



How the Arts Improve Our Economy
and Our Community Value

CREATING PROSPERITY

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Artist/Architect Bill Mackey's installation, Worker Transit Authority, takes a fresh look at urban transportation planning. (TPAC New Works and PLACE grantee.)

What does this vision of American achievement look like in Southern Arizona? What are the conditions of success that allow us to realize this vision? What does it look like among us? This report provides a portrait of how our regional cultural industry contributes to our economy, our community and our sense of place. It is a portrait of the economic and social impact of the arts that creates prosperity—a prosperity that is grounded in the relationship between art and commerce and between the individuals who shape our plurality as Southern Arizonans.

The sources for this report are two recent studies that Tucson Pima Arts Council (TPAC) undertook, the *Arts & Economic Prosperity IV*¹ and the *Local Arts Index*.² Both reports were produced by Americans for the Arts (AFTA), the nation's leading nonprofit organization for advancing the arts in America. As one of 182 arts councils nationwide to participate in the *Arts & Economic Prosperity IV* report, TPAC captured local data on the economic impact of the nonprofits arts and culture organizations in our region, including event-related spending by audiences. TPAC enlisted 49 local arts organizations as partners and surveyed 827 audience members to gather our data, which is presented in this report.

Additionally, TPAC participated in AFTA's *Local Arts Index*, which is designed to measure the health and vitality of the arts in the United States. The *Local Arts Index* provides information about the breadth, depth and character of the cultural life of our region. It enables us to make cross-community comparisons

“I look forward to an America which will reward achievement in the arts as we reward achievement in business or statecraft. I look forward to an America which will steadily raise the standards of artistic accomplishment and which will steadily enlarge cultural opportunities for all of our citizens. And I look forward to an America which commands respect throughout the world not only for its strength but for its civilization as well”

– President John F. Kennedy

with other cities in the county. Primary and secondary data used in the report include nonprofit and commercial arts activity for twelve indicators:

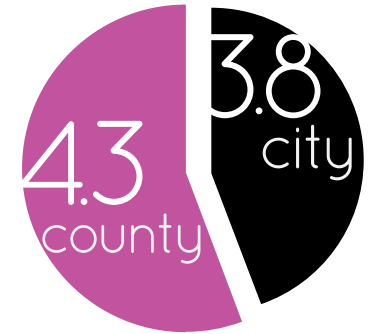
1. Performing arts venues
2. Local ownership of local cultural resources
3. Local literary scene
4. Arts festivals
5. Provision of arts education
6. Performance and presentation opportunities for young artists
7. Coverage of local arts and culture in print media
8. Reputation of artistic reach
9. Tourism draw of local arts and culture
10. Nightlife and the arts
11. Tourism marketing of the arts
12. Ethnic groups in the cultural life of the community

These reports tell a story of prosperity—what it looks like, its value and how it shapes our sense of belonging that makes this place unique. It also tells the story of accomplishment and potential—how our prosperity is not a miracle of sheer will but of investment in our civic well-being by government entities, creative businesses, private foundations, artists, arts organizations and their volunteers, and the citizens of this region who respect and support the cultural vibrancy of our community that feeds the soul and spirit of our lives. – *Roberto Bedoya*

N.B. The data presented in this report are drawn from a survey of TPAC grantees and their Cultural Data Project (CDP) profiles. As the University of Arizona arts and cultural organizations largely do not participate in CDP, their data was not included. To learn more about CDP, visit: <http://www.culturaldata.org/>

¹ Americans for the Arts, *Arts and Economic Prosperity IV in Pima County, AZ* (2012). For an online version, see: www.tucsonpimaartscouncil.org/advocacy-and-research/research-projects/arts-and-economic-prosperity-iv/

² Americans for the Arts, *Local Arts Index for Pima County, AZ* (2012). For an online version, see: www.tucsonpimaartscouncil.org/advocacy-and-research/research-projects/local-arts-index/



THE ARTS GENERATE \$8.1 MILLION
IN TAX REVENUES FOR OUR CITY
AND COUNTY GOVERNMENT

The Arizona Theatre Company performs "Woody Guthrie's American Song". Photo: Tim Fuller/Arizona Theatre Company. (TPAC General Operating Support grantee.)



Multi-level fountain created by Kevin Osborn for Tucson's Fourth Avenue Underpass, under the TPAC administered Percent for Art program.

Arts Mean Business

- The nonprofit arts sector in Tucson and Pima County generates an impressive \$87.7 million in annual revenue. (The national county median is \$49 million.)¹
- Nonprofit arts earnings provide 2,602 full-time jobs and \$55 million in local household income, most of which is spent in Tucson and Pima County.²
- The combined nonprofit and for-profit arts sector constitutes 5.08% of all Tucson and Pima County industry.³
- The arts produce \$8.1 million in revenue for local and state government:
 - Revenue generated to local government totals more than \$3.8 million.
 - Revenue generated to state government totals almost \$4.3 million.⁴
- In 2010, during the height of recession, 1.9 million arts event attendees generated nearly \$45 million for Tucson and Pima County (excluding the cost of admission).⁵
- Nonprofit arts and culture event attendees spend an average of \$23.34 per person (excluding admission).⁶

¹ Op. Cit., *Arts and Economic Prosperity IV*, p. 4.

² Ibid.

³ Op. Cit., *Local Arts Index*, p. 97.

⁴ Op. Cit., *Arts and Economic Prosperity IV*, p. 4.

⁵ Ibid., p. 9.

⁶ Ibid.

Getting and Spending

Arts Draw Audiences from Near and Far

In Tucson and Pima County, nonprofit arts and culture events alone draw over 1.9 million annual visitors, generating:

- \$45 million in revenue beyond the cost of admission.
- 1,332 events-related jobs (such as production staff, ticket takers, concession stand workers, security, marketing and so on).
- \$26 million in resident household income, most of which is spent locally.

Most arts and culture tourists travel to Tucson for a specific event. On average, they spend 81% more per person than local attendees and make up 11% of all arts and culture audiences. Generating \$8.2 million annually, these tourists benefit the local economy, including hotels, restaurants, shops and transportation services.¹

Tucson is able to attract arts and culture tourists because it boasts premiere arts organizations—like the Arizona Theater Company, Tucson Symphony Orchestra and Tucson Museum of Art, which together attract upwards of 500,000 visitors a year.

Another 500,000 attend signature arts and culture events, such as the All Souls Procession, Tucson Meet Yourself, the Tucson Winter Chamber Music Festival, the Tucson Festival of Books and the International Mariachi Conference. In addition, an often younger market segment, estimated at over 300,000,² is drawn to Downtown Tucson's vibrant music, arts and theater scene.

According to Pima County Administrator Chuck Huckelberry, making sure the arts play a role in revitalizing Tucson's tourism will "benefit the whole community."³



Participants at the annual folklife festival, *Tucson Meet Yourself*. (TPAC PLACE grantee.) Photo: Leigh Spigelman.

ECONOMIC IMPACT BEYOND DOLLARS — VOLUNTEERISM

During the period of the study, 5,010 volunteers donated a total of 275,527 hours to Pima County's participating nonprofit arts and culture organizations.* The estimated value of this donation time is \$5,430,637.**

* Op. Cit., *Arts and Economic Prosperity IV*, p. 7.

** Independentsector.org suggests an hourly value of \$19.71 for Arizona volunteer work.

¹ Ibid, p. 9.

² This figure was extrapolated from data provided by the Cultural Data Project (www.culturaldatapoint.org) and estimates furnished by area arts partners.

³ Quoted in Grove, Ashley, "Local Arts Framed as \$87 Million Force," *Arizona Daily Star* (12/11/12).

Creative Industries Take the Lead

The Tucson region is shaped by its unique landscape, strong cultural traditions and tremendous talent base. This helps to explain why today *creative industries make up 5.08% of our region's economy*—more than double the national county average.¹ Moreover, Pima County's 2,759 arts-related businesses employ close to 9,000 people.²

Among the creative industries, the nonprofit arts sector alone generates *\$87.7 million per year*.³ Urban studies show that vibrant arts sectors draw innovators—in technology, the sciences and venture capital and in creative fields such as design and architecture.

Today *Tucson is a creative hotspot*, boasting:

- a plethora of museums and cultural heritage sites,
- award-winning theatre and dance companies,
- a nationally recognized symphony orchestra,
- a vibrant music and visual arts scene,
- a celebrated poetry center, book festival and renowned literary publishers,
- arts-dedicated public radio and television,
- innovative, creative industry start-ups.

“Understanding how the arts lay the foundation for industry growth and improve livability is the key to creating sustainable economies.”

– Roberto Roberto Bedoya, TPAC Executive Director

¹ Op. Cit., *Local Arts Index*, p. 97.

² Americans for the Arts, *The Creative Industries in Pima County, AZ* (2012), p. 2.

³ The total economic impact of the nonprofit arts and culture industry in Pima County is \$87,715,892. Op. Cit., *Arts and Economic Prosperity IV*, p. 4.

CREATIVE INDUSTRY JOBS...

actors, advertising executives, architects, artist managers, arts administrators, arts educators, art therapists, audio-visual engineers, carpenters, caterers, ceramicists, curators, dancers, decorative painters, display designers, events planners, fabricators, fashion designers, film-makers, fine artists, florists, foundry workers, gallery directors, graphic designers, jewelers, industrial designers, interior designers, landscape architects, leather workers, lighting engineers, magazine stylists, milliners, muralists, musicians, photographers, printers, publicists, publishers, sign makers, teachers, textile workers, theater technicians, web designers, welders, writers, video editors and more...

CREATIVE INDUSTRIES...

- promote local & tourist spending
- revitalize urban cores
- create a “sense of place”
- inspire new ideas and enterprise
- enrich people's lives
- improve community value
- attract innovators in technology, the sciences, communications media and the arts

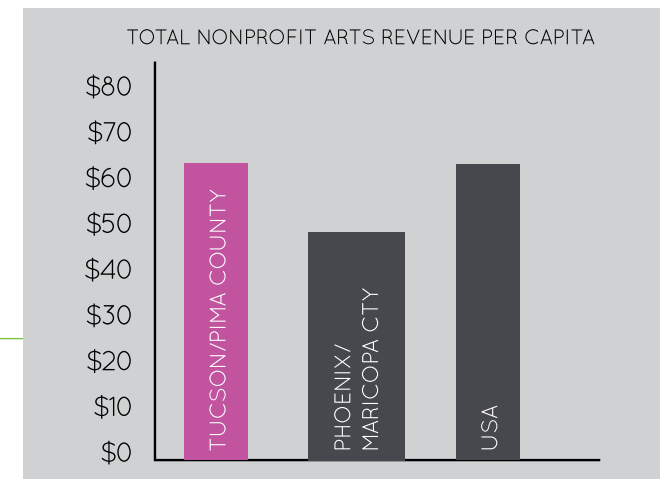
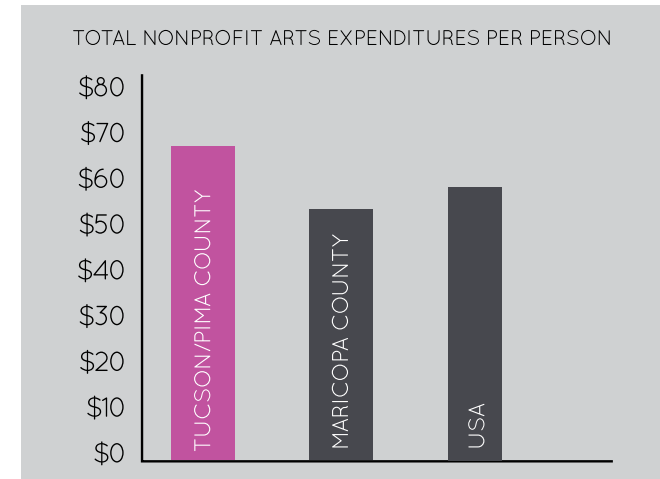
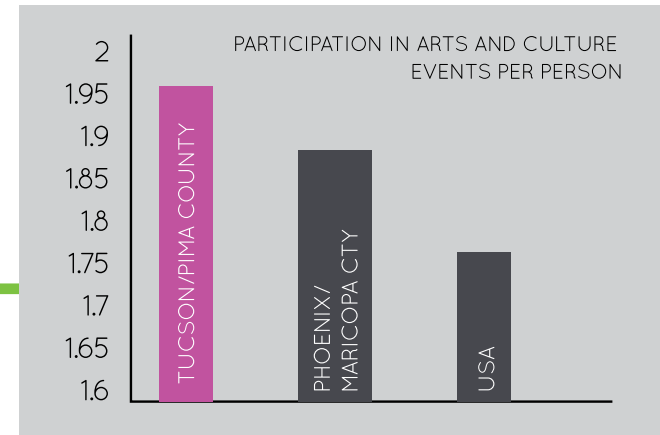
How We Stack Up

Pima County commands a far larger share of creative industries than the national county average. Closer to home our percentage of creative industries (5.08%) compares favorably with Maricopa County (4.9%).

While Maricopa County boasts a much larger population and revenue base and has made impressive efforts to expand its arts and culture sector, Pima County still matches up:

- More Pima residents on average participate in arts and culture activities (1.95 events per person in Pima as compared to 1.89 in Maricopa).
- The nonprofit arts inject more money per person into our regional economy (\$67 per person in Pima versus \$51 per person in Maricopa).
- Ten percent of Pima County's population—vs. 6.6% of Maricopa County's population—contributes to the arts.
- Pima and Maricopa residents combined spend on average \$338 per person annually on arts and creative endeavors (\$335 in Pima and \$341 in Maricopa) – or 21% more than the national average (\$267 per person).
- Per capita Pima County generates more nonprofit arts revenues than Maricopa County.

Percentage-wise the people of Tucson and Pima County excel as producers and consumers of the arts.



N.B. All of the City and County data on this page are drawn from the *Local Arts Index* online version: www.artsindexusa.org/where-i-live. National comparative data are drawn from *Local Arts Index Report for Pima County, AZ* (2012), pp. 35-52.

Strengthening Regional Vitality

Across the country, businesses, non-profits, community groups and local governments are coming together to shape forward-looking plans that harness the arts in order to create more livable, vibrant and sustainable neighborhoods, cities and regions.

RECENT ARTS & INDUSTRY COLLABORATIONS

- **DOWNTOWN TUCSON** becomes a hub for designers, programmers, architects, artists, 3-star restaurants, award-winning theater and music, arts festivals, art schools, fine crafts and cafés.
- **MENLO PARK** is revitalized through mixed-use development built with community input that includes TPAC-sponsored public art and performance, a multi-modal bridge and a weekly green market.
- **AJO'S** commercial renaissance starts with a strategic plan to convert the historic Curley School into artist live/work spaces.
- **TUCSON INTERNATIONAL AIRPORT** delights travelers with interpretations of our cultural and natural landscape—reaffirming our value as a tourist destination.

CREATIVE PLACEMAKING IN THE NEW MILLENNIUM

According to the National Endowment for the Arts, “creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire and be inspired.”¹

The Tucson Pima Arts Council uses creative placemaking strategies as part of its Community Cultural Development work to develop award-winning public art and support arts-based civic engagement projects that strengthen our region’s neighborhoods and public spaces.

Currently more than 60 public art projects are in the works, including several along Tucson’s new modern streetcar line. In each case, TPAC partners with organizations, government officials, community stakeholders and artists to ensure that projects reflect community identities and aspirations, while enhancing our shared public spaces.



Artwork by Brenda Semanick and Dave Dobler created for the Luis G. Gutierrez Bridge, under the TPAC administered Percent for Art Program. Photo: Martha Lochert.

New ARTiculations Dance Theatre performs FLOW in the Santa Cruz riverbed. (TPAC PLACE grantee.)



The PLACE (People, Land, Arts, Culture and Engagement) Initiative supports artists and arts organizations working with neighborhoods to provide arts experiences that build social cohesion. These creative placemaking activities encourage personal memories, tap into cultural histories and enliven the sense of “belonging,” while reflecting the distinctive identity of Southern Arizona and the Southwest’s larger desert and border culture.

STEWARDSHIP OF ARTS AND CULTURE

Art, as it is practiced in our region, ranges from heritage practices and the work of myriad individual artists to the activities of long-standing performing and visual arts institutions, such as the Arizona State Museum, Arizona Sonora Desert Museum, The Drawing Studio, Rogue Theater, Tucson Winter Chamber Music Festival and many more. In addition, cultural sites such as San Xavier del Bac and events like Rodeo Day, the Pascua Yaqui Easter Celebration and All Souls Procession promote our heritage and brand our region as a unique cultural destination.

Our arts and culture organizations not only provide an economic engine for our region, they are our culture bearers, stewards of our arts and culture. They reflect our civic identity by presenting work in established public spaces. They also preserve our arts and cultural history through their collections, commissions, repertoires and community engagement programs.

To continue strengthening our regional vitality our culture bearers depend on the partnership and support of corporate and individual donors, along with the local public sector.

¹ See www.nea.gov/pub/CreativePlacemaking-Executive-Summary.pdf



Stories That Soar! actors rehearse a theater piece based on stories created by schoolkids. (TPAC PLACE grantee.)
Photo: Brendan Murphy.

Arts and Learning

Our region boasts a great number of award-winning arts education programs that integrate arts into the teaching of core subjects and address key elements of the 21st century learning framework.

Why Is Arts Education Important? A growing amount of research demonstrates the connection between student learning in the arts to a wide spectrum of academic and social benefits.

NATIONWIDE STUDIES¹ SHOW:

- Arts instruction develops and enhances reading and writing skills, language development, reasoning ability, intuition, perception, imagination, inventiveness, creativity and problem-solving skills.
- Music instruction builds spatial-temporal reasoning and mathematical skills.
- Arts activities promote social skills, including self-confidence, conflict resolution, collaboration, empathy and social tolerance.
- The arts emphasize active engagement, disciplined attention and persistence.
- The benefits of arts learning extend to the entire school and surrounding community.
- The arts help create a learning environment that fosters teacher innovation, community engagement, increased student attendance, effective instructional practice and positive school identity.

STUDIES IN ARIZONA² SHOW:

- 50% of schools have no budget for arts education.
- 79% of schools spend less than \$1 per student per year, or less than ½ penny a day.

Southern Arizona's investment in arts education has diminished even more significantly since 2009.

Yet in the 21st century, arts education could play a vital role in developing life skills and preparing students to become innovators in tomorrow's workforce.

¹Critical Links: Learning in the Arts and Student Academic and Social Development, sponsored by the Arts Education Partnership with support from the U.S. Dept. of Education and the National Endowment for the Arts, published in 2002.

²Engaging Students Supporting Schools Accessing Arts Education, sponsored by the Arizona Arts Educational Research Institute, a partnership of the Arizona Commission on the Arts, Arizona Dept. of Education, College of Fine Arts at the University of Arizona, College of Arts & Letters at Northern Arizona University and the Herberger Institute for Design and the Arts at Arizona State University.

The Health of Our Arts Organizations

As Tucson and Pima County grow in population there is, more than ever, a real demand for high quality arts and cultural experiences. In order to keep pace with this expectation to produce exceptional art for our community, arts organizations must be stable and financially secure. Yet over the past five years organizations have lost significant funding from government and private sources. The Arizona Cultural Data Project indicates that this decrease in funding has resulted in reduced programming and in the loss of administrative capacity.

WHAT OUR GRANTEES TELL US:

- For emerging arts organizations one of the main challenges to sustainability is lack of predictable revenue. Artistic, managing directors and support staff often donate up to 100% of their time.
- The reduction in arts funding has limited the ability of organizations to host community events where admission is either free or reduced. It's vitally important to retain programs for children, which are a necessary component to arts education.
- A more evenly divided ratio between earned (ticketed) and contributed income is essential to ensure that programming decisions are not based on economics. Focus should be on designing series that are artistically significant and that inspire our community rather than only on series designed to sell the most tickets.

Public support leverages other contributed funds and enables organizations to hire top-quality artists, offering programming that reaches larger and more diverse audiences.

Renowned cellist Yo-Yo Ma accepts applause with Conductor George Hanson and the Tucson Symphony Orchestra. (TPAC General Operating Support grantee.)



Public vs. Private

Leveraging Tax Dollars To Do More

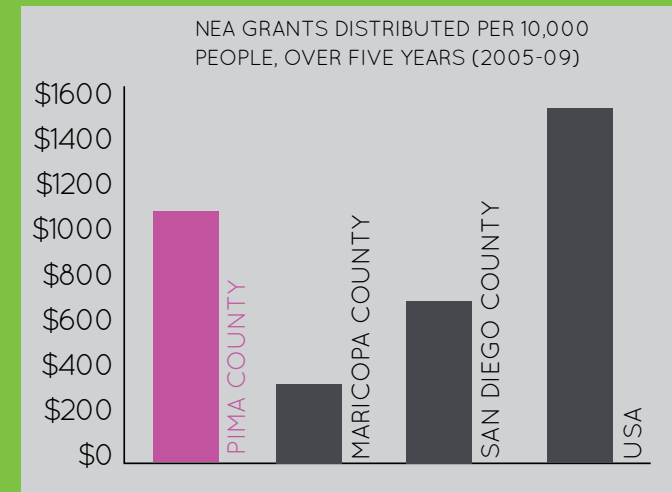
To help fortify and sustain our regional arts organizations, TPAC's executive leadership has leveraged local dollars to attract national dollars from public and private sources.

Private foundations such as the Kresge, Nathan Cummings and Open Society Foundations and the National Endowment for the Arts (NEA) have contributed more than \$500,000 to help our local institutions build capacity and enrich program offerings.

TPAC provides taxpayers a valuable return on their investment by using City and County public sector funds—the lion's share of which directly supports public arts programming—to match national grant awards.

Winning these highly competitive grant awards is a nearly unprecedented feat for a mid-sized regional arts council.

TPAC must be able to show there is strong public support for the arts in order to continue to attract major grant funding in the future.



Per capita, Tucson and Pima County attracted 3 times more NEA funds than Maricopa County and 1.5 times more than San Diego County.¹

¹ NEA grants per 10,000 people, 2005-2009, were \$1,095 for Pima County, \$359 for Maricopa County and \$649 for San Diego County. See Op. Cit., *Local Arts Index* (online): www.artsindexusa.org/local-arts-index

At the 2013 Arts Congress in Phoenix, arts advocates meet with the Director of the Governor's Office in Tucson, Tim Bee, and Rep. Ethan Orr.



What Can Be Done? Spread the Word.

TPAC believes in advocating for the value and importance of the arts to a healthy and prosperous community. The data presented in this publication offer clear proof of the positive impact of the arts on economic vitality, quality of life and educational achievement throughout Tucson and Pima County.

Whether our arts sector can continue to thrive will depend in whole on our partners: Arts consumers and funders, business and civic leaders, arts professionals and board members, teachers and school administrators, elected officials and other public funding decision-makers—all must play a role in championing the arts.

It is incumbent upon those who understand the importance of the arts to a successful and vibrant region to spread the word through citizen advocacy with friends, colleagues, community leaders and elected officials. Arts organizations play a powerful role in sharing data on economic, educational and quality of life impacts with their audiences, members, donors, boards, business leaders and local and regional governments.

The importance of the arts and of public funding for the arts is an exciting story to be shared throughout Tucson and Pima County. Together, individuals and arts organization advocates can understand and promote that importance to the benefit of all.

Become an advocate for the arts. Spread the word.

ABOUT TPAC

OUR MISSION

The Tucson Pima Arts Council fosters artistic expression, civic participation and the economic growth of our diverse community by supporting, promoting and advocating for arts and culture.

OUR FOCUS

Founded in 1984 as a private nonprofit corporation, TPAC is the designated local arts development agency for the City of Tucson and Pima County.

TPAC channels funding to local arts groups to ensure their vitality and supports quality arts programs and initiatives that promote civic engagement. We oversee public art commissions that establish a sense of place. We host professional development workshops, exhibits and activities that foster a vibrant arts dialogue. We sponsor initiatives that result in rich arts learning programs for young people.

TPAC collaborates with government and community partners to sustain the arts and build awareness of the profound impact of the arts on our region's economy and quality of life.

Go There by John Christensen. Created under the TPAC administered Percent for Art Program.



The Tucson Pima Arts Council extends special thanks to the members of its Marketing Committee, in particular Gail Browne and Sue DeBenedette, as well as to Susan Franano from the Advocacy Committee and TPAC Communications Manager Emily Düwel, for their considerable efforts on behalf of this report.

Graphic Design: Smart Pop Creative
Illustration: Julie Ray Creative

