

Arts + Social Impact Explorer Fact Sheet

OVERVIEW

AMERICANS
for the **ARTS**

Economic development results in economic growth and improved quality of life. It is achieved through the collaborative work of individuals, communities, and businesses through innovation and the production of goods and services. The economic health of our communities—which means the economic health of each individual within that community—is crucial to our collective and individual success, happiness, and progress.

The arts are a significant economic driver, both in terms of actual economic impact (which is more than \$600 billion per year in the United States) and business competitiveness, growth, and sustainability. The intersection of arts and economic development deals with ways to improve the financial well-being of both artists (individual and as a sector of the economy) and the communities in which they live and work.

Economic arguments have been the backbone of much of the policy and funding progress the arts and culture sector has made in this country. While just one slice of the total community pie, the economic health and vitality of a community is something that basically everyone can agree on, and tying the arts to that health has been, and will remain, crucial to the success of the sector.

ARTS + ECONOMIC DEVELOPMENT

IMPACT POINTS

ARTS AND CULTURAL GENERATE 4.2% OF U.S. GDP

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.2 percent of the U.S. gross domestic product (GDP), generating \$736.6 billion in 2015.¹

ARTS SUPPORT 4.92 MILLION JOBS

Arts and culture employment nationwide increased 2.1 percent in 2015. The total number of arts and culture jobs for the nation was 4.92 million.²

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

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.⁴

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.⁵

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



EXAMPLES OF PRACTICE

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
info@rooseveltrw.org

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

Triad Stage, Greensboro, NC



Once Triad Stage refurbished a downtown theater, nearby restaurants saw increased patronage of 20-30 percent on show nights. Its work earned it an Emerging Theater Award from the American Theater Wing, with acknowledgement of its serving as a catalyst to downtown revitalization.

triadstage.org
richard@triadstage.org

image: *Actions and Objectives*, 2017. Pictured: Aundria Brown. Photo by VanderVeen Photographers. Courtesy of Triad Stage.

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.

creativephl.org/percentforart
arts@phila.gov

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

top image: First Friday, Cultural Connections in Phoenix, AZ, May 2017. Photo by Kyle Gilbert. Courtesy of Roosevelt Row

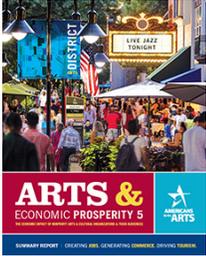
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2. Markusen, A. and A. Gadwa. "Arts and Culture in Urban or Regional Planning: A Review and Research Agenda." (2010). *Journal of Planning Education and Research* 29(3) 379–391. Retrieved 11 May 2018 from <http://journals.sagepub.com/doi/pdf/10.1177/0739456X09354380>.
3. Parkinson, A., Kahn, G., Peck, E., & Cohen, R. (2017). *Business Contributions to the Arts, 2017 Edition* (Research Report R-1630-17-RR) [Electronic version]. The Conference Board. Retrieved 29 January 2018 from <http://www.americansforthearts.org/sites/default/files/TCB-Business-Contribution-to-the-Arts-2017.pdf>
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>



READING LIST

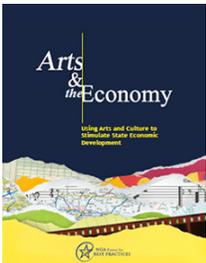
Arts & Economic Prosperity V



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>

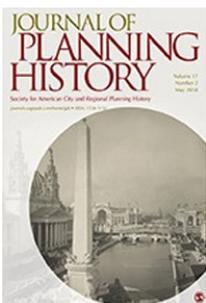
Arts and the Economy: Using Arts and Culture to Stimulate State Economic Development



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>

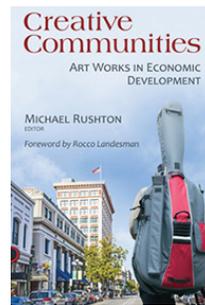
Beyond the Aesthetic: The Historical Pursuit of Local Arts Economic Development



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>



ORGANIZATIONS

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—a collaboration among foundations, federal agencies, and financial institutions—works to position arts and culture as central to comprehensive

community planning and development. Its end goal is the strength of the social, physical, and economic fabric of communities.

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

THANK YOU TO OUR SPONSORS



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LEARN MORE
AMERICANSFORTHEARTS.ORG/SOCIALIMPACT

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