

Arts + Social Impact Explorer Fact Sheet

INFRASTRUCTURE

ARTS + COMMUNITY DEVELOPMENT

IMPACT POINTS

105% INCREASE IN REVENUE

Art and community development results in greater tax revenues. The downtown Phoenix creativity hub yielded a 105 percent increase in tax receipts, compared to a city-wide decline of 1.04 percent.¹

ARTS MAKE PEOPLE LOVE WHERE THEY LIVE

Love for your community leads to economic growth. Data from a three-year study show a significant link between resident attachment and local GDP growth, with the arts as a critical component.²

ARTS-RICH NEIGHBORHOODS 1.6X MORE CONNECTED

Art and community development strengthens social networks. Residents living on a block where community-based art projects took place were 1.6 times more likely to report they felt more connected to the neighbors.³

86% OF ARTS PARTICIPANTS MORE INVOLVED IN CIVIC ISSUES

Arts activities increase residents' interest in getting involved in local issues and projects. Eighty-six percent of participants who took part in community-based art want to be involved in future projects, and people living where these art projects occurred were more than twice as likely to be civically engaged as those whose neighborhoods did not have projects.⁴

OVERVIEW

Arts-based community development (sometimes called creative placemaking)—and the deep integration of arts and culture into communities' pursuits of healthier, more vibrant, more equitable places—has a long history in the United States that stretches back thousands of years to the first Native American tribes and laces through post-colonization history as well.

Artists, arts organizations, and artistic activities in general play can play a valuable role in the development and long-term health and sustainability of our communities. Research shows that communities with a vibrant cultural scene are more desirable to live in, have greater economic stability, and attract a more diverse and educated work force.

Often when a community struggles with a social concern, arts projects can foster cooperative dialogue and bring about solutions and change. The arts drive an increased tax base, stronger social networks and community cohesion, reduced health risks, higher empathy, and more community pride. These things, together, make it possible for communities to progress toward their goals.

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5-10% INCREASE WITH ARTS ACTIVITIES

Neighborhoods with more arts activities see increases in housing, population, and school test scores along with a decrease in crime. A five-year study of low-income Chicago neighborhoods shows 5-10 percent improvements in each category in neighborhoods with high arts activities.⁵



EXAMPLES OF PRACTICE

Ashé Cultural Arts Center, New Orleans, LA



Ashé, a project of Efforts of Grace, Inc., is a community cultural arts center deeply rooted in Central City New Orleans that serves as a hub for people of African descent who live there.

<https://www.ashecac.org/new-index/jominor2009@gmail.com>

image: Community members at Ashé Cultural Arts Center, New Orleans, LA.

Connect the Lots, Camden, NJ



Connect the Lots uses arts, cultural, and recreational activities to activate vacant and underutilized city spaces. The activities visually connect neighborhoods, engage the community, and attract visitors.

connectthelotscamden.com

Bryant@coopersferry.com

image: I Love Camden. Roosevelt Plaza Park, Camden, NJ. Courtesy of Coopers Ferry Partnership.

Porch Light, Philadelphia, PA



This joint collaboration between Mural Arts, the City of Philadelphia's Department of Behavioral Health, and Intellectual disAbility Services

focuses on achieving universal health and wellness among Philadelphians through meaningful works of public art.

<https://www.muralarts.org/program/porch-light/info@muralarts.org>

image: Colorful Legacy by Willis "Nomo" Humphrey & Keir Johnston. Photo by Steve Weinik. Courtesy of Mural Arts

Irrigate, St. Paul, MN



Based on a three-year initiative created by Springboard for the Arts with the City of Saint Paul and Twin Cities Local Initiatives

Support Corporation and in response to disruptive construction of a light rail line through the urban core, Irrigate is a community development strategy that mobilizes the skills and creativity of local artists to create innovative, meaningful, authentic solutions to local challenges.

<https://springboardforthearts.org/programs/irrigate/laura@springboardforthearts.org>

image: Irrigate closing celebration. Credit: Sean Smuda.

Opa-locka Community Development Corporation, Opa-locka, FL



OLCDC works with the residents of the distressed areas of Opa-locka and North Dade County to improve access to housing, health, education,

employment, safety, and culture, often utilizing art-based strategies.

olcdc.org

logan@olcdc.org

image: Community Paint Day, April 2015. Photo by Walter Hood. Courtesy of OLCDC.

top image: Rutgers Camden Represents at Camden Jam. Roosevelt Plaza Park, Camden, NJ. Courtesy of Coopers Ferry Partnership.

REFERENCES

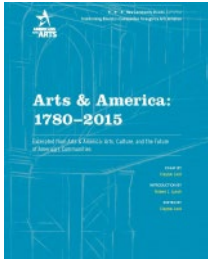
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2. John S. and James L. Knight Foundation. (2010, November 15). Got Love for Your Community? It May Create Economic Growth, Gallup Study Says. (Press Release). Retrieved 28 January 2018 from <https://www.knightfoundation.org/press/releases/got-love-for-your-community-it-may-create-economic>

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READING LIST

Arts & America, 1780-2015



This essay from the book *Arts & America: Arts, Culture, and the Future of American Communities*, covers the history of arts-based community development from the founding of the modern United States to present.

<https://www.americansforthearts.org/node/90681>

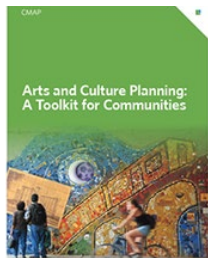
Culture Builds Community Evaluation Report



This study evaluated the impact, successes, and failures of a William Penn Foundation program in Philadelphia.

<https://www.americansforthearts.org/node/86875>

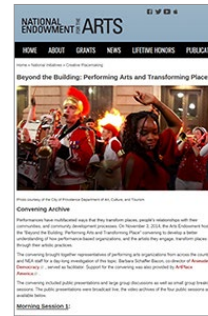
Arts and Culture Planning: A Toolkit for Communities



This tool kit is intended to help municipalities incorporate arts and culture into their communities; enhance livability by improving quality of life; and become more attractive places to live, work, and play. It offers a primer on different types of arts and culture and their inherent primary needs and secondary impacts, then proceeds to detail steps that can be taken by communities.

<https://www.americansforthearts.org/node/100967>

Beyond the Building: Performing Arts and Transforming Place



In 2014, the National Endowment for the Arts hosted *Beyond the Building* to better understand how performance-based organizations transform places through their artistic practices. The video archives can be accessed online.

[arts.gov/partnerships/beyond-the-building-performing-arts-and-transforming-place](https://www.arts.gov/partnerships/beyond-the-building-performing-arts-and-transforming-place)

Effective Community Arts Development: Fifty Years, Fifty Tips



These 50 tips, gathered by Americans for the Arts on its 50th anniversary, show how to best equip communities for effective arts development.

<https://www.americansforthearts.org/node/95436>

top image: THRIVE Urban Farm Volunteer Day, February 2018. Courtesy of Opa-locka Community Development Corporation, Opa-locka, FL

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- Nicodemus, A., Engh, R., & Mascaro, C. (2016). Adding it Up: 52 Projects by 30+ Artists in 4 Neighborhoods. Metris Arts Consulting. Retrieved 20 January 2018 from <https://issuu.com/metrisarts/docs/adding-it-up-final-draft-web>
- John S. and James L. Knight Foundation. (2010)



ORGANIZATIONS

ArtPlace America

ArtPlace is a creative placemaking hub that includes a variety of resources on key areas of focus.

<http://www.artplaceamerica.org>

Our Town/How to Do Creative Placemaking

The program supports creative placemaking projects that help transform communities through strategies that incorporate arts, culture, and design. The program also offers creative placemaking resources.

arts.gov/artistic-fields/creative-placemaking/creative-placemaking-resources

Local Initiatives Support Corporation (LISC)

LISC supports projects that revitalize communities and bring greater economic opportunity to residents. It works with community-based partners to invest in housing, business, jobs, education, safety, and health.

lisc.org

Social Impact of the Arts Project (SIAP)

SIAP focuses on the relationship of the arts to community change, with a particular interest in strategies for neighborhood revitalization, social inclusion, and community wellbeing.

repository.upenn.edu/siap

top image: Youth participant of Visual Art Program at Art on 51. Photo by Brother Juan Acuna, Precious Blood Ministry of Reconciliation.

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DIPLOMACY

ARTS + TOURISM

OVERVIEW

Tourism is a business that contributes economically and socially to our communities, and cultural tourism is even better business. According to the Americans for the Arts' Arts & Economic Prosperity 5 study, arts and culture travelers stay longer and spend more than other travelers, resulting in a strong economic impact for the communities with arts and culture offerings.

In addition, cultural tourism—whether you're heading to the next town over or halfway around the world—inspires connection, empathy, and a renewed appreciation for the ways of others. Communities understand the role that arts and culture have in strengthening tourism, regional identity, and person-to-person connection. Increasingly, municipal governments have allocated local hotel/motel taxes to the arts, encouraging growth and continued investment.

The arts are the fourth largest driver of tourism and influence decisions made when planning travel. Experiences can include brick-and-mortar establishments (e.g., museums and theaters) along with transitory events (e.g., festivals and community projects). They appeal not only to domestic audiences but also to foreign ones, with a significant number traveling specifically to experience new cultures.

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IMPACT POINTS

68% OF TOURISM IN U.S. DRIVEN BY ART

The arts, cultural heritage, and history drive over two-thirds of all of the tourism in the United States.¹

35.3 MILLION TRAVEL FOR THE ARTS

The arts drive travel planning. 35.3 million adults say that a specific art, cultural, or heritage event or activity influenced their choice of destination.²

CULTURAL TOURISTS SPEND 2X MORE

Research shows that cultural tourists spend nearly twice as much while traveling as other tourists do—an average of around \$1,000 versus \$600 per trip—providing important additional economic impacts to destination communities.³

68% INCREASE IN EMPATHY FOR OTHER CULTURES

Research shows that 68 percent of travelers say that traveling to another culture increases their empathy, and 77 percent say they can communicate better with different types of people after traveling.⁴

ARTS ENGAGE TOURISTS OF ALL AGES

Attracting tourists across the age spectrum is central to a community's tourism economy. Engagement in arts and culture interests rate high for Millennials (73 percent), Boomers (64.8 percent), and Gen Xers (67.8 percent).⁵

CULTURAL TOURISM = INCREASED PEACE

A growing body of literature connects culturally based tourism to "soft diplomacy" and highlights the strong links between cultural exchange and increased intercultural dialogue, mutual understanding, political stability, and peace-building.⁶

16% INVESTMENT OF LOCAL TAXES FOR CULTURE

Increasingly, communities recognize that tourism benefits from the arts and are increasing money available for local arts agencies. Sixteen percent of local arts agencies receive funding from local hotel/motel taxes.⁷

EXAMPLES OF PRACTICE

African American Music Trails of Eastern North Carolina, Asheville, NC



African American Music Trails helps travelers explore African American music in eastern North Carolina. Researchers, writers, and photographers have worked with local residents and arts organizations to provide in-depth insiders' views of music and musicians.

africanamericanmusicnc.com

michelle.lanier@ncdcr.gov

image: Gospel singer Latisha Scott and the Edgecombe County High School Band. Photo by Titus Brooks Heagins for the North Carolina Arts Council.

Downtown Fort Collins Creative District, Fort Collins, CO



The Downtown Fort Collins Creative District is part of the Colorado Creative Industries Creative District. It features art galleries, musical venues, theaters, and public art, as well as housing, restaurants, breweries, and other locally owned businesses.

dfcdc.org

image: Artist Rachel Herrera painting the DF CDC buildings. Photo by Summit Studios.

Wyoming County Rural Arts Initiative (WCRAI), Warsaw, NY



WCRAI funds artistic microenterprises and small businesses to increase tourism to the Finger Lakes Region of New York. Started in 2016, several

artists have already opened shops or increased production in towns throughout the county.

wycochamber.org/about-wyoming-county/arts-and-culture/wyoming-county-rural-arts-initiative

sgardner@wycochamber.org

image: Wyoming County Rural Arts Initiative project funding recipient Robert Doyle at his photography studio speaking with colleagues about their work in July 2017. Photo courtesy of Leslie Locketz.

The City of Providence Department of Arts, Culture, and Tourism, Providence, RI



The Providence Department of Art, Culture + Tourism (AC+T) ensures the continued development of a vibrant and creative city by integrating arts and culture into community life while showcasing Providence as an international cultural destination.

<http://www.providenceri.gov/art-culture-tourism/>

sfortunato@providenceri.gov

image: People in the PVD Fest 2017 parade. Photo by Erin Smithers.

top image: PVD Fest in Providence, RI

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READING LIST

Cultural Tourism: Bridging America Through Partnerships in Arts, Tourism and Economic Development



This Americans for the Arts monograph features issue papers on how collaboration, implementation, and communication help build long-lasting relationships between tourism and culture.

<https://www.americansforthearts.org/node/87668>

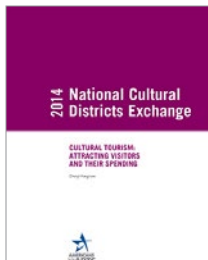
Understanding the Critical Issues for the Future of Travel and Tourism



This report from the World Travel & Tourism Council looks at the impact of environmental and sustainability issues on the future of global tourism.

<https://www.americansforthearts.org/node/100858>

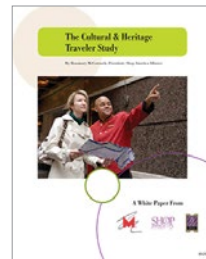
Cultural Tourism: Attracting Visitors and Their Spending



This research paper, commissioned for the National Cultural Districts Exchange, outlines definitions and strategies related to cultural tourism as it relates to arts and culture districts.

<https://www.americansforthearts.org/node/93990>

The Cultural & Heritage Traveler Study



The seventh in a series of white papers provides education and resources to increase visitation to museums and increase business at museum stores.

<https://www.americansforthearts.org/node/100857>

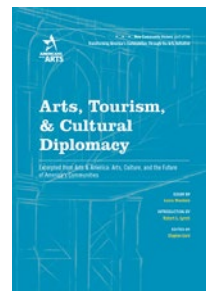
Tourism as a Driver of Peace



Countries with a more open and sustainable tourism sector tend to be more peaceful. This research from the World Travel & Tourism Council looks for the first time at the empirical links between tourism and peace.

<https://www.americansforthearts.org/node/100854>

Arts, Tourism, & Cultural Diplomacy



This essay by Laura Mandala in *Arts & America; Arts, Culture, and the Future of America's Communities* looks at the changing face of tourism in the United States, trends and associated arts interventions, and the role that the arts may play in positively impacting those changes.

<https://www.americansforthearts.org/node/90693>



ORGANIZATIONS

Cultural Tourism Alliance

The Cultural Tourism Alliance is a group of tourism marketing professionals who share the vision and challenge of increasing tourism to towns, cities, regions, and states in the United States through the promotion of authentic and unique cultural and heritage offerings.

chtalliance.com

National Trust for Historic Preservation

The National Trust works to save historic places in the United States. It believes that historic places help define and distinguish communities by building a strong sense of identity.

savingplaces.org/historic-sites

Brand USA

Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include fostering understanding between people and cultures and creating jobs essential to the

economy. Download factsheets about the tourism of each U.S. state. (https://www.thebrandusa.com/partners/state_fact_sheets)
<https://www.thebrandusa.com/>

US Travel Association

US Travel represents 1,200-member organizations in the travel industry. It provides articles, reports, and toolkits addressing the role of culture in travel.

ustravel.org

CulturalHeritageTourism.org

CulturalHeritageTourism.org provides a platform for cultural heritage and destination tourism professionals to connect and share best practices.

culturalheritagetourism.org

top image: Historic District in Fort Collins, Co

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