Rivertime Players are a group of volunteers in Parsons, TN who strive to provide a community-based performing arts organization for the purpose of presenting dramatic and musical theatre; present quality family entertainment; create opportunities for children and adults to develop talents in all aspects of theatre arts; and to foster, promote, and increase the public knowledge and appreciation of the performing arts.

Rivertime Players were formed when Dr. Dawn Larsen donated to the Parsons Arts Council the last remaining repertory tent show in November 2006. The Rivertime Players are now caretakers of a historic cultural asset that can trace its roots to its founding 125 years ago.

**IMPACT POINTS**

50% more involvement

Research shows residents are 50% more engaged in a community if they are part of cultural activities.

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.

Cultural participants 50% more likely to be involved in other community activities.

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

The arts make community residents appreciate each other more.

Creative placemaking projects have been making progress 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.

Cultural participants are 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.

The 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.


EXAMPLES OF PRACTICE

MUSICIANS ON CALL

Nashville

Musicians On Call believes that patients, families, and caregivers should benefit from the healing power of music. In addition to live performances, it offers the Music Pharmacy, which gives each patient access to a tablet loaded with Pandora and
ENVISION NOLENSVILLE PIKE

Nashville

Led by Conexión Américas, this is a comprehensive creative placemaking process to help transform bus shelters, roads, and parks in a diverse neighborhood.

METRO NASHVILLE ARTS COMMISSION

Nashville

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-

READING LIST

Cultural Tourism: Attracting Visitors and Their Spending

Hargrove, Cheryl Hargrove, Cheryl
Publication Year: 2014

Americans for the Arts has commissioned five essays spanning the intricacies of arts, entertainment, and cultural districts specifically for policymakers, arts leaders, planning professionals, community development practitioners, and others who... Show More ▼ are

Show Less ▲

Grassroots Growth of Creative Cultures: Programming Public Art for Rural Areas
This essay was written as a means to provide an outlook of the current understandings of what make planning and implement public art in rural areas unique.

Arts Facts: Spending by Arts Audiences (2018)

Americans for the Arts, 2018

The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance at arts events generates related commerce for hotels, restaurants, parking garages, and more.

ORGANIZATIONS

CULTURAL TOURISM ALLIANCE

The Cultural Tourism Alliance is 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.

NATIONAL ENDOWMENT FOR THE ARTS

Established by Congress in 1965, the NEA is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities.

RURAL ADVANCEMENT FOUNDATION INTERNATIONAL

RAFI cultivates markets, policies, and communities that sustain thriving, socially just, and environmentally sound family farms.

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