

# Arts Community Impact Agenda

**Key Impact: The arts create vibrant neighborhoods and contribute to a thriving economy.**

**Outcome 1: The arts create economic value for local neighborhoods.**

*Clusters of arts providers and events in close geographic proximity (“cultural clusters”), for example, within the downtown core, draw people to neighborhoods and get pedestrians out on the street. This bustling, visible activity helps make neighborhood streets safer, provides business for nearby restaurants and shops, and encourages storefronts to stay open longer hours. Ultimately, these neighborhoods become more attractive and inviting places to live, which will be reflected in the real estate values of nearby properties.*

**Measures:**

- **Foot/vehicle/transit traffic in cultural clusters.**
- **Dollars spent at businesses adjacent to cultural events.**
- **Increase in real estate property values in cultural clusters and around the Region.**

**Outcome 2: The arts improve the quality of life in the Region by making it more fun, interesting and attractive.**

*By providing a wide variety of activities to choose from and experiences that are extraordinary – because they have national or international profile, because they reflect innovative thinking, and/or because they represent something uniquely special about the Region – the arts increase the quality of life for local residents.*

**Measures:**

- **# events/productions with national or international profile.**
- **# experiences not readily available inside or outside the Region**
- **# different genres/art forms available to be experienced.**
- **% residents who perceive the Region as a “happening” place – a place with a lot of interesting things going on.**

**Outcome 3: The arts contribute to a thriving Regional economy.**

*By providing experiences that are extraordinary, the arts differentiate the Region and help make it a place of destination. This differentiation, amplified by attention from around the nation and world, brings tourist dollars to the Region and ensures that more of our own expenditures on culture are spent locally. It also helps businesses draw top-notch creative and valued employees to work at our Region’s great companies, both large and small. Arts learning reengages our students at every age in school, improving attendance, grades and graduation rates. This, in turn, encourages our talented workforce to put down roots and stay for the long term.*

**Measures:**

- Overall tourist dollars spent in the Region.
- The percent of workers employed as mathematicians, scientists, artists, engineers, architects, and designers in the Region's labor force.
- % of population that is between the ages of 20-64.
- The percentage of employed managerial and professional workers in the Region's labor force.
- # businesses relocated to or created in the Region.
- The percentage of young adults with a high school diploma; the percent of population 25 years of age or older who have earned a bachelor's degree or higher.
- Increase in grades/attendance.

**Key Impact: The arts create a more connected community.****Outcome 4: The arts help promote increased understanding and tolerance of differences among residents.**

*Affordable and accessible community-wide arts events featuring diverse and relevant programming bring together a large number of different kinds of people to a single place. When those events offer opportunities for attendees to engage with each other and a platform for conversation, the shared experience can help residents to engage across barriers of race, geography, age, and socio-economic status --- differences that all too often separate them and prevent meaningful interaction.*

**Measures:**

- Level of cultural engagement by race/ethnicity, age, socioeconomics, and geography.
- Decrease in harassment complaints to police.
- % residents reporting increased understanding of individuals who are different from them.
- % residents reporting that they "feel like neighbors" to other residents.

**Outcome 5: The arts create and strengthen social bonds.**

*By bringing people together in one place, arts events and institutions facilitate serendipitous interactions between friends and neighbors and help people meet each other for the first time. Furthermore, through arts learning opportunities for children and classes, workshops, and other means for adults to make or perform art with each other, both children and adults receive repeated and meaningful exposure to their neighbors and fellow residents. People get to know each other and form relationships in the course of celebrating the arts.*

**Measures:**

- % residents who volunteer in the arts.
- % residents who engage in amateur art making with others.
- % residents reporting new relationships attributable to arts involvement within the past year.

## **Outcome 6: The arts foster shared community pride.**

*The arts put the Region and its downtown core “on the map” outside the Region, and they also reach out to every corner of our community. Knowing that the Region hosts extraordinary cultural experiences that capture the attention of those outside the Region and differentiate us as a Region, helps us to think of the Region as a place of destination. By working together and leveraging each other’s assets and relationships, anchor institutions and small organizations alike bring arts experiences to cities, towns, and villages across the Region that would not otherwise be available. Regardless of where we live, we know that the things that make our own community special are honored and valued in the context of the larger Region. We come together through the arts to share experiences that contribute to a sense in pride not only in the community in which we live, but also in the Region as a whole.*

### **Measures:**

- **Volume, tone, and nature of traditional and social media coverage about the role of the arts in making the Region and its downtown core a better place to live, work, play and stay.**
- **% residents who report overall satisfaction/increased satisfaction with living in the Region.**

