- a. Serve as a professional voice for the advancement of arts in the region.
- b. Be a leader in providing information and data about local, regional, and national advocacy efforts.
- c. Empower local organizations and businesses by communicating about the arts and cultural benefits they provide and why they deserve support.
- d. Encourage organizations and individuals to communicate with local and regional governments about their work and how it supports social-emotional growth and the local/regional economy.
- e. Cultivate new arts and cultural supporters.
- f. Listen to the communities’ interest and concerns as it relates to issues addressed by arts and humanities.
- g. Offer resources for how individuals and organizations can use their existing work to increase awareness about their social and economic impact in the field.

- h. Ensure that power dynamics between individuals and organizations are working with an equitable distribution of resources.
- i. Work with educators in promoting the arts and humanities as career paths.
- j. Work with community cultural partners and facilitate the cultural planning process and implementation.



IV. Economic Impact of the Arts

Analysis of economic contributions from arts and culture - Americans for the Arts conducts an extensive economic impact of the arts report every five years. The 2023 report included 224,677 audience surveys from 16,510 eligible nonprofit arts and culture organizations in 373 communities across the nation and territories of the United States from populations ranging from 4,000 to 4 million and representing rural, suburban, and large urban communities.



The summary data from these reports can be trusted and is used to report local economic impact using tools and calculators provided by Americans for the Arts. Highlights at the national level include:

- ***The Arts Are A Powerful Economic Engine.*** Nationally, the non-profit arts and culture sector generated \$151.7 billion of economic activity in 2022. \$73.3 billion in spending by arts and culture organizations and an additional \$78.4 billion in event-related expenditures by their audiences.
- ***Audience Spending is Significant.*** Average spending per attendee at cultural venues is \$38.46 in addition to the cost of admission. Local attendees spend \$29.77 per person and out-of-county attendees spend \$60.57 per person.

- **Cultural Programming Drives Visitors and Keeps Residents in Town.** 77% of out-of-county visitors report that the primary purpose of their visit was to attend a cultural event. 64% of those visitors reported that they would have traveled to another community if it had not been available. 51% of community residents reported they would attend a cultural event in another community if it wasn't available locally.
- **Out-of-County Visitors Are Substantial.** Nationally, 30.1% of attendees travel outside of the county where cultural events take place. Locally, the number of out-of-county attendees averages 46.5% resulting in significant economic benefit for Salina from non-residents.
- **Pride in Community.** 89% of attendees agreed that the activity or venue they were attending was "a source of neighborhood pride for the community." 86% said they would "feel a sense of loss if that activity or venue was no longer available" and 86% felt it important that future generations also be able to have that cultural experience.
- **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. For the second year in a row, "creativity" tops the list as the #1 soft skill needed in business (LinkedIn).
- **The Arts Improve Personal Well-being.** 78% of the population say the arts are a "positive experience in a troubled world," 69% of the population believe the arts "lift me up beyond everyday experiences," and 71% feel the arts give them "pure pleasure to experience and participate in."
- **Arts and Culture Build Livable Communities.** 86% of Americans say "arts and culture are important to their community's quality of life and livability," and 79% of the American public believe that the arts are "important their community's business, economy, and local jobs."

Audience Spending in Salina

Profiles of local arts and cultural providers who receive City funding are in the appendix of this report. The summary data shows that based on Americans for the Arts audience spending **residents and out-of-county visitors spent \$11,319,192** in addition to ticket prices at local hotels, restaurants, and retailers. Many of these cultural centers also reinvest their budget expenditures back into the local economy by hiring professional service providers and buying supplies and equipment.



Job creation and income generation in the arts sector

The entities benefiting from City funding or labor employ 71 full-time and 160 part-time employees, pumping additional money into the local economy. These employees pay taxes, own and rent homes, buy groceries, have children attending school, and make positive impacts when they volunteer or serve the community.

The U.S. Bureau of Economic Analysis (BEA) reports that the nation’s arts and culture production from educational, non-profit, and commercial entities is a \$1.02 trillion industry that supports 4.9 million jobs. This represents 4.4% of the nation’s economy—a larger share of the GDP than powerhouse sectors such as construction, transportation, and agriculture.



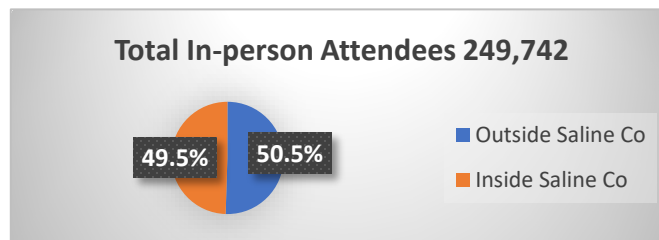
V. Public Perception and Support

Survey Results on Attitudes towards Public Art

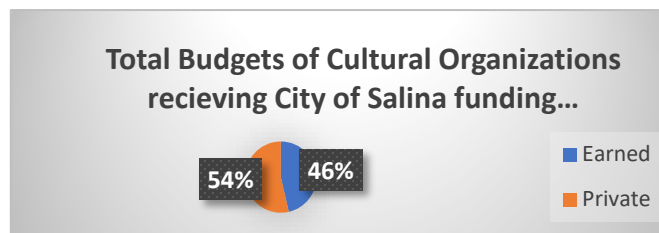
A survey was conducted in the winter of 2022-23 regarding the public’s engagement with SculptureTour, the new murals, and public art preferences. A full report of the survey results is in the appendix. Key findings were that 90% of the survey respondents had viewed the downtown murals and/or sculptures. Of those who saw the work, 73.5% felt their interests were reflected by at least one work of art. This is a significantly positive number based on where community perceptions about public art were in 2008.

38.7% of the survey respondents said they regularly vote for the People’s Choice which shows a significant area for improvement regarding public engagement. As you will read in the public’s response to the question “How might your interests be better reflected through public art in Salina?”, there are numerous references to “more opportunities for the community to engage. Some of the negative criticism may subside as a wider variety of murals and sculptures are added to public spaces.

Public Attendance and/or Participation in Arts Events



Earned Versus Donated Revenue



VI. Summary Remarks

City Commission Advocacy and Support. This report is intended to equip city commissioners with relevant information they find useful when responding to public feedback regarding the arts. As indicated in the report, arts and culture in Salina is an important economic engine for the community and it creates an important sense of community pride and sense of place. A strong majority of citizens value the role the arts play in their lives and they hope to continue it for future generations.

Collaboration Among Arts and Culture Organizations. The Cultural Roundtable serves as an informal network for non-profit arts, culture, and heritage organizations to work together for the benefit of the community. The Big Ideas Cultural Plan stressed the importance of building a healthy network between the cultural sector regarding improved communication, special event planning, cooperative marketing, helping address specific community needs as they arise, and strengthening the professional capacity of each organization. This group will continue to meet as Salina's cultural landscape continues to grow.

Funding and Grant Opportunities for the Arts. The Kansas Creative Arts Industries Commission budget was doubled in the last legislative session. While Kansas still ranks 47th of 50 states for arts funding, this increase in funding at the state level will also increase federal matches. This will help provide additional grant project funds for cultural organizations across the state. At the current time the grants still do not provide general operating support, so many local, state, and national cultural organizations continue to struggle with lower post-COVID attendance numbers.

VII. Conclusion

Recap of Key Points.

- The arts are valued by citizens and provide important avenues for community pride, improved compassion and understanding of each other, and create a unique sense of place for residents and visitors to enjoy.
- Arts and culture are a vital economic engine for the community and keep a majority of their dollars local, creating a positive impact on retail, restaurant, and lodging services. The City of Salina's investment in the cultural sector has positive economic and social benefits for the community.
- Public art perceptions are improving, but higher engagement by citizens in the art in public spaces will continue to be important.
- Arts education is important for student success, retention, academic performance and is supported by USD305 and the city, but additional funding is needed to meet demands.
- Salina Arts & Humanities will be clarifying their role as a local and regional community resource partner so cultural organizations, creative professionals, and the citizens can have a better understanding of the role the organization plays in their lives.

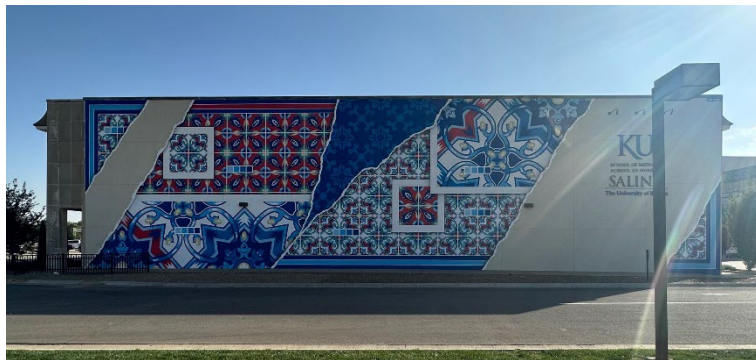
The role of the arts in shaping Salina's future.

The cultural arts will continue to be an important part of Salina's economic development. Having diverse offerings of musical and theatre performance, visual arts galleries and studios, and literary, multi-media, and filmmaking opportunities will attract and retain a creative workforce and enrich

the community. Artists and arts organization leaders should be at community and economic development tables to provide creative solutions to the variety of challenges that workforce and community development professionals face.

The public is growing in their expectation for art to be in their neighborhoods, parks, and other workplaces beyond downtown. This will require additional human and financial resources and a new strategic plan to assess and address the most important needs of the community. Salina Arts & Humanities will be working with local cultural agencies and city staff to determine the best time to begin the cultural planning process.

The arts were an important catalyst in the downtown revitalization efforts. Private initiatives like SculptureTour Salina and the Boom! Mural Festival as well as new performance stages downtown have helped instill a sense of enthusiasm and excitement for Salina's future.



IX. Appendices

A. List of SAH staff and roles

Arts & Humanities – 785-309-5770

Executive Director: Brad Anderson

Operations & Development Manager: Anna Pauscher Morawitz

Program Assistant: Susan Eberwein

Visual Arts Coordinator: Crystal Hammerschmidt

Arts Education Coordinator: Sarah Keck

Office Administrator: Amanda Morris

Accounting Tech: Lori Wilson

Smoky Hill Museum – 785-309-5776

Director: Susan Hawksworth

Curator of Collections: Jennifer Toelle

Curator of Exhibits: Joshua Morris

Curator of Education: Nona Miller

Registrar: VACANT

Administrative Assistant: Rosa dela Cruz

Museum Assistants: Carol White, Judy Kvasnicka, Kristi Williamson

B. Cultural organization profiles

Organizational Profile

Rolling Hills Zoo

Mission: Touching Hearts • Igniting Passion • Saving Wildlife

Description of services: Rolling Hills Zoo is accredited by the Association of Zoo and Aquarium - the gold standard for zoos, and participates in AZA's SAFE (Saving Animals From Extinction) programs and the Species Survival Plan.

There are over 80 species represented in the zoo, and over 500 mounts representing over 200 species in our world class Wildlife Museum. RHZ is open to visitors 7 days a week, and only closed four days each year.

As a teaching zoo, RHZ offers a number of educational programs throughout the year. These include summer and winter camps, Zoo to You, Discovery Classes, Animal Meet & Greets, Touch Carts, Toddler Tuesdays, Wild Wonders and Beastly Safaris!

Total budget: \$4.4 million

55% of budget from private donations, corporate underwriting, and endowment

45% of the budget comes from earned revenue from ticket sales and youth fees/sales.

42 Full-time staff and 24 part-time staff (normally 41 but labor shortages left positions unfilled)

80,000+ patrons/citizens served on an annual basis
59% of those served reside outside of Saline County.

Upcoming changes: In 2024, Rolling Hills Zoo will be celebrating its 25th Anniversary, and throughout the year we will be hosting special events and activities in celebration of this monumental milestone. Opening the spring of 2024 will be our newest exhibit in the Earl Bane Gallery: “A Step Back In Time - The History of Rolling Hills Zoo”.

Description of the impact of City funding or support:

While the Zoo continues to market regionally, the CARM grant funding has also allowed a reach beyond the regional area and outside of Kansas. By doing so we are attracting visitors beyond our region and nationally, who will also enjoy many of Salina’s other amenities, purchase gas, or even plan an extended overnight stay in Salina.

For over twenty-four years, Rolling Hills Zoo has been a regional attraction for Salina and Saline County, drawing over 80,000 guests each year. In 2022, our guests arrived from 36,248 zip codes, with 18,895 of those from zip codes outside Kansas. And from the 758 possible zip codes in Kansas, Rolling Hills Zoo had guests visit from 737 of those zip codes. This undoubtedly creates an incredible boost to Salina’s tourism industry.

While current circumstances have not allowed us to return to surveying our guests as we normally would, based on our previous data, we know that:

- 46% of our regional visitors are dining at area restaurants during their visit
- 14% will stay overnight at a local hospitality venue
- 27% will be shopping in Salina
- 5% will attend a special event or another local attraction in our community, and
- 9% will do something in our community in addition to the items listed above

We are proud supporters of our local partners, and we are always looking for marketing collaborations whenever possible. This includes showcasing Salina’s hotels on our website with links for easy bookings, collaborating on a culture events postcard that is mailed to over 3,500 households outside of the Salina region, or collaborating with another attraction for a multi-day visit to Salina with the potential for overnight stays. We also list recommendations of other upcoming events in Salina on our online booking receipts. Whenever possible we include the Visit Salina and Salina A&E events calendar logos on our marketing as a way to entice people to explore all that Salina has to offer.

Our billboards, strategically placed along I-70 and I-135 from border to border, invite travelers to “Discover the Pride of the Prairie” in the heart of Kansas and within a heartbeat of Salina.

The following are several reviews by guests who recently posted on Google review:

We love this zoo. It's a smaller zoo, but it has new projects going on. And being a smaller zoo, it is very nice. You can go in when they open, take a tram tour around the zoo, then go through on foot to take your time in whatever you want and be done, having seen the entire zoo, by 3 or 4pm. The staff is super friendly, and the animals seem well cared for. I highly recommend this zoo for people wanting to see a variety of animals without being overloaded and rushed to see everything. - Matthew Wagie

What a fantastic zoo, and the museum is world-class; rivals any other zoo and museum in the U.S. Central KS should be proud, very proud of this attraction. The animals, their habitats, and the grounds keeping are well cared for. Beautiful giraffes and horned rhino and tiger. Exemplary place. Take your children! Also had lunch at the restaurant; the staff was extremely friendly and accommodating. I highly recommend the entire operation. - Denise Wittman

This zoo is a great experience. There is plenty to see, and the museum is a must-visit. We went for the extra \$5 for the tram ride, it was well worth it, especially since the temperature had exceeded the forecast high for the day. The driver was very friendly and gave us all the time we needed to look and take photos along the way. All the staff members were very friendly and helpful. – Jason Worthington

Organizational Profile

Salina Symphony

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

Description of services: The Salina Symphony is a regional semi-professional orchestra performing six mainstage concerts each season as well as chamber concerts, educational programs and an annual patriotic outdoor concert held on the grounds of the Eisenhower Presidential Library and Museum. 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. Founded by Mr. Stein in 1961, the Youth Education Program has grown from one ensemble to five, involving approximately 140 students from more than 20 different local and area schools.

Total budget: \$730,000

70% of budget from private donations, corporate underwriting, and endowment

30% of the budget comes from earned revenue from ticket sales and youth fees/sales.

3 Full-time staff and 75 part-time staff

10,000 patrons/citizens served on an annual basis

60% of those served reside outside of Saline County.

Description of the impact of City funding or support:

- City Funding & the Ripple of Economic Impact
 - The Symphony receives approx. \$10,000 in support through the Cultural Arts & Regional Marketing grant.
 - Thanks to this funding, our regional marketing efforts have grown in recent years, which is reflected by the fact that 50% of our single ticket audience drives in from outside Saline County.
 - Before and after concerts, our regional patrons support local restaurants, businesses and hotels. (There is no busier place than downtown restaurants after one of our late afternoon concerts!).

The City's support of the arts through the CARM funding multiplies to impact our community in many ways.

- A Local Symphony Orchestra Impacts Quality of Life
 - Performance opportunity – for musicians considering moving to Salina and the region.
 - Youth Symphony opportunity – for families considering a move to Salina
 - Enrichment opportunity – for patrons who enjoy attending concerts
 - It was recently brought to my attention that a new business / employer that will be building in Salina took into large account Salina's vibrant arts community – specifically our local Symphony Orchestra – when considering the location.

Organizational Profile

Theatre Salina

Mission: To inspire, educate, and entertain.

Description of services:

Total budget: \$940,638

35% of budget from private donations

65% of the budget comes from earned revenue.

7 Full-time staff and 25 part-time staff

65,000 patrons/citizens served on an annual basis

38% of those served reside outside of Saline County.

Upcoming Projects: A two-building capital expansion in the next 36 months.

Description of the impact of City funding or support: All City support is used to keep the Theatre creating its production and educating our children. City support allows us to achieve more than 429 student registrations this year so far. More than 25 % of all students receive with reduced or no tuition, allowing low income and underserved families to take advantage of theatre classes.

Without City support, programming would have to be reduced, staff would be lost resulting in a reduction in overall contribution to the community of between \$170,000 and \$200,000 annually. The investment that the City makes this organization is paid back many times over in direct spending from Theatre Salina. Combined with the secondary spending by audiences, our impact is well over \$1,500,000 annually.

Locally created theatre takes skill, passion, time, and dedication. Over the years, this support has enriched hundreds of thousands of patrons and children.

Additionally, Theatre Salina is an engine that drives tourism. Last calendar year, we sold tickets in more than 150 cities and towns throughout Kansas and 28 other states. We hosted a 4-day regional theatre event that brought more than 150 individuals from 10 other states.

Organizational Profile

Smoky Hill Museum

Mission: The Smoky Hill Museum connects people to universally shared stories, unleashing the power of local history to engage, inspire and surprise.

Description of services: The Smoky Hill Museum is the official repository for Salina's history. As such, it collects and stores artifacts and documents for the benefit of the community. In addition to collecting, the Museum provides educational programs and exhibits through both face-to-face and online interactions. Key programs include group tours and activities, a First Thursday lecture series, Kansas Day programming for area third graders, and the Street Fair. Museum staff produce various types of exhibits such as onsite exhibits, traveling exhibits, and online exhibits. Other services include answering public research inquiries, serving as consultants to regional and national professionals and institutions, and offering a Museum Store that carries area and regional books and artwork.

Total budget: \$710,493

\$61,065 in private contributions supplemented museum programming last year.

6 Full-time staff and 4 part-time staff

Patrons and citizens served: In 2022, Grand Total: **176,569** which includes social media numbers, website & virtual exhibits. The total minus social media: **51,566**

40% of those served reside outside of Saline County according to gate counts.

Upcoming Projects: A third traveling exhibit will be added in 2024.

Description of the impact of City funding or support: As a division of the City of Salina, the City of Salina provides day-to-day operations, staffing and programming support to help the Museum remain an excellent, free-admission educational institution. To have the most impact on our visitors, the staff takes our mission, especially the keywords – stories, engage, inspire and surprise – to heart. We see the Museum as something living that people interact with, not just something to passively observe. Through interactive, compelling stories, visitors are drawn into being active participants going on a journey with us to explore our local history. From immersive exhibits, like our dugout replica, to hands-on interactives placed throughout the Museum to creative displays in our center gallery, visitors are drawn into the stories. When a visitor from Dunbarton, NH, was asked what their favorite part of the Museum was, they answered, "Early history of Kansas and including the poor treatment of Native Americans We have ancestors who homesteaded in Gypsum and the museum brought it all together for me. Loved the experience!"

Many techniques are used to reach people in fun and unique ways. Artifacts are not just props, they are used to further the story being told, and when possible, they become part of the interactivity. Information is also presented through games, scavenger hunts, technology, toys and experiments. We are excited when we get comments like this one from an 11-year-old, "I won a scavenger hunt and saw weird historical things I liked it."

This interactivity goes to all aspects of our educational programs. Straight tours are replaced with more in-depth programming activities that engage the group, whether a school group or a special population group. Curriculum-based programming activities are presented in fun, engaging ways, such as

the *Would You Survive as a Native American* game where students hunt, make decisions, gather and test their ability to survive on the prairie.

Through all these various ways of interactivity, we are accommodating different learning styles and engaging our visitors. We can see that we have an impact on our visitors in several ways, such as this comment from a 13-year-old, "This was so cool. I'm mostly not into museums, but it has changed my perspective. I love this," or this comment heard between two high school boys, "I had no idea this was going to be interesting."

Our interactive exhibit, *The Curiosity Shop*, has had the most significant impact on our audience. There is a survey response area in the exhibit. When asked to tell us about their experience, responses included such statements as:

- "from 1-10 400,00000000." Male, age 9
- "It was more than I can imagine." Female, age 9
- "It was funominal." Female, age 11
- "I love the place and how much fun it is to learn and play for all ages. My siblings all loved it their ages are 3,5,8,10,12." Female, age 13
- "It was epic!" Male, age 17
- "This place is super cool. Wish I came more often." Male, age 22 from California
- "Thank you for giving me the best date ever." Male, age 23
- "I am having so much fun. I am a daycare worker and I am getting so many ideas for things to do in the classroom." Female, age 26
- "I experienced a learning and great adventure." Male, age 33
- "I am really impressed. I feel like all the hands on and modules set up really help obtain important information plus you get a lot of history that sticks also keeps your attention." Female, age 36
- "First time here in Kansas so did not know much. I learned a lot here. Thanx!" Female, age 36
- "We brought 3 grandsons, ages 4,6,10 & spent several hours enjoying this wonderful museum." Female, age 65

Organizational Profile

Stiefel Theatre for the Performing Arts

Mission: The mission of the Stiefel Theatre is to provide quality programming that enriches, educates, and entertains.

Description of services:

The Stiefel Theatre holds approximately 35 major concerts annually from a wide genre of musical and performing arts. The Mike Finnegan School of Music was founded in 2022 and currently has ten classes open for fall enrollment. The Stiefel also partners with various non-profit community events and shares their facility as available for special events. Recent renovations as part of the downtown redevelopment efforts resulted in the replacement of the original tower, improved dressing rooms, lobby and green room enhancements, and a new bar to serve customers.

Total budget: \$2,895,385

22% of budget from private donations

78% of the budget comes from earned revenue.

4 Full-time staff and 3 part-time staff

35,000 patrons/citizens served on an annual basis.

65-70% of those served reside outside of Saline County.

Upcoming Projects: Continued support of local/community events each year.

Description of the impact of City funding or support: CARM funding is a really big deal to the Stiefel. We spend over \$400,000 a year on marketing and the majority of the marketing we do is regional. So having some support from CARM is nice. I would love to see the City of Salina provide more support to the Stiefel in the form of cleaning and or maintenance as the Salina Community Theatre and Salina Art Center receive. We have such a small staff that it would really mean a lot if the City could help.

Organizational Profile

The Garage

Mission: Relive the past. Drive the future.

Description of services:

Kansas Licensed Drivers Education School, Kansas Licensed Car Seat Technician on staff, Hands on learning simulations in welding, painting, vehicle maintenance, and driving. Interactive experiences and ride-along experiences. Lunch and Learns, Cars and Coffee, Vehicle Highlights, Triva, 8 tap beer wall, Legos, Hot Wheels, pinewood derby, theater, patio.

Total budget: \$1, 780,627

87% of budget from private donations

13% of the budget comes from earned revenue.

4 Full-time staff and 8 part-time staff

24,964 patrons/citizens served on an annual basis (2022)

50% of those served reside outside of Saline County.

Description of the impact of City funding or support:

Our partnership with the City is strong and extremely successful. Funding from CARM allows us to advertise and bring people to Salina. Our billboards, radio, tv, and social media campaigns are strong and have been successful thus far.

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

By the numbers (May 2022 – May 2023):

- 4,967 children, youth, and adults participated in classes at the Warehouse Education Studio, workshops, openings, and special events.
- 144 Salina students benefited from financial support from the City of Salina through Parks and Recreation.
- 4,826 tickets were sold to the Art Center Cinema. Ticket sales and concessions accounted for sales tax generation of nearly \$6,500.
- 5,636 people visited the Art Center galleries.
- 19 teaching artists were paid as contract workers.
- 5% of our paid members live outside of Saline County.
- 34% of exhibition visitors who complete a survey report a zip code beyond "674."
- Salina Art Center directly coordinated 153 overnight stays by artists and special guests.

Why Art Matters at Every Age?

- Art helps relieve stress: by becoming involved in a creative practice, we can enter a mental state called "flow" or "the zone" which can help reduce stress levels.
- Art helps emotions: therapies, including music therapy, dance therapy, and art therapy, are being used to help patients with different emotional disorders, including depression and post-traumatic stress disorder.
- Art increases empathy and tolerance: viewing art has been shown to increase people's feeling of empathy and tolerance toward other people who are different from themselves. By being creative and pursuing creative activities, we learn more about other people and cultures.
- Art increases brain plasticity: brains make connections and changes throughout a lifetime. Viewing, talking about and creating art can stimulate communication and connection between different parts of the brain. A well-connected brain is thought to be more important for things such as intelligence and problem solving than the sheer size of various brain structures.
- Research affirms a positive link between regular arts instruction and heightened interest in school, leading to higher self-esteem, increased confidence and motivation, and reduced dropout rates.

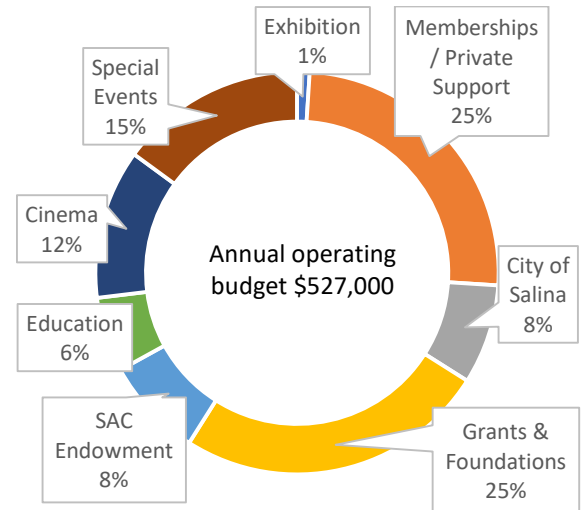
Organization by the numbers (2023):

- 5 full-time staff and 21 part-time staff
- *Building Creatively Capital Campaign* has raised over \$1M to date. Construction begins in November 2023.
- \$2,272 was awarded through CARM funding to help place advertisements in KC Studio magazine that draw audiences from the KC metro area.

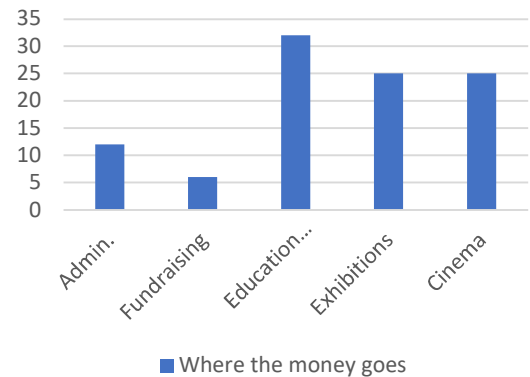
City of Salina partnership:

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.

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.



Where the money goes

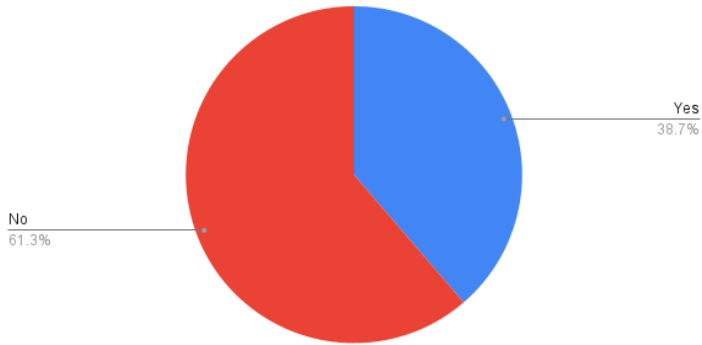


C. Public Art Survey Sheets

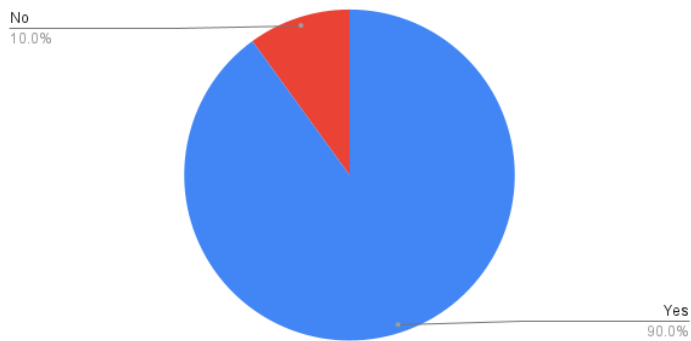
Winter 2022 Public Art Survey

N=230

Count of Do you regularly vote for the annual downtown Sculpture Tour, People's Choice Award?

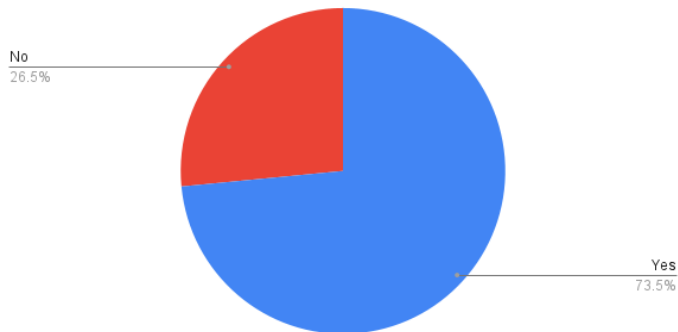


Count of Have you taken the time to view the new murals downtown?



N=230

Count of Do you feel your interests are reflected in the public artwork around Salina?



N=230

How would your interests be better reflected through public art in Salina?

I prefer classical art and architecture. Modern mural are "cartoonist" or video game graphics to me
More Jodi Bliss works. :)

The public art decisions are made by a very small group of people with little or no input from the larger community, and the end results are often used for marketing, to attract tourists, meant for people who don't even live here. I have walked past the mural at the mill multiple times and honestly, it is really hard to access as a pedestrian, then I remembered that it was meant to attract people in cars off the freeway. So I'm standing on a crumbling sidewalk looking at this \$250K mural on the edge of neighborhoods that have some of the highest poverty rates in the city full of people who aren't provided access, who aren't invited to participate and are basically told this is not for them. It is kind of demoralizing.

I feel like public art has become more approachable in the past couple of years. There is a better diversity of styles (ranging from abstract to street art to crowd pleasers like bronze sculpture) and the art is in locations with more foot traffic. In other words, I think you are doing a good job!

Public art isn't about me. I enjoy it all!

Salina needs to be more weird.

I really don't expect to like all of it. Better since BA

I just want EVERY flat surface to be covered with a mural and I want at least 10 percent to be controversial as hell.

No more "art crap" - It's a waste of money- spend the money on our streets and parks instead
FIX THE CITY ROADS! Clean up trashed properties. Art doesn't do anything if you have to pass trash to get to it.

Waste of money

It would be interesting to let the public vote on the design of one or two of the murals out of a field of 4 or 5 varied designs. A broader perspective of what the public finds pleasing would be interesting to see.

Love all the art

I feel there is a time and place for art when people can't afford groceries is not the time.

More art throughout Salina.

Na

Better public works for mental health and DVACK

thank you for your work on this, we love it

Maybe use another local artist or two who have proven skills with public art

more is better!!!!

streets people could actually drive on. businesses that people could use regularly that's not another place to eat

More rural ag related art

Supporting local artists (city, county) and helping them achieve success rather than finding artists across the country.

Fixing up buildings that look old and worn down. Fixing the roads. Fixing more practical things than putting up artwork.

Make it meaningful to Salina not random crap. Not the state bird or flower or metal hippo. Reflect the native Americans who once lived here or the remembrance of Dana Adams or the persistence of poverty citizens face. Place it throughout Salina not just in and around the precious downtown Oakdale Park area. Make it for us, not for visitors.

Maybe everyone could sign a wall

yes. I like some of the art, but there is a lot don't like or understand

I'm not concerned with my interests being reflected. Cool art is cool art. Let the artists' vision come through and don't cater to naysayers you'll never please.

Some tied to Salina history.

Murals that will appeal to those of us who live in Salina. Check out the average age of our population.

No more crooked light poles or meth mouth sculptures.

The murals are beautiful. The sculpture seems to be more of a project that is expensive with little value. Growing Salina is a must but the lack of so many things such as shopping and restaurants is an issue. Salina needs to focus on bringing back large chain stores such as Dillards. The downtown is enjoyable and looks very nice but all of the shopping in that area is too expensive when you can go and find the same quality of clothing on Amazon for 50% cheaper. That is not going to help Salina grow, nor is it going to help those small boutiques grow. We need to put money in Salina where it helps us grow as a community and not individuals.

Fix the roads, clean up the trash, etc

Involve local residents with artistic skills.

I would like to see something in Sunset Park - much foot traffic and loop drive thru

Like to see theatre ..we have 3 theatre groups

(Theatre Salina, Salina Senior Theatre Project &

The Salina Vagabond Players) here in Salina besides high school and college theatre

You show to much "modern" art not enough true art

Use \$ as to keep in sync with original downtown look by blending art into the surroundings...as opposed to what I see now

Just keep it coming.

I especially love the stainless steel piece at 9th and Schilling. Also, the mural on the grain elevator, the Ohio Avenue bridge, and the Sculpture Tour!

More interested in history. Something that tells a story that all can relate to. Especially downtown. How did it happen? How far we've come? What matters most. Eye appealing and crisp. Nothing that looks like a floor rug! Something that brings people together in a shared interest. Hobbies and families. Something that brings warmth and a feeling of home.

Less abstract junk like those ridiculous orange wedges or the sheets of plain metal with holes cut out. The city has spent too much time and effort making downtown beautiful to then inflict such childish eyesores on the public.

Things that reflect community and coming together for the greater good of the community like in the art of the grain elevator downtown. That is a fantastic piece of art.

Let the public vote on any new sculptures for city entrances. Save money for the upcoming River Walk project.

Give grants to individuals/businesses to beautify their places with new paint, roofs, and upkeep, especially if they are on busily-traveled roads like Crawford, Ohio, or new development areas like Broadway/North Pacific.

I think the statues could stand to be more whimsical/thematic. It would be cool if all of the sculptures had some sort of unifying element whether in theme or color or material or visual element of the sculpture. - - - As for the murals, I think more of the murals should either be centered around nature as a theme, bringing the green into urban spaces, OR make them for the purpose of being photographed, making them "Insta-worthy. The artwork alley is cool enough I guess but hard to take photos since most of the murals are high up. the only good ones there are the red flowers wall and the sunflower music wall. If I'm being honest, the mural on the stage by the 67041 mural is terrible for that space. If that's a performance space, the background is too busy to take good photos of the performers. That mural with all the lines and colors is just too much but if it was anywhere else, I'd have 0 problem with it.

having younger generations have an input

Can we show off Salina's history?

Continue to bring in work that celebrates diversity and life.

I love all types of art. Historical art could be represented more

I enjoy the Sculpture art rotation in downtown Salina.

A very good job is being done now

The art downtown is perfect, love it all, especially all the new murals. A job well done!!

Art is something I enjoy. I think it might be something special to revisit advertising through art. Especially in the downtown area so that it works well and gives establishments a better voice.

Some of the murals in the alley behind Auntie Rita's make no sense to me. Probably because I'm old :) I love the Amelia Earhart mural going up and the abstract one already finished

1. Garden art. Add more soil to the existing street landscapes. Add some bushes that wouldn't need extensive pruning, then fill in with flowers and grasses.

2. Place in the gardens: 5' tall garden art statues/steel/ metal, a boulder or 2, as permanent installments. Anchor the items (except for the 300lb. boulders).

3. When will Seraphim Bread have Santa Fe signage that directs us to its location?By the way, I love the hanging baskets!

More rural, country, farm, ranch, rodeo-type art involving horse, cattle, buffalo, bull rider, covered wagon, barbed wire, etc.. I loved the golden wheat statue that was at Assurance Partners for awhile. Guarantee there are more people that would like looking at these type of things over something that is a conglomeration of junk that you don't know what it is! Sorry, but it's my opinion. I think the flower murals are pretty over behind the Steifel area. Also, sports mascots like area high school and Kansas college teams would be neat.

That some of the drab buildings have art on them reflecting their history

I really like the murals on the buildings and the grain elevator. There needs to be more of the run-down elevators and warehouses being painted with murals. But they need to depict all walks of life. But to

also use more local artists to do the murals to show their skills as an artist. Have a contest like they do for River festival Themes.

Maybe if you worked more with local artists

I really enjoy the art that is appearing "everywhere" in Salina.

I think there is a good variety of artistic styles represented in public art. Something for everyone.

The murals are cool -- yet seem to be placed randomly. There seems to be a lack of cohesiveness in the themes connecting the murals. Could have a mural district -- it's too late for that now. It makes the downtown renovations look messy -- again the murals are amazing, yet just seems so sporadic and sometimes out of place in our downtown.

Want something educational, historical

I would like to see some beautification of the interstate corridors. The city looks run down from the interstate, prompting people to keep driving.

I think that the murals should reflect more the city of Salina and it's history. The Lee company, the air base, the founders of Salina, the Tony's Pizza co, the Global flyer, etc.

Get more local / KS artists projects in the works now that that you have the attention with big boom names . also seems to be a variety of offerings which is good. Question above (interests reflected)needs more than yes/no because some projects I really like and some seem ... ? But that's ok overall needs a little edgy social commentary work but I tend to like the classic style like the symphony building mural and the new one by the chamber/ paramount. Also, it looks like murals are a big thing in cities all around the country now but Salina is off to a good start. Also is downtown the only place allowed to have murals? I always liked the nature-themed storage building mural at Lakewood Park how about more like that around city parks, playgrounds, and spray parks?

I love the art. I'm just busy, but I think it is awesome to have so much public art. As soon as I can, I will drive downtown to see more of the murals. I have not seen any of the newest ones yet.

I would like to see the choices in public art become more "adventurous" in their selection.

I think the public art in Salina and the emphasis on the arts, in general, is amazing! While some of the art may not exactly be my forte, I can still appreciate it nonetheless. I love the murals that are going up around town, and seeing the downtown area really thriving is fantastic! Keep up the great work!

Mural of memory ...of past artists that have contributed to the arts in Salina and surrounding areas. Example, a mural of "The Tree of Life " with the leaves having names of artists that have passed as well as those who have contributed to the arts...Brad Anderson, Anna, Lori Brack, Patricia T, local musicians who have entertained us through the years and so many others. They should not be forgotten as time passes so quickly. This is a project that the residents of Salina could take part in.

More of it

We want art that is skillfully created, uniquely beautiful, and locally focused. Art that delights, amuses, and invites thoughtful conversation. Art we can be proud of! The new murals are an outstanding example! Yay Salina!

The more the better

Along with the musical offerings and art, I am interested in garden/floral displays.

My interests were more fully connected when I saw the mural by Tony Sjoman. And I just say that I appreciate the presence of more modern sculpture than the bronze offerings which are wonderful but often repeated in the past.

More farm murals and wheat fields!

I love the murals. They offer a bright pop of color to downtown. It would be nice to see some other places

I think the artists should have done murals that reflected the history of Salina and the future of Salina.

Not sure how to answer. I just love seeing interesting and diverse artwork.

I so enjoy what has been done and I am so thankful for Travis Young a young man with vision!!! He was a student years back at SES and I am so proud of what he has done for Salina arts.

We have good support for the arts in Salina, but I would like to really see a culture created wherein artists can make somewhat of a living. Being able to make a living via art in Salina is key to having a really thriving community of arts.

I am delighted that the prairie and the animals that live in it are being reflected in the paintings. I am hoping the Smoky Hill River will inspire the artwork sometime.

Put the super-pricey sculpture that's down by Lowe's somewhere people can actually see it as it was meant to be seen

Surveys asking what community would like to invest in. Im not saying I don't like some of the pieces but would love to see some more historical Salina murals. Founding Families of Salina, their hopes and aspirations. It would be grand to have scenes from the movie Picnic in the park it was filmed in, maybe a history walk or bricks with families' names at one of the plazas. Cornerstones per se.

it is good now

I'm happy with it. I like the diverse subjects and styles.

It wouldn't

Would love to see more elevators painted/murals-farm scenes on one maybe or theatre performing arts represented like tall dancers with costumes and education/classroom- teachers, all of major importance in this community, historically. People coming into our community will see all that is important, including murals in North and west Salina. x

Couldn't be better! Salina has amazing public art

More art relating to Nature.

I'd like to see more permanent sculptures around town. Much like Wichita has in the old town area. Something that will catch the eye, like the Wichita sculpture of the barefoot man in the middle of the sidewalk with water bubbling up in front of it. Interactive. I remember the big dog sculpture. Children stopped to pet it or climb on it. It caused people to stop for a bit and really look at it.

My interest is less government spending

I could be asked about my interests

Through increased public art, public art is proven to decrease crime.

I like the current program and encourage its continuation.

I live about an hour from Salina, draw with the KFDG on Thursdays, and also shop in Salina. The mural on the elevator in Salina is wonderful..... but..... I've wondered if there are large public grants available right now for murals. Or perhaps private funds are easier to solicit for mural projects. Or maybe there is the idea that murals are a more accessible/acceptable artwork to the general public. Regardless of the reasons, murals are showing up en masse!

My opinion for what it is worth: One or two murals are interesting, but many more become visual clutter. I think in less than 5 years we'll regret painting over the brick facades and architecture of our midwestern buildings. The small towns near Miltonvale are covered with murals! And they are proliferating in the cities as well.

Public artwork can take many forms such as the rotating display of sculptures on Santa Fe. The sculptures displayed on the sidewalk are always interesting, and represent a variety of materials and subject matter. Yahoo! Excellent!!

Perhaps we could expand our vision of public art to include light installations, projections, temporary installations using organic materials, or work with public transit to create mobile art. Could some of the brickwork on the street become art? Could one lamppost become a wacky sculpture? What might a performance artist bring to the table? Could we bring in Andy Goldsworthy to create something wonderful for Salina? Or hire Piet Oudolf to design a public garden? Gardens are another kind of installation, another kind of performance. These other forms of public art might create a "stir," but what a wonderful stir it could be!

Please forgive my rant. I'm just not a fan of murals, and I think we may be missing an opportunity for other forms of public artwork.

And I also want to say that I am aware of the hard work, donated money, and effort to bring art to Salina. It is mighty impressive to have such a strong art/music/theater culture in a small city in the middle of Kansas! Thank you! And thank you for reaching out with the question — for giving me a voice.

It would be really cool to have some of the art painted on the sidewalks/streets like you are going to walk in a hole in the street but it's level with the rest of the sidewalk.

It's great that downtown is being revamped but the rest of Salina could use some attention as well.

I think the artwork is lovely. Definitely, more pieces such as murals, that reflect Salina's history.

Suggestion: check Carmel, IN street art/statues. Very interesting and lifelike. We have seen it in person. Maybe a new/different addition

They won't be.

Spend the money on infrastructure first.

No not really.

Not sure

Anyone able to create those pieces of art of size are to be commended. I think they are magnificent!

I don't know

Published explanations by the artists about their work. Not artist statements but simple stories about how a specific piece was conceived. This would help viewers who feel baffled and left behind by public artwork that is cryptic or so non-representational that it is dismissed as irrelevant and elitist.

No one connects to 100% of all art. There are some public art pieces I connect to immediately, some over time and some not at all. I will hear others talk about pieces of art in public that I really don't like and it may be their favorite. It is important to have a variety and to perhaps have several diverse

combinations of people voicing their likes before public art decisions are made. Also, it is always nice when there is a connect to our community with the artist's work.

Gateway art for entering town and various districts or neighborhoods

?67401

A QR code/linktree for information on murals, pub walk while looking at murals would be fun.

To the artist, I just have not yet had time to go look at it. I'm anxious to see it all.

We do not need public art. We need better roads,, more safe activities for kids, and better education. How about spending the art money on something useful??

Local artists depicting local themes. However I do feel art is important. As long as it's not taxpayer funded. Most people feel taxes need to go towards more critical areas of concern. However It gives residents a sense of pride for their community, and that's important.

I feel that the public needs more community involvement or better explanation of the art to be better understood.

I am okay with the way things are going.

I feel the read one represents Handmaids tail and that the mural represents slavery in women

It is about opening yourself to art as expression and a form of communication. It's not about one consumer!

Slow up, we cannot support more tax. Please fix the streets

More nature themed and less abstract looking murals. All of them look good and are fine, but some of them are a little strange. I know that's just how art is though.

I believe there are a good mix of subjects in the murals, that appeal to a wide variety, while still being a curated mix unique to our community, with an excellent caliber of artists represented!

Keep variety..something for everyone

Maybe pay homage to some of the ag business industry; being central in the entire united states... just some different stuff, not all contemporary-ish.

I wish Emily Aerheart had been painted in a place more easy to see

maybe something at the Senior Center

I think the murals are great. for me there does come a saturation point. It's like having street signs on all four corners of Santa Fe intersections. Black posts on each corner I guess are for safety. Public art sculptures have become a great addition to Salina they do change on yearly basis also. Please be sure quality is ever present and uniqueness also.

Moving more art engagement opportunity beyond downtown.

More holiday lights and displays - we could decorate the lampposts, have window decorating contests, outline buildings with more lights - make Salina a holiday and shopping destination.

Needs to have some agriculture theme as salina has been an agriculture hub.

I am happy to have art of any kind in our city. It may not always be what moves me personally, but it still makes me happy.

Have a mix of abstract and representative art.

I like the variety of art styles and always love seeing each sculpture installation and the murals as I come upon them. I have no thoughts on how to improve public artwork. I believe that Salina Arts and

Humanities and all city arts programs are doing a great job in promoting and enhancing the community's cultural reputation.

The Murals are looking great especially the old grain bins! The downtown is becoming more and more vibrant.

Fewer abstract pieces

Creative outlets to view the art

I would like to see the art spread beyond downtown

I love the art. We haven't had time to view the murals and this is the first year we voted though we always walk through and look.

Have artists publicly explain the origin of their work. Backstory, not artist statements.

I would like to see more artwork incorporated throughout the city beyond downtown.

I like what you're doing already!

Less abstract more realism and use mostly local artists

We live close to Salina for the very reason we do appreciate the value and energy Salina gives to art.

As long as the murals reflect diversity, equity, and inclusion, then I am happy.

If the art wasn't limited to the downtown area, a broader audience could be reached. There are many other areas of the town which could benefit from murals and public art...south 9th, Ohio, Crawford, fairgrounds, k-state Salina/Salina tech/airport, north Salina, etc.

Top 10 Reasons to Support the Arts

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.

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 dropout 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 rate.
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 service members 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 service members, 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.

From Americans for the Arts-2022



Salina

Area Chamber of Commerce

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From the President/CEO

October in Salina is beginning to become synonymous with large-scale murals. This year marks the 2nd year of the BOOM! Street Art and Music Festival and the level of talent that will be coloring blank walls throughout our community's core is very exciting. BOOM! also promises to offer increased community engagement with artist events, live music, and gathering opportunities.



Renee Duxler

Over the years, Salina has proven to be a vibrant and thriving city, known for its rich history, diverse culture, and strong community spirit. As we continue to grow and evolve, it is imperative that we invest in initiatives that enhance the overall quality of life for our residents, while also attracting visitors and business opportunities. Public art not only adds beauty to our streets, parks, and buildings, but it also plays a crucial role in creating a sense of place and identity that can spur economic growth.

Research has consistently shown that cities with a robust public art presence are more likely to attract talented individuals, entrepreneurs, and businesses. Public art fosters a sense of community pride, encourages tourism, and sparks the development of arts-related businesses such as galleries, studios, and specialty shops. Moreover, it has the power to transform underutilized spaces into vibrant cultural hubs, bringing foot traffic and economic activity to previously overlooked areas.

At the Salina Area Chamber of Commerce, we firmly believe that investing in public art is an integral part of our overall economic development strategy. We are so impressed with the Kanvas Project, and the initiative of private donors to take on this investment in our community. We will actively seek out innovative ways to support art into our public spaces, whether it be through murals, sculptures, installations, or interactive experiences.

To make this vision a reality, we encourage businesses, individuals, and organizations in our community to join us in supporting and promoting public art initiatives. By contributing sponsorships, volunteering, and providing spaces for art installations, we can collectively showcase the incredible talent of our local, regional, and global artists and elevate Salina's profile as a cultural destination.

Together, let's harness the power of art to stimulate economic growth, inspire creativity, and foster a strong sense of community. Salina's future is bright, and by investing in public art, we are taking a significant step towards making our city an even better place to live, work, and visit.

Best,

Renee Duxler, President/CEO

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