

CULTURAL ARTS COMMUNITY IMPACT

We offer these data points and examples to share a few of the many ways in which Cultural Arts impacts our community.

IMPACT POINTS

50% more involvement

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

Arts and cultural economic activity accounts for more than \$760 billion each year.

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.9% of the U.S. GDP, generating \$736.6 billion in 2015.

20% increase in property values

A cultural organization in a community has been shown to increase nearby residential property values by up to 20%.

More trust and appreciation among residents.

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

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.

Arts and cultural economic activity accounts for 4.4% of the total U.S. GDP.

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.4% of the U.S. GDP. Between 2020 and 2021, the total economic value added by arts and cultural industries grew by 13.7 percent.

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EXAMPLES OF PRACTICE



OFFICE OF ARTS, CULTURE, AND THE CREATIVE ECONOMY

Philadelphia

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.



SOUTHEAST HOUSTON ARTS INITIATIVE

Houston

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



YOUNG AUTHOR PROJECT

Savannah

The Young Author Project, Deep's introductory program, engages public middle school students with language and their stories to help them grow as learners, celebrate their lives and communities, and express themselves with skill, confidence, and



COMMUNITY ARTS PROGRAMS

Austin

Our Community Arts Engagement initiatives serve families in the Austin area by providing all-ages arts, music, and cultural programs for kids, parents, and caretakers to enjoy together. Our programs are a fun way for people to become more actively

READING LIST


[Strengthening Rural Economies through the Arts](#)

NGA (National Governors Association) Center for Best Practices, Electronic Edition
Many states have created arts-based economic development strategies to support rural communities across the who are confronting economic development issues.

[pARTnership Movement Tool-Kit: Arts & Economic Prosperity: Using the Report's Data to Strengthen Your Case to Businesses](#)

Shue, Jordan Shue, Jordan

Publication Year: 2017


Want to know the best ways to disseminate Arts & Economic Prosperity 5 data to businesses in your community? This tool-kit has hard data on the best ways to reach... [Show More](#)  them, along with information on how the arts sector has used the report.

[Show Less](#) 

[Creative Placemaking](#)

Markusen, Ann and Gadwa, Anne Markusen, Ann and Gadwa, Anne

Publication Year: 2010

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... [Show More](#)  well as published accounts. The case

[Show Less](#) 

ORGANIZATIONS

[ANNENBERG FOUNDATION](#)

[CENTER FOR CULTURAL INNOVATION](#)

The Center for Cultural Innovation (CCI) was founded in 2001 as a California 501(c)3 nonprofit corporation. Its mission is to support individuals in the arts—artists, culture bearers, and creative entrepreneurs—to realize greater self determination so as to unfetter their productivity, free expression, and social impact, which contributes to shaping our collective national identity in ways that reflect the diversity of society.

[CITY OF DUBLIN](#)

City of Dublin Ohio

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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/SOCIAL IMPACT](https://AMERICANSFORTHEARTS.ORG/SOCIAL%20IMPACT)

This fact sheet was developed as part
of the **Arts + Social Impact Explorer**

