

State of the Arts in Salina, Kansas for 2024

A Report to the Salina City Commission



October 14, 2024

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Discussion points include the summary financial report, volunteers, in-kind support, preparation for the Festival’s 50th Anniversary in 2026 followed by a brief impact report on public art since City Commission approval in July of 2000 for the Festival’s 25th Anniversary.

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This includes national arts advocacy material, the Arts Infusion Guide, and the Greater Downtown Art Walking Guide.

Additional discussion topics to be briefly addressed during the presentation include:

The SAH Foundation endowment and funding for the Horizons Grant Program. Match Madness. National Arts & Humanities Month marketing material produced by SAH and a student intern.



Executive Summary: The Cultural Arts Landscape in Salina, Kansas

Salina, KS stands as a vibrant cultural hub, weaving together a rich tapestry of visual arts, performing arts, museums, and festivals that drive both economic growth and social cohesion. Over the past two decades, the city has developed a thriving arts scene that has become integral to its identity, contributing not only to local well-being but also to regional tourism. This summary highlights the key strengths of Salina’s cultural arts sector, focusing on its role in community engagement, economic impact, and the overall enhancement of quality of life for residents and visitors alike.

Cultural Leadership and Community Engagement

Salina's arts and culture sector benefits from strong institutional leadership and a deep commitment from both public and private entities. The city has prioritized the creation of spaces and opportunities for artistic expression, ensuring that the arts are accessible to people of all ages, backgrounds, and interests. Salina’s cultural leadership is marked by collaboration across institutions, with local organizations working in concert to foster a thriving cultural ecosystem.

Community participation is a cornerstone of this success. Residents engage with the arts in myriad ways, whether through attending performances, visiting galleries, or volunteering. The presence of visual and performing arts programs in schools and local institutions also ensures that creativity is nurtured from a young age, reinforcing the city’s long-term

commitment to fostering artistic talent. This collective approach strengthens social ties, enhances civic pride, and empowers local artists to thrive.

Economic Impact of the Arts

The economic benefits of Salina's cultural sector are substantial. Cultural tourism plays a pivotal role in driving revenue for local businesses, hotels, and restaurants. Visitors flock to the city for major events, festivals, and performances, and this influx of tourists provides a steady stream of income for local retailers and service providers. The revitalization of downtown Salina has been a critical component of this success, with investments in infrastructure and public art contributing to a renewed vibrancy that attracts both residents and visitors.

Salina's arts sector not only creates direct economic benefits but also contributes to job creation. The city's various cultural organizations and events require a range of services, from event management to technical support, providing employment opportunities for locals. In addition, the presence of national and regional events enhances the city's profile, further fueling its economic engine.

Public Art and Cultural Identity

Salina has effectively transformed its urban landscape into a living gallery, integrating public art into the daily lives of its citizens. Art installations and community-driven mural projects are found throughout the city, enriching public spaces and making art a central part of the city's identity. These initiatives are not just decorative; they are reflective of Salina's commitment to cultural expression and inclusivity. By making art accessible to everyone, the city fosters a sense of ownership and pride among its residents.

Public art also serves as a tool for storytelling, allowing Salina to reflect on its past while looking toward the future. Murals and sculptures often incorporate themes from the region's history, celebrating both the city's heritage and its evolving identity as a cultural hub. This integration of art into public spaces enhances the overall quality of life and contributes to a sense of place that is uniquely Salina's.

Performing Arts and Festivals

Salina's performing arts scene is equally robust, with a variety of venues hosting concerts, theater productions, and community events. These performances attract diverse audiences, offering everything from classical music to contemporary theater. Local institutions provide platforms for both professional and amateur performers, ensuring that the arts remain accessible to all. These spaces also serve as gathering points for the community, fostering social interaction and cultural exchange.

The city's festival culture is another significant strength. Annual events bring thousands of visitors to Salina, combining visual arts, live performances, and community activities that

create a lively and inclusive atmosphere. These festivals are not only important cultural touchpoints but also key economic drivers, boosting local business revenue and increasing the visibility of Salina as a destination for arts and culture.

Educational and Equitable Access

Salina's commitment to arts education is evident across its schools and community programs, which ensure that the next generation of artists is cultivated in an environment that values creativity. Local educational institutions play a vital role in integrating arts into the curriculum, preparing students for future careers in creative industries and enhancing their problem-solving and critical thinking skills.

The city staff strive to ensure that cultural programming is inclusive and accessible to all. Initiatives aimed at reducing economic barriers, improving access for individuals with disabilities, and increasing the diversity of cultural offerings ensure that Salina's arts sector reflects the community's wide range of experiences and voices. These efforts are essential to the continued vitality of the cultural landscape, as they enable broader participation and engagement.

Challenges and Opportunities

While the state of the arts in Salina is strong, there are opportunities for growth and development. Ensuring long-term financial sustainability remains a priority, particularly for smaller organizations that rely on a mix of public funding, private donations, and grants. Expanding outreach to underserved populations and enhancing programming diversity requires additional capital outlays, but will also be crucial in maintaining the city's accessible cultural environment.

Regional collaboration offers another opportunity for growth. By strengthening partnerships with neighboring communities, Salina can further enhance its role as a cultural leader in the region, drawing larger audiences and fostering cross-community cultural exchange.

Conclusion

Salina's cultural arts sector is a dynamic and integral part of the city's identity, driving both economic growth and positive social engagement. Through strong leadership, community participation, and a deep commitment to inclusivity, the city has positioned itself as a regional leader in the arts. Continued investment in cultural programming, public art, and educational initiatives will ensure that Salina remains a beacon of creativity and cultural vitality in Kansas.

Submitted by Brad Anderson, Executive Director, Salina Arts & Humanities

Salina's Cultural Community Profile

1. Visual Arts:

-Salina Art Center: The Salina Art Center remains the city's premier venue for contemporary visual arts. It offers rotating exhibitions from both local and national artists, educational outreach, film screenings at the Art Center Cinema, art-making workshops, and the Art Center Warehouse. The Art Center plays a crucial role in engaging the community with thought-provoking, high-caliber art and serves as an incubator for regional artistic talent.

-SculptureTour Salina: This outdoor, rotating sculpture exhibit has transformed downtown Salina into an open-air gallery, attracting both locals and tourists. The public can vote on their favorite sculptures, and the city often purchases winning pieces to expand its permanent collection. More than 40 pieces are permanently on display in publicly accessible venues, enhancing the urban landscape.

-Boom! Street Art and Mural Festival: Now in its third year, the Mural at the Mill and the annual Festival have resulted in more than 40 murals throughout the community. This privately funded effort has quickly transformed the community and downtown Salina in bold ways, enhancing the built environment for residents and visitors.

-Art in Public Schools: Since 2000, USD305 has intentionally included visual arts in their building improvements including making \$125,000 available for arts integration in their 2014 bond projects at all 16 of their campuses. Salina Arts & Humanities staff helped as a resource partner to facilitate these efforts.

2. Performing Arts:

-Theatre Salina: One of the strongest theatre arts institutions in the region, Theatre Salina offers a full season of productions, including musicals, plays, and youth theater programs. It provides a venue for both professional and amateur performers, drawing significant local participation and regional audiences. They also share their facilities for community use such as events with the American Association of Community Theatres and serving as a facility host for the Kansas Arts Council Symposium.

-Stiefel Theatre for the Performing Arts: A restored historic venue, the Stiefel Theatre is a focal point for live performances, including concerts, comedy shows, a music school, and other community events. Annually, it attracts more than 35 nationally recognized acts and enhances the city's cultural visibility. More than 70% of the guests come from outside of Saline County.

-Salina Symphony: This community orchestra delivers a broad range of musical performances, including classical works, pop concerts, and collaborative performances with guest artists. The symphony is a critical cultural institution, fostering a love of music and offering educational opportunities for aspiring musicians. The Symphony's strategic plan includes increasing the number of professional players in the orchestra and expanding their education programs for youth.

-The Temple: This facility is on the Historic Registry and includes a large theatre with 107 hand-painted drops which provide an excellent venue for special events, musical performances, opera, and other programs in the core of downtown Salina. They are upgrading their facility with ADA restrooms and a new elevator scheduled to be installed in early 2025.

-Kansas Wesleyan University: A revitalized music department and performance hall at KWU, opening on October 24, will add another modern and beautiful venue for vocal and instrumental music as well as other public programming.

3. Museums and Cultural Heritage:

-Smoky Hill Museum: The Smoky Hill Museum preserves and showcases Salina's historical and cultural heritage, offering exhibits on local history, the westward expansion, and the region's agricultural roots. Its programming includes lectures, workshops, and interactive exhibits that engage both adults and children in learning about the area's past.

-Rolling Hills Zoo & Museum: Serving as both a zoological park and a museum, the Rolling Hills Zoo blends animal conservation with cultural education. The accompanying museum features exhibits on human and natural history from around the world, offering a unique educational experience that extends beyond traditional zoo attractions. Their volunteer program provides additional opportunities for citizens to engage.

-The Garage: Since its opening in the Spring of 2022, The Garage has exceeded original attendance expectations and has added exterior art, special programs, and a driving school that appeals to residents and guests. They are attracting a new segment of the population to Salina who shop, dine, and stay as they explore all Salina has to offer.

-Salina Public Library: The library offers a wide variety of programs involving the literary arts, community education and outreach, and classes offered at the library, online, or at the McKenzie Center. In 2023, the Salina Public Library held 1347 free public events including 312 Storytime events for elementary and pre-school children. They also serve an important role as a technology resource center for the community.

4. Festivals and Public Engagement:

-Smoky Hill River Festival: This multi-day festival continues to be a cultural cornerstone for Salina, combining visual arts, music, and performances in one of the largest annual gatherings in central Kansas. Preparing for its 49th year, it attracts artists and visitors from across the country, significantly boosting local businesses. It has instilled a sense of community ownership and pride and is recognized as the best arts festival in Kansas.

-SculptureTour Salina and Public Art Initiatives: Public art installations, such as SculptureTour Salina and Boom! Street Art and Mural Festival offer year-round engagement, transforming the city into a living gallery and encouraging active participation from residents and visitors.

-Smoky Hill Museum Street Fair: This annual event, held each September, attracts thousands of residents and visitors for a parade and free activities. It features historic themes that include games, food, music, and special presentations.

-Lead Sled Spectacular: This popular annual car show has numerous events with thousands of entries from across the county for four days each July. Utilizing the infrastructure provided by the Smoky Hill River Festival in Oakdale Park, it brings thousands of visitors each year to see the creative ways that car owners have customized their cars.

-Salina Downtown Inc. programming: Using available funding through Salina Downtown revitalization efforts, the SDI staff schedule the downtown venues with music and other performances throughout the year, adding energy to the beautifully remodeled downtown. Programming is an important part of ensuring that retailers and restaurants thrive.

Salina Parks & Recreation: Classes and programs featured in seasonal offerings add diverse content for residents and guests of all ages to enjoy in Salina.

-Private Initiatives: Business owners have found value in including cultural programs as an extension of their business. Events such as “Live at the Lot”, Trudy Fest, Salina On Tap, are a few examples where live music at restaurants and bars can improve the patron experience. Busking on the streets, church choirs and programs, and the downtown stages provide countless ways for the community to share their creative energy or benefit from private investment in the arts and culture.

-Arts in Pre-K through 12 and Post-Secondary Education: Kansas Wesleyan University and all Salina Schools prioritize arts and humanities education, integrating creative subjects into curricula that prepare students for careers in the arts and cultural

sectors. Various community art programs, including art workshops, youth programs, and public art initiatives, promote inclusivity and provide platforms for artistic expression for all ages. Kansas State University Salina and Salina Technical College have artwork from the public collection on their campuses and provide volunteers for numerous cultural events.

-USD305: The Salina Public Schools engage in visual, performing, and literary arts events and activities throughout the year. In addition to the visual arts integration already mentioned, they provide 1/3 of the annual programming funding for the Arts Infusion Program provided by Salina Arts & Humanities. The music, drama, and visual arts programs offered in the public schools are an important resource for adult professional programming in Salina.

KWU: Visual art, theatre, communications, and music are important showcases for the University and provide students and the community with additional resources for cultural enrichment. Concerts, exhibits, and performances attract Salina residents, student parents, and new visitors to the community.

-Additional Venues: Joyful Noise Studios and Playhouse, Mike Finnegan School of Music, Salina Chorale, Kids Creative Corners, the Municipal Band, Red Fern Booksellers, the Kansas Figure Drawing Group, and Ad Astra Books and Coffee House, and numerous senior living facilities: These and many other private organizations and businesses offer open mic nights, special programs, community concerts, group music lessons, and other cultural services that provide citizens with a great variety of cultural arts and creative expression for citizens at a wide variety of levels.

Strengths of the Sector

-Cultural Leadership: Salina has positioned itself as a regional leader in arts and culture, benefiting from strong institutional leadership and dedicated public support. The city's institutions work in concert to foster a rich cultural environment. Many of the largest non-profit venues are part of the Cultural Directors Roundtable, which meets monthly to coordinate programs and services and work together to strengthen the cultural community.

-Community Participation: Strong community participation is evident in both the visual and performing arts, with active volunteerism, local artists, and performance groups contributing to a robust cultural landscape. Efforts by Salina Arts & Humanities are being made to further strengthen the professional development resources and opportunities available to local and regional creatives.

-Tourism: Cultural events and attractions like the Stiefel Theatre, Smoky Hill River Festival, and Rolling Hills Zoo, Lead Sled, and the Street Fair significantly contribute to

tourism. The influx of visitors supports local businesses. Investments in arts infrastructure help sustain growth in this sector by expanding the capacity of the venue and the variety of programs and services they can provide. This report includes a detailed report on the economic impact of cultural tourism.

-Economic Impact: The arts and humanities sector in Salina has a measurable economic impact, contributing to local businesses, tourism, and job creation. Cultural events attract visitors who support hotels, restaurants, and local retailers. Investments in cultural infrastructure, such as the revitalization of downtown Salina, have stimulated economic development and enhanced the city's attractiveness for residents and visitors.

Challenges and Opportunities

-Cultural Planning: Salina Arts & Humanities is in an important position to lead the effort of strategic cultural planning for the community. The last plan was adopted in 2008. The City is in a much stronger place since The Big Ideas were adopted by the City Commission. New cultural agencies have emerged, public art has expanded, downtown revitalization has changed the cultural landscape, and the upcoming river renewal, along with other economic development, will influence the future of Salina's cultural landscape.

-Funding and Sustainability: Like many mid-sized cities, Salina's arts and cultural institutions rely on a combination of public funding, private donations, and grants. Ongoing financial support is critical for ensuring sustainability and expanding programs, especially in underserved areas.

-Equitable Access: There is room for growth in increasing the diversity of cultural programming, ensuring that the city's artistic offerings reflect a wider range of experiences and voices. This includes ensuring that art and culture are available to everyone regardless of their economic, social, ethnic, geographic, or familial status. This is in addition to the work being done to minimize barriers for those with physical disabilities. Programs like Festival Families First, which underwrites the cost of admission for economically disadvantaged residents to the River Festival are important, but more work needs to be done in this area.

-Regional Collaboration: By encouraging cross-community events and collaboration, Salina could strengthen its partnerships with neighboring communities and expand its role as a regional cultural hub. With more than 35% of retail trade coming from outside of Saline County, the city's regional outreach is even more important to sustain and grow audiences in Salina's cultural venues.

-Resource Partnerships: Salina Arts & Humanities staff serve as resource partners to the community in a wide range of ways. They may be asked questions regarding specific

content knowledge in a creative discipline. They might be asked to speak on a topic of community interest. They also help build bridges between a variety of artists and the community the artists serve.

A status report on the department's efforts to more clearly define their role as a Resource Partner is included in this report. The draft is being shared with other cultural directors, local creatives, and the Arts & Humanities Commission to ensure that it clearly identifies the department's roles and responsibilities with the community.

Examples of SAH staff speaking engagements to groups and organizations in the last year:

K-State Salina
Kansas Wesleyan University
Leadership Kansas
Noon Network Ambucs
Morning Ambucs
Leadership Salina
North Central Kansas Tourism Coalition
Convention and Tourism Advisory Board

Salina PEO
USD 305 Board of Education
and classrooms
Salina Rotary Club
Cultural Directors Roundtable
Salina Lions Club
St John's Missionary Baptist
Summer Camp



2024 Smoky Hill River Festival Financial Report

Cash Income

Advanced Wristband Sales	\$ 119,955.00
Gates Sales	\$ 58,380.00
Employer Wristband Purchases	\$ 49,275.00
Vendor Fees	\$ 110,143.73
Grants	
SAH Foundation Support	\$ 120,018.00
Miscellaneous	\$ 25,358.87
Total Cash Income	\$ 483,130.60

Accounts Receivable (Outstanding)	\$ 1,162.57
Adj. Total Income w/encumbrances	\$ 484,293.17

Expenses

Technical Services and Equipment	\$ 110,354.24
Entertainment	\$ 120,018.00
Visual Arts	\$ 90,543.26
Lodging/Travel	\$ 10,311.78
Printing/Advertising/Marketing	\$ 78,884.90
Office/Administration	\$ 10,764.16
Part-time personnel	\$ 12,907.38
Miscellaneous	\$ 17,366.41
Total Expenses	\$ 451,150.13

Accounts Payable (Outstanding)	\$ 426.72
Adj. Total Expenses w/encumbrances	\$ 451,576.85

Net Income Loss \$ **31,980.47**

Net Income (Loss) w/adj. encumbrances \$ **32,716.32**

In-Kind Cost Avoidance

Hospitality-Food, Beverage, Hotel	\$31,860
Media/Marketing	\$ 73,535
Technical Services and Products	\$48,995
Total In-kind cost avoidance	\$154,390

In-kind Festival enhancements not included in annual budget

(Arts & Humanities staffing costs are not included as a direct expense. Other City of Salina personnel, additional programming, technical improvements, customer service volunteers, ancillary events, transportation, technology, ATM, river clean-up, etc.)

Volunteers 1326	\$130,518.90
Committee Members 81	\$54,253.80

Attendance and Sales

15,589 Total Wristbands Sold with 658 Festival Families First participants (\$209,310)
44,700 Gate count (adjusted estimate)
Note: 7pm closing Thursday and Saturday storm
\$329,815 in reported food sales
\$444,472 in reported art show sales

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: \$800,000

80% of budget from private donations

20% of the budget comes from earned revenue.

3 Full-time staff and 8 part-time staff

29,000 patrons/citizens served on an annual basis (2023)

51% 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.

Organizational Profile 2024

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: \$4.69 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 30 part-time staff

80,000+ patrons/citizens served on an annual basis

47.74% of those served reside outside of the 674 zip code area, which includes Saline County.

Upcoming changes: Rolling Hills Zoo will be continuing to make improvements and changes to the zoo in 2025.

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-five years, Rolling Hills Zoo has been a regional attraction for Salina and Saline County, drawing over 80,000 guests each year. In 2023, our guests arrived from 1,822 zip codes, plus 10 countries including Australia, Brazil, Canada, England, Germany, Japan, Poland, Serbia and South Africa. This undoubtedly creates an incredible boost to Salina's tourism industry. While we have not returned 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 with the Sunflower Summer program. Through Sunflower Summer we had 13,414 tickets claimed at Rolling Hills Zoo, with the top zip codes being from: 67401 (Salina), 66442 (Fort Riley), 66502 (Manhattan), 67460 (McPherson), 66441 (Junction City), 67410 (Abilene), 67502 (Hutchinson), 67601 (Hays), 67530 (Great Bend), and 67501 (Hutchinson). 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 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. In March 2025 we will be installing new vinyls, with a new theme and graphics, on all of our billboards.

The following are several reviews posted by guests on Google:

Very clean, staff was fantastic. Animals all looked very well taken of. Got to watch the rhinos being fed up close. The man feeding him answered all of my questions. Great place! - Momma bear 2

This is an amazing zoo. The museum (included with admission) is intense! Well worth the drive from Wichita. – Bill Myatt

Ok, this little zoo and museum is a must see if you are in the area or even close. They have a kid petting area and a breeding pair of white Rhino's. Their museum of mounts is fantastic! I only got a few pictures because I was too busy looking at them. Motion sensors scared the wife, so that made me laugh!! If you are in the area, stop in for an afternoon and have lunch at the overlook restaurant and enjoy the animals!! - David Cline

This place is awesome!! We all love the Rhinos! The landscaping around the zoo is very well done. One of the best features is the zoo museum that is full of taxidermy animals all set up in recreated habitats. It is very well done! It's wonderful that they have a tram for those who would like to ride instead of walk around the large zoo. Definitely worth the stop! – Amanda M

The zoo museum's dioramas knocked me on my athletic derrière. Not only that, my powerful jaw hit the floor when I walked the deck toward the large waterfalls surrounded by the giraffes, crocodile, and elephant. Dude! – Andrei Tarkovsky

This is a great zoo! There is a nice selection of animals to see and it is laid out well. Do not miss the inside museum, that is FANTASTIC! – Gena Ricker

Not a big Zoo but mighty! The museum in the entrance has phenomenal dioramas. Outdoing any big zoo. The outdoor exhibits are also done very well. Highly suggest making this one of your stops along the way. – Ruth Eiermann

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: \$668,414

\$52,879 in private contributions supplemented museum programming last year.

6 Full-time staff and 4 part-time staff

Patrons and citizens served: In 2023, Grand Total: **763,909** which includes social media numbers, website & virtual exhibits. The total minus social media: **54,598**

57% of those served reside outside of Saline County according to gate counts.

Upcoming Projects: A third traveling exhibit was added in 2023.

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 Kansas City was asked what they loved about the Museum, they answered, "It showed so much different history; interactive; welcoming; good for kids & adults; wonderful visit! Thank you."

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 a 16-year-old from Spain, “It is one of the coolest museums I have ever been. The tornado simulator! It was just really really fun.”

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 retiree from Falmouth, MA, “Wonderful STEM educational experience for kids and adults.” or this comment from a 9-year-old boy, “Everything is mindblowing!”

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:

- “The tornado simulator area/the old house/They look real and gave a true picture of times.” Male, age 32.
- “We got to see a lot of stuff.” Male, age 6.
- “I like the tornado because it gives us a good scare and helps us better understand what some people have to face.” Male, age 12.
- “I love it all Thank you!” Female, age 29.
- “tornado room I thought it was fun.” Female, age 8.
- “The tornado area and the old Salina experience.” Female, age 10.
- “I brought my 3 year old grandson and he loved the interactive experience.” Age 61 & 3.
- “The card game because I beat my mom.” Female, age 16.
- “the native american area: it was cool to see what they did.” Female, age 10.
- “All of it, cuz it has a hippo.” Male, age 4.
- “The whole museum because it's amazing here.” Female, age 7.
- “I liked learning and fun the whole thing was good.” Female, age 14.
- “I like the reading studio. It's fun to roleplay.” Female, 12.
- “This is a fun museum to be at! It's fun and so cool!” Female, age 7.

Organizational Profile

Salina Art Center

The Salina Art Center plays a vital role in the community for several reasons, and these key points highlight its impact:

1. **Art as Exploration:** At the Salina Art Center, art is more than creativity—it's a tool for exploring life. Through art, we foster empathy, openness to new ideas, and caution, values essential for every community to thrive.
2. **Economic Impact:** In Kansas alone, the arts contributed over \$184 million to the economy in 2022. Both arts organizations and audiences contribute significantly to the financial well-being of the state.
3. **Building Empathy and Tolerance:** Exposure to art helps people develop empathy and tolerance by connecting them with diverse perspectives and cultures. Creative engagement expands our understanding of others.
4. **Enhancing Brain Function:** Art increases brain plasticity, connecting different regions of the brain. This improves critical thinking, memory, and problem-solving—skills crucial for personal and community development.
5. **Positive Educational Impact:** Studies show that regular involvement in the arts boosts interest in school, enhances self-esteem, and reduces dropout rates, contributing to a more educated and engaged population.
6. **Stress Relief:** Participating in art helps reduce stress by allowing individuals to enter a “flow” state, which promotes relaxation and mental well-being.
7. **Emotional Support:** Art therapies, including music and dance, are increasingly being used to treat emotional disorders like depression and PTSD. In some places, art is even prescribed by doctors as part of treatment plans.

These points demonstrate that art not only enhances creativity but also strengthens the economy, education, mental health, and social cohesion within the community.

The Salina Art Center plays an essential role in the community by engaging people through a variety of programs, exhibitions, and events. Here’s an overview that reflects our recent growth and impact:

- **Increased Museum Attendance:** Since reopening after a six-month renovation, our gallery attendance has surged by 27%. We welcomed 1,784 visitors over the summer, projecting that more than 7,000 people will visit the museum this year.
- **Supporting Local Artists:** Our newly renovated Community Gallery is thriving, with 17 local and regional artists contributing to the economy through art sales. We’ve hosted nine community-inclusive rentals and events, including the City/County strategic planning event and six private events that showcased our downtown location.
- **Cinema Engagement:** The Art Center Cinema attracted 3,046 ticket buyers last year. On top of that, 734 people attended free community programs and discussions, further integrating the cinema into the cultural fabric of Salina.

- **Expanding Educational Opportunities:** We offered formal art classes to 378 participants last year, while our studio membership grew to 63, providing independent creators access to a dedicated space. Additionally, 287 families participated in free artmaking events, underscoring our commitment to accessibility.
- **Visitors from Near and Far:** Between May and August, we welcomed visitors from 19 different states and 3 foreign countries, showcasing the Art Center’s broad reach and appeal.

These numbers highlight our ongoing efforts to foster creativity, community involvement, and economic growth while reaching a diverse audience. The Salina Art Center continues to serve as a cultural hub, promoting both local talent and community engagement.

The City of Salina plays a key role in our success, contributing just over 8% of our annual budget by providing important services like janitorial, maintenance, and utility support for our museum and youth scholarship support for our education programming.

We generate earned income and sales tax revenue through cinema tickets, concessions, rentals, and the gift shop & art sales. We depend on philanthropic support for the remainder of our annual budget given through memberships, annual gifts, sponsorships, grants, and foundations.

Salina Art Center employs 22 people, including several local students who are gaining valuable experience in their first jobs.

Total Budget: \$517,000 Earned

Revenue: 22%

Private Contributions: 20%

Memberships: 31%

City of Salina Contribution: 8% (in-kind) Investment

Income: 19%

FT Employees: 5

PT Employees: 17

Total Visitors 2024*: 15,662

About our Visitors: 56% are outside of 67401 & of these 39% are outside of Kansas & of these 2% are from outside the US.

*SAC Galleries were closed for 6 months for a capital remodel of the 242 S Santa Fe facility and the Art Center Cinema was closed for 2 months for remodeling. This skews the numbers for 2024.

*SAC began tracking zip codes through gallery attendance and credit/debit transactions when new systems were implemented in May 2024 giving much more accurate data than ever before about where are visitors are from.

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

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 four, involving approximately 120 students from more than 20 different local and area schools.

Total budget: \$805,000

66% of budget from private donations, corporate underwriting, and endowment

33% of the budget comes from earned revenue from ticket sales and youth fees/sales.

2 full-time staff and 75 part-time staff

Approximately 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 received approx. \$15,000 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 more than 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
 - Enrichment & Outreach – for patrons who enjoy classical music and all that it brings to a community.
 - Performance – for musicians considering moving to Salina and the region.
 - Youth Symphony & Youth Choir – for families considering a move to Salina.

Organizational Profile

Theatre Salina

- **Mission:** To inspire, educate, and entertain.
- **Description of services:**
- **Total budget: \$944,163**
- **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 375 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. More than 5000 students from throughout the region bus in for our fall and spring productions. Bussing is funded by the theatre.

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. Theatre Salina's capital expansion includes reducing its carbon footprint with conversions to LED lighting throughout (including production lighting) and the installation of solar panels on all new construction.

Locally created theatre takes skill, passion, time, and dedication. Over the years, this support has enriched hundreds of thousands of patrons and children. Theatre Salina is one of only a few non-profit cultural organizations that creates the entirety of its content with local resources.

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 25 other states. We hosted a 4-day regional theatre event that brought more than 150 individuals from 10 other states. This year, Theatre Salina was the host organization for the Kansas Cultural Symposium.

COMBINED IMPACT REPORT 2024

From cultural organizations that receive public support

- 1. Total budgets: \$11,241,437**
- 2. Total earned income: \$5,276,067**
- 3. Total private donations: \$4,852,809**
- 4. Total FT Employees: 71 Total PT Employees: 160**
- 5. Total Visitors: 253,230 Outside Saline County: 125,780**
- 6. Estimated local attendee spending in addition to cost of admission:
\$3,794,186.50**
- 7. Estimated out of county spending in addition to cost of admission:
\$7,618,494.60**
- 8. Total estimated spending beyond cost of admission: \$11,412,681.10**



TOP AEP6 TAKEAWAYS

- 1. Arts & Economic Prosperity 6 (AEP6) is an economic and social impact study of the nation's nonprofit arts and culture industry.** Nationally, the 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. That economic activity supported 2.6 million jobs, provided \$101 billion in personal income to residents, and generated \$29.1 billion in tax revenue to local, state, and federal governments.
- 2. Nonprofit arts and culture organizations are businesses.** They employ people locally, purchase supplies and services from nearby businesses, and engage in the marketing and promotion of their cities and regions. Their very act of doing business—creating, presenting, exhibiting, engaging—has a positive economic impact and improves community well-being. Nonprofit arts and culture organizations spent an estimated \$73.3 billion which supported 1.6 million jobs and generated \$18.3 billion in local, state, and federal government revenue.
- 3. Arts and culture drives commerce to local businesses.** When people attend a cultural event, they often make an outing of it—dining at a restaurant, paying for parking or public transportation, enjoying dessert after the show, and returning home to pay for child or pet care. Attendees at nonprofit arts and culture events spend \$38.46 per person per event, beyond the cost of admission—vital income for local merchants and a value-add that few industries can compete with.
- 4. Arts and culture strengthens the visitor economy.** One-third (30.1%) of attendees travel from outside the county in which the activity takes place; they spend an average of \$60.57, twice that of their local counterparts (\$29.77). Three-quarters (77%) of nonlocal attendees reported that the primary purpose of their visit was to attend that cultural event.
- 5. A vibrant arts and culture community keeps residents spending locally.** When local attendees to nonprofit arts and culture events were asked what they would have done if the event where they were surveyed had not been available, 51% said they would have “traveled to a different community to attend a similar arts or cultural activity.”
- 6. Spending by attendees to BIPOC and ALAANA events reflect national spending.** Attendees at organizations serving a community of color spend an average of \$38.29 per person per event—virtually identical to the overall national average of \$38.46. Attendees to BIPOC and ALAANA events from outside the county represented 27.8% of the audiences (nationally it was 30.1%). Even the spending by nonlocal attendees to BIPOC and ALAANA organizations was nearly identical to the national average (\$58.98 and \$60.57, respectively).
- 7. 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.
- 8. Arts and culture builds more 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 to their community’s businesses, economy, and local jobs.”
- 9. Improving 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.”
- 10. Building empathy and understanding.** 72% of Americans believe, “The arts provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities (gender, political, national origin),” and 73% agree that the arts “helps me understand other cultures better.”
- 11. Post-COVID audiences spent more, traveled less.** Nationally, per person event-related spending increased from \$31.47 to \$38.44 in the years between AEP5 and AEP6 (2016 and 2022)—a 22% increase, matching the rate of inflation during that period. The percentage of nonlocal attendees (coming from outside the county in which the event took place) decreased from 34% in AEP5 to 30% in AEP6 (-11.5%).
- 12. Arts sparks 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).



10 Reasons to Support the Arts in 2024

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. If you believe everyone should have the opportunity to participate in the arts and every student should be receiving a quality arts education, use the following 10 reasons show why an investment in artists, creative workers, and arts organizations is vital to the nation’s health and prosperity.

1. **[Arts strengthen the economy](#)**. The nation’s Arts and Culture sector—nonprofit, commercial, education—is a \$1.1 trillion industry that supports 5.2 million jobs (2022). That is 4.3% of the nation’s economy—a larger share of GDP than powerhouse sectors such as Transportation, Construction, Education, and Agriculture. Similar results are found at the **[state level](#)**. The **[nonprofit arts and culture industry](#)** alone generated \$151.7 billion in economic activity in 2022—spending by arts organizations *and their audiences*—which supported 2.6 million jobs and generated \$29.1 billion in government revenue.
2. **[Arts drive revenue to local businesses](#)**. Arts attendees spend an average of \$38.46 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses. 30% of attendees come from outside the county in which the arts event took place; those nonlocal attendees average \$60.57 in spending beyond admission, and 77% said they traveled to the community specifically to attend that arts and culture event.
3. **[Arts unify communities](#)**. 72% of Americans believe “The arts provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities.” 63% agree that the arts “help me understand other cultures in my community better”—perspectives observed across all demographic and economic categories.
4. **[Arts strengthen mental health and wellbeing](#)**. Just 45 minutes of art making can **[lower the stress hormone cortisol](#)** by 25%. More than half of Americans (60%) say the arts have “helped them cope during times of mental or emotional distress,” and 69% believe the arts “lift me up beyond everyday experiences.”
5. **[Arts and culture are tourism drivers](#)**. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic culture experiences. 70% of Americans agree, “The arts improve the image and identity of my community,” and 53% say, “When planning a vacation, I consider the destination’s arts and culture experiences when deciding where to visit.”
6. **[Arts improve academic performance](#)**. Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students across all socio-economic strata. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. **[92% of Americans](#)** believe it is important for grades pre-K through 12 students to get an education in the arts both in school and outside of school in the community.
7. **[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.
8. **[Arts have social impact](#)**. University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to greater 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% deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication. 75% of Americans say if their doctor wrote them a prescription to participate in the arts as a way to improve their physical or mental health, they would likely follow that recommendation.
10. **[Arts for the health and well-being of our military](#)**. The arts can heal the mental, physical, and moral injuries of war for military servicemembers and Veterans—who rank the creative arts therapies in the top four (out of 40) interventions and treatments.

<https://ww2.americansforthearts.org/explorer>

Conclusion

Salina's cultural community demonstrates the city's engaging arts and culture sector. It's artistic strengths, strong financial contributions, and potential for future growth are important to the continued development of Salina. The support from the City of Salina makes a positive impact for arts organizations and the return on investment has a positive impact on small businesses, restaurants, and hotels. The quality of life is dramatically improved when a thriving arts community provides diverse programming for residents and guests.

The "front porch" of the city has improved dramatically over the last 25 years with an impactful public art program. The Salina Art Center, SculptureTour Salina, and Boom! Street Art Festival has transformed downtown with public art, while local schools integrate art through significant funding and support. Salina is making a great first impression.

Theatre Salina, the historic Stiefel Theatre, and the Salina Symphony offer diverse programming that attracts both local and regional audiences. Other notable facilities, like The Temple and Kansas Wesleyan University's revitalized performance spaces, further enrich Salina's cultural landscape. Museums such as the Smoky Hill Museum, and the Rolling Hills Zoo preserve local history and natural heritage, while unique attractions like The Garage add to the city's appeal.

Salina festivals, including the Smoky Hill River Festival, Smoky Hill Museum Street Fair, and Lead Sled Spectacular car show foster community engagement and foster a sense of pride. These events attract visitors, support local businesses, and promote tourism. Salina Downtown Inc. enhances this with year-round programming to ensure enriching community participation.

Salina's strong cultural leadership has resulted in impressive business and public financial support, high levels of community involvement, active tourism, and a positive economic impact, particularly through cultural events, drawing in revenue and stimulating local businesses. However, challenges include the need for updated cultural planning, diversified funding, equitable access to arts and culture, and regional partnerships. Salina Arts & Humanities, as a key resource, aims to support the city's evolving cultural needs through strategic planning and community collaboration.

It's an exciting time to live, work, and create in Salina!



ARTS+ ECONOMIC DEVELOPMENT

Overview

Economic development results in economic growth and improved quality of life in our communities. The economic health of our communities — which means the economic health and security of each individual as well as the for-profit and not-for-profit businesses and institutions within that community — is crucial to our collective success, happiness, and progress. Creative and artistic solutions are central to building inclusive creative economies that provide opportunity for all people to reach their individual potential.

The creative economy is an economic ecosystem of for-profit and not-for-profit creative industries, artists and arts workforce, culture-bearers, educators, entrepreneurs, vendors, policy makers, funders and other stakeholders that work together to produce and distribute creativity- and arts and culture-based goods and services. Economic activity driven through the creative economy depends on individuals and organizations using their creativity to drive jobs, revenue, community resources, and cultural engagement. Arts and culture accounts for 4.4% of the nation's economy (\$1.02 trillion). Globally, the U.S. is a major exporter of arts and cultural commodities. The arts are a proven economic accelerator that increase both arts and non-arts jobs alike. They fuel equitable economic development and vitality at the national, state and local levels and increase a community's competitiveness to attract tourists and an innovative creative economy workforce. Economic arguments have been the backbone of much of the arts advocacy and policy progress this country's arts and culture sector has made over the past several decades. While just one slice of the total community pie, the economic health and vitality of a community is something that is prioritized by most decision-makers and the general public. Demonstrating that artistic and cultural creativity as a human-based, primary driving force towards impact, empowerment, and economic and social justice in lives across the country is critically important to the sector's funding success.

IMPACT POINTS

ARTS AND CULTURAL GENERATE 4.4% OF U.S. GDP

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.4 percent of the U.S. gross domestic product (GDP), generating .¹

53% OF BUSINESSES VALUE ARTS PARTNERSHIPS

Of businesses that participated in a recent survey on business support for the arts, 53 percent said that business partnerships with the arts support creative thinking and problem solving.³

ARTS SUPPORT 4.9 MILLION JOBS

The total number of arts and culture jobs for the nation was 4.9 million in 2021.¹

ARTS SPARK GROWTH AND INNOVATION

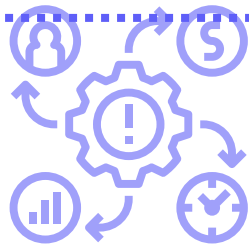
Research into the role of the arts in economic development highlight five ways the arts work: they create a fast-growth, dynamic business sector, they help mature industries become more competitive, they provide critical ingredients for innovative places, they catalyze community revitalization, and the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

20% INCREASE IN PROPERTY VALUES

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

ARTS CREATE ECONOMIC GROWTH

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



Cultural Connections, Phoenix, AZ

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

[arts.gov/exploring-our-town/cultural-connections](https://www.arts.gov/exploring-our-town/cultural-connections)

info@roosevelttrow.org

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



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

Philadelphia created the first percent-for-art program, which requires developers to commission public art for their projects. In 2001, percent-for-art commissions totaled \$2.8 million. [creativeph.org/percentforart](https://www.creativeph.org/percentforart)

arts@phila.gov

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



Triad Stage, Greensboro, NC

Metro Arts recently developed the THRIVE program, which uses an obscure municipal regulation to award contracts of up to \$4,000 to individual artists and small arts groups ineligible for the Commission's larger general operating support grants. Two-thirds of the pilot recipients were artists of color.

[nashville.gov/Arts-Commission](https://www.nashville.gov/Arts-Commission).

arts@nashville.gov

image: Norf at Magruder. Artist Joseph Love III working with students at McGruder Family Resource Center. Photo by Courtney Adair Johnson. Courtesy of Metro-Nashville Arts Commission.



1. Bureau of Economic Analysis. Retrieved March 2023 from <https://www.arts.gov/news/press-releases/2023/new-data-show-economic-activity-us-arts-cultural-sector-2021>

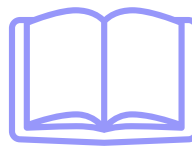
2. Markusen, A. and A. Gadwa. "Arts and Culture in Urban or Regional Planning: A Review and Research Agenda." (2010). Journal of Planning Education and Research 29(3) 379-391. Retrieved 11 May 2018 from <http://journals.sagepub.com/doi/pdf/10.1177/0739456X09354380>.

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4. Waits, M. "Five Roles for Arts, Culture, and Design in Economic Development. Community Development Investment Review, p. 21. <https://www.americansforthearts.org/node/100908> retrieved 11 May 2018 from https://slco.org/uploadedFiles/depot/communityServices/fZap/seeking_funds/CommEngagementRes6.pdf.

5. Waits, M. "Five Roles for Arts, Culture, and Design in Economic Development. Community Development Investment Review, p. 21. <https://www.americansforthearts.org/node/100908>

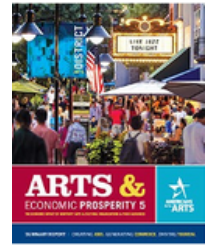
6. Waits, M. "Five Roles for Arts, Culture, and Design in Economic Development. Community Development Investment Review. <https://www.americansforthearts.org/node/100908>



Arts & Economic Prosperity V

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

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

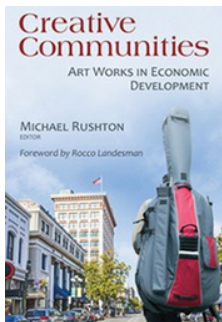


Arts and the Economy: Using Arts and Culture to Stimulate State Economic Development

This National Governors Association paper shows how states can use the arts to boost their economies, from incorporating arts into economic and community development plans to supporting arts education and promoting arts assets as boosts to cultural tourism. <https://www.americansforthearts.org/node/100916>

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

The study debunks the myth that arts economic development is recent. It tracks arts economic development through different forms and shows how it has adapted over time to address changes in urban problems. <https://www.americansforthearts.org/node/100915>



Creative Communities: Art Works in Economic Development

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

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

The Role of the Arts and Culture in Planning Practice

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

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



Strengthening Rural Economies through the Arts

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

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



Center for Arts, Business, and Culture

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

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

The pARTnership Movement

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

partnershipmovement.org

ArtPlace America

ArtPlace was a ten-year \$150 million collaboration among foundations, federal agencies, and financial institutions that operated from 2010 to 2020, whose mission was to position arts and culture as a core sector of equitable community planning and development. Their website exists as an archive of more than 270 funded demonstration projects, research and lessons learned in the field of creative placemaking.

artplaceamerica.org

Delta Regional Authority (DRA)

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

dra.gov

US Small Business Administration (SBA)

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

sba.gov

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

LEARN MORE

AMERICANSFORTHEARTS.ORG/SOCIALIMPACT

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

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ARTS + HOUSING

OVERVIEW

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

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

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

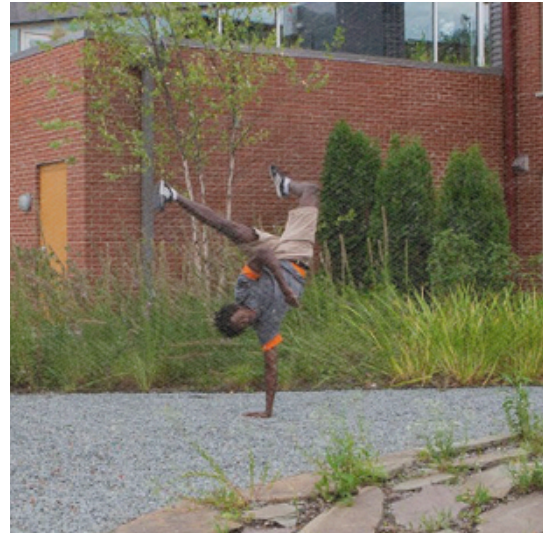


image: Once a vacant housing project, Dorchester Art + Housing Collaborative <http://dorchesterarthousing.com/> is now a thriving family neighborhood. Courtesy of The Rebuild Foundation; Brinshore Development LLC

IMPACT POINTS

20% RISE IN PROPERTY VALUES

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

ARTS RAISE AWARENESS

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

ARTS INSPIRES ACTION

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

CULTURE ANCHORS AND UNIFIES COMMUNITIES

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

MORE ART = MORE VALUE

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



National Fair Housing Alliance Poetry Slam [LOCATION?]

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

<https://www.youtube.com/watch?v=VR1cT-TC3d8>

image: NFHA 2017 Poetry Slam at Busboys and Poets.



ChopArt, Atlanta, GA

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

talks about her journey.

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

image: Youth perform at a ChopArt event. c ChopArt



Dorchester Art+Housing Collaborative, Chicago, IL

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

<http://dorchesterarthousing.com>

info@dorchesterarthousing.com

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



Paducah Mainstreet Artist Relocation Program, Paducah, KY

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

paducahmainstreet.org/artist-relocation-program.htm

tracy@paducahky.gov

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



Write a House, Detroit, MI

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

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

writeahouse@gmail.com

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



1. Markusen, A. and A. Gadwa. "Arts and Culture in Urban or Regional Planning: A Review and Research Agenda." (2010). Journal of Planning Education and Research 29(3) 379-391. Retrieved 11 May 2018 from <http://journals.sagepub.com/doi/pdf/10.1177/0739456X09354380>.

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3. Kendler, J. and E. Corr (2016). "How Artists and Environmental Activists Both Do Better Together." Creativity Connects. Retrieved 4 May 2018 from <https://www.arts.gov/sites/default/files/Creativity-Connects-Final-Report.pdf>

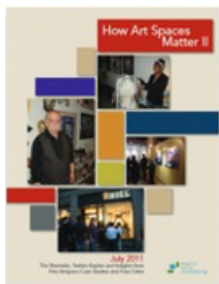
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Exploring the Ways Arts and Culture Intersects with Housing: Emerging Practices and Implications for Further Action

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

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



How Art Spaces Matter II

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

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

The State of the Nation's Housing 2017

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

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



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

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

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

image: Youth perform at a ChopArt event. c ChopArt <<http://chopart.org>>



National Fair Housing Alliance

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

<http://www.nationalfairhousing.org>

Rebuild Foundation

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

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

NeighborWorks America

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

<http://www.neighborworks.org>



ArtPlace America

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

<http://www.artplaceamerica.org>

Artspace

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

<http://www.artspace.org>

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ARTS + LIVABILITY

OVERVIEW

Community livability is composed of economic, architectural, and cultural factors, as well as intangibles like community resilience and levels of citizen engagement. Indicators of livability including things like the capacity for homeownership, the average length of residency, the percentage of housing units that are occupied, voting rates, crime rate, and various measures of economic health and vitality.

The presence of arts organizations, along with opportunities to participate in artmaking, help improve livability immediately. Creative placemaking projects, especially those that involve residents in planning and design, affect livability indicators long term.

For example, participation in cultural activities leads to wider community participation and a greater propensity to volunteer, and creative placemaking projects positively affect residents' feelings about their neighborhoods.



image: The City of Minneapolis is investing in improvements to Hennepin Avenue to ensure it is a functional and vibrant space.

IMPACT POINTS

50% INCREASE IN COMMUNITY ACTIVITIES

Cultural participation leads to wider community participation. One study showed that participants most involved in cultural activities were 50 percent more likely to be involved in other (non- arts) community activities.¹

ARTS HELP RESIDENTS APPRECIATE EACH OTHER

Intra-community trust is a major component of livability. Research shows that by collaborating on artmaking and beautification efforts that benefit a shared neighborhood, residents can increase feelings of trust and appreciation of each other.²

ARTS IMPROVE LIVABILITY

Research from the National Endowment for the Arts shows that increased presence per capita of arts and culture nonprofits and arts and entertainment establishments correlates strongly with increased livability.³

2X AS LIKELY TO VOLUNTEER

Volunteerism within a community is a sure sign of civic pride and engagement, which are crucial to livability. Research shows that arts participants are more than twice as likely to volunteer as those who do not participate in the arts — a trend that holds across artforms and regardless of demographics.⁴

ARTS HELP DEVELOP NEIGHBORHOOD PRIDE

Creative placemaking projects have been making progress in tracking outcomes related to livability. One study found that a majority of residents and business owners felt that the programs positively changed their feelings about the neighborhood.⁵

ARTS ATTRACT RESIDENTS AND BUSINESSES

The density of arts organizations and prevalence of arts events plays a role in attracting residents and businesses to (re)locate to a community by improving its image and making it more appealing.⁶

Hennepin Cultural Corridor, Minneapolis, MN

The Hennepin Avenue corridor, designated as a business improvement district, is important for the city's vitality. City officials reached out to neighborhood organizations, businesses, and cultural institutions to be part of a public dialogue about the area's future.

arts.gov/exploring-our-town/hennepin-avenue-cultural-corridor
tio.aiken@artspace.org

image: The City of Minneapolis is investing in improvements to Hennepin Avenue to ensure it is a functional and vibrant space.



Meeting Place, Portland, ME

As a city employee, artist Marty Pottenger noticed that public meetings were either poorly attended or did not reflect the diversity of residents. Thus, Meeting Place was born. It partners with neighborhood associations and artists to connect with residents who reflect their communities' diversity and to create art that celebrates each area.

artatwork.us/portland.php
marty@artatwork.us

image: Graffiti artist Tim Clorius gathers with Maine Muslim Community Center members before Portland's first Somali Poetry Slam, from Art At Work's Meeting Place project. Photo by Marty Pottenger.



Southeast Houston Arts Initiative, Houston, TX

The Southeast Houston Arts Initiative was formed to transform its community through improvements to the physical environment by cultural expression projects. The four guiding principles were personal and environmental health, cultural history, urban connectivity, and community organization empowerment.

arts.gov/exploring-our-town/southeast-houston-arts-initiative
cultural.affairs@houstontx.gov

image: Photo by Patrick Peters



National Cultural Districts Exchange

The creation of cultural districts, which involves the concerted effort to put in place programs, policies, and systems that encourage the flourishing of culture in communities, is a driver of livability.

This exchange provides resources, examples, and connections.

<https://www.americansforthearts.org/by-program/reports-and-data/toolkits/national-cultural-districts-exchange-toolkit>

image: Paducah Kentucky's Cultural District featuring The Yeiser Art Center in the historic 1905 Market House is all dressed up for Quilt Show week



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Project on Human Development in Chicago Neighborhoods (PHDCN)

PHDCN is an interdisciplinary study of how families, schools, and neighborhoods affect child and adolescent development. The first component is a study of the social, economic, organization, political, and cultural structures and the changes that have taken place over time. <https://scholar.harvard.edu/sampson/content/chicago-project-phdcn-0>



Soul of the Community Report

This Knight Foundation study of 26 creative placemaking projects across the country examines the factors that attach residents to their communities and the role of community attachment in an area's economic growth and well-being. <https://www.americansforthearts.org/node/100974>

Validating Arts and Livability Indicators Study

The report examines the research on NEA Our Town projects to determine whether proposed indicators were the correct ones for measuring project impact. <https://www.americansforthearts.org/node/100976>



Creative Placemaking

This white paper summarizes two decades of creative American placemaking, drawing on original economic research and case studies of pathbreaking initiatives in large and small cities, metropolitan to rural, as well as published accounts. <https://www.americansforthearts.org/node/100977>

Baltimore Station North A&E District





ArtPlace America

This national funding, research, and service organization for creative placemaking is a clearinghouse for much of the information on current arts-based community development practice.
<http://www.artplaceamerica.org>

Livability

While primarily an online magazine, Livability is also a clearinghouse for a lot of information about what makes small-to-midsize cities great places to live, including aggregated reporting, primary research, and discussion forums on a variety of topics.
<https://livability.com/>

The Creative City Network of Canada

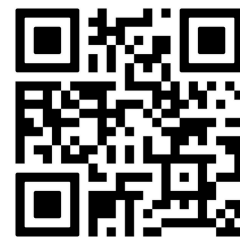
The Creative City Network of Canada (CCNC) is a Canadian national nonprofit organization made up of municipalities, arts organizations, and individuals working to support cultural development in their communities. CCNC facilitates knowledge sharing professional development in the field of local cultural policy, planning, and research.
<https://www.creativecity.ca/>

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ARTS + TOURISM

OVERVIEW

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

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

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



image: PVD Fest in Providence, RI

IMPACT POINTS

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

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

**35.3
MILLION
TRAVEL FOR
THE ARTS**

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

**CULTURAL
TOURISTS SPEND
2X MORE**

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

**68% INCREASE
IN EMPATHY
FOR OTHER
CULTURES**

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

**ARTS ENGAGE
TOURISTS OF ALL
AGES**

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

**CULTURAL TOURISM
= INCREASED PEACE**

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

**16% INVESTMENT
OF LOCAL TAXES
FOR CULTURE**

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

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

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

africanamericanmusicnc.com

michelle.lanier@ncdcr.gov

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



Downtown Fort Collins Creative District, Fort Collins, CO

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

dfccd.org

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



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

WCRAI funds artistic microenterprises and small businesses to increase tourism to the Finger Lakes Region of New York. Started in 2016, several artists have already opened shops or increased production in towns throughout the county. wycochamber.org/about-wyoming-county/arts-and-culture/wyoming-county-rural-arts-initiative

sgardner@wycochamber.org

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



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

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

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

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



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

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

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



CULTURAL DISTRICTS
ATTRACTING VISITORS
AND THEIR SPENDING



Cultural Tourism: Attracting Visitors and Their Spending

This research paper, commissioned for the National Cultural Districts Exchange, outlines definitions and strategies related to cultural tourism as it relates to arts and culture districts. <https://www.americansforthearts.org/node/93990>

Tourism as a Driver of Peace

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

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



Understanding the Critical Issues for the Future of Travel and Tourism

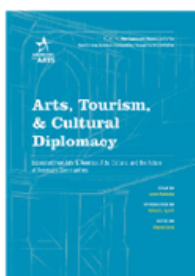
This report from the World Travel & Tourism Council looks at the impact of environmental and sustainability issues on the future of global tourism.

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

The Cultural & Heritage Traveler Study

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

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



Arts, Tourism, & Cultural Diplomacy

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

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



Cultural Tourism Alliance

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

Brand USA

Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include fostering understanding between people and cultures and creating jobs essential to the economy. Download factsheets about the tourism of each U.S. state (https://www.thebrandusa.com/partners/state_fact_sheets) <https://www.thebrandusa.com/>

National Trust for Historic Preservation

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

US Travel Association

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

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CulturalHeritage Tourism.org

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

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ARTS + WORKFORCE DEVELOPMENT

OVERVIEW

Each new wave of immigrants to the United States brings new Workforce development is any training or support program that aims to produce outstanding and well-prepared workers.

Combining the arts with workforce development programs helps create well-rounded workers who not only have “hard,” technical skills in their field, but also have creative thinking skills that foster innovation and drive our global economy.

Workforce development grows economic stability and prosperity by focusing on the skills of the individuals who make our economic engine run. Successful programs focus either on the needs of the people or those of the sector. Building robust growth and health in available jobs can involve finding and developing opportunities, training and supporting individuals, and expanding and enriching individuals’ outlook through other areas like arts and culture.



image: Made in NY Production Assistant Training Program.
Courtesy of Made In New York.

IMPACT POINTS

CREATIVITY TOP 3 DESIRED SKILL

By 2020, employers say they’ll be seeking, as their top three desired skills, complex problem-solving, critical thinking, and creativity. The arts drive all three when integrated into education.¹

ARTS STUDY RANKED #2 IN DESIRED EMPLOYEE QUALIFICATIONS

Employers rank study in the arts as second (following self-employment experience) as an indicator of the kind of creativity they are looking for in employees.⁴

50% OF EXECUTIVES CREDIT THE ARTS

The arts are integral to career success. Nearly half of all executives say the arts significantly contributed to their career success.²

9 OUT OF 10 EXECUTIVES PARTOOK IN THE ARTS IN SCHOOL

A history of arts participation correlates with career success: 90 percent of CEOs reported participating in the arts in school.⁵

4.7 MILLION JOBS CREATED BY ARTS AND CULTURE

Arts and cultural production in 2015 represented 4.3 percent of the U.S. economy, produced \$689.7 billion and created 4.7 million jobs.³

NOBEL PRIZE WINNERS 2.85X LIKELY TO HAVE ARTISTIC HOBBY

The arts increase your likelihood of rising to the top of your field. Research has shown that the top scientists in the world, particularly Nobel prize winners, are 2.85 times as likely than average people to have an artistic hobby.⁶



East Street Arts (ESA), New Haven, CT

ESA provides creative workforce development for persons with disabilities and local artists and makers. It includes diverse populations in arts programming by hiring and training local artists to hold workshops with persons of all abilities and develop a salable product.

eaststreetartsnh.org

eaststreetarts@marrakechinc.org

image: Artist with their work. Courtesy of Mary Schiffer.



Improv Consultants, San Francisco, CA

Improv Consultants provides business training and executive coaching with a team composed of improvisers, facilitators, and executive coaches. The intersection of improvisation and business training helps teams collaborate, imagine, and communicate more effectively while having fun. improvconsultants.com

improvconsultants.com

info@improvconsultants.com

image: Workshop by Improv Consultants



Made in NY Production Assistant Training Program, New York, NY

The program partners with the NYC Mayor's Office of Media and Entertainment to deliver a skill training program to low-income New Yorkers with barriers to employment in the NYC film and TV industry. It also helps to diversify the industry.

<https://www1.nyc.gov/site/mome/initiatives/pa-training-program.page>

image: Made in NY Production Assistant Training Program Cycle 49 graduates. Courtesy of Made In New York.



Upstate Alliance for the Creative Economy (ACE), Albany, NY

ACE works to strengthen support for creative freelancers, creative organizations, and individuals involved in creative work. At its heart, ACE is about strengthening the Capital Region's creative economy to drive business development, increase jobs, and promote

tourism.upstatecreative.org

info@upstatecreative.org

image: ACE Inside Business Event at EYP Architecture and Engineering. Photo by Adrian Fernande



Spotlight on the Arts, San Francisco, CA

This program, sponsored by California Lawyers for the Arts, is a comprehensive workforce development program for low-income high school students. Since its start in 1993, the program has engaged more than 900 students in a three-pronged approach incorporating internships, workshops, and college counseling.

<https://www.calawyersforthearts.org/arts--community-development.html>

jill.roisen@calawyersforthearts.org

image: Spotlight on the Arts participants in workforce development program. Courtesy of California Lawyers for the Arts



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Washington, DC: Americans for the Arts. Retrieved 3 March 2018 from https://www.americansforthearts.org/sites/default/files/Arts&America_Workforce.pdf

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Arts_Foster_Scientific_Success_Avocations_of_Nobel_National_Academy_Royal_Society_and_Sigma_Xi_Members/links/00b4953c00f875f191000000/Arts-Foster-Scientific-Success-Avocations-of-Nobel-National-Academy-Royal-Society-and-Sigma-Xi-Members.pdf?origin=publication_detail.

Ready to Innovate

Ready to Innovate summarizes research findings by the Conference Board and Americans for the Arts, working with the American Association of School Administrators, that sought to determine the skills and abilities that cultivate creativity. Ready to Innovate: Key Finding summarizes the larger report findings.

<https://www.americansforthearts.org/node/85871/edit>



Arts and the Workforce

This essay from the book Arts & America: Arts, Culture, and the Future of American Communities discusses the changing nature of work and the need for creative workforce development solutions.

<https://www.americansforthearts.org/node/90695>

America's Creative Economy

America's Creative Economy details extensive research used to create metrics for the contributions of the creative sector to the overall economy.

<https://www.americansforthearts.org/node/100592>



The Impact of Arts Education on Workforce Preparation

This Issue Brief provides examples of arts-based education as a money- and time-saving option for states looking to build skills, increase academic success, heighten standardized test scores, and lower the incidence of crime among general and at-risk populations.

<https://www.americansforthearts.org/node/100867>

Developing the Creative and Innovative Potential of Young People through Non-Formal Learning in Ways that Are Relevant to Employability

This report is about how non-formal learning can enhance the creative and innovative capacities of young people in ways that are relevant to employability. <https://www.americansforthearts.org/node/100865>





California Lawyers for the Arts National Creativity Network

The National Creativity Network engages, connects, informs, promotes, and counsels cross-sector stakeholders who use imagination, creativity, and innovation to foster flourishing individuals, institutions, and communities across the United States.
<http://nationalcreativitynetwork.org>

Workforce Development Institute (WDI)

Based in New York state, WDI offers information on how to facilitate projects that build skills and strengthen employers' ability to hire and promote workers. Its work is accomplished through partnerships and collaborations with businesses, unions, other nonprofits, educational institutions, and government.
<https://wdiny.org/>

The Artian

Through seminars, blogging, community events, workshops, and presentations, The Artian exposes, promotes, and educates about the value of art to drive innovation in business. Its blog and community provide resources to help drive innovation by embracing art and creativity.
<http://theartian.com/>

The pARTnership Movement

The pARTnership Movement is an initiative from Americans for the Arts to reach business leaders with the message that partnering with the arts can build their competitive advantage.
<http://www.partnershipmovement.org/>

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ARTS + YOUTH EDUCATION

OVERVIEW

The arts have intersected with education strongly and inextricably for all of human history. Each of the art disciplines (music, visual art, theater, dance and media arts) can carry forward a civilization's history, teach lessons, and celebrate our individual and collective heritage.

In more recent history, starting with early advocates like John Dewey, both formal and informal education in the United States have demonstrated imagination, better test scores, more civic engagement, public savings, increased lifelong earning potential, better community cohesion, and more. Arts and youth development also extends beyond the classroom to the domain of what is now called Creative Youth Development, which means the longstanding theory of practice that integrates creative skill- building, inquiry, and expression with positive youth development principles, fueling young people's imaginations and building critical learning and life skills.

The rich and well-documented links between the arts and education, both formal and informal, create a robust case for supporting pro-arts education funding and pro-arts education policy in every community.



image: Let It Shine, Joe's Pub, NY, June 2017. Photo by © 8SP_Simon Luethi

IMPACT POINTS

\$1 FOR THE ARTS SAVES \$9 ON OTHER COSTS

After-school arts programs save cities money. For every \$1 spent on after-school programs, \$9 is saved by reducing welfare and crime costs, improving academic performance, and increasing kids' earning potential.¹

4 OUT OF 5 MORE LIKELY TO VOTE

The arts make young adults more civically engaged. Seventy-eight percent of young adults who had arts-rich experiences were more likely to vote or participate in a political campaign.⁴

2X AS LIKELY TO GRADUATE COLLEGE

The arts help people succeed. Low-income students who are highly engaged in the arts are more than twice as likely to graduate college than their peers with no arts education.²

100 POINTS HIGHER ON THEIR SAT

Students who take four years of arts **CRIME** and music classes average almost 100 points better on their SAT scores than students with only a half-year or less.⁵

5X LESS LIKELY TO DROP OUT

Students excited by school stay in school. Low-income students who participate in the arts, both in school and after school, have a dropout rate of just 4 percent — five times lower than their peers.³

5% DROP IN NEIGHBORHOOD CRIME

Arts programs reduce crime levels. Participation in after-school arts programs causes juvenile crime to fall by 4.2 percent on average, and slightly more (5.4 percent) in lower-income cities.⁶

AS220, Providence, RI

AS220 Youth focuses its arts education program on youth ages 14 to 21 that are in the care and custody of the state. It engages youth in a creative process to lead them to positive social, educational, and vocational outcomes.

youth.as220.org / info@as220.org

image: AS220 is a creative incubator for at-risk and beyond-risk youth.



Mosaic Youth Theatre of Detroit, Detroit, MI

Mosaic empowers young people by helping them develop patterns of cooperation, disciplined work habits, and effective problem-solving skills through the creation of high-quality, professional-level performances of theater and music.

mosaicdetroit.org / rick@mosaicdetroit.org

image: Let It Shine, Joe's Pub, NY, June 2017. Photo by © 8SP_Simon Luethi.

SAY Sí, San Antonio, TX

SAY Sí strives to have each student artist become a productive and thoughtful citizen by enhancing their social, academic, cognitive, and vocational competencies and improving their self-esteem and self-identity.

<http://saysi.org> / Nicole@saysi.org

image: SAY Sí senior Victoria Villaseñor speaks at the annual HelloGoodbye ceremony, where seniors are recognized and middle school artists are welcomed into high school programs



The Wooden Floor, Santa Ana, CA

The Wooden Floor uses dance to transform the lives of young people in low-income communities through a long-term approach grounded in exploratory dance education.

One hundred percent program graduates enroll in higher education.

thewoodenfloor.org Jennifer.Bonfil@TheWoodenFloor.org

image: Students of The Wooden Floor perform Folk Dance in Gold, Choreographed by Keely Garfield and The Wooden Floor dancers. Photo by Christine Cotter © 2017 The Wooden Floor

Cheyenne River Youth Project (CRYP), Eagle Butte, SD

CRYP is an authentic grassroots initiative that intersects culture, history, heritage, and service. It is designed to meet the specific needs of the Cheyenne River Sioux Reservation through innovative youth programming, vital family services, and educational public events and activities.

<http://www.lakotayouth.org> / lakotayouth@gmail.com

image: Young boys performing traditional dance at RedCan Graffiti Jam. Image courtesy of Cheyenne River Youth Project



1. Green, L., 2017.

2. Arts Education Navigator: Facts & Figures. Americans for the Arts. Retrieved on 13 May 2018 from <https://www.americansforthearts.org/by-program/networks-and-councils/arts-education-network/tools-resources/arts-ed-navigator/facts-figures>.

3. Arts Education Navigator: Facts & Figures. Americans for the Arts. Retrieved on 13 May 2018 from <https://www.americansforthearts.org/by-program/networks-and-councils/arts-education-network/tools-resources/arts-ed-navigator/facts-figures>.

4. Catterall, J., Dumais, S., & Hampden-Thompson, G. (2012). The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies (Research Report #55), 21. Washington, DC: National Endowment for the Arts.

5. Arts Education Navigator: Facts & Figures.

6. Gregg, M., Gupta, R., & Bach-Coulbaly, M. (2014, May 6). After-school Programs & the Arts as Tools for Youth Development. Footnote. Retrieved 4 February 2018 from <https://footnote.co/after-school-programs-the-arts-as-tools-for-youth-development>

The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies

The report studies the academic and civic behavior outcomes of teenagers and young adults engaged with the arts in or out of school. The study tracked students who received intensive arts exposure compared with students who did not.

<https://www.americansforthearts.org/node/95884>



Creative Youth Development (CYD) Webinars

Presented by the Creative Youth Development National Partnership in 2017, this year-long technical assistance series is designed to increase understanding of Creative Youth Development practice, build capacity, and advance the field.

<http://creativyouthdevelopment.org/2017/03/22/2017-creative-youth-development-webinar-series>

Something to Say: Success Principles for Afterschool Arts Programs from Urban Youth and Other Experts

The study looks at what teens want and compares that to what the experts think teens need. The report includes exemplar projects, key research finding, and principles for effective after-school arts programs.

<https://www.americansforthearts.org/node/95423>



Arts & K-12 Education

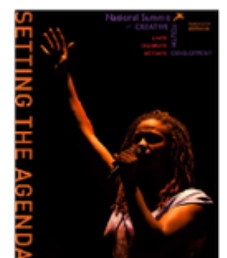
This essay from the book Arts & America: Arts, Culture, and the Future of American Communities looks at pending changes within the K-12 American formal education system and the role that the arts may play in positively impacting those changes over the next 10-15 years.

<https://www.americansforthearts.org/node/90690>

Setting the Stage: National Summit on Creative Youth Development

This report is based on research conducted to gather insights from arts, humanities, and science based youth development programs on the keys to their practice, impact, and future.

<https://www.americansforthearts.org/node/100751>





The Alliance for International Youth Development

Immigrant youth-led organization that tackles issues impacting their communities through "activism." The organization supports young people to express their own ideas for creating change in their community through the arts.

<https://afsc.org/programs/67-suenos>

National Art Education Association

The leading professional membership organization exclusively for visual arts educators advancing visual arts education to fulfill human potential and promote global understanding.

<https://www.arteducators.org/>

Creative Youth Development National Partnership

A partnership of organizations working in concert with the broader field to drive collective action in three strategic priorities to advance creative youth development.

<http://creativeyouthdevelopment.org/>

Arts Education Partnership

A national network of organizations dedicated to advancing the arts in education through research, policy, and practice. AEP's vision is that every student in America succeeds in school, work, and life as a result of a high-quality education in and through the arts.

<http://www.aep-arts.org/>

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