



Transforming America's Communities Through the Arts

Buffalo, NY

August 1st, 2016







EXHORTATION OF THE FLORENCE FATHERS.

Who We Are

5,000

National, State, Local
Art Support and Service
Organizations

20

National Strategic Partners
Private and Public Sector
Decision Makers

1,000

Opinion Leaders
Artists and Patrons
Foundations and Business
Military
Governors and Mayors

300,000

Citizen Activists

www.ArtsActionFund.org



Bureau of Economic Analysis

Arts and culture as a part of GDP:

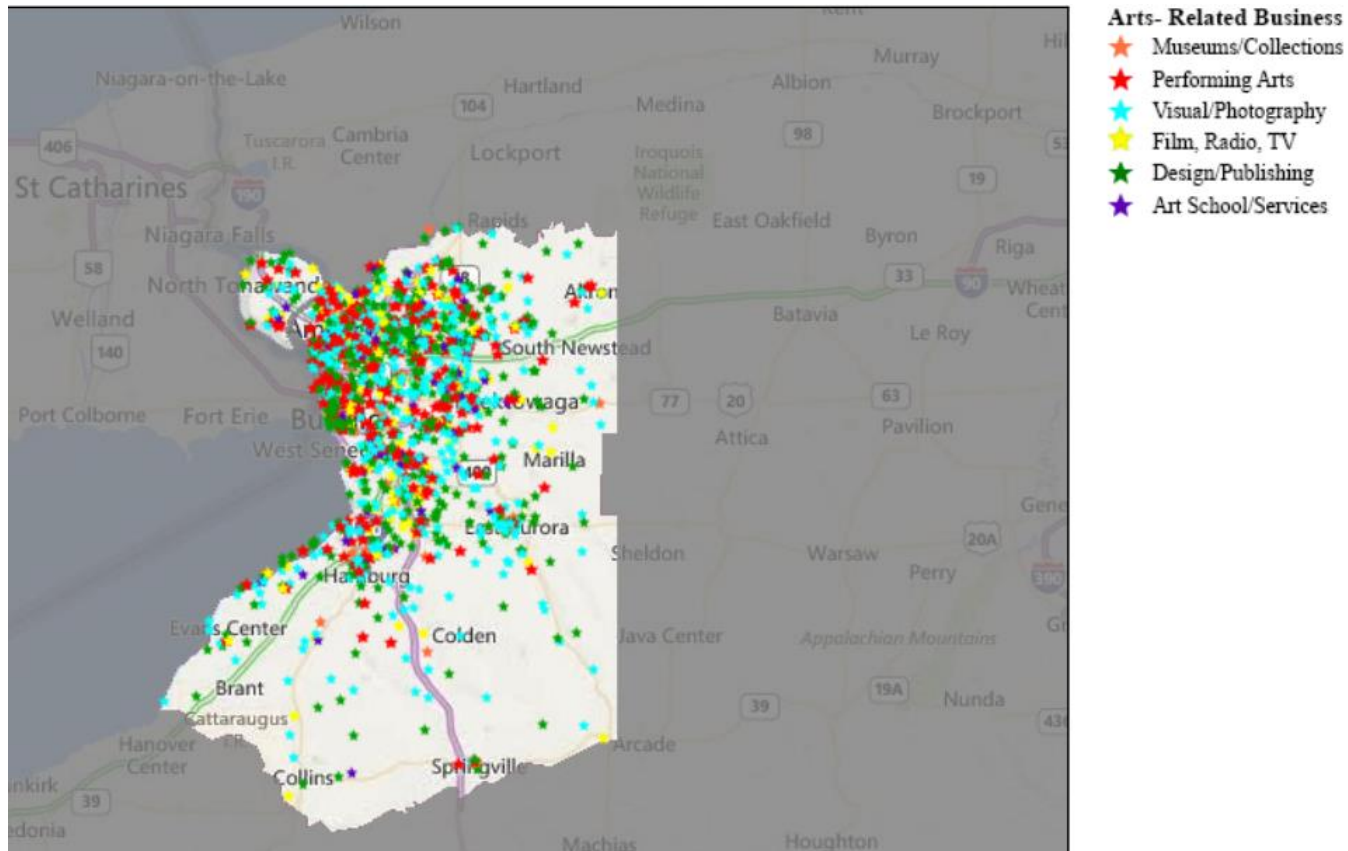
\$704 Billion

4.7%

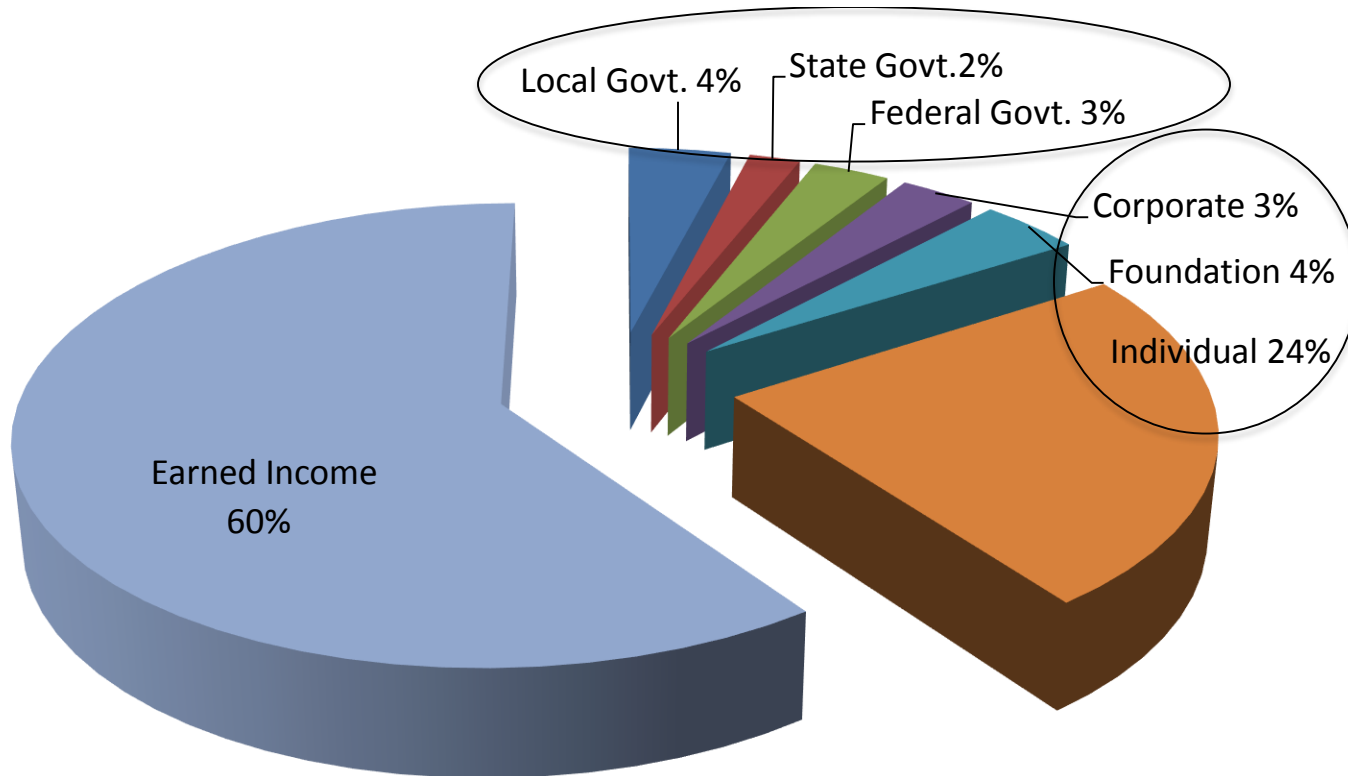
Economic Impact of Nonprofit Arts & Culture Industry

- **\$135 Billion Annual Expenditures**
- **4.1 Million Full-Time Equivalent Jobs**
- **\$22.3 Billion Tax Revenue**

Erie County: 1,829 Arts-Related Businesses Employ 7,761 People



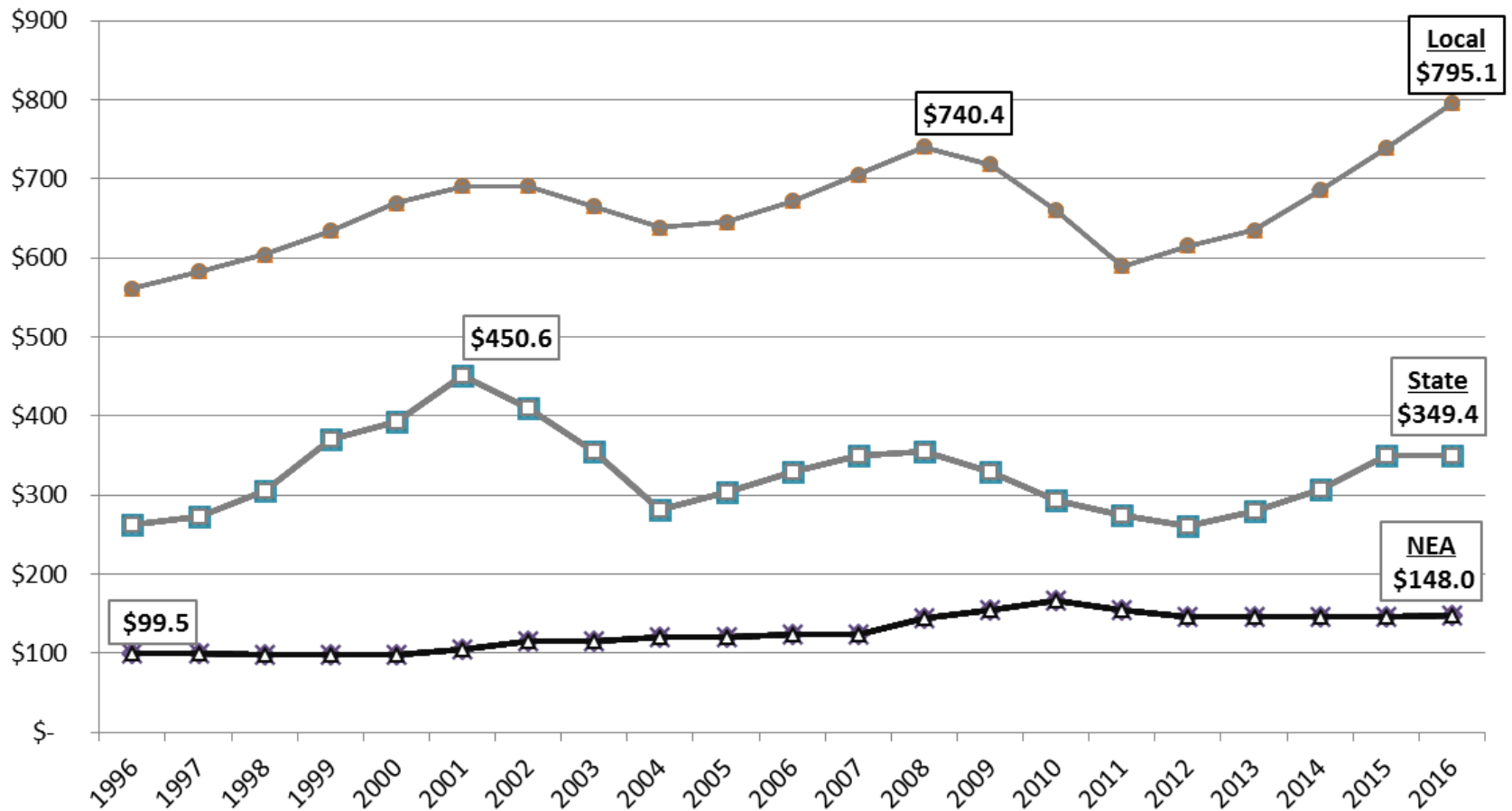
Sources of Revenue for Nonprofit Arts Organizations (Estimated)



Government Grant Funding to the Arts

Federal, State, and Local: 1996 - 2016

[Millions of Dollars]



ArtsVote 2016



Advocacy






What Decision Makers Care About

1. Business attraction/recruitment
2. Downtown/commercial redevelopment
3. Business retention
4. Infrastructure
5. Small business/entrepreneur support
6. Tourism/entertainment
7. Community/neighborhood development
8. Public safety
9. Environmental sustainability
10. Workforce/job training

Business Committee for the Arts



The best businesses supporting the arts in America know that investing in the arts pays big dividends. We honor them. Partnerships with the arts generate jobs, galvanize communities and bolster a creative and innovative work force.

presented by: Business Committee for the Arts, a division of Americans for the Arts

THE BCA TEN: Best Companies Supporting the Arts in America:


- Adobe Systems Incorporated, San Jose, CA
- Applied Materials, Santa Clara, CA
- Arctype Inc., Green Bay, WI
- Brainforest Inc., Chicago, IL
- Dollar Bank, Pittsburgh, PA
- Duke Energy, Charlotte, NC
- Hanesbrands Inc., Winston-Salem, NC
- Reliance Standard Life Insurance Company, Philadelphia, PA
- UMB Financial Corporation, Kansas City, MO
- Williams & Fodge Inc., Rock Hill, SC

BCA Leadership Award:
Thomas A. James,
Chairman and Chief Executive Officer,
Raymond James Financial, Inc., St. Petersburg, FL

BCA Hall of Fame Inductee:
Movado Group Inc., Paramus, NJ

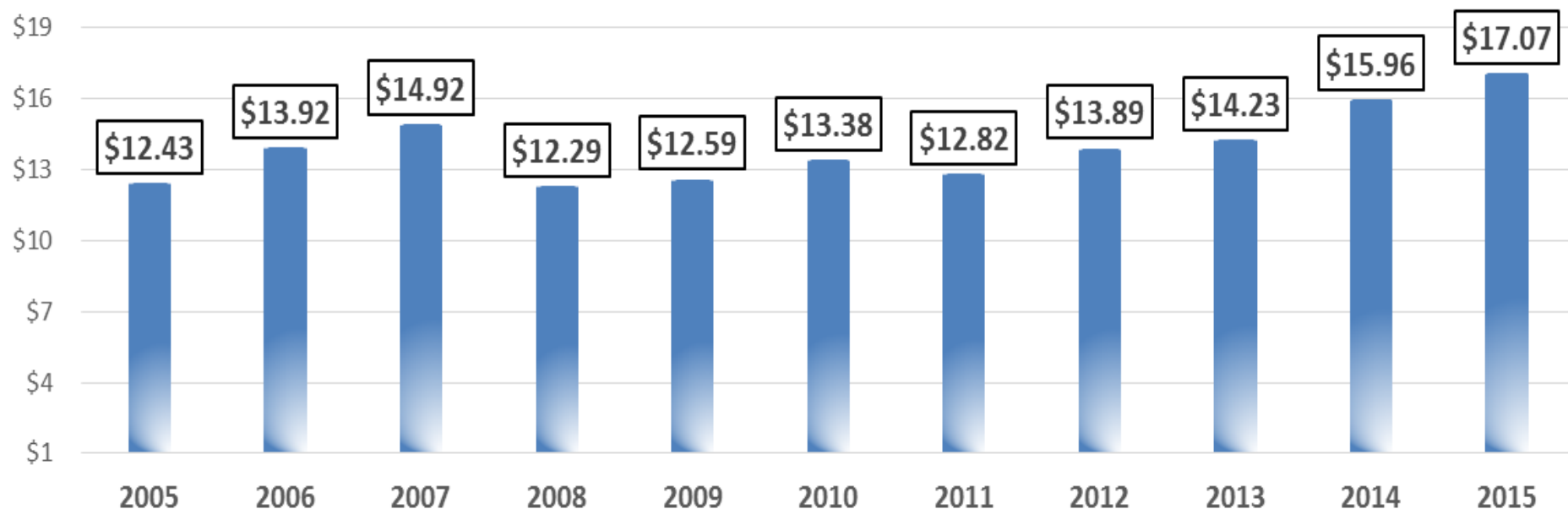
Presenting Sponsor:
Principal Financial Group

For more information, www.AmericansforTheArts.org/BCA



Private Giving to Arts, Culture & Humanities: 2005 - 2015

[Billions of Current Dollars]

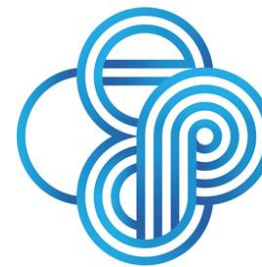


Private Strategic Alliances



INDEPENDENT SECTOR

THE CONFERENCE BOARD



CECP



COUNCIL *on* FOUNDATIONS



Business Civic
Leadership Center



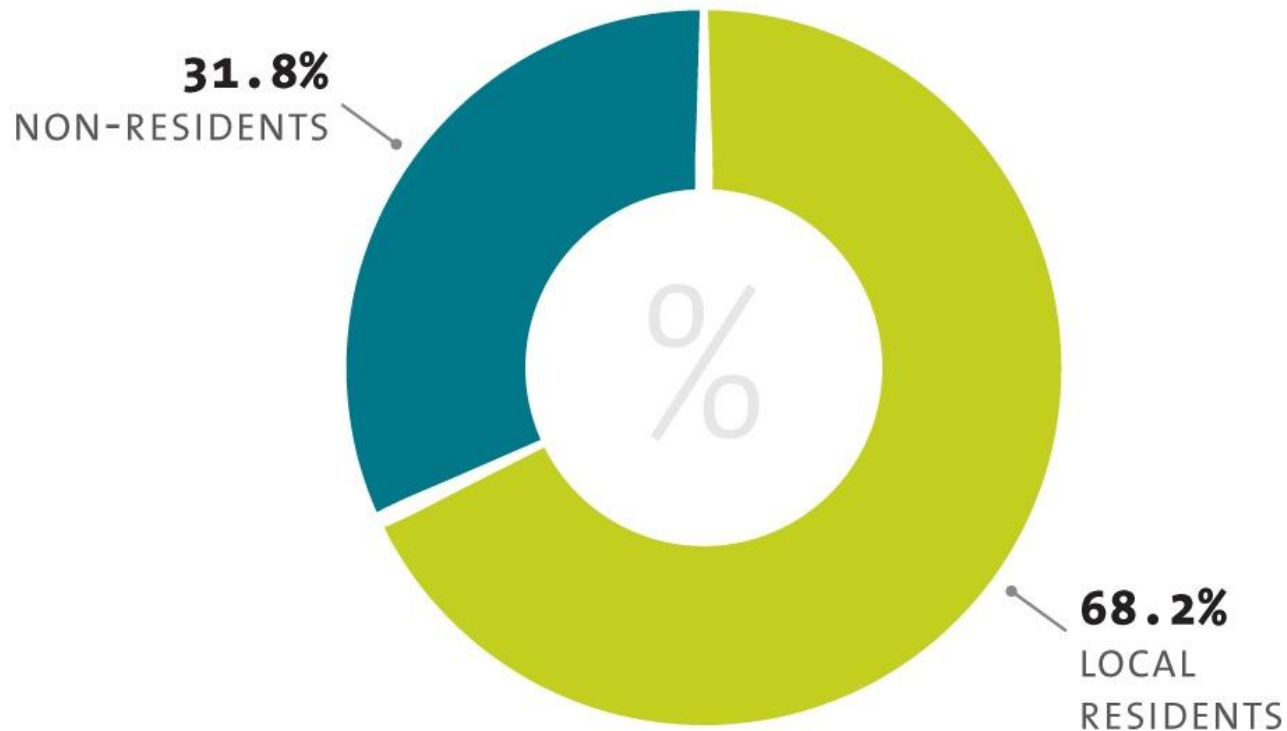
Public Strategic Alliances







Nonprofit Arts & Culture Attendees Local vs. Nonlocal



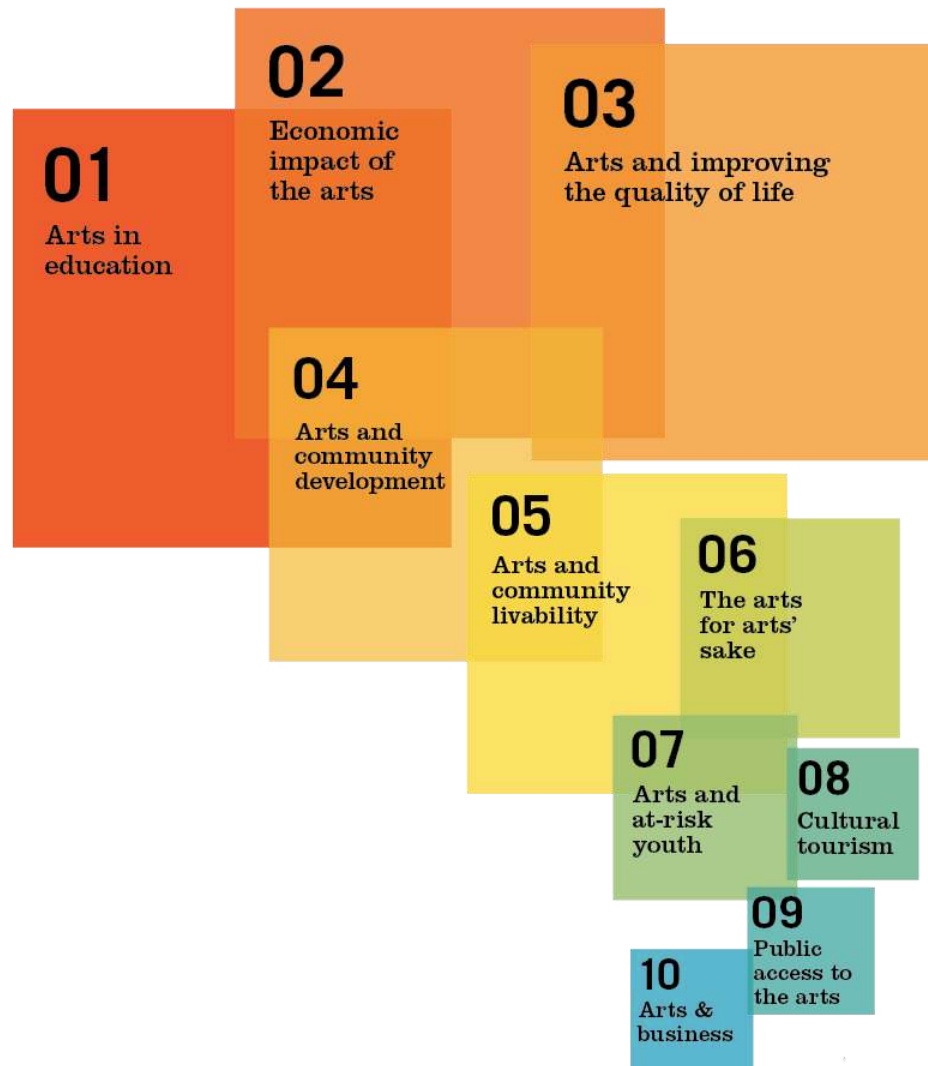
Non-Local Arts Audiences Spend More Than Twice as Much as Local Audiences



Source: Arts & Economic Prosperity IV™, Americans for the Arts. 2012.

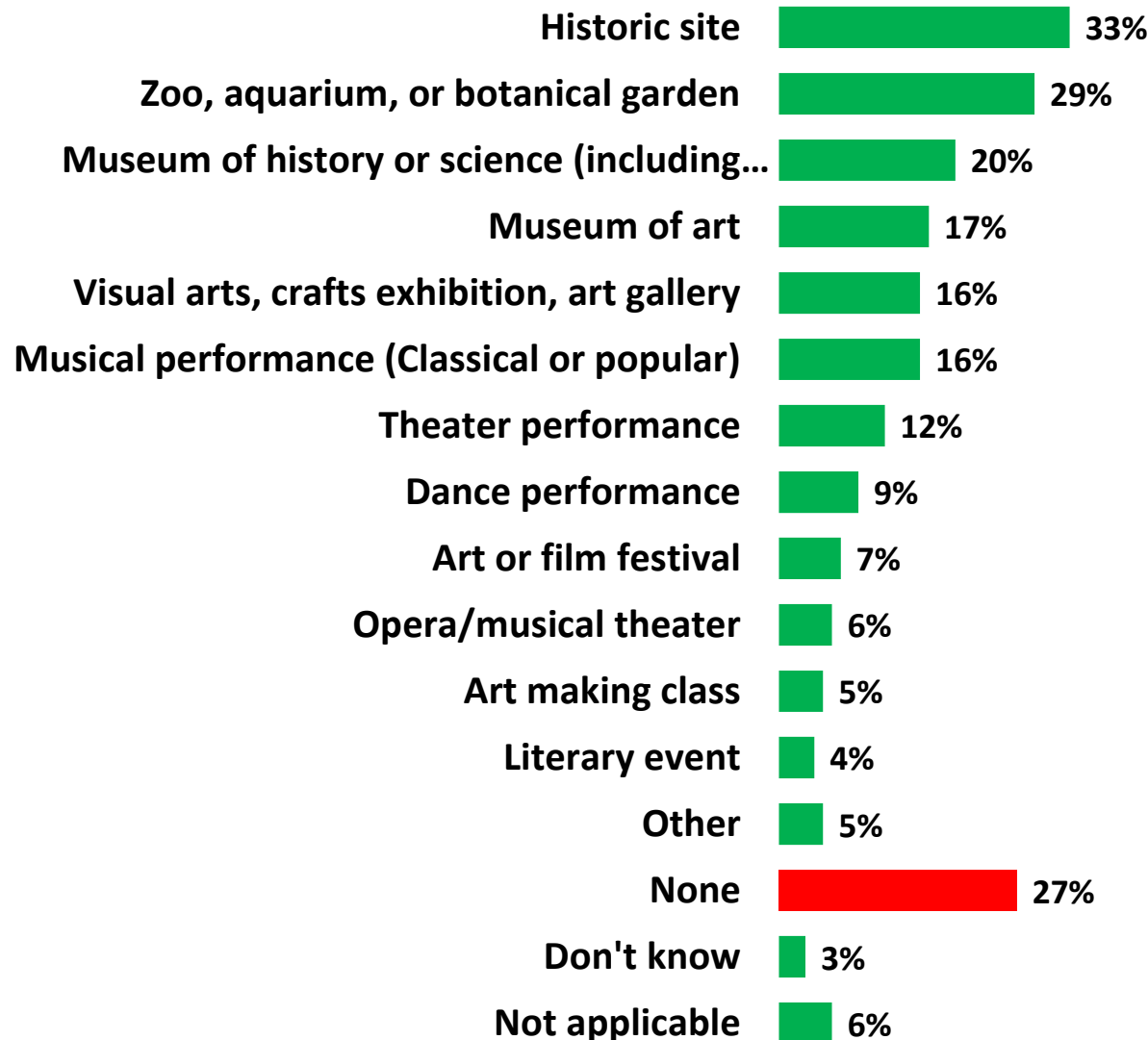
Visit www.AmericansForTheArts.org/aep for more information on our *Arts & Economic Prosperity IV* study.

Effective Case-Making for the Arts



2015 Arts Attendance

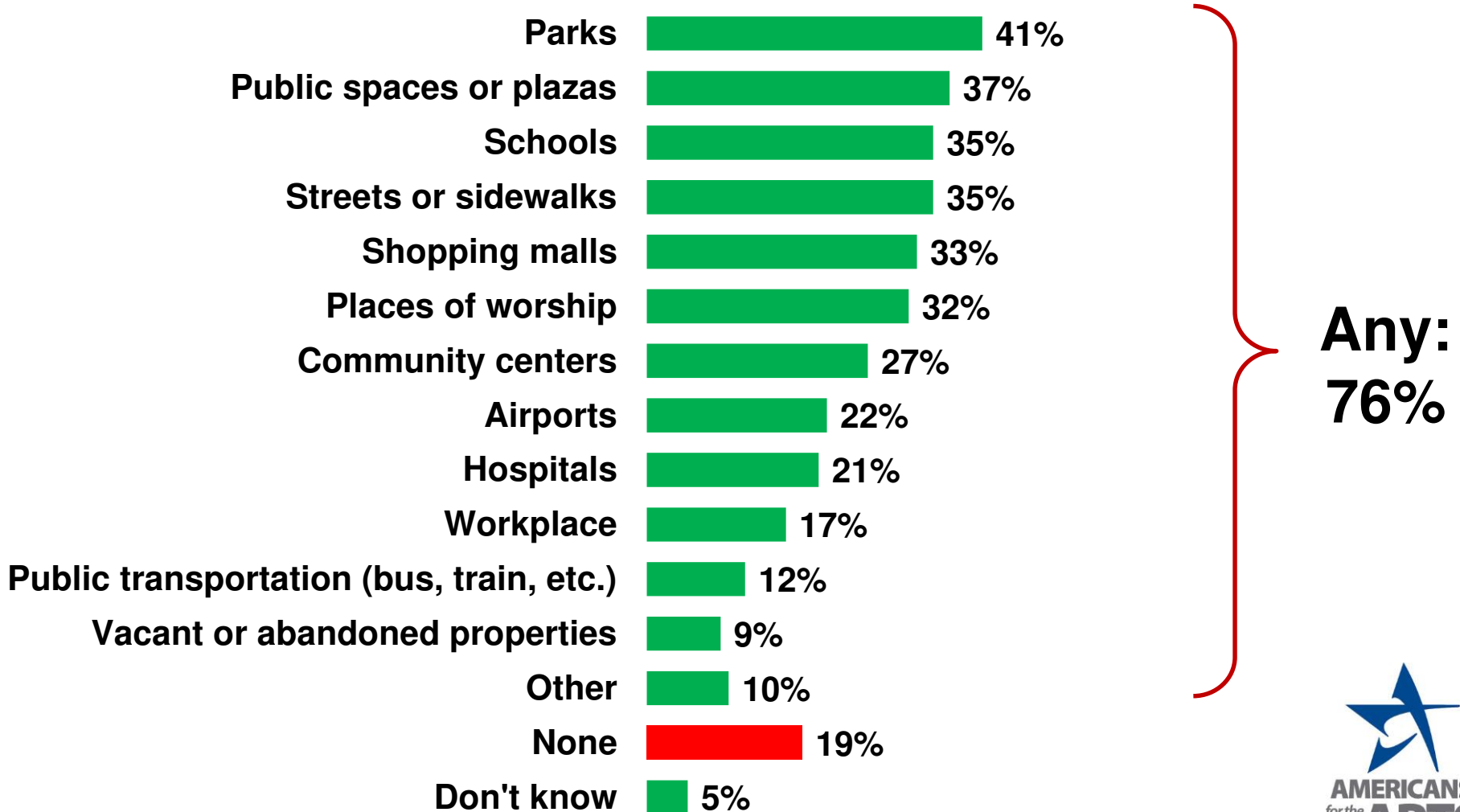
(Traditional Venues)



**Net YES:
67%**

2015 Arts Attendance

(Non-Traditional Venues)







The Challenge



Yo-Yo Ma Performs with Wounded Warriors





Arts Have a Positive Effect on the Community

■ Strongly Agree ■ Somewhat agree

The arts are a positive experience in
a troubled world

35%

36%

The arts unify us, regardless of age,
race, and ethnicity

29%

36%

The arts improve the image and
identity of my community

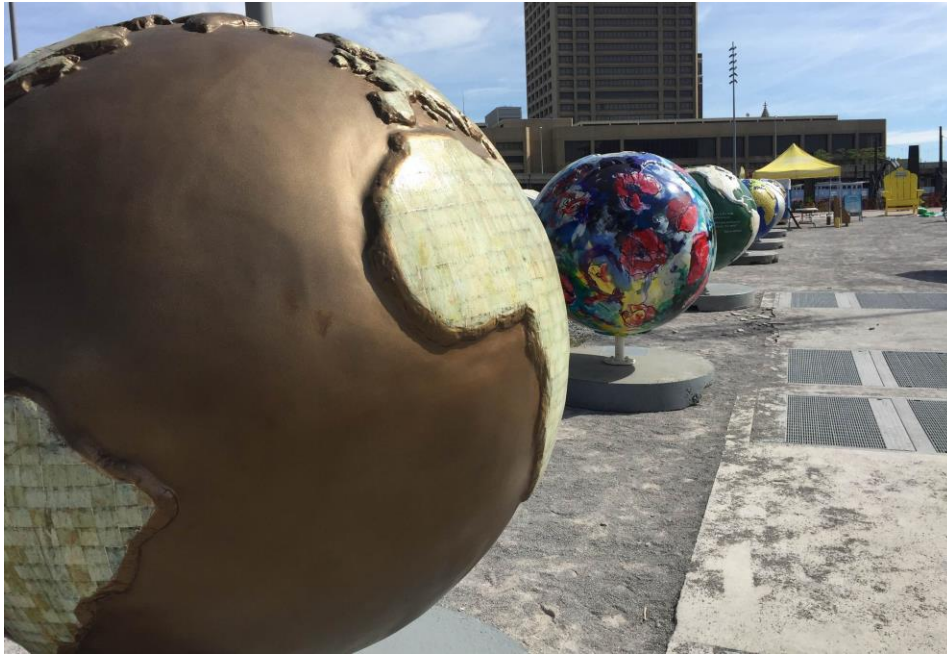
24%

35%

Everyone in my community has equal
access to the arts

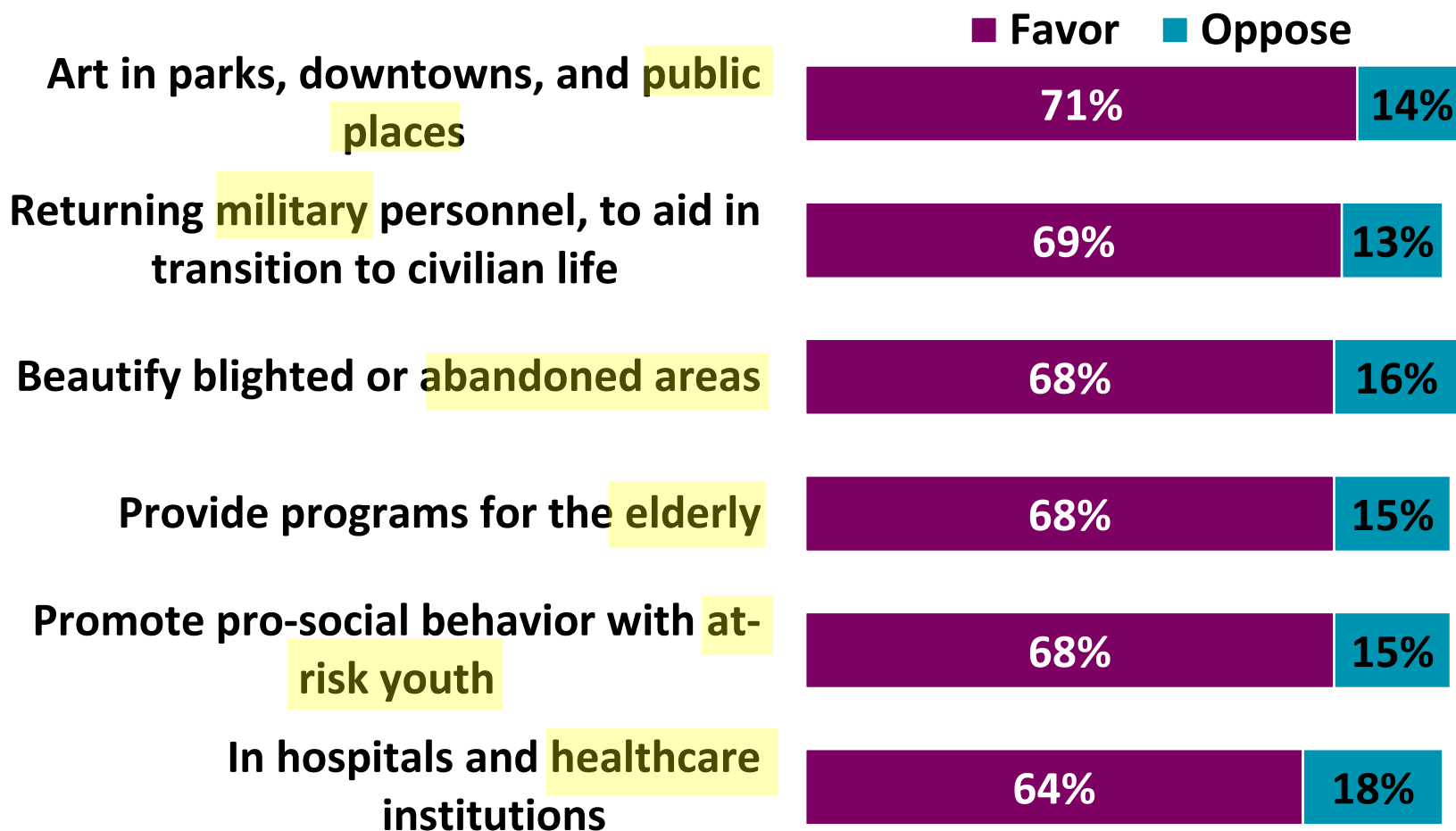
19%

26%



The "Cool Globes" public art exhibit features a dozen designed spheres aimed at raising awareness about solutions to climate change.
(Aaron Besecker/Buffalo News)

Community-Oriented Arts Funding: High Public Value





The front of the Albright Knox Art Gallery during the Jazz Festival in the summer.

Community-Oriented Arts Funding: High Public Value

■ Favor

■ Oppose

Tourism to a location inside the US

62%

18%

To promote social and racial equity

61%

19%

To increase tourism to the US

59%

19%

Int'l diplomatic cultural exchanges

51%

21%

Fund individual artists to make art

46%

30%

Provide religious art in public spaces

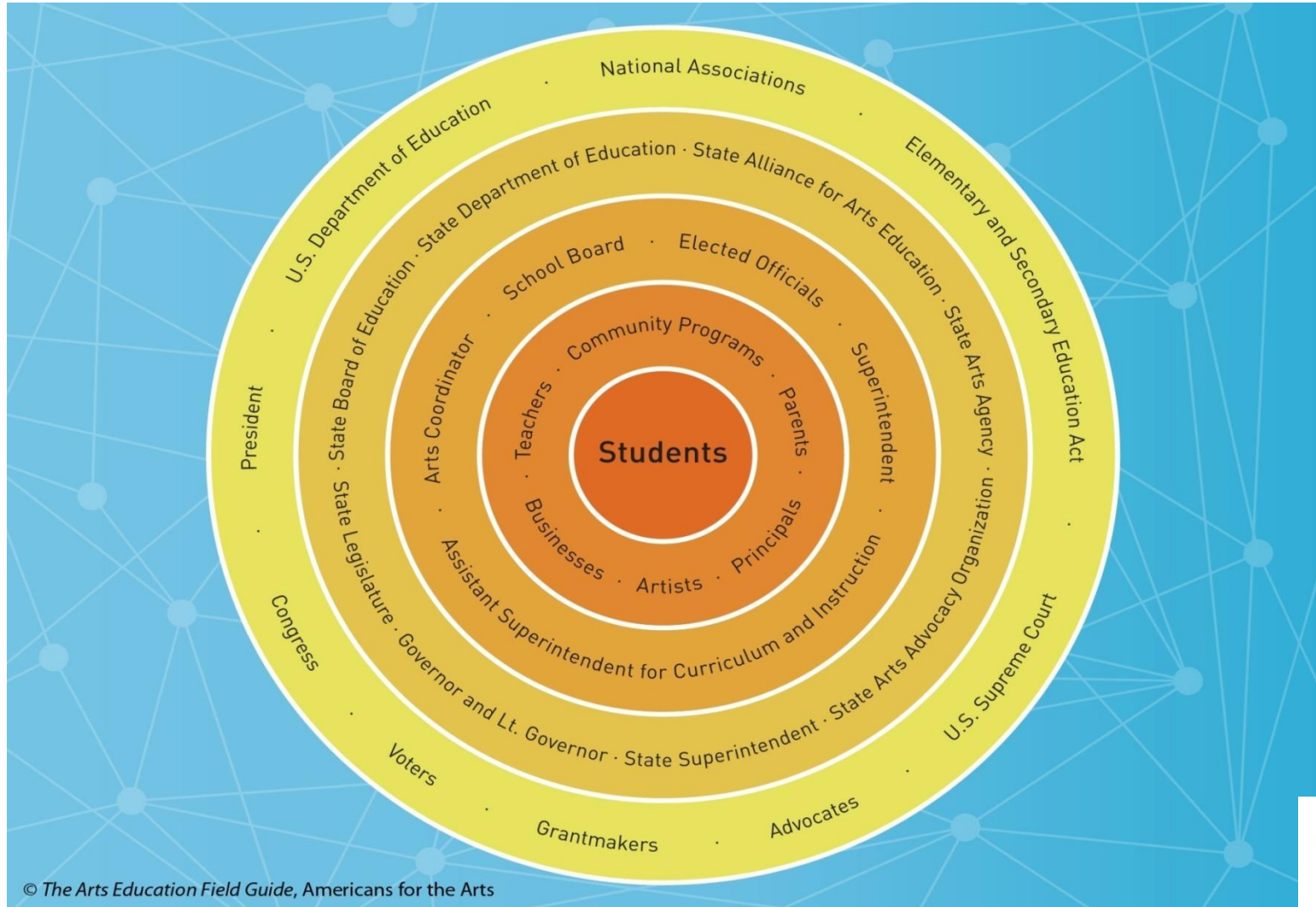
41%

32%

Every Student Succeeds Act (ESSA)



Spheres of Influence in Arts Education





MEET HAZEL,
**THE
COLTRANE
OF
CHEMISTRY**

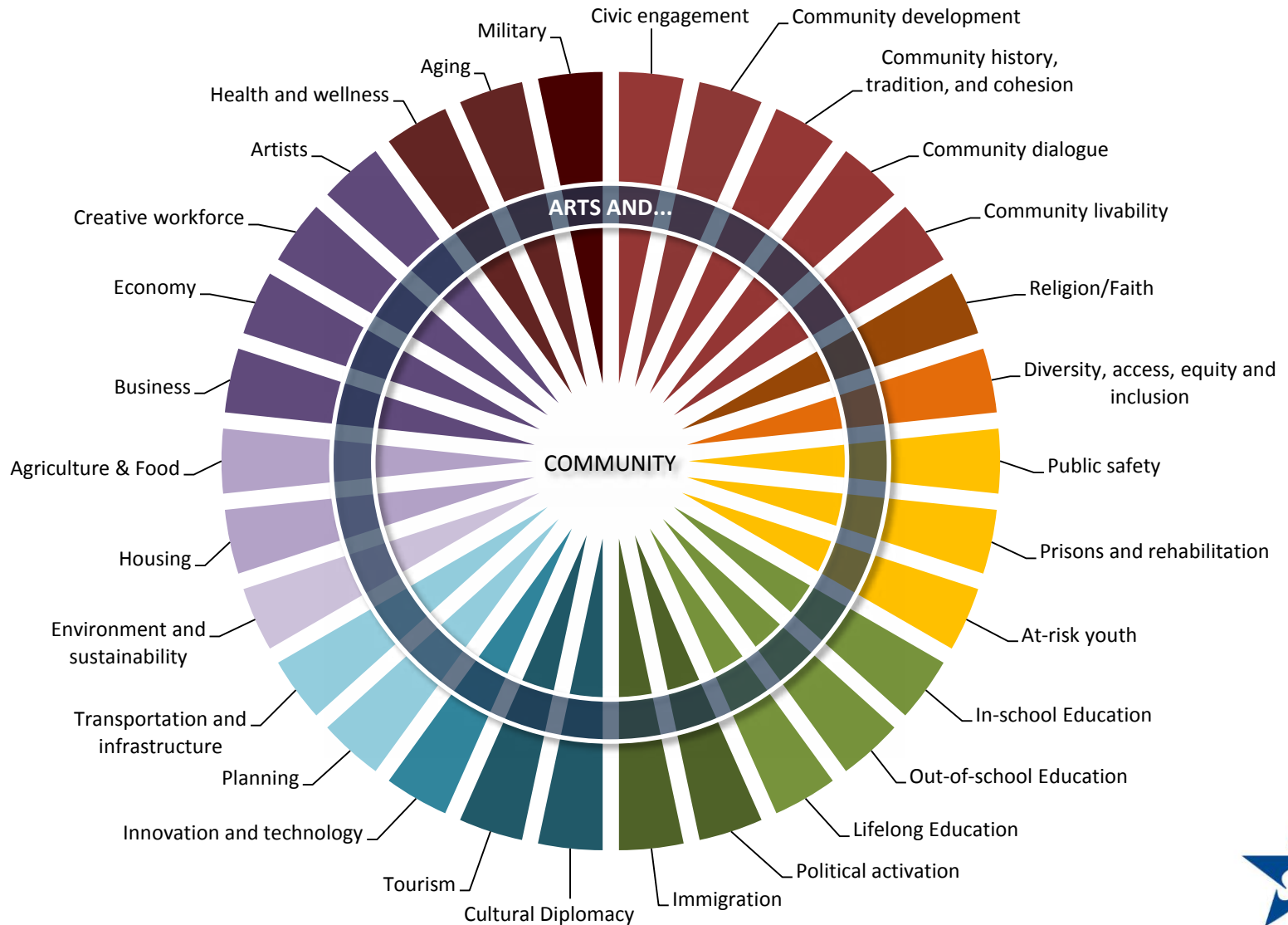
When businesses partner with the arts, everyone profits. Because the arts inspire new ideas, fresh thinking and creative collaboration. Just think, it's exactly what you're looking for from the people who work with you every day.

Join the **PART**NERSHIP MOVEMENT today.
And see how partnering with the Arts is good business.

the
PARTNERSHIP
movement
partnershipmovement.org

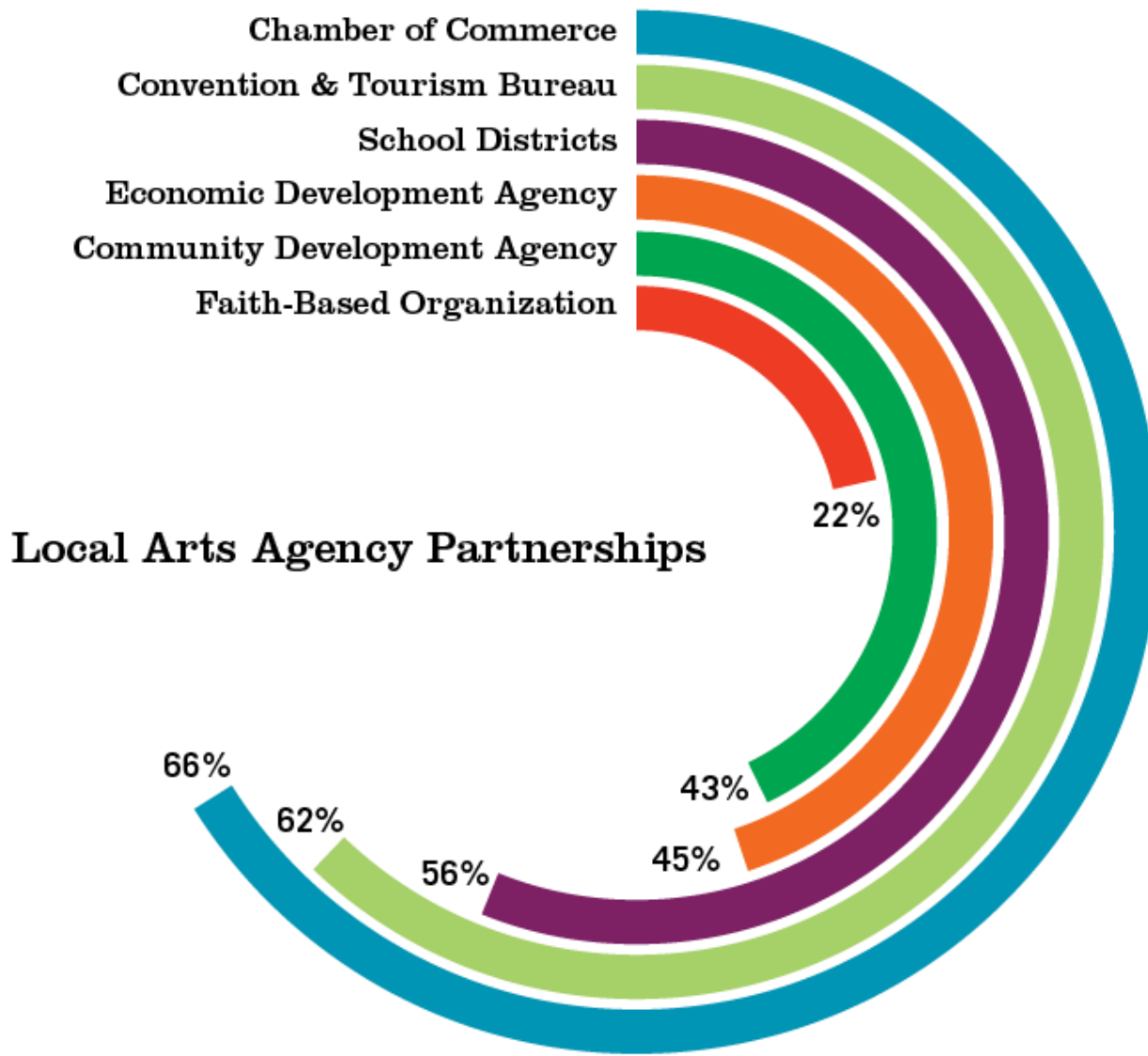


What Impacts a Community?



LAA Partnerships and Collaborations

92% have 1 76% have 3+



EVERY DAY THE ARTS TRANSFORM AMERICA'S COMMUNITIES THROUGH

EDUCATION COMMUNITY DEVELOPMENT ECONOMIC IMPACT HELPING AT-RISK YOUTH

HEALTH AND WELLNESS CELEBRATING DIVERSITY BUILDING A CREATIVE WORKFORCE

ENVIRONMENT CRIME PREVENTION TOURISM RETURNING MILITARY AND VETERANS

NEIGHBORHOOD REVITALIZATION POLITICAL ACTION INFRASTRUCTURE ACTIVISM FAITH

Over the next three years, Americans for the Arts will engage thousands of stakeholders, citizens, partners, and decision-makers in communities large and small across the United States. *Transforming America's Communities through the Arts* is our three-year, multi-tiered exploration of what the arts mean in today's America and world. Our goal: to increase public understanding of the multiple values of the arts in America and to learn from and educate critical stakeholders on the role, the funding, and the sustainability of the arts at the local, state, and national levels for the 21st century.

We want your help in Transforming America's Communities Through the Arts.

www.AmericansForTheArts.org



VIACOM

ARE YOUR KIDS GETTING THEIR FAIR SHARE?

ART. ASK FOR MORE.



AmericansForTheArts.org



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