

**Arts & Economic Prosperity IV Sound Bites
Media Training Pre-Conference 2012
San Antonio, TX**

Bold Action Words

- The arts mean business
- The arts are an economic force
- The arts provide needed government funds to deliver critical services
- The arts deliver community vitality and economic impact
- The arts keep jobs local
- The arts are an industry that cannot be ignored
- Cultural jobs spur innovation
- These jobs can't be shipped overseas
- The arts can't be outsourced
- An investment in the arts is an investment in our community
- Cultural jobs are key to the growth of our community
- In our global economy these jobs are local
- Diversity of jobs in creative, resilient companies
- The arts mean business. The arts mean jobs. The arts mean tourism. This study proves that the arts are at the heart of a creative economy
- Even in a down economy the arts are thriving
- The arts are an investment that grows the economy
- These days' people like to talk about job creation, and the arts are real job creators
- The arts have shown a proven return on investment
- Tremendous ROI

Emotions

- The study proves what we've known—the arts are not just a feel good industry, they also contribute substantially to our economy
- Our leaders can feel good about an investment for the arts
- We are so pleased to say that the arts contribute...
- We've been bowled over by the data from this study, which shows that...
- While we expected the study to show that the arts are a significant part of our economy, we have been truly astounded by our local data, which show that arts and culture is BIG business here in [community name]. How big? \$[blank] million in economic activity per year

- With so much economic change that is bad news, San Diegans are craving good news - this report demonstrates that arts are that good news for our economy.

Examples

- Timex watch of American industry
- The impact is felt not only in theatres and galleries, but in our hotels, restaurants, paint stores, gas stations (etc.)

Attacks

- This study puts to rest the idea that the arts are a luxury only to be supported in a strong economy.

Absolutes

- Everyone can agree that the arts inspire, educate and engage us but we can now prove, without a doubt, that the arts also makes good economic sense--\$46 million worth of sense.
- The arts are everywhere.
- The arts are absolutely an economic force.
- You can't find any other investment that has this kind of return.
- We always knew the arts had an impact, now we know how much.
- The research confirms what we suspected, that the nonprofit arts as an industry provides a healthy return on investment.

Clichés

- Houston Arts Alliance has economic news the size of Texas. The most comprehensive study of its kind places another feather in Houston's cap. The arts are big business in Houston, increasing our local economy by \$978 million, generating 29,000 jobs, and growing local and state coffers by more than \$130 million. The arts are also the cornerstone of cultural tourism with 14% of overall arts attendance from out-of-town. The arts in Houston are a huge industry.
- The arts are the gift that keeps on giving. The more investment we make, the more we get back in terms of revenue and jobs creation.
- We've always known the arts feed our soul, now we know it also puts food on the table.
- The arts are food for the soul, but they also put food on the table.
- The arts get a gold medal.
- Any city would roll out the red carpet for an industry which employs this many people.
- The arts are knocking it out of the park for our local economy.

- Whether you participate in the arts personally or not, as an industry it provides local governments with a big bang for their buck in terms of economic ROI.

Humor

- Restaurant owners don't need to check the Weekend section to see if an art event is happening in their community, they can just look at the tables full of customers –“cheeks in seats”.

Rhetorical Questions

- What sets the arts apart from other industries? Arts audiences are very generous! In [blank], they spend \$15 million in event-related spending at restaurants, hotels and retail stores. We also know that art tourist stay longer and contribute more to local economies than in other industries, including sports!
- What is a good corporate citizen? A company that employs people, contributes to the local economy, and contributes to the city coffers. I've just described the arts industry in [community name].
- What other industry can boast the quality of life benefits and the economic benefits the way that the arts can?
- Do the arts have a good ROI? Yes, they do.
- Do you have any idea how much tourists spend when they come to [community name] for an arts and cultural event? In addition to the cost of their ticket, they spend nearly \$[dollars] per person on one arts outing. That's money that would be going to another community if [community name] didn't host the events that bring them here.
- Everyone knows St. Louis is known for its baseball and its beer. But did you know that we're also star performers in the arts?
- What could be better than community vitality combined with strong economic impact?

Analogy

- Houston Arts Alliance has economic news as hot as Houston. Part of the most comprehensive study ever, local data proves that the arts are big business at a \$978 million economic impact, generating 29,000 jobs and more than \$130 million in local and state revenues. From the Theater District to the Orange Show, the arts are THE hot industry in Houston.
- Arts and business are like great dance partners
- This study is like learning that chocolate is good for you
- The arts are to the economy what sunshine is to our weather

Pop Culture References

- It's an investment even Warren Buffett would jump at
- The Michael Jordan of local economy – brings out the best in his teammates
- Here in Tennessee, there's still controversy about Elvis. Is he really dead or is he alive and still rocking the halls of Graceland? I can't say for sure but I can tell you his spirit still lives on through our arts and our music to the tune of \$(insert amount) of economic impact here in Memphis.
- The arts industry is like Law & Order – it's everywhere and it's outrageously successful

Metaphor

- So while dancers are leaping across the stage, dollars are leaping into the cash registers of the local restaurants and gas stations and the many creative economy businesses that benefit as a result of that special event.
- Rarely a weekend goes by in Slidell without music on a stage somewhere in our city. But if you listen really closely, you'll hear much more than the beat of the music...you'll hear the heartbeat of our community and feel the pulse of the economy being strengthened by the arts.
- Arts and culture don't just make our city more attractive and engaging, they also rev our economic engine...by supporting jobs, generating government revenues, and drawing tourists to the area.
- Houston is known as the energy capital of the world. From the latest findings in the most comprehensive study of its kind, we know that the arts are also fueling our economy with 29,000 jobs, pumping \$978 million into the area—that's almost a billion dollars!, and injecting \$130 million into local and state coffers. Creative energy is big business in Houston.
- You can't walk a block on the downtown mall in Charlottesville without seeing that the arts are alive and well in Charlottesville. But what may not be so obvious is that the arts are also major industry here -- to the tune of \$114 million per year in economic activity.
- This is so much more than tutus....it's quantifiable, economic impact

Reciprocation

- We all know that [community name] is a great place for the arts. Now we have proof that the arts are great for [community name].
- Small investment, big return
- Instead of people moving to where the jobs are, the jobs are moving to where the arts are
- It's not just jobs; it's a good return on investment

Facts

- The value-added piece about investing in the arts is that the return on investment is so high... our research shows that more than 22 billion dollars in tax revenue came in 2010 alone, which is far more than was allocated in terms of arts funding. The nonprofit arts industry produced more than 4 million jobs, and generated 135 billion dollars of economic activity. That's billion with a "B". Very few other industries can boast that level of return on investment.
- [Community name] boasts annual arts and cultural attendance of about [X.X] million -- and [XX]% of that attendance is by non-residents.
- Far from being a luxury entertainment for the rich, a vibrant cultural scene helps our communities thrive through the economic activity that surrounds the arts - restaurants, parking, clothing, transportation, childcare, hotels, and more... driving millions of dollars of local tax revenues into our cities and towns. \$[XXX] million in total economic activity.
- San Diego County is one of the top five tourist destinations in the world. The AEP IV study demonstrates that investing in the nonprofit arts industry increases cultural tourism, resulting in a dependable engine for economic health in our community. Even in difficult times, the cultural visitor spends 53% more than local residents.