

Why the Arts are Essential to Community Development



As of 2016, among PA's 18 cities with a population of 20,000 or more, Bethlehem:

- Has the highest median household income
- Has the lowest poverty rate
- Is one of five that have gained population since 1980
- Ranks first in residential property value
- Has the lowest residential vacancy rate

34 Years of Intensive Arts Strategies

Three BIG Conclusions



1. The Arts expand social capital in the community

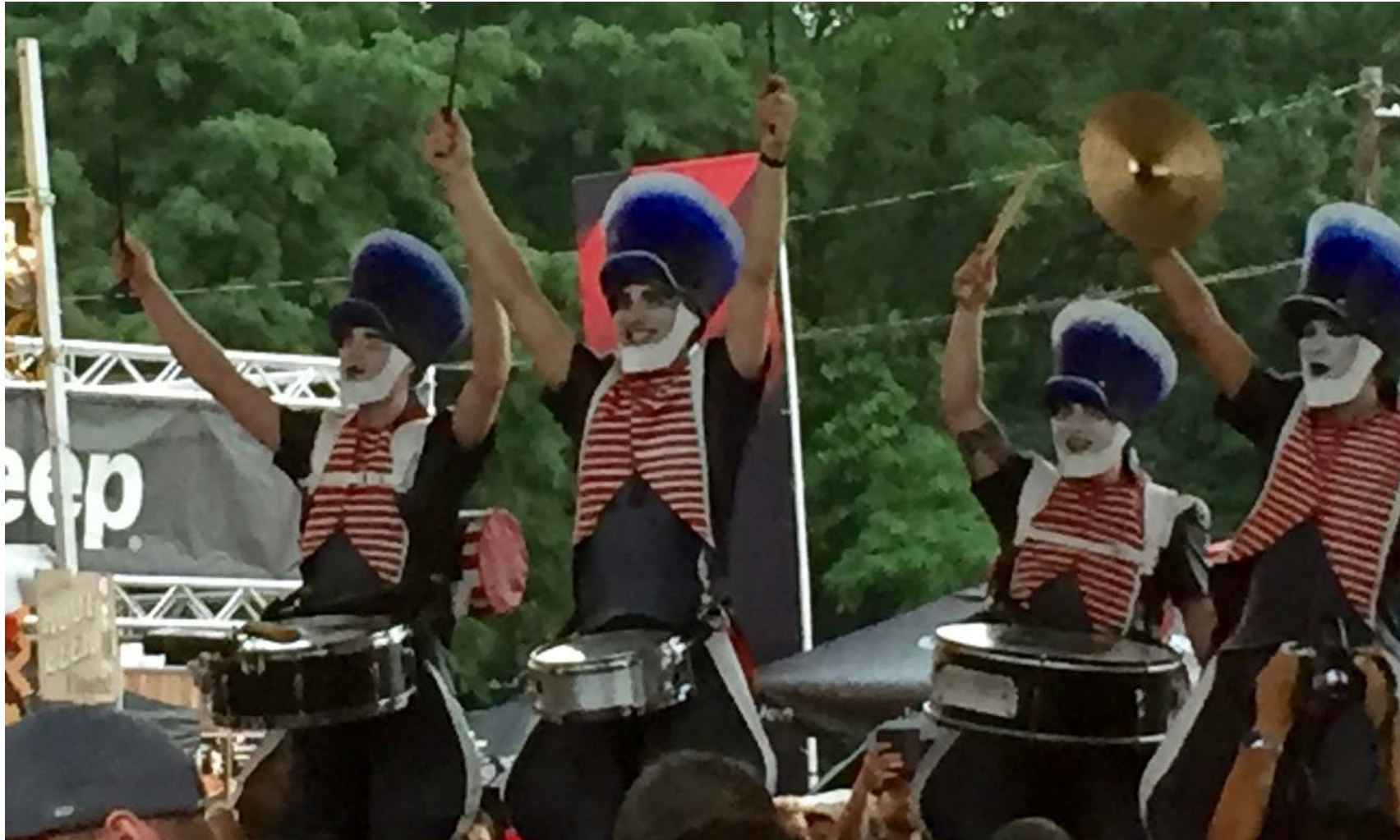


Arts that are relevant and accessible:

- Remove barriers to participation
- Invite all members of the community
- Create bonds across demographic segments



2. The Arts support the BRAND of a COMMUNITY



- Best Summer Festivals (Musikfest)
 - National Geographic – September 2014
- Top 10 Most Idyllic and Historic Main Streets
 - USA Today – 2014 & 2015
- Best Christmas Markets Around the World
 - Conde Nast – December 2014
- 19 Incredible Concert Venues (SteelStacks)
 - Buzzfeed – July 2015
- Best Place to Retire in the Northeast
 - Money Magazine – October 2016
- 60 Great Things to See Around the Globe (Musikfest)
 - Chicago Tribune – December 2016
- Most Unusual New Year's Eve "drops" (PEEP drop at SteelStacks)
 - CBS News – January 2017

2016

ArtsQuest generated 6 billion media
impressions = \$22M in advertising
for BETHLEHEM

3. The Arts help to retain and attract a talented workforce



The Challenge

% of Adults over 25 with a College Degree (2016)

All PA Cities

- Pennsylvania – 29% **We're number 24!**
- Pittsburgh – 41%
- Greensburg – 33%
- Bethlehem – 27%
- Philadelphia – 26%
- Lancaster – 26%

Attracting a Creative Workforce

% Ages 25 – 34 with College Degrees

- Pennsylvania – 38% United States – 34%
- Pittsburgh – 56% Pgh Cultural Trust 1984
- Greensburg – 40%. Westmoreland Cultural Trust ++
- Philadelphia – 40% Avenue of the Arts 90's
- Bethlehem – 38% Musikfest 1984, SteelStacks, 2011
- *Note: Cities of Lower Burrell (Westmoreland) and Hermitage (Mercer) both are at 46%. Counties: Montgomery 55%; Allegheny 52%, Centre & Chester 51%; Bucks, Butler & Delaware 41%*

What the Arts have done for Lancaster

Mayor Rick Gray came to office in 2006, with an agenda focusing on the arts. He created “Lancaster Public Art”, a program within the Mayor’s office. Lancaster has experienced an incredible jump in attracting creative young people.

Percent of population 25-34 with college degrees

	2000	2016	+/-
• Lancaster City	16	26	+10
• Pennsylvania	29	38	+9

INCREASES IN % COLLEGE GRADS 25-34 DEMO, 2000-2016

- PITTSBURGH 17%
- PHILADELPHIA 14%
- LANCASTER 10%

A culturally vibrant community helps attract the social, human and economic capital for a prosperous 21st century community



Arts Programs can be hosted almost anywhere!

