

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 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

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DIPLOMACY

ARTS + TOURISM

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

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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