

Arts + Social Impact Explorer Fact Sheet

ARTS + HISTORY, & HERITAGE

IMPACT POINTS

68% OF TOURISM IS CULTURAL

When combined with tourism, arts and cultural heritage can be a significant economic catalyst. Sixty-eight percent of long-distance (more than 50 miles) American travelers say they included a visit to an arts/cultural heritage site during their trip.¹

CONNECTING WITH COMMUNITY HERITAGE GALVANIZES INTEREST IN THE COMMUNITY'S FUTURE

A 2003 study found that a community project built around compiling living history from every age, neighborhood, ethnicity, and background in a community yielded a stronger interest from those interviewed about the current and future identity of the place.⁴

OVERVIEW

Arts, history, tradition, and heritage intersect in all sorts of important and surprising ways. The collective memory of a community resonates inside each member of that community, and if that connection to history is weakened then the ability to participate fully in the community's present and future is weakened as well. Whether culture is the core of heritage, or is the mechanism through which heritage and tradition are preserved and transformed over time, art is central to cultural health and heritage.

Arts and crafts provide economic independence for artisans in underdeveloped communities, improve educational outcomes for children, and contribute a significant amount to the economy in the form of cultural heritage-related tourism.

Thousands of cultural heritage organizations work to preserve and promote cultural heritage and identity every year. Artists help pull and transform traditional stories from communities, reconnecting members of the community in new and interesting ways. By making cultural history more accessible, we can break down preconceptions and bind our communities together.

AMERICANS
for the ARTS

ENGAGING IN CULTURAL HERITAGE IMPROVES ACADEMIC SUCCESS

Three decades of research confirm that well-implemented immersion in heritage language and culture improves language acquisition, enhances test performance, increases school retention and graduation rates, college entry, and increases parent involvement and cultural pride.²

LEARNING NATIVE LANGUAGE BROADENS CHILDREN APTITUDE

Research in New Zealand showed that the stronger a child became in traditional Maori language and tradition, the more linguistic, cognitive, and cultural benefits they accrued.³

ARTS FACILITATING UNDERSTANDING CONTROVERSIAL HISTORY

Artistically preserving heritage can help reconcile difficult history, encourage self-expression, and aid family healing in service to community empowerment and change.⁵



EXAMPLES OF PRACTICE

Chamizal National Memorial, El Paso, TX



The National Park Service explores Hispanic Culture through parks and historic places across the United States, including at the Chamizal National Memorial in El Paso, TX. Chamizal hosts the Siglo de Oro Drama Festival and the Franklin Smith Gallery showcases historical and contemporary art.

nps.gov/cham/learn/historyculture/visual-and-performing-arts.htm

image: Rodolfo Hernandez directs traditional dances performed to the music of Jalisco, Mexico. Courtesy of Chamizal National Memorial.

Ebzb Productions, Apex, NC



Ebzb Productions works with students to conduct oral history research in their local communities to uncover cultural stories and craft public theatrical performances. Topics have included immigration, local myths, and integration.

ebzb.org/educator-tool-kit
ebzb@ebzb.org

image: A Virginia Cross Elementary student participant in Siler City, NC, as part of a student-generated oral history project, *Checkpoint: Hope for You & Me*, a collaboration of Ebzb Productions & Chatham Arts; courtesy of Ebzb Productions.

Indian Arts and Crafts Board, Washington, DC



The Indian Arts and Crafts Board works to expand the Indian arts and crafts market and promote the traditions, heritages, and cultures of American Indian and Alaska Native communities. It maintains three museums, conducts an exhibition program, and produces a source directory.

<http://www.doi.gov/iacb>

image: logo

Alliance for California Traditional Arts, Fresno, CA



The Alliance for California Traditional Arts promotes and supports ways for cultural traditions to thrive now and into the future by providing advocacy, resources, and connections for folk and traditional artists.

<http://www.actaonline.org/>
akitch@actaonline.org

image: Avis Punkin (right) and her granddaughter and 2003 apprentice Carly Tex holding baskets made by Avis. Photo: A. Kitchener.

Kentucky Arts Council Community Scholars Program, Frankfort, KY



The Community Scholars Program trains community members to document, interpret, and disseminate their cultural resources and traditional art forms.

Project examples include a blog about bluegrass/rockabilly music and a traveling photography exhibit about Southern funeral traditions.

artscouncil.ky.gov/KAC/Vibrant/CommScholars_projects.htm

Mark.Brown@ky.gov

image: Participants share family history and folklore at a Community Scholar training session, Bowling Green African American Museum, August 2017. Courtesy of Kentucky Arts Council.

Memphis Black Arts Alliance



The Alliance is dedicated to preserve and promote African-American arts and heritage; sharing information and resources; increasing artistic and economic self-sufficiency; and advocating increased community support for the arts.

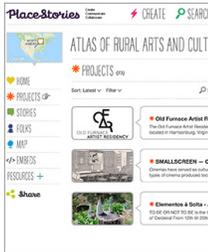
mbaafirehouse.org

image: The Firehouse Community Arts Center was converted into a multipurpose community arts center. Courtesy of Memphis Arts Project.

top image: Courtesy of the Memphis Black Arts Alliance.

READING LIST

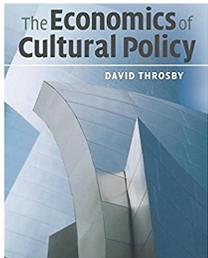
Atlas of Rural Arts & Culture



A project of Art of the Rural, this atlas maps rural arts and culture, with a focus on rural youth, rural-urban exchange, and an interest in the changing face of rural America.

placestories.com/community/RuralArtsAndCulture#!v=projects

The Economics of Cultural Policy



This book deals with policy-making in the cultural arena from an economic point of view and examines cultural policy in the arts, heritage, cultural industries, urban development, tourism, education, trade, cultural diversity, economic development, and intellectual property.

<https://www.americansforthearts.org/node/101161>

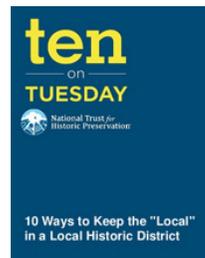
How the Arts and Cultural Sector Strengthen Cultural Values and Preserve Heritage and History



This article shows how communities' stories can contribute to the planning process. It explains how to compile the history and heritage of a place, how to involve community-based organizations (and outsiders), and how to use community venues.

<https://www.americansforthearts.org/node/100910>

10 Ways to Keep the "Local" in a Local Historic District



The National Trust for Historic Preservation's blog featured this article *10 Ways to Keep the 'Local' in a Local Historic District*.

<https://www.americansforthearts.org/node/101162>

top image: Rodolfo Hernandez directs traditional dances performed to the music of Puebla, Mexico. Courtesy of Chamizal National Memorial.

REFERENCES

1. Americans for the Arts.
2. McCarty, T. and T. Lee. "Critical Culturally Sustaining/Revitalizing Pedagogy and Indigenous Education Sovereignty." In Harvard Educational Review, Spring 2014. Retrieved 11 May 2018 from https://nau.edu/uploadedFiles/Academic/COE/Dine_Project/McCarty%20Lee%20Critical%20Culturally%20Sustaining%20Pedagogy.pdf
3. May, S., R. Hill and S. Tiakiwai. "Bilingual Education in Aotearoa/New Zealand." (2006). Retrieved 11 May 2018 from <http://www.educationcounts.govt.nz/publications/schooling/5075>
4. "Writing Austin's Lives." As discussed in "Community Heritage and Culture" (2011). Retrieved 11 May 2018 from https://slco.org/uploadedFiles/depot/communityServices/fZap/seeking_funds/CommEngagementRes6.pdf.
5. Abriendo Las Cajas (Opening the Boxes) (2009). As discussed in "Community Heritage and Culture" (2011). Retrieved 11 May 2018 from https://slco.org/uploadedFiles/depot/communityServices/fZap/seeking_funds/CommEngagementRes6.pdf.



ORGANIZATIONS

American Folklife Center

The American Folklife Center preserves and presents American folklife through research, documentation, archival preservation, reference service, live performance, exhibitions, publications, and training.

loc.gov/folklife

American Folklore Society (AFS)

AFS serves the field through folklore studies. It works to understand the intersections of art and everyday life, and the cultural communication and conflict within and across religious, geographic, and ethnic divides.

afsnet.org

International Federation of Arts Councils and Culture Agencies (IFACCA)

IFACCA is the global network of arts councils and ministries of culture, with member organizations in more than 70 countries.

<http://www.ifacca.org/en>

Museum of International Folk Art (MOIFA)

MOIFA seeks to foster understanding of the traditional arts, create a platform for folk artists to present their work, create accessible exhibitions, and share its resources.

<http://www.internationalfolkart.org>

Native Arts and Cultures Foundation

The Native Arts and Cultures Foundation (NACF) is a Native-led, nonprofit, philanthropic organization dedicated exclusively to the perpetuation of American Indian, Alaska Native, and Native Hawaiian arts and cultures nationwide.

<http://www.nativeartsandcultures.org/>

GoUNESCO

Supported by UNESCO, the website is a global, participative, engagement platform for everything heritage.

<http://www.gounesco.com>

top image: The Firehouse Community Arts Center was converted into a multipurpose community arts center. Courtesy of Memphis Arts Project.

THANK YOU TO OUR SPONSORS



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

