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To: Mayor Valdes and City Council
Mark Relph, City Manager
Tim Nimz, Library and Museum Director

From: Fabby Hillyard, DJC and Associates

Re: Overview of Arts Industry

Date: January 7, 2020

The Arts Industry has been recognized Nationally, Regionally and Locally as an important economic, community welfare, quality of life and social justice partner. Defining and recognizing the arts as a core city service daylight the contributions, impacts and opportunities of the industry.

Littleton is well positioned in the metro area to benefit from the increase in population, general economic health and tourism. Strengthening the Littleton “Brand” as a safe, family oriented, authentic western city including arts and culture will propel Littleton forward as a city offering a diverse arts and culture experiences defined by and unique to its heritage. The steps the City leadership has taken to include the Arts and Culture sector in the Comprehensive Plan and then create an Arts and Culture Commission provide the platform and guidance necessary for Littleton to take her place as a cultural events destination in the Metro area.

Following is a brief overview of the impact of the Arts and Culture sector nationally, regionally and locally.

Nationally

(data provided by the American for the Arts)

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

1. Arts improve individual well-being. 69 percent of the population believe the arts “lift me up beyond everyday experiences,” 73 percent feel the arts give them “pure pleasure to experience and participate in,” and 81 percent say the arts are a “positive experience in a troubled world.”

2. Arts unify communities. 72 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 73 percent agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.

3. Arts improve academic performance. Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students regardless of socioeconomic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 88 percent of Americans believe that arts are part of a well-rounded K-12 education.

4. Arts strengthen the economy. The production of all arts and cultural goods in the U.S. (e.g., nonprofit, commercial, education) added \$764 billion to the economy in 2015, including a \$21 billion international trade surplus—a larger share of the nation’s economy (4.2 percent) than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). The nonprofit arts industry alone generates \$166.3 billion in economic activity annually—spending by organizations and their audiences—which supports 4.6 million jobs and generates \$27.5 billion in government revenue.

5. Arts drive tourism and revenue to local businesses. Attendees at nonprofit arts events spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. 34 percent of attendees live outside the county in which the arts event takes place; they average \$47.57 in event-related spending. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.

6. Arts spark creativity and innovation. Creativity is among the top 5 applied skills sought by business leaders, per the Conference Board’s Ready to Innovate report—with 72 percent saying creativity is of high importance when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.

7. Arts drive the creative industries. The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts 673,656 businesses in the U.S. involved in the creation or distribution of the arts—4.01 percent of all businesses and 2.04 percent of all employees

8. Arts have social impact. University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.

9. Arts improve healthcare. Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.

10. Arts for the health and well-being of our military. The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top 4 (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.

Economic Impact

1. The arts and culture sector is a \$730 billion industry, which represents 4.2 percent of the nation's GDP—a larger share of the economy than transportation, tourism, and agriculture. The nonprofit arts industry alone generates \$135 billion in economic activity annually (spending by organizations and their audiences), which supports 4.1 million jobs and generates \$22.3 billion in government revenue.
2. Arts are good for local businesses. Attendees at nonprofit arts events spend \$24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable revenue for local commerce and the community.
3. Arts are an export industry. The arts and culture industries posted a \$30 billion international trade surplus in 2014, according to the BEA. U.S. exports of arts goods (e.g., movies, paintings, jewelry) exceeded \$60 billion.
4. Arts drive tourism. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. Arts destinations grow the economy by attracting foreign visitor spending. The U.S. Department of Commerce reports that, between 2003-2015, the percentage of international travelers including “art gallery and museum visits” on their trip grew from 17 to 29 percent, and the share attending “concerts, plays, and musicals” increased from 13 to 16 percent.

Regional

Colorado Business Committee for the Arts Economic impact summary: (2017 data)

Economic Impact; \$573M 12% increase over 2015

Jobs: 11,820 jobs 10% increase over 2015

Giving to the Arts: \$182.6M 3.5% increase over 2015

Attendance: 15M people 8.5% increase over 2015

Education Outreach: 4.3M children

Denver metro area continues to see steady rise in economic impact from cultural tourists, reaching nearly \$400 million.

Employment in the arts sector (full-time, part-time and contract) reached an all-time high.

There was a 40% increase in capital spending in the arts between 2015 and 2017. Since 1992, cultural attendance has increased at nearly twice the pace of Denver metro area's population growth.

On average, a cultural participant spends \$22.50 on non-ticket items per arts experience (CPI adjusted).

How Local Communities Organize

Local Arts Agencies by the Numbers in 2018:

- 97 percent use the arts to address **community development** issues such as social, education, or economic challenges.
- 81 percent expect the **demand for their services** to increase over the next two years.
- 77 percent provide **arts education** programs and/or services to the community.
- 70 percent are **private nonprofit organizations**; 30 percent are **government agencies**.
- 67 percent report that their **operating budget increased or remained the same** from FY2017 to FY2018 (58 percent and 9 percent, respectively); 33 percent experienced a decrease in their operating budget.
- 63 percent manage one or more **cultural facilities** (e.g., performance or exhibition spaces, arts centers, galleries, incubators).
- 59 percent operate a competitive **grantmaking** program—55 percent award grants to organizations, and 53 percent award grants to individual artists.

- 53 percent work in **partnerships** with their local Chamber of Commerce.
- 51 percent manage a **public art** program; 39 percent of those manage a **percent-for-art** program.
- 50 percent have adopted a **diversity, equity, and inclusion** statement.
- 47 percent work in communities that have **integrated the arts into a community-wide planning effort** such as a city's master plan or a community foundation's regional needs assessment.
- 34 percent report that their community has completed (or updated) a community **cultural plan** within the past five years.

Regional Data

Economic Impact of Nonprofit Arts and Cultural Organizations and their Audiences (2015)

Grand Junction

Direct Economic activity

Organizations \$ 11,275,100 - Audiences \$ 5,991,168 – Total \$ 17,266,268

Impact of Spending by Orgs and Audiences

FTE – 512

Household income pd to residents - \$ 12,930,000

Revenue Generated to Local Government - \$ 936,000

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Direct Economic activity

Organizations \$ 4,554,422 - Audiences \$5,681,804– Total \$ 10,236,226

Impact of Spending by Orgs and Audiences

FTE – 252

Household income pd to residents - \$ 5,198,000

Revenue Generated to Local Government - \$ 455,00

Downtown Colorado Springs Creative District

Direct Economic activity

Organizations \$ 20,773,371 - Audiences \$ 16,271,894 – Total \$ 37,045,265

Impact of Spending by Orgs and Audiences

FTE – 1,239

Household income pd to residents - \$ 24,954,000

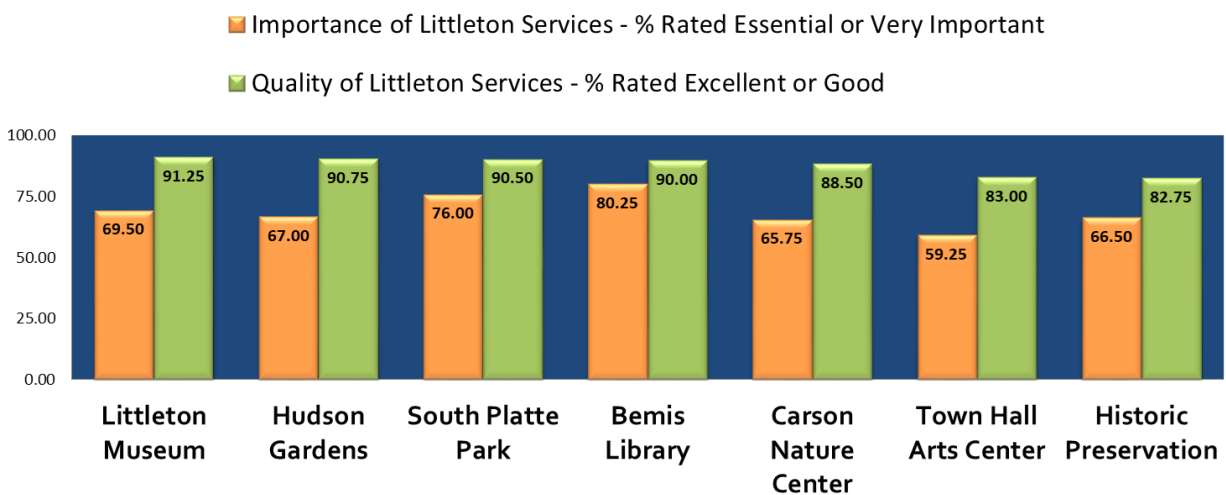
Revenue Generated to Local Government - \$ 2,304,000

What's Happening Here?

Littleton

How Residents feel about their Arts and Culture organizations

Littleton Citizens Value Arts & Culture



Average of Four Resident Surveys (2012 - 2018)

The recognition of the Arts and Culture sector in the newly adopted Littleton Comprehensive Plan is a significant step toward leveraging these community resources to achieve and support community wide goals and values. This foundational document provides the following direction.

Envision Littleton - Comprehensive Plan (adopted 2019)

HERITAGE, ARTS, RECREATION, AND TOURISM

With its unique history and architectural heritage, active arts scene, widespread recreation options, abundant green and open spaces, and many community events year-round, Littleton offers an array of amenities that appeal to residents and visitors. All aspects of the Plan shape the livability of Littleton, but this section especially reinforces the quality of life its residents enjoy.

KEY ISSUES AND CONSIDERATIONS

The desire to support well-established cultural and entertainment destinations, and events and festivals that fill the calendar year-round in Littleton

FRAMEWORK FOR ACTION - GOALS

GOAL HART 4: A vibrant city for both residents and visitors, enlivened by an active downtown, an array of arts, cultural, and entertainment options both indoor and outdoor, extensive heritage tourism opportunities, and popular community events and festivals throughout the year. GOAL HART 5: A community that thrives on and leverages the economic and social power of the arts to enhance its fiscal strength, regional reputation, social connectivity, and overall quality of life for residents of all

POLICIES

In making decisions that involve public resource allocation, regulatory matters, and physical improvements, among others, Littleton will:

Policy HART 1: Maintain close and mutually beneficial relationships with the South Suburban Park and Recreation District, South Platte Working Group, High Line Canal Conservancy, Hudson Gardens, and other key partners that enable Littleton residents and visitors to enjoy a large quantity of high-quality recreational assets and public open space.

Policy HART 2: Strive to build consensus and support on how best the City can preserve more areas and structures with historic significance, and protect designated and potential new historic districts and landmarks.

Policy HART 3: Prioritize public safety, including safe access to and from parks and other public spaces, and personal security while enjoying parks, trails, and community facilities and events.

Policy HART 4: Incorporate guidance and incentives into the City's zoning and subdivision regulations so that green and open spaces are aligned and integrated across private development sites and adjacent public lands.

Policy HART 5: Incorporate guidance and incentives into the City's zoning and subdivision regulation to promote sensitive design approaches on sites with, or adjacent to, historic structures and areas.

Policy HART 6: Continue to plan for, and budget, adequate resources to maintain and enhance Bemis Library and Littleton Museum as premier public facilities with targeted programming for all ages.

Policy HART 7: Regularly evaluate the appropriate and most effective methods the City can use for devoting resources and support to cultural arts and community events programming.

Policy HART 8: Be aware of the diverse perspective and needs of visitors to Littleton, along with those of residents.

ACTIONS

Action HART 4: Research and report on the various ways visitors travel to and move about the community; how they experience popular locations and events; what they tell others about their experience; and what factors determine how much time and money they spend locally.

Partnerships and Coordination

Action HART 5: Coordinate with partners to track visitor utilization of recreation facilities, sites, and other types of Littleton amenities, and monitor changing local, state, and national tourism trends.

Action HART 6: Continue to promote awareness and appreciation of the full range of Littleton's arts, cultural, and historic assets through ongoing activities, special events, and partnerships.

Action HART 7: Evaluate opportunities and partnerships for incorporating art amenities into public projects such as buildings and infrastructure improvements.

Action HART 8: Continue the Main Street Historic District Grant Program and support the promotion and continued use of historic tax credits.

Action HART 9: Consider a Littleton application for Creative District Certification through the State of Colorado.

Partnerships and Coordination Action

HART 12: Continue and enhance collaboration, communication, and partnerships with the many agencies, organizations and non-profits that provide and/or advocate for heritage, arts, cultural, recreation, and open space amenities in Littleton.

Action HART 19: Investigate with area utility providers the potential to integrate art on utility facilities, such as utility cabinets in public view. Action

HART 20: Encourage incorporation of art in private developments.

More Targeted Planning / Study

Action HART 24: Use the City's initiatives to update its zoning and development regulations and pursue further downtown focused planning as precursors to a historic preservation plan.

Action HART 25: Coordinate with partner organizations to prepare for development of a holistic Arts and Culture Plan for Littleton. The plan can include identification of new and sustaining funding sources, and explore a potential advisory committee to coordinate across all aspects of programming, promotion, and development.

There is Money Out there! - Potential Partners and Funding Sources

Colorado Business Committee for the Arts (CBCA)

Scientific and Cultural Facilities District (SCFD)

Cultural Councils of Arapahoe, Douglas, and Jefferson Counties

The Fine Arts Foundation

Western States Art Federation (WESTAF)

Colorado Creative Industries – a division of the State of Colorado Office of Economic Development and International Trade

National Endowment for the Arts (NEA)

Institute of Museum and Library Services

Regional Foundations

Corporate giving / Corporate Foundations

Individual Donors