

THE
PEW
CHARITABLE TRUSTS

Activating Cultural Capital

THE ECONOMIC AND SOCIAL IMPACTS OF ARTS AND CULTURE

Arizona Town Hall
Tucson, Arizona

May 2, 2011



Charts begin with people
And end with people
But in between, they are not people.

--Alberto Rios, 2010



The Arts' National Economic Impact

- Findings from Americans for the Arts' 2005 *Arts and Economic Activity III*
- **\$166.2 billion**
 - \$63.1 billion
 - \$103.1 billion

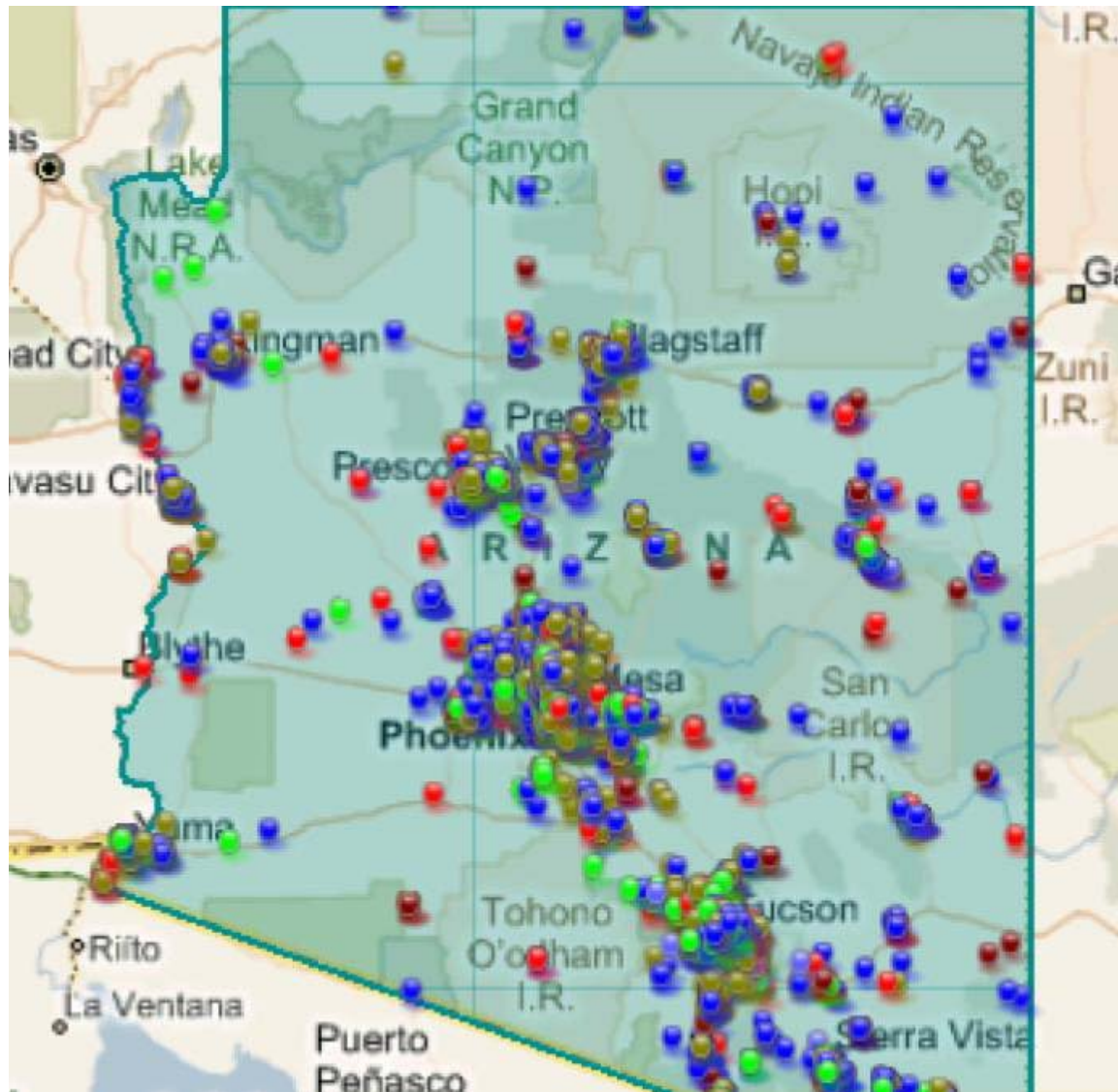


and...

- **\$5.7 million jobs**
- **\$104.2 billion in household income**
- **\$29.6 billion in local, state and federal tax revenues**

Creative Industries in Arizona in 2011

13,871 Arts-Related Businesses Employ 47,762 People





Economic Impact in Arizona

- **\$498,271,772**
 - **Arts organizations: \$219,729,452**
 - **Audiences: \$278,542,320**

 - **Employment, FTE: 15,273**
 - **Local government revenues: \$22,989,000**
 - **State government revenues: \$29,116,000**




The Arts and Workforce Development

- Creativity and Innovation:
A Global Business Imperative
 - General Electric: *Global Innovation Barometer 2011*
 - The Conference Board: *Ready to Innovate Report, 2008*



“GE Global Innovation Barometer 2011”

- 69 % said that innovation is now driven more by people’s creativity than by high-level scientific research
- 58 % agreed that having more “out-of-the-box” thinkers on the team is the number one factor that would help companies innovate more

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- 77% of executives believe the greatest innovations of the 21st century will be those that help address human needs over those that simply create the most profit
 - This idea is supported by Michael E. Porter and Mark R. Kramer's manifesto titled "Creating Shared Value" in February's *Harvard Business Review*



“Ready to Innovate”

- The Conference Board
- Americans for the Arts
- American Association of School Administrators

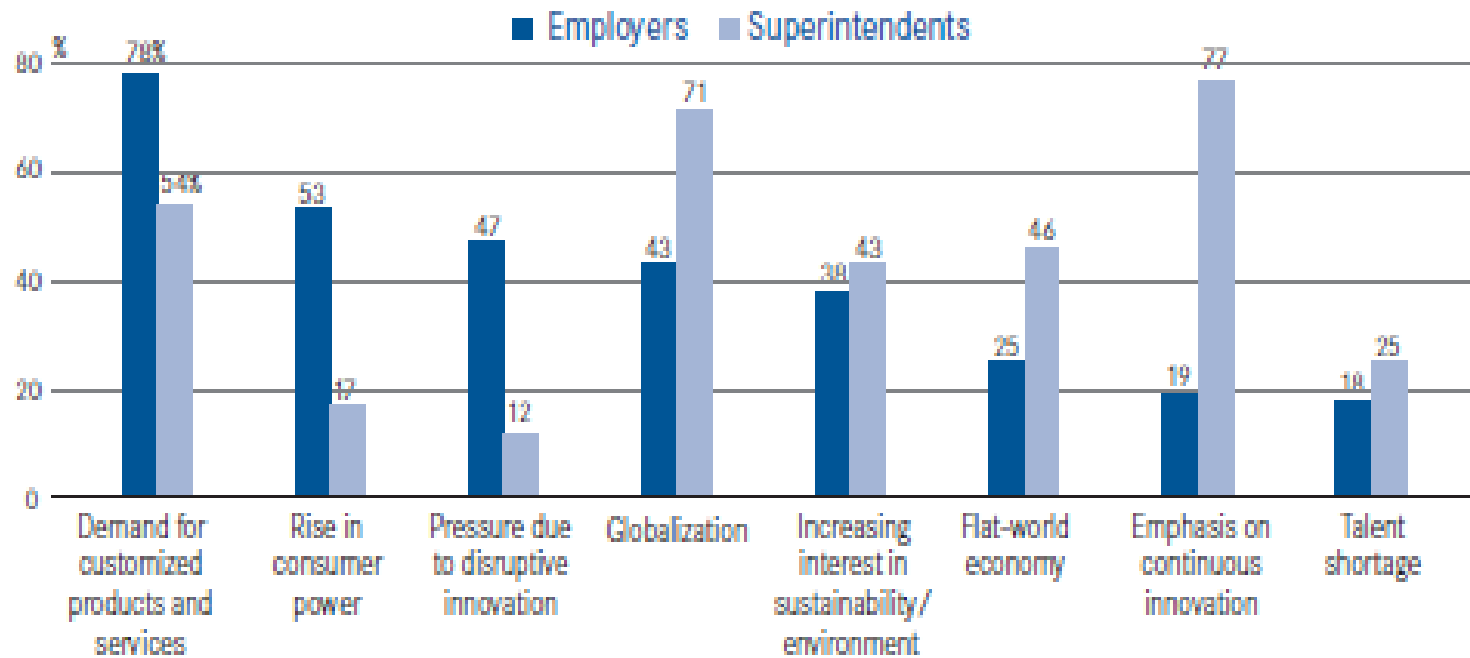
- Business executives and school superintendents were queried about what educational experiences make young people valuable employees in the innovation space



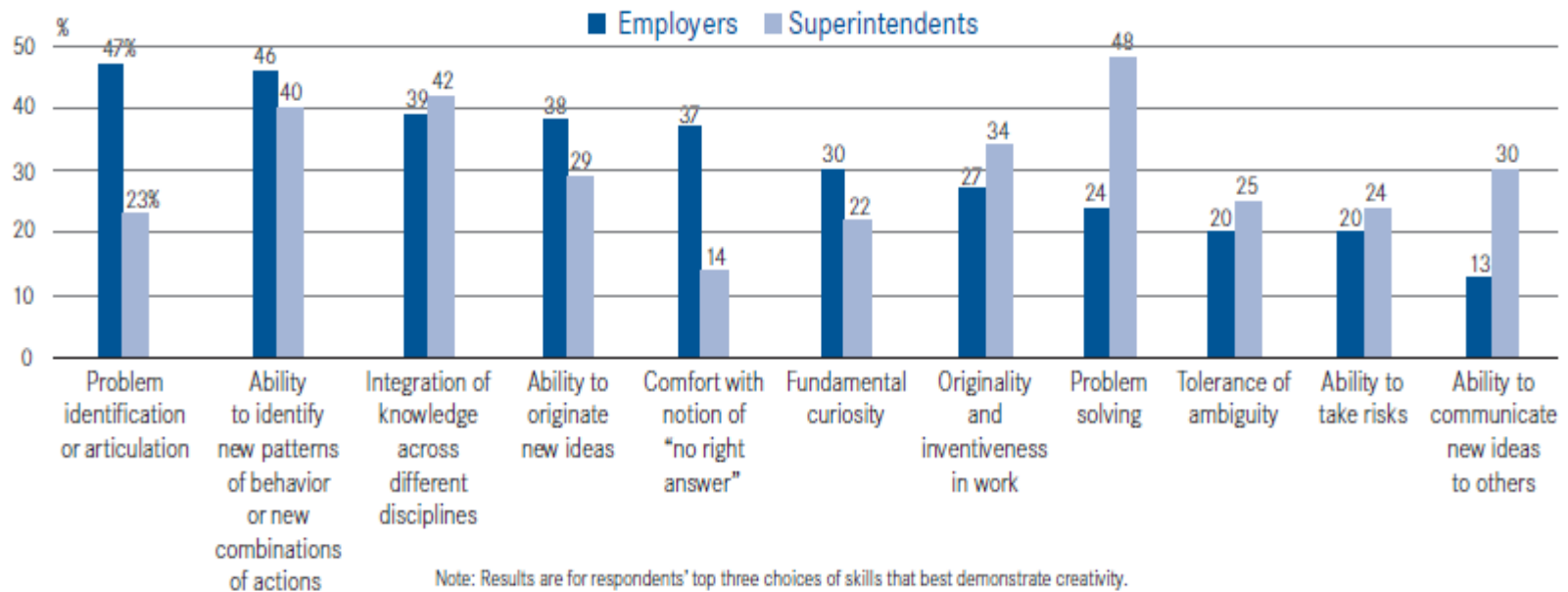
- ***creativity is of increasing importance in the workplace***
 - 99% of school superintendants
 - 97% of employers agreed
- ***Creativity/innovation*** was selected as one of the top five skills that will increase in importance over the next five years



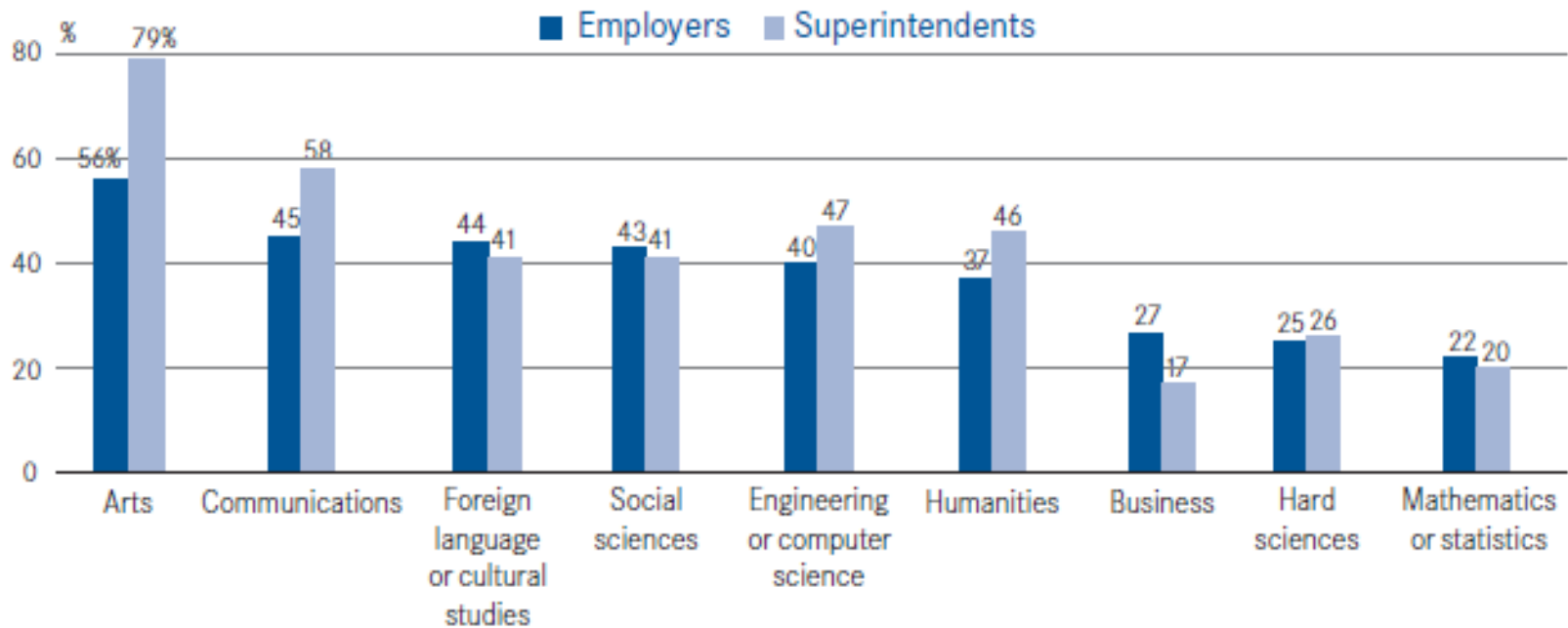
What changes in the business environment are making creativity increasingly important?



When asked to name the skills that best demonstrate creativity, the top choice of employers was “problem identification” and the foremost pick of superintendents was “problem solving.”



Respondents considered degrees demanding abstract or critical thought the best educational indicators of creativity.





Which Leads Us To...

- The importance of access for all to education and training in arts disciplines
- **99%** of superintendents said creative writing develops creativity in high school.
- **97%** for music; **97%** for dramatic arts; and **94%** for studio arts.
- But only creative writing is required in more than half of schools (**54%**). **17%** or less require the other disciplines.



Arizona Does Better

- Arizona Arts Education Census: a pioneering report.
- **87 percent** of K-12 students have access to at least one arts class per week.
- **55 percent** of schools provide the required instruction in Music and Visual Art. But:
- **21 percent** of schools reported **no** arts classes for students.



Arizona Arts Education Census

- In 2009, **134,203** students attended school without access to music or visual arts instruction provided by highly qualified arts teachers.



From Creative Economy to Creative Society

- Social Impact of the Arts Project (SIAP) and The Reinvestment Fund:
 - Cultivating “Natural” Cultural Districts
 - Creativity and Neighborhood Development:
The Power of Placemaking

Philadelphia's Old City



First Fridays




Cultural Vitality Means Community Health

- In Philadelphia, low-income block groups with high rates of cultural participation by community residents were **twice as likely** as similar block groups to have **very low truancy and delinquency levels.**



Philadelphia Live Arts Festival & Philly Fringe

- 
- Neighborhoods with many cultural providers within one-half mile were nearly **four times as likely to see their population increase and poverty rate decline** during the 1990s as those with few providers.

- Source: US Census, SIAP cultural assets database



Village of Arts & Humanities



New Mexico's Creative Economy



Presented by
Thomas H. Aageson
Executive Director
Museum of New Mexico Foundation

National Lt. Governors Association
December 3-5, 2008
Santa Fe, New Mexico

New Mexico has an estimated 20,000 Cultural Enterprises Led by Cultural Entrepreneurs

Chef Rocky
Santa Fe School of
Cooking

Photo by Gerald E.
McLeod




Potters, Musicians, Weavers, Writers, Jewelers, Producers,
Performing Artists, Publishers, Chefs, Gallery Owners, Artists,
Designers, Cameramen.....



Cultural Capital

- Cultural capital can include traditions, music, skills, dress, stories, art, decorations, feasts and celebrations, food, place, dwellings (antique, historic), etc.
- Individuals carry forward traditions while communities often have a legacy of creative talent that forms its cultural capital.

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- Organizations, e.g., museums, libraries, performing arts, are repositories of cultural capital made available to the public.
 - Educational organizations that foster cultural creativity and advance traditions build community cultural capital.

--Aageson, Thomas H. "Cultural Entrepreneurs: Producing Cultural Value and Wealth." The Cultures and Globalization Series: The Cultural Economy. Ed. Anheier, Helmut and Yudhishthir Raj Isar. London: Sage Publications, 2008. 92-107.

HOME

ABOUT CDP

Overview

Mission

New User Registration

Organization Login

Password

LOGIN ▶

[Forgot Password?](#)

HELP

Contact Help Desk

Data Profile Instructions

Hints for Small Groups

New User Orientation

Online Training

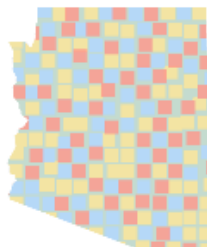
System Requirements

Sample Profile

TERMS OF SERVICE &
PRIVACY POLICY



Día de los Muertos Festival, Desert Botanical Garden, Papago Park. Photo by Adam Rodriguez.



The **Arizona Cultural Data Project (Arizona CDP)** is a powerful online management tool designed to strengthen arts and cultural organizations. After entering their data, arts and cultural organizations can use the CDP to produce a variety of reports designed to help increase management capacity and inform decision-making. They can also generate reports to be included as part of the application processes to participating grantmakers.

This emerging [national](#) standard enables participating organizations to track trends and benchmark their progress through powerful reporting tools, empowers researchers and advocates with information to make the case for arts and culture, and equips grantmakers with data to plan and evaluate grant-making activities more effectively.



News & Updates

Learn about Enhancements to the Data Profile

Understand how the new enhancements will improve your CDP experience!

[Watch Now](#)

Attend a CDP orientation session

Register today and learn how to make your organization's data work for you!

[Register Now](#)

Participating Grantmakers

Eight grantmakers currently participate in the Arizona CDP.

[View List](#)

Arizona Cultural Data Project and Americans for the Arts

- City of Phoenix Office of Arts & Culture
- Flagstaff Cultural Partners
- Mesa Arts Center
- Tucson Pima Arts Council
- West Valley Arts Council



**Arts&Economic
ProsperityIV**

A Project of **Americans for the Arts**



Arizona CDP Task Force

- Arizona Commission on the Arts
- Arizona Community Foundation
- City of Mesa Arts and Culture Department
- City of Phoenix Office of Arts and Culture
- Community Foundation for Southern AZ
- Flagstaff Cultural Partners
- Flinn Foundation
- Morrison Institute for Public Policy, Arizona State University
- Myron Rottenstein
- Tucson Pima Arts Council
- Virginia G. Piper Charitable Trusts

Good Data Boosts Advocacy

IF PENNSYLVANIA COULD

ATTRACT AN INDUSTRY THAT WOULD CREATE
62,000 JOBS
ALL OVER THE COMMONWEALTH,

PUMP
\$2 BILLION
INTO OUR ECONOMY,

GENERATE
\$283 MILLION
IN TAX REVENUES,

&

EDUCATE
OUR KIDS
TO COMPETE IN THE 21ST CENTURY,

WOULD WE GO AFTER IT?

★ ★ ★  ★ ★ ★



We don't have to.

It's already here.

ARTS & CULTURE

**IT'S OUR INDUSTRY.
IT'S HOW WE GROW.**

..... I support Arts & Culture.

Please join me.

THANK YOU.

The Choice is Art: A Call to Action



Kids will express themselves

with or without the arts.

The Choice is Art.

www.thechoiceisart.org

Discover arts programs in your community.
Learn about the value of the arts in your child's life.
Support and protect the arts in Arizona.



<http://www.azarts.gov/the-choice-is-art/>



References

- Americans for the Arts: www.artsusa.org
- GE Global Innovation Barometer 2011:
<http://files.gereports.com/wp-content/uploads/2011/01/GIB-results.pdf>
- “Creating Shared Value”:
<http://hbr.org/2011/01/the-big-idea-creating-shared-value/ar/1>
- The Conference Board: *Ready to Innovate*:
www.conference-board.org

- Arizona Arts Education Census:
<http://www.azarts.gov/arts-learning/arizona-arts-education-research-institute/>
- Social Impact of the Arts Project:
<http://www.sp2.upenn.edu/SIAP/>
- The Reinvestment Fund:
<http://www.trfund.com/>
- Cultural Data Project: www.culturaldata.org



Thank You

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