WHY ART IS IMPORTANT IN SMALL TOWN IOWA

IMPACT POINTS

The arts improve livability.

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

The arts make people love where they live.

Love for your community leads to economic growth. Data from a three-year study show a significant link between resident attachment and local GDP growth, with the arts as a critical component.

When arts activities increase, home values, population, and test scores go up 5-10%.

Neighborhoods with more arts activities see increases in housing, population, and school test scores along with a decrease in crime. A five-year study of low-income Chicago neighborhoods shows 5-10% improvements in each category in neighborhoods with high arts activities.


John S. and James L. Knight Foundation. (2010)

ORGANIZATIONS

NEXT CITY

Next City is a journalism site and thinktank. Next City’s journalism centers marginalized voices while amplifying solutions to the problems that oppress people in cities. At a time when cities face rampant inequality and urgent challenges, Next City’s work as a nonprofit is critical: by spreading real stories and workable ideas from one city to the next, we connect people, places and solutions that move our society toward justice and equity.
OUR TOWN/HOW TO DO CREATIVE PLACEMAKING

The program supports creative placemaking projects that help transform communities through strategies that incorporate arts, culture, and design. The program also offers creative placemaking resources.

THE HUMAN IMPACTS INSTITUTE

THANK YOU TO OUR SPONSORS

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